

### Passage 1. Listen to the ocean

1. True	<b>The oceans</b> cover more than 70 per cent of the planet's surface, yet until quite recently we knew less about their depths than about the surface of the Moon. <b>The Moon</b> has been <b>far more accessible to study</b> because astronomers have long been able to look at its surface,
2. False	... <b>The Moon</b> has been far more accessible to study because astronomers have long been able to look at its surface, first with the naked eye and then with the telescope, both <b>instruments</b> that focus <b>light</b> . ... (Pa B) It turns out that for penetrating <b>water</b> the best <b>instrument</b> is <b>sound</b> . Curious
3. Not given	Thousands of <b>sound</b> paths <b>in the ocean</b> can be pieced together into a map of global ocean temperatures, and by repeating measurements along the same paths over time, scientists can <b>track changes in temperature</b> over months or years.
4. True	Since 1985, Nystuen has used <b>hydrophones</b> to listen to rain over the ocean, acoustically <b>measuring</b> not only the rainfall rate but also <b>the rainfall type, ranging from drizzle to thunderstorms</b> .
5. C	A number of factors <b>influence how far sound travels under water</b> and how long it lasts, <b>including particles, salinity, temperature and pressure</b> .
6. F	<b>of heat transfer between the ocean and the atmosphere</b> . The ocean <b>plays an enormous role in determining air temperature</b> - the heat capacity in only <b>the upper few meters of ocean is thought to be equal to all of the heat in the entire atmosphere</b> .
7. C	Particles in seawater <b>can reflect, scatter and absorb certain frequencies of sound, just as certain wavelengths of light may be reflected, scattered and absorbed by specific types of particles in the atmosphere</b> .
8. G	... <b>Since 1985, Nystuen has used hydrophones to listen to rain over the ocean, acoustically measuring not only the rainfall rate but also the rainfall type, ranging from drizzle to thunderstorms</b> .
9. B	you will hear ships at a great distance from you.' It was not until 1826 that two scientists, <b>Colladon and Sturm, accurately measured the speed of sound in water</b> .
10.C	In 1943, <b>Maurice Ewing and JL Worzel conducted an experiment</b> to test the theory that <b>low-frequency waves</b> , which are less vulnerable than higher frequencies to scattering and absorption, should be able to <b>travel great distances</b> , if the sound source is wana placed correctly. The researchers set off an underwater explosion and learned that it was detected easily by receivers <b>3,200 kilometers away</b> . In analyzing the

	results of this test, they discovered <b>a kind of sound 'pipeline'</b> , known as the 'deep sound channel'. Sound introduced into this channel of water could <b>travel thousands of kilometers</b> with minimal loss of signal.
11.A	. But by using <b>SOSUS</b> , scientists can track the whales and position them on a map. Moreover, they can <b>track not just one whale at a time, but many creatures simultaneously</b> .
12.B	They can also learn to distinguish whale calls; researchers have detected <b>changes in the calls of finback whales as the seasons change</b> ,
13.D	and by repeating measurements along the same paths over time, <b>scientists can track changes in temperature</b> over months or years.



## Passage 2. Boring buildings

14. B	In contrast, <b>one block east at the other test site - a 'lively sea of restaurants with lots of open doors and windows' - people measured high levels of excitement, and they listed words like 'lively', and 'socializing'.</b>
15. A	people respond to their built surroundings, particularly <b>at work</b> . People, they argue, <b>function best in intricate settings, not 'big, blank, boxy offices'</b>
16. B	Passing the <b>monolithic Whole Foods Market</b> , <b>people's state of arousal plummeted</b> . Physiologically, Nellard explained, they were bored. To describe this place, they used words like 'bland' and 'passionless'. In contrast, <b>one block east at the other test site - a 'lively sea of restaurants with lots of open doors and windows' - people measured high levels of excitement, and they listed words like 'lively', and 'socializing'.</b>
17. D	<b>In an experiment, the researchers showed students 60-second clips of waterfalls, whales, or astronauts in space. After only a minute of virtual images, those who said they were awed also felt less pressed for time.</b>
18. C	A thrilling encounter moves us quickly from a state of equilibrium to a desirable 'disorientation'. 'Humans want a certain element of turmoil or confusion,' <b>he said</b> . 'Complexity is <b>thrilling</b> whether in an <b>amusement park</b> or <b>architecture</b> .'
19. A	In contrast, one block east at the other test site - a 'lively sea of restaurants with lots of open doors and windows' - people measured high levels of excitement, and they listed words like 'lively', and 'socializing'. <b>Nellard</b> explains that <b>the main objective of urban design</b> should be to <b>produce some kind of novelty or change every few seconds</b> ; otherwise, we become cognitively disengaged.
20. D	... <b>Montgomery</b> sent researchers, posing as lost tourists, to places he coded as either ' <b>active</b> ' or ' <b>inactive</b> ' facades. <b>He</b> concluded that <b>the former</b> had a high level of interest, that is they were <b>messy</b> , while the latter had no special features such as long warehouse blocks. <b>Pedestrians at active sites were nearly five times more likely to offer assistance</b> than
21. C	Psychologists have found that awe-inspiring moments can potentially improve our well-being. One study conducted by Melanie <b>Rudd</b> , Kathleen <b>Vohs</b> and Jennifer <b>Aaker</b> of Stanford University in the US showed that <b>the feeling of 'awe'</b> can make people more patient and

	<b>less materialistic.</b>
22. D	On the contrary, when it comes to city buildings, people often focus too narrowly on <b>aesthetics</b> , said <b>Charles Montgomery</b> , author of <i>Happy City: Transforming Our Lives Through Urban Design</i> . Some of the <b>happiest blocks</b> in New York City, he argues, <b>are 'kind of ugly and messy'</b> .
23. A	Passing the monolithic <b>Whole Foods Market</b> , <b>people's state of arousal plummeted</b> . Physiologically, <b>Nellard</b> explained, <b>they were bored</b> . <b>To describe this place, they used words like 'bland' and 'passionless'</b> .
24. façade	<b>. From the outside, the <u>façade</u> jolts city dwellers from their daily commutes, while energizing employees who enter it each morning.</b>
25. escalators 26. atrium	<b>... Inside, workers travel upon diagonal <u>escalators</u>, up a three-story water sculpture, through the tower's historic <u>atrium</u>, flooded with light.</b> Few New Yorkers who pass by would find this building boring.



Passage 3. Marketing and the information age

27 F	One study found that with all the information now available through supermarket scanners, <b>a packaged goods product controller is bombarded with one million to one billion new numbers each week.</b> As Naisbitt points out: 'Running out of information is not a problem, but drowning in it is.
28 A	They recognise that if companies are to be profitable, customers must gain and retain their perceptions of value from the brands they buy over a long time frame, rather than from a single transaction. This also means that <b>customers must see value in returning continually to the stores where they shop</b> , as well as to the service providers they deal with.
29 B	For instance, the subscriber-TV music channel Channel [V], <b>encourages its viewers to sign up for text messages and email alerts that tell them when their favourite artists and songs are about to be broadcast.</b> Competitive advantage lies in being able to <b>recognise which customers can be given greater attention</b> , not
30 H	For example, if an organisation estimates that launching a new product without any further information will yield a profit of \$500,000, then it would be foolish to spend \$30,000 for additional information that would increase the profit to only \$525,000. By itself information is valueless - its value comes from its use.
31 D	.. As <b>household incomes increase, choice widens</b> and buyers become better discriminating, so sellers need information about how buyers respond to different products and advertising campaigns.
32 No	While some of the information used is gathered by government bodies such as the Australian Bureau of Statistics and Statistics New Zealand, <b>most of it is purposefully gathered by marketing organisations for client companies</b>
33 Not given	, developed countries such as <b>Australia, New Zealand</b> and Singapore <b>are moving from industrial to information-based economies.</b>
34 Yes	addition, <b>subordinates may withhold information they believe will reflect badly on their performance</b> and important information often arrives too late to be useful, or on-time information is not accurate.
35 Yes	So marketing managers need better information. Although marketing organisations have greater capacity to provide <b>managers with information</b> , they <b>often do not use it well.</b>
36 yes	By itself <b>information</b> is valueless - <b>its value comes from its use.</b>

37 G	The <b>MIS begins and ends with marketing managers</b> . First, it interacts with these managers to assess the information needs they have
38 information needs	The MIS begins and ends with marketing managers. <b>First</b> , it interacts with these managers to <b>assess the information needs they have</b> .
39 internal records	it <b>develops</b> the needed information <b>from internal records, marketing intelligence activities and the research process</b> .
40 analysis unit	. The <b>analysis unit processes the data</b> to make

