



## Entrance Test

***Master's degree in Business and Management – Year 1***  
*Sunday 4<sup>th</sup> October 2020*

*Duration: 90 minutes*

**No documents allowed - Please switch off your mobile phone**

**Part 1: Problem Solving & Quantitative Reasoning (20 questions - 20 points) -**  
*Indicative time: 60 minutes*

**Part 2: General Knowledge of Economics and Management (30 questions - 30**  
**points) - Indicative time: 30 minutes**

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**Part 1: Problem Solving & Quantitative Reasoning (20 questions - 20 points) -**  
*Indicative time: 60 minutes*

**Q1.** Piseth's age is twice Sambo's age. In 10 years, Sambo's age tripled will be 8 more than Piseth's age doubled. How old will Piseth be in 30 years from now?

- a. 56 years
- b. 42 years
- c. 34 years
- d. 14 years

**Q2.** A salesman's income consists of commissions and basic salary. His weekly income over the past 5 weeks has been respectively 370\$, 400\$, 440\$, 420\$ and 460\$. What must his average income over the next two weeks be to have an average income of 470\$ over the 7-week period?

- a. 600\$
- b. 650\$
- c. 575\$
- d. 525\$

**Q3.** The French Cooperation Department at RULE counts 150 students in its 5 master's degree programs namely "Entrepreneurship", "Bank-Finance", "E-Business", "International Law" and "Public Law". Knowing that  $\frac{1}{6}$  of them study Entrepreneurship, that there are three times more students studying Bank-Finance than E-Business and that we count 45 students with a major in law, how many students follow the E-Business master's degree program?

- a. 60
- b. 45
- c. 20
- d. 80

**Q4.** You roll two "6 faces" dices. What is the probability that the sum of the two dices equals 6?

- a.  $\frac{4}{36}$
- b.  $\frac{1}{6}$
- c.  $\frac{5}{36}$
- d.  $\frac{3}{36}$

**Q5.** You buy treasury bonds for 20 000\$. The annual interest rate is 7% and the term of your bonds is 10 years. At the term, how much will you earn for your bonds? (*Result rounded to the nearest tenth*)

- a. 39,343.03\$
- b. 25,683.05\$
- c. 57,539.12\$
- d. 12,361.36\$



**Q6.** Panha bought a 250\$ smartphone on sale at 20% off. How much did he pay, including the 10% sales tax?

- a. 200\$
- b. 210\$
- c. 220\$
- d. 190\$

**Q7.** A printer can print a page every 3 seconds and it needs to cool down for 5 minutes after every one hour of usage. How long does it take to print 4200 pages? (*Result to be given in minutes*)

- a. 320 minutes
- b. 190 minutes
- c. 210 minutes
- d. 225 minutes

**Q8.** Of the 320 players in a basketball league, 70 are left-handed. Which of the following is the percentage of players that are not left-handed in the league? (*Rounded to the nearest whole number*)

- a. 84%
- b. 62%
- c. 75%
- d. 78 %

**Q9.** Chanthara and Makara play tennis. If the ratio of points scored by Chanthara to points scored by Makara is 7 to 8, which of the following could be the ONLY total number of points scored by the two boys?

- a. 56
- b. 16
- c. 30
- d. 24

**Q10.** Zando Store offers a reduction of 35% off on a 68\$ shirt. Later, they decide to raise the price of the same shirt by 15%. What is the final price of the shirt?

- a. 44.2\$
- b. 50.83\$
- c. 68\$
- d. 53.6\$



**Q11.** The average weekly income of 14 workers and 5 managers in a factory is 1200\$. A manager whose income is 840\$ a week is replaced by a new manager, then the average income of the team falls to 1180\$. How much does the new manager earn a week?

- a. 460\$
- b. 520\$
- c. 440\$
- d. 400\$

**Q12.** If 2 men or 5 women can do a work in 60 days. How many days are needed for 10 women and 2 men to do the same work?

- a. 20 days
- b. 30 days
- c. 40 days
- d. 50 days

**Q13.** 30 tickets are sold for the Khmer New Year lottery. Only 10 tickets are winning. If you buy 3 tickets, what is the probability to have at least one winning ticket?

- a. 100%
- b. 71.9%
- c. 33.3%
- d. 28.1%

**Q14.** A jar contains 20 red seeds and 60 green ones. How many red seeds must be added to the jar to have 60% of the seeds red?

- a. 40
- b. 50
- c. 70
- d. 60

**Q15.** The price of a motorbike is reduced by 35%. The new price is reduced by a further 25%. The two price reductions together are equal to a single reduction of:

- a. 50%
- b. 48.75%
- c. 55.25%
- d. 40%



**Q16.** Sopheak takes 25 minutes to do a first race lap and 30 minutes to do a second race lap. What is his average speed in km/h if a race lap is 4 km long?

- a. 9.2 km/h
- b. 8.2 km/h
- c. 8.8 km/h
- d. 9.6 km/h

**Q17.** The value of a land in Kandal province raises by 12.5% every year. At this rate, how many years will it take for a 14 000\$ land to worth 100 000\$? (*result to be given rounded to the nearest year*)

- a. 25 years
- b. 12 years
- c. 35 years
- d. 17 years

**Q18.** Sophal bought candies for everyone in the class. He has a total of 120 candies. If he gives  $\frac{1}{6}$  to Raksa,  $\frac{1}{5}$  to Mollyka and  $\frac{12}{30}$  to Chamroeun, how many candies does he have for him?

- a. 28
- b. 92
- c. 42
- d. 30

**Q19.** If  $f(x) = 9 - \sqrt{x - 12}$ , and  $f(x)$  is a real number, which of the following can be the only value of  $x$  possible?

- a. 4
- b. 12
- c. 8
- d. 10

**Q20.** In a bar, there is a tip box. At the end of the service, Phalla takes half of the money plus 1\$. Kim takes half of the remaining money plus 1\$. Sreyma takes the remaining 23\$. How much money was originally in the tip box?

- a. 98\$
- b. 102\$
- c. 92\$
- d. 108\$



**Part 2: General Knowledge of Economics and Management (30 questions - 30 points) - Indicative time: 45 minutes**

**Q21.** What is the “Brexit”?

- a. The name given to the decision of the United Kingdom to leave the European Union;
- b. The name of a commercial bank;
- c. The name of a trade agreement between the United Kingdom and the European Union;
- d. The name of a beer brand.

**Q22.** If a price increase of good A leads the quantity demanded for good B to increase, good B is a:

- a. Complementary good;
- b. Inferior good;
- c. Substitute good;
- d. Public good.

**Q23.** What is approximately the GDP per capita in Cambodia?

- a. 500\$ a month;
- b. 1600\$ a year;
- c. 35 000\$ a year;
- d. 1000\$ a month.

**Q24.** The fundamental problem of economics is:

- a. To establish a democratic political framework for the smooth operation of the government;
- b. To establish prices that reflect the relative scarcities of products and resources;
- c. To deal with the scarcity of productive resources relative to an unlimited number of economic needs/desires;
- d. To define and implement best ways to make profits.

**Q25.** What does BRICS stand for?

- a. Brazil, Russia, Indonesia, China, Singapore;
- b. Brazil, Russia, Indonesia, China, South Korea;
- c. Brazil, Russia, India, China, South Africa;
- d. None of the answers above.

**Q26.** The SWOT analysis assesses an organization’s:

- a. Speed, Wants, Orders, Timing;
- b. Strengths, Weaknesses, Opportunities, Threats;
- c. Signs, Worries, Objectives, Techniques;
- d. Structure, Workforce, Organization, Types.



**Q27.** Quantitative data analysis is the collection of:

- a. Data for numerical analysis;
- b. Data that looks at consumer habits;
- c. Data used for questionnaire design;
- d. Data for non-numerical analysis.

**Q28.** Those who transform ideas for products or services into real-world businesses are known as:

- a. Accountants;
- b. Entrepreneurs;
- c. Politicians;
- d. Auditors.

**Q29.** A commercial company that explicitly takes into consideration the social consequences of its actions is most likely to be:

- a. Putting the needs of consumers before the company's need for profit;
- b. Seeking to combine social benefits with business profitability;
- c. Acting like a public sector organization;
- d. Acting philanthropically to their consumers.

**Q30.** Which of the following rankings that classify countries from the poorest to the richest in terms of GDP is correct?

- a. Cambodia, South Korea, France, Germany, United States of America;
- b. Cambodia, France, Italy, South Korea, United States of America;
- c. Israel, France, Italy, South Korea, Cambodia;
- d. Laos, South Korea, Italy, United States of America, France.

**Q31.** The role of an auditor is:

- a. To check every financial transaction;
- b. To report to the directors whether the financial statements show a "true and fair view";
- c. To report to the shareholders whether the financial statements show a "true and fair view";
- d. To prevent fraud to take place.

**Q32.** How do we calculate a trade balance?

- a. Investment minus consumption;
- b. Import plus Export;
- c. Export plus Import;
- d. Export minus Import.



**Q33.** What is an externality?

- a. A consequence of an economic activity which affects other parties without this being reflect in market prices;
- b. A direct action of an economic agent on the activity of another one;
- c. A negative consequence of an economic activity that we cannot prevent;
- d. A state intervention in order to regulate markets.

**Q34.** What is the Return on Investment?

- a. It is a ratio given by the benefit of an investment divided by the cost of this investment;
- b. It is the amount of profits made out of an investment;
- c. It is a ratio given by the cost of an investment divided by the benefit of this investment;
- d. It is the amount spent to invest.

**Q35.** Among the following people, who is NOT a famous economist?

- a. John Meynard Keynes;
- b. Adam Smith;
- c. Winston Churchill;
- d. Robert Solow.

**Q36.** Which of the following correspond to the economic factor of production?

- a. Labour, land and investment;
- b. Capital, consumption and labour;
- c. Capital, labour and land;
- d. Capital, land and taxation.

**Q37.** A joint stock company is managed by a Board of Directors elected by:

- a. The Top management;
- b. The shareholders;
- c. The employees;
- d. The clients.

**Q38.** What does the “invisible hand” partly legitimate?

- a. Free trade;
- b. Anarchy;
- c. Communism;
- d. None of the above.



**Q39.** What was the trigger of the 2008 world economic crisis?

- a. The sovereign debt crisis in Europe;
- b. The subprime crisis in the USA;
- c. The massive bankrupts un the construction industry in Cambodia;
- d. The lack of banking regulation.

**Q40.** What does GAFAM mean?

- a. It is the acronym for the five most profitable Cambodian companies;
- b. It is the name of the French professional football league;
- c. It is the name of an international NGO dealing with digital literacy.
- d. It is the acronym for the five most profitable US tech companies;

**Q41.** Who has never received the Nobel Prize in Economics?

- a. Joseph Stiglitz;
- b. Jean Tirole ;
- c. Robert Solow.
- d. Thomas Piketty;

**Q42.** According to the economic theory, what is NOT a cause of inflation?

- a. When the Central Bank decides to lower the interest rates;
- b. When commercial banks ease access to credits for households;
- c. When the government allows massive subsidies to the private sector;
- d. When households increase their savings;

**Q43.** What is the main economic reason for some companies to declare their profits in some tiny remote islands in Caribbean Sea for example?

- a. To reduce their production costs thanks to lower salaries offered to workers;
- b. To avoid paying taxes on their profits in the country they actually operate;
- c. To access new markets;
- d. To contribute to the development of these countries;

**Q44.** Which company gives his name to a practice consisting in sub-contractor self-employed people instead of hiring them as full-time employees?

- a. Uber;
- b. Tesla;
- c. Twitter;
- d. Coca-Cola.



**Q45.** The marketing mix consists of:

- a. Product, People, Place, Promotion;
- b. Product, Price, Place, Promotion;
- c. Price, Promotion, Advertising, Place;
- d. Process, Place, Physical Evidence, Product;

**Q46.** When did Cambodia become a member of ASEAN?

- a. 2005;
- b. 1999;
- c. 1994
- d. 2012;

**Q47.** One of the disadvantages of a sole proprietorship is:

- a. All the profits goes to the owner ;
- b. There are fewer regulations to cope with;
- c. The owner support all the risks;
- d. There is no lunch breaks.

**Q48.** The “free-rider problem” refers to the fact that:

- a. Government subsidizes the fares of many municipal mass-transit systems;
- b. Government arbitrarily set taxes to a select list of goods and services;
- c. The benefits associated with public goods cannot be denied to those who are unwilling to pay for them;
- d. A lot of people do not want to pay for public transportations;

**Q49.** What does WTO stand for?

- a. World Tax Organization;
- b. World Trade Organization;
- c. World Trade Order.
- d. World Taxi Order;

**Q50.** What is the wealthiest company in the world?

- a. Lucky Supermarket;
- b. Boeing;
- c. Apple;
- d. Rolls Royce;



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*Duration: 90 minutes*

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**Part 1: Writing assessment (40 points) - *Indicative time: 30 min.***

**Part 2: Structure and written expression (40 Questions - 40 Points) -  
*Indicative time: 30 min.***

**Part 3: Reading comprehension (20 questions - 20 points) - *Indicative  
time: 30 min.***

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## **Part 1: Writing Assessment (40 points) – Indicative time: 30 minutes**

***Instructions:** On your exam sheet, write a clear, logical and well organized answer to the following question. Your answer should be in the form of a short essay. Your answer should not exceed 2 pages. Write legibly. Essays that are illegible or are written on a topic other than the one outlined in the question will not be scored. Please use the exam sheet to write your essay. (Do not forget to indicate your first and last name on the exam sheet!)*

Few months ago, the European Union (EU) decided to partly withdraw the tariffs-free agreement “EBA - Everything but arms” with Cambodia. As a consequence, Cambodia does no longer benefit from this competitive advantage to export its products to the EU.

**Reflect on the consequences of the EBA partial withdrawal by the EU and discuss potential solutions and challenges that Cambodia must tackle to ensure its competitiveness and the sustainability of its economic development.**



**Part 2: Structure and written expression (40 questions - 40 points) –**  
*Indicative time: 30 minutes*

Questions 1-15, each of the following sentences contains one blank. Each blank indicates that a word or a set of words have been left out. Below the sentence are four words or set of words, marked (A), (B), (C) and (D). Select the word or set of words that best complete the sentence.  
**PLEASE CIRCLE YOUR ANSWER ON THE ANSWER SHEET**

1. Captain Hengry, \_\_\_\_\_ crept slowly through the under-brush.  
(A) being remote from the enemy  
(B) attempting to not encounter the enemy  
(C) trying to avoid the enemy  
(D) not involving himself in the enemy
  
2. Tommy was one \_\_\_\_\_.  
(A) of the happy childs of his class  
(B) of the happiest child in the class  
(C) child who was the happiest of all the class  
(D) of the happiest children in the class
  
3. \_\_\_\_\_ he began to make friends more easily.  
(A) Having entered school in the new city, it was found that  
(B) After entering the new school  
(C) When he had been entering the new school  
(D) Upon entering into the new school
  
4. It is very difficult to stop the cultivation of marijuana because \_\_\_\_\_.  
(A) It grows very carelessly  
(B) of it's growth without attention  
(C) it grows well with little care  
(D) it doesn't care much to grow
  
5. The fact that space exploration has increased dramatically in the past thirty years \_\_\_\_\_.  
(A) is an evidence of us wanting to know more of our solar system  
(B) indicates that we are very eager to learn all we can about our solar system  
(C) how we want to learn more about the solar system  
(D) is pointing to evidence of our intention to know a lot more about what is called our solar system



6. Many of the international problems we are now facing \_\_\_\_\_.  
(A) linguistic incompetencies  
(B) are the result of misunderstandings  
(C) are because of not understanding themselves  
(D) lacks of the intelligent capabilities of understanding each other
  
7. Mr. Roberts is a noted chemist \_\_\_\_\_.  
(A) as well as an effective teacher  
(B) and too a very efficient teacher  
(C) but he teaches very good in addition  
(D) however he teaches very good also
  
8. Public television stations are different from commercial stations \_\_\_\_\_.  
(A) because they receive money differently and different types of shows  
(B) for money and program types  
(C) in the areas of funding and programming  
(D) because the former receives money and has programs differently from the latter
  
9. Manufacturers often sacrifice quality \_\_\_\_\_.  
(A) for a larger profit margin  
(B) in place of to earn more money  
(C) to gain more quantities of money  
(D) and instead earn a bigger amount of profit
  
10. Automobile production in the United States \_\_\_\_\_.  
(A) have taken slumps and rises in recent years  
(B) has been rather erratic recently  
(C) has been erratically lately  
(D) are going up and down all the time
  
11. A major problem in the construction of new buildings \_\_\_\_\_.  
(A) is that windows have been eliminated while air conditioning systems have not been perfected  
(B) is they have eliminated windows and still don't have good air conditioning  
(C) is because windows are eliminated but air conditioners don't work good  
(D) is dependent on the fact that while they have eliminated windows, they are not capable to produce efficient air conditioning systems



12. John said that no other car could go\_\_\_\_\_.
- (A) so fast like his car
  - (B) as fast like his car
  - (C) as fast like the car of him
  - (D) as fast as his car
13. Her grades have improved, but only\_\_\_\_\_.
- (A) in a small amount
  - (B) very slightly
  - (C) minimum
  - (D) some
14. While attempting to reach his home before the storm, \_\_\_\_\_.
- (A) the bicycle of John broke down
  - (B) it happened that John's bike broke down
  - (C) the storm caught John
  - (D) John had an accident on his bicycle
15. The changes in this city have occurred\_\_\_\_\_.
- (A) with swiftness
  - (B) rapidly
  - (C) fastly
  - (D) in rapid ways



Question 16-40, each sentence has four underlined words or phrases. The four underlined parts of the sentence are marked (A), (B), (C), and (D). Identify the *one* underlined word or phrase that must be changed in order for the sentence to be correct. **PLEASE CIRCLE YOUR ANSWER ON THE ANSWER SHEET**

16. The officials object to them wearing long dresses for the inaugural dance at the country  
A B C D  
club.

17. Janet is finally used to cook on an electric stove after having a gas one for so long.  
A B C D

18. He knows to repair the carburetor without taking the whole car apart.  
A B C D

19. Stuart stopped to write his letter because he had to leave for the hospital.  
A B C D

20. She must retyping the report before she hands it in to the director of financing.  
A B C D

21. How much times did Rick and Jennifer have to do the experiment before they obtained  
A B C  
the results they had been expecting?  
D

22. Each of the students in the accounting class has to type their own research paper this  
A B C D  
semester.

23. Mrs. Stevens, along with her cousins from New Mexico, are planning to attend the  
A B C D  
festivities.

24. They are going to have to leave soon, and so do we.  
A B C D

25. All the students are looking forward spending their free time relaxing in the sun this  
A B C D  
summer.



26. Dresses, skirts, shoes, and children's clothing are advertised at great reduced prices this weekend.  
A B C D
27. Mary and her sister just bought two new winters coats at the clearance sale.  
A B C D
28. A lunch of soup and sandwiches do not appeal to all of the students.  
A B C D
29. Some of us have to study their lessons more carefully if we expect to pass this examination.  
A B C D
30. Mr. Peters used to think of himself as the only president of the company.  
A B C D
31. The instructor advised the students for the procedures to follow in writing the term paper.  
A B C D
32. Although both of them are trying to get the scholarship, she has the highest grades.  
A B C D
33. The new technique calls for heat the mixture before applying it to the wood.  
A B C D
34. The pilot and the crew distributed the life preservers between the twenty frantic passengers.  
A B C D
35. A five-thousand-dollars reward was offered for the capture of the escaped criminals.  
A B C D
36. The equipment in the office was badly in need of to be repaired.  
A B C D
37. A liter is one of the metric measurements, aren't they?  
A B C D
38. We thought he is planning to go on vacation after the first of the month.  
A B C D



39. There are a large supply of pens and notebooks in the storeroom to the left of the  
A B C D  
library entrance.

40. The president refuses to accept either of the four new proposals made by the  
A B C D  
contractors.



**Part 3: Reading comprehension (20 questions - 20 points) - Indicative time: 30 min.**

You will read a number of passages. Each one is followed by questions. Answer all of the questions following a passage on the basis of what is stated or implied in that passage. Choose the one best answer, (A), (B), (C), or (D), to each question. **PLEASE CIRCLE YOUR ANSWER ON THE ANSWER SHEET**

**Questions 41 to 45 are based on the following passage:**

- Napoleon Bonaparte's ambition to control all the area around the Mediterranean Sea led him and his French soldiers to Egypt. After losing a naval battle, they were forced to remain there for three years. In 1799, while constructing a fort, a soldier discovered a piece of stele (a stone
- (5) pillar bearing an inscription) known as the Rosetta stone, in commemoration of the town near the fort. This famous stone, which would eventually lead to the deciphering of ancient Egyptian hieroglyphics dating to 3100 B.C., was written in three languages: hieroglyphics (picture writing), demotic (a shorthand version of Egyptian
- (10) hieroglyphics), and Greek. Scientists discovered that the characters, unlike those in English, could be written from right to left and in other directions as well. The direction in which they were read depended on how the characters were arranged. Living elements (animals, people, and body parts) were often the first symbols, and the direction that they
- (15) faced indicated the direction for reading them.

- Twenty-three years after the discovery of the Rosetta stone, Jean François Champollion, a French philologist fluent in several languages, was able to decipher the first word—Ptolemy—the name of an Egyptian ruler. This name was written inside an oval called a “cartouche.” Further
- (20) investigation revealed that cartouches contained names of important people of that period. Champollion painstakingly continued his search and was able to increase his growing list of known phonetic signs. He and an Englishman, Thomas Young, worked independently of each other to unravel the deeply hidden mysteries of this strange language. Young
- (25) believed that sound values could be assigned to the symbols, while Champollion insisted that the pictures represented words.



41. All of the following languages were written on the Rosetta stone EXCEPT
- (A) French
  - (B) Demotic
  - (C) Greek
  - (D) Hieroglyphics
42. All of the following statements are true EXCEPT
- (A) Cartouches contained names of prominent people of the period
  - (B) Champollion and Young worked together in an attempt to decipher the hieroglyphics
  - (C) One of Napoleon's soldiers discovered the Rosetta stone
  - (D) Thomas Young believed that sound values could be assigned to the symbols
43. The word "deciphering" in line 7 is closest in meaning to
- (A) decoding
  - (B) downfall
  - (C) discovery
  - (D) probing
44. The first word deciphered from the Rosetta stone was
- (A) Cartouche
  - (B) Ptolemy
  - (C) Demotic
  - (D) Champollion
45. What is the best title for the passage?
- (A) Napoleon's Great Discovery
  - (B) Deciphering the Hieroglyphics of the Rosetta Stone
  - (C) Thomas Young's Great Contribution
  - (D) The importance of Cartouches



Questions 46 to 50 are based on the following passage:

- The mighty, warlike Aztec nation existed in Mexico from 1195 to 1521. The high priests taught the people that the sun would shine, the crops would grow, and the empire would prosper only if the gods were appeased by human sacrifices and blood offerings from all levels of their society. The priests practiced forms of self-mutilation, such as piercing their tongues with thorns and flagellating themselves with thorn braches. They collected the small amount of blood produced by these practices and offered it to Huitzilopochtli and Quetzalcoatl, their chief gods. They insisted that all Aztecs needed to make some sort of daily sacrifice. Warriors were promised a place of honor in the afterlife if they died courageously in battle.

- The Aztecs were constantly at war in order to have enough captives from battle to serve as sacrificial victims. The prisoners were indoctrinated before their deaths into believing that they, too, would find a place of honor in the afterlife and that their death insured the prosperity of the great Aztec nation. After being heavily sedated with marijuana or a similar drug, they were led up the steps to the top of the ceremonial centers where they accepted their fate passively, and their palpitating hearts were removed from their bodies as an offering to the gods.

46. Why did the Aztecs offer human sacrifices?
- (A) They were cruel and inhuman
  - (B) They believed they had to pacify the gods
  - (C) They wanted to force the citizens to obey
  - (D) They wanted to deter crime.
47. Before the sacrifices, the victims were
- (A) tortured and harassed
  - (B) fed and entertained
  - (C) brainwashed and drugged
  - (D) interrogated and drugged
48. The word “appeased” in line 4 is closest in meaning to
- (A) glorified
  - (B) assaulted
  - (C) angered
  - (D) satisfied



49. What did the Aztecs believe the gods craved in order to ensure the people's survival?

- (A) Sunshine
- (B) Blood
- (C) Thorns
- (D) Drugs

50. Why were the victims willing to accept their fate?

- (A) They liked to see the sun shine.
- (B) They wanted everyone to see them at the top of the ceremonial centers.
- (C) They were made to believe they would have a place of honor in eternity.
- (D) They liked to take drugs.

Questions 51 to 52 are based on the following passage:

To: Helga Kloss  
Date: 11/5 Time: 10:05 AM PM

**WHILE YOU WERE OUT**

Mr. Denby  
of The Holiday Shop  
Phone: 909-243-7078

TELEPHONED       PLEASE CALL  
 CALLED TO SEE YOU       WILL CALL AGAIN  
 WANTS TO SEE YOU       RETURNED YOUR CALL  
 RUSH

Message: Needs a duplicate order of  
model 659. Double the last order.

Operator Dieter Stein

51. Who does the caller want to talk to?

- (A) Mr. Dendy
- (B) Mr. Stein
- (C) Mr. Holiday
- (D) Ms. Kloss

52. What was the call about?

- (A) A repeat order
- (B) Delayed shipment
- (C) A rushed delivery
- (D) Correcting a mistake



**Questions 53 to 57 are based on the following passage**

Job trends for the future emphasize careers in sales and marketing. Most of the growth will come in international sales, high technology, and electronic marketing. Research shows that overseas sales of high tech equipment and technology will increase 20% in the next decade.

- (5) The Internet is the primary source for advertising and marketing to these overseas customers. At the same time, however, successful marketers must find new avenues to increase consumer awareness of their products. As some clients become inundated by information on the Internet, and as others are still just learning to navigate the Web, the
- (10) marketers of the future will have to be inventive.

More traditional sales skills, such as bilingualism and an agreeable character, are still useful. Willingness to travel is also a plus.

53. What kinds of careers show promise for the future?
- (A) Research and development
  - (B) Sale and marketing
  - (C) High technology
  - (D) Travel agents
54. Why are these careers increasing in importance?
- (A) Companies are trying to focus on profits
  - (B) They address a neglected market segment
  - (C) High-tech sales are growing
  - (D) Most marketing will occur on the Internet
55. According to the article, how will new consumers most likely learn about products?
- (A) Door-to-door sales
  - (B) The Web
  - (C) Inventive new methods
  - (D) International trade shows
56. The author believes that the successful marketer must be:
- (A) bilingual
  - (B) overseas
  - (C) abreast of research
  - (D) creative



57. According to the article, why isn't Internet advertising always effective?
- (A) Some users see too much of it; some see too little
  - (B) Many users have limited English skills
  - (C) Access to the Web may be limited
  - (D) Consumers are unaware of products advertised on the Internet

**Questions 58 to 60 are based on the following passage**

In order to expand into the lucrative entertainment market,  
**ARC Computer Company**  
is pleased to announce the formation of an entertainment division.  
**Interactive Films Company.**

ARC shareholder of record as of August 30, 2017, will be issued one share of Interactive Films Company common stock for every five ARC shares held. No action is required on the part of shareholders to receive Interactive Films Shares.

58. Why is ARC going into the entertainment business?
- (A) It is popular
  - (B) It is profitable
  - (C) It is productive
  - (D) It is powerful
59. If a person owns 5 shares of ARC, how many shares of Interactive Firms will he receive?
- (A) 1
  - (B) 5
  - (C) 10
  - (D) 25
60. What do ARC shareholders need to do to receive stock in Interactive Films?
- (A) Verify
  - (B) Fund another division
  - (C) Reply by August 30
  - (D) Nothing