

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

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Michal Rosen-Zvi



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