

IELTS Practice Tests Plus Volume 2

Reading Practice Test 5

HOW TO USE

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Reading Passage 1

You should spend about 20 minutes on Questions 1-13, which are based on Reading Passage 1 below.



Sustainable architecture - lessons from the ant

Termite mounds were the inspiration for an innovative design in sustainable living

Africa owes its termite mounds a lot. Trees and shrubs take root in them. Prospectors mine them, looking for specks of gold carried up by termites from hundreds of metres below. And of course, they are a special treat to aardvarks and other insectivores.

Now, Africa is paying an offbeat tribute to these towers of mud. The extraordinary Eastgate Building in Harare, Zimbabwe's capital city, is said to be the only one in the world to use the same cooling and heating principles as the termite mound.

Termites in Zimbabwe build gigantic mounds inside which they farm a fungus that is their primary food source. This must be kept at exactly 30.5°C, while the temperatures on the African veld outside can range from 1.5°C at night only just above freezing to a baking hot 40°C during the day. The termites achieve this remarkable feat by building a system of vents in the mound. Those at the base lead down into chambers cooled by wet mud carried up from water tables far below, and others lead up through a flue to the peak of the mound. By constantly opening and closing these heating and cooling vents over the course of the day the termites succeed in keeping the temperature constant in spite of the wide fluctuations outside.

Architect Mick Pearce used precisely the same strategy when designing the Eastgate Building, which has no air conditioning and virtually no heating. The building the country's largest commercial and shopping complex uses less than 10% of the energy of a conventional building ns size. These efficiencies translated directly to the bottom line: the Eastgate's owners saved \$3.5 million on a \$36 million building because an air-conditioning plant didn't have to be imported. These savings were also passed on to tenants: rents are 20% lower than in a new building next door.

The complex is actually two buildings linked by bridges across a shady, glass-roofed atrium open to the breezes. Fans suck fresh air in from the atrium, blow it upstairs through hollow spaces under the floors and from there into each office through baseboard vents. As it rises and warms, it is drawn out via ceiling vents and finally exits through forty-eight brick chimneys.

To keep the harsh, highveld sun from heating the interior, no more than 25% of the outside is glass, and all the windows are screened by cement arches that jut out more than a metre.

During summer's cool nights, big fans flush air through the building seven times an hour to chill the hollow floors. By day, smaller fans blow two changes of air an hour through the building, to circulate the air which has been in contact with the cool floors. For winter days, there are small heaters in the vents.

This is all possible only because Harare is 1600 feet above sea level, has cloudless skies, little humidity and rapid temperature swings days as warm as 31°C commonly drop to 14°C at night. 'You couldn't do this in New York, with its fantastically hot summers and fantastically cold winters,' Pearce said. But then his eyes lit up at the challenge. 'Perhaps you could store the summer's heat in water somehow.'

The engineering firm of Ove Arup & Partners, which worked with him on the design, monitors daily temperatures outside, under the floors and at knee, desk and ceiling level. Ove Arup's graphs show that the temperature of the building has generally stayed between 23°C and 25°C, with the exception of the annual hot spell just before the summer rains in October, and three days in November, when a janitor accidentally switched off the fans at night. The atrium, which funnels the winds through, can be much cooler. And the air is fresh far more so than in air-conditioned buildings, where up to 30% of the air is recycled.

Pearce, disdaining smooth glass skins as 'igloos in the Sahara', calls his building, with its exposed girders and pipes, 'spiky'. The design of the entrances is based on the porcupine-quill headdresses of the local Shona tribe. Elevators are designed to look like the mineshaft cages used in Zimbabwe's diamond mines. The shape of the fan covers, and the stone used in their construction, are echoes of Great Zimbabwe, the ruins that give the country its name.

Standing on a roof catwalk, peering down inside at people as small as termites below. Pearce said he hoped plants would grow wild in the atrium and pigeons and bats would move into it, like that termite fungus, further extending the whole 'organic machine' metaphor. The architecture, he says, is a regionalised style that responds to the biosphere, to the ancient traditional stone architecture of Zimbabwe's past, and to local human resources.

Questions 1-5

Choose the correct answer, A, B, C or D.

Write your answers in boxes 1-5 on your answer sheet.

- 1 Why do termite mounds have a system of vents?
 - A to allow the termites to escape from predators
 - B to enable the termites to produce food
 - C to allow the termites to work efficiently
 - D to enable the termites to survive at night

- 2 Why was Eastgate cheaper to build than a conventional building?
 - A Very few materials were imported.
 - B Its energy consumption was so low.
 - C Its tenants contributed to the costs.
 - D No air conditioners were needed.

- 3 Why would a building like Eastgate not work efficiently in New York?
 - A Temperature change occurs seasonally rather than daily.
 - B Pollution affects the storage of heat in the atmosphere.
 - C Summer and winter temperatures are too extreme.
 - D Levels of humidity affect cloud coverage.

- 4 What does Ove Arup's data suggest about Eastgate's temperature control system?
 - A It allows a relatively wide range of temperatures.
 - B The only problems are due to human error.
 - C It functions well for most of the year.
 - D The temperature in the atrium may fall too low

- 5 Pearce believes that his building would be improved by

- A becoming more of a habitat for wildlife.
- B even closer links with the history of Zimbabwe.
- C giving people more space to interact with nature.
- D better protection from harmful organisms.

Questions 6-10

Complete the sentences below with words taken from Reading Passage 1.

Use **NO MORE THAN THREE WORDS** for each answer.

Write your answers in boxes **6-10** on your answer sheet.

Warm air leaves the offices through 6

The warm air leaves the building through 7

Heat from the sun is prevented from reaching the windows by 8

When the outside temperature drops 9 bring air in from outside.

On cold days 10 raise the temperature in the offices.

Questions 11-13

Answer the question below, using **NO MORE THAN THREE WORDS** from the passage for each answer.

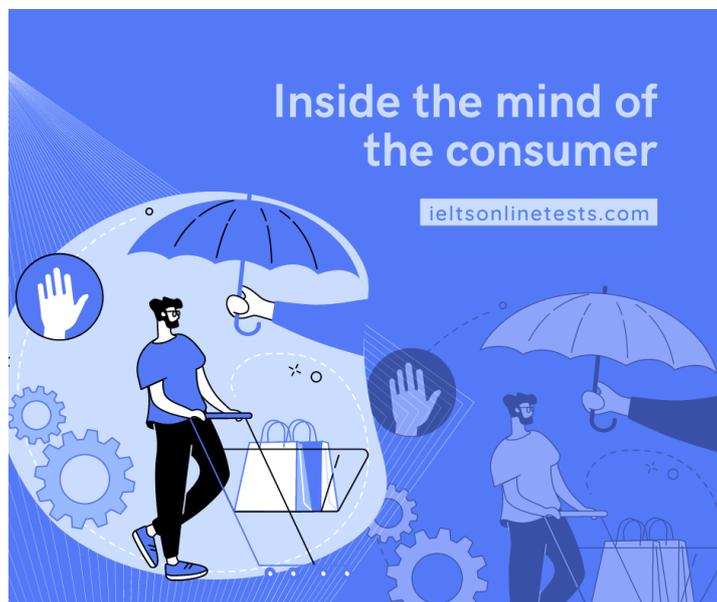
Write your answers in boxes **11-13** on your answer sheet.

Which three parts of the Eastgate Building reflect important features of Zimbabwe's history and culture?

- A entrances
- B quill
- C cages
- D elevators
- E fan covers
- F stone

Reading Passage 2

You should spend about 20 minutes on Questions 14-26, which are based on Reading Passage 2 below.



Inside the mind of the consumer

Could brain-scanning technology provide an accurate way to assess the appeal of new products and the effectiveness of advertising?

A. MARKETING people are no longer prepared to take your word for it that you favour one product over another. They want to scan your brain to see which one you really prefer. Using the tools of neuroscientists, such as electroencephalogram (EEG) mapping and functional magnetic-resonance imaging (fMRI), they are trying to learn more about the mental processes behind purchasing decisions. The resulting fusion of neuroscience and marketing is inevitably, being called 'neuromarketing'.

B. The first person to apply brain-imaging technology in this way was Gerry Zaltman of Harvard University, in the late 1990s. The idea remained in obscurity until 2001, when BrightHouse, a marketing consultancy based in Atlanta, Georgia, set up a dedicated neuromarketing arm, BrightHouse Neurostrategies Group. (BrightHouse lists Coca-Cola, Delta Airlines and Home Depot among its clients.) But the company's name may itself simply be an example of clever marketing. BrightHouse does not scan people while showing them specific products or campaign ideas, but bases its work on the results of more general fMRI-based research into consumer preferences and decision-making carried out at Emory University in Atlanta.

C. Can brain scanning really be applied to marketing? The basic principle is not that different from focus groups and other traditional forms of market research. A volunteer

lies in an fMRI machine and is shown images or video clips. In place of an interview or questionnaire, the subject's response is evaluated by monitoring brain activity. fMRI provides real-time images of brain activity, in which different areas “light up” depending on the level of blood flow. This provides clues to the subject's subconscious thought patterns. Neuroscientists know, for example, that the sense of self is associated with an area of the brain known as the medial prefrontal cortex. A flow of blood to that area while the subject is looking at a particular logo suggests that he or she identifies with that brand.

D. At first, it seemed that only companies in Europe were prepared to admit that they used neuromarketing. Two carmakers, DaimlerChrysler in Germany and Ford's European arm, ran pilot studies in 2003. But more recently, American companies have become more open about their use of neuromarketing. Lieberman Research Worldwide, a marketing firm based in Los Angeles, is collaborating with the California Institute of Technology (Caltech) to enable movie studios to market-test film trailers. More controversially, the *New York Times* recently reported that a political consultancy, FKF Research, has been studying the effectiveness of campaign commercials using neuromarketing techniques.

E. Whether all this is any more than a modern-day version of phrenology, the Victorian obsession with linking lumps and bumps in the skull to personality traits, is unclear. There have been no large-scale studies, so scans of a handful of subjects may not be a reliable guide to consumer behaviour in general. Of course, focus groups and surveys are flawed too: strong personalities can steer the outcomes of focus groups, and people do not always tell opinion pollsters the truth. And even honest people cannot always explain their preferences.

F. That is perhaps where neuromarketing has the most potential. When asked about cola drinks, most people claim to have a favourite brand, but cannot say why they prefer that brand's taste. An unpublished study of attitudes towards two well-known cola drinks. Brand A and Brand B. carried out last year in a college of medicine in the US found that most subjects preferred Brand B in a blind tasting fMRI scanning showed that drinking Brand B lit up a region called the ventral putamen, which is one of the brain's 'reward centres', far more brightly than Brand A. But when told which drink was which, most subjects said they preferred Brand A, which suggests that its stronger brand outweighs the more pleasant taste of the other drink.

G. “People form many unconscious attitudes that are obviously beyond traditional methods that utilise introspection,” says Steven Quartz, a neuroscientist at Caltech who is collaborating with Lieberman Research. With over \$100 billion spent each year on marketing in America alone, any firm that can more accurately analyse how customers respond to products, brands and advertising could make a fortune.

H. Consumer advocates are wary. Gary Ruskin of Commercial Alert, a lobby group, thinks

existing marketing techniques are powerful enough. “Already, marketing is deeply implicated in many serious pathologies,” he says. “That is especially true of children, who are suffering from an epidemic of marketing-related diseases, including obesity and type-2 diabetes. Neuromarketing is a tool to amplify these trends.”

I. Dr Quartz counters that neuromarketing techniques could equally be used for benign purposes. “There are ways to utilise these technologies to create more responsible advertising,” he says. Brain-scanning could, for example, be used to determine when people are capable of making free choices, to ensure that advertising falls within those bounds.

J. Another worry is that brain-scanning is an invasion of privacy and that information on the preferences of specific individuals will be misused. But neuromarketing studies rely on small numbers of volunteer subjects, so that seems implausible. Critics also object to the use of medical equipment for frivolous rather than medical purposes. But as Tim Ambler, a neuromarketing researcher at the London Business School, says: ‘A tool is a tool, and if the owner of the tool gets a decent rent for hiring it out, then that subsidises the cost of the equipment, and everybody wins.’ Perhaps more brain-scanning will some day explain why some people like the idea of neuromarketing, but others do not.

Questions 14-19

Reading Passage 2 has ten paragraphs A-J

Choose the correct heading for Paragraphs B-G from the list of headings below.

Write the correct number (i-x) in boxes 14-19 on your answer sheet.

14 Paragraph B

15 Paragraph C

16 Paragraph D

17 Paragraph E

18 Paragraph F

19 Paragraph G

	List of Headings
i	A description of the procedure
ii	An international research project
iii	An experiment to investigate consumer responses
iv	Marketing an alternative name
v	A misleading name
vi	A potentially profitable line of research
vii	Medical dangers of the technique
viii	Drawbacks to marketing tools
ix	Broadening applications
x	What is neuromarketing?

Questions 20-22

Look at the following people (Questions 20-22) and the list of opinions below.

Match each person with the opinion credited to him.

Write the correct letter A-F in boxes 20-22 on your answer sheet.

20  Steven Quartz

21  Gary Ruskin

22  Tim Ambler

	List of opinions
A	Neuromarketing could be used to contribute towards the cost of medical technology.
B	Neuromarketing could use introspection as a tool in marketing research.
C	Neuromarketing could be a means of treating medical problems.
D	Neuromarketing could make an existing problem worse.
E	Neuromarketing could lead to the misuse of medical equipment.
F	Neuromarketing could be used to prevent the exploitation of consumers.

Questions 23-26

Complete the summary below using words from the passage.

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Choose **ONE WORD ONLY** from the passage for each answer.

Write your answers in boxes 23-26 on your answer sheet.

Neuromarketing can provide valuable information on attitudes to particular
23 _____. It may be more reliable than surveys, where people can be
24 _____ or focus groups, where they may be influenced by others. It also
allows researchers to identify the subject's 25 _____ thought patterns.
However, some people are concerned that it could lead to problems such as an
increase in disease among 26 _____.

Reading Passage 3

You should spend about 20 minutes on Questions 27-40, which are based on Reading Passage 3 below.



The accidental rainforest

According to ecological theory, rainforests are supposed to develop slowly over millions of years. But now ecologists are being forced to reconsider their ideas

When Peter Osbeck, a Swedish priest, stopped off at the mid-Atlantic island of Ascension in 1752 on his way home from China, he wrote of 'a heap of ruinous rocks' with a bare, white mountain in the middle. All it boasted was a couple of dozen species of plant, most of them ferns and some of them unique to the island.

And so it might have remained. But in 1843 British plant collector Joseph Hooker made a brief call on his return from Antarctica. Surveying the bare earth, he concluded that the island had suffered some natural calamity that had denuded it of vegetation and triggered a decline in rainfall that was turning the place into a desert. The British Navy, which by then maintained a garrison on the island, was keen to improve the place and asked Hooker's advice. He suggested an ambitious scheme for planting trees and shrubs that would revive rainfall and stimulate a wider ecological recovery. And, perhaps lacking anything else to do, the sailors set to with a will.

In 1845, a naval transport ship from Argentina delivered a batch of seedlings. In the following years, more than 200 species of plant arrived from South Africa, from England came 700 packets of seeds, including those of two species that especially liked the place: bamboo and prickly pear. With sailors planting several thousand trees a year, the bare

white mountain was soon cloaked in green and renamed Green Mountain, and by the early twentieth century the mountain's slopes were covered with a variety of trees and shrubs from all over the world.

Modern ecologists throw up their hands in horror at what they see as Hooker's environmental anarchy. The exotic species wrecked the indigenous ecosystem, squeezing out the island's endemic plants. In fact, Hooker knew well enough what might happen. However, he saw greater benefit in improving rainfall and encouraging more prolific vegetation on the island.

But there is a much deeper issue here than the relative benefits of sparse endemic species versus luxuriant imported ones. And as botanist David Wilkinson of Liverpool John Moores University in the UK pointed out after a recent visit to the island, it goes to the heart of some of the most dearly held tenets of ecology. Conservationists' understandable concern for the fate of Ascension's handful of unique species has, he says, blinded them to something quite astonishing: the fact that the introduced species have been a roaring success.

Today's Green Mountain, says Wilkinson, is 'a fully functioning man-made tropical cloud forest' that has grown from scratch from a ragbag of species collected more or less at random from all over the planet. But how could it have happened? Conventional ecological theory says that complex ecosystems such as cloud forests can emerge only through evolutionary processes in which each organism develops in concert with others to fill particular niches. Plants co-evolve with their pollinators and seed dispersers, while microbes in the soil evolve to deal with the leaf litter.

But that's not what happened on Green Mountain. And the experience suggests that perhaps natural rainforests are constructed far more by chance than by evolution. Species, say some ecologists, don't so much evolve to create ecosystems as make the best of what they have. 'The Green Mountain system is a man-made system that has produced a tropical rainforest without any co-evolution between its constituent species,' says Wilkinson.

Not everyone agrees. Alan Gray, an ecologist at the University of Edinburgh in the UK, argues that the surviving endemic species on Green Mountain, though small in number, may still form the framework of the new ecosystem. The new arrivals may just be an adornment, with little structural importance for the ecosystem.

But to Wilkinson this sounds like clutching at straws. And the idea of the instant formation of rainforests sounds increasingly plausible as research reveals that supposedly pristine tropical rainforests from the Amazon to south-east Asia may in places be little more than the overgrown gardens of past rainforest civilisations.

The most surprising thing of all is that no ecologists have thought to conduct proper

research into this human-made rainforest ecosystem. A survey of the island's flora conducted six years ago by the University of Edinburgh was concerned only with endemic species. They characterised everything else as a threat. And the Ascension authorities are currently turning Green Mountain into a national park where introduced species, at least the invasive ones, are earmarked for culling rather than conservation.

Conservationists have understandable concerns, Wilkinson says. At least four endemic species have gone extinct on Ascension since the exotics started arriving. But in their urgency to protect endemics, ecologists are missing out on the study of a great enigma.

'As you walk through the forest, you see lots of leaves that have had chunks taken out of them by various insects. There are caterpillars and beetles around.' says Wilkinson. 'But where did they come from? Are they endemic or alien? If alien, did they come with the plant on which they feed or discover it on arrival?' Such questions go to the heart of how rainforests happen.

The Green Mountain forest holds many secrets. And the irony is that the most artificial rainforest in the world could tell us more about rainforest ecology than any number of natural forests.

Questions 27-32

Do the following statements agree with the information given in Reading Passage 3?

In boxes 27-32 on your answer sheet write

TRUE	if the statement agrees with the information
FALSE	if the statement contradicts the information
NOT GIVEN	If there is no information on this

27 When Peter Osbeck visited Ascension, he found no inhabitants on the island.

28 The natural vegetation on the island contained some species which were found nowhere else.

29 Joseph Hooker assumed that human activity had caused the decline in the island's plant life.

30 British sailors on the island took part in a major tree planting project.

31 Hooker sent details of his planting scheme to a number of different countries.

32 The bamboo and prickly pear seeds sent from England were unsuitable for Ascension.

Questions 33-37

Complete each sentence with the correct ending A-G from the box below.

Write the correct letter A-G in boxes 33-37 on your answer sheet.

33 The reason for modern conservationists' concern over Hooker's tree planting programme is that

34 David Wilkinson says the creation of the rainforest in Ascension is important because it shows that

35 Wilkinson says the existence of Ascension's rainforest challenges the theory that

36 Alan Gray questions Wilkinson's theory, claiming that

37 Additional support for Wilkinson's theory comes from findings that

- | | |
|---|--|
| A | other rainforests may have originally been planted by man. |
| B | many of the island's original species were threatened with destruction. |
| C | the species in the original rainforest were more successful than the newer arrivals. |
| D | rainforests can only develop through a process of slow and complex evolution. |
| E | steps should be taken to prevent the destruction of the original ecosystem. |
| F | randomly introduced species can coexist together. |
| G | the introduced species may have less ecological significance than the original ones. |

Questions 38-40

Choose the correct letter, A, B, C or D

Write your answers in boxes 38-40 on your answer sheet.

38 Wilkinson suggests that conservationists' concern about the island is misguided because

- A it is based on economic rather than environmental principles.
- B it is not focusing on the most important question.
- C it is encouraging the destruction of endemic species.
- D it is not supported by the local authorities.

39 According to Wilkinson, studies of insects on the island could demonstrate

- A the possibility of new ecological relationships.
- B a future threat to the ecosystem of the island.
- C the existence of previously unknown species.
- D a chance for the survival of rainforest ecology.

40 Overall, what feature of the Ascension rainforest does the writer stress?

- A the conflict of natural and artificial systems
- B the unusual nature of its ecological structure
- C the harm done by interfering with nature
- D the speed and success of its development



Solution:

- 1 B
- 2 D
- 3 A
- 4 C
- 5 A
- 6 ceiling vents
- 7 (the) (brick) chimneys
- 8 cement arches
- 9 (the) big fans
- 10 (the) (small) heaters
- $\frac{11}{13}$ A,D,E
- 27 NOT GIVEN
- 28 TRUE
- 29 FALSE
- 30 TRUE
- 31 NOT GIVEN
- 32 FALSE
- 33 B
- 34 F

35 D

36 G

37 A

38 B

39 A

40 D

14 v

15 i

16 ix

17 viii

18 iii

19 vi

20 F

21 D

22 A

23 brands

24 untruthful

25 unconscious

26 children

Review and Explanations

1 Answer: **B**

Keywords in Questions	Similar words in Passage
<p>Q1. Why do termite mounds have a system of vents? to allow the termites to escape from predators to enable the termites to produce food to allow the termites to work efficiently to enable the termites to survive at night</p>	<p>Termites in Zimbabwe build gigantic mounds inside which they farm a fungus that is their primary food source. [...]. The termites achieve this remarkable feat by building a system of vents in the mound</p>
<p>+ The main clue of Q1 is termite mounds have a system of vents which we can find from above 2 sentences.</p> <p>+ Looking at 2 sentences, we can infer that "this remarkable feat" in the 2nd sentence is "build gigantic mounds" in the 1st sentence. So we can combine these sentences as following: By building a system of vents in the mound, termites build gigantic mounds inside which they farm a fungus that is their primary food source.</p> <p>+ From above understanding, we know that a system of vents can help termite farm their food. Therefore we can conclude that answer B. to enable the termites to produce food is correct answer of this question.</p>	

2 Answer: **D**

Keywords in Questions	Similar words in Passage
<p>Q2. Why was Eastgate cheaper to build than a conventional building? A. Very few materials were imported. B. Its energy consumption was so low. C. Its tenants contributed to the costs. D. No air conditioners were needed.</p>	<p>These efficiencies translated directly to the bottom line: the Eastgate's owners saved \$3.5 million on a \$36 million building because an air-conditioning plant didn't have to be imported.</p>
<p>+ The main topic of this question is about the reason why building Eastgate is cheaper than a conventional building.</p> <p>+ In the text, we can easily found this information as it is mentioned that "the Eastgate's owners saved \$3.5 million on a \$36 million building because an air-conditioning plant didn't have to be imported"</p> <p>+ So the answer for Q2 should be D. No air conditioners were needed.</p>	

3 Answer: **A**

Keywords in Questions	Similar words in Passage
<p>Q3. Why would a building like Eastgate not work efficiently in New York?</p> <p>A. Temperature change occurs seasonally rather than daily.</p> <p>B. Pollution affects the storage of heat in the atmosphere.</p> <p>C. Summer and winter temperatures are too extreme.</p> <p>D. Levels of humidity affect cloud coverage.</p>	<p>rapid temperature swings days as warm as 31°C commonly drop to 14°C at night. 'You couldn't do this in New York, with its fantastically hot summers and fantastically cold winters</p>
<p>+ We can find the answer for Q3 from above sentence.</p> <p>+ The passage mentions that the reason why couldn't do this in New York is because of "fantastically hot summers and fantastically cold winters", while in Harare the temperature change between day and night.</p> <p>+ So the correct answer of Q3 should be A. Temperature change occurs seasonally rather than daily</p>	

4 Answer: **C**

Keywords in Questions	Similar words in Passage
<p>Q4. What does Ove Arup's data suggest about Eastgate's temperature control system?</p> <p>A. It allows a relatively wide range of temperatures.</p> <p>B. The only problems are due to human error.</p> <p>C. It functions well for most of the year.</p> <p>D. The temperature in the atrium may fall too low.</p>	<p>Ove Arup's graphs show that the temperature of the building has generally stayed between 23°C and 25°C. with the exception of the annual hot spell just before the summer rains in October</p>

+ This Q4 requires us to find out what **Ove Arup's data** show about this system and the phrase "**Ove Arup's graphs**" from above sentence is an indicator to us.

+ As the text, temperature "generally stayed between 23°C and 25°C", except for "the annual hot spell" in October, so we can infer that the building can keep the temperature well in range almost the whole year

+ Therefore we can deduce that the right answer should be **C. It functions well for most of the year.**

5 Answer: **A**

Keywords in Questions	Similar words in Passage
<p>Q5. Pearce believes that his building would be improved by</p> <p>A. becoming more of a habitat for wildlife.</p> <p>B. even closer links with the history of Zimbabwe.</p> <p>C. giving people more space to interact with nature.</p> <p>D. better protection from harmful organisms.</p>	<p>Pearce said he hoped plants would grow wild in the atrium and pigeons and bats would move into it</p>
<p>+ For this question, we have to look for way that Pearce think he can use to improve his building</p> <p>+ According to the text, Pearce hoped the plants would grow and pigeons and bats would move into the building. "Plants", "pigeons" and "bats" are related to habitat for wildlife so we can conclude that answer of Q5 should be A. becoming more of a habitat for wildlife</p>	

6 Answer: **ceiling vents**

Keywords in Questions	Similar words in Passage
<p>Q6. Warm air leaves the offices through _____</p>	<p>As it rises and warms, it is drawn out via ceiling vents and finally exits through forty-eight brick chimneys.</p>

+ The main keywords of this question is 'Warm air leaves the offices'

+ In the sentences "As it rises and warms ... through forty- eight brick chimneys.", "it" is mentioning about the "warm air" and the phrase "drawn out" paraphrase "leaves the offices" so we can figure out that warm air is drawn out via ceiling vents

+ So, the answer is ceiling vents

7 Answer: (the) (brick) chimneys

Keywords in Questions	Similar words in Passage
Q7. The warm air leaves the building through _____	As it rises and warms, it is drawn out via ceiling vents and finally exits through forty-eight brick chimneys.

+ It is said that after drawing out via the ceiling vents, the air "finally exits through" the brick chimneys.

+ The phrase "exits" in the text has same meaning as 'leaves the building' in the question so we can conclude that the missing words of this question are (the) brick chimneys

8 Answer: cement arches

Keywords in Questions	Similar words in Passage
Q8. Heat from the sun is prevented from reaching the windows by _____	To keep the harsh, high yield sun from heating the interior, no more than 25% of the outside is glass, and all the windows are screened by cement arches that just out more than a metre.

+ The clause "To keep the harsh, high yield sun from heating the interior" has same meaning as "Heat from the sun is prevented from reaching the windows" in the question

+ As above sentence, the method used for preventing the heat are "no more than 25% of the outside is glass" and "all windows are screened by cement arches".

+ So, we can easily figure out that cement arches is the missing information of Q8.

9 Answer: (the) big fans

Keywords in Questions	Similar words in Passage
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Q9. When the outside temperature drops bring air in from outside	During summer's cool nights, big fans flush air through the building seven times an hour to chill the hollow floors.
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+ **Q9** requires us to point out thing that brings air in from outside.

+ Thanks to phrase “summer’s cool nights”, which is another expression of temperature dropping, we can know that the sentence “During summer’s cool nights, big fans flush air through the building seven times an hour to chill the hollow floors” includes the answer for this question

+ From above connection, we can identify that big fans is the correct answer of **Q9**

10 Answer: (the) (small) heaters

Keywords in Questions	Similar words in Passage
Q10. On cold days raise the temperature in the offices	For winter days, there are small heaters in the vents.

+ The phrase “winter days” in the passage which has same meaning as ‘cold days ’ in the question is an indicator for us.

+ From the reading, “there are small heaters” for winter days so we can reason out that these small heaters are to help raise the temperature

+ So, the missing words are (the) (small) heaters

11-13 Answer: A,D,E

Keywords in Questions	Similar words in Passage
Q11-Q12-Q13. Which three parts of the Eastgate Building reflect important features of Zimbabwe’s history and culture? A. entrances B. quill C. cages D. elevators E. fan covers F. stone	Pearce, disdaining smooth glass skins as ‘igloos in the Sahara’, calls his building, with its exposed girder sand pipes, ‘spiky’. The design of the entrances is based on the porcupine-quill headdresses of the local Shona tribe. Elevators are designed to look like the mineshaft cages used in Zimbabwe’s diamond mines. The shape of the fan covers , and the stone used in their construction, are echoes of Great Zimbabwe, the ruins that give the country its name.

+ The main idea of this question is to find out parts that reflect features of **Zimbabwe's history and culture** and we can find the clues from above paragraph.

+ First, the “**entrances**” is mentioned to be based on the porcupine-quill headdresses of the **local Shona tribe**”, a feature of **Zimbabwe's history and culture** so we can reason out that **entrances** is the 1st answer for this question

+ The second part - “**Elevators**” is mentioned to be designed like “the mineshaft cages used in **Zimbabwe's diamond mines**” so we can easily identify that **Elevators** is the 2nd answer

+ Then, “**Fan covers**” is described as “echoes of **Great Zimbabwe**, the ruins that give the country its name” so is **Fan covers** the 3rd answer

Therefore we can conclude that the right answers for 3 questions 11-12-13 are **A - D - E IN EITHER ORDER**

27 Answer: **NOT GIVEN**

Keywords in Questions	Similar words in Audio script
Q27. When Peter Osbeck visited Ascension, he found no inhabitants on the island.	
<p>+ Although the 1st paragraph mentions about Peter Osbeck, no information about inhabitants on the island is mentioned.</p> <p>So NOT GIVEN is correct answer of this question</p>	

28 Answer: **TRUE**

Keywords in Questions	Similar words in Audio script
Q28. The natural vegetation on the island contained some species which were found nowhere else.	All it boasted was a couple of dozen species of plant, most of them ferns and some of them unique to the island
<p>+ We can see the answer from the last sentence of 1st passage.</p> <p>+ In the text, it is mentioned that there was a couple of dozen species of plant on the island and “some of them unique to the island”. The phrase “unique” means that these species can only be found in the island, same as “were found nowhere else” in the question.</p> <p>+ Therefore the correct answer of Q28 should be TRUE</p>	

29 Answer: **FALSE**

Keywords in Questions	Similar words in Audio script
Q29. Joseph Hooker assumed that human activity had caused the decline in the island's plant life .	he concluded that the island had suffered some natural calamity that had denuded it of vegetation
<p>+ At the beginning of 2nd passage, the name Joseph Hooker is mentioned.</p> <p>+ The phrase “denuded it of vegetation” in the text has same meaning as the phrase “the decline in the island's plant life” in the question.</p> <p>+ While the question states that the decline in the island's plant life is occurred by human activity, in the passage, it is stated by Hooker that natural calamity is the factor.</p> <p>+ So we can concluded that FALSE is correct answer of Q29</p>	

30 Answer: **TRUE**

Keywords in Questions	Similar words in Audio script
Q30. British sailors on the island took part in a major tree planting project .	He suggested an ambitious scheme for planting trees and shrubs that would revive rainfall and stimulate a wider ecological recovery. And, perhaps lacking anything else to do, the sailors set to with a will.
<p>+ From above marking, we can understand that the sailors joined the ambitious scheme for planting trees and shrubs. And this information is compatible with Q30 so the correct answer should be TRUE</p>	

31 Answer: **NOT GIVEN**

Keywords in Questions	Similar words in Audio script
Q31. Hooker sent details of his planting scheme to a number of different countries	
<p>+ As there is no information about Hooker sending his planting scheme to different countries, we can deduce that NOT GIVEN is the answer of Q31</p>	

32 Answer: **FALSE**

Keywords in Questions	Similar words in Audio script
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<p>Q32. The bamboo and prickly pear seeds sent from England were unsuitable for Ascension.</p>	<p>from England came 700 packets of seeds, including those of two species that especially liked the place: bamboo and prickly pear</p>
<p>+ It is said in the passage that there are 700 packets of seeds, including bamboo and prickly came. Besides, the text also mentions that bamboo and prickly especially liked the place, so this information is totally contrary to the Q32 which states that bamboo and prickly were unsuitable</p> <p>+ From above analysis, we can deduce FALSE is the answer of Q32</p>	

33 Answer: B

Keywords in Questions	Similar words in Audio script
<p>Q33. The reason for modern conservationists' concern over Hooker's tree planting programme is that</p>	<p>Modern ecologists throw up their hands in horror at what they see as Hooker's environmental anarchy. The exotic species wrecked the indigenous ecosystem, squeezing out the islands endemic plants</p>
<p>+ We can find the answer for Q33 from above sentences of the 4th passage</p> <p>+ The sentence "The exotic species wrecked the indigenous ecosystem, squeezing out the islands endemic plants" means the original plants would be destroyed by the appearance of exotic species. So this is the main reason that modern ecologists worried about Hooker's programme.</p> <p>+ From the list of answer, we can reason out that answer B. many of the island's original species were threatened with destruction is the most compatible answer so we choose answer B for this question</p>	

34 Answer: F

Keywords in Questions	Similar words in Audio script
<p>Q34. David Wilkinson says the creation of the rainforest in Ascension is important because it shows that.....</p>	<p>And as botanist David Wilkinson [...] pointed out [...] the fact that the introduced species have been a roaring success.</p>

+ Looking for information about **David Wilkinson** from above sentences, we can see that he said that “the introduced species have been a roaring success” and this has same meaning as “introduced species can coexist together” as the answer F.

+ So we can conclude that answer **F. randomly introduced species can coexist together** is the suitable ending of Q34

35 Answer: **D**

Keywords in Questions	Similar words in Audio script
<p>Q35. Wilkinson says the existence of Ascension’s rainforest challenges the theory that.....</p>	<p>Conventional ecological theory says that complex ecosystems such as cloud forests can emerge only through evolutionary processes in which each organism develops in concert with others to fill particular niches</p>
<p>+ From the text, conventional theory says that “complex ecosystems [...] can emerge only through evolutionary processes in which each organism develops in concert with others” which means there should be a slow and complex evolution process to form a forest. While Wilkinson mentioned that Green Mountain (Ascension’s rainforest) is fully man-made forest. So we can deduce that Wilkinson’s statement challenges the conventional theory.</p> <p>+ Therefore the correct answer of Q35 should be D. rainforests can only develop through a process of slow and complex evolution</p>	

36 Answer: **G**

Keywords in Questions	Similar words in Audio script
<p>Q36. Alan Gray questions Wilkinson’s theory, claiming that</p>	<p>Alan Gray, an ecologist at the University of Edinburgh in the UK. argues that the surviving endemic species on Green Mountain, though small in number, may still form the framework of the new ecosystem. The new arrivals may just be an adornment</p>

- + Looking at above sentences to find out answer for Q35
- + According to the passage, Alan Gray argues that the surviving endemic species may form the framework of the new ecosystem, while the new arrivals may just be an adornment. From this statement, we can see that Alan Gray thinks original species play more important role than the new species.
- + From above analysis, we can conclude that answer **G. the introduced species may have less ecological significance than the original ones** is the correct answer of this question

37 Answer: **A**

Keywords in Questions	Similar words in Audio script
<p>Q37. Additional support for Wilkinson's theory comes from findings that</p>	<p>And the idea of the instant formation of rainforests sounds increasingly plausible as research reveals that supposedly pristine tropical rainforests from the Amazon to south-east Asia may in places be little more than the overgrown gardens of past rainforest civilisations.</p>
<p>+ Above sentence gives us information about additional support for Wilkinson's theory</p> <p>+ It is mentioned in the text that supposedly rainforests from the Amazon to south-east Asia may be the overgrown gardens of past rainforest civilizations. So we can understand as if rainforests from Amazon to south-east Asia have originally been planted by man. This understanding lead us to the answer of this question and we can conclude that answer A. other rainforests may have originally been planted by man is the correct answer of Q37</p>	

38 Answer: **B**

Keywords in Questions	Similar words in Audio script
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<p>Q38. Wilkinson suggests that conservationists' concern about the island is misguided because</p> <p>A. it is based on economic rather than environmental principles.</p> <p>B. it is not focusing on the most important question.</p> <p>C. it is encouraging the destruction of endemic species.</p> <p>D. it is not supported by the local authorities.</p>	<p>But in their urgency to protect endemics, ecologists are missing out on the study of a great enigma</p>
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+ It is said by Wilkinson that conservationists have understandable concern, but “they are missing out on the study of a great enigma”. The phrase “missing out on the study of a great enigma” means that they not focus on the most important issue.

+ So we can figure out that answer **B. it is not focusing on the most important question** is the reason why Wilkinson states that conservationists' concern about the island is misguided. WE choose B for this question

39 Answer: **A**

Keywords in Questions	Similar words in Audio script
<p>Q39. According to Wilkinson, studies of insects on the island could demonstrate</p> <p>A. the possibility of new ecological relationships.</p> <p>B. a future threat to the ecosystem of the island.</p> <p>C. the existence of previously unknown species.</p> <p>D. a chance for the survival of rainforest ecology.</p>	<p>by various insects. There are caterpillars and beetles around.' says Wilkinson. 'But where did they come from? Are they endemic or alien? If alien, did they come with the plant on which they feed or discover it on arrival?' Such questions go to the heart of how - rainforests happen</p>

+ Above paragraph provide information about insects so this is where we can find the answer

+ Questions from Wilkinson mainly focus on how insects appeared in the forest, where it come from and finally the text mentioned that “Such questions go to the heart of how - rainforests happen” so we can infer that studies of insects can help us answer these questions to get more understanding about the ecological relationships in the forest.

+ From above analysis, we can conclude that answer **A. the possibility of new ecological relationships** is the most suitable answer of this question.

40 Answer: **D**

Keywords in Questions	Similar words in Audio script
<p>Q40. Overall, what feature of the Ascension rainforest does the writer stress?</p> <p>A. the conflict of natural and artificial systems</p> <p>B. the unusual nature of its ecological structure</p> <p>C. the harm done by interfering with nature</p> <p>D. the speed and success of its development</p>	
<p>+ We can see that all four topics are mentioned in the text. However, only the answer D. the speed and success of its development is the main idea that is emphasized during the reading.</p> <p>+ So we choose answer D for this question</p>	

Great thanks to volunteer *Quach My Nga* has contributed these explanations.

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14 Answer: **v**

Keywords in Questions	Similar words in Passage
<p>Q14. Paragraph B</p>	<p>But the company's name may itself simply be an example of clever marketing. BrightHouse does not scan people while showing them specific products or campaign ideas</p>
<p>+ This paragraph discuss about the Bright House, a marketing consultancy that set up a dedicated neuromarketing arm. And main content of this passage mentions about the name of Bright House which “does not scan people while showing them specific products or campaign ideas”</p> <p>+ So we can infer that the suitable heading of paragraph B should be v. A misleading name</p>	

15 Answer: **i**

Keywords in Questions	Similar words in Passage

Q15. Paragraph C	fMRI provides real-time images of brain activity, in which different areas “light up” depending on the level of blood flow. This provides clues to the subject's subconscious thought patterns.
<p>+ In paragraph C, we can see all information relates to the steps of the procedure of brain scanning: a volunteer lies in a f MRI machine with images and video clips, then f MRI provides images of brain activity,</p> <p>So we can conclude that this paragraph is about the procedure and the suitable heading should be i. A description of the procedure</p>	

16 Answer: **ix**

Keywords in Questions	Similar words in Passage
Q16. Paragraph D	But more recently, American companies have become more open about their use of neuromarketing
<p>+ At the beginning of this passage, it is mentioned that at first, only companies in Europe admit that they used neuromarketing. Then it is said that “recently, American companies have become more open about their use of neuromarketing”. Some parties are also listed such as Lieberman Research Worldwide, the New York Times.</p> <p>+ From above information, we can infer that neuromarketing is applied more and more. So the answer ix. Broadening applications is the most suitable heading for this paragraph</p>	

17 Answer: **viii**

Keywords in Questions	Similar words in Passage
Q17. Paragraph E	There have been no large-scale studies, so scans of a handful of subjects may not be a reliable guide to consumer behaviour in general. [.....] and people do not always tell opinion pollsters the truth. And even honest people cannot always explain their preferences
<p>+ This paragraph provides some problems occurring when using marketing tools such as: no large-scale studies, people do not always tell the truth, even honest people cannot always explain their preferences.</p> <p>+ From above analysis, we can reason out that paragraph E mainly mentions about problems of marketing tools. Therefore the suitable heading of this paragraph should be viii. Drawbacks to marketing tools</p>	

18 Answer: **iii**

Keywords in Questions	Similar words in Passage
Q18. Paragraph F	An unpublished study of attitudes towards two well-known cola drinks
<p>+ From paragraph F, we can see that it is mentioned about a study of attitudes towards two well-known cola drinks in which we can find details about how people's brain react and their answers during the survey about cola drinks.</p> <p>+ Therefore we can deduce that the appropriate heading of this passage is iii. An experiment to investigate consumer responses</p>	

19 Answer: **vi**

Keywords in Questions	Similar words in Passage
Q19. Paragraph G	With over \$100 billion spent each year on marketing in America alone, any firm that can more accurately analyse how customers respond to products, brands and advertising could make a fortune.
<p>+ We can find the answer for this question from the last sentence of this passage.</p> <p>+ As the text, "any firm that can more accurately analyse how customers respond to products, brands and advertising could make a fortune". From this statement, we can infer that marketing bring in profit for any company who apply it.</p> <p>Therefore the suitable heading of this paragraph should be vi. A potentially profitable line of research</p>	

20 Answer: **F**

Keywords in Questions	Similar words in Audio script
Q20. Steven Quartz	Dr Quartz counters that [...] "Brain-scanning could, for example, be used to determine when people are capable of making free choices, to ensure that advertising falls within those bounds."

- + Paragraph I contains information about Steven Quartz
- + As Steven Quartz, we can use brain-scanning to determine when people are able to make choices to advertise within the bounds. This also means that brain-scanning is used to set up the boundary where we can ensure the advertisement has the best efficiency.
- + From above analysis, we can conclude that Steven Quartz's statement is F. Neuromarketing could be used to prevent the exploitation of consumers

21 Answer: **D**

Keywords in Questions	Similar words in Audio script
Q21. Gary Ruskin	Gary Ruskin of Commercial Alert, a lobby group, thinks existing marketing techniques are powerful enough. "Already, marketing is deeply implicated in many serious pathologies," he says. "That is especially true of children, who are suffering from an epidemic of marketing-related diseases, including obesity and type-2 diabetes. Neuromarketing is a tool to amplify these trends"
<p>+ We can find information about Gary Ruskin in paragraph H.</p> <p>+ As Gary Ruskin's above statement, we can reason out that neuromarketing relates to many serious pathologies and also makes the trends about diseases such as obesity and type-2 diabetes become a bigger problem ("amplify these trends")</p> <p>+ So from the list of statements in the question, we can realize that D. Neuromarketing could make an existing problem worse match with above statement from Gary Ruskin. So answer D is correct answer of Q21</p>	

22 Answer: **A**

Keywords in Questions	Similar words in Audio script
Q22. Tim Ambler	But as Tim Ambler, a neuromarketing researcher at the London Business School, says: 'A tool is a tool, and if the owner of the tool gets a decent rent for hiring it out, then that subsidises the cost of the equipment'

- + We can find information about Tim Ambler in paragraph J.
- + While there is opinion from critics that object to the use of medical equipment for frivolous rather than medical purposes, Ambler confirms that “A tool is a tool, and if the owner of the tool gets a decent rent for hiring it out, then that subsidises the cost of the equipment”.
- + We can see from the list of statements in question, answer A. **Neuromarketing could be used to contribute towards the cost of medical technology** has the same meaning as Ambler’s speech (subsidises the cost of the equipment = **contribute towards the cost of medical technology**) so this is correct answer.

23 Answer: **brands**

Keywords in Questions	Similar words in Audio script
<p>Q 23 . Neuromarketing can provide valuable information on attitudes to particular</p>	<p>any firm that can more accurately analyse how customers respond to products, brands and advertising could make a fortune .</p>
<p>+ The main clue of Q23 is valuable information on attitudes toward.... that neuromarketing can provide us.</p> <p>+ From above sentence, we can understand that how customers respond to products, brands can help advertising create big value. This also means that “how customers respond to products, brands” is valuable information that we can get from neuromarketing.</p> <p>+ From above analysis, we can conclude that missing word of this question is brands</p>	

24 Answer: **untruthful**

Keywords in Questions	Similar words in Audio script
<p>Q24. It may be more reliable than surveys, where people can be or focus groups, where they may be influenced by others.</p>	<p>people do not always tell opinion pollsters the truth</p>

+ This question is mainly about comparison between neuromarketing and surveys, neuromarketing and focus groups methods. And we can find these information from paragraph E

+ Paragraph E pointed out that “focus groups and surveys are flawed too”, particularly are “strong personalities can steer the outcomes of focus groups” and “people do not always tell opinion pollsters the truth”

+ Missing information of Q24 is about surveys so we can easily find out that “people do not always tell opinion pollsters the truth” is the answer.

+ As we can only fill 1 word, we have to find synonym for the answer. From the question, we can figure out that missing word should be an Adjective. The most suitable adjective to paraphrase “people do not tell the truth” is “untruthful” so we choose untruthful as correct answer of Q24

25 Answer: **unconscious**

Keywords in Questions	Similar words in Audio script
<p>Q25. It also allows researchers to identify the subject's thought patterns.</p>	<p>People form many unconscious attitudes that are obviously beyond traditional methods that utilize introspection</p>
<p>+ We can find the answer for this question from paragraph G.</p> <p>+ As Steven Quartz, “People form many unconscious attitudes that are obviously beyond traditional methods that utilize introspection”. This statement can be understood as following: There are many unconscious attitudes inside people that can't be identified by traditional methods (beyond traditional methods that utilize introspection). And neuromarketing is useful to identify these unconscious attitudes.</p> <p>+ Moreover, the phrase “attitudes” in the text is same meaning as “thought patterns” in the question.</p> <p>+ So from above clues, we can reason out that missing word of this question is unconscious</p>	

26 Answer: **children**

Keywords in Questions	Similar words in Audio script
<p>Q26. However, some people are concerned that it could lead to problems such as an increase in disease among</p>	<p>That is especially true of children, who are suffering from an epidemic of marketing-related diseases, including obesity and type-2 diabetes</p>

+ The main topic of Q26 is about **problems** occurred by neuromarketing and we can find this information from paragraph H.

+ According to this paragraph, neuromarketing makes the **problems** more serious (“neuromarketing is a tool to amplify these trends”). And the trend mentioned in this case is pathologies, especially among children (“children, who are suffering from an **epidemic of marketing- related diseases**”)

+ Therefore we can deduce that missing word of Q26 is **children**