

Questions 7 - 9 **PASSAGE 2**

Questions 10 - 13

Choose the appropriate letters A - D and write them in boxes 7 - 9 on your answer sheet.

7. Politicians may have 'misjudged the public mood' because \_\_\_\_\_
- (A) they are pre-occupied with the recession and financial problems.
  - (B) there is more widespread interest in the environment agenda than they anticipated.
  - (C) consumer spending has increased significantly as a result of 'green' pressure.
  - (D) shoppers are displeased with government policies on a range of issues.
8. What is Mintel?
- (A) an environmentalist group
  - (B) a business survey organisation
  - (C) an academic research team
  - (D) a political organisation
9. A consumer expressing concern for environmental issues without actively supporting such principles is \_\_\_\_\_
- (A) an 'ethical spender'.
  - (B) a 'very dark green' spender.
  - (C) an 'armchair green'.
  - (D) a 'pale green' spender.

D. A teacher's main concern is to help young learners develop not only the ability to recognise words, but the skills necessary to understand what these words mean. Even if a child is able to read aloud fluently, he or she may not be able to understand much of it; this is called 'looking at text'. The teacher's task of improving comprehension is made harder by influences outside the classroom. But the absence of lots of such things as television, video games, or limited language exposure at home, can be offset by experiencing 'rich' language at school.

E. Indeed, it is not unusual for a book of 30 or more pages to have only one sentence full of repetitive phrases. The artwork is often marvellous, but the pictures make the language redundant, and the children have to read to imagine anything when they read such books. Looking at a picture actively prevents children younger than nine from creating a mental image, and can make it difficult for older children. In order to learn how to comprehend, they need to practise making their own meaning in response to text. They need to have their innate powers of imagination trained.

F. As they grow older, many children turn to children books without pictures, and it is a

### Questions 10 – 13

Complete the summary using words from the box below.

Write your answers in boxes 10 – 13 on your answer sheet.

**NB** There are more answers than spaces, so you will not use them all.

The Mintel report suggests that in future companies will be forced to practise greater... (10) ...in their dealings because of the increased awareness amongst ... (11) ...of ethical issues. This prediction is supported by the growth in the number of... (12) ...identified in the most recent survey published. As a consequence, it is felt that companies will have to think more carefully about their... (13) ...

environmental research	armchair ethicals
honesty and openness	environmentalists
ethical spenders	consumers
politicians	political beliefs
social awareness	financial constraints
social record	