

READING TEST

In the Reading test, you will read a variety of texts and answer several different types of reading comprehension questions. The entire Reading test will last 75 minutes. There are three parts, and directions are given for each part. You are encouraged to answer as many questions as possible within the time allowed.

You must mark your answers on the separate answer sheet. Do not write your answers in your test book.

PART 5

Directions: A word or phrase is missing in each of the sentences below. Four answer choices are given below each sentence. Select the best answer to complete the sentence. Then mark the letter (A), (B), (C), or (D) on your answer sheet.

101. Work Power magazine is a new trade _____ for human resource professionals.

- (A) publication
- (B) publishers
- (C) publish
- (D) is publishing

102. Ms. Murata requests that this month's sales totals be submitted _____ the end of the day.

- (A) within
- (B) if
- (C) that
- (D) by

103. A midsize design _____, Gilwood Interiors specializes in residential spaces.

- (A) firm
- (B) program
- (C) piece
- (D) industry

104. The board of directors thanked Juliana Thorne for _____ efforts in organizing the shareholders' meeting.

- (A) her
- (B) herself
- (C) she
- (D) hers

105. Ms. Rodriguez will speak about a banking conference she _____ in Lisbon last month.

- (A) attends
- (B) attended
- (C) will attend
- (D) attend

106. _____ the success of his restaurant, chef Sook Yong wrote a best-selling cookbook.

- (A) Because
- (B) When
- (C) After
- (D) Already

107. The director of the Yeon Park Clinic will deliver a speech _____ tonight's benefit dinner.

- (A) except
- (B) before
- (C) as
- (D) onto

108. The staff of the Meng Hotel will do _____ they can to make your stay as enjoyable as possible.

- (A) some
- (B) whatever
- (C) above
- (D) each

109. Hype Tech's new database software has _____ search capabilities to provide more relevant results.

- (A) expansively
- (B) expanded
- (C) expands
- (D) expand

110. Russet Software announced in a press release that it is planning to expand _____ India.

- (A) at
- (B) about
- (C) into
- (D) of

111. Lapima Accounting Partners has _____ expenses by limiting international travel and encouraging the use of Internet conferencing.

- (A) examined
- (B) reduced
- (C) stated
- (D) qualified

112. The Micaville Art Gallery features work by artists _____ offer an array of paintings, drawings, and sculptures.

- (A) both
- (B) who
- (C) besides

(D) since

113. The manufacturer's Web site cautions that glass with certain coatings may not fuse _____ with other glass.

(A) completion

(B) completing

(C) completely

(D) completes

114. Mervin Financial Group offers low-interest home mortgages to first-time _____.

(A) buys

(B) buyer

(C) bought

(D) buyers

115. As _____ a week has passed since the goods were shipped, we should ask the shipper for an update.

(A) partially

(B) immediately

(C) nearly

(D) thoroughly

116. A new musical production is holding auditions for ___ singers next Saturday at the Grovetown Theater.

(A) experience

(B) to experience

(C) experiences

(D) experienced

117. Museum members are invited to preview the historic portraits before the _____ opening of the exhibit on April 7.

(A) constant

(B) official

(C) competent

(D) natural

118. Milton Flooring boasts an impressive _____ of carpets and rugs, in almost every color and type of material.

(A) record

(B) solution

(C) selection

(D) preference

119. The partnership was formed _____ to help both the Tilano Group and Estin Electronics reach beyond

their traditional markets.

- (A) specifying
- (B) specifically
- (C) specific
- (D) specify

120. Edward's Plumbing has six company-owned vehicles, two of _____ are now in the repair shop.

- (A) whose
- (B) which
- (C) either
- (D) other

121. The Southwell guide discusses the most _____ ways to train yourself to be a great salesperson.

- (A) effective
- (B) reluctant
- (C) concerned
- (D) contained

122. Visitors to Kamke Manufacturing must _____ a security pass from the receptionist at the main entrance.

- (A) catch up
- (B) take after 相似 追趕
- (C) pick up
- (D) call on

123. _____ Ms. Lacombe has been working overtime to meet the proposal submission deadline.

- (A) Late
- (B) Later
- (C) Latest
- (D) Lately

124. Customers who were surveyed found most of the nine color variations of Malbey purses very _____.

- (A) attractive
- (B) attraction
- (C) attracted
- (D) attracts

125. In about one year, Eiger Township will complete the final _____ of a ten-year drainage improvement project.

- (A) degree
- (B) basis
- (C) phase

(D) impact

126. Adults and children _____ will enjoy the activities at the Urban Forest Festival.

(A) most

(B) alike

(C) recently

(D) very

127. Seeking new sources of income, many regional orchards _____ catering to tourists in the last few years.

(A) will begin

(B) have begun

(C) will have begun

(D) to begin

128. Gessen Contractors guarantees customers top-quality handiwork on every job, _____ of how small.

(A) in case

(B) regardless

(C) whether

(D) rather than

129. Mr. Rinaldi supervised the construction of the new factory and _____ operations when it opens next June.

(A) oversaw

(B) overseeing

(C) will oversee

(D) had overseen

130. Additional details _____ the workshop will be sent to everyone who has expressed interest in attending.

(A) pertaining to

(B) across

(C) in spite of

(D) through

PART 6

Directions: Read the texts that follow. A word, phrase, or sentence is missing in parts of each text. Four answer choices for each question are given below the text. Select the best answer to complete the text.

Then mark the letter (A), (B), (C), or (D) on your answer sheet.

Questions 131-134 refer to the following invitation.

You are invited to Wilson Associates' third annual company picnic. The event 131 to take place on June 12 from 12:30 P.M. to 4:30 P.M. at Baker Field. 132 should consider contributing an item to be used during the sports activities. This donation can be for croquet, badminton, lawn bowling, or a similar type of activity. In addition to games, you can enjoy delicious food throughout the afternoon. 133. Please notify a manager if you have any special dietary needs 134 we can accommodate you. We look forward to seeing you on June 12!

131.

- (A) to schedule
- (B) was to be scheduled
- (C) has been scheduling
- (D) is scheduled

132.

- (A) Everyone
- (B) Another
- (C) Those
- (D) Others

133.

- (A) Volunteers should report to the venue at noon.
- (B) All the food will be supplied by Tambara Caterers.
- (C) Wilson Associates donates to charities annually.
- (D) Thanks for responding to the invitation so quickly.

134.

- (A) whenever
- (B) as much as
- (C) so that
- (D) however

Questions 135-138 refer to the following hospital discharge card.

Thank you for choosing Greenville Community Hospital for your 135, medical needs. We strive to provide you with the best possible 136. It was 137 pleasure to serve you.

You may receive a survey in the mail. There are a number of questions to be rated on a 1-5 scale, from very poor to very good. This survey is very important to us. 138.

If you have any questions or comments, please contact the Director of Patient Relations at 555-0152.

135.

- (A) latter
- (B) ahead
- (C) early
- (D) recent

136.

- (A) memory
- (B) care
- (C) opinion
- (D) opportunity

137.

- (A) our
- (B) your
- (C) their
- (D) his

138.

- (A) We use the results to improve our service.
- (B) The hospital is the best in the region.
- (C) We have doctors with high qualifications.
- (D) New procedures are available at our facility.

Questions 139-142 refer to the following memo.

To: All Staff
From: Fiona Norton, President
Re: Adelaide branch
Date: 2 May

To All Staff,

I am thrilled to announce that because of increased demand for our services, Farley Norton Insurance will be opening a second branch in Adelaide on 1 September. 139.

We are looking to fill a number of vacancies in Adelaide. The jobs section of our Web page, www.farleynorton.com.au, will be updated as positions 140 and are filled. Staff members interested in relocating 141 Human Resources Manager Geri Thompson-Howe. Those approved for relocation will begin their roles in the new branch on 25 August.

We look forward to this new 142 in our company's future. .

Thank you,
Fiona

139.

- (A) Geri Thompson-Howe can answer questions about moving costs.
- (B) Some of the positions include office manager and assistant manager.
- (C) Web site administrator Ashton Lee should be congratulated on a job well done.
- (D) Louis Farley will be heading this new branch.

140.

- (A) invite
- (B) occupy
- (C) proceed
- (D) arise

141.

- (A) contacted
- (B) had contacted
- (C) should contact
- (D) were to contact

142.

- (A) client
- (B) period
- (C) service
- (D) employee

Questions 143-446 refer to the following announcement.

To Jettizon Printing Clients:

Last April, Jettizon management determined that it was necessary to migrate to a new e-mail system. The Jettizon team completed the transition yesterday. The decision 143 to upgrade this week to avoid disruption during our busy winter season. We expect that this change will be barely 144 to our clients. There may, however, be minor delays in response times 145 our employees become familiar with the new system. 146 . Please do not hesitate to contact your Jettizon account representative with any questions or concerns. Thank you for your understanding.

143.

- (A) makes
- (B) making

(C) will be made

(D) was made

144.

(A) average

(B) sufficient

(C) noticeable

(D) tolerable

145.

(A) by

(B) as

(C) next

(D) unlike

146.

(A) This is recommended for established clients.

(B) The team deserves to be congratulated for this achievement.

(C) We appreciate your patience in the coming days.

(D) Take a few minutes to review the new procedures.

PART 7

Directions: In this part you will read a selection of texts, such as magazine and newspaper articles, e-mails, and instant messages. Each text or set of texts is followed by several questions. Select the best answer for each question and mark the letter (A), (B), (C), or (D) on your answer sheet.

Questions 147-148 refer to the following letter.

Kippler-Starr Bank
660 Century Avenue
Billings, MT 59102

March 27

Cecilia Feridino

90 Young Street

Billings, MT 59107

Re: Account #850981-591

Dear Ms. Feridino,

Thank you for your letter informing us about **your new contact information**. We have updated the information on your account, and all subsequent statements and correspondence will be sent to your current address.

Please note that we received your letter just today, and your most recent statement had already been mailed to your previous address. However, you may view your account details (including account balance, recent charges, and payments received) at any time **by accessing your account online**.

Thank you for being a valued customer.

Sincerely,

Carl Delgado

Customer Service Associate

147. What is the letter about?

- (A) An overdue payment
- (B) A newly opened account
- (C) A change-of-address request**
- (D) An incorrect account balance

148. What does Mr. Delgado suggest that Ms. Feridino do?

- (A) Visit a Web site**
- (B) Call customer service
- (C) Send a payment
- (D) Fill out a form

Questions 149-150 refer to the following online form.

<http://www.mattressmavens.com>

Mattress Maverix

A Leader in Quality

Complete the information below to contact our customer service department. **We will reply to your inquiry within 24 hours, seven days a week.**

First Name:
Surname:
E-mail:
Subject:

Message:

I am interested in purchasing a king-size mattress, style number 4508. Your Web site mentions that shipping charges are calculated based on the delivery destination. Could I pick up the mattress myself in order to avoid this fee? I live about one hour away from your warehouse, and I own a truck that can easily accommodate a large mattress. Thank you.

149. Why did Mr. Khan complete the form?

- (A) To ask about a delivery policy**

- (B) To complain about a mattress he purchased
- (C) To request a discounted price for a mattress
- (D) To find out the location of a factory

150. What does Mattress Mavens promise to do?
- (A) Reduce the shipping fee for small mattresses
 - (B) Respond to messages within one day**
 - (C) Refer a truck-rental agency
 - (D) Repair any mattress that is damaged in transit

Questions 151-152 refer to the following notice.

Deadline for Classified Advertisements

The deadline for placing classified advertisements in the Skillington Weekly is Tuesday morning at 11:00, for publication on Wednesday. After initial text is received, changes will not be accepted. We reserve the right to edit any text.

All ads are prepaid. Ads scheduled to run for more than one week may be canceled after the first week for future advertising credit only. Email the text of your ad to ads@skillingtonweekly.com. Discounts are available for multiple ads.

Call 555-0163 for pricing.

151. What will happen if an advertiser submits an ad on Wednesday morning?
- (A) The ad will appear the following Wednesday.**
 - (B) The ad will be published later that day.
 - (C) The ad will appear only in the online edition.
 - (D) The ad will cost the advertiser more money.

152. According to the notice, when do advertisers receive credit?
- (A) When they place a full-page ad
 - (B) When they cancel an ad**
 - (C) When the newspaper edits an ad
 - (D) When the newspaper misprints an ad

Questions 153-154 refer to the following online chat discussion.

Cassia Cunha [10:22 A.M]

Hi Thomas. Tomorrow our partners from Germany will be arriving, and I would like it if someone could greet them in German. Would you take care of that?

Thomas Dolezych [10:24 A.M.]

Certainly, **but they all spoke English to me when I went there last spring.**

Cassia Cunha [10:25 A.M]

Yes, they do speak English, but **it would be a nice gesture to welcome them in their own language.**

Thomas Dolezych [10:26 A.M.]

No question about it. Just let me know if there is anything specific you'd like me to communicate to them.

Cassia Cunha [10:27 A.M.]

Will do. Check your e-mail in an hour or so.

153. What is indicated about Mr. Dolezych?

- (A) He is Ms. Cunha's supervisor.
- (B) He is an experienced translator.
- (C) He regularly travels to other countries.
- (D) He has already met the visiting partners.**

154. At 10:26 A.M., what does Mr. Dolezych most likely mean when he writes, "No question about it"?

- (A) He feels comfortable speaking German.
- (B) He does not plan to ask the visitors any questions.
- (C) The visitors will appreciate a warm welcome.**
- (D) The visitors should understand Ms. Cunha's e-mail.

Questions 155-157 refer to the following Web page.

http://www.srec.org/meet_our_corporate_donors

SAN REMO ECOLOGICAL CONSERVANCY

[Our Work](#) / [Membership](#) / [Join As a Business Donor](#)

The retail businesses listed below are committed to helping the San Remo Ecological Conservancy (SREC) achieve its mission of promoting, sustaining, and enhancing San Remo's natural charms. — [1] —. That is **why they allocate 5 percent of the net sales they generate each Tuesday** to the organization. — [2]---- . Everyone who shares our goals and principles is encouraged to support one or more of these businesses as a customer on this day. ---- [3] —.

Despite our best efforts to keep this list as current and accurate as possible, oversights may occasionally occur. ---- [4]----

Participation in this program provides businesses with an opportunity to show the community that they

care about the environment. They may also be eligible for a reduction in their tax bills. Interested in partnering with us as a business donor? Call Gina Kaufman at 555-0133.

155. On the Web page, what does the SREC ask its individual supporters to do?

- (A) Help it attract more businesses to San Remo
- (B) Volunteer to clean up the local environment
- (C) Shop at certain stores on Tuesdays**
- (D) Suggest changes to its mission

156. According to the Web site, what is one benefit for businesses that partner with the SREC?

- (A) Discounts on products
- (B) Positive publicity**
- (C) Free nature tours for staff
- (D) Membership on the SREC board

157. In which of the following positions marked [1], [2], [3], and [4] does the following sentence best belong? "Should you notice that information is missing, please contact donors@srec.org."

- (A) [1]
- (B) [2]
- (C) [3]
- (D) [4]**

Questions 158-160 refer to the following article.

Welcome Bags Available

The Fairmill Welcome Association (FWA) has decided on an exciting gift for new residents: a reusable shopping bag filled with information about the town of Fairmill. These cloth bags, which will have "Celebrate Fairmill" printed across the front, will be filled with community updates, coupons, and home-baked treats from association members. **Local businesses interested in helping to fund this project can pay to have their logos printed on the back of the bags. Fairmill residents are encouraged to welcome their new neighbors by personally delivering these bags to each household. To sign up, please go online to visit our updated community Web site at fairmillwa.org.**

158. Where would the article most likely appear?

- (A) In a design magazine
- (B) In a travel journal

- (C) In a financial newspaper
- (D) In a community newsletter

159. How can local businesses support the project?

- (A) By providing free samples
- (B) By making reusable products
- (C) By purchasing advertising space
- (D) By offering free services

160. According to the article, what are Fairmill residents asked to do?

- (A) Distribute greeting materials
- (B) Design a new town logo
- (C) Shop at local stores
- (D) Submit their favorite recipes

Questions 161-164 refer to the following article.

Growing Your Business, Part 6: Using Social Media

by Rajiv Shrestha

Everyone knows that social media is an excellent means to promote a company's brand and products. The **speed** of social media, as well as its relative **inexpensiveness**, makes it an attractive option for small companies that can't rely on television or magazine advertising to reach new customers. And most sites can be managed **without the help of a technology expert**. — [1] — .

But even though social media offers many opportunities, you should not try to promote your business on as many outlets as possible. Managing information on several networks can quickly become a full-time job

and can make it harder, not easier, to control your message. — [2]---- . Therefore, **it is important that you learn the benefits and limitations of each social media platform, and then decide which one or two are best suited to your target customers**. — [3]--- .

Different platforms focus on different kinds of content, like photos, videos, short messages, or blogs. **Some** platforms need to be updated frequently, with customers expecting you to post new material every day. ---- [4] — . Certain platforms are better for reaching larger, more general audiences, while some allow you to focus on a specific group of customers. So before you set up accounts on every available platform, think about your business needs and your customer base.

161. For whom is the article most likely intended?

- (A) A small business owner
- (B) A human resources manager
- (C) A network administrator
- (D) A Web site designer

162. What is NOT mentioned as a benefit of using social media?

- (A) It **spreads** information very **quickly**.
- (B) It **allows customers to give feedback**.
- (C) It **costs less** than more traditional media.
- (D) It requires **little technical knowledge**.

163. What advice does the article give about using social media?

- (A) Try as many sites as possible.
- (B) Hire a full-time employee to manage accounts.
- (C) Avoid posting personal information.
- (D) **Select platforms carefully**.

164. In which of the positions marked [1], [2], [3], and [4] does the following sentence best belong?
"Others require less maintenance."

- (A) [1]
- (B) [2]
- (C) [3]
- (D) [4]

Questions 165-168 refer to the following text-message chain.

Alicia Gonzalez (2:17 P.M.)

Hi, everyone. My shift **at the restaurant** starts at 4:00, but my car has a flat tire and I need to take it to the repair shop. Is anyone able to work for me? I can switch shifts with you for a different day.

Jason Krauss (2:20 P.W.)

I could work for you, but I can't get to the restaurant until 4:30. I'm still in Abbingdon City for a medical appointment. **If you can call Mr. Maki and tell him I'll be in a little late**, I'd be happy to take the shift.

Lily Chow (2:35 P.M.)

Sorry, Alicia. I have tickets for a basketball game tonight. I hope you're able to find someone to take your shift, though.

Alicia Gonzalez (2:37 P.M.)

I'm not sure it's OK to start the shift late. **He made it very clear at our last staff meeting that all shifts must be covered for the exact same hours.**

Jason Krauss (2:33 RM.)

I wish I could help. Can you call Mr. Maki and see if anyone already working can stay longer?

Michael Whitmore (2:40 P.M.)

I'm on a break at work now. I'm supposed to leave at 3:30 but can stay an extra hour until Jason arrives. That way the shift is still covered.

Jason Krauss (2:42 P.M.)

That works for me. Do you think Mr. Maki will let us do that, Alicia?

Alicia Gonzalez (2:50 P.M.)

I just called. Mr. Maki's fine with it. I really appreciate everyone's help!

Jason Krauss (3:15 P.M.)

You're welcome. I'll see you soon, Michael.

165. Where most likely do the writers work?

- (A) At a restaurant
- (B) At a sporting goods store
- (C) At a medical center
- (D) At an auto repair shop

166. What most likely is true about all the writers?

- (A) They are meeting for dinner tonight.
- (B) They have the same manager.
- (C) They drive to work together.
- (D) They like to attend sporting events.

167. At 2:50 P.M., what does Ms. Gonzalez mean when she writes, "Mr. Maki's fine with it"?

- (A) He will work her shift for her.
- (B) He can drive her to an appointment.
- (C) He has approved a schedule change.
- (D) He has to pay a penalty.

168. Who will leave work tonight later than originally planned?

- (A) Ms. Gonzalez
- (B) Mr. Krauss
- (C) Ms. Chow
- (D) Mr. Whitmore

Questions 169-171 refer to the following e-mail.

To: Arup Chandra <achandra@arvindatech.co.in>
From: announcements@iags.org.in
Subject: Information

Date: 12 January

Dear Mr. Chandra:

The Indian Academy of Geological Sciences (TAGS) **wants its members to be among the first to know about our academy-sponsored online lecture series.** The IAGS has partnered with some of the country's top scholars and business leaders to give online lectures on topics relevant to our field. The lectures will take place every other month and will last approximately two hours. After each lecture, attendees can participate in a 30-minute interactive question-and-answer session.

If you would like to take part in this exciting new opportunity to expand your knowledge and gain valuable industry insights, visit our Web site at www.IAGS.org.in. There you will **find the dates, times, and topics** for this year's six lectures. You will also find **registration** and payment instructions, as well as information on the technological requirements for participation.

Please note that we are seeking a lecturer for 14 December. If you are interested, please contact the series coordinator Vasu Kumar at vkumar@iags.org.in.

169. Why did Mr. Chandra receive the e-mail?

- (A) He is applying to study geology.
- (B) He is scheduled to give a lecture.
- (C) He is a member of IAGS.**
- (D) He is organizing a lecture series.

170. What is indicated about the lectures?

- (A) They take place every month.
- (B) They are focused on a specific profession.**
- (C) They are free of charge.
- (D) They will take place at IAGS headquarters.

171. What is NOT mentioned as something that can be found on the IAGS Web site?

- (A) The dates and times of the lectures
- (B) A list of lecture topics
- (C) Registration information
- (D) Profiles of the lecturers**

Questions 172-175 refer to the following article.

Metro-Edibles Corporation

Announces New Direction

May 7—Metro-Edibles Corporation has announced that it plans to develop a fast-food chain it is calling Soup and Salad Central. The new chain will be managed from Metro-Edibles' Hong Kong headquarters, and the multinational corporation hopes to eventually introduce 200 Soup and Salad Central locations throughout Asia and Europe.

"The convenience food sector has shown worldwide growth over the last decade," remarked **Louis Merkey, industry analyst at BusinessTrend.com.**

"Metro-Edibles is wisely taking advantage of this trend."

A survey conducted by Metro-Edibles over the last year revealed that consumers are choosing to purchase more wholesome foods when eating out. Neha Ramisetty,

Metro-Edibles' top executive, noted that the industry in general is placing less emphasis on fried foods and focusing more on **fresh ingredients** and nutritional value.

"We are offering this approach too, at an average price of US \$7.50 for a **lunch or dinner**, with **cheaper options** for **breakfast** and snacks," said Ms. Ramisetty.

"Furthermore, we will cater mostly to urban residents with **faster-paced lifestyles**. So we think that they will appreciate the convenience that our menu will offer."

Metro-Edibles Corp. is optimistic that Soup and Salad Central, its newest subsidiary, **will start to turn profits by its second year of operations.** The corporation still carries some long-term debt from money it borrowed to start current enterprises.

172. Who most likely is Mr. Merkey?

- (A) A legal consultant for Metro-Edibles Corporation
- (B) A Hong Kong bank officer
- (C) A nutrition expert
- (D) A food industry researcher**

173. What is reported about Metro-Edibles Corporation?

- (A) It has hired a new leader.
- (B) It has been affected by slow industry growth.
- (C) It investigated people's dining preferences.**
- (D) It is planning to relocate its headquarters.

174. What does Ms. Ramisetty NOT indicate about the meals at Soup and Salad Central?

- (A) They will be less expensive than meals at similar restaurants.**
- (B) They will be **available throughout the day.**
- (C) They will include **healthful ingredients.**
- (D) They will be **served quickly.**

175. What is suggested about Soup and Salad Central?

- (A) It replaces an unsuccessful Metro-Edibles Corporation enterprise.

(B) It will offer recipes of its menu items to customers.

(C) It is not expected to be profitable immediately.

(D) It will open locations primarily in small towns.

Questions 176-180 refer to the following Web page and online form.

www.fmrgr.com/about

Home /About /Register /Connect

Turn Your Restaurant into a Great Business

Is your restaurant offering great food and service but struggling to make a profit? Join the Food Manager Resource Group (FMRG) and receive comprehensive training on how to manage the financial aspects of your restaurant! We have been helping restaurant operators nationwide achieve financial success for over a decade. Here is a quick summary of what FMRG offers.

Access to Informational Resources-View a wide variety of articles, reports, and reviews written by industry professionals and aimed at helping restaurant operators achieve long-term profitability. Resources are updated every week to provide members with the most current information available.

Downloadable Templates-Select from a large database of free downloadable worksheets, forms, and reporting templates that can be adapted to meet your unique operational requirements.

Connections to a Community-Use our online discussion forum, FMRG Connect, to share ideas and insights with thousands of members who understand the challenges of the industry.

Specialized Seminars-Participate in a variety of online classes covering strategies for controlling food costs, pricing menus, and managing overall finances. (Note: This special feature is available with premium memberships only.)

Receive immediate access to FMRG offerings now for a onetime registration of just \$99 plus a monthly membership fee of \$14 (standard) or \$21 (premium). Cancel at any time.

www.fmrgr.com/register

Home/About/Register/Connect

FMRG Inductee Information

First Name:	Albert	Street:	7710 Grover St
Last Name:	Ries	City:	Hampton

Company Name:	Lindo Bistro	State:	Virginia
Phone Number:	757-555-0111	Postal Code:	23664

E-Mail Address:	<u>Albert.ries@lindonbistro.com</u>
Create Username:	a.ries
Create Password:	*****
Verify Password:	*****

Select Payment Type: \$99 registration plus: \$14 a month \$21 a month

FMRG stands by our promise to provide you with the skills needed to achieve long-term financial success. **If your restaurant's finances do not improve within the first year as an FMRG member, we will reimburse fifty percent of your membership fees.**

176. What is the purpose of the Web page information?

- (A) To recruit new employees
- (B) To explain training requirements
- (C) To review a Web page development service
- (D) To describe the benefits of a membership**

177. What is true about FMRG?

- (A) It is based in Hampton, Virginia.
- (B) It charges a fee for each downloadable template.
- (C) Its services are free to restaurant owners.
- (D) It has been in business for more than 10 years.**

178. According to the Web page information, what changes weekly?

- (A) The items on FMRG's menu
- (B) The informational resources**
- (C) The location of FMRG's seminars
- (D) The downloadable templates

179. What is suggested about Mr. Ries?

- (A) He has forgotten his password.
- (B) He wants to find a less expensive food supplier.
- (C) He is interested in taking online classes.**
- (D) He plans to move his business to a new location.

180. When does FMRG provide a refund?

- (A) When business profits fail to increase**

- (B) When businesses receive the wrong product
- (C) When a food shipment is delayed
- (D) When a seminar is canceled

Questions 181-185 refer to the following e-mails.

E-Mail message

To:j.mason@tpmed.net
 From:k.ganjoo@carroltoncourier.net
 Date:March 2
 Subject:Re: Advertising in the Carrolton Courier

Dear Mr. Mason,

Thank you for your interest in the *Carrolton Courier*. Advertising with us is a great way to reach thousands of households in Carrolton and neighboring communities twice a month. Listed below, please note our standard advertisement fees. In addition, we remind advertisers of the following:

- The *Carrolton Courier* is printed entirely in black and white. Graphics should be kept simple to ensure readability.
- We will not make any changes to images. Therefore, **we ask that images be proofed carefully before they are sent to us.**
- Payment in full is required before advertisements can be published.

SIZE	ONE ISSUE	SIX ISSUES (three months)	TWELVE ISSUES (six months)
Quarter page	\$600	\$2,880	\$5,760
Half page	\$1,100	\$5,280	\$10,560
Full page	\$2,100	\$10,080	\$20,160

Feel free to contact me if you have any questions. We look forward to featuring your business in our publication.

Sincerely,
 Kavita Ganjoo, Advertising Manager

To:k.ganjoo@carroltoncourier.net
 From:j.mason@tpmed.net
 Date:March 5
 Subject:Re: Advertising in the Carrolton Courier
 Attachment: @carrolton_courier_graphic

Dear Ms. Ganjoo,

Please find attached my advertisement for the **next six issues** of the *Carrolton Courier*. I would like to start out with **a quarter-page size** and will reevaluate **before committing to a larger size** or a longer **term**. Please let me know the best way to submit payment.

Thank you,
Jerrold Mason

181. What is the purpose of the first e-mail?

- (A) To explain the cost of ordering photographs
- (B) To describe improvements in newspaper circulation
- (C) To welcome a new subscriber to a publication
- (D) To provide information to a potential client**

182. What does Ms. Ganjoo indicate?

- (A) Images must be provided electronically.
- (B) Advertisers should review images before submitting them.**
- (C) Advertisements may require editing to meet size specifications.
- (D) Half-page advertisements are the most effective.

183. What does Mr. Mason suggest in the second e-mail?

- (A) He has just recently relocated to the Carrolton area.
- (B) He is planning the grand opening of a new business.
- (C) He may adjust the size of the advertisement in the future.**
- (D) He will order more advertisements if he receives a discount.

184. How much will Mr. Mason likely be charged?

- (A) \$600
- (B) \$2,880**
- (C) \$5,280
- (D) \$10,560

185. In the second e-mail, the word "term" in paragraph 1, line 3, is closest in meaning to

- (A) duration**
- (B) expression
- (C) acceptance
- (D) condition

Questions 186-190 refer to the following article, book review, and interview transcript.

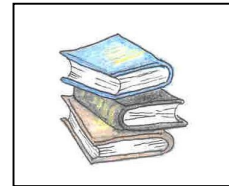
Long-Awaited Sequel Has Arrived

(June 2) — David Mendoza's eagerly anticipated sequel to the best-selling *Waking Up* is finally here. The much loved *Waking Up* chronicled the ups and downs Mendoza experienced as he moved from job to job as a youth, working as everything from dock worker and fisherman, to hotel clerk and tennis instructor.

Life Lessons in Advertising picks up where the previous book left off, with Mendoza having just arrived in New York

City. We follow his rise from mailroom clerk to the head of M&D Creative, a highly successful advertising agency. Written in the humorous, informal style that has made Mendoza's ads so successful over the years, the book shares stories of client case histories and reveals how he developed his most successful advertisements. The book is now available online and in bookstores everywhere.

Book Review: *Life Lessons in Advertising*
By Julia Turnbull



Given that it took **twenty years** for David Mendoza to write his second book, *Life Lessons in Advertising*, the impression the reader is left with at the end is that he forgot to edit his work. While I thoroughly enjoyed Mendoza's previous book, this sequel is made up of dull, complicated sentences that make reading a chore. There's no argument regarding his abilities as an advertising executive, yet the anecdotes about life in the advertising business are so much less engaging than those earlier stories that almost jumped off the pages. For example, **nothing matches the earlier book's crystal clear descriptions of his escapades and unexpected adventures as a hotel clerk in northern Montana.** This is one book you can skip.

Advertising in Motion Magazine

A minute with...

Advertising guru David Mendoza

AIMM: Why did it take you so long to write this book?

Mendoza: It's funny. I've always considered my copywriting to be my strength. But long pieces of writing, like manuscripts, are very difficult for me, so I take my time to edit them carefully. **But I'm very proud of the end result—it's easy to read and highly enjoyable, just like my first book.**

AIMM: You've held so many jobs, like fisherman and tennis instructor. Why do you think advertising stuck?

Mendoza: I'm not so sure it did really stick, although I've been with it for a while. My philosophy is to be open to any opportunity that comes my way. Advertising came my way, but I'm rather sure it's not the last thing I'll try my hand at. **And you never know, I might go back to fishing or tennis.**

186. In the article, the phrase "picks up" in paragraph 2, line 1, is closest in meaning to

- (A) gets better
- (B) becomes faster
- (C) starts again**
- (D) lifts up

187. What is indicated about Waking Up?

- (A) It was published twenty years ago.**
- (B) It has been made into a movie.
- (C) It contains photographs.
- (D) It is out of print.

188. In the book review, what is suggested about Mr. Mendoza's time as a hotel clerk?

- (A) He experienced some surprising incidents.**
- (B) He traveled throughout Montana.
- (C) He met several advertising executives.
- (D) He wrote stories in the evenings.

189. On what point do Mr. Mendoza and Ms. Turnbull disagree?

- (A) Mr. Mendoza's effectiveness as an advertising executive
- (B) Mr. Mendoza's attitude toward reading for pleasure
- (C) The reason Waking Up is popular
- (D) The quality of the writing in Life Lessons in Advertising**

190. What does Mr. Mendoza imply in the interview transcript?

- (A) He is looking for a new publisher.
- (B) He has recently bought a new fishing boat.
- (C) He learned the most from his job as a tennis instructor.
- (D) He may change his profession again.**

Questions 191-195 refer to the following article, schedule, and flyer.

Chocolatier's Pavilion Mobbed

BERLIN (15 AUGUST)----The International Food Expo kicked off earlier this week, and it quickly became clear which pavilions are attracting the most interest from attendees at the weeklong event. From the moment it opened, the pavilion featuring the Brazilian chocolatier Amo-Te has been overrun with enthusiastic visitors.

"We didn't expect to be so popular," remarked company Marketing Manager Andreas Gomes, who arrived at the expo just in time to see his company's artisanal confectioners explain the chocolate-making process to eager crowds. "We drew so many

visitors that I had to fly in five more employees from our headquarters in Brazil to staff our busy display area."

Vintage products that Amo-Te no longer distributes to retailers have been released in limited quantities. One exclusively available at the Expo is the once-popular bar made from dried fruit and covered with dark chocolate. The company has reproduced this old favorite in a classic, retro-style wrapper.

"We were confident that our appeal to chocolate-lovers' sense of nostalgia would be welcome," said Mr. Gomes, "but we never expected this kind of success!"

International Food Expo Calendar of Key Events

Welcome to the largest Expo of its kind, featuring products from around the world! All pavilions will be open from 10:00 A.M. to 9:00 P.M. daily throughout the week. In addition, please note the following special event.

10 August	Grand Opening Official welcome from exposition director and city mayor at 12 noon in the main hall
12 August	Demonstration Pavilions Companies share how their specialized products are created
15 August	Concert Day A variety of international music and entertainment from noon to midnight
16 August	Award Ceremony Recognizing the best new products in a variety of categories; reception to follow in the main hall

Expo Treats from Amo-Te

While at the International Food Expo this year, rest your weary feet at the Amo-Te Café pavilion and enjoy delicious desserts based on Amo-Te's products!

Better yet, visit our shop at the rear of the pavilion and purchase some of your all-time

Amo-Te favorites at bargain prices! Awaiting you there is our entire range of products, including the **legendary dried-fruit and dark-chocolate Carpatho**. Stock up on our current best-sellers: the nutty Nascana, the coffee-infused Vienesas, or the spicy Tallinnska. **You can also sample the new Malayna, a bittersweet confection with hints of coconut, debuting in retail locations early next year.**

191. According to the article, what action did Mr. Gomes have to take?

- (A) Keeping the pavilion open longer
- (B) Raising prices on best-selling products
- (C) Bringing extra workers to the event**
- (D) Shipping additional samples to staff at the expo

192. In the article, the word "drew" in paragraph 2, line 6, is closest in meaning to

- (A) selected
- (B) outlined
- (C) sketched
- (D) attracted**

193. On what day did Mr. Gomes likely arrive at the expo?

- (A) August 10
- (B) August 12**
- (C) August 15
- (D) August 16

194. Which product was produced specifically for the expo?

- (A) Carpatho**
- (B) Nascana
- (C) Vienesas
- (D) Tallinnska

195. What is indicated about Malayna?

- (A) It contains many different types of nuts.
- (B) It is not yet available in stores.**
- (C) It has sold well in recent months.
- (D) It is a traditional Brazilian treat.

Questions 196-200 refer to the following hotel reviews, Web page, and article.

Garnett Guesthouse

Loved everything about this hotel except for its Web site. It was absolutely impossible to book our stay online. **We tried to reserve a room, but the site kept crashing.** We almost gave

up, but decided to call the hotel and were able to make the arrangements that we wanted. The owner was very nice and gave us directions to her place. **We suggested she look into a software tool that we recently bought and have had a lot of success with. Works great for us!**

Anna and Mark, July 11

How can I make a reservation for this hotel? **Their Web site is very difficult to use**—it says every room is "unavailable." I'm trying to stay there in December, so I feel there's something wrong with the site.

Meiyang, August 3

<http://reservacorp.com>

[Home](#) [/Packages](#) [/Support](#) [/Contact Us](#)

How Your Hotel Can Benefit from Reserva

You're not just renting out rooms anymore — Reserva Corporation helps you improve the customer experience.

We've all come to expect convenience from our online experiences. We assume single-click payments and instant answers to our questions. Reserva is an affordable business software solution that helps bed-and-breakfasts, guesthouses, and other small hotels provide these services efficiently.

- Reserva creates **mobile-friendly** designs for guests on the go.

Many of your guests are likely to search for a hotel room on their smartphones, which means it is crucial for your site to be as mobile-friendly as possible.

- Reserva shows your establishment in great detail.

High-quality photos of the facility on your Web site will make it clear what sets you apart from the competition.

- Reserva **allows rooms to be booked right from your site.**

Potential customers will abandon your site if they're not able to book rooms themselves.

Reserva offers four different plans: Package A is for skilled hoteliers who do not need programming support; **Package B is for subscribers who want the convenience of our updating tools**; Package C is for managers of multiple properties; Package D is a monthly subscription with unlimited programming support. To learn more about each of our packages, or to purchase one, go to the appropriate tab on this Web page.

Hotel Reservation Management Simplified

The hospitality business is a multimillion dollar competitive industry that relies on effective and efficient ways for consumers to access hotel Web sites and make reservations.

"We're often approached by hotels that are losing business to competitors with better Web sites," says Reserva developer Dmitri Kellerman. "A number of hospitality software developers provide Web-design services, but then expect the hoteliers to be able to program their own applications to stay competitive. This is beyond the skills of most small-business owners."

Francine Malloy couldn't agree more. "I looked into purchasing Reserva after one of our guests recommended it. I was so relieved to finally find a solution to our Web site problems. **The Reserva software is very easy to use and intuitive. Even more, with the help of the tools provided, we were able to update the site information ourselves.** Our guests, and particularly our return guests, are very impressed with our new Web site. All **parties** involved are very satisfied. Within twenty-four hours of launch, the first reservation came in and online bookings have been arriving so quickly that in just ten days, the site had fully paid for the cost of the upgrade."

196. What common problem do the reviewers of Garnett Guesthouse mention?

- (A) The location is hard to find.
- (B) Online reservations are difficult to make.**
- (C) The room descriptions are not accurate.
- (D) The prices are out-of-date.

197. What type of business do Anna and Mark likely have?

- (A) A hotel**
- (B) A travel agency
- (C) An advertising firm
- (D) A software development company

198. What is NOT mentioned as a feature enabled by using the Reserva software?

- (A) **High-quality images** on Web sites
- (B) **Mobile-friendly** Web sites
- (C) Direct reservations **made by customers**
- (D) Real-time chatting with hotel staff**

199. What service did Ms. Malloy most likely buy?

- (A) Package A
- (B) Package B**
- (C) Package C
- (D) Package D

200. In the article, the word "parties" in paragraph 3, line 11, is closest in meaning to

(A) groups

(B) celebrations

(C) companies

(D) subscribers