

English reading

閱讀測驗題組-34題

English reading

閱讀測驗題組-34題

Can Your Company Reach the Top Without Advertising?

The importance of advertising in today's market
By Ally Smith-Gardner

How important is advertising for your company to be successful? Is it a vital aspect of making it to the top? These are imperative questions to ask when establishing a business.

Companies are constantly trying to capitalize their gain by investing their money wisely. Many companies spend thousands or even millions of dollars each year towards advertising. Is **it** worth it? Charles E. Conner, the Chairman and CEO of TravelSmart, believes advertising is a necessary move. "I spent many years conjuring up a company that has universal appeal. Once established, I acknowledged that we needed to get the word out. We all know that advertising can cost a pretty penny. But it's well worth it. At times it can be difficult to uncover the magnitude of success advertising can have for each company; however, I know for TravelSmart it's been a wise investment. Sometimes one needs to spend the pretty penny to make the big bucks."

閱書

讀書

However, all businesses are unique and have their own approach. Tim Edwards, owner of Edwards & Company, has a



different strategy. "Our company exhausts few funds each year on advertising. I find that word of mouth is the best way to draw in the quality customers that we desire. We use referrals as a basis for our business." Tim is not alone in his feelings. Arthur Daley, founder of Wisest Wish, remarked regarding his company, "We've had many negative experiences dealing with advertising in the past. We expected our sales to flourish with the amount invested, but this was not the case. Every business needs to have their own customized approach."

So how crucial is advertising in today's market? It appears to be a personal preference which depends on your company's distinctive goals and desires.

Which conclusion does Ally Smith-Gardner reach regarding advertising in today's market?

- (A) Advertising is not as effective as the word-of-mouth approach.
- (B) Advertising can cost a pretty penny, but it's well worth it.
- (C) The success of advertising depends on a company's particular goals.
- (D) The success of advertising is dependent on the market and the target audience.

In this magazine article, what does the pronoun **it refer to?**

- (A) capitalizing gain through investing in a business
- (B) spending thousands or millions of dollars
- (C) investing money wisely in the right company
- (D) spending money to advertise investments

West Bedford's Housing Boom

Rico Rocha bought his two-bedroom hill cottage near the sea for what he thought was a very high price.

Rocha paid \$250,000 for the one-bathroom place, which needed a lot of fixing up.

Just two years later, Rocha feels pretty lucky. He thinks he can sell his tiny home for close to \$400,000.

"I can't believe it," Rocha said. "I feel like I've just made \$150,000 by sitting on the couch in my living room."

Is Rocha crazy? Not in this real-estate market, respond local experts.

"Prices in the West Bedford region have increased across the board by an unbelievable 30 percent every year," says long-time real-estate broker Mimi Shue. "And in my opinion, there's no trend to show that the local market is slowing down."

Rocha and Shue are not alone. Real estate in West Bedford has historically increased no matter what is happening across the country. In this area, people are selling and buying homes based on their love of the city and its location, not logic.

According to the article, Mr. Tandon has the opinion that _____.

- (A) Mr. Rocha is quite lucky
- (B) prices could decrease 30 percent
- (C) people could lose money
- (D) real estate is the best risk

Not everyone thinks that's a great idea.

"People in the region feel that a house is the best financial risk these days," reports Vijay Tandon, senior economist at the Schmidt Institute. "And the market scenario has made them believe that. But prices can't continue to increase forever."



Tandon thinks that prices in West Bedford are up to 20 percent higher than they should be.

The bottom line, he says, is "we don't know when, but the market is likely to shift **eventually**--and people will get hurt. I just don't think it's going to last."

In this article, **eventually means _____.**

- (A) over a large part of West Bedford
- (B) by a large amount, significantly
- (C) permanently or forever
- (D) sometime in the future

Soth-Golman Enterprises

Monthly Management Report

The Claims Division has been moved to our new location in Connecticut. This move gave us the chance to achieve the required reduction in personnel. We have cut back the staff from 15 to 8 employees.

We were able to meet the reduction goals due to the fact that two employees retired, since they were at the legal retirement age of 60. Furthermore, two more employees chose to take early retirement at 50 and 55 when we offered a good financial incentive. This monetary encouragement was equal to two years of their annual salary.

Of the remaining three, one worker took a year-long leave to have a baby, another left the company to return to university, and the third was fired for sharing company secrets. None of these workers will be replaced.

Therefore, I am happy to report that, with very few problems and very little financial loss, we have met our reduction goals in the Claims Division.

Next month, we will be working to meet new reduction goals in the Marketing Division as **it** makes its planned move to the Connecticut location.

What is the main purpose of this report?

- (A) to report that some workers are leaving the company
- (B) to report that many older employees have retired
- (C) to report that there has been a cutback in the number of workers
- (D) to report that there has been a change of company location

Look at the word **it in the report. Who or what does **it** refer to?**

- (A) the Claims Division in the Connecticut office
- (B) goals for reducing the number of employees
- (C) the Marketing Division
- (D) the plans for moving to the Connecticut office

Credit Corporation International



Around the clock service

Dear Ms. Limman:

Thank you for your credit application. Credit Corporation International will be happy to establish a credit account for your company, L.M. Consolidated. We look forward to the beginning of a long relationship between our two companies.

We trust that you are now familiar with the basic introductory information you have received. Please see the additional enclosed information, which discusses the many services we offer. We believe you will find the 24-hour telephone and online assistance very beneficial. These are helpful services for someone like you who frequently travels internationally and needs to get information **around the clock**. You will be able to look at your credit information any time, day or night.

On the fifteenth of each month, we will send you a list of everything you bought through the last day of the month before. Any of these purchases will be discounted an additional 10 percent if you pay for them within 30 days from the date you receive the list.

Again, let me welcome you as a new customer. If you have any further questions, please contact me at any time. If I am not in the office for some reason, my assistant, Mr. Kautner, will be happy to help you.

Sincerely,
Courtney Jaimez
Account Representative

E
閱
讀

題
題

Why did Ms. Jaimez write this letter?

- (A) to encourage Ms. Limman to read the introductory information
- (B) to get basic information about Ms. Limman's business needs
- (C) to offer Ms. Limman a discount on new purchases for her business
- (D) to inform Ms. Limman that her business has been accepted for a credit account

Look at the phrase **around the clock** in the letter. Which phrase means the same thing as **around the clock**?

- (A) during regular business hours
- (B) on the hour every day
- (C) anytime day or night
- (D) anytime during the day

Pros and Cons of Global Business Travel



Global business travel is a successful industry these days. Business air travelers make up a large part of ticket sales on major **carriers**. These frequent

fliers know how to book the best fares. They can work with flight schedules. They have ways to recover from jet lag. Many of them can even work well during flights. Laptops are now the most common piece of carry-on luggage.

E

There are good reasons for companies to have their employees travel overseas. Sending staff members to a new country means they can meet with clients face to face. They can generate fresh ideas and find answers to questions. They can also create ties in other countries. A dinner with a client can create a valuable bond. These relationships help firms expand their global networks.

But business travel has its downsides too. It costs money, and there's a

human toll as well. The problems include burnout and exposure to disease. Then there's the lost time and lost luggage. Never mind the frayed nerves and hours spent waiting in airports.

What does the future hold for business travel? Airlines are nervous. Email and other electronic systems may soon make 15-hour trips for 3-hour meetings things of the past. The video conference could replace air travel as the main means of long-distance communication within the next decade. Companies will soon invest more in video equipment than



in airfares. It's not a certainty, but it is likely. Unpack your bags and open your laptop.



In this article, **carriers** refers to _____.

- (A) luggage handlers
- (B) people who fly frequently
- (C) people infected with disease
- (D) airline companies

The trend for the future, according to this article, will probably be _____.

- (A) increased video communications
- (B) more international air travel
- (C) business travelers being nervous
- (D) more in-person meetings with clients



Market Blooms on FlowerLine



FlowerLine, Inc., (Nasdaq: FLIN), the nation's second-largest online florist, posted third-quarter profits of \$12 million today, beating analyst expectations by more than 20 per share.

Karen Trillum, asset manager at Bank West, explained that FlowerLine has taken advantage of the bear market to snap up weaker competitors and add them to its network.

In the midst of market turmoil last April that saw several companies either postpone or cancel planned IPOs, FlowerLine went ahead with its highly publicized public offering.

CityCentury's Chief of Online Markets, Dave Chan, said that FlowerLine's IPO was the first step in a string of successes for the company and that the balance between solid fiscal management and calculated risk-taking was the key to the company's steady growth.

"It was widely considered risky to take the company public at that time, but the company's management pulled it off," he said. "If the IPO had fallen through, FlowerLine would not have been able to purchase the FlowerMe and GetFlowers.com brands which have been so central to the company's success. To their credit, they capitalized on the situation and are now reaping the rewards for sound policies."

In the acquisition of FlowerMe, FlowerLine drew on its existing trade network to nurture the brand and move it from a niche market into the mainstream, and built the designer label into a cornerstone of FlowerLine's online presence.



What did Dave Chan say was one critical ingredient to FlowerLine's steady growth?

- (A) sound financial decision-making
- (B) the purchase of CityCentury's online markets
- (C) the company's ability to avoid the market slump
- (D) the company's credit rating

In this magazine article, what does the pronoun **it refer to?**

- (A) the company's steady growth
- (B) the set of sound policies FlowerLine implemented
- (C) the purchase of FlowerMe and GetFlowers
- (D) the decision to become a publicly traded company

Spax, Inc.
Branch Closure Report
September

As part of our ongoing effort to consolidate our various customer service centers, our Midtown New York branch has been closed and incorporated into our Newark service and distribution center.

Because of the proximity of the new location and the ease of transit connections, we expected to retain at least 75% of the personnel from the closed location. However, out of thirty-six employees from the New York branch, only twenty two remain with us here in Newark.

We were successful in keeping several of our most experienced employees in mid- and upper-level management. Nevertheless, the loss of a few key employees has been felt by the department as a whole and has created some difficulty during the move. We have worked with the HR department to come up with a plan for filling the vacant positions with new talent.

The first step of the recruitment process is to identify people within the company who could advance into these positions. HR has identified at least five candidates for three positions. If we're not able to successfully fill the positions internally, we will be contacting recruiters through our current network.

We're concerned that two of the specialized technology management positions will require additional searching. So, if the positions are not filled by late November, we have proposed, and HR has agreed, to offer a referral bonus of \$1000 to our employees.

Aside from personnel issues, the physical move proceeded smoothly. The office-moving company recommended by the local trade association did their work smoothly and effectively. We were able to donate a lot of our excess office furniture to a local non-profit.



The New York and Newark offices have been running the same IT systems for more than 2 years now, so after the move, rebuilding the IT infrastructure was a snap. We're up and running without missing a beat.

Management feels that, in spite of the challenges, closing our New York office was a step in the right direction.

According to the report, what made the move difficult for the New York branch?

- (A) There was a lack of help from Human Resources to recruit new employees.
- (B) There was a need to identify key personnel as soon as the branches were merged.
- (C) The offices had been running the same IT systems for too long.
- (D) The company lost more important employees than anticipated.

In the report, what does the pronoun **we refer to?**

- (A) the retained personnel from the closed location
- (B) mid- and upper-level management
- (C) the candidates that were recruited
- (D) the combined personnel in Newark

A Quick Course on Job Interviews in the United States from The Job Finding Journal: International Edition

by Ronda Parks

There are many books available about job interviews, but unfortunately, there's very little time to read them. To make your busy life easier, here is a quick list of essential points. Keep **These** in mind next time you have a job interview in the United States.



- Be clear on what you want to ask about the company and the job.
- Plan to talk half the time and let the employer talk the other half of the time (or more).
- Keep each answer to two minutes or less. Don't talk on and on.
- Never say anything negative about a previous employer or previous place where you worked.
- Take any evidence, such as a portfolio, you have of past accomplishments to show your potential employer. The artist's portfolio, for example, would include a collection of samples of his or her best artwork. Computer programmers would have printouts of programs they have written.
- Always write a thank-you note the same day as the interview, and send it to the employer.

Remember that the person who gets the job is not always the one who has the best qualifications. The person who gets hired is often the one who knows the most about interviewing well.

閱讀

題
題

Why should someone read this article?

- (A) People who are prepared for interviews frequently get jobs.
- (B) It explains the two-minute employer response.
- (C) It makes a person's job qualifications clearer.
- (D) Interviewers will also read this article.

Look at the word **These in the memo.
What does the word **These** refer to?**

- (A) the books available on the market for interviewing techniques
- (B) helpful tips when speaking to potential employers
- (C) the people who conduct the interview
- (D) a portfolio of work done when going for an interview

Memo

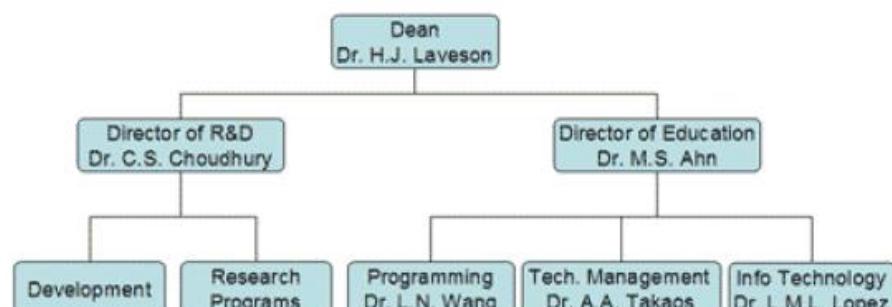
From: President Hiram Beeker
To: All members of the Department of Information Technology and Management
Subject: Departmental Restructuring

It is with great regret that I announce the retirement of the department's dean, Dr. Martin Johnston. He has served the department with great distinction for 25 years and we will always remember his vast contributions.

Based on suggestions from department members, we will be restructuring the Department of Information Technology and Management. Dr. Herbert Laveson, currently a senior professor of information management, will assume the post of dean. Dr. Laveson will now oversee the splitting of the department into two major divisions: the education branch, under its new director, Dr. M.S. Ahn; and a new research and development branch, under the internationally known researcher, Dr. C.S. Choudhury, whom we have recruited from the Institute of Technology of Bangalore. Dr. Choudhury's area of expertise is the development of new technological platforms that enable businesses to handle larger amounts of data more efficiently. Aiding businesses in their quest to handle information is an area which we hope will prove to be a lucrative source of funding for our educational mission.

Details of our new department structure are provided in the chart below. For the near future, we will maintain our existing structure in the education branch. In the coming year, however, Dr. Laveson will be soliciting recommendations for departmental evolution that will allow us to meet the challenges of the 21st century.

**Organizational Chart: University of the Cascades
Department of Information Technology and Management**



According to the memo and organizational chart, which people will be changing positions?

- (A) Dr. Choudhury, Dr. Ahn, and Dr. Laveson
- (B) Dr. Johnston, Dr. Beeker, and Dr. Wang
- (C) Dr. Takacs, Dr. Lopez, and Dr. Laveson
- (D) Dr. Wang, Dr. Takacs, and Dr. Lopez

Based on the memo and organizational chart, which of the following statements is true?

- (A) Dr. Choudhury is currently a professor in the department.
- (B) A new program has been created in the education branch.
- (C) Dr. Laveson is replacing Dr. Johnston as department dean.
- (D) The education branch will be working with businesses.

Failure Can Make You Stronger: A Look Into the Life of Peter Hill

By Joyce Robinson

Peter Hill is one of the most talked about men in Silicon Valley. However, he was not always so successful. Hill lost so much money in 1975 on his first business that he had to sell it. It was the only way to stop the bank from taking away his home.

Today he is the vice president of Micronex, one of the world's semiconductor superpowers. In fact, Micronex just exceeded revenue estimates for the third quarter by 12 percent when all the other semiconductor businesses in the Valley saw a decrease in revenues.

"Although I lost my first business, I learned a great deal about management, cash flow, and how to talk to bankers," he recalls, with a smile. "But what I really learned was how to do things better."



Hill admits that in the beginning, his management style was difficult for some members of his team at Micronex. "I believe in confrontation--getting in each other's faces, disagreeing a little. It's a powerful tool if it doesn't get too personal and if it has a goal."

However, more than anything else, Hill believes in innovation. He encourages his employees to dream up new ways to do things every day. But he warns **them** that innovation can't be scheduled like a meeting. "Sometimes I just don't have any idea how to approach a particular issue. Then suddenly, at 3:00 in the morning, I wake up shouting, 'I've got it! I know what to do.'"

Which example does the writer use to indicate how successful Peter Hill's company is?

- (A) Mr. Hill didn't have to borrow money from the bank
- (B) Micronex increased revenues in the third quarter, but other companies didn't.
- (C) Mr. Hill sold his business for a 12 percent profit.
- (D) Micronex had higher revenues during the first three quarters of the year.

Look at the word **them in the newspaper article. What or who does **them** refer to?**

- (A) innovations that are created by employees
- (B) employees at Micronex
- (C) new ways to do things that Mr. Hill dreams up
- (D) scheduled meetings

Geo Tech, Incorporated



TO: Katherine Anderson, Human Resource Director,
Geo Tech Mining Inc.

FROM: Daniel Ferrier, CEO of Geo Tech Inc.

RE: Location of company headquarters

Next month, the Geo Tech Mining Inc. headquarters will relocate to the Paris office. Two thirds of our business is in Europe now, and a full third of this European business is in France. Therefore, it is more convenient to have our main office where a majority of our clients will be able to meet with us much more easily.

However, I know that many New York employees do not want to move to Paris. When we move to Paris, some people will probably quit and look for other jobs.

I don't want to lose our employees, but it is too expensive to keep both locations open. Do you have any ideas about what we could offer to our staff so that they won't **jump ship**? I really don't want them to leave the company. We want our best people on board when we move.

Thank you for your help with this serious problem. I hope to hear from you as soon as possible.

Best regards,

Daniel Ferrier

Why is the Geo Tech Mining Inc. headquarters moving?

- (A) to encourage European clients to visit New York
- (B) to make it easier for employees to fly to France
- (C) to be closer to more of their business contacts
- (D) to get a less expensive office

Look at the words **jump ship in the memo. Which phrase means the same thing as **jump ship**?**

- (A) get on the next boat
- (B) change staff
- (C) get away from a troublesome situation
- (D) ask for a position on the board

Business Travel Tips: Finding a Good Restaurant

by Jane Gilman

When I travel on business, I don't want to waste time deciding what to eat, where to eat, or how to get to a restaurant. The best idea is to ask about places to eat before you leave on your trip. Find out if friends, family, and co-workers know of any good restaurants in the city where you will be staying. Write down the names, addresses, and phone numbers of any restaurants that are recommended to you. Be sure to put this list in your wallet or purse so it's easy to find.

If you can't get any helpful **tips** before you go, you can always ask for advice at the hotel where you are staying. The person you should talk to for suggestions is usually called the concierge. The concierge's job is to help guests make restaurant reservations, get tickets to theater or music events for them, or to suggest places for them to shop.

Talk to the concierge as early as you can. Tell the concierge what kind of food you want (I always ask for a good Italian restaurant, as most cities seem to have one). In addition, tell the concierge what time you want to eat, how far you want to travel, and how much money you want to spend. This is a very fast and easy way to find good restaurants if you didn't get recommendations before leaving home.

Good luck and happy eating!



ding

What is the best way to find a good restaurant?

- (A) ask people about it before you travel
- (B) ask the travel agents
- (C) ask the front desk of your hotel
- (D) ask at a good Italian restaurant

Look at the word **tips in the article. Which words or phrases mean the same thing as **tips** in this article?**

- (A) restaurants or hotels
- (B) tickets and places to shop
- (C) money
- (D) advice or suggestions

Eighty-Year-Old Entrepreneur

Some people believe that senior citizens should retire, enjoy their free time, make baby clothes for their grandchildren, and play mah-jong or checkers in the park. If you're eighty years old, you've certainly earned the right to relax and do nothing.

Well, don't tell that to Nathaniel Hendersen. This octogenarian has more energy than a team of adolescent soccer players. And he has been in on the ground floor of more than 200 important inventions in the plastics industry.

What's the secret of his success?

Janice Aldridge, head of Luxury Lifestyles, a customized office furnishings company based in Manhattan, says Hendersen's genius resides in his innovative designs. "Nathaniel is a pioneer in plastics," she reported. "He once told me that he loved imagining solutions to problems and challenges and then making **them** happen in his design studio."

Hendersen's long-time business partner, Olivier Despuits, would agree. He says Hendersen's contributions to plastics design stem from his unique ability to think outside the box. "Nathaniel is one of the most innovative, creative thinkers I have ever known. His designs for ergonomic keyboards transformed the industry almost overnight."



K.L. Wong is a venture capitalist who had the foresight to invest millions in Hendersen's ideas. From his corner office on the thirty-second floor, Wong gazes out the window and contemplates the far-reaching impact of Hendersen's inventions. "You asked me what makes Nathaniel so special. Look out there. He has influenced daily life in thousands of offices. Millions of employees are using equipment for which Nathaniel holds the patent." It was Wong who supplied the infusion of seed capital that catapulted Hendersen's designs into the global spotlight.

What does Hendersen himself think? For him, fame and financial success are almost irrelevant. What matters to him is doing what he enjoys. "I love thinking freely!" he exclaims. "My talent is looking at a product that people use on the job and figuring out how to improve it. Fortunately for me," he adds, "that's a talent with wide applicability. And it's fun!"

With his white hair and bristling eyebrows, the diminutive Hendersen is more energetic than many people half his age. Whatever his secret, he is a vital self-starter whose mission in life is to solve problems through innovative designs. You certainly won't find this creative eighty-year-old playing checkers in the park.



The author of this article probably believes that Nathaniel Hendersen _____.

- (A) should take more time to rest and relax
- (B) is proud of his fame and financial success
- (C) has not significantly affected office workers
- (D) has made a good decision to keep working

In this article, the word **them** refers to _____.

- (A) solutions
- (B) challenges
- (C) problems
- (D) designs

Work Hard, Play Harder

by Jan Smith

How much time do you spend on business activities after work or on the weekend? Do you take time to relax and have fun? A recent survey of 200 American managers revealed how most of them spend their free time. The survey results are based on the number of managers that listed each activity.



The managers were asked to list the kinds of business and leisure activities that they did at least once a week after work or on the weekend. The most common business activity (50%) was working on a computer at home. This was followed by going to dinner with business contacts (24%), telephoning business contacts (15%), and working on a job report (14%). A full 5 percent of managers didn't work at home in their free time.

English reading

On the other hand, a large percentage of these managers also took time for some **recreation**. The survey revealed that over half (59%) listed spending time with friends and family as their leisure activity. Other leisure activities included reading books for fun (41%), listening to music (41%), and playing sports (30%).

The good news is that a large percentage of the managers spend their time doing leisure activities. While managers have traditionally taken their work home with them, the results of the survey indicate that this trend may be changing. Life for the average manager is no longer all work and no play.

閱讀測驗第34題

Look at the word **recreation** in the article. Which phrases mean the same thing as **recreation**?

- (A) a sports activity that you do only on the weekend
- (B) an activity that you do for fun or relaxation
- (C) an activity that involves the creation of art
- (D) a leisure activity that you do many times

What do most managers spend their free time doing?

- (A) working on the computer at their office
- (B) staying at home with their family
- (C) telephoning and having dinner with business contacts
- (D) relaxing with their friends and family

Galway Enterprises Increases Global Operations

BY MIN LYNN



Galway Enterprises, a leader in the transportation of containers, has recently announced that it can now trace merchandise to and from all points of the world. Experts in the industry are excited about the great news. They are certain it will improve what Galway can offer to its clients.

Galway has branches in China, Japan, and Indonesia. These will handle 30 percent of its global operations starting July 1. Galway has expanded its markets in Europe and South America as well. Their timely deliveries have earned them new contracts and projects.

Galway has worked with several local providers in those countries. These providers were happy to give Galway their input. Galway learned the most effective ways to attract and keep additional clients.

Galway's new plan for adapting to the market also positions the company as a leader in the industry. "We are very happy that Galway has reached this kind of success," said Mike Tunez, Vice President of International Development. "It has taken a lot of hard work and motivation. However, our customers deserve our best efforts. We are happy to serve them."

Employees at Galway are happy to work for such a great company. They like their clients and their coworkers. Most of all, they are excited about the new changes. They love working for a company with a great track record. They insist that what makes Galway great is its leadership. Galway's goals are quality, customer service, and growth.

開
閱
讀

題

Why are the experts in the container industry excited that Galway Enterprises can now trace merchandise from all points of the world?

- (A) They are sure it will enhance Galway's service to its clients.
- (B) They believe Galway's employees will be much happier.
- (C) Galway can now discuss issues with their local providers.
- (D) Galway's employees and clients are going through many changes.

In this magazine article, what does the phrase **track record mean?**

- (A) reputation
- (B) success
- (C) benefit
- (D) history

Solar-Roofs, Inc.,

An Optimistic Future for Halley City



Solar-Roofs, Inc. may bring a much needed boost to Halley City's economy. The company, known by some as a cutthroat business, has recently developed solar roof panels that are 25 percent more efficient than the competition's. Solar-Roofs, Inc. plans to hire more than 2500 new employees within the next six months.

The company is the leader in its field but didn't get there without its share of struggles. During the 1990s, Solar-Roofs was a subsidiary of Sol-E Industries, a British global-energy company with headquarters in London.

CEOs from both companies didn't agree on a solution that would take Solar-Roof out of the slump it had been in for over three years. In the end, Rob Miller, Solar-Roofs President, quit after Sol-E laid off one-third of Solar-Roofs' workforce.

Eventually, Solar-Roofs was sold to PBB Solar.

Rob Miller had been working for PBB Solar as the VP of Operations when he was called as the new CEO for Solar-Roofs, Inc. Rob implemented new processes that turned his company into a gold mine within two years. With a new source of funding, Solar-Roofs began manufacturing new panels using the newest technologies available. Their sales increased a 200 percent within the first three months.

Now Solar-Roofs is coming to beautiful Halley City and many residents are concerned. What will this mean for our quiet city? they ask. Yet most are welcoming a new source of employment. Maybe this company will be the key to getting Halley City off the list of cities with the highest unemployment rates in the country.



What happened when Rob Miller became CEO of Solar-Roofs?

- (A) He decided to lay off one-third of Solar-Roofs' workforce.
- (B) He sold the company to PBB Solar immediately.
- (C) He turned the company into a successful one.
- (D) He began producing new technologies within three months.

In the magazine article, what does the pronoun Their refer to?

- (A) PBB Solar
- (B) Technologies
- (C) Solar-Roofs
- (D) New processes

To: Marlin Redland, Redland Stone Financial
From: John Hayworth, CEO of Crusade for Help
Date: June 24
Subject: Help to Businesses in Haiti

In response to the hurricane crisis in Haiti, Crusade for Help has decided to dedicate additional resources and coordinate the distribution of donations to non-profit organizations already working in that area. The vast destruction is monumental, yet instead of the short-term help that makes headlines, we need to shift our attention to long-term solutions.

The **instantaneous** response has been instrumental in getting help to where it is needed most. However, we must recognize that aid alone cannot turn around the fortunes of an entire country. Instead, individuals, organizations, and communities must develop and flourish on their own.

Small entrepreneurs are critical to creating this kind of sustainable economy in Haiti over the long run. Currently, many small entrepreneurs in Haiti need help raising capital to launch and sustain their businesses. Since most banks and lending institutions are having a hard time getting back on their feet in the wake of the disaster, we think the best way to empower citizens is with an infusion of capital in the form of microloans.

Microloans are distributed as seed capital to small entrepreneurs who manufacture or produce goods for the local or even international market. We've seen indications that small farmers and resellers can achieve much with very little investment.

We are in the process of training local leaders, enabling them to build their own microcredit funds, and enabling their further self-sufficiency. A handful of our employees, many of whom have knowledge and experience in this field, are heading this effort. To their credit, they have done a superb job under the present circumstances.

However, we could use additional professionals who can share their talents and expertise with our Haitian businesses. We are in special need of experts in finance and entrepreneurship. Any expertise in microlending would be an incredible asset. If there's someone in your group who has experience in any of these areas and is willing to volunteer two weeks in Haiti, we would really appreciate the help.

Why would small loans be considered great help for the small entrepreneurial firms in Haiti?

- (A) They need help getting funds to support their business.
- (B) The fees they get from banks and lending institutions are too high.
- (C) Loans are only offered to those who manufacture or produce goods.
- (D) Their leaders and employees need immediate training.

In this email, what does the term **instantaneous mean?**

- (A) overwhelming
- (B) short-term
- (C) spontaneous
- (D) immediate

Tip Selects Chadwick and Sons

Tip of New York, the five-star restaurant owned by the Atlantic Gold Corporation, announced yesterday that Chadwick and Sons of New York, a division of the GlobeCom Group, is taking over the creative side of its branding initiatives.

The Tip account had been handled by Reveres in Los Angeles, part of the Capades Group.

Tip's costs in this deal are thought to be close to US\$500,000.

Tip considered four firms during a lengthy review that became quite competitive, according to Matthew St. Michael, Public Relations Director at Tip. Potential agencies included Reveres; Bell, Bond & Bar of New York; and Gold, Choi & Partners of London, part of the Gold Choi Creative Outlet division of TNT Partners.

"Our primary goal is to work toward reestablishing consistency in Tip's local and national branding," said Galina Felton, Vice President of Public Relations and Branding at Chadwick and Sons. "Tip is an icon of purity in the preparation



and presentation of fine foods. We will capitalize on **that** to reinforce their image of quality, excellent service, and luxury."

Ms. Chadwick said that clientele should remember eating at Tip as a "healthful and seductive experience. The new branding campaign will accomplish that goal," she said.

Chadwick and Sons holds accounts with more than 20 major restaurants in the New England and Mid-Atlantic regions.

Tip opened in 1967 and was owned privately by Chef Remi St. Jean until 1987, when it was sold to the Atlantic Gold Corporation for US\$2.7 million. Rumors have circulated for years that Atlantic Gold intended to open new Tip restaurants in several major U.S. cities. The move to Chadwick and Sons is seen by some restaurant industry insiders as an obvious first step in that direction.

日
日
免

According to the article, Chadwick and Sons will _____.

- (A) make the most of Tip's wealthy customers
- (B) seduce Tip customers with creative pricing
- (C) try to create the same image of Tip everywhere
- (D) help Tip improve its food presentation practices

In the article, **that refers to _____.**

- (A) Tip's local and national branding
- (B) an impression of a lifestyle of luxury
- (C) reestablishing local branding consistency
- (D) being a symbol of purity in food service



Know What You're Worth

Brent Snodgrass

Money. When you're looking for a job, that's what you want. Nevertheless, these days--I'm sorry to say--money doesn't grow on corporate trees. You can't clamber up the corporate ladder with the attitude that each new employer is going to tack on 10% to your existing salary.

This means that, unless you can capitalize on your number-one product--yourself--you're out of luck.

Wake up and smell the coffee! You're going to have to do some serious negotiating, and that takes some know-how.

"Salaries have been on a roller-coaster ride," acknowledged Abu Baquir, CEO at Martinson and Shrift Management Consultants. "It's very difficult to predict what a complete compensation package will include these days."

Job candidates can find out what they're worth by investigating, Baquir added. "The strategy is to find the salaries of your high-profile peers right on the Internet." There are several easily accessible Web sites that have sophisticated search engines. You type in your job title or description and your region. The Web site will give you a range of possible salaries. If you know people in your industry, you can also talk with them. They may be able to set up informational interviews with people who can tell you what to expect if you change jobs. The key is to do your research before you begin looking.

Once you've discovered what you're worth, it's time to start looking at job postings. Remember, though you want to be properly compensated, an enormous salary may not be the only alternative. Stop to think about the different compensation packages you might accept and what a company might be willing to offer.

One angle to consider is supplementing your expected salary with cash, stocks, or bonuses, according to Sara Greenwald, a career architect at JobBuild Magazine.

"Go into the salary negotiation expecting to adjust the equation and present alternate scenarios," Greenwald suggested. "For example, ask for 40% in salary and 60% in stocks and bonuses that will be based on your performance. Make the pitch that you'll show them what you're made of before they have to pay you."

According to the article, employees who are considering moving to a new company should _____.

- (A) compare companies and choose the one that offers the highest salary
- (B) research compensation ranges for their job in a variety of companies
- (C) think about compensation that is based solely on their job performance
- (D) expect to make 10% more money when they start a new position

At the beginning of the article, the word **This refers to _____.**

- (A) less money available for salaries in corporations
- (B) what compensation you want as a job candidate
- (C) trying to find a new and better job these days
- (D) taking advantage of your number-one product

Percentages For Success In Staff Training and Development

The following summarizes a variety of studies about the probability of success for different types of staff training and development activities. The chart is based on what elements are included in the training session. Success means that, after the training session, the staff person actually uses the training as part of his/her job, with a high degree of skill.

Element Of Training and Development	Percent of Group Likely To Be Successful
Excellent presentation (speech, lecture, film, etc.)	0-10%
Five or more demonstrations by presenters	10%
Participants try out what was taught-- hands-on involvement during the session	10-20%
Simulations--participants act out make-believe work situations with immediate feedback	50%
Participants try out new skills on the job; cooperate in feedback sessions, support groups, "peer coaching"	90-100%

目
兌

題
題

What is the purpose of this chart?

- (A) to give percentages of staff attending training sessions
- (B) to list information about the different types of training and development
- (C) to train and develop new employees
- (D) to show which elements of training and development are the most effective

What should employees do in order to ensure the most success?

- (A) test new skills at work
- (B) test new skills during the training session
- (C) test new skills five times or more
- (D) test new skills when required by management

Memo

To: Managers of all Utah and California locations
From: Michael Green
CC: Jacob Harding
Date: July 23
Re: \$3000 Debit Transactions

I have been going over our records for this year and last. I just realized that our system is not generating reports for transactions that meet or exceed \$3000. We need to fix this issue immediately. As you already know, we run the risk of an audit if we don't implement a solution to this problem quickly. We have until the end of June to bring our records up to date.

I am sure I can count on you to print a list of all transactions that are over the reporting threshold for this year. Another option would be to ask Jacob Harding to find outside resources that can help you with this task. I understand your availability is limited. Let me know if you feel overwhelmed by this responsibility.

If you need additional client information, please tell me immediately. I may have access to that information in our archives. We have been gathering a lot of details on our customers via email.

We will need to take some time after we fix this problem to talk to our software developer. He can help us design an application that will allow us to keep track of transactions that are over a certain limit.



After you complete those reports, please notify me and then have them sent to Ron Pellman. As always, if you have any questions, contact me at my extension.

According to the memo, what should managers do immediately to bring their records up-to-date?

- (A) print a report of all transactions which are below the \$3000 reporting threshold amount
- (B) speak with the software developer about designing a new, updated system
- (C) identify and contact outside resources that can help design a new application
- (D) generate a list of all transactions that are above the reporting threshold for that year

In this memo, what does the word resources refer to?

- (A) a source of supply, support, or aid
- (B) the collective wealth of a company
- (C) any thing or place from which something comes
- (D) raw materials

MEMORANDUM

To: Angel Simon, Manager, Sales Department
From: Kim Sanders, Director, Production Department
Re: Notes from March 23 meeting
DATE: March 24

Thank you for meeting with me yesterday. This memo documents our discussion and our ideas for addressing the company's current situation.

In the long run, we must be flexible in order to deal with the problems our company faces. But more immediately, we should show the CEO that we can work with reduced staff to achieve our goals.

We have a great opportunity to produce a fine product even though the number of employees on our assembly line has been reduced. As we agreed yesterday, we want to increase our global reach while boosting our ability to provide our products locally. This is a key balance that we must continue to pursue.

We also agreed to meet again on Tuesday of next week to discuss additional strategies for achieving these goals. When our two departments have discussed our ideas, we can schedule a meeting with the executive team to present our suggestions.



As you pointed out yesterday, we have experienced some significant layoffs as a result of the recent merger. Like you, I'm concerned that the remaining employees may feel overwhelmed because of their increased workloads. But I know I can **count on** you and your team to implement the new strategies for expanding our sales. I am optimistic about the future of our company. I am sure that, working together, we can come to a consensus about the next steps we should take.

Kim Sanders has written to Angel Simon to _____.

- (A) tell Angel exactly what to do next in the assembly line
- (B) express disapproval of Angel's ideas about the company
- (C) encourage Angel to dismiss more employees very soon
- (D) summarize the ideas that they discussed yesterday

In this memo, the phrase **count on means _____.**

- (A) rely on
- (B) work with
- (C) add up
- (D) explain to

To: All Marketing Personnel
From: Julie Pearson, Marketing Director
Date: June 24
Subject: New Policies

I know spring sales have been incredibly slow and we haven't fully bounced back from the slump. To help get the ball rolling, we've implemented a number of solutions based largely on your feedback.

Reimbursements: As many of you know already, we have been experimenting with various reimbursement methods in an effort to streamline the tiring procedure of filing expense reports. We've tried scanning and other versions of electronic recordkeeping, but every method has proven to be cumbersome in its own way. The basic problem is that we need copies of the receipts for tax purposes no matter how we file the reimbursements. If the tax requirements weren't so strict, we could get away with a simpler process.

Therefore, we've decided to offer two alternatives. If you prefer, you can continue to submit expense reports using the traditional paper copies. If, on the other hand, you prefer the electronic method, you can file them using the DocuScanner resource found on the internal website. Just click on the "reimbursements" link if you would like to give it a try.

Electronic Equipment: The lease term for our current equipment has expired and although we had considered extending the lease, we inked an amazing deal with a competitor who can deliver a fully integrated sales solution. This new three-year deal includes laptops and smartphones, so you'll be required to hand over your old equipment by mid-September in exchange for the latest and greatest. I'm sure you're all reluctant to give up your trusted laptop, but the IT department has promised a smooth transition and will be able to personally assist you in moving data to the new system. I'm confident that if you give it a chance, you'll be able to **embrace** this new technology.

Slideshow Templates: The Design Department has come out with an entirely new set of slideshow templates, based on your feedback and the desire to cater more directly to customer needs. It is vital that we present a common look and feel as a company, so please make immediate use of the new templates and phase out your use of the old templates as soon as possible.

I hope these new policies empower you to do your best.

Julie

According to the marketing director's email, what would make filing reimbursements easier?

- (A) streamline scanning methods
- (B) experiment with other procedures
- (C) submit tax reimbursements via fax
- (D) make tax requirements more flexible

In this email, what does the term **embrace mean?**

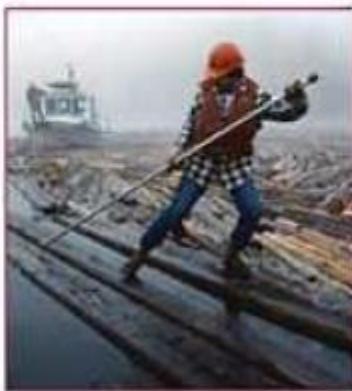
- (A) accept
- (B) hug
- (C) empower
- (D) trust

Weekly Employment Review

How Employees Rank Their Jobs

by Glen Conway

Today the economy is stronger than it has been for several years and there are many job opportunities in the labor market. It is not surprising then that workers' expectations and requirements are high as they search for the perfect job. The position, salary, and conditions of a job must meet the workers' **prerequisites**.



In a recent survey commissioned by the Labor Department, fifty thousand employees throughout the country were asked to rank the desirability of 250 jobs in today's market. The criteria used to rank these jobs were environment, income, security, stress, and physical demands.

Four of the five top-ranked jobs were connected to the high-tech industry, namely Web site manager, computer systems analyst, software engineer, and computer programmer. Meanwhile, jobs involving difficult working conditions, like long hours, heavy lifting, or an element of danger, were ranked toward the bottom of the list; the bottom five were taxi-driver, dancer, cowboy, construction worker, and fisherman.

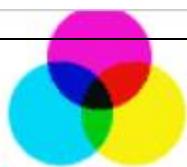
Some critics argue that other criteria should have been included in this list. However, the results of the survey indicate that more and more people see jobs related to computers and the Internet as the way to go in their employment search.

The article says that _____.

- (A) people are interested only in computer- and Internet-related jobs
- (B) the economy is responsible for the limited number of job opportunities
- (C) experts agree on the criteria for ranking jobs
- (D) many of the most popular jobs were high-tech

Look at the word **prerequisites** in the article. Which phrases mean the same thing as **prerequisites**?

- (A) jobs related to the high-tech industry
- (B) different working conditions
- (C) things that people want in a workplace
- (D) the criteria used for ranking jobs



olympic attire

Fine Sports Clothing for Children

Ms. Lily Kwan
Animation Plus Studios
10 Downtown Plaza
M6B 2B3 Toronto
Canada

Dear Ms. Kwan,

In this letter, the word **partnership** means a _____.

- (A) legal marriage pact
- (B) financial agreement
- (C) legal arrangement
- (D) stable relationship

Thank you very much for sending us your sketches. Our design team felt that your two main cartoon characters would be compatible with our marketing approach. In particular, the character of the witty skunk as the intelligent partner of the teenage superhero was immensely appealing. We think we can use the concept of their **partnership** in the advertising campaign for our new line of athletic shoes.

We would like to meet with you as soon as possible to see if we can set something in motion for the coming fiscal year. We think we could incorporate the skunk as a symbol of independence. His personality is very charismatic and we could pitch him as the visual image associated with the product line. In our assessment, the friendship between the skunk and the teenager is an incredibly powerful image that will appeal to the adolescent and pre-teen markets. The skunk's humorous attitude is a great complement to the teenage hero's seriousness.

I would appreciate it if you could come to London this month and stay for two or three days. Would that be feasible? Our design team can meet with you either Thursday and Friday, the fourteenth and fifteenth, or Monday and Tuesday, the eighteenth and nineteenth. We would, of course, cover all your expenses and pay your stated consulting fee. Your accommodations would be at Hotel Excelsior, which is a pleasant jaunt from our headquarters.



Please let me know whether you will be able to join us on the dates I have proposed. We are very enthusiastic about our innovative line and are delighted to be working with you.

Sincerely yours,

J.P. Petrakis
Product Development Unit

Mr. Petrakis wants Ms. Kwan to

- _____.
- (A) create two new cartoon characters for marketing
- (B) fly to London in order to work at the Excelsior Hotel
- (C) fly to London to meet Olympic Attire's design team
- (D) move to London in order to work for Olympic Attire

BoostQuik

Confidential: Interim First-Quarter Marketing Report

As announced last week, the first quarter revenues for BoostQuik did not meet expectations. However, even though the initial reactions of consumers have not been as positive as we might have wished, we will soon be able to capitalize on the endorsement of our energy/vitamin drink by three up-and-coming athletes--a female tennis player, a male cyclist, and a male soccer star--who will be featured in our advertising. (Note: Their names cannot be released until contract negotiations have been officially concluded.)

The tennis player is particularly charismatic and well-respected in our target market. Although the older-adult market is saturated with diet supplements, this campaign should enable us to reach a vast younger audience using her distinctive image. Her value as a status symbol has increased because of her success in several international competitions over the past year.

Several recent inquiries and orders from wholesale distributors suggest that second-quarter sales will be stronger. We should try to maintain that momentum through the third quarter, using television advertisements at major sporting events. The fitness industry is both booming and highly competitive at this time, so we must brainstorm some creative approaches for growing market share.

The marketing team brainstormed several strategies this morning and came up with four recommendations:

1. All three athletes should wear our company logo on their clothing and consume BoostQuik publicly at sporting events.
2. The athletes' life stories and latest accomplishments should be featured on our Web site.
3. The athletes' pictures should be prominently displayed on all our packaging.
4. We should take out full-page ads in the leading tennis, soccer, and cycling magazines. Highlighting the benefits of BoostQuik for these particular sports enthusiasts should help us gain wider name recognition.

Our primary marketing goal is to raise the visibility of BoostQuik in the fitness industry. For this reason, we suggest adding a fourth athlete, possibly a female gymnast, to our group of celebrity endorsements. We should hold off on selecting a gymnast, however, until after the annual world competition this summer. **This** will allow us to select a young athlete with star appeal. For the long term, it would also be very helpful if BoostQuik could become an official sponsor of the Olympic Games. Implementation of this marketing strategy will greatly raise our profile in the energy/vitamin drink market and will lead to increased sales later this year.

ing
-34-

This report indicates that sales of BoostQuik will increase because

- (A) the new marketing campaign will be effective
- (B) the beverage will be sold at TV sports events
- (C) the beverage's effectiveness will be enhanced
- (D) wholesale distributors have started using it

In the report, the word **this refers to**

- (A) results of the world gymnastics competition
- (B) raising the company's visibility of BoostQuik
- (C) selecting a gymnast from the competition
- (D) delaying the selection of a fourth athlete

Shayla Richins5795 Sunflower Lane • Richview • MO • 91651
916-748-7785 • 916-794-4152 • shaylamrichins@smartmail.comJune 10
Re: Advertising DirectorAnthony Rowley
Numbers Made Easy, Inc
9700 Windy Peak Road
Resthart, WY 78455

Dear Anthony:

I would like to apply for the Advertising Director position for your company. I have extensive experience in advertising. I also possess the qualities and characteristics you have outlined in the job description. I have been working entirely for commissions for over twenty years and I like the challenges of such positions. I also have ample experience managing company spending and I am capable of **allocating** funds intelligently and responsibly.

I have given presentations to hundreds of prospective clients over the years using the latest advertising techniques. Those who know me and have worked with me can attest to my charismatic and strong character. I am also the type of individual who is always looking for cutting-edge ideas to increase revenues where possible.

As you will see in my resume, I have a Masters in Business Administration with a minor in Advertising. I have worked as the Advertising Manager for two companies in FORTUNE magazine's "100 Best Companies to Work For." I have broad experience in producing different types of analysis reports. These include customer and product retention reports, average product penetration, and estimated customer spending.

As an employee of your company, my primary goals would be to meet and exceed your expectations and to increase revenues. The companies I have worked for in the past have seen dramatic increases in their overall revenues. I know I have the work ethic that you are looking for. Please feel free to contact me at anytime. I am available at your convenience. Thank you for your consideration. I look forward to meeting you soon.

Sincerely,

Shayla Richins
Advertising Manager

Enclosures: 4

cc: Mandy Taylor-Randall

What does the letter say about Shayla Richins?

- (A) Shayla has extensive experience in managing company spending and giving presentations.
- (B) Shayla has worked entirely for commissions but enjoys a more cooperative work environment.
- (C) Shayla has a degree in Business Administration and is pursuing another in Advertising.
- (D) Shayla has the work ethic needed to increase revenue and has worked for FORTUNE magazine.

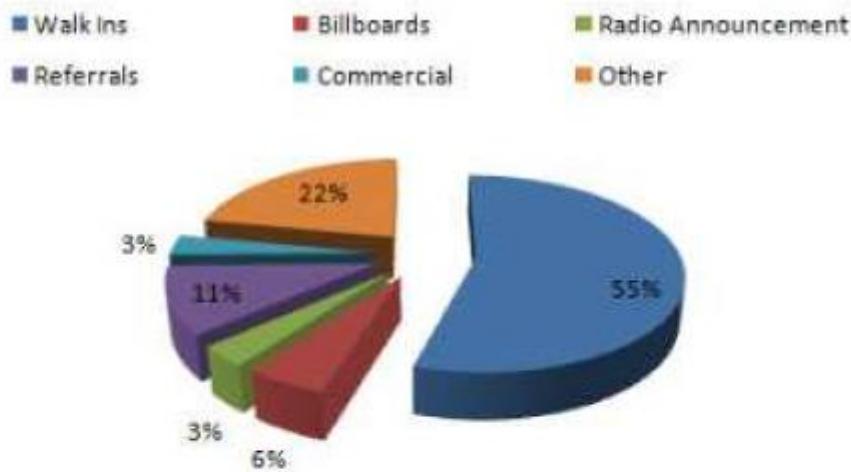
1g

34題

In this letter, what does the term **allocating mean?**

- (A) spending
- (B) retaining
- (C) attaining
- (D) assigning

Marketing Analysis



Our primary goal is to distribute our marketing funds wisely. When examining this chart, it is important to take into consideration that CashLogic is the system that allows us to keep track of the marketing method that brings clients to our stores or that entices them to call and place an order. Our tellers and phone operators ask the client how they heard of us and this information is entered in the system when the client pays for his or her purchase.

Unfortunately, our employees at times neglect to request this piece of information. In such cases, CashLogic automatically puts the client in the "walk-in" category. However, for the purpose of better distributing funds and becoming wiser in our marketing strategies, we are going to assume that these findings are correct.

The main point I wanted to brainstorm on is advertising. As is evident from the graph, our advertising approach needs to be evaluated in great detail. Our company spent over \$8.3 million dollars in advertising last year through billboards, radio, and commercials, and, as the graph indicates, only 12% of our customers came through these sources. We'd like to use part of our profits to do some good market research and figure out which of the advertising options will work best for our specific audience. We are concerned that the billboards, commercials, and radio announcements are not as effective as we had hoped. We would like to have a meeting next week to discuss how we can be more effective through advertising.

The next issue I want to introduce is the design of a new referral program. As the graph exhibits, only 11% of our customers are referrals. We would like to set up a meeting next month to discuss new cutting-edge referral program ideas to boost our numbers in that area.

Overall, we anticipate that once we study the situation with great care, we will be able to figure out the best advertising solutions and allocate funds to them. We will most likely see an increase in the number of clients that come through the referral program once the proper program is launched and announced to our customers. We will set up future meetings to discuss these items further.

Which conclusion can be drawn from the Marketing Analysis?

- (A) The revenue from the billboards, commercials, and radio announcements are as expected.
- (B) The sales from the new referral program have increased from the previous year.
- (C) The distribution of funds has helped the company advertise more effectively.
- (D) The advertising approaches of the company need to be thoroughly evaluated.

What is one way the company plans to improve its strategy?

- (A) begin marketing the CashLogic system
- (B) enhance the referral program and relay this information to the customers
- (C) increase the amount invested on billboards, radio announcements, and commercials
- (D) allocate funds specifically for more extensive advertising of the new referral program

Email Message

File Send Edit View Events Track
To: Maria.Nelson@realmarket.net
From: Arthur.Shore@realmarket.net
Subject: new brochure

As members of the marketing department, we have been given the task of writing the new company brochure. The purpose of this brochure is to appeal to potential employees. The brochure should present this company as a great place to work.

I think we should begin by listing all of the most attractive qualities of our company. We shouldn't be considering just the basic qualities, like good benefits and competitive salaries. Many other companies have these qualities; we need something that makes us unique or different from them.

E However, we must limit the list, since we can't include everything. Therefore, I've asked the human resources department to assist us by giving us a list of the few truly unique characteristics that they think the brochure ought to stress.

After doing some brainstorming myself, I've come up with the following characteristics: job security, stock options for employees, physical fitness centers on site, and open communication. Do a little **brainstorming** yourself, and after thinking about all the appealing qualities of our company, please email a limited list to me.



See you at the meeting this afternoon,

Arthur

How will the human resources department help?

- (A) by producing a brochure that appeals to all companies
- (B) by helping to characterize the basic qualities
- (C) by identifying some special qualities
- (D) by stressing the importance of the brochure

Look at the word **brainstorming** in the email. Which phrase means the same thing as **brainstorming**?

- (A) qualifying the characteristics
- (B) providing services for potential employees
- (C) contacting employees
- (D) thinking about as many ideas as possible

Tips for Travel: How to Beat Jet Lag

Business travelers must fly all around the world in today's global economy. One day you're at a meeting in Beijing and the next day you must attend a presentation in Sydney. To be at your best when you arrive, you must learn to travel well.



When you change time zones, your body has to physically adjust to a new location. You might feel slow and fatigued or be unable to get a good night's rest when you arrive at your destination. Called "jet lag," this is what you feel when your body is adjusting to a new time zone. A business traveler can't miss a day to recover from jet lag. The following advice may help you make a better transition from one time zone to another:

Exercise before you depart on your trip. In the airport, take the stairs and walk to your departure gate. This helps you feel tired and will allow you to rest on the airplane.

Drink plenty of water during the flight. Try to avoid alcohol, coffee, and tea until you arrive at your destination.

Walk around the cabin during the flight, or stand up and stretch.

Dress in comfortable clothes for the flight. Bring a pillow, earplugs, and an eye mask to help you sleep or rest.

ng
34

According to this article, what can help with jet lag?

- (A) drink a lot of caffeine in flight
- (B) drink a lot of water in flight
- (C) sleep as soon as you arrive at your destination
- (D) exercise when you arrive at your destination

In this article, what does the term upgrade mean?

- (A) improve
- (B) replace
- (C) reissue
- (D) update

Everyone gets jet lag, even pilots and flight attendants. The most important thing is to find a solution so it doesn't interfere with your performance during your travel. Of course, if you can, **upgrade** your ticket to business or first class to ensure a comfortable and more restful trip.

Andre's: A Great New Place to Go

Are you frustrated with the boring options for business dinners? Are you hesitant to take a client out to eat? Well, a new restaurant in town may be just what you are looking for! Andre's has been open only three months but it's already positioned as the "in" place to go for a special treat.

Named for its chef, Andre Dupont, the restaurant is decorated in the colors and images of the South Pacific. "I love the Orient and the tropics," comments Dupont, who is in charge of the menu as well as the decor and the artwork. In addition, he selects all the wines for the wine list.

The menu features a French-Asian blend of **innovative** dishes. You can start with a cocktail and a wide range of appetizers, including seafood and

salads. I had the spinach salad with hot bacon dressing. For the entree, try one of the unique salmon dishes. Whether you prefer your fish sauteed, grilled, or steamed, all of the sauces can be created from mild to spicy, as you prefer.

For dessert, I suggest the Hawaiian strawberry pie, with fresh strawberries and bananas. "I like to experiment," says Dupont. "New food combinations are fun and exciting. It is my vision to combine traditional French seafood recipes with tropical fruits and the spices of Asia."



And at Andre's, a stylish meal doesn't have to be expensive. The prices are very reasonable. Andre's is always crowded, so be sure to call ahead to book a table.



According to the review, at this restaurant, Andre Dupont

- (A) is the manager as well as the owner and decorator
- (B) prefers to eat fish sauteed, grilled, or steamed
- (C) combines some spices with bananas and strawberries
- (D) likes to experiment with new combinations of food

In this article, **innovative** means

- (A) traditional
- (B) tropical
- (C) expensive
- (D) original

E 閱題

Email Message

File Send Edit View Events Track

To: James.Moore@discspace.com

From: Susan.Peters@discspace.com

Subject: Lunch reservation for new client, Mr. Lee

James,

Mr. Lee will be arriving tomorrow at 7:45 a.m. on Asia Airlines. We have arranged for him to be picked up and driven to our office. He should get here around 8:30 a.m. or a little later. I will greet him when he arrives at the office.

We want him to have a tour of our production **facilities**. Would you mind being the one to show him around? It should only take thirty minutes for this introductory tour.

After a short meeting with Mr. Turner, the Vice President of Production, we would like to take Mr. Lee out for a very nice lunch. I was thinking of the Italian restaurant, Primo. Would you mind making a lunch reservation for five people at 1 p.m. tomorrow at this restaurant?

Call me if there is any problem with the reservation.

Thanks for your help,

Susan

Look at the word **facilities in the email. Which words or phrases mean the same thing as **facilities**?**

- (A) the production management workers
- (B) the production machines
- (C) all the work places and services in the production area
- (D) the areas outside the production department

How many people are going to lunch at Primo?

- (A) four, including Mr. Lee
- (B) three
- (C) two, just Mr. Lee and Mr. Turner
- (D) five



There are many things to consider when choosing a credit card. It is best to take the time to look at the possible financial risks before you apply for any card.

You must first decide how you will pay off what you owe. Will you be able to pay your bill in full each month?

If you are not planning to pay your credit card bill in full every month, you'll have to look at the Annual Percentage Rate. This is the interest applied to your debt after the grace period. A higher Annual Percentage Rate will result in higher finance charges on your bill.

If you are a good customer and you have a great credit history, the credit card company may offer you a prime rate. This interest rate is lower than the interest rate given to most customers, which can help you pay your debt sooner.

Some cards may offer rewards, and customers can benefit from these programs.

Before you **make your move** and decide on a credit card company, find out all you can about it. Can you rely on the credit card company to answer all your questions? Will you get a lower interest rate when your credit improves? This may help you avoid penalties and prevent serious financial problems that can be difficult to recover from.



According to this magazine article, what should you consider when choosing a credit card?

- (A) financial risks for the bank
- (B) the best way to pay your debt sooner
- (C) the rate of interest charged
- (D) the highest interest rate you will be charged

In this article, what does the phrase **make your move mean?**

- (A) call a credit card company
- (B) go forward with a choice
- (C) change your address
- (D) cancel other credit cards

閱讀兌換

4題

[Reply](#) [Reply to All](#) [Forward](#) [Delete](#) [Print](#)

To: Mariam de Grange
From: Chris Wang
Subject: Interview for documentary

Hi! I just want to follow up on our plans to interview Jason Carrington for the documentary about craftsmanship. I think we can use some of the ideas below. Let me know what you think.

First of all, he is a very interesting character and my impression is that we could emphasize his distinctive work in the film. He is certainly on the cutting edge of furniture design, and he's also a very charismatic person.

His furniture is sleek and sophisticated. Carrington seems to blend an unconventional approach with respect for Asian and Eastern European heritage in his designs. His skill and imagination flow from a certain nostalgia for the past, but he somehow manages to put a new twist on conventional concepts. He is not so much a revolutionary as a subtle innovator.

According to Carrington's Web site, there has been a dramatic rise in the popularity of his designs. The distribution of the products--especially the living room ensembles and executive office suite furnishings--is primarily in the luxury market, but he caters more to businesses than to individuals buying furniture for their homes. In fact, several multinational companies have commissioned Carrington to design furniture for their major global offices. He says his primary goal is to blend form and function, using locally grown or produced materials to provide a distinctive style that respects the historical heritage of a culture while looking toward its future.

I wouldn't say his furniture has universal appeal--it's too unconventional for some tastes--but he is a **pacesetter** in the design world. A champagne company recently had Carrington design four sofas to be used in a marketing campaign. He showed me the mock-ups: Each photo features a woman with a champagne glass. The models are dressed in gowns that draw on the style of the couches. The overall impression is one of elegant simplicity.

This guy definitely thinks outside the box. I think his state-of-the-art designs will impress our viewers, but I'd like to hear what you think before I schedule another appointment. In the meantime, he's sending us the permission-to-film contract this week. He wanted to have his attorney review the specifics first.

According to this email, furniture designer Jason Carrington displays

- (A) a strong commitment to traditional local designs
- (B) a blend of traditional and modern elements
- (C) universal appeal in the design of his office suites
- (D) a totally futuristic design sense in his furniture

In the email above, the word **pacesetter** means that Carrington

- (A) is on the cutting edge of design
- (B) is similar to other designers
- (C) is unpopular among designers
- (D) is commercially successful