

## Academic Reading Practice Test 14

## READING

## READING PASSAGE 1

You should spend about 20 minutes on Questions 1–13, which are based on Reading Passage 1 on the following pages.

## Questions 1–6

Reading Passage 1 has six sections, A–F.

Choose the correct headings for sections A–F from the list of headings below.

Write the correct number, 1–x, in boxes 1–6 on your answer sheet.

## List of Headings

- |      |  |
|------|--|
| i    | No give-aways for addictive products             |
| ii   | Sales of razor blades increase astronomically    |
| iii  | Monopoly of consumables is vital for success     |
| iv   | Video gaming a risky business                    |
| v    | A novel method of dual marketing ruled out       |
| vi   | Freebie marketing restricted to legal goods      |
| vii  | Buyer ingenuity may lead to bankruptcy           |
| viii | A marketing innovation                           |
| ix   | A product innovation                             |
| x    | More money to be made from high quality products |

1 Section A

2 Section B

3 Section C

4 Section D

5 Section E

6 Section F

## “Freebie” marketing

**A** In the late 1890s, while traveling as an itinerant salesperson for the Crown, Cork and Seal Company, King C. Gillette observed how his corked bottle caps were discarded immediately after opening. Nevertheless, his company turned a healthy profit and there was immense business value, Gillette soon came to realise, in a product that was used only a few times. Gillette had his own personal breakthrough while struggling with a straight-bladed razor—a slow, fiddly and potentially dangerous instrument that required sharpening on a regular basis. A simple, disposable blade that could be thrown away when it dulled would meet a real need and generate

# Ielts Academic Reading Practice Test Papers

**Peipei Pang**



## **Ielts Academic Reading Practice Test Papers:**

## Embracing the Track of Appearance: An Psychological Symphony within **Ielts Academic Reading Practice Test Papers**

In a global eaten by monitors and the ceaseless chatter of fast transmission, the melodic beauty and emotional symphony developed by the written term often fade in to the back ground, eclipsed by the persistent sound and interruptions that permeate our lives. But, located within the pages of **Ielts Academic Reading Practice Test Papers** a stunning fictional prize overflowing with fresh feelings, lies an immersive symphony waiting to be embraced. Crafted by an outstanding composer of language, this fascinating masterpiece conducts viewers on an emotional trip, skillfully unraveling the hidden songs and profound impact resonating within each cautiously crafted phrase. Within the depths of the touching examination, we will discover the book is central harmonies, analyze its enthralling publishing style, and surrender ourselves to the profound resonance that echoes in the depths of readers souls.

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