**Reading Passage 1 has six sections, A-F.**

**Choose the correct headings for sections A-F from the list of headings below.**

**Write the correct number, ix, in boxes 1-6 on your answer sheet.**

**List of Headings**

i. No give-aways for addictive products

ii. Sales of razor blades increase astronomically

iii. Monopoly of consumables is vital for success

iv. Video gaming a risky business

v. A novel method of dual marketing ruled out

vi. Freebie marketing restricted to legal goods

vii. Buyer ingenuity may lead to bankruptcy

viii. A marketing innovation

ix. A product innovation

x. More money to be made from high quality products

1 Section A

2 Section B

3 Section C

4 Section D

5 Section E

6 Section F

**Complete the sentences below.**

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

**Write your answers in boxes 7-9 on your answer sheet.**

7 The new tactic of freebie marketing ran against the \_\_\_\_\_\_ of Gillette"s time.

8 Occasionally people who buy a master product find ways of using it that get around the necessity of buying more \_\_\_\_\_\_.

9 Wired never had a \_\_\_\_\_\_ with its customers about the use of the barcode readers.

**Complete the summary below.**

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

**Write your answers in boxes 10-13 on your answer sheet.**

Freebie marketing is not permitted by law for either illegal or legal \_\_\_10\_\_\_ products. This type of promotion of goods such as tobacco and alcohol is not considered worth the \_\_\_11\_\_\_ and has consequently been outlawed. 'Tying' is also prohibited. This is when the sale of an attractive product is \_\_\_12\_\_\_ on the purchase of another. It tends to occur when the seller takes advantage of a natural monopoly and is generally considered to be \_\_\_13\_\_\_.