

READING PASSAGE 1

You should spend about 20 minutes on **Questions 1–13**, which are based on Reading Passage 1 below.

Think Small

Izon is a New Zealand company specialising in nanoscience – the study of atoms, molecules and other very small pieces of matter.

The new US headquarters of Izon are situated in Cambridge, Massachusetts, one of the most important global centres of scientific research and technology. Half the other offices in the building Izon shares have scientific names like Stemgent, or the word ‘pharmaceutical’ in the name. In the past three years, Izon has expanded to 17 times its previous size. It’s done so selling only one product that it’s been developing since 2004, the qNano. This is an adjustable tool for the measurement and analysis of tiny particles in scientific research, which comes with a \$27,000 price tag. Izon’s success results from the fact that the qNano machine provides precise measurements, while similar machines of the same price only offer averaging techniques. In effect, researchers using the qNano are able to gather information about very small things, and it has many possible applications from drug delivery analysis through to environmental research.

Kristoffer Bolen is Izon’s US head of sales. Alongside his full-time role with the company, he’s just finished the fifth semester of six for his High-Tech Master of Business Administration at Northeastern University, which will be his second master’s degree, alongside a Master of Science. These soon-to-be twin master’s degrees provide Bolen with the perfect combination of skills for his job, which depends on him being able to manage the sales process and also comprehend in depth a very complicated piece of technology. When a customer buys a qNano device, an Izon representative will fly anywhere in America to train them how to use the instrument. The representative then checks in with the client on an ongoing basis to be completely informed about how each qNano is being used, and then liaises with technicians back in New Zealand.

The Izon story started 8 years ago in New Zealand. Hans van der Voorn was aimless, having sold his own company, and was looking for something more taxing to set his mind to. Van der Voorn was introduced to three scientists with an idea that involved simply a small plastic membrane with a tiny adjustable hole to measure a range of very small particles. Initially he put up an investment of \$1.5 million to move the process forward to the development of a prototype, and this led to the founding of Izon and the production of the qNano. Van der Voorn believes that the worlds of science and business sometimes don’t understand each other very well. However, he thinks that engineering can be a bridge between the two, and his long experience in that field has been crucial to the company’s success. He soon realised that Izon was going to need people on the ground overseas if it was going to grow, so the US office was opened. For now Izon trades in the US as a foreign company, so avoids the high level of compliance that comes with being an

American-registered company. But he sees that one day soon this will change, as Izon's current position disallows it from entering into partnerships locally.

Marketing the qNano is complicated. Izon needs scientists both to buy and advertise the product. The science world may seem like a big playing field, but it's actually a small group. As a result, the critical part of the company's marketing is articles that clients publish describing work they have performed with the qNano. So for Izon the sale isn't enough in itself; it also has a stake in how customers are using the qNano. That's where Yaniv Gaynor comes in. As development and training manager, he's involved throughout the sales process and manages most of the customer's post-sale experience. The sales process is new for Gaynor, who shifted cities and switched from a role as teacher at the University of Minnesota to his first private sector role with Izon. 'It's tricky, it's challenging, and it's not in my comfort zone,' he concedes. But nine out of ten times, if there's an unhappy customer, he's able to turn their experience around. And there's another part to this, because sitting with customers as they learn about the qNano, Gaynor gets to see how they are using the product. 'People ask very good questions, and these are great triggers for future development,' he says.

'Our business is selling research tools,' van der Voorn says. But he knows that the application range of this tool is wide. For instance, Izon is engaged in a project with Harvard University, looking for a particular type of particle of blood that is a symptom of the medical condition of thrombosis. If in the future they can identify this particle, they can design a simple test for it. This would make it easier for doctors to diagnose thrombosis. Another planned development is eventually to shift the US base to more spacious offices on the other side of town. With larger headquarters, the company will be able to bring clients into the Izon building for training with its product, rather than travelling to them, which will hopefully result in an even closer relationship between the company and its customers.

Questions 1–7

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

In boxes 1–7 on your answer sheet, write

TRUE if the statement agrees with the information
FALSE if the statement contradicts the information
NOT GIVEN if there is no information on this

- 1 Izon's new US headquarters are located in an area popular with other science businesses.
- 2 Izon's growth in the last three years has been faster than the company predicted.
- 3 Since 2004, Izon has developed a range of equipment for use in scientific research.
- 4 One advantage of the qNano is that it is cheaper than its competitors.
- 5 Drug delivery analysis will be the most profitable application of the qNano.
- 6 Kristoffer Bolen is still completing his studies.
- 7 Bolen's job requires him to fully understand how the qNano works.

Questions 8–13

Complete the notes below.

Choose **ONE WORD ONLY** from the passage for each answer.

Write your answers in boxes 8–13 on your answer sheet.

The Izon Story

Hans van der Voorn

- He made the 8 _____ which enabled the prototype to be created.
- His background in 9 _____ as well as business gave him the skills to run Izon.

Izon in the United States

- It is unable to form partnerships in the US because it's not registered there.
- The company's marketing relies on 10 _____ about its customers' research.
- Yaniv Gaynor was formerly a 11 _____, with no experience in sales.
- Development of the product is influenced by customers' questions.

Plans for the future

- To diagnose thrombosis, a 12 _____ may be developed.
- 13 _____ will be done at Izon's US headquarters.

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判断题 (Questions 1–7)

题号	题干译文	答案	精确定位句 (第 X 段)	定位句译文	解析
1	Izon 在美国的新总部位于一个受其他科研企业欢迎的区域。	TRUE	"The new US headquarters of Izon are situated in Cambridge, Massachusetts, one of the most important global centres of scientific research and technology. Half the other offices in the building Izon shares have scientific names ..." (第1段)	Izon 的美国新总部位于马萨诸塞州的剑桥——全球最重要的科研与技术中心之一。同一栋楼里有一半办公室都是带科学名称/医药字样的公司。	"global centres of scientific research and technology + 同楼多家科企" 共同证明该地聚集科研企业, 等价于题干的 "popular with other science businesses"。故为 TRUE。
2	过去三年里 Izon 的增长速度快于公司预期。	NOT GIVEN	"In the past three years, Izon has expanded to 17 times its previous size." (第1段)	过去三年, Izon 扩张到先前规模的 17 倍。	文中仅给出实际增幅, 未出现任何关于公司预期/预测的比较信息; 不能推断 "快于预期"。故为 NOT GIVEN。
3	自 2004 年以来, Izon 已开发出一系列科研设备。	FALSE	"It's done so selling only one product that it's been developing since 2004, the qNano." (第1段)	公司之所以扩张, 是因为自 2004 年起只靠一个产品 qNano。	题干说 "一系列设备 (a range of equipment)", 原文明确 "only one product"。与事实相反, 故 FALSE。
4	Nano 的优势之一是比竞争对手更便宜。	FALSE	"This is ... which comes with a \$27,000 price tag. Izon's success results from ... precise measurements, while similar machines of the same price only offer averaging techniques." (第1段)	售价 \$27,000; 其优势在于测量精确, 而同价位的类似机器只有 "取平均" 的技术。	原文强调 "同价位", 优势在精度而非价格更低。题干 "更便宜" 与原文矛盾, 故 FALSE。
5	药物递送分析将成为 qNano 最赚钱的应用。	NOT GIVEN	"it has many possible applications from drug delivery analysis through to environmental research." (第1段)	应用很多, 从药物递送分析到环境研究。	只列举应用范围, 未提及 "最盈利/最赚钱"。信息缺失, 故 NOT GIVEN。
6	Kristoffer Bolen 仍在完成学业。	TRUE	"he's just finished the fifth semester of six for his High Tech Masters ..." (第2段)	他刚完成六个学期中的第五个。	还差 1 个学期, 说明仍在读。故 TRUE。
7	Bolen 的工作要求他完全了解 qNano 的工作原理。	TRUE	"his job ... depends on him ... comprehend in depth a very complicated piece of technology." (第2段)	他的工作依赖于他能深入理解这一非常复杂的技术。	"comprehend in depth (深入理解)" 与题干 "fully understand (充分/完全理解)" 语义等值于考试语境。故 TRUE。

填空题 (Questions 8–13)

(限制: ONE WORD ONLY)

题号	答案	题干译文	精确定位句 (第 X 段)	定位句译文	解析
8	investment	他做出了这项 _____, 使得能够创建出原型。	"Initially he put up an investment of \$1.5 million to move the process forward to the development of a prototype ..." (第3段)	最初他投入了 150 万美元的投资, 以推进到原型的开发。	空格处与 "made the ... which enabled the prototype..." 对应动宾搭配 make an investment。原文同义替换为 "put up an investment"。
9	engineering	他在 ____ 以及商业方面的背景, 使其具备运营 Izon 的能力。	"he thinks that engineering can be a bridge between the two, and his long experience in that field has been crucial to the company's success." (第3段)	他认为工程能在两者之间架桥, 且他在该领域的长期经验对公司成功至关重要。	题干与原文 "工程 + 商业" 呼应: 能与 business 并列作为背景的只有 engineering。
10	articles	公司的营销依赖于关于客户研究的 ____。	"the critical part of the company's marketing is articles that clients publish describing work they have performed with the qNano." (第4段)	公司营销的关键在于客户发表的文章, 描述他们用 qNano 完成的工作。	直接同词复现, 且与 "about its customers' research" 语义一致。
11	teacher	Yaniv Gaynor 先前是一名 _____, 没有销售经验。	"switched from a role as teacher at the University of Minnesota to his first private sector role with Izon." (第4段)	他从明尼苏达大学的教师岗位转到 Izon 的第一份私营部门工作。	原文直给职业身份 teacher; 并说明销售经验为零。
12	test	为诊断血栓, 可能会开发一种 ____。	"If ... they can identify this particle, they can design a simple test for it. This would make it easier for doctors to diagnose thrombosis." (第5段)	如果未来能识别该粒子, 就能为其设计一种简单的检测, 这会让医生更容易诊断血栓。	题目 ONE WORD ONLY, 因此填 test ("simple" 为形容词不得带入)。
13	training	____ 将在 Izon 的美国总部进行。	"With larger headquarters, the company will be able to bring clients into the Izon building for training with its product, rather than travelling to them ..." (第5段)	未来总部更大后, 公司可以把客户带到 Izon 大楼进行培训, 而不是上门。	空格对应将来在总部进行的活动即 training。