

IELTS GENERAL READING TEST

SECTION 1

DINING OUT

A

Aboyne
The original
Luigi's
Italian Restaurant
is now back in Aboyne
231 Beach Road,
Aboyne
(ample parking available)
Open:
Luncheon 12 to 3 pm
Dinner 6 to 10 pm
TUESDAY TO SUNDAY
Entrees \$5.50 Mains \$8.00
Free ice cream for the kids
Special functions
Up to 120 people
Reservations: Phone 9763 3501

B

Mermaids



**Italian &
Seafood
Cuisine**

Lunch:
Tuesday – Friday
12 noon – 2.30 pm

Dinner:
7 nights
6.00 pm – 11.30 pm

Tel & Fax: 9784 1234
54 Shore Street
Kempton

C

RIVIERA
CRUISING BOAT CLUB
Breakfast by the water
\$5.00
Saturday & Sunday
8.00 am to 11.00 am

- Australian
- Continental
- American

At Riviera
Cruising Boat Club
9753 5544
The Quay, Gateside



Questions 1-7

Look at the three restaurant advertisements on the following page. Answer the questions below by writing the letters of the appropriate restaurants (**A—C**) in boxes **1-7** on your answer sheet.

- 1 It is open for breakfast.
- 2 It is open every night for dinner.
- 3 It is only open for lunch on weekdays.
- 4 It has recently returned to its previous location.
- 5 It welcomes families.
- 6 It caters for large groups.
- 7 It only opens at weekends.

NEW ELECTRICITY ACCOUNT PAYMENT FACILITIES AVAILABLE FROM' JULY 1998

After 1 July 1998, you may pay your electricity account in any of the following ways:

1. Payments via mail:

(A) No receipt required:

Mail payments to: Coastside Power
Locked Bag 2760
Southport NSW 3479

(B) Receipt required:

Mail payments to: Coastside Power
PO Box 560
Northbridge NSW 3472

2. Agency payments (payments directly to the bank): Payments can be made at any branch of the Federal Bank by completing the deposit slip attached to your account notice.

NB: This facility is no longer available at South Pacific Bank branches.

3. Payments directly to Coastside Power Office: Payments can be made directly to Coastside Power Office at 78-80 Third Avenue, Northbridge. Office hours are Monday to Friday, 8.30 am to 4.30 pm.

Payment may be by personal cheque, bank cheque or cash.

Note: Payments cannot be made by phone.

Questions 8-13

Read the information given in 'New Electricity Account Payment Facilities' on the following page and look at the statements below (Questions 8-13). In boxes 8-13 on your answer sheet write:

TRUE **if the statement is true**

FALSE **if the statement is false**

NOT GIVEN **if the information is not given in the passage**

8 If you want a receipt, you should send your payment to the Southport address.

9 You may pay your account at branches of the Federal Bank.

10 You must pay the full amount, instalments are not permitted.

11 The Coastside Power Office is open on Saturday mornings.

12 You may pay your account by phone using your credit card.

13 There is a reduction for prompt payment.

SECTION 2

FIRST IMPRESSIONS COUNT

A. Traditionally uniforms were - and for some industries still are - manufactured to protect the worker. When they were first designed, it is also likely that all uniforms made symbolic sense - those for the military, for example, were originally intended to impress and even terrify the enemy; other uniforms denoted a hierarchy - chefs wore white because they worked with flour, but the main chef wore a black hat to show he supervised.

B. The last 30 years, however, have seen an increasing emphasis on their role in projecting the image of an organisation and in uniting the workforce into a homogeneous unit — particularly in 'customer facing' industries, and especially in financial services and retailing. From uniforms and workwear has emerged 'corporate clothing'. "The people you employ are your ambassadors," says Peter Griffin, managing director of a major retailer in the UK. "What they say, how they look, and how they behave is terribly important." The result is a new way of looking at corporate workwear. From being a simple means of identifying who is a member of staff, the uniform is emerging as a new channel of marketing communication.

C. Truly effective marketing through visual cues such as uniforms is a subtle art, however. Wittingly or unwittingly, how we look sends all sorts of powerful subliminal messages to other people. Dark colours give an aura of authority while lighter pastel shades suggest approachability. Certain dress style creates a sense of conservatism, others a sense of openness to new ideas. Neatness can suggest efficiency but, if it is overdone, it can spill over and indicate an obsession with power. "If the company is selling quality, then it must have quality uniforms. If it is selling

style, its uniforms must be stylish. If it wants to appear innovative, everybody can't look exactly the same. Subliminally we see all these things," says Lynn Elvy, a director of image consultants House of Colour.

D. But translating corporate philosophies into the right mix of colour, style, degree of branding and uniformity can be a fraught process. And it is not always successful. According to Company Clothing magazine, there are 1000 companies supplying the workwear and corporate clothing market. Of these, 22 account for 85% of total sales - £380 million in 1994.

E. A successful uniform needs to balance two key sets of needs. On the one hand, no uniform will work if staff feel uncomfortable or ugly. Giving the wearers a choice has become a key element in the way corporate clothing is introduced and managed. On the other, it is pointless if the look doesn't express the business's marketing strategy. The greatest challenge in this respect is time. When it comes to human perceptions, first impressions count. Customers will size up the way staff look in just a few seconds, and that few seconds will colour their attitudes from then on. Those few seconds can be so important that big companies are prepared to invest years, and millions of pounds, getting them right.

F. In addition, some uniform companies also offer rental services. "There will be an increasing specialisation in the marketplace," predicts Mr Blyth, Customer Services Manager of a large UK bank. The past two or three years have seen consolidation. Increasingly, the big suppliers are becoming 'managing agents', which means they offer a total service to put together the whole complex operation of a company's corporate clothing package - which includes reliable sourcing, managing the inventory, budget control and distribution to either central locations or to each staff member individually. Huge investments have been made in new systems, information technology and amassing quality assurance accreditations.

G. Corporate clothing does have potentials for further growth. Some banks have yet to introduce a full corporate look; police forces are researching a complete new look for the 21st century. And many employees now welcome a company wardrobe. A recent survey of staff found that 90 per cent welcomed having clothing which reflected the corporate identity.

Questions 14-19

The passage "First Impressions" Count has seven paragraphs **A—G**.

Which paragraphs discuss the following points? Write the appropriate letters A-G in boxes **14-19** on your answer sheet.

14. different types of purchasing agreement
15. the original purposes of uniforms
16. the popularity rating of staff uniforms
17. involving employees in the selection of a uniform

- 18. the changing significance of company uniforms
- 19. perceptions of different types of dress

Questions 34-40

Do the following statements agree with the views of the writer of the passage? In boxes 34-40 on your answer sheet write:

YES **if the statement agrees with the writer's views**
NO **if the statement contradicts the writer's views**
NOT GIVEN **if it is impossible to say what the writer thinks about this**

- 20. Uniforms were more carefully made in the past than they are today.
- 21. Uniforms make employees feel part of a team.
- 22. Using uniforms as a marketing tool requires great care.
- 23. Being too smart could have a negative impact on customers.
- 24. Most businesses that supply company clothing are successful.
- 25. Uniforms are best selected by marketing consultants.
- 26. Clothing companies are planning to offer financial services in the future.

SECTION 3

ROBOTS AT WORK

A The newspaper production process has come a long way from the old days when the paper was written, edited, typeset and ultimately printed in one building with the journalists working on the upper floors and the printing presses going on the ground floor. These days the editor, subeditors and journalists who put the paper together are likely to find themselves in a totally different building or maybe even in a different city. This is the situation which now prevails in Sydney. The daily paper is compiled at the editorial headquarters, known as the prepress centre, in the heart of the city, but printed far away in the suburbs at the printing centre. Here human beings are in the minority as much of the work is done by automated machines controlled by computers.

B Once the finished newspaper has been created for the next morning's edition, all the pages are transmitted electronically from the prepress centre to the printing centre. The system of transmission is an update on the sophisticated page facsimile system already in use in many other newspapers. An imagesetter at the printing centre delivers the pages as films. Each page takes less than a minute to produce, although for colour pages four versions, once each for black, cyan,

magenta and yellow are sent. The pages are then processed into photographic negatives and the film is used to produce aluminium printing plates ready for the presses.

C A procession of automated vehicles is busy at the new printing centre where the Sydney Morning Herald is printed each day. With lights flashing and warning horns honking, the robots (to give them their correct name, the LGVs or laser guided vehicles) look for all the world like enthusiastic machines from a science fiction movie, as they follow their own random paths around the plant busily getting on with their jobs. Automation of this kind is now standard in all modern newspaper plants. The robots can detect unauthorised personnel and alert security staff immediately if they find an “intruder”; not surprisingly, tall tales are already being told about the machines starting to take on personalities of their own.

D The robots’ principal job, however, is to shift the newsprint (the printing paper) that arrives at the plant in huge reels and emerges at the other end sometime later as newspapers. Once the size of the day’s paper and the publishing order are determined at head office, the information is punched into the computer and the LGVs are programmed to go about their work. The LGVs collect the appropriate size paper reels and take them where they have to go. When the press needs another reel its computer alerts the LGV system. The Sydney LGVs move busily around the press room fulfilling their two key functions to collect reels of newsprint either from the reel stripping stations or from the racked supplies in the newsprint storage area. At the stripping station, the tough wrapping that helps to protect a reel of paper from rough handling is removed. Any damaged paper is peeled off and the reel is then weighed.

E Then one of the four paster-robots moves in. Specifically designed for the job, it trims the paper neatly and prepares the reel for the press. If required the reel can be loaded directly onto the press; if not needed immediately, an LGV takes it to the storage area. When the press computer calls for a reel, an LGV takes it to the reel loading area of the presses. It lifts the reel into the loading position and places it in the correct spot with complete accuracy. As each reel is used up, the press drops the heavy cardboard core into a waste bin. When the bin is full, another LGV collects it and deposits the cores into a shredder for recycling.

F The LGVs move at walking speed. Should anyone step in front of one or get too close, sensors stop the vehicle until the path is clear. The company has chosen a laser guide function system for the vehicles because, as the project development manager says “The beauty of it is that if you want to change the routes, you can work out a new route on your computer and lay it down for them to follow”. When an LGV’s batteries run low, it will take itself offline and go to the nearest battery maintenance point for replacement batteries. And all this is achieved with absolute minimum human input and a much reduced risk of injury to people working in the printing centres.

G The question newspaper workers must now ask, however, is, “how long will it be before the robots are writing the newspapers as well as running the printing centre, churning out the latest edition every morning?”

Questions 27-32:

The Reading Passage on the following pages has seven paragraphs (A-G). Choose the most suitable headings for paragraphs A-B and D-G from the list of headings below.

Write the appropriate numbers (i-ix) in boxes 27-32 on your answer sheet.

NB There are more headings than paragraphs: so you will not use all of them.

List of Headings

- i. Robots working together
- ii. Preparing LGVs for take-over
- iii. Looking ahead
- iv. The LGVs' main functions
- v. Split location for newspaper production
- vi. Newspapers superseded by technology
- vii. Getting the newspaper to the printing centre
- viii. Controlling the robots
- ix. Beware of robots!

27 Paragraph A

28 Paragraph B

29 Paragraph D

30 Paragraph E

31 Paragraph F

32 Paragraph G

Questions 33 – 40:

Complete the flow-chart below.

Choose NO MORE THAN THREE WORDS from the text for each answer.

Write your answers in boxes **33-40** on your answer sheet.

The Production Process

