

0. Exercise: **Part 4 (63x15.9%)**

語音訊息

<p>14. Where most likely does the speaker work?</p> <p>Ⓐ At an apartment complex</p> <p>Ⓑ At an appliance store</p> <p>Ⓒ At an auto repair shop</p> <p>Ⓓ At an electric company</p> <p>15. Why does the speaker ask the listener to return the phone call?</p> <p>Ⓐ To talk about payment options</p> <p>Ⓑ To explain a problem in more detail</p> <p>Ⓒ To schedule an installation</p> <p>Ⓓ To apply for a refund</p> <p>16. Why does the speaker think the listener will be pleased?</p> <p>Ⓐ Her contract will be extended.</p> <p>Ⓑ She will receive a one-year warranty.</p> <p>Ⓒ The repair will be completed today.</p> <p>Ⓓ She will save money on her electric bill.</p>	<p>17. Who is the message intended for?</p> <p>Ⓐ A pharmacy clerk</p> <p>Ⓑ A post office worker</p> <p>Ⓒ A doctor</p> <p>Ⓓ A teacher</p> <p>18. What is the problem?</p> <p>Ⓐ Some handwriting is hard to read</p> <p>Ⓑ An invoice is missing</p> <p>Ⓒ A machine is broken</p> <p>Ⓓ An address is incorrect.</p> <p>19. What time does Denton's close today?</p> <p>Ⓐ At 5:00 P.M.</p> <p>Ⓑ At 6:00 P.M.</p> <p>Ⓒ At 7:00 P.M.</p> <p>Ⓓ At 8:00 P.M.</p>
<p>A: this is Rob from _____</p> <p>B: So, please give me a _____ so we can _____ a time to _____ the new heater.....</p> <p>A: it will probably _____ you about _____ on your electric _____ each month.....</p>	<p>B: One of _____, Andrea Waldorf,</p> <p>A: but I _____ the _____.</p> <p>B: Please call me before _____, since that's _____ we _____.....</p>

<p>17. What aspect of the taxi business did most customers comment on?</p> <p>Ⓐ Speed of service</p> <p>Ⓑ Cleanliness of vehicles</p> <p>Ⓒ Employee friendliness</p> <p>Ⓓ Driver safety</p> <p>18. What does the speaker mean when she says, “everyone can see our ratings online”?</p> <p>Ⓐ She is happy some information is easy to find.</p> <p>Ⓑ She is concerned about the company’s reputation.</p> <p>Ⓒ She wants the company Web site to be fixed.</p> <p>Ⓓ She is sure there is no need to collect additional feedback.</p> <p>19. What does the speaker suggest?</p> <p>Ⓐ Hiring additional drivers</p> <p>Ⓑ Modifying a schedule</p> <p>Ⓒ Starting a bonus program</p> <p>Ⓓ Upgrading some vehicles</p>	<p>17. What is the woman calling about?</p> <p>Ⓐ Buying a house</p> <p>Ⓑ Buying some land</p> <p>Ⓒ Renting an office</p> <p>Ⓓ Renting an apartment</p> <p>18. What does the woman like about the Edison Avenue property?</p> <p>Ⓐ The size</p> <p>Ⓑ The cost</p> <p>Ⓒ The furniture</p> <p>Ⓓ The parking</p> <p>19. Where does the woman want to focus her search?</p> <p>Ⓐ Near her work</p> <p>Ⓑ In another city</p> <p>Ⓒ In a quiet neighborhood</p> <p>Ⓓ Close to a train station</p>
<p>A: our drivers just _____ very _____....</p> <p>B: _____ our company in the _____, we need to _____.</p> <p>A: ...why don’t we _____ ing a _____</p>	<p>B: Well, I’ve decided not to _____ it....</p> <p>A: I _____ it _____....</p> <p>B: _____ ing _____ of the _____.....</p>

14. Where most likely does the speaker work?

- Ⓐ At a pharmacy
- Ⓑ At a fashion boutique
- Ⓒ At a delivery service
- Ⓓ At an eye glasses store

15. What problem does the speaker mention?

- Ⓐ A store is closing early.
- Ⓑ An item has not arrived.
- Ⓒ An employee is unavailable.
- Ⓓ A payment was not received.

16. What does the speaker say he will do on Friday?

- Ⓐ Ship an order
- Ⓑ Hold a meeting
- Ⓒ Make a phone call
- Ⓓ Review an invoice

A: there's been a _____ with your prescription _____....

B: _____....

A: _____ you another _____ as soon as they're _____ in the office...

18. Look at the graphic. Which class does the speaker plan to take?


- Ⓐ Weight lifting
- Ⓑ Indoor cycling
- Ⓒ Dance workout
- Ⓓ Core strengthening

19. Why is the speaker going to Reynold's Cafe?

- Ⓐ It is conveniently located.
- Ⓑ It has outdoor seating.
- Ⓒ The food is delicious..
- Ⓓ The musical group is performing.

20. What does the speaker offer to do?

- Ⓐ Make a reservation
- Ⓑ Give a friend a ride
- Ⓒ Pay for a meal
- Ⓓ Respond to an e-mail

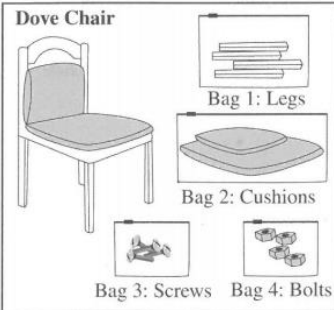
Fitness Center Schedule 		
	Exercise Room 1	Exercise Room 2
5:30 P.M.	Weight lifting	
6:30 P.M.	Yoga [canceled]	Indoor cycling
7:30 P.M.	Dance workout	Core strengthening

B: the _____ class the class is _____ed today.....

A: to _____ a _____

B: I'll _____ a _____ for you.....

<p>12. What kind of business does the speaker work for?</p> <p>Ⓐ A conference center</p> <p>Ⓑ A home improvement store</p> <p>Ⓒ An art studio</p> <p>Ⓓ A furniture warehouse</p> <p>13. What is the purpose of the phone call?</p> <p>Ⓐ To answer a customer inquiry</p> <p>Ⓑ To promote an event</p> <p>Ⓒ To schedule a delivery</p> <p>Ⓓ To report a billing error</p> <p>14. What does the speaker suggest?</p> <p>Ⓐ Consulting a catalog</p> <p>Ⓑ Postponing an installation date</p> <p>Ⓒ Substituting a less expensive product</p> <p>Ⓓ Purchasing an extended warranty</p>	<p>12. What does the speaker's business sell?</p> <p>Ⓐ Stationery</p> <p>Ⓑ Cleaning supplies</p> <p>Ⓒ Machine parts</p> <p>Ⓓ Kitchen cabinets</p> <p>13. What does the speaker ask the listener?</p> <p>Ⓐ A list of specifications</p> <p>Ⓑ A corrected invoice</p> <p>Ⓒ Samples of products</p> <p>Ⓓ A store catalog</p> <p>14. What is the speaker interested in finding out about?</p> <p>Ⓐ Installation time</p> <p>Ⓑ Shipping options</p> <p>Ⓒ Warehouse locations</p> <p>Ⓓ Volume discounts</p>
<p>A: from Melville _____.....</p> <p>B: You _____ed for an _____ on _____ing new _____</p> <p>_____ in your dining room and kitchen.</p> <p>A: so we can discuss this _____.</p>	<p>B: at my _____ing _____.....</p> <p>A: I'd like you to _____ me some _____.....</p> <p>B: _____s for buying in _____.....</p>

<p>15. What product is the speaker discussing?</p> <p>Ⓐ A navigation system</p> <p>Ⓑ A tablet computer</p> <p>Ⓒ A mobile phone</p> <p>Ⓓ A wide-screen television</p> <p>16. Why does the speaker's company plan to release a product early?</p> <p>Ⓐ Work is ahead of schedule.</p> <p>Ⓑ Current models are not profitable.</p> <p>Ⓒ Many pre-orders were placed.</p> <p>Ⓓ A competitor will market a similar item.</p> <p>17. Why does the speaker say, "That does mean our advertising team will be working some long hours"?</p> <p>Ⓐ To acknowledge a difficult situation</p> <p>Ⓑ To suggest hiring more employees</p> <p>Ⓒ To congratulate the listener for signing a contract</p> <p>Ⓓ To stress the importance of satisfying a client</p>	<p>15. Look at the graphic. Which bag is the speaker referring to?</p> <p>Ⓐ Bag 1</p> <p>Ⓑ Bag 2</p> <p>Ⓒ Bag 3</p> <p>Ⓓ Bag 4</p> <p>16. What is the speaker asking about?</p> <p>Ⓐ A store location</p> <p>Ⓑ A refund</p> <p>Ⓒ Damaged goods</p> <p>Ⓓ Missing parts</p> <p>17. What does the speaker say he will do this weekend?</p> <p>Ⓐ Visit a factory</p> <p>Ⓑ Travel for work</p> <p>Ⓒ Host a dinner party</p> <p>Ⓓ Write a review</p> 
<p>A: release a new _____</p> <p>B: _____ ours ...</p> <p>A: should find some _____ of _____ing the team once the ads are _____ed</p>	<p>B: there _____ any _____ included.....</p> <p>A: to see _____ you _____ to me by Friday....</p> <p>B: having some _____s over to _____ this _____.....</p>

公司公告

<p>12. What is the purpose of the call?</p> <p>Ⓐ To describe product modifications</p> <p>Ⓑ To suggest a new strategy</p> <p>Ⓒ To confirm a due date</p> <p>Ⓓ To provide alternative instructions</p> <p>13. What does the speaker recommend?</p> <p>Ⓐ Conducting a survey</p> <p>Ⓑ Training employees</p> <p>Ⓒ Working with a community group</p> <p>Ⓓ Increasing advertising</p> <p>14. What does the speaker say she will do?</p> <p>Ⓐ Order some tools</p> <p>Ⓑ Reserve a meeting room</p> <p>Ⓒ Review a budget</p> <p>Ⓓ Contact a vendor</p>	<p>14. What is the purpose of the talk?</p> <p>Ⓐ To report on market research</p> <p>Ⓑ To thank the board of directors</p> <p>Ⓒ To introduce a new business strategy</p> <p>Ⓓ To announce an award winner</p> <p>15. What did Mr. Friedman do in Shanghai?</p> <p>Ⓐ Lecture at a university</p> <p>Ⓑ Set up a new office</p> <p>Ⓒ Launch a product</p> <p>Ⓓ Publish a book</p> <p>16. What is Mr. Friedman's current position?</p> <p>Ⓐ Vice president of marketing</p> <p>Ⓑ Chief executive officer</p> <p>Ⓒ Director of human resources</p> <p>Ⓓ Business professor</p>
<p>A: to _____ our _____ing _____.....</p> <p>B: our budget to buy _____ing _____ on local television</p> <p>A: _____ the _____ to see how much is available.....</p>	<p>B: to _____ the _____ of this year's Innovative Employee _____....</p> <p>A: He then went on to _____ our first overseas _____ in Shanghai</p> <p>B: accepted the position of _____ of _____ here in our New York location</p>

<p>15. Who most likely is the speaker?</p> <p>Ⓐ A postal worker</p> <p>Ⓑ A parking garage attendant</p> <p>Ⓒ A museum director</p> <p>Ⓓ A restaurant manager</p> <p>16. Look at the graphic. What information needs to be corrected?</p> <p>Ⓐ The time of an event</p> <p>Ⓑ An event location</p> <p>Ⓒ The cost of parking</p> <p>Ⓓ A telephone number</p> <p>17. What does the speaker need help with?</p> <p>Ⓐ Distributing notices</p> <p>Ⓑ Updating a mailing list</p> <p>Ⓒ Greeting some visitors</p> <p>Ⓓ Serving refreshments</p>	<p>18. Which department has job openings available?</p> <p>Ⓐ Sales</p> <p>Ⓑ Shipping</p> <p>Ⓒ Accounting</p> <p>Ⓓ Engineering</p> <p>19. What does the speaker say is required for the job?</p> <p>Ⓐ A driver's license</p> <p>Ⓑ Safety certification</p> <p>Ⓒ Work references</p> <p>Ⓓ Computer skills</p> <p>20. Why does the speaker say, "what are you waiting for"?</p> <p>Ⓐ To request an explanation</p> <p>Ⓑ To offer assistance</p> <p>Ⓒ To encourage the listeners</p> <p>Ⓓ To express frustration</p>
<p>A: here's a draft of the _____ we're e-mailing to our _____ members</p> <p>B: changed in the _____ – the number _____s in an eight, _____ a seven</p> <p>A: make sure that all new members' _____es are on our mailing _____</p>	<p>B: to fill position in our _____ department.....</p> <p>A: candidates _____ be able to use _____</p> <p>B: _____ the job you _____</p>

<p>12. What kind of business does the speaker work for?</p> <p>Ⓐ A newspaper</p> <p>Ⓑ A radio station</p> <p>Ⓒ An employment agency</p> <p>Ⓓ A marketing firm</p> <p>13. According to the speaker, what will the listeners receive?</p> <p>Ⓐ Letters of recommendation</p> <p>Ⓑ Free shuttle service</p> <p>Ⓒ Subsidized meals</p> <p>Ⓓ Feedback from staff</p> <p>14. What must the listeners include in the assignments they complete?</p> <p>Ⓐ A reference list</p> <p>Ⓑ An interview</p> <p>Ⓒ A cover sheet</p> <p>Ⓓ Some photographs</p>	<p>15. What topic is being discussed?</p> <p>Ⓐ Employee benefits</p> <p>Ⓑ Production targets</p> <p>Ⓒ Work shifts</p> <p>Ⓓ Safety policies</p> <p>16. What does the speaker say is available in the back of the room?</p> <p>Ⓐ Printed documents</p> <p>Ⓑ Refreshments</p> <p>Ⓒ Extra chairs</p> <p>Ⓓ Office supplies</p> <p>17. What will the speaker most likely do next?</p> <p>Ⓐ Turn off a device</p> <p>Ⓑ introduce a colleague</p> <p>Ⓒ Show a video</p> <p>Ⓓ Answer questions</p>
<p>A: to the summer _____ internship here at Hillford Daily....</p> <p>B: who will provide professional _____ on your written work</p> <p>A: all assignments you submit must include an _____.....</p>	<p>B: with our new _____ </p> <p>A: there are extra _____ on the table in the back of the room</p> <p>B: I have a short _____ for you to watch</p>

公告或宣佈

<p>17. What is the purpose of the announcement?</p> <p>Ⓐ To introduce an employee</p> <p>Ⓑ To ask for volunteers</p> <p>Ⓒ To name an award winner</p> <p>Ⓓ To organize a client visit</p> <p>18. What does Ms. Lee plan to do?</p> <p>Ⓐ Open an overseas branch</p> <p>Ⓑ Promote some staff</p> <p>Ⓒ Lend money to local businesses</p> <p>Ⓓ Join a banking association</p> <p>19. What does the speaker imply when he says, "We only have the room until two o'clock"?</p> <p>Ⓐ The listeners must finish their task quickly.</p> <p>Ⓑ There is not enough time for questions.</p> <p>Ⓒ There has been a scheduling error.</p> <p>Ⓓ The listeners should arrive on time.</p>	<p>15. Where is the announcement being made?</p> <p>Ⓐ At a movie theater</p> <p>Ⓑ At a shopping center</p> <p>Ⓒ On an airplane</p> <p>Ⓓ On a train</p> <p>16. What is the speaker explaining how to use?</p> <p>Ⓐ A ticket machine</p> <p>Ⓑ An entertainment device</p> <p>Ⓒ Discount vouchers</p> <p>Ⓓ Safety features</p> <p>17. What does the speaker say will happen next?</p> <p>Ⓐ Refreshments will be served.</p> <p>Ⓑ Passengers will begin boarding.</p> <p>Ⓒ A product will be available for purchase.</p> <p>Ⓓ A business will close for the day.</p>
<p>A: I'd like to _____ our _____</p> <p>B: by providing affordable _____ to _____ to help them grow.</p> <p>A: I know you'd all like to _____</p>	<p>B: we have aboard this _____</p> <p>A: to navigate through the _____ menus</p> <p>B: the cabin crew will begin _____</p>

<p>15. Where is the announcement being made?</p> <p>Ⓐ At an airport</p> <p>Ⓑ At a train station</p> <p>Ⓒ At a bus terminal</p> <p>Ⓓ At a ferry port</p> <p>16. At what time will passengers be able to board?</p> <p>Ⓐ 5:30 P.M.</p> <p>Ⓑ 5:45 P.M.</p> <p>Ⓒ 6:00 P.M.</p> <p>Ⓓ 6:15 P.M.</p> <p>17. What can listeners do on the second floor?</p> <p>Ⓐ Pick up a schedule</p> <p>Ⓑ Obtain a refund</p> <p>Ⓒ Visit a waiting room</p> <p>Ⓓ Access a platform</p>	<p>15. What is the speaker mainly discussing?</p> <p>Ⓐ A printing device</p> <p>Ⓑ An automobile design</p> <p>Ⓒ A computer repair service</p> <p>Ⓓ A budgeting software program</p> <p>16. What does the speaker imply when he says, "And that's just the automotive industry"?</p> <p>Ⓐ A problem occurs on a regular basis.</p> <p>Ⓑ Some procedures cannot be changed.</p> <p>Ⓒ Other companies can also benefit from a product.</p> <p>Ⓓ Some industry earnings are not accurately report.</p> <p>17. What are the listeners encouraged to do?</p> <p>Ⓐ Place some orders</p> <p>Ⓑ Provide feedback</p> <p>Ⓒ Read a brochure</p> <p>Ⓓ Watch a video</p>
<p>A: 505 to Washington, D.C., has been</p> <p>B: The new boarding time is</p> <p>A: please feel free to relax in the on the second floor</p>	<p>B: Did you know 3-D can help</p> <p>A: your businesses and</p> <p>B: there's a of our 3-D printers in action</p>

18. What is the purpose of the talk?

- Ⓐ To invite employees to apply for a position
- Ⓑ To clarify changes to a vacation policy
- Ⓒ To inform employees about free consultations
- Ⓓ To ask for volunteers to organize a party

19. What does the speaker imply when she says, “we receive excellent feedback on this every year”?

- Ⓐ Listeners will be surprised by survey results.
- Ⓑ Listeners will be pleased with a service.
- Ⓒ A product is expected to sell well.
- Ⓓ A budget for a program will not be cut.

20. According to the speaker, what can the listeners do on a Web page?

- Ⓐ Enter vacation time
- Ⓑ Read a job description
- Ⓒ Vote on a proposal
- Ⓓ Schedule a meeting

A: These _____ are _____....

B: Keep in mind, this program is _____.....

A: there are _____ times available after work hours. You'll need to _____ for one

1. Vocabulary Review:

(1)_____	(2)_____	(3)_____	(4)_____	(5)_____	(6)_____	(7)_____	(8)_____	(9)_____	(10)_____
(11)_____	(12)_____	(13)_____	(14)_____	(15)_____	(16)_____	(17)_____	(18)_____	(19)_____	(20)_____

(a) inexperienced	(b) join	(c) leadership	(d) leave	(e) limited	(f) managerial	(g) particularly	(h) performance
(i) praise	(j) predecessor	(k) promote	(l) recognition	(m) resign	(n) resourceful	(o) retire	(p) skill
(q) succeed	(r) tenure	(s) title	(t) transfer				

2. Part 4 (Short talks)



題型 7 演講 Speech/Lecture:

Check1: 「得獎感言」的模式

得獎感言的流程為(1)「得獎謝辭」->(2)「得獎經過及未來展望」->(3)「最後再致一次謝辭」。裡頭充滿正面的內容和感謝的話。

Check 2: 答案選項確認「獎」的領域

先從答案選項去確認, 和「演講目的」有連動關係, 所以一開始的聽力極為重要。

Check 3: 假設會有問「人物」和「職業」的問題!

例如:會問說話者的職業是什麼?此外, 像這種得獎感言會感謝的特定人士通常很多, 因此像 Who is Ryan Neale?的問題也有可能會出。

補充(113.mp3):

<p>1. What does the speaker say he had to do to some employees?</p> <p>Ⓐ Lay them off</p> <p>Ⓑ Lower their wages</p> <p>Ⓒ Transfer them to other branches</p> <p>Ⓓ Decrease their working hours</p>	<p>3. Who does the speaker say is responsible for the company's recent success?</p> <p>Ⓐ The production department</p> <p>Ⓑ The customer service department</p> <p>Ⓒ the sales division</p> <p>Ⓓ The management team</p>
<p>2. What DOESN'T the speaker say has increased in the last several months?</p> <p>Ⓐ Customer service</p> <p>Ⓑ Efficiency</p> <p>Ⓒ Productivity</p> <p>Ⓓ Wages</p>	

題型 8 介紹或引言 Introduction:

Check1: 「演講」的模式

演講最基本的是「人物介紹」司儀介紹演講者出場的模式經常出題，而新人介紹，退休，表揚等典禮，演講，簡報，會議，研討會等也都是出題的素材，它的流程大致是(1)固定模式的打招呼用語->(2)人物的頭銜，經歷，成就介紹->(3)典禮順序。

Check 2: 集中注意力在一開始的五秒!

多數時候主題在一開始就設定了。例如像 **When does this talk take place?**這樣的問題也會出。這樣的資訊有時只有在聽力播放一開頭出現。

Check 3: 留意提示「前後」關係的語句!

What will happen...?的問題很常出現，因此請簡單想一下「將舉行什麼」。重點在 **at the end of ~**，而它的同義詞是 **after**。遇到這種表達「前後」關係用法時，把握談話的流程才是重點所在。

補充(105.mp3):

<p>1. Who is the speaker probably addressing?</p> <p>Ⓐ Photographers</p> <p>Ⓑ Tourists</p> <p>Ⓒ New clients</p> <p>Ⓓ New employees</p>	<p>3. What is NOT true about the art gallery?</p> <p>Ⓐ It costs nothing to enter.</p> <p>Ⓑ The gallery displays the artworks of foreign painters.</p> <p>Ⓒ You can rent audio tour units.</p> <p>Ⓓ You can take pictures outside the building.</p>
<p>2. How much are the brochures?</p> <p>Ⓐ One dollar</p> <p>Ⓑ Two dollars</p> <p>Ⓒ Three dollars</p> <p>Ⓓ Free</p>	

題型 9 指示或說明 instruction:

Check1:「導遊解說」的模式

的流程是(1)「打招呼」->(2)「說明旅遊行程, 概要」->(3)「提醒注意, 禁止事項」。一開始要分清楚「說話者」和「聽話者」誰是誰?

Check 2:「順序」是問題的題庫

從 **first** 這個字, 就可以預測觀光景點一定是好幾個。若注意到 **first, second** 這種「序數」, 那麼聽懂旅遊的順序就會容易多。

Check 3: 對於注意或禁止事項, 宜保持警覺!

對於 **be prohibited=be not allowed=be not permitted**, 或 **Please don't forget, Please refrain from..**等禁止用法, 請一聽到就可以馬上反應。

補充(107.mp3):

<p>1. Who is the speaker?</p> <p>Ⓐ A documentary filmmaker</p> <p>Ⓑ An orientation trainer</p> <p>Ⓒ A guest at a hotel</p> <p>Ⓓ A new employee at a company</p>	<p>3. What will happen last?</p> <p>Ⓐ A film will be shown.</p> <p>Ⓑ A senior staff member will share tips.</p> <p>Ⓒ The founder of the hotel will speak.</p> <p>Ⓓ Employees will walk around the hotel.</p>
<p>2. What will they do after the Q&A session?</p> <p>Ⓐ Discuss the origins of the hotel</p> <p>Ⓑ Share experiences with senior staff</p> <p>Ⓒ Have lunch in the break area</p> <p>Ⓓ Watch a film</p>	

3. Part 7 (Reading comprehension)

『替换表达』(paraphrase):

<p>01. The Internet is an inexpensive means of advertising. = Online advertising is a _____ way to promote your business. Ⓐ creative Ⓑ low-cost</p>	<p>02. All of our monitors are guaranteed to last more than 10 years. = Our displays are well-made and extremely _____. Ⓐ durable Ⓑ relevant</p>
<p>03. To make up for the drop in profits, the company fired 30 workers last quarter. = The company _____ many employees last quarter. Ⓐ hired Ⓑ dismissed</p>	<p>04. We are seeking applicants who have acquired broad experience in the service industry. = Those who have _____ experience in the hospitality industry will be welcomed. Ⓐ expensive Ⓑ extensive</p>
<p>05. We offer the most competitive prices in the automobile industry. Ⓐ We provide high-quality and low-priced transport service. Ⓑ compared to most car companies, our prices are quite low.</p>	<p>06. The product will be sold across the country on October 15. Ⓐ The product will be available nationally in the middle of October. Ⓑ By the second week of October, the product will be sold out.</p>
<p>07. Researchers will primarily work in the office, but some fieldwork will be required. Ⓐ Researchers have to work outside of the office at times. Ⓑ Researchers are required to do fieldwork after completing their office work.</p>	<p>08. S-Mart stores will now be open 24 hours a day in order to better serve our customers. Ⓐ To improve service, S-Mart will be open around the clock. Ⓑ Poor service has led S-Mart to extend its hours.</p>

4. Reading Practice:

Page 235

Part 5

111	(A) (B) (C) (D)	
112	(A) (B) (C) (D)	
113	(A) (B) (C) (D)	
114	(A) (B) (C) (D)	
115	(A) (B) (C) (D)	
116	(A) (B) (C) (D)	
117	(A) (B) (C) (D)	
118	(A) (B) (C) (D)	
119	(A) (B) (C) (D)	
120	(A) (B) (C) (D)	

Part 7

166	(A) (B) (C) (D)	
167	(A) (B) (C) (D)	
168	(A) (B) (C) (D)	
169	(A) (B) (C) (D)	
170	(A) (B) (C) (D)	
171	(A) (B) (C) (D)	
172	(A) (B) (C) (D)	
173	(A) (B) (C) (D)	
174	(A) (B) (C) (D)	
175	(A) (B) (C) (D)	
176	(A) (B) (C) (D)	
177	(A) (B) (C) (D)	

Vocabulary –Marketing (1)

Student A: One **advantage** of big stores is the variety of products they are able to carry.

Student B: This item is very _____ and available in a wide variety of colors and patterns.

Student A: The marketing director is responsible for raising public **awareness** of the museum and its activities.

Student B: Our _____ knowledge and experience translate into quality workmanship.

Student A: Only 3% of subjects indicated the TV **commercial** as a reason for buying Icy Waterfalls mineral water.

Student B: Golden Valley University is _____ to the personal growth of all faculty, staff, and students.

Student A: Plus, if you order before January 1, you will receive a **complimentary** diary, engraved with your company name.

Student B: Consumers have a lot _____ in our stoves and refrigerators.

Student A: If you do not wish to receive our catalog or other **correspondence**, please indicate it on the order from.

Student B: We offer _____ assistance to help you develop the plan that works for your company.

Student A: Randy Waters will be doing a product **demonstration** at the electronics convention in Atlanta.

Student B: The purpose of this test was to _____ if the new drink flavors appeal to young consumers.

Student A: Solo Business is a weekly magazine **devoted** to serving the small business owner.

Student B: We provide consulting services for companies interested in improving the _____ of their advertising.

Student A: We recommend that you use **energy-efficient** lighting.

Student B: I need to make 30 copies of this _____ for the book sale on Thursday.

Student A: Do you need **high-quality** paper for your office printers and copiers?

Student B: A total of 623 _____ completed the survey.

Student A: In addition to being **inexpensive**, this automobile model has several advantages.

Student B: Our marketing strategy will be strongly _____ by the feedback we received from the survey.