

Recommended Time: 20-25 mins

Tips:

DO

- *Read the questions before you read the text.*
- *Skim through the passage.*
- *Pay attention to the introduction and conclusion.*
- *Identify key words.*
- *Answer every question.*
- *Check your answers.*

DO NOT

- *worry if there are words you don't understand.*
- *get nervous in the exam. Just relax and do your best!*

READING (10*2=20 POINTS)

PART A. Answer questions 1-5 according to Text 1.

TEXT 1

How Wikipedia Changed the World of Encyclopedias

¹ The Encyclopedia Britannica has always been a popular encyclopedia. It has articles by over 4,000 writers on over 32,000 pages; there are 32 volumes and it weighs 58 kilograms. But the world of encyclopedias changed in 1993, when Microsoft, the world's largest computer software company, launched its own encyclopedia, Encarta. Microsoft had enough money to pay a large team of professional writers and programmers. Customers paid a lot of money to buy it, on CDs or online. But after only eight years, the world changed again.

² Wikipedia was launched in January 2001 by Jimmy Wales and Larry Sanger. They didn't pay for teams of writers – they just waited for people to write for fun. They also didn't pay people to check what others were writing – again, everyone worked for free. And customers didn't buy their encyclopedia as books or CDs – it was all free on the Internet. Nobody thought Wikipedia could **compete** with the other encyclopedias. But it is now one of the largest and most popular encyclopedias.

³ There are also some problems. People sometimes write about subjects that they don't really understand and don't have all the correct information. Some writers have very strong feelings about a subject, so readers aren't sure if they're reading opinions or facts. Sometimes people invent facts or give false information which can make the people they write about angry. Fortunately, problems like these aren't common. There are only a few mistakes in most encyclopedias. There are now good systems to look for problems and to fix them quickly. So, when you find information in online encyclopedias, it is a good idea to check your facts somewhere else too.

Choose the best answer to each question. There is ONLY ONE correct answer for each question.

- 1. Why do people write for Wikipedia?**
 - A. Because they get lots of money for writing.
 - B. Because they don't like other encyclopedias.
 - C. Because they love writing and they want to help.
 - D. Because writing is easy for them.

- 2. Why was Wikipedia successful?**
 - A. Because Encarta had technical problems.
 - B. Because Wikipedia was free.
 - C. Because Wikipedia writers sometimes invented facts.
 - D. Because Wikipedia writers write about their opinions.

- 3. Why do some people get angry about Wikipedia articles?**
 - A. Because the writers have strong feelings.
 - B. Because the articles are not interesting.
 - C. Because the information may not be true.
 - D. Because all the information is correct.

- 4. Why does the writer say it's good to check your facts somewhere else?**
 - A. Because all encyclopedias on the Internet sometimes have mistakes.
 - B. Because people do not usually fix problems.
 - C. Because books are more reliable than online encyclopedias.
 - D. Because Wikipedia is free.

- 5. "compete" in paragraph 2 is closest in meaning to:**
 - A. to produce or design something that has not existed before
 - B. to recognize somebody/something and be able to say who or what they are
 - C. to start an activity, especially an organized one
 - D. to take part in a contest or game

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PART B. Answer questions 6-10 according to Text 2.

TEXT 2

A Rebranding Success Story

- 1** Rebranding a business that has been in the market for a long time is very difficult, but there are some notable examples of companies that have benefited from doing so. One of the most successful efforts in the contemporary business era was launched by Apple Computers. To understand how this happened, we need to go back to the early 1990s. At that time, technology products were mostly targeted to men, not to women or children. Furthermore, appealing advertising and price were considered more important when marketing products to the average buyer than product innovation. Apple Computers was not meeting its sales goals or generating enough consumer interest in its products. Their computer, the Macintosh, was **innovative** but expensive. There was also a lot of competition to deal with, which made it harder for the company to present itself as unique. In fact, Apple was in danger of going bankrupt.
- 2** Things changed when Steve Jobs returned to the company to serve as its chief executive officer (CEO). Jobs was a co-founder of the company in the 1970s, but he had left in 1985. He was asked to come back and run Apple in 1997. Jobs had a vision based on the idea of thinking differently, which led to the new Apple slogan “Think Different.” Working with Apple technicians, he wanted to create computers that would appeal to a much wider segment of the marketplace. The first product to emerge from this new phase of the company was a new version of the Macintosh called the iMac. The iMac did not look like any personal computers (PCs) that had come before it: it had an egg-shaped design and a playful image. iMacs were also candy colored, which was not something that had previously been associated with computers. Apple worked hard to make a new kind of PC that was easy for consumers to set up and easy to use. Sales took off: people were willing to pay more for these iMacs, and Apple became a dominant force in the market. Apple was no longer just another computer company.
- 3** But it was not only the new product design that changed the perception of Apple. The “Think Different” advertising campaign featured a memorable television commercial with images of such famous, innovative people throughout history as Gandhi, Martin Luther King, Jr., and Pablo Picasso. Print advertisements and posters also featured the “Think Different” slogan with images of famous innovators. Many people found the ads inspiring, which was the goal of the rebranding campaign.
- 4** As one expert at entrepreneurs.com remarked, the Apple team devoted its energies to creating a superior and desirable product. In addition to this, they were successful in convincing consumers that they were a great business. They soon successfully expanded the brand to include devices in many different product categories, most notably smartphones and tablets. It was no longer “Apple Computers,” but simply “Apple Inc.” By 2012, Apple had become the world’s most valuable brand.

Choose the best answer to each question. There is ONLY ONE correct answer for each question.

6 How did Apple expand their target market?

- A It designed a new logo.
- B It lowered its prices.
- C It refocused on design and ease of use.
- D It aimed to reach men only

7 What can you infer about the “Think Different” campaign as part of Apple’s successful rebranding effort?

- A It was not as important as the innovations of the iMac.
- B It was one important factor.
- C It was the most important factor.
- D It wasn’t important at all.

8 What does the author imply about other PCs when describing the iMac?

- A They were similar in appearance, but not as colorful.
- B They were boring and more common by comparison.
- C They were more serious and appropriate for certain customers.
- D They were easier to use and cheaper.

9 Why does the author wait until the end of the article to mention Apple’s smartphones and tablets?

- A These products came out after the rebranding had already happened.
- B He assumes his readers are already familiar with these products.
- C He wants to focus on Apple computers in this article.
- D He refuses to advertise Apple’s smartphones and tablets in this article.

10 Which option is the opposite of “innovative” in paragraph 1?

- A something introducing or using new ideas, ways of doing something, et
- B something not unusual or different in any way, ordinary
- C something that worth remembering or easy to remember
- D something that must exist or happen and cannot be avoided

THE END OF THE TEST

Answer Key: 1 – C 2-B 3- C 4-A 5-D 6-C 7-B 8-B 9-A 10-B