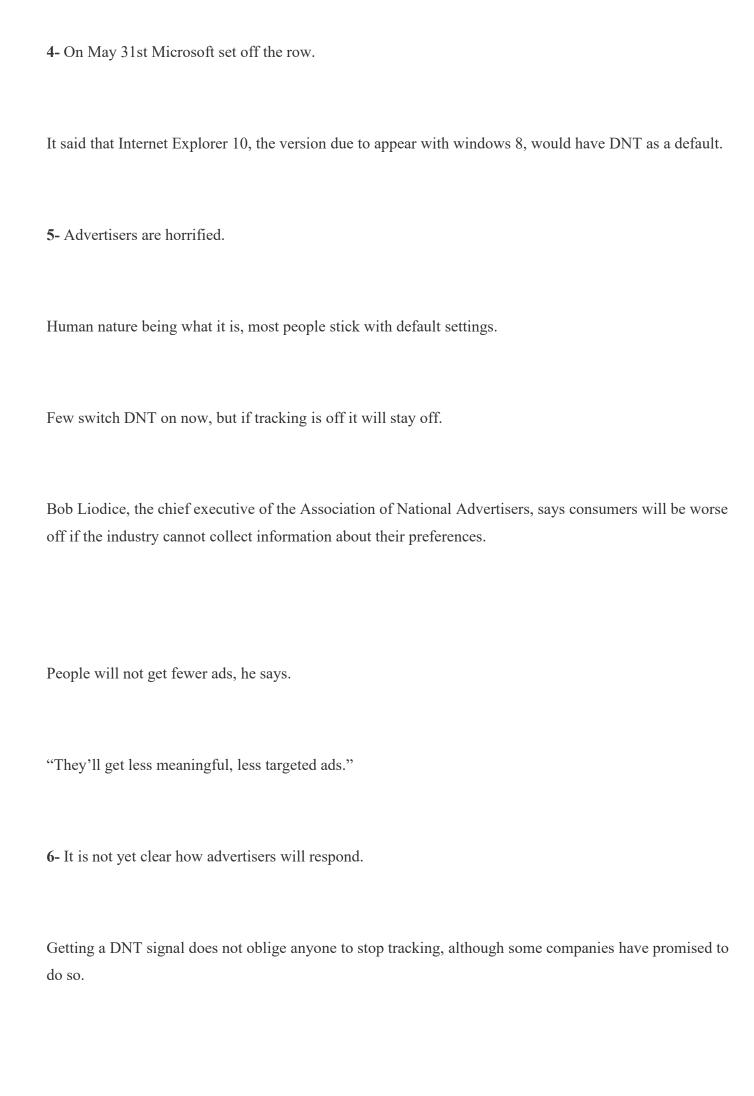
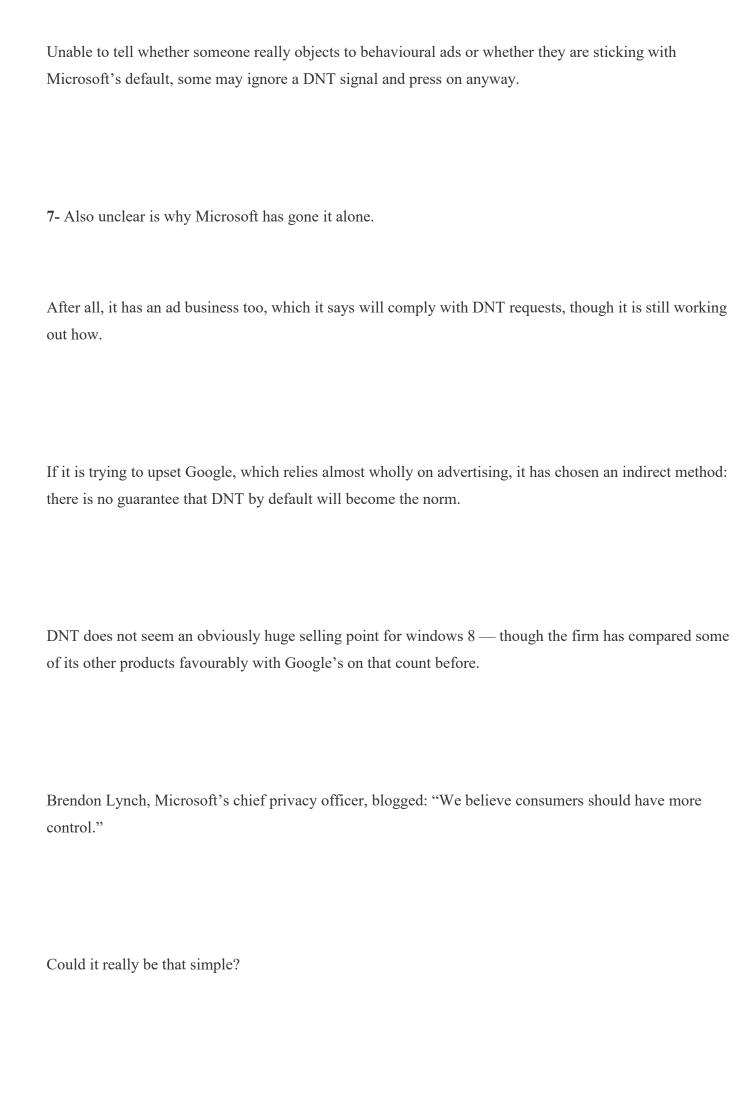
## 2013-1 Text 2

1- An old saying has it that half of all advertising budgets are wasted — the trouble is, no one knows which half. In the internet age, at least in theory, this fraction can be much reduced.
By watching what people search for, click on and say online, companies can aim "behavioural" ads at those most likely to buy.
2- In the past couple of weeks a quarrel has illustrated the value to advertisers of such fine-grained information: Should advertisers assume that people are happy to be tracked and sent behavioural ads? Or should they have explicit permission?
<b>3-</b> In December 2010 America's Federal Trade Commission (FTC) proposed adding a "do not track" (DNT) option to internet browsers, so that users could tell advertisers that they did not want to be followed.
Microsoft's Internet Explorer and Apple's Safari both offer DNT; Google's Chrome is due to do so this year.
In February the FTC and the Digital Advertising Alliance (DAA) agreed that the industry would get cracking on responding to DNT requests.





26. It is suggested in Paragraph 1 that "behavioural" ads help advertisers to
[A] ease competition among themselves.
[B] lower their operational costs.
[C] avoid complaints from consumers.
[D] provide better online services.
27. "The industry" (Line 6, Para.3) refers to
[A] online advertisers.
[B] e-commerce conductors.
[C] digital information analysis.
[D] internet browser developers.
28. Bob Liodice holds that setting DNT as a default
[A] may cut the number of junk ads.
[B] fails to affect the ad industry.
[C] will not benefit consumers.
[D] goes against human nature.
29. Which of the following is true according to Paragraph 6?
[A] DNT may not serve its intended purpose.
[B] Advertisers are willing to implement DNT.
[C] DNT is losing its popularity among consumers.
[D] Advertisers are obliged to offer behavioural ads.
30. The author's attitude towards what Brendon Lynch said in his blog is one of
[A] indulgence.
[B] understanding.
[C] appreciation.

[D] skepticism.