

**ĐỀ MINH HỌA**  
**PLACEMENT TEST**

Time allotted: 75 minutes

1. If I had known about the job opening, I \_\_\_\_\_ much money it will save the firm.  
(A) would apply      (B) have applied      (C) would have applied      (D) will apply
2. \_\_\_\_\_, I had never used that computer program before joining this firm.  
(A) Exactly      (B) Actually      (C) Therefore      (D) Almost
3. I \_\_\_\_\_ him to finish editing the manuscript by Friday.  
(A) told      (B) said      (C) told to      (D) tell
4. He already \_\_\_\_\_ his visa.  
(A) received      (B) granted      (C) achieved      (D) make
5. He will \_\_\_\_\_ his mind when he sees how much money it will save the firm.  
(A) changed      (B) change to      (C) be changed      (D) change
6. I \_\_\_\_\_ afraid to speak in front of a large crowd.  
(A) did not      (B) don't      (C) am not      (D) will not
7. She would like to meet \_\_\_\_\_ who have done business in South Africa.  
(A) another people      (B) other people      (C) another person      (D) other person
8. The receptionist \_\_\_\_\_ time to type up the notes from the meeting.  
(A) has not      (B) have not      (C) don't have      (D) doesn't have
9. He said he didn't need \_\_\_\_\_ help moving the files into the basement.  
(A) some      (B) to      (C) any      (D) many
10. We ran the ad \_\_\_\_\_ one week.  
(A) for      (B) during      (C) as      (D) since
11. A telephone \_\_\_\_\_ in his office.  
(A) need not      (B) isn't necessary      (C) unnecessary      (D) is needed not
12. Before we come to a final \_\_\_\_\_, we would like to review the survey results.  
(A) destination      (B) delineation      (C) decisions      (D) decision
13. The new secretary \_\_\_\_\_ too many mistakes.  
(A) takes      (B) does      (C) makes      (D) has
14. He described it as a new paradigm for business \_\_\_\_\_ the 21<sup>st</sup> century.  
(A) by      (B) at      (C) while      (D) in
15. The director said that \_\_\_\_\_ the merchandise displayed at the conference was of high quality.  
(A) almost      (B) about      (C) most of      (D) almost of
16. To do this job, you should be \_\_\_\_\_ to lift 50 pounds.  
(A) able      (B) have      (C) strong      (D) enough
17. The next scheduled price increase has been postponed \_\_\_\_\_ the beginning of next month.  
(A) for      (B) until      (C) since      (D) at
18. There were no \_\_\_\_\_ of financial trouble.  
(A) designs      (B) signs      (C) signatures      (D) signal
19. You are not \_\_\_\_\_ to attend the monthly meeting.  
(A) requested      (B) have      (C) recommended      (D) required
20. They ordered the waiter \_\_\_\_\_ red wine.  
(A) drink      (B) brought      (C) to bring      (D) to
21. She doesn't have \_\_\_\_\_ experience as he does.  
(A) as much      (B) as many      (C) many      (D) too many
22. If they offered a \_\_\_\_\_ price, we would consider buying their equipment.  
(A) more reasonable      (B) most reasonable      (C) best available      (D) more cheaper
23. I'd never \_\_\_\_\_ studying for an MBA, but my boss just offered to help cover the cost of tuition if I do.  
(A) been      (B) thought      (C) considered      (D) contemplating
24. He's going to take the new job, but his \_\_\_\_\_ is going to be much lower.  
(A) sales      (B) health      (C) holiday      (D) salary
25. If you finish the report \_\_\_\_\_, we can go to dinner early.  
(A) fast      (B) quick      (C) quickly      (D) faster
26. He said he definitely \_\_\_\_\_ not be late for work today.  
(A) would      (B) should      (C) may      (D) might
27. The company \_\_\_\_\_ to the terms of the contract.  
(A) announced      (B) published      (C) agreed      (D) accepted
28. The flight departed two hours \_\_\_\_\_.  
(A) lately      (B) late      (C) behind      (D) after then
29. What the new employees \_\_\_\_\_ in experience, they make up for in enthusiasm.  
(A) have      (B) lack      (C) deficient      (D) insufficient

30. Communication \_\_\_\_\_ may adversely affect one's ability to network effectively.  
 (A) variety (B) distinguish (C) disagreement (D) difficulties
31. \_\_\_\_\_ anyone approves of the new policies.  
 (A) However (B) In fact (C) Hardly (D) Not
32. The company has \_\_\_\_\_ its first profit in three years.  
 (A) recognize (B) reconciled (C) recorded (D) rebounded
33. The dollar \_\_\_\_\_ against other currencies last week.  
 (A) gained (B) moving (C) will rise (D) fallen
34. The collapse of the Merchant Bank last week is having a domino \_\_\_\_\_ on other banks.  
 (A) effect (B) affect (C) result (D) cause
35. It has been said that Marcus de Medici was the \_\_\_\_\_ salesman this company has ever seen.  
 (A) persuasive (B) more persuasive (C) persuader (D) most persuasive
36. Please call me \_\_\_\_\_ you get this message. My number is 1-800-555-9595.  
 (A) as (B) as soon as (C) by (D) if only
37. I would \_\_\_\_\_ her to just quit her job like that and leave without a word.  
 (A) always have expected (B) never expect  
 (C) never have expected (D) haven't expected
38. Polls \_\_\_\_\_ that consumer confidence is at an all-time low.  
 (A) predict (B) enroll (C) entertain (D) show
39. The \_\_\_\_\_ balance on this invoice must be paid in full by December 23<sup>rd</sup>.  
 (A) incredible (B) outlawed (C) overturning (D) outstanding
40. The new manager needs to give a sample of \_\_\_\_\_ signature to the printer so that a stamp of it can be made.  
 (A) she (B) she's (C) her (D) hers

### Notice

Huntley Village Stores would like to \_\_\_\_\_ 41. (A) pull (B) make (C) draw (D) have customers' attention to the information below.

During the holiday season, we will be operating according to a \_\_\_\_\_ 42. (A) revised (B) reviewed (C) renewed (D) returned opening schedule.

Please note the following changes to the opening hours:

- On Saturday December 23 and Sunday December 24<sup>th</sup>, we will be staying open later than usual, closing at 8 p.m. to give you a chance to finish that last \_\_\_\_\_ 43. (A) hour (B) time (C) minute (D) day Christmas shopping.
- From Monday December 25 to Wednesday December, the store will be closed.
- The store will revert to \_\_\_\_\_ 44. (A) regulated (B) ordinary (C) usually (D) regular opening hours (8 a.m. - 7 p.m.) on December 28, 29, and 30, but will be closing at 6 p.m. on December 31, and will be closed on New Year's Day.
- From January 2 we will be back to our regular hours.

Thank you for shopping at Huntley Village Stores.

To: All staff  
 From: Personnel  
 Re: Upcoming vacancies  
 Date: September 30

This is just to \_\_\_\_\_ 45. (A) remember (B) reminder (C) remind (D) reconcile everyone that with the decision to open a third branch, we will be needing to increase our staff by at least 30. We will be advertising in the Daily Herald this coming Friday. We would also like to ask \_\_\_\_\_ 46. (A) already (B) existing (C) essential (D) prospective staff if they know of any suitable candidates who would be interested in joining the Greyford team. If you know of someone who could make a useful addition to Greyford, please ask them to \_\_\_\_\_ 47. (A) surrender (B) enter (C) submit (D) seal copies of their resumes. We value your input on our hiring decisions since it is important to us that we maintain the current harmony and level of cooperation we \_\_\_\_\_ 48. (A) enjoy (B) celebrate (C) live (D) rejoice here.

A clean home at \_\_\_\_\_ 49. (A) affordable (B) pricey (C) comfortable (D) reputable rates.  
 The Spick and Span Home Cleaning Service has come to your area. Spick and Span has developed a nationwide reputation as the foremost home cleaning service. Our \_\_\_\_\_ 50. (A) secret (B) subtle (C) discreet (D) prudent agents are all carefully chosen and screened, so you don't need to worry about whom you are letting into your home. Choose from five different cleaning plans, ranging from a once a month to a daily cleaning service. You won't find our agents \_\_\_\_\_ 51. (A) reducing the margin (B) cutting corners (C) taking sides (D) putting off: your home will be the cleanest it has ever been. Call 1-800-556-5656 to find out more about our great rates and

what we have to offer. 10% discount to all new customers \_\_\_\_\_ 52. (A) registering (B) returning (C) rejecting (D) refunding throughout March.

### Calco International

International offers you the best in price, quality, and service. Ours are the lowest International Phone Rates. Save up to 79%, with no hidden sign-up or monthly fees. All rates apply to phone, fax, or cellular phones. We offer 24-hour personal service: call for all the latest rates. There are no confusing bills. Compare our latest per-minute rates from within the US with other companies and you will find we are unquestionably the cheapest!

Germany	\$0.33	Indonesia	\$1.03
United Kingdom	\$0.25	China	\$1.19
France	\$0.32	Italy	\$0.45
Hong Kong	\$0.44	S. Africa	\$0.72
Saudi Arabia	\$0.89	Spain	\$0.60

53. Rates for calls from which country to which country are shown in the advertisement?  
(A) South Africa - United Kingdom (B) USA - Hong Kong  
(C) Spain - USA (D) Spain - Italy
54. According to the ad, which of the following is a true statement?  
(A) Monthly service charges are 79% cheaper than other companies.  
(B) The same prices apply to a cellular phone or fax.  
(C) Calling is less expensive than faxing.  
(D) You are never billed.
55. How much would a lo-minute phone call to Rome cost?  
(A) \$5.40 (B) \$5.04 (C) \$45.00 (D) \$4.50

According to a study by the pharmaceutical company Medco, anew bone-building drug can halve the rate of broken hips in some high-risk women. The study on the drug *Endron*, published earlier this week, offers evidence that treatment can prevent the worst effects of osteoporosis, a disease causing thinning, easily breakable bones. In the study, researchers followed 2,027 women, aged between 55 and 80, who had porous bones and a history of fractures.

After three years, those taking the medication had: 51% fewer broken hips, 40% fewer broken finger bones, and 44% fewer broken wrists. Medco plans to start marketing the drug as soon as it has been granted federal approval.

56. What is the purpose of this report?  
(A) To notify readers of a new treatment for a disease  
(B) To notify readers of a new disease  
(C) To notify readers of the rate of broken bones in women aged between 55 and 80  
(D) To study a new drug
57. Which of the following participated in the study?  
(A) Several thousand women with broken hips  
(B) Women who suffered broken bones  
(C) Women under 55 or over 80  
(D) Women who had broken their spines

Lithuania, the Czech Republic, and Romania have announced a comprehensive plan for free trade. It is being portrayed as an opportunity for greater economic growth for all three nations. The newly formed Free Economic Association (FREA) has been greeted enthusiastically by business groups generally, but Czech labor unions, already struggling for labor rights in their own country, oppose the removal of trade barriers and tariffs, contending that the accord will send jobs to Romania and Lithuania, where labor costs are lower and environmental regulations more lax. The three countries have attempted to satisfy some of the opposition to FREA by concluding side agreements. The free trade plan will bring together over go million consumers in a growing market. If successful, it will extend membership to other former Soviet-bloc nations and eastern European countries who are interested in joining.

58. According to the report, which of the following was an opposing argument to FREA?  
(A) The Czech Republic would get richer and Lithuania would get poorer.  
(B) People would go to the Romania illegally, flooding the labor market.  
(C) The Czech Republic would lose jobs to Romania and Lithuania.  
(D) It was unfair to exclude western European nations.
59. According to the report, what was an argument in favor of FREA?  
(A) It would provide economic growth for all three nations.  
(B) It would provide enthusiasm for new businesses in all three countries.

- (C) It would create effective environmental regulations in all three countries.  
 (D) It would give the Czech Republic unfair advantages.
60. What will happen if FREA proves to be a success?  
 (A) It will be closed down.  
 (B) It will expand its membership.  
 (C) The three countries will form a new organization.  
 (D) It will continue in the same vein.
61. According to the report, what group is especially opposed to FREA?  
 (A) Eastern European countries  
 (B) Lithuanian Environmental groups  
 (C) Former Soviet-bloc nations  
 (D) Czech labor unions

To: Ditman Johnson, *Garnet Engraving Co.*  
 FAX: 001-1-415-527-6869  
 From: S. Krause, *Field representative*  
 FAX: 011-837-629-5151

Dear Ditman,

I've been trying to phone you, but international phone connections are irregular from here. I hope this fax gets through. I'll send a follow-up telegram as well. There are excellent business possibilities here. I think we should send a team to set up a satellite office. There are two engraving companies, each of which can handle only a small quantity of business. Additionally, a school for the blind on the outskirts of the city has created a need for a great number of Braille signs.

We can discuss the details on my return. I arrive back in New York at 7:55 p.m. on Monday, June 30<sup>th</sup>, on United Flight #U73.

Meet me outside Customs and Immigration.

62. What could be said of Ditman Johnson and S. Krause?  
 (A) They are old friends.  
 (B) They are brothers.  
 (C) They are business partners.  
 (D) They are business competitors.
63. Why does S. Krause think there are good business opportunities?  
 (A) There are no other engraving companies, and the city could use at least two.  
 (B) The existing engraving companies are unable to cope with demand.  
 (C) The existing companies don't have the equipment to make Braille signs.  
 (D) The business is outside the city, while the companies are inside the city.
64. Where is S. Krause?  
 (A) In a small southern US city  
 (B) In a large eastern US city  
 (C) Somewhere outside of the US  
 (D) Just down the road from Ditman's Office

### Getting the job you deserve

Many of us wish we were in a better-paid or more interesting job but don't know how to start looking for something else. If this describes you, the first thing you need to do is update your resume. A resume is a tool that can be used to obtain a job interview. Along with a cover letter, it is the first impression a prospective employee makes on a potential employer. Therefore, it is important that a resume provide as much relevant information as possible while remaining brief. A resume should be no more than two sides of A4 paper. Make it any longer and it won't get read. A resume must be neatly typed, with at least 3/4 inch margins on all four sides. Use underlining, capital letters, and asterisks to highlight important information. A resume should be single-spaced with an extra line of space between blocks of information. Begin a resume with your name, address, and home and business telephone numbers. Do not include age, marital status, or other personal facts. Next, many resumes list a career goal, followed by a chronological outline of work experience, starting with the most recent job and working backward including a brief description of relevant duties and skills. Finally, include an outline of your educational background from the most recent, backward. Include dates, schools, and diplomas awarded. Before you send it, make sure you check your spelling and grammar, or get someone else to go over it if you can.

65. What is the best title for this piece?  
 (A) How to get a job  
 (B) How to prepare a resume  
 (C) How to find your goal in life  
 (D) How to write a cover letter
66. What is the function of a resume?  
 (A) To describe your employment and educational background in extensive detail  
 (B) To provide an impressive example of your writing and typing skills  
 (C) To act as a tool for getting you a job interview  
 (D) To give an employer a good first impression of you

67. On a resume, which job should be listed first?  
 (A) Your most recent job (B) Your most relevant job  
 (C) Your first job (D) Your most important job
68. Which of the following should **NOT** be on your resume?  
 (A) Your name, telephone, and fax number  
 (B) The year you received your bachelor's degree  
 (C) Your nationality and the fact that you are single  
 (D) A description of the tasks you did in your last job

To: Brenda, Mike, Simon & Tina

From: Nancy

Re: Teacher Training Fall Admissions Publicity Campaign

As we get ready to publicize the college for the new school year, I thought I would give you some updated information to take to schools and colleges. We're hoping that these might help some of the more undecided students make up their minds about teacher training and convince them that the LA City University Teacher Training Program is right for them. As you know, the program may be axed next year if we are unable to fill all places for this year's course, so we are launching an aggressive recruitment campaign for the coming semester. When you visit schools, remember to point out that we offer full or partial scholarships for up to 50% of our first-year students and have newly renovated on-campus housing. Also, point out that the LA District Board of Education offers a "Golden Welcome" bonus of \$1,000 to all qualifying teachers of subjects in which teachers are at a shortage. Please familiarize yourselves with the information on the leaflets that I have included with this memo and make sure that every student receives one.

**Memo**

Looking for a job with a definite future? Look at teaching. Urban school districts face significant teacher shortages due to an acceleration in teacher retirements and skyrocketing enrollment caused by an influx of immigrants and an increase in birthrates in the past five years. Thirty-nine of the nation's largest school districts identified special education, mathematics, science, and elementary education as areas needing the most teachers. The districts educate 4,000,000 students and employ 239,000 teachers. Here is a list of the biggest districts and their needs.

School District	Total # of teachers	% near retirement	Projected need 2006-2007
Chicago	28,000	45%	700
Dallas	8,994	not available	800
Houston	12,000	50%	1,000
Los	28,000	64%	1,600

69. What is the point of this memo?  
 (A) To provide its recipients with information they can use to recruit new students for a program  
 (B) To inform its recipients of an anticipated problem in urban education  
 (C) To inform its recipients about teachers retiring in their area  
 (D) To identify unpopular subject areas in education
70. How many teachers will the Los Angeles school district employ in 2006-7?  
 (A) 1,000 (B) 1,600 (C) 29,073 (D) 29,000
71. According to the advertisement, why is there a teacher shortage?  
 (A) Fewer students are enrolling in universities for teaching.  
 (B) Teachers don't like to live in large cities, but urban populations are increasing.  
 (C) Teachers are retiring and enrollment is increasing.  
 (D) Teachers don't want to teach mathematics, special education, or science.
72. What is being offered as an incentive for prospective students?  
 (A) Free tuition (B) Fewer compulsory assignments  
 (C) Scholarships and a qualifying bonus (D) Free on-campus housing

**Notice**

Reservation System and Summer Schedule: June 1 - September 10

Western Railways would like to ask passengers to please note that from June 1 to September 10, reservations will be required on all seats on the Sea Star Express. This is due to the great demand for seats throughout the summer months. To help cope with the extra demand for seats, Western Railways will be running an expanded service with the Sea Star Express running four times an hour, instead of its twice hourly regular schedule. In addition, the first train will start running half an hour earlier than usual, at 5:15 a.m., and the last train will run half an hour later, at 11:55 p.m. Changes will only be in effect during the summer season. Reservations may be made both by telephone, up to one week in advance, or in person on the day of travel. Regular patrons of Western Railways who hold Season tickets will also be required to make reservations for journeys made during this period. It will be possible for these passengers to make a one-month block reservation for a seat. There will be no additional charge made for reservations. These temporary changes have been made for the safety and comfort of all our passengers. We would like to thank you for your cooperation and understanding. Our station staff will be pleased to answer any questions. Wallet-sized copies of the new schedule are from all Western Railways stations.

Thanks for using Western.

73. What is the purpose of this notice?  
(A) To warn passengers of a pending rail strike  
(B) To inform passengers of seasonal changes  
(C) To ask passengers not to use the Sea Star Express  
(D) To warn passengers not to run during the summer
74. What time do the first and last trains usually run?  
(A) 5 a.m. and 11 p.m. (B) 4:45 a.m. and 12:25 a.m.  
(C) 5:15 a.m. and 11:55 p.m. (D) 5:45 a.m. and 11:25 p.m.
75. Who will be required to make seat reservations?  
(A) Season ticket holders only  
(B) Anyone traveling on the Sea Star Express between June and September 10  
(C) Tourists  
(D) It will be optional for all passengers.
76. How can passengers obtain a copy of the train schedule?  
(A) By making a reservation  
(B) By printing it out from the Internet  
(C) By asking for one at any Western Railways station  
(D) By riding the Sea Star Express

### Special Promotional Feature

No one cares about your children more than you and Andersen Child Care. With summer just around the corner, here is the latest in our series of health care tips.

No parent wants their child to have memories of painful sun burns and itchy peeling skin. Summer can be fun, as long as it includes protection from the sun. As summer approaches, children and adults want to spend more time outdoors. Even though it feels good to sit in the warm sun and to be outside on a summer afternoon, parents need to be aware that the sun can be dangerous. In fact, a severe sun burn before the age of 18 can double the risk of skin cancer later in life. Here's how you can allow your family to enjoy the summer heat safely.

#### How to have "Safe Fun in the Sun"

- Protect babies under six months of age from any prolonged exposure to the sun.
  - Always use a high sun protection factor (SPF) sunscreen from the Andersen Child Care range for babies and young children. Talk to your doctor about the proper sunscreen for you and your baby if you are not sure which SPF is right.
  - Be aware that children with any skin tone can get sunburned.
  - Wear long-sleeved T-shirts and a hat when playing outside. Andersen has a great range to choose from.
- During times of greatest sun exposure, between 10 a.m. and 3 p.m., have children do indoor activities.

77. What's the main point of this article?  
(A) To spend more time in the sun (B) To talk to your doctor more often  
(C) To spend less time in the sun (D) To teach preventive measures against getting skin cancer
78. Why was this article written?  
(A) To promote public health and safety (B) To promote a brand of children's products  
(C) To encourage outdoor activities (D) To encourage people to spend time with their children
79. When is the best time for children to play outside?  
(A) Before they are six months old (B) After they are 19 years old  
(C) Before 10 a.m. and after 3 p.m. (D) Between 10 a.m. and 3 p.m.
80. Which of the following statements is **NOT** true?  
(A) Getting sunburned once or twice has no lasting effects.  
(B) Babies and young children should wear a sunscreen with a high level of protection.  
(C) Kids should wear hats and long-sleeves if they play outdoors.  
(D) All children can get sunburned, regardless of skin color.

Highland Health Clinic, 30 Highland Boulevard  
Ross, CA 98759  
February 23, 2006  
Discount Medical Supplies, 2727 Canyon Rd.  
Oakland, CA 94577

Dear Sirs,

I am the medical supplies manager of the pharmacy within a small health clinic. An acquaintance of mine who holds the same position as I at the Marshlands clinic, recently recommended that I use your services. He informed me that your products are of excellent quality, but are also *very* reasonably priced.

I would like to order the following items, and have included the relevant catalog numbers:

Item No. G32 Gauze, 10 x 4 inch rolls	Item No. G33 Gauze, 10 x 2 inch rolls
Item No. H24.4 Aspirin, 3 x 1,000 pill jar	Item No. M89 Vitamin C, 6 x 100 pill jar
Item No. M90 Vitamin E, 6 x 100 pill jar	Item No. Sq Saline Solution, 10 x 2 liters

Please let me know how long it will take to fill this order, and invoice me at the above address.

Sincerely,  
Leonard Orlandini

### Discount Medical Supplies

2727 Canyon Rd. Oakland, CA 94577  
Tel: 510-584-2323 Fax: 510-584-1579  
February 25, 2006  
Leonard Orlandini, Highland Health Clinic  
30 Highland Boulevard Ross, CA 98759

Dear Mr. Orlandini,

Thank you for your recent order with Discount Medical Supplies. We received your purchase order 02-7655-95 on February 24, 2006. Unfortunately, the following items are not currently in stock:

Item No. G32 Gauze, 4 inch rolls

Item No. G33 Gauze, 2 inch rolls

We have these on backorder and will ship them within three weeks. Let me know if this delay is a serious inconvenience.

The rest of your order is being processed and will be shipped within the next three days.

Thank you for your business, and we look forward to serving you again in the future.

Sincerely, Mary Bamford Shipping Clerk

81. How did Mr. Orlandini hear about Discount Medical Supplies?

- (A) The company was recommended by a colleague.
- (B) He found their site on the Internet.
- (C) He saw their ad in the newspaper.
- (D) The company was recommended by a doctor at the clinic.

82. Where does Mr. Orlandini work?

- (A) At a large general hospital
- (B) In an army medical center
- (C) The Marshlands clinic
- (D) At a private clinic

83. What is the purpose of Mary Bamford's letter?

- (A) To confirm that the order has been shipped
- (B) To apologize for a serious inconvenience
- (C) To notify a customer of delayed shipment
- (D) To thank a customer for their business

84. What kind of reputation does Discount Medical Supplies have?

- (A) They are low priced, but low quality.
- (B) They offer excellent quality at reasonable prices.
- (C) They sell excellent products, but are slow to deliver.
- (D) They are helpful and efficient.

85. When will most of the order be shipped?

- (A) In three weeks
- (B) By February 28, 2006
- (C) By March 1, 2006
- (D) On February 25, 2006

To: [isimmons@aadco.com](mailto:isimmons@aadco.com)

From: [jknowles@aadco.com](mailto:jknowles@aadco.com)

Subject: Advertising technology

Date: April 3, 2006

Hi Leslie,

I've just been reading the newspaper, and I came across a very interesting article. I am attaching a copy for you to take a look at. It talks about sending advertisements via cell phone. Apparently mobile phone ads are the next big thing, and I think we might want to jump on the band wagon. We haven't come up with anything new or exciting in a while, and I've been racking my brain trying to think of something. When I read this article, I thought immediately of the Levitec campaign. They are aiming at a young, technology-savvy audience: just the kind of consumer who would respond to an ad popping up on their phone display. Take a look at the article and let me know what you think. Is it something we'd like to start doing here at Adams Advertising?

Regards, Jules

Advertising Herald

April 3, 2006

*Look Who's Calling:* Ads on the cell phone

By Ellis Lane

The 30-second spot on TV may be about to give way to a 3-second ad flashing across the screen on your cell phone. Soon, the technology will be available to send an advertisement to a potential customer, alerting them that they are in the vicinity of a particular store. This may sound like the stuff of science fiction, but using global positioning systems (GPS), it is close to becoming a reality. With increasingly sophisticated graphics in the average cell phone, phone-based ads are expected to really take off in the coming 12 months.

It is not without complications. It is illegal for wireless carriers to divulge a subscriber's personal information without that individual's permission. However, it has been proposed that subscribers who do agree to receive ads be

offered special incentives such as reduced monthly fees.

86. Why did Jules send this email?  
(A) To inform Leslie that he is tired of his job  
(B) To advertise an industry newspaper  
(C) To ask Leslie to come up with a new advertising idea  
(D) To ask for feedback on a new advertising idea
87. Why does Jules think cell phone ads might be good for Levitec?  
(A) Because their customer base is young  
(B) Because it is a cell phone company  
(C) Because he is a big fan of mobile communications  
(D) Because they will be more cost effective
88. How will cell phone ads work?  
(A) They'll use GPS to inform customers of nearby retailers.  
(B) They will use sophisticated graphics.  
(C) They'll use radio waves.  
(D) They'll work very efficiently.
89. What problem might cell phone advertisers encounter?  
(A) Difficulty obtaining cell phone users' personal data  
(B) Bad connections in mountainous areas  
(C) High startup costs  
(D) Unreliable technology
90. What has been proposed as a solution to potential difficulties?  
(A) Improved wireless connections  
(B) Free phones  
(C) Special discounts on monthly fees  
(D) A 12-month cooling period

To: Caleb Bevan CC: Anthony Palmer  
From: Ryan S.  
Re: Purchase order  
Date: March 10, 2006

Caleb,

I'd like you to sort out this purchase order that was prepared by Andrew Garcia before he left. We've been having a hard time collecting payment on this, and I was hoping you could look into it. The bill was made out to a Mike Wallace at Blue Raven Construction, and the shipment was addressed to a Jeb Evans in the Purchasing Department. This was the first order we've received from Blue Raven, and they have yet to settle the invoice. Andrew wasn't able to locate either individual when he called, and unfortunately, he got very sick before he could really follow things up. Try to talk to someone who works in the finance or accounts department, or anyone who deals with paying bills there.

Let them know we'll be taking legal action if they don't pay up by April 1". You can talk to Anthony Palmer in the legal department if you have any questions - he knows all about the matter.

Thanks.

**Purchase Order**

Payment: To be paid within 10 days after delivery \* Add all delivery charges on invoice  
Shipping address: Blue Raven Construction, 546 Rufina Circle Albuquerque, New Mexico 87001  
Tel: 505-386-7799 Date: February 8, 2006  
Vendor: L & K Office Supply  
4 Orlando Rd. Madison Heights, MI 48071  
Reference: PO # 96-785  
Ship To: Jeb Evans, Purchasing Department  
Bill To: Mike Wallace (use the above address)  
Desired delivery date: ASAP  
Prepared by: Andrew Garcia

Item	Stock Number	Quantity	Unit Cost	Total Cost
Copier	CP 2587	5 boxes	\$25.49/ea.	\$127.45
Pens,	P 3246	15 doz.	\$8.99/doz	\$134.85
Manila	MF 8971	3 boxes	\$18.24/ea	\$54.72
Subtotal				\$317.02
Shipping and handling				\$47.55
TOTAL				\$364.57

91. What is the problem mentioned in the memo?  
(A) Staff shortages  
(B) Non-payment of bills  
(C) Embezzlement by staff  
(D) Shortage of supplies
92. Who ordered supplies?  
(A) Blue Raven Construction  
(B) L & K Office Supply  
(C) Jeb Evans, purchasing department  
(D) Andrew Garcia
93. Why does Andrew Garcia no longer work for L & K Office Supply?  
(A) He falsified orders. (B) He was fired for tardiness.  
(C) He is on sick leave. (D) He changed jobs.
94. How many units were ordered?  
(A) 23 (B) 3 (C) 15 (D) 4
95. Why was \$47.55 added to the subtotal?



- (A) For taxes  
(C) For mailing and packing charges

- (B) Because L & K has a deficit  
(D) Because the items are not on sale

To: Kevin Lennox

You are cordially invited to attend the official retirement of Mr. George Spencer, CEO of Walter5 and 1Zaleigh Soft Toys. Mr. Spencer is retiring after 45 years in the business. As one of Walters and Raleigh's most respected clients, we would be delighted if you could join us in saying goodbye to Mr. Spencer, who as the founder of our company, an award-winning businessman, and a regular on the factory floor, will be greatly missed.

*Date: Saturday September 5*

*Time: 6:30 for 7:00*

*Place: Plaza Hotel, Peony Suite, 4<sup>th</sup> Floor*

*Dress: Black tie*

There will be speeches and a presentation of retirement gifts for Mr. Spencer. Should you wish to say a few words, or send a gift, please let us know in advance. All speeches will be subject to approval.

Please RSVP by returning the enclosed reply to Mr. Winters by August 25.

We hope to have the pleasure of your company.

**RSVP**

From: Kevin Lennox:

I will/will not be able to attend the party for Mr. Spencer on Saturday, September 5 Marion.

Thank you so much for the invitation. I'd love to go, but I'm afraid I won't be able to make it. Lennox Brothers is opening their first overseas branch the Friday before, and so I'll be in Singapore to oversee things. I won't be getting back to Seattle until the 7, and then I'll have to fly straight to the head office in New York to report on the proceedings. I would have liked to say a few words at the party, but I suppose I'll just have to send him a card. I'm sure that George will have plenty of interesting stories to tell and many hilarious anecdotes to share. Too bad I'll miss it all. Hope you get a good crowd to send him off.

Thanks once for the invitation

96. What kind of event is Kevin Lennox being invited to?

- (A) The launch of a new range of products  
(B) An awards ceremony  
(C) A speech by a businessman  
(D) A retirement party

97. Why was Kevin Lennox sent an invitation?

- (A) Because the secretary made a mistake  
(B) Because he works for George Spencer  
(C) Because he does a lot of business with Spencer's company  
(D) Because he asked for one

98. Where are Lennox Brothers opening a new store?

- (A) Seattle  
(B) New York  
(C) Singapore  
(D) Raleigh

99. On what day of the week will Kevin Lennox arrive in Seattle?

- (A) Monday  
(B) Tuesday  
(C) Wednesday  
(D) Thursday

100. Which of the following statements is NOT true?

- (A) Kevin Lennox wanted to make a speech.  
(B) George Spencer's company produces soft toys.  
(C) L. Brothers has many branches in foreign countries.  
(D) K. Lennox will not be in New York on September 5.