

## Multiple-choice, choose single answer –

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?

- The educational version of the kits comes with a programming language, but it can be replaced with others.
- The retail version of the kits cannot be used with any programming language.
- The educational version of the kits comes with extra sensors.
- The retail version of the kits are likely to appeal more to the hobbyists who just want to have fun.
- The educational version of the kits comes with several tutorials and can be used in a classroom setting.

## Multiple-choice, choose single answer –

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?

- Migraine
- Accidental head injury
- Tension
- Cluster

## Multiple-choice, choose single answer –

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?

- It benefited everyone in the world
- It was harmful for the majority of the world
- It had some positive and some negative consequences
- It led to the age of discovery
- It started the trend of communicable diseases in the world

## Multiple-choice, choose multiple answers –

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 low-rise 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?

- Structural problems in regions with seismic activity
- Problems for firefighters in emergency situations
- High population density in areas where they are usually built
- Design faults due to the need to look thin
- Ineffective heating, ventilation and air conditioning systems
- Impact on the municipal infrastructure costs
- Stairwells and elevator evacuations

## Multiple-choice, choose multiple answers –

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?

- Replacing the entire existing management with external professional especially hired for this process.
- Focus on organizing the company for more profit.
- Hiring of financial advisors to help with the process.
- Initiating the process to take the company public.
- Restructuring the corporate debt so that payments are made smaller and spread over a longer period.
- Responding to a crisis or a major shift in the business.
- Launching new products in response to the changing business needs.

## Multiple-choice, choose multiple answers –

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 multiple-choice 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?

- Cutting the loaf with a wide-bladed knife to achieve a thin porous bread.
- Applying generous coatings of butter to the bread slices.
- Removing the cucumber peel
- Putting in cucumber slices half an hour before serving to allow the slices to soak the juices
- Putting lemon juice on the bread slices
- Using cream cheese or green chutney depending upon the place
- Removing the crusts of the bread

## Re-order paragraphs –

*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.*

In this new place, Jonathan befriends the wisest gull, Chiang, who takes him beyond his previous learning, teaching him how to move instantaneously to anywhere else in the Universe.

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

## Re-order paragraphs –

*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.*

<p>Some psychologists advocate a positive psychology, and explicitly embrace an empirical self-help philosophy.</p> <p>This includes the intentional training of new patterns of thought and feeling.</p> <p>They aim to refine the self-improvement field by way of an intentional increase in scientifically sound research and well-engineered models.</p> <p>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."</p> <p>The division of focus and methodologies has produced several subfields, in particular: general positive psychology and personal</p>	
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## Re-order paragraphs –

*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.

## 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.

standardization

aspect

undermining

standard

strikingly

sustained

undergoing

consistently

## 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\_\_\_\_\_.

dictate

direction

production

discern

heighten

shorten

purposes

### 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.

intentionally

towards

limitation

internationally

downward

frequency

definition

## 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.

skilled

economical

eradicated

reinstated

specialised

traditional

construction

eventually

## Reading and Writing: Fill in the blanks –

*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 is \_\_\_\_\_ and 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 the \_\_\_\_\_ level 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 contrast 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 \_\_\_\_\_ by the classroom period. Although there is little variability between different copies of the same type of standardized test, there is variability between different types of standardized tests.

<b>Gap 1</b> <ul style="list-style-type: none"><li><input type="radio"/> adjudged</li><li><input type="radio"/> administered</li><li><input type="radio"/> applied</li><li><input type="radio"/> addressed</li></ul>	<b>Gap 2</b> <ul style="list-style-type: none"><li><input type="radio"/> been developed</li><li><input type="radio"/> have developed</li><li><input type="radio"/> developed</li><li><input type="radio"/> been developed</li></ul>	<b>Gap 3</b> <ul style="list-style-type: none"><li><input type="radio"/> proficiency</li><li><input type="radio"/> profanity</li><li><input type="radio"/> profitability</li><li><input type="radio"/> productivity</li></ul>
<b>Gap 4</b> <ul style="list-style-type: none"><li><input type="radio"/> concessions</li><li><input type="radio"/> consequences</li><li><input type="radio"/> contrast</li><li><input type="radio"/> condescension</li></ul>	<b>Gap 5</b> <ul style="list-style-type: none"><li><input type="radio"/> constrained</li><li><input type="radio"/> been constrained</li><li><input type="radio"/> have been constrained</li><li><input type="radio"/> constraining</li></ul>	

## Reading and Writing: Fill in the blanks –

*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 a \_\_\_\_\_ of 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 is \_\_\_\_\_ amongst 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 as \_\_\_\_\_ anxiety, 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 education 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.

<p><b>Gap 1</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> conclusion</li> <li><input type="radio"/> manifestation</li> <li><input type="radio"/> combination</li> <li><input type="radio"/> aberration</li> </ul>	<p><b>Gap 2</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> has created</li> <li><input type="radio"/> creates</li> <li><input type="radio"/> has been creating</li> <li><input type="radio"/> had created</li> </ul>	<p><b>Gap 3</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> prevalent</li> <li><input type="radio"/> persistent</li> <li><input type="radio"/> persisting</li> <li><input type="radio"/> pertaining</li> </ul>
<p><b>Gap 4</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> anticipation</li> <li><input type="radio"/> anticipating</li> <li><input type="radio"/> anticipatory</li> <li><input type="radio"/> anticipated</li> </ul>	<p><b>Gap 5</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> comprehending</li> <li><input type="radio"/> apprehending</li> <li><input type="radio"/> commending</li> <li><input type="radio"/> amplifying</li> </ul>	<ul style="list-style-type: none"> <li><input type="radio"/></li> </ul>

## Reading and Writing: Fill in the blanks –

*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's \_\_\_\_\_ largely 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 BFC for British Falsehood Company.

<b>Gap 1</b> <ul style="list-style-type: none"> <li><input type="radio"/> censor</li> <li><input type="radio"/> consensus</li> <li><input type="radio"/> cancerous</li> <li><input type="radio"/> contention</li> </ul>	<b>Gap 2</b> <ul style="list-style-type: none"> <li><input type="radio"/> application</li> <li><input type="radio"/> aspiration</li> <li><input type="radio"/> enterprise</li> <li><input type="radio"/> entitlement</li> </ul>	<b>Gap 3</b> <ul style="list-style-type: none"> <li><input type="radio"/> objections</li> <li><input type="radio"/> observations</li> <li><input type="radio"/> opulence</li> <li><input type="radio"/> objectives</li> </ul>
<b>Gap 4</b> <ul style="list-style-type: none"> <li><input type="radio"/> impressed</li> <li><input type="radio"/> has impressed</li> <li><input type="radio"/> has been impressing</li> <li><input type="radio"/> had impressed</li> </ul>	<b>Gap 5</b> <ul style="list-style-type: none"> <li><input type="radio"/> followers</li> <li><input type="radio"/> suppliers</li> <li><input type="radio"/> supporters</li> <li><input type="radio"/> victims</li> </ul>	<ul style="list-style-type: none"> <li><input type="radio"/></li> </ul>



## Reading and Writing: Fill in the blanks –

*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.

<p><b>Gap 1</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> creative</li> <li><input type="radio"/> creating</li> <li><input type="radio"/> creational</li> <li><input type="radio"/> created</li> </ul>	<p><b>Gap 2</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> objectively</li> <li><input type="radio"/> digitally</li> <li><input type="radio"/> collectively</li> <li><input type="radio"/> furiously</li> </ul>	<p><b>Gap 3</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> assess</li> <li><input type="radio"/> attest</li> <li><input type="radio"/> access</li> <li><input type="radio"/> address</li> </ul>
<p><b>Gap 4</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> had conveyed</li> <li><input type="radio"/> has conveyed</li> <li><input type="radio"/> have been conveying</li> <li><input type="radio"/> convey</li> </ul>	<p><b>Gap 5</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> questionable</li> <li><input type="radio"/> questioned</li> <li><input type="radio"/> question</li> <li><input type="radio"/> questionnaire</li> </ul>	

## Reading and Writing: Fill in the blanks –

*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.

<p><b>Gap 1</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> productive</li> <li><input type="radio"/> predictable</li> <li><input type="radio"/> promotional</li> <li><input type="radio"/> predefined</li> </ul>	<p><b>Gap 2</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> structure</li> <li><input type="radio"/> parameter</li> <li><input type="radio"/> feature</li> <li><input type="radio"/> growth</li> </ul>	<p><b>Gap 3</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> acknowledgement</li> <li><input type="radio"/> appreciation</li> <li><input type="radio"/> acquisition</li> <li><input type="radio"/> accusation</li> </ul>
<p><b>Gap 4</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> contractual</li> <li><input type="radio"/> contracted</li> <li><input type="radio"/> constructed</li> <li><input type="radio"/> conceptual</li> </ul>	<p><b>Gap 5</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> migrates</li> <li><input type="radio"/> transports</li> <li><input type="radio"/> transitions</li> <li><input type="radio"/> approaches</li> </ul>	

