

PART 7 READING COMPREHENSION

In Part VII you will read passages in the form of letters, ads, memos, faxes, schedules, etc. The reading section has a number of single passages and 4 double passages. You will be asked 2-4 questions about each single passage, and 5 questions for each double passage. Sometimes you will be asked for specific details. Other times you will be asked about what the passage implies. In the paired passages you will also be asked to make connections between the two related texts. On the real test you will not have time to read every word. You need to practice scanning and reading quickly for details.

Questions 1 - 5 are based on the following two letters

John Smittey
2098 Glover Street
Orlando, FL, 39679

Dell Computers (Florida Division)
Consumer Complaint Division
267 Strand Boulevard
Orlando, FL, 39867

02/06/2009

To whom it may concern,
On February 4, 2009, I bought a Dell desktop computer with a Dell 19" flat-screen LCD color monitor, serial number BQR 5927631, at your store in Orlando, FL, for a total \$919.58. The product does not function properly; it will not display any picture at all. I am very disappointed.
To resolve the problem, I would appreciate an exchange for an equivalent or better model, at no additional cost, or a refund of the cost of the monitor which was \$319.58. Enclosed are copies of relevant documents (the receipt, guarantees, etc.).
I look forward to your reply and to the resolution of my problem. I will wait ten days from the date of this letter before seeking help from a consumer protection agency or the Better Business Bureau. Please contact me by mail, at the above address, or by phone, at 208-555-6394.
Sincerely,
John Smittey

Dear Mr. Smittey,
Thank you for taking time to contact Dell Computers to explain the issues that have occurred recently. We regret any inconvenience you have experienced, and we assure you that we are anxious to retain you as a satisfied customer. Our Customer Satisfaction Team is reviewing the information you sent us and conducting a full investigation in order to resolve this matter fairly.
If you need further assistance, you may contact me at 208-733-5738, or at bobch.sales@webcast.com.
At the conclusion of our investigation, we will contact you about our findings. Thank you for giving us the opportunity to assist you.

Sincerely,
Bob Chandler

1. What is the purpose of John Smittey's letter?

- A. To inform the company that he was overcharged
- B. To inform the company that he received a faulty item
- C. To complain about the service at the store
- D. To ask for a refund

2. How many items did John Smittey purchase?

- A. 2
- B. 3
- C. 1
- D. 4

3. What action will he take if his problem isn't resolved?

- A. He will return the item to the store.
- B. He will telephone the company.
- C. He won't do anything.
- D. He will take further action.

4. How long does Mr. Chandler have to respond to the request?

- A. 2 weeks
- B. 1 week
- C. 10 days
- D. 5 days

5. According to Mr. Chandler's reply, what will he probably do next?

- A. Look into the matter
- B. Telephone Mr. Smittey
- C. Give Mr. Smittey a refund
- D. Fire the sales assistant at the store

Questions 6- 9 are based on the following article

The increasing power of the Internet and the growth in the number of its users suggests great potential for Internet advertising. The Internet was used primarily by scientists and by professionals in the computer industry, but there are now millions of users of all ages and professions. There are three basic types of advertisements appearing on the Internet. The first is what is called a *Banner Ad*. These are small rectangular advertisements that a business places on its web site to provide information about its products. This type of ad is simply a static display, but the increased sophistication in technology allows them to be interactive.

The second type is a small, square ad placed at the bottom of an Internet page. These are called *Button ads*. A button ad has only the name of the product being advertised. The button provides a link to the product site where more information on the product is available.

The third type is called an *Interstitial ad* or a *Pop-up ad* and is similar to a television ad because it uses visuals and sometimes sound. Interstitial ads are controversial because they appear automatically without the user requesting the information these advertisements provide.

6. What is this article mainly about?

- A. The growth of the computer industry
- B. The main types of internet advertisements
- C. New uses of the internet
- D. The changing face of advertising

7. What reason is given for the growing popularity of internet advertising?

- A. The internet users need access to more information
- B. The cost of internet advertising is low
- C. There are more internet users of all types today
- D. There are few restrictions on this type of advertising

8. Which type of ad only features the name of a company's product?

- A. Interstitial ads
- B. Button ads
- C. Pop-up ads
- D. Banner ads

9. What will allow greater interaction in banner ads?

- A. Customers' need for information
- B. Discussions among users
- C. Computer users' growing skills
- D. Improvements in computer technology

Questions 10 - 11 are based on the following announcement

On Friday April 7, the Los Angeles Area Chamber of Commerce will host representatives of the Costa Rican Film Board at the Hotel Pacifica. Ramon Fernandez, chairman of the Costa Rican Film Board, will acquaint California film executives with the benefits of making feature films in Costa Rica, emphasizing the beauty of Costa Rican locales, low production costs, and the expertise of Costa Rican film technicians.

- 12:00 - 12:30 Appetizers and Reception
- 12:30 - 1:15 Luncheon
- 1:15 - 1:45 Remarks by Ramon Fernandez
- 1:45 - 2:00 Questions from the audience

10. Which of the following topics will the speaker at the luncheon probably NOT emphasize?

- A. The skill of Costa Rican film technicians
- B. The low cost of producing films in Costa Rica
- C. The scenery in Costa Rica
- D. The popularity of movies in Costa Rican

11. How long will people be in attendance at this event before they hear the presentation by Ramon Fernandez?

- A. An hour and forty-five minutes
- B. An hour and fifteen minutes
- C. A half hour
- D. Fifteen minutes

Questions 12 - 13 are based on the following article

GOLF Colures DEVELOPMENTS

By D.W. Jones and G. L Santini

Illustrated, 258 pp. Los Angeles:

Comex Publishing Company. \$9.95.

Golf Course Developments provides developers with everything they need to know about the elements of a regulation golf course as well as alternative layout types. It explains the various configurations that can be used and discusses the site factors which must be considered before a golf course is planned. Necessary golf course construction methods with their alternatives are detailed.

12. Who would be most interested in this publication?

- A. A landscape architect
- B. A mathematician
- C. A type settler
- D. An amateur golfer

13. What information would you expect to find in this book?

- A. Golf rules and regulations
- B. Design schemes
- C. The names of planning board members
- D. Tips on how to Improve your golf game

Questions 14 - 16 are based on the following notice

**COMMUNICATIONS EQUIPMENT EXHIBITION
CARACAS, VENEZUELA
JUNE 2~27**

Rapid economic development, high oil revenues, few trade barriers, and geographic proximity make Venezuela an extremely attractive market for US manufacturers of communications equipment. Sales of these products are projected to climb from \$191 million this year and peak at nearly \$600 million in five years, reflecting not only large increases in the amount and variety of equipment purchased, but also significant upgrading of current installations. Call 721-6389 for more information.

14. For whom is this notice intended?

- A. United States manufacturers
- B. Venezuelan distributors
- C. Manufacturers from all Latin American countries
- D. United States importers

15. Which of the following is NOT mentioned as a key factor in making Venezuela an attractive market?

- A. A lack of trade restrictions
- B. A nationwide communications system
- C. Accelerated economic growth
- D. Significant revenues from oil

16. When are sales expected to level off?

- A. This year
- B. Next year
- C. In two years
- D. In five years

HOMWORK

Things We Carry

1. Used to keep rain off us _
2. Used to take photos _
3. Used to carry school books _
4. Carried by business men _
5. Used by men to carry money _
6. Used by women to carry money
7. Used to blow your nose on
8. Printed daily and read by millions _
9. Used to get into a house or a car _
10. Made of plastic or paper and is given by shops _____