

IELTSFEVER ACADEMIC READING PRACTICE TEST 8

SECTION 1

Tikopia

- A There are still debates about the origins of Polynesian culture, but one thing we can ensure is that Polynesia is not a single tribe but a complex one. Polynesians which includes Marquesans, Samoans, Niueans, Tongans, Cook Islanders, Hawaiians, Tahitians, and Māori, are genetically linked to indigenous peoples of parts of Southeast Asia. It's a sub-region of Oceania, comprising of a large grouping of over 1 ,000 islands scattered over the central and southern Pacific Ocean, within a triangle that has New Zealand, Hawaii and Easter Island as its corners.



- B Polynesian history has fascinated the western world since Pacific cultures were first contacted by European explorers in the late 18th century. The small island of Tikopia, for many people – even for many Solomon Islanders – is so far away that it seems like a mythical land; a place like Narnia, that magical land in C. S. Lewis' classic, 'The Chronicles of Narnia.' Maybe because of it – Tikopia, its people, and their cultures have long fascinated scholars, travelers, and casual observers. Like the pioneers Peter Dillon, Dumont D'Urville and John Colleridge Patterson who visited and wrote about the island in the 1800s, Raymond Firth is one of those people captured by the alluring attraction of Tikopia. As a result, he had made a number of trips to the island since 1920s and recorded his experiences, observations and reflections on Tikopia, its people, cultures and the changes that have occurred.
- C While engaged in study of the kinship and religious life of the people of Tikopia, Firth made a few observations on their tattooing. Brief though these notes are they may be worth putting on record as an indication of the sociological setting of the practice in this primitive Polynesian community. The origin of the English word 'tattoo' actually comes from the Tikopia word 'tatau'. The word for tattoo marks in general is *tau*, and the operation of tattooing is known as *ta tau*, *ta* being the generic term for the act of striking.

D The technique of tattooing was similar throughout Polynesia. Traditional tattoo artists create their indelible tattoos using pigment made from the candlenut or kukui nut. First, they burn the nut inside a bowl made of half a coconut shell. They then scrape out the soot and use a pestle to mix it with liquid. Bluing is sometimes added to counteract the reddish hue of the carbon-based pigment. It also makes the outline of the inscribed designs bolder on the dark skin of tattooing subjects.



E For the instruments used when tattooing, specialists used a range of chisels made from albatross wing bone which were hafted onto a handle which was made from the heart wood of the bush and struck with a mallet. The tattooer began by sketching with charcoal a design on the supine subject, whose skin at that location was stretched taut by one or more apprentices. The tattooer then dipped the appropriate points – either a single one or a whole comb – into the ink (usually contained in a coconut-shell cup) and tapped it into the subject's skin, holding the blade handle in one hand and tapping it with the other. The blood that usually trickled from the punctures was wiped away either by the tattooer or his apprentice, the latter having also served by restraining a pain-wracked subject from moving, for the operation was inevitably painful – a test of fortitude that tattooers sought to shorten by working as fast as possible. In fact, tattoos nearly always festered and often led to sickness – and in some cases death.

F In ancient Polynesian society, nearly everyone was tattooed. It was an integral part of ancient culture and was much more than a body ornament. Tattooing indicated ones genealogy and/or rank in society. It was a sign of wealth, of strength and of the ability to endure pain. Those who went without them were seen as persons of lower social status. As such, chiefs and warriors generally had the most elaborate tattoos. Tattooing was generally begun at adolescence, and would often not be completed for a number of years. Receiving tattoo constituted an important milestone between childhood and adulthood, and was accompanied by many rites and rituals. Apart from signaling status and rank, another reason for the practice in traditional times was to make a person more attractive to the opposite sex.



G The male facial tattoo is generally divided into eight sections of the face. The center of the forehead designated a person's general rank. The area around the brows designated his position. The area around the eyes and the nose designated

his *hapu*, or sub-tribe rank. The area around the temples served to detail his marital status, like the number of marriages. The area under the nose displayed his signature. This signature was once memorized by tribal chiefs who used it when buying property, signing deeds, and officiating orders. The cheek area designated the nature of the person's work. The chin area showed the person's mana. Lastly, the jaw area designated a person's birth status.

- H A person's ancestry is indicated on each side of the face. The left side is generally the father's side, and the right side was the mother's. The manutahi design is worked on the men's back. It consists of two vertical lines drawn down the spine, with short vertical lines between them. When a man had the manutahi on his back, he took pride in himself. At gatherings of the people he could stand forth in their midst and display his tattoo designs with songs. And rows of triangles design on the men's chest indicate his bravery.
- I Tattoo was a way delivering information of its owner. It's also a traditional method to fetch spiritual power, protection and strength. The Polynesians use this as a sign of character, position and levels in a hierarchy. Polynesian peoples believe that a person's mana, their spiritual power or life force, is displayed through their tattoo.



Questions 1-4

Do the following statements agree with the information given in Reading Passage 1?

In boxes 1-4 on your answer sheet, write

YES*if the statement is true***NO***if the statement is false***NOT GIVEN***if the information is not given in the passage*

- 1 Scientists like to do research in Tikopia because this tiny place is of great remoteness.
- 2 Firth was the first scholar to study on Tikopia.

- 3 Firth studied the culture differences on Tikopia as well as on some other islands of Pacific.
- 4 The English word 'tattoo' is evolved from the local language of the island.

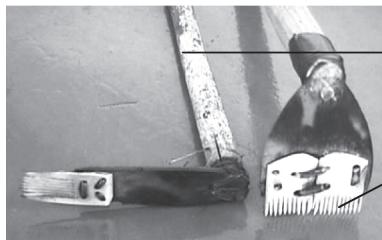
Questions 5-9

Label the diagram below.

Choose NO MORE THAN TWO WORDS from the passage for each answer.



bowl made of 5
burn the material inside to get 6.....,
and stir in the 7.....



→ produced from 8..... of small trees

→ produced from 9..... of seabird

Questions 10-14

Complete the table below.

Choose NO MORE THAN TWO WORDS from the passage for each answer.

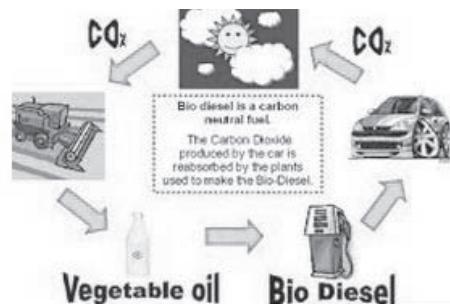
LOCATION ON THE BODY	SIGNIFICANCE	GEOMETRIC PATTERNS
10.....of male face	general rank	
11.....of male face	prestige	
Female's right side of the face	12.....	
male back	sense of pride	13.....
male chest	bravery	14.....

New Zealand's Algae Biodiesel

- A The world's first wild algae biodiesel (produced in New Zealand by Aquaflow Bionic Corporation, was successfully test driven in Wellington by the Minister for Energy and Climate Change Issues, David Parker. In front of a crowd of invited guests, media and members of the public, the Minister filled up a diesel-powered Land Rover with Aquaflow B5 blend bio-diesel and then drove the car around the forecourt of Parliament Buildings in Central Wellington. Green Party co-leader, Jeanette Fitzsimons was also on board. Marlborough-based Aquaflow announced in May 2006 that it had produced the world's first bio-diesel derived from wild microalgae sourced from local sewage ponds.
- B "We believe we are the first company in the world to test drive a car powered by wild algae-based biodiesel. This will come as a surprise to some international bio-diesel industry people who believe that this break-through is still years away," explains Aquaflow spokesperson Barrie Leay. "A bunch of inventive Kiwis, and an Aussie, have developed this fuel in just over a year", he comments. "This is a huge opportunity for New Zealand and a great credit to the team of people who saw the potential in this technology from day one."
- C Bio-diesel based on algae could eventually become a sustainable, low cost, cleaner burning fuel alternative for New Zealand, powering family cars, trucks, buses and boats. It can also be used



...and other important questions
about solving climate change



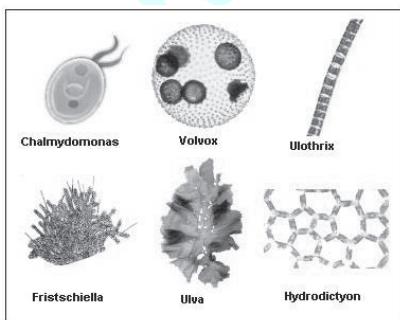
for other purposes such as heating or distributed electricity generation. There is now a global demand for billions of litres of biodiesel per year. Algae are also readily available and produced in huge volumes in nutrient rich waste streams such as at the settling ponds of Effluent Management Systems (EMS). It is a renewable indigenous resource ideally suited to the production of fuel and other useful by-products. The breakthrough comes after technology start-up, Aquaflow, agreed to undertake a pilot with Marlborough District Council late last year to extract algae from the settling ponds of its EMS based in Blenheim. By removing the main contaminant to use as a fuel feedstock, Aquaflow is also helping clean up the council's water discharge - a process known as bio-remediation. Dairy farmers, and many food processors too, can benefit in similar ways by applying the harvesting technology to their nutrient-rich waste streams.

- D** Blended with conventional mineral diesel, bio-diesel can run vehicles without the need for vehicle modifications. Fuel derived from algae can also help meet the Government B5 (5% blended) target, with the prospect of this increasing over time as bio-fuel production increases. "Our next step is to increase capacity to produce one million litres of bio-diesel from the Marlborough sewerage ponds over the next year," says Leay. Aquaflow will launch a prospectus pre-Christmas as the company has already attracted considerable interest from potential investors. The test drive bio-diesel was used successfully in a static engine test at Massey University's Wellington campus on Monday, December 11.



- E** Today Algae are used by humans in many ways; for example, as fertilizers, soil conditioners and livestock feed. Aquatic and microscopic species are cultured in

clear tanks or ponds and are either harvested or used to treat effluents pumped through the ponds. Algaculture on a large scale is an important type of aquaculture in some places. Naturally growing seaweeds are an important source of food, especially in Asia.



They provide many vitamins including: A, B, B2, B6, **niacin** and C, and are rich in iodine, potassium, iron, magnesium and **calcium**. In addition commercially cultivated microalgae, including both Algae and Cyan-bacteria, are marketed as nutritional supplements, such as **Spirulina Chlorella** and the Vitamin-C supplement,

Dunaliella, high in beta-carotene. Algae are national foods of many nations: China consumes more than 70 species, including *fat choy*, a **cyano-bacterium** considered a vegetable; Japan, over 20 species. The natural pigments produced by algae can be used as an alternative to chemical dyes and coloring agents.

- F Algae are the simplest plant organisms that convert sunlight and carbon dioxide in the air around us into stored energy through the well understood process of photosynthesis. Algae are rich in lipids and other combustible elements and Aquaflow is developing technology that will allow these elements to be extracted



in a cost effective way. The proposed process is the subject of a provisional patent. Although algae are good at taking most of the nutrients out of sewage, too much algae can taint the water and make it smell. So, councils have to find a way of cleaning up the excess algae in

their sewerage outflows and then either dispose of it or find alternative uses for it. And that's where Aquaflow comes in.

- G Unlike some bio-fuels which require crops to be specially grown and thereby compete for land use with food production, and use other scarce resources of fuel, chemicals and fertiliser, the source for algae-based biodiesel already exists extensively and the process produces a sustainable net energy gain by capturing free solar energy from the sun.

You should spend about 20 minutes on Questions 15- 27 which are based on Reading Passage 2 below.

Questions 15 -19

Reading Passage 2 contains 7 paragraphs A -G.

Which paragraphs state the following information?

Write the appropriate letters A - G in boxes 15-19 on your answer sheet.

You may use any letter more than once

- 15 It is unnecessary to modify vehicles driven by bio-diesel.
- 16 Some algae are considered edible plants.
- 17 Algae could be part of a sustainable and recycled source.
- 18 Algae bio-diesel is superior to other bio-fuels in lot a ways.
- 19 overgrown algea also can be a potential threat to environment

Questions 20 - 24

Complete the following summary of the paragraphs of Reading Passage, using **no more than two** words from the Reading Passage for each answer. Write your answers in boxes 20-24 on your answer sheet.

Bio-diesel based on algae could become a substitute for 20.....in New Zealand. It could be used to 21..... vehicles such as cars and boats. As a result, billions of litres of bio-diesel are required world wide each year. Algae can be obtained from 22..... with nutrient materials. With the technology breakthrough, algae are extracted and the 23..... is

removed from the settling ponds. Dairy farmers, and many food processors can adopt such 24..... technology.

Question 25 -27

Choose words from the passage to answer the questions 39-40. Write **NO MORE THAN THREE WORDS** for each answer.

25 What environmental standard would bio-diesel vehicles are to meet?

26 What is to do as the immediate plan for coming years for Aquaflow?

27 Through what kind of process do algae obtain and store energy?

SECTION 3

Psychology

- A In today's hypercompetitive marketplace, companies that successfully introduce new products are more likely to flourish than those that don't. Businesses spend billions of dollars making better "mousetraps" only to find consumers roundly rejecting them. Studies show that new products fail at the stunning rate of between 40% and 90%, depending on the category, and the odds haven't changed much in the past 25 years. In the U.S. packaged goods industry, for instance, companies introduce 30,000 products every year, but 70% to 90% of them don't stay on store shelves for more than 12 months. Most innovative products—those that create new product categories or revolutionize old ones—are also unsuccessful. According to one study, 47% of first movers have foiled, meaning that approximately half the companies that pioneered new product categories later pulled out of those businesses.
- B After the fact, experts and novices alike tend to dismiss unsuccessful innovations as bad ideas that were destined to fail. Why do consumers fail to buy innovative products even when they offer distinct improvements over existing ones? Why do companies invariably have more faith in new products than is warranted? Few would question the objective advantages of many innovations over existing alternatives, but that's often not enough for them to succeed. To understand why new products fail to live up to companies' expectations, we must delve into the psychology of behavior change.
- C New products often require consumers to change their behavior. As companies know, those behavior changes entail costs. Consumers costs, such as the activation fees they have to pay when they switch from one cellular service provider to another. They also bear learning costs, such as when they shift from manual to automatic automobile transmissions. People sustain obsolescence costs, too. For example, when they switch from VCRs to DVD players, their videotape collections become useless. All of these are economic switching costs that most companies routinely anticipate.



- D What businesses don't take into account, however, are the psychological costs associated with behavior change. Many products fail because of an universal, but largely ignored, psychological bias: People irrationally overvalue benefits they currently possess relative to those they don't. The bias leads consumers to value the advantages of products they own more than the benefits of new ones. It also leads executives to value the benefits of innovations they've developed over the advantages of incumbent products.
- E Companies have long assumed that people will adopt new products that deliver more value or utility than existing ones. Thus, businesses need only to develop innovations that are objectively superior to incumbent products, and consumers will have sufficient incentive to purchase them. In the 1960s, communications scholar Everett Rogers called the concept "relative advantage" and identified it as the most critical driver of new-product adoption. This argument assumes that companies make unbiased assessments of innovations and of consumers' likelihood of adopting them. Although compelling, the theory has one major flaw: It fails to capture the psychological biases that affect decision making.
- F In 2002, psychologist Daniel Kahneman won the Nobel Prize in economics for a body of work that explores why and when individuals deviate from rational economic behavior. One of the cornerstones of that research, developed with psychologist Amos Tversky, is how individuals value prospects, or choices, in the marketplace. Kahneman and Tversky showed, and others have confirmed, that human beings' responses to the alternatives before them have four distinct characteristics.
- G First, people evaluate the attractiveness of an alternative based not on its objective, or actual, value but on its subjective, or perceived, value. Second, consumers evaluate new products or investments relative to a reference point, usually the products they already own or consume. Third, people view any improvements relative to this reference point as gains and treat all shortcomings as losses. Fourth, and most important, losses have a far greater impact on people than similarly sized gains, a phenomenon that Kahneman and Tversky called "loss aversion." For instance, studies show that most people will not accept a bet in which there is a 50% chance of winning \$100 and a 50% chance of losing \$100. The gains from the wager must outweigh the losses by a factor of between two and three before most people find such a bet attractive. Similarly, a survey of 1,500 customers of Pacific Gas and Electric revealed that consumers demand three to four times more compensation to endure a power outage—and suffer a loss—than they are willing to pay to avoid the problem, a potential gain. As Kahneman and Tversky wrote, "losses loom larger than gains."



- H Loss aversion leads people to value products that they already possess—those that are part of their endowment—more than those they don't have. According to behavioral economist Richard Thaler, consumers value what they own, but may have to give up, much more than they value what they don't own but could obtain. Thaler called that bias the “endowment effect.”
- I In a 1990 paper, Thaler and his colleagues describe a series of experiments they conducted to measure the magnitude of the endowment effect. In one such experiment, they gave coffee mugs to a group of people, the Sellers, and asked at   what price point—from 25 cents to \$9.25—the Sellers would be willing to part with those mugs. They asked another group—the Choosers—to whom they didn't give coffee mugs, to indicate whether they would choose the mug or the money at each price point. In objective terms, all the Sellers and Choosers were in the same situation: They were choosing between a mug and a sum of money. In one trial of this experiment, the Sellers priced the mug at \$7.12, on average, but the Choosers were willing to pay only \$3.12. In another trial, the Sellers and the Choosers valued the mug at \$7.00 and \$3.50, respectively. Overall, the Sellers always demanded at least twice as much to give up the mugs as the Choosers would pay to obtain them.
- J Kahneman and Tversky's research also explains why people tend to stick with what they have even if a better alternative exists. In a 1989 paper, economist Jack Knetsch provided a compelling demonstration of what economists William Samuelson and Richard Zeckhauser called the “status quo bias.” Knetsch asked one group of students to choose between an attractive coffee mug and a large bar of Swiss chocolate. He gave a second group of students the coffee mugs but a short time later allowed each student to exchange his or her mug for a chocolate bar. Finally, Knetsch gave chocolate bars to a third group of students but much later allowed each student to exchange his or her bar for a mug. Of the students given a choice at the outset, 56% chose the mug, and 44% chose the chocolate bar, indicating a near even split in preferences between the two products. Logically, therefore, about half of the students to whom Knetsch gave the coffee mug should have traded for the chocolate bar and vice versa. That didn't happen. Only 11% of the students who had been given the mugs and 10% of those who had been given the chocolate bars wanted to exchange their products. To approximately 90% of the students, giving up what they already had seemed like a painful loss and shrank their desire to trade.
- K Interestingly, most people seem oblivious to the existence of the behaviors implicit in the endowment effect and the status quo bias. In study after study, when researchers presented people with evidence that they had irrationally overvalued the status quo, they were shocked, skeptical, and more than a bit defensive. These behavioral tendencies are universal, but awareness of them is not.

Questions 28-31

Use the information in the passage to match the people (listed A-C) with opinions or deeds below. Write the appropriate letters A-C in boxes 28-31 on your answer sheet.

- A Richard Thaler
- B Everett Rogers
- C Kahneman and Tversky

- 28 stated a theory which bears potential fault in application
- 29 decided the consumers' several behavior features when they face other options
- 30 generalised that customers value more of their possession they are going to abandon for a purpose than alternative they are going to swap in
- 31 answered the reason why people don't replace existing products

Questions 32-36

Do the following statements agree with the information given in Reading Passage 3
In boxes 32-36 on your answer sheet, write

TRUE	<i>if the statement is true</i>
FALSE	<i>if the statement is false</i>
NOT GIVEN	<i>if the information is not given in the passage</i>

- 32 The products of innovations which beat existing alternatives can guarantee a successful market share.
- 33 Few companies calculated the possibility of switching to new products more than in economic judgment.

- 34 Gender affects the loss and gain outcome in the real market place.
- 35 Endowment-effect experiment showed there was a huge gap between seller's anticipation and the chooser's offer.
- 36 Customers accept the fact peacefully when they are revealed the status quo bias.

Questions 37-40

Choose the correct letter, **A, B, C or D**.

Write your answers in boxes 37-40 on your answer sheet.

37 What does *paragraph A* illustrated in business creative venture?

- A** above 70% products stored in warehouse
- B** only US packaged goods industry affected
- C** roughly half of new product business failed
- D** new products have long life span.

38 What do specialists and freshers tend to think how a product sold well:

- A** as more products stored on shelf
- B** being creative and innovative enough
- C** having more chain stores
- D** learning from famous company like Webvan

39 According to this passage, a number of products fail because of following reason:

- A** they ignore the fact that people tend to overvalue the product they own.
- B** they are not confident with their products
- C** they are familiar with people's psychology state
- D** they forget to mention the advantages of products

40 what does the experiment of "*status quo bias*" suggest which conducted by Nobel prize winner Kahneman and Tversky:

- A** about half of them are willing to change
- B** students are always to welcome new items
- C** 90% of both owners in neutral position
- D** only 10% of chocolate bar owner are willing to swap

For answers click on following link
<https://wp.me/pbcGVs-44y>

