PTE Reading Practice Paper 10

1. Read the passage and answer the following question.

Sometimes too much of a good thing can become a very bad thing indeed. In an earnest attempt to consume a healthy diet, dietary supplement enthusiasts have been known to overdose. Vitamin C, for example, long thought to help people ward off cold viruses, is currently being studied for its possible role in warding off cancer and other diseases that cause tissue degeneration. Unfortunately, an overdose of vitamin C – more than 10,000 mg. – on a daily basis can cause nausea and diarrhea. Calcium supplements, commonly taken by women, are helpful in warding off osteoporosis. More than just a few grams a day, however, can lead to stomach upset and even kidney or bladder stones. Niacin, proven useful in reducing cholesterol levels, can be dangerous in large doses to those who suffer from heart problems, asthma, or ulcers.+

Ques 1. What point is the writer making in this paragraph?

- [A]. supplements taken in excess can be a bad thing indeed.
- [B]. dietary supplement enthusiasts have been known to overdose.
- [C]. vitamins can cause nausea, diarrhea, and kidney or bladder stones.
- [D]. people who take supplements are preoccupied with their health.

2. Read the passage and answer the following question.

Most children have an interest in learning to play a musical instrument at one point or another during their growing-up years. Parents need to take advantage of that urge to play when it appears. Some very small children become intrigued with music because they see their parents or their older siblings play. The Suzuki method of instruction capitalizes on that early willingness to learn by involving the parent and the child in the child's instructions. Elementary-aged youngsters often are exposed to stringed instruments or band instruments in their school music classes. Because kids like to do what other kids do, parents who are not musicians themselves can take advantage of both instruction and enthusiasm. It is at the middle school level, however, that peer pressure can really work to the benefit of parents who want to hear the sound of music around the house.

Ques 2. Which of the following most accurately summarizes the opinion of the author in the text?

- [A]. most children have an interest in learning to play a musical instrument during their growing-up years.
- [B]. some very small children become intrigued with music because they see their parents
- or siblings play.
- [C]. at various points, parents can take advantage of their children's desire to play a musical instrument.
- [D]. middle-school children take delight at selecting and learning to play an instrument along with their friends.

3. Read the passage and answer the following question.

The railroad was not the first institution to impose regularity on society or to draw attention to the importance of precise timekeeping. For as long as merchants have set out their wares at daybreak and communal festivities have been celebrated, people have been in rough agreement with their neighbors as to the time of day. The value of this tradition is today more apparent than ever. Were it not for public acceptance of a single yardstick of time, social life would be unbearably chaotic: the massive daily transfers of goods, services, and information would proceed in fits and starts; the very fabric of modern society would begin to unravel.

Ques 3. Which of the following most accurately summarizes the opinion of the author in the text?

- [A]. In modern society, we must make more time for our neighbors.
- [B]. An accepted way of measuring time is essential for the smooth functioning of society.
- [C]. The traditions of society are timeless
- [D]. Society judges people by the times at which they conduct certain activities.\

4. Read the passage and answer the following question.

These resolutions, demanding in effect that slavery be thus safeguarded-almost to the extent of introducing it into the free states-really foreshadowed the Democratic platform of 1860 which led to the great split in that party, the victory of the Republicans under Lincoln, the subsequent secession of the more radical southern states, and finally the Civil War, for it was inevitable that the North, when once aroused, would bitterly resent such pro-slavery demands.

Ques 4. Which of the following best summarizes the main message of this text?

[A]. Differing opinions on slavery contributed to the Civil War.
[B]. The North expected and demanded Civil War.
[C]. The radical southern states instigated the Civil War.
[D]. Disputes between political parties had little effect on the Civil War.
5. Animals have played a major role in human's lives throughout history. Today, scientific research is trying to (1) the positive aspects of living with companion animals. Animals have been used as an (2) form of treatment for many years. More recently it has been discovered that owning a pet can help lower people's blood pressure, (3) the chances of living after a heart attack, keep people more active and provide more satisfaction with life. It is (4) that this happens because pets help people become more social, provide a means to give and receive (5), and help connect us with the natural world. Options: decisions, enhance, affection, different, discover, theorized, alternative
6. The poem "The Road Not Taken" by Robert Frost is about the (1) that one makes in life. It tells about a man who comes to a (2) in the road he is traveling upon. He feels (3) that he cannot travel (4) paths as he must choose one. Frost uses this fork in the road to represent a point in the man's life where he has to choose the (5) he wishes to take in life. Options: sorry, forsee, choices, pleasant, direction, both, trail, fork
7. Montego Bay is the second largest city in Jamaica by area and the third by population. It is a lively and (1)beach resort and attracts a lot of tourists from many different countries with its (2)beaches and (3) relaxing atmosphere. Many Americans and Europeans, as well as Jamaicans, have summer homes in Montego Bay, so it is a (4) city and becomes more (5) during the holiday seasons. It is most famous for Doctor's Cave beach, which has clear, turquoise waters. Options: peaceful, polluted, cosmopolitan, bustling, facilities, crowded, hospital, sandy
8. High emotional intelligence can help a manager (1) workplace communication skills, employee motivation and organizational effectiveness. If a manager has high (2), a key component of emotional intelligence, he or she will be able to (3) to the concerns of employees and will be more understanding of their needs, wants and concerns. This will most likely translate into (4) motivation and satisfaction of employees and ultimately will have a (5) effect on the effectiveness of the business. Options: listen, empathy, determiner, improve, employed, positive, increased
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9. Mindstorms kits are also sold and used as an educational tool, originally through a partnership between Lego and the MIT Media Laboratory. The educational version of the products is called Lego Mindstorms for Schools, and comes with the ROBOLAB GUI-based programming software, developed at Tufts University using the National Instruments LabVIEW as an engine. In addition, the shipped software can be replaced with third party firmware and/or programming languages, including some of the most popular ones used by professionals in the embedded systems industry, like Java and C. One of the differences between the educational series, known as the "Challenge Set", and the consumer series, known as the "Inventor Set", is that it includes another touch sensor and several more gearing options. However, there are several other standouts between the two versions that one may not recognize unless doing a side by side analysis of what each offers. The version sold through LEGO Education is designed for a deeper level of learning or teaching that often happens in a classroom or school setting. The LEGO Education version comes with support called the Robot Educator. This includes 48 tutorials to walk the learner through the basics of coding to more sophisticated and complex concepts such as data logging. This resource to support the learner and/or educator are not included in the retail version of Mindstorms. It's always a good idea to reach out to a LEGO Education consultant to inquire of other differences as there are several more. The retail version was designed for more of a home/toy use vs the educator model was designed to support deeper learning with extra resources and pieces to do so. This is why the LEGO Education Mindstorms contains more sensors and parts than the retail version.

Read the text and answer the multiple-choice question by selecting the correct response. Only one response is correct.

Which of the following statements are the Mindstorms kits not true?

A) The educational version of the kits comes with a programming language, but it can be replaced

with others.

- B)The retail version of the kits cannot be used with any programming language.
- C)The educational version of the kits comes with extra sensors.
- D)The retail version of the kits are likely to appeal more to the hobbyists who just want to have fun.
- E) The educational version of the kits comes with several tutorials and can be used in a classroom setting.
- **10.** Mindstorms kits are also sold and used as an educational tool, originally through a partnership between Lego and the MIT Media Laboratory. The educational version of the products is called Lego Mindstorms for Schools, and comes with the ROBOLAB GUI-based programming software, developed at Tufts University using the National Instruments LabVIEW

as an engine. In addition, the shipped software can be replaced with third party firmware and/or programming languages, including some of the most popular ones used by professionals in the embedded systems industry, like Java and C. One of the differences between the educational series, known as the "Challenge Set", and the consumer series, known as the "Inventor Set", is that it includes another touch sensor and several more gearing options. However, there are several other standouts between the two versions that one may not recognize unless doing a side by side analysis of what each offers. The version sold through LEGO Education is designed for a deeper level of learning or teaching that often happens in a classroom or school setting. The LEGO Education version comes with support called the Robot Educator. This includes 48 tutorials to walk the learner through the basics of coding to more sophisticated and complex concepts such as data logging. This resource to support the learner and/or educator are not included in the retail version of Mindstorms. It's always a good idea to reach out to a LEGO Education consultant to inquire of other differences as there are several more. The retail version was designed for more of a home/toy use vs the educator model was designed to support deeper learning with extra resources and pieces to do so. This is why the LEGO Education Mindstorms contains more sensors and parts than the retail version.

Read the text and answer the multiple-choice question by selecting the correct response. Only one response is correct.

Which of the following statements about the Mindstorms kits is not true?

- A) The educational version of the kits comes with a programming language, but it can be replaced with others.
- B) The retail version of the kits cannot be used with any programming language.
- C) The educational version of the kits comes with extra sensors.
- D) The retail version of the kits are likely to appeal more to the hobbyists who just want to have fun.
- E) The educational version of the kits comes with several tutorials and can be used in a classroom setting.
- 11. Aspirin, either by itself or in a combined formulation, effectively treats certain types of a headache, but its efficacy may be questionable for others. Secondary headaches, meaning those caused by another disorder or trauma, should be promptly treated by a medical provider. Among primary headaches, the International Classification of Headache Disorders distinguishes between tension headache (the most common), migraine, and cluster headache. Aspirin or other over the-counter analgesics are widely recognized as effective for the treatment of tension headache. Aspirin, especially as a component of an aspirin/paracetamol/caffeine combination, is considered a first-line therapy in the treatment of migraine, and comparable to lower doses of sumatriptan. It is most effective at stopping migraines when they are first beginning.

Read the text and answer the multiple-choice question by selecting the correct response. Only one response is correct.

Which of the following headaches is aspirin least likely to be used for?

- A) Migraine
- B) Accidental head injury

- C) Tension
- D)Cluster

12. European overseas exploration led to the rise of global trade and the European colonial empires, with the contact between the Old World (Europe, Asia and Africa) and the New World (the Americas and Australia) producing the Columbian Exchange; a wide transfer of plants, animals, food, human populations (including slaves), communicable diseases and culture between the Eastern and Western Hemispheres. This represented one of the most-significant global events concerning ecology, agriculture, and culture in history. The Age of Discovery and later European exploration allowed the global mapping of the world, resulting in a new world-view and distant civilizations coming into contact, but also led to the propagation of diseases that decimated populations not previously in contact with Eurasia and Africa, and to the enslavement, exploitation, military conquest, and economic dominance of Europe and its colonies over native populations. It also allowed for the expansion of Christianity throughout the world with the spread of missionary activity, becoming the world's largest religion.

Read the text and answer the multiple-choice question by selecting the correct response. Only one response is correct.

Which statement about the European overseas exploration can be considered true?

- A) It benefited everyone in the world
- B) It was harmful for the majority of the world
- C) It had some positive and some negative consequences
- D) It led to the age of discovery
- E) It started the trend of communicable diseases in the world
- 13. High-rise buildings became possible with the invention of the elevator (lift) and cheaper, more abundant building materials. The materials used for the structural system of high-rise buildings are reinforced concrete and steel. Most North American style skyscrapers have a steel frame, while residential blocks are usually constructed of concrete. There is no clear difference between a tower block and a skyscraper, although a building with fifty or more stories is generally considered a skyscraper. High-rise structures pose particular design challenges for structural and geotechnical engineers, particularly if situated in a seismically active region or if the underlying soils have geotechnical risk factors such as high compressibility or bay mud. They also pose serious challenges to firefighters during emergencies in high-rise structures. New and old building design, building systems like the building standpipe system, HVAC systems (heating, ventilation and air conditioning), fire sprinkler system and other things like stairwell and elevator evacuations pose significant problems. Studies are often required to ensure that pedestrian wind comfort and wind danger concerns are addressed. In order to allow less wind exposure, to transmit more daylight to the ground and to appear more slender, many high-rises have a design with setbacks. Apartment buildings have technical and economic advantages in areas of high population density, and have become a distinctive feature of housing accommodation in virtually all densely populated urban areas around the world. In contrast with lowrise and single-family houses, apartment blocks accommodate more inhabitants per unit of area of land and decrease the cost of municipal infrastructure.

Read the text and answer the multiple-choice question by selecting all correct responses. More than one response is correct.

Which of the following is not an issue with high-rise buildings?

- A) Structural problems in regions with seismic activity
- B)Problems for firefighters in emergency situations
- C)High population density in areas where they are usually built
- D) Design faults due to the need to look thin
- E) Ineffective heating, ventilation and air conditioning systems
- F) Impact on the municipal infrastructure costs
- G) Staircase and elevator evacuations
- 14. Restructuring is the corporate management term for the act of reorganizing the legal, ownership, operational, or other structures of a company for the purpose of making it more profitable, or better organized for its present needs. Other reasons for restructuring include a change of ownership or ownership structure, demerger, or a response to a crisis or major change in the business such as bankruptcy, repositioning, or buyout. Restructuring may also be described as corporate restructuring, debt restructuring and financial restructuring. Executives involved in restructuring often hire financial and legal advisors to assist in the transaction details and negotiation. It may also be done by a new CEO hired specifically to make the difficult and controversial decisions required to save or reposition the company. It generally involves financing debt, selling portions of the company to investors, and reorganizing or reducing operations. The basic nature of restructuring is a zero-sum game. Strategic restructuring reduces financial losses, simultaneously reducing tensions between debt and equity holders to facilitate a prompt resolution of a distressed situation. Corporate debt restructuring is the reorganization of companies' outstanding liabilities. It is generally a mechanism used by companies which are facing difficulties in repaying their debts. In the process of restructuring, the credit obligations are spread out over longer duration with smaller payments. This allows company's ability to meet debt obligations. Also, as part of process, some creditors may agree to exchange debt for some portion of equity. It is based on the principle that restructuring facilities available to companies in a timely and transparent matter goes a long way in ensuring their viability which is sometimes threatened by internal and external factors. This process tries to resolve the difficulties faced by the corporate sector and enables them to become viable again.

Read the text and answer the multiple-choice question by selecting all correct responses. More than one response is correct. Which of the following would you usually not observe in the case of a restructuring?

- A) Replacing the entire existing management with external professional especially hired for this process. § Focus on organizing the company for more profit.
- B) Hiring of financial advisors to help with the process.
- C) Initiating the process to take the company public.

- D) Restructuring the corporate debt so that payments are made smaller and spread over a longer period.
- E) Responding to a crisis or a major shift in the business.
- F) Launching new products in response to the changing business needs.
- 15. The traditional cucumber sandwich is composed of paper-thin slices of cucumber placed between two thin slices of crustless, lightly buttered white (or wheat in some cases) bread. As the thinness of the bread is a point of pride in the kitchen, a dense-textured white Pullman loaf is cut with a wide-bladed knife, which guides the cut; daylight should pass through the resulting fine pores. The peel of the cucumber is either removed or scored lengthwise with a fork before the cucumber is sliced. The slices of bread are carefully buttered all the way to the edges in the thinnest coating, which is only to prevent the bread from becoming damp with cucumber juice, and the slices of cucumber, which have been dashed with salt and lemon juice, are placed in the sandwich just before serving in order to prevent the sandwich from becoming damp enough to moisten the eater's fingers. The crusts of the bread are cut away cleanly, creating tea sandwiches. The traditional cucumber sandwich is of British origin. Modern variants (largely of American origin) exist, involving cream cheese, chopped dill or spices, brown bread, salmon, and even bread with crusts left intact. One specific American variant includes benedictine, a green soft spread based on cucumbers and cream cheese. Cucumber sandwiches are most often served for a light snack or at afternoon tea, a formal light meal served at four in the afternoon or early evening before the main supper. In addition, cucumber sandwiches can be served in the tea break at club cricket matches in England. Because of English influence on Indian culture, cucumber sandwiches are popular during cricket matches and weekend picnics. The Indian variant is flavoured with green chutney and sometimes contains slices of boiled potatoes. Because of cucumber's cooling nature, cucumber sandwiches are often eaten in the summer months or in warmer climates, such as in parts of India.

Read the text answer the multiplechoice question by selecting all correct responses. More than one response is correct.

Which of the following is not usually a step in the preparation of a traditional cucumber sandwich?

- A) Cutting the loaf with a widebladed knife to achieve a thin porous bread.
- B) Applying generous coatings of butter to the bread slices.
- C) Removing the cucumber peal
- D) Putting in cucumber slices half an hour before serving to allow the slices to soak the juices
- E) Putting lemon juice on the bread slices § Using cream cheese or green chutney depending upon the place
- F) Removing the crusts of the bread

16. Re-order paragraphs – Item 1

The text boxes in the left panel have been placed in a random order.

Restore the original order by dragging the text boxes from the left panel to the right panel.

The secret, Chiang says, is to "begin by knowing that you have already arrived."

Ultimately, the very first of his students, Fletcher Lynd Seagull, becomes a teacher in his own right, and Jonathan leaves to teach other flocks.

One day, Jonathan is met by two gulls who take him to a "higher plane of existence" in which there is no heaven but a better world found through perfection of knowledge.

Not satisfied with his new life, Jonathan returns to Earth to find others like him, to bring them his learning and to spread his love for flight.



17.

Re-order paragraphs – Item 2

The text boxes in the left panel have been placed in a random order. Restore the original order by dragging the text boxes from the left panel to the right panel.

Some psychologists advocate a positive psychology, and explicitly embrace an empirical self-help philosophy.

This includes the intentional training of new patterns of thought and feeling.

They aim to refine the self-improvement field by way of an intentional increase in scientifically sound research and well-engineered models.

According to them, the role of positive psychology is to become a bridge between the ivory tower and the main street—between the rigor of academe and the fun of the self-help movement."

The division of focus and methodologies has produced several subfields, in particular: general positive psychology; and personal effectiveness.



Re-order paragraphs - Item 3

The text boxes in the left panel have been placed in a random order. Restore the original order by dragging the text boxes from the left panel to the right panel.

As Pascal plays with his new-found toy, he realizes it has a mind of its own. It begins to follow him wherever he goes.

At another, he and the balloon encounter a little girl with a blue one that also seems to have a mind of its own too.

The film "The Red Balloon", tells of Pascal, who, on his way to school one morning, discovers a large red balloon.

At one point it enters his classroom, causing an uproar from his classmates which alerts the principal, who becomes angry with him and locks him up in his office until school is over.

The balloon follows Pascal through the streets of Paris, and they draw inquisitive looks from adults and the envy of other children as they wander the streets.



19. Reading: Fill in the blanks – Item 1 In the text below some words are missing. Drag words
from the box below to the appropriate place in the text. To undo an answer choice, drag the
word back to the box below the text. The Industrial Revolution marks a major turning point in
history; almost every of daily life was influenced in some way. In particular, average
income and population began to exhibit unprecedented growth. Some economists
say that the major impact of the Industrial Revolution was that the of living for the
general population began to increase for the first time in history. About the same
time the Industrial Revolution was occurring, Britain was an agricultural revolution.
Options:
standardization
aspect
undermining
standard
strikingly
sustained
undergoing
Consistently

20. Reading: Fill in the blanks – Item 2 In the text below some words are missing. Drag words from the box below to the appropriate place in the text. To undo an answer choice, drag the word back to the box below the text. A beat is a pause taken for the of comic timing, often to allow the audience time to recognize the joke and react, or to the suspense before delivery of the expected punch line. Pauses, sometimes called "dramatic pauses" in this context, can be used to subtext or even unconscious content—that is, what the speaker is really thinking about. A pause can also be used to heighten a switch in
Options: dictate direction production discern heighten shorten Purposes
21. Reading: Fill in the blanks – Item 3 In the text below some words are missing. Drag words from the box below to the appropriate place in the text. To undo an answer choice, drag the word back to the box below the text. To overcome this, it is necessary to repeat and reuse the same channels at different locations. Just as a car radio changes from one station to a different station with the same when you travel to another city, the same radio channel gets reused on a cell mast only a few miles away. To do this, the signal of a cell mast is kept at low power and in many cases tilted to limit its reach. Options intentionally towards limitation internationally downward frequency Definition
22. Reading: Fill in the blanks – Item 4 In the text below some words are missing. Drag words from the box below to the appropriate place in the text. To undo an answer choice, drag the word back to the box below the text. Baking schools closed during this time so when the war did end there was an absence of bakers. This resulted in new methods being developed to satisfy the world's desire for bread. Methods like: adding chemicals to dough, premixes and machinery. Unfortunately, these old methods of baking were almost completely when these new methods were introduced and became industrialised. The old methods were seen as unnecessary, during this period there were not many bakeries left.

Options:
skilled
economical
eradicated
reinstated
specialised
traditional
construction
Eventually
23. Reading and Writing: Fill in the blanks – Item 1 Below is a text with blanks. Click on each
blank, a list of choices will appear.
Select the appropriate answer choice for each blank.
A standardized test is any test that isand scored in a consistent manner to ensure
legal defensibility. Standardized tests are often used in education, professional certification,
psychology, the military, and many other fields. A non-standardized test is usually flexible in
scope and format, variable in difficulty and significance. Since these tests are usually
by individual instructors, the format and difficulty of these tests may not be widely
adopted or used by other instructors or institutions. A non-standardized test may be used to
determine thelevel of students, to motivate students to study, and to provide
feedback to students. In some instances, a teacher may develop non-standardized tests that
resemble standardized tests in scope, format, and difficulty for the purpose of preparing their
students for an upcoming standardized test. Finally, the frequency and setting by which
non-standardized tests are administered are highly variable and are usually constrained by the
duration of the class period. A class instructor may for example, administer a test on a weekly
basis or just twice a semester. Depending on the policy of the instructor or institution, the
duration of each test itself may last for only five minutes to an entire class period. In contrasts to
non-standardized tests, standardized tests are widely used, fixed in terms of scope, difficulty

and format, and are usually significant in ______. Standardized tests are usually held on fixed dates as determined by the test developer, educational institution, or governing body, which may or may not be administered by the instructor, held within the classroom, or

of the same type of standardized test, there is variability between different types of standardized

tests.

by the classroom period. Although there is little variability between different copies

Gap 1		Gap 2		Gap 3	
0	adjudged	0	been developed	0	proficiency
0	administered	0	have developed	0	profanity
0	applied	0	developed	0	profitability
0	addressed	0	been developed	0	productivity
Gap 4		Gap 5			
0	concessions	0	constrained		
0	consequences	0	been constrained		
0	contrast	0	have been constrained		
0	condescension	0	constraining		

24. Reading and Writing: Fill in the blanks – Item 2 Below is a text with blanks. Click on each
blank, a list of choices will appear. Select the appropriate answer choice for each blank. Test
anxiety is aof physiological over-arousal, tension and somatic symptoms, along
with worry, dread, fear of failure, and catastrophizing, that occur before or during test situations.
It is a physiological condition in which people experience extreme stress, anxiety, and
discomfort during and/or before taking a test. This anxiety significant barriers to
learning and performance. Research suggests that high levels of emotional distress have a
direct correlation to reduced academic performance and higher overall student drop-out rates.
Test anxiety can have broader consequences, negatively affecting a student's social, emotional
and behavioural development, as well as their feelings about themselves and school. Highly
test-anxious students score about 12 percentile points below their low anxiety peers. Test
anxiety isamongst the student populations of the world. It has been studied
formally since the early 1950s beginning with researchers George Mandler and Seymour
Sarason. Test anxiety can also be labeled asanxiety, situational anxiety or
evaluation anxiety. Some anxiety is normal and often helpful to stay mentally and physically
alert. When one experiences too much anxiety, however, it can result in emotional or physical
distress, difficulty concentrating, and emotional worry. Inferior performance arises not because
of intellectual problems or poor academic preparation, but because testing situations create a
sense of threat for those experiencing test anxiety; anxiety resulting from the sense of threat
then disrupts attention and memory function. Researchers suggest that between 25 and 40
percent of students experience test anxiety. Students with disabilities and students in gifted
educations classes tend to experience high rates of test anxiety. Students who experience test
anxiety tend to be easily distracted during a test, experience difficulty with relatively
simple instructions, and have trouble organizing or recalling relevant information.

Gap 1		Gap 2		Gap 3	
0	conclusion	0	has created	0	prevalent
0	manifestation	0	creates	0	persistent
0	combination	0	has been creating	0	persisting
0	aberration	0	had created	0	pertaining
Gap 4		Gap 5		0	
0	anticipation	0	comprehending		
0	anticipating	0	apprehending		
0	anticipatory	0	commending		
0	anticipated	0	amplifying		

BFC for British Falsehood Company.	25. Reading and Writing: Fill in the blanks – Item 3 Below is a text with blanks. Click on each blank, a list of choices will appear. Select the appropriate answer choice for each blank. By now the BBC under Reith's leadership had forged a favouring a continuation of the unified broadcasting service, but more money was still required to finance rapid expansion. Wireless manufacturers were anxious to exit the loss making consortium with Reith keen that the BBC be seen as a public service rather than a commercial The recommendations of the Crawford Committee were published in March the following year and were still under consideration by the GPO when the 1926 general strike broke out in May. The strike temporarily interrupted newspaper production and with restrictions on news bulletins waived the BBC suddenly became the primary source of news for the duration of the crisis. The crisis placed the BBC in a delicate position. On one hand Reith was acutely aware that the Government might exercise its right to commandeer the BBC at any time as a mouthpiece of the Government if the BBC were to step out of line, but on the other he was anxious to maintain public trust by appearing to be acting independently. The Government was divided on how to handle the BBC but ended up trusting Reith, whose opposition to the strike mirrored the PM's own. Thus, the BBC was granted sufficient leeway to pursue the Government'slargely in a manner of its own choosing. The resulting coverage of both striker and government viewpoints millions of listeners who were unaware that the PM had broadcast to the nation from Reith's home, using one of Reith's sound bites inserted at the last moment, or that the BBC had banned broadcasts from the Labour Party and delayed a peace appeal by the Archbishop of Canterbury. The of the strike nicknamed the BBC the
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Gap 1		Gap 2		Gap 3	
0	censor	0	application	0	objections
0	consensus	0	aspiration	0	observations
0	cancerous	0	enterprise	0	opulence
0	contention	0	entitlement	0	objectives
Gap 4		Gap 5		0	
0	impressed	0	followers		
0	has impressed	0	suppliers		
0	has been impressing	0	supporters		
0	had impressed	0	victims		

26. Reading and Writing: Fill in the blanks – Item 4 Below is a text with blanks. Click on each blank, a list of choices will appear. Select the appropriate answer choice for each blank. Each mass medium has its own content types, artists, technicians, and business models. For example, the Internet includes blogs, podcasts, web sites, and various other technologies built atop the general distribution network. The sixth and seventh media, Internet and mobile phones, are often referred to as digital media; and the fourth and fifth, radio and TV, as broadcast media. Some argue that video games have developed into a distinct mass form of media. While a telephone is a two-way communication device, mass media communicates to a large group. In addition, the telephone has transformed into a cell phone which is equipped with Internet access. A question arises whether this makes cell phones a mass medium or simply a device used to a mass medium (the Internet). There is currently a system by which marketers and advertisers are able to tap into satellites, and broadcast commercials and advertisements directly to cell phones, unsolicited by the phone's user. This transmission of mass advertising to millions of people is another form of mass communication. Video games may also be evolving into a mass medium. Video games provide a common gaming experience to millions of users across the globe and the same messages and ideologies to all their users. Users sometimes share the experience with one another by playing online. Excluding the Internet however, it is ______whether players of video games are sharing a common experience when they play the game individually. It is possible to discuss in great detail the events of a video game with a friend one has never played with, because the experience is identical to each. The question, then, is whether this is a form of mass communication.

Gap 1		Gap 2		Gap 3	
0	creative	0	objectively	0	assess
0	creating	0	digitally	0	attest
0	creational	0	collectively	0	access
0	created	0	furiously	0	address
Gap 4		Gap 5			
0	had conveyed	0	questionable		
0	has conveyed	0	questioned		
0	have been conveying	0	question		
0	convey	0	questionnaire		

27. Reading and Writing: Fill in the blanks – Item 5 Below is a text with blanks. Click on each blank, a list of choices will appear. Select the appropriate answer choice for each blank. Businesses benefit because they are assured a and constant revenue stream from subscribed individuals for the duration of the subscriber's agreement. Not only does this greatly reduce uncertainty and the riskiness of the enterprise, but it often provides payment in advance, while allowing customers to become greatly attached to using the service and, therefore, more likely to extend by signing an agreement for the next period close to when the current agreement expires. In integrated software solutions, for example, the subscription pricing is designed so that the revenue stream from the recurring subscriptions is considerably greater than the revenue from simple one-time purchases. In some subscription, it also increases sales, by not giving subscribers the option to accept or reject any specific issue. This reduces customer costs, and allows personalized marketing or database marketing. However, a requirement of the system is that the business must have in place an accurate, reliable and timely way to manage and track subscriptions. From a marketing-analyst perspective, it has the added benefit that the vendor knows the number of currently active members, since a subscription typically involves a agreement. This so-called 'contractual' setting facilitates customer relationship management to a large extent because the analyst knows who is an active customer and who recently churned. Additional benefits include a higher average customer lifetime value than that of nonrecurring business models, greater customer inertia and a more committed customer base as it from purchase to opt-out decisions, and more potential for upselling and cross-selling other products or services. However, the size of the customer support organization increases so that the paid customers stay happy.

Gap 1		Gap 2		Gap 3	
0	productive	0	structure	0	acknowledgement
0	predictable	0	parameter	0	appreciation
0	promotional	0	feature	0	acquisition
0	predefined	0	growth	0	accusation
Gap 4		Gap 5			
0	contractual	0	migrates		
0	contracted	0	transports		
0	constructed	0	transitions		
0	conceptual	0	approaches		