Al-Qasemi Academic college of Education

English for Academic Purposes

Intermediate

Final Test – April .21th. 2012

Dictionaries are **NOT** allowed

Time allotted: 100 minutes

Good Luck

Ahmad Amer (Haifa)

Read the following text then answer the questions that follow

**The Trouble with People**

*By Vance Packard*

"You can't assume ( يفرض ) people will tell you the truth about

their wants and dislikes even if they know them".

1. A brewery ( مصنع الجعة ) making two kinds of beer made a survey ( بحث )to find what kind of people drank each beer, as a guide to its merchandisers ( تجار ). It asked people known to favour (يفضل) its general brand (علامة تجارية) a simple question: "Do you drink the light or the regular?" To its astonishment ( اندهاش، ذهول ) it found people reporting that they drank light over the regular by better than three to one. The truth of the matter (حقيقة الامر) was that for years the company, to meet consumer demand (لتلبية طلب المستهلكين) , had been brewing nine times as much regular beer as light beer. **It** decided that in asking people that question it was in effect (في الواقع) asking: Do you drink the kind preferred by people of refinement and discriminating taste, or do you just drink the regular stuff?

2. The Colour research Institute (معهد) conducted (أجرى) an experiment after it began suspecting (يشك) the reliability (مصداقية) of people's comments (ملاحظات) . While waiting for a lecture, women had the choice of two waiting rooms. One was a modern Swedish room with gentle tones. It had been carefully designed for eye ease and to promote a relaxed feeling. The other was a traditional room filled with period furniture, oriental rugs, expensive-looking wallpaper.

3. It was found virtually (عمليا) all the women instinctively (بصورة غريزية) went into the modern Swedish room to do their waiting. Only when every chair was filled did the women start to overflow into the more ornate (مزخرف) room. After the lecture the ladies were asked, "Which of those two rooms do you like the better?" They looked thoughtfully at the two rooms, and then eighty four percent of them said the period room was the nicer room.

4. In another case the institute asked a group of people if they borrowed (اقترضوا) money from personal-loan companies. Every person said no. Some of them virtually shouted their answer. The truth was that all those selected for interviewing were people who were listed in the records (ملفات) of a local loan company as borrowers.

5. The Colour Research Institute had what it felt was a startling (مذهل) encounter with this type of behaviour when it tested package designs for a new detergent (منظف) . It was testing to see if a woman is influenced by more than she realizes, in her opinion of a product, by the package. **It** gave the housewives three different boxes filled with detergent and requested that they try then all out for a few weeks and then report which was the best for delicate (دقيق، حساس) clothing. The wives were given the impression that they had been given three different types of detergent. Actually only the boxes were different; the detergents inside were identical (مماثل) .

6. The design for one was predominantly (في الغالب) yellow. The yellow was used in the test because some merchandisers (التجار) were convinced that yellow was the best colour for store shelves because it has very strong visual impact (تأثير) . Another box was predominantly (في الغالب) blue without any yellow in it; and the third box was blue but splashes (بقع) of yellow.

7. In their reports the housewives stated that the detergent in the brilliant yellow was too strong' it even allegedly (حسب زعمهن) ruined their clothes in some cases. As for the detergent in the predominantly (في الغالب) blue box, the wives complained in many cases that **it** left their clothes dirty-looking. The third box, which contained what the institute felt was an ideal balance of colours in the package design overwhelmingly (بأغلبية ساحقة) received favourable responses. The women used such words as "fine" and "wonderful" in describing the effect the detergent in that box had on their clothes.

8. A department store that had become skeptical (مشكك) of the rationality (عقلانية) of its customers tried an experiment. One of its **slowest-moving items** was priced at fourteen cents. It changed the price to two for twenty-nine cents. Sales promptly (فورا) increased thirty percent when the item was offered at this " **bargain** " price.

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| **1.** | What was the purpose of the survey conducted by the brewery? | | |
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|  |  | | |
|  | (7 points) | |  |
| **2.** | How can you explain the rather misleading answers given by the customers? | | |
|  | (i) | Most people would like to be considered uncommon rather than average. | |
|  | (ii) | Most people were confused by the question. | |
|  | (iii) | Most people tend to lie. | |
|  | (iv) | Most people pay no attention to what they drink. | |
|  | (6 points) | |  |
| **3.** | What does the word "**it**" refer to? (Para. 1, line 6)? | | |
|  |  | | |
|  | (6 points) | |  |
| **4.** | How did the management know that the answers were misleading? | | |
|  |  | | |
|  | (8 points) | |  |
| **5.** | Complete the following sentence Most women that had come to attend the lecture waited in the | | |
|  |  | | |
|  |  | | |
|  | (5 points) | |  |
| **6.** | Which of the two waiting rooms was the more luxurious one? | | |
|  |  | | |
|  |  | | |
|  | (5 points) | |  |
| **7.** | Why did most women claim that one particular room was nicer than the other? (Inference question) | | |
|  |  | | |
|  |  | | |
|  | (5 points) | |  |
| **8.** | Write **TRUE** or **FALSE**. Justify your answer by quoting from the text.  *All the* people *(in the loan experiment) who were interviewed were in fact lying.*  **TRUE FALSE** | | |
|  |  | | |
|  | Justification: | | |
|  |  | | |
|  | (8 points) | |  |
| **9.** | What was the real purpose of the experiment described in paragraph 5?  The real purpose was to find out | | |
|  | (i) | which was the nicest package. | |
|  | (ii) | which was the most effective detergent. | |
|  | (iii) | what color was pleasing to the eyes. | |
|  | (iv) | to what extent we are influenced by appearances rather than content. | |
|  | (6 points) | |  |
| **10.** | What does the word "**it**" refer to? (Para. 5, line 4) | | |
|  |  | | |
|  | (6points) | |  |
| **11.** | Complete the following sentence.  The detergent which was used in the three different packages was | | |
|  |  | | |
|  |  | | |
|  | (6points) | |  |
| **12.** | What does the word "**it**" refer to? (Para. 7, line 3)? | | |
|  |  | | |
|  | (6points) | |  |
| **13.** | A **slow-moving item** is (paragraph 8, line 2) | | |
|  | (i) | a rather popular item. | |
|  | (ii) | a rather heavy item. | |
|  | (iii) | a defective item. | |
|  | (iv) | an item that does not sell well. | |
|  | (5 points) | |  |
| **14.** | Why is the word "**bargain**" in paragraph 8, line 4, in quotation marks?. | | |
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|  |  | | |
|  | (7points) | |  |
| **15.** | It would be fair to conclude, on the basis of this passage that most people | | |
|  | (i) | try to project an image which does not necessarily correspond to their true selves. | |
|  | (ii) | are generally quite truthful in their answers, even if the truth is not pleasant. | |
|  | (iii) | have no definite likes or dislikes and state their preference randomly. | |
|  | (iv) | fail to realize what is expected of them when they are interviewed. | |
|  | (6 points) | |  |
| **16.** | Explain in your own words what does the writer mean when he said the following:    "You can't assume people will tell you the truth about  their wants and dislikes even if they know them". | | |
|  |  | | |
|  |  | | |
|  | (8 points) | |  |