Verbal Questions

Reading Comprehension

Line   According to economic signaling theory, consumers may perceive the frequency with which an unfamiliar brand is advertised as a cue that the brand is of high quality. The notion that

(5)   highly advertised brands are associated with high-quality products does have some empirical support. Marquardt and McGann found that heavily advertised products did indeed rank high on certain measures of product quality. **Because**

(10)   **large advertising expenditures represent a significant investment on the part of a manufacturer, only companies that expect to recoup these costs in the long run, through consumers' repeat purchases of the product,**

(15)   **can afford to spend such amounts.**

      However, two studies by Kirmani have found that although consumers initially perceive expensive advertising as a signal of high brand quality, at some level of spending the manufacturer's

(20)   advertising effort may be perceived as unreasonably high, implying low manufacturer confidence in product quality. If consumers perceive excessive advertising effort as a sign of a manufacturer's desperation, the result may be less favorable

(25)   brand perceptions. In addition, a third study by Kirmani, of print advertisements, found that the use of color affected consumer perception of brand quality. Because consumers recognize that color advertisements are more expensive than

(30)   black and white, the point at which repetition of an advertisement is perceived as excessive comes sooner for a color advertisement than for a black-and-white advertisement.

49. Which of the following best describes the purpose of the sentence in lines 10–15 ?

    (A)   To show that economic signaling theory fails to explain a finding

    (B)   To introduce a distinction not accounted for by economic signaling theory

    (C)   To account for an exception to a generalization suggested by Marquardt and McGann

    (D)   To explain why Marquardt and McGann's research was conducted

    (E)   To offer an explanation for an observation reported by Marquardt and McGann

50. The primary purpose of the passage is to

    (A)   present findings that contradict one explanation for the effects of a particular advertising practice

    (B)   argue that theoretical explanations about the effects of a particular advertising practice are of limited value without empirical evidence

    (C)   discuss how and why particular advertising practices may affect consumers' perceptions

    (D)   contrast the research methods used in two different studies of a particular advertising practice

    (E)   explain why a finding about consumer responses to a particular advertising practice was unexpected

51. Kirmani's research, as described in the passage, suggests which of the following regarding consumers' expectations about the quality of advertised products?

(A) Those expectations are likely to be highest if a manufacturer runs both black-and-white and color advertisements for the same product.

(B) Those expectations can be shaped by the presence of color in an advertisement as well as by the frequency with which an advertisement appears.

(C) Those expectations are usually high for frequently advertised new brands but not for frequently advertised familiar brands.

(D) Those expectations are likely to be higher for products whose black-and-white advertisements are often repeated than for those whose color advertisements are less often repeated.

(E) Those expectations are less definitively shaped by the manufacturer's advertisements than by information that consumers gather from other sources.

52. Kirmani's third study, as described in the passage, suggests which of the following conclusions about a black-and-white advertisement?

(A) It can be repeated more frequently than a comparable color advertisement could before consumers begin to suspect low manufacturer confidence in the quality of the advertised product.

(B) It will have the greatest impact on consumers' perceptions of the quality of the advertised product if it appears during periods when a color version of the same advertisement is also being used.

(C) It will attract more attention from readers of the print publication in which it appears if it is used only a few times.

(D) It may be perceived by some consumers as more expensive than a comparable color advertisement.

(E) It is likely to be perceived by consumers as a sign of higher manufacturer confidence in the quality of the advertised product than a comparable color advertisement would be.

53. The passage suggests that Kirmani would be most likely to agree with which of the following statements about consumers' perceptions of the relationship between the frequency with which a product is advertised and the product's quality?

(A) Consumers' perceptions about the frequency with which an advertisement appears are their primary consideration when evaluating an advertisement's claims about product quality.

(B) Because most consumers do not notice the frequency of advertisement, it has little impact on most consumers' expectations regarding product quality.

(C) Consumers perceive frequency of advertisement as a signal about product quality only when the advertisement is for a product that is newly on the market.

(D) The frequency of advertisement is not always perceived by consumers to indicate that manufacturers are highly confident about their products' quality.

(E) Consumers who try a new product that has been frequently advertised are likely to perceive the advertisement's frequency as having been an accurate indicator of the product's quality.

Line The idea of the brain as an information
processor—a machine manipulating blips of energy
according to fathomable rules—has come to
dominate neuroscience. However, one enemy of
(5) the brain-as-computer metaphor is John R. Searle,
a philosopher who argues that since computers
simply follow algorithms, they cannot deal with
important aspects of human thought such as
meaning and content. Computers are syntactic,
(10) rather than semantic, creatures. People, on the
other hand, understand meaning because they have
something Searle obscurely calls the causal powers
of the brain.
     Yet how would a brain work if not by reducing
(15) what it learns about the world to information—some
kind of code that can be transmitted from neuron
to neuron? What else could meaning and content
be? If the code can be cracked, a computer should
be able to simulate it, at least in principle. But
(20) even if a computer could simulate the workings
of the mind, Searle would claim that the machine
would not really be thinking; it would just be acting
as if it were. His argument proceeds thus: if a
computer were used to simulate a stomach, with
(25) the stomach's churnings faithfully reproduced on a
video screen, the machine would not be digesting
real food. It would just be blindly manipulating the
symbols that generate the visual display.
     Suppose, though, that a stomach were simulated
(30) using plastic tubes, a motor to do the churning, a
supply of digestive juices, and a timing mechanism.
If food went in one end of the device, what came out
the other end would surely be digested food. Brains,
unlike stomachs, are information processors, and if
(35) one information processor were made to simulate
another information processor, it is hard to see
how one and not the other could be said to think.
Simulated thoughts and real thoughts are made of
the same element: information. The representations
(40) of the world that humans carry around in their heads
are already simulations. To accept Searle's argument,
one would have to deny the most fundamental notion
in psychology and neuroscience: that brains work
by processing information.

54. The main purpose of the passage is to

(A) propose an experiment

(B) analyze a function

(C) refute an argument

(D) explain a contradiction

(E) simulate a process

55. Which of the following is most consistent with Searle's reasoning as presented in the passage?

(A) Meaning and content cannot be reduced to algorithms.

(B) The process of digestion can be simulated mechanically, but not on a computer.

(C) Simulated thoughts and real thoughts are essentially similar because they are composed primarily of information.

(D) A computer can use "causal powers" similar to those of the human brain when processing information.

(E) Computer simulations of the world can achieve the complexity of the brain's representations of the world.

56. The author of the passage would be most likely to agree with which of the following statements about the simulation of organ functions?

(A) An artificial device that achieves the functions of the stomach could be considered a valid model of the stomach.

(B) Computer simulations of the brain are best used to crack the brain's codes of meaning and content.

(C) Computer simulations of the brain challenge ideas that are fundamental to psychology and neuroscience.

(D) Because the brain and the stomach both act as processors, they can best be simulated by mechanical devices.

(E) The computer's limitations in simulating digestion suggest equal limitations in computer-simulated thinking.

57. It can be inferred that the author of the passage believes that Searle's argument is flawed by its failure to

(A) distinguish between syntactic and semantic operations

(B) explain adequately how people, unlike computers, are able to understand meaning

(C) provide concrete examples illustrating its claims about thinking

(D) understand how computers use algorithms to process information

(E) decipher the code that is transmitted from neuron to neuron in the brain

58. From the passage, it can be inferred that the author would agree with Searle on which of the following points?

(A) Computers operate by following algorithms.

(B) The human brain can never fully understand its own functions.

(C) The comparison of the brain to a machine is overly simplistic.

(D) The most accurate models of physical processes are computer simulations.

(E) Human thought and computer-simulated thought involve similar processes of representation.

59. Which of the following most accurately represents Searle's criticism of the brain-as-computer metaphor, as that criticism is described in the passage?

(A) The metaphor is not experimentally verifiable.

(B) The metaphor does not take into account the unique powers of the brain.

(C) The metaphor suggests that a brain's functions can be simulated as easily as those of a stomach.

(D) The metaphor suggests that a computer can simulate the workings of the mind by using the codes of neural transmission.

(E) The metaphor is unhelpful because both the brain and the computer process information.

Line Women's grassroots activism and their vision
of a new civic consciousness lay at the heart of
social reform in the United States throughout the
Progressive Era, the period between the depression
(5) of 1893 and America's entry into the Second
World War. Though largely disenfranchised except
for school elections, white middle-class women
reformers won a variety of victories, notably in
the improvement of working conditions, especially
(10) for women and children. Ironically, though,
child labor legislation pitted women of different
classes against one another. To the reformers,
child labor and industrial home work were equally
inhumane practices that should be outlawed, but,
(15) as a number of women historians have recently
observed, working-class mothers did not always
share this view. Given the precarious finances of
working-class families and the necessity of pooling
the wages of as many family members as possible,
(20) working-class families viewed the passage and
enforcement of stringent child labor statutes as a
personal economic disaster and made strenuous
efforts to circumvent child labor laws. Yet
reformers rarely understood this resistance in terms
(25) of the desperate economic situation of working-
class families, interpreting it instead as evidence
of poor parenting. This is not to dispute women
reformers' perception of child labor as a terribly
exploitative practice, but their understanding of
(30) child labor and their legislative solutions for ending
it failed to take account of the economic needs of
working-class families.

60. The primary purpose of the passage is to

(A) explain why women reformers of the Progressive
Era failed to achieve their goals

(B) discuss the origins of child labor laws in the late
nineteenth and early twentieth centuries

(C) compare the living conditions of working-class
and middle-class women in the Progressive Era

(D) discuss an oversight on the part of women
reformers of the Progressive Era

(E) revise a traditional view of the role played by
women reformers in enacting Progressive Era
reforms

61. The view mentioned in line 17 of the passage refers to
which of the following?

(A) Some working-class mothers' resistance to the
enforcement of child labor laws

(B) Reformers' belief that child labor and industrial
home work should be abolished

(C) Reformers' opinions about how working-class
families raised their children

(D) Certain women historians' observation that there
was a lack of consensus between women of
different classes on the issue of child labor and
industrial home work

(E) Working-class families' fears about the adverse
consequences that child labor laws would have
on their ability to earn an adequate living

62. The author of the passage mentions the observations
of women historians (lines 15–17) most probably in
order to

(A) provide support for an assertion made in the
preceding sentence (lines 10–12)

(B) raise a question that is answered in the last
sentence of the passage (lines 27–32)

(C) introduce an opinion that challenges a statement
made in the first sentence of the passage

(D) offer an alternative view to the one attributed in
the passage to working-class mothers

(E) point out a contradiction inherent in the
traditional view of child labor reform as it is
presented in the passage

63. The passage suggests that which of the following was a reason for the difference of opinion between working-class mothers and women reformers on the issue of child labor?

(A) Reformers' belief that industrial home work was preferable to child labor outside the home

(B) Reformers' belief that child labor laws should pertain to working conditions but not to pay

(C) Working-class mothers' resentment at reformers' attempts to interfere with their parenting

(D) Working-class mothers' belief that child labor was an inhumane practice

(E) Working-class families' need for every employable member of their families to earn money

64. The author of the passage asserts which of the following about women reformers who tried to abolish child labor?

(A) They alienated working-class mothers by attempting to enlist them in agitating for progressive causes.

(B) They underestimated the prevalence of child labor among the working classes.

(C) They were correct in their conviction that child labor was deplorable but shortsighted about the impact of child labor legislation on working-class families.

(D) They were aggressive in their attempts to enforce child labor legislation, but were unable to prevent working-class families from circumventing them.

(E) They were prevented by their nearly total disenfranchisement from making significant progress in child labor reform.

65. According to the passage, one of the most striking achievements of white middle-class women reformers during the Progressive Era was

(A) gaining the right to vote in school elections

(B) mobilizing working-class women in the fight against child labor

(C) uniting women of different classes in grassroots activism

(D) improving the economic conditions of working-class families

(E) improving women's and children's working conditions

Verbal Answer Keys

Verbal

49.	E	61.	B
50.	C	62.	A
51.	B	63.	E
52.	A	64.	C
53.	D	65.	E
54.	C		
55.	A		
56.	A		
57.	B		
58.	A		
59.	B		
60.	D		