



IELTS Mock Test 2023 May

Reading Practice Test 1

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.



Internal and External Marketing

A

Employees need to hear the same messages that you send out to the marketplace. At most companies, however, internal and external communications are often mismatched. This can be very confusing, and it threatens employees' perceptions of the company's integrity: They are told one thing by management but observe that a different message is being sent to the public. One health insurance company, for instance, advertised that the welfare of patients was the company's number one priority, while employees were told that their main goal was to increase the value of their stock options through cost reductions. And one major financial services institution told customers that it was making a major shift in focus from being a financial retailer to a financial adviser, but, a year later, research showed that the customer experience with the company had not changed. It turned out that company leaders had not made an effort to sell the change internally, so employees were still churning out transactions and hadn't changed their behavior to match their new adviser role.

B

Enabling employees to deliver on customer expectations is important, of course, but it's not the only reason a company needs to match internal and external messages. Another reason is to help push the company to achieve goals that might otherwise be out of reach. In 1997, when IBM launched its e-business campaign (which is widely credited for turning around the company's image), it chose to ignore research that suggested consumers were unprepared to embrace IBM as a leader in e-business. Although to the outside world this looked like an external marketing effort, IBM was also using the campaign to align employees around the idea of the Internet as the future of technology. The internal campaign changed the way employees thought about everything they did, from how they named products to how they organized staff

to how they approached selling. The campaign was successful largely because it gave employees a sense of direction and purpose, which in turn restored their confidence in IBM's ability to predict the future and lead the technology industry. Today, research shows that people are four times more likely to associate the term "e-business" with IBM than with its nearest competitor, Microsoft.

C

The type of "two-way branding" that IBM did so successfully strengthens both sides of the equation. Internal marketing becomes stronger because it can draw on the same "big idea" as advertising. Consumer marketing becomes stronger because the messages are developed based on employees' behavior and attitudes, as well as on the company's strengths and capabilities – indeed, the themes are drawn from the company's very soul. This process can result in a more distinct advertising idea because marketers are more likely to create a message that's unique to the company.

D

Perhaps even more important, by taking employees into account, a company can avoid creating a message that doesn't resonate with staff or, worse, one that builds resentment. In 1996, United Airlines shelved its "Come Fly the Friendly Skies" slogan when presented with a survey that revealed the depth of customer resentment toward the airline industry. In an effort to own up to the industry's shortcomings, United launched a new campaign, "Rising," in which it sought to differentiate itself by acknowledging poor service and promising **incremental** improvements such as better meals. While this was a logical premise for the campaign given the tenor of the times, a campaign focusing on customers' distaste for flying was deeply discouraging to the staff. Employee resentment ultimately made it impossible for United to deliver the improvements it was promising, which in turn undermined the "Rising" pledge. Three years later, United decided employee opposition was undermining its success and pulled the campaign. It has since moved to a more inclusive brand message with the line "United," which both audiences can embrace. Here, a fundamental principle of advertising – find and address a customer concern – failed United because it did not consider the internal market.

E

When it comes to execution, the most common and effective way to link internal and external marketing campaigns is to create external advertising that targets both audiences. IBM used this tactic very effectively when it launched its e-business campaign. It took out an eight-page ad in the Wall Street Journal declaring its new vision, a message directed at both customers and internal **stakeholders**. This is an expensive way to capture attention, but if used sparingly, it is the most powerful form of communication; in fact, you need do it only once for everyone in the company to read it. There's a symbolic advantage as well. Such a tactic signals that the company is taking its pledge very seriously; it also signals transparency – the same message going out to both audiences.

F

Advertising isn't the only way to link internal and external marketing. At Nike, a number of senior executives now hold the additional title of "Corporate Storyteller." They deliberately avoid stories of financial successes and concentrate on **parables** of "just doing it," reflecting and reinforcing the company's ad campaigns. One tale, for example, recalls how legendary coach and Nike co-founder Bill Bowerman, in an effort to build a better shoe for his team, poured rubber into the family waffle iron, giving birth to the prototype of Nike's famous Waffle Sole. By talking about such inventive moves, the company hopes to keep the spirit of innovation that characterizes its ad campaigns alive and well within the company.

G

But while their messages must be aligned, companies must also keep external promises a little ahead of internal realities. Such promises provide incentives for employees and give them something to live up to. In the 1980s, Ford turned "**Quality is Job!**" from an internal rallying cry into a consumer slogan in response to the threat from cheaper, more reliable Japanese cars. It did so before the claim was fully justified, but by placing it in the public arena, it gave employees an incentive to match the Japanese. If the promise is pushed too far ahead, however, it loses credibility. When a beleaguered British Rail launched a campaign announcing service improvement under the banner "We're Getting There," it did so prematurely. By drawing attention to the gap between the promise and the reality, it prompted destructive press coverage. This, in turn, demoralized staff, who had been legitimately proud of the service advances they had made.

Questions 1-7

Use the information in the passage to match the company (listed **A-F**) with correct category or deeds below.

Write the appropriate letters **A-F** in boxes **1-7** on your answer sheet.

NB You may use any letter more than once

A	legendary anecdote inspire employee successfully
B	advertisement campaign inspire employees and ensure a leading role in business
C	improper ads campaign brings negative effect
D	internal and external announcement are different
E	campaign brings positive and realistic expectation internally
F	a bad slogan that failed both to win support internally and raise standard to its poor service

- 1 One health insurance Company
- 2 British Rail
- 3 IBM
- 4 United Airline
- 5 A financial service company
- 6 A Shoemaking company (Nike)
- 7 The Company of (Ford)

Questions 8-11

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

In boxes **8-11** 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

- 8 Employers in almost all companies successfully make their employees fully understand the outside campaign.
- 9 Currently IBM is more prominent in the area of E-business
- 10 United Airline finally gave up an ads slogan due to a survey in 1996.
- 11 Nike had improved company performance through telling employees legendary corporation stories.

Questions 12-13

Choose **TWO** correct letters below

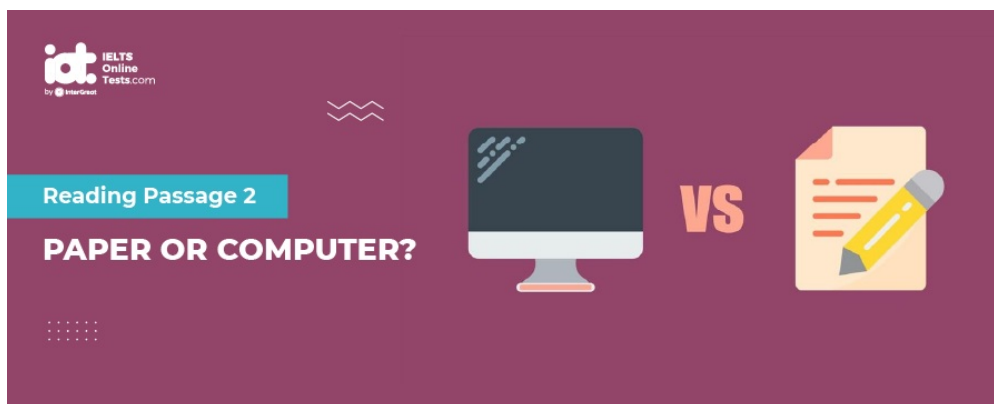
Write your answers in boxes **12-13** on your answer sheet.

Please choose **TWO** approaches in the passage mentioned that were employed as company strategy:

- A promoting the visual effect of their products' advertisement
- B launching inspiring campaigns internally
- C introducing inner competition
- D learning how to sell stories among senior executives
- E applying an appropriate slogan

READING PASSAGE 2

You should spend about 20 minutes on Questions 14-27, which are based on Reading Passage 2 below.



Paper or Computer?

A. Computer technology was supposed to replace paper. But that hasn't happened. Every country in the Western world uses more paper today, on a per- capita basis, than it did ten years ago. The consumption of uncoated free-sheet paper, for instance the most common kind of office paper — rose almost fifteen per cent in the United States between 1995 and 2000. This is generally taken as evidence of how hard it is to eradicate old, wasteful habits and of how stubbornly resistant we are to the efficiencies offered by computerization. A number of cognitive psychologists and ergonomics experts, however, don't agree. Paper has persisted, they argue, for very good reasons: when it comes to performing certain kinds of cognitive tasks, paper has many advantages over computers. The dismay people feel at the sight of a messy desk — or the spectacle of air-traffic controllers tracking flights through notes scribbled on paper strips – arises from a fundamental confusion about the role that paper plays in our lives.

B. The case for paper is made most eloquently in “The Myth of the Paperless Office”, by two social scientists, Abigail Sellen and Richard Harper. They begin their book with an account of a study they conducted at the International Monetary Fund, in Washington, D.c. Economists at the I.M.F. spend most of their time writing reports on complicated economic questions, work that would seem to be perfectly suited to sitting in front of a computer. Nonetheless, the I.M.F. is awash in paper, and Sellen and Harper wanted to find out why. Their answer is that the business of writing reports – at least at the I.M.F. is an intensely collaborative process, involving the professional judgments and contributions of many people. The economists bring drafts of reports to conference rooms, spread out the relevant pages, and negotiate changes with one other. They go back to their offices and jot down comments in the margin, taking advantage of the freedom offered by the informality of the handwritten note. Then they deliver the annotated draft to the author in person, taking him, page by page, through the suggested changes. At the end of the process, the author spreads out all the pages with comments on his desk and starts

to enter them on the computer — moving the pages around as he works, organizing and reorganizing, saving and discarding.

C. Without paper, this kind of collaborative and iterative work process would be much more difficult. According to Sellen and Harper, paper has a unique set of “affordances” — that is, qualities that permit specific kinds of uses. Paper is tangible: we can pick up a document, flip through it, read little bits here and there, and quickly get a sense of it. Paper is spatially flexible, meaning that we can spread it out and arrange it in the way that suits us best. And it’s tailorable: we can easily annotate it, and scribble on it as we read, without altering the original text. Digital documents, of course, have their own affordances. They can be easily searched, shared, stored, accessed remotely, and linked to other relevant material. But they lack the affordances that really matter to a group of people working together on a report. Sellen and Harper write:

D. Paper enables a certain kind of thinking. Picture, for instance, the top of your desk. Chances are that you have a keyboard and a computer screen off to one side, and a clear space roughly eighteen inches square in front of your chair. What covers the rest of the desktop is probably piles — piles of papers, journals, magazines, binders, postcards, videotapes, and all the other artifacts of the knowledge economy. The piles look like a mess, but they aren’t. When a group at Apple Computer studied piling behavior several years ago, they found that even the most disorderly piles usually make perfect sense to the piler, and that office workers could hold forth in great detail about the precise history and meaning of their piles. The pile closest to the cleared, eighteen-inch-square working area, for example, generally represents the most urgent business, and within that pile the most important document of all is likely to be at the top. Piles are living, breathing archives. Over time, they get broken down and resorted, sometimes chronologically and sometimes thematically and sometimes chronologically and thematically; clues about certain documents may be physically embedded in the file by, say, stacking a certain piece of paper at an angle or inserting dividers into the stack.

E. But why do we pile documents instead of filing them? Because piles represent the process of active, ongoing thinking. The psychologist Alison Kidd, whose research Sellen and Harper refer to extensively, argues that “knowledge workers” use the physical space of the desktop to hold “ideas which they cannot yet categorize or even decide how they might use.” The messy desk is not necessarily a sign of disorganization. It may be a sign of complexity: those who deal with many unresolved ideas simultaneously cannot sort and file the papers on their desks, because they haven’t yet sorted and filed the ideas in their head. Kidd writes that many of the people she talked to use the papers on their desks as contextual cues to “recover a complex set of threads without difficulty and delay” when they come in on a Monday morning, or after their work has been interrupted by a phone call. What we see when we look at the piles on our desks is, in a sense, the contents of our brains.

F. This idea that paper facilitates a highly specialized cognitive and social process is a far cry

from the way we have historically thought about the stuff. Paper first began to proliferate in the workplace in the late nineteenth century as part of the move toward “systematic management.” To cope with the complexity of the industrial economy, managers were instituting company-wide policies and demanding monthly, weekly, or even daily updates from their subordinates. Thus was born the monthly sales report, and the office manual and the internal company newsletter. The typewriter took off in the eighteen-eighties, making it possible to create documents in a fraction of the time it had previously taken, and that was followed closely by the advent of carbon paper, which meant that a typist could create ten copies of that document simultaneously. Paper was important not to facilitate creative collaboration and thought but as an instrument of control.

Questions 14-19

The reading passage has seven paragraphs, A-F

Choose the correct heading for paragraphs A-F from the list below. Write the correct number, i-xi, in boxes 14-19 on your answer sheet.

List of Headings	
i	paper continued as a sharing or managing must
ii	piles can be more inspiring rather than disorganising
iii	Favorable situation that economists used paper pages
iv	overview of an unexpected situation: paper survived
v	comparison between efficiencies for using paper and using computer
vi	IMF' paperless office seemed to be a waste of papers
vii	example of failure for avoidance of paper record
viii	There are advantages of using a paper in offices
ix	piles reflect certain characteristics in people' thought
x	joy of having the paper square in front of computer

14 Paragraph A

15 Paragraph B

16 Paragraph C

17 Paragraph D

18 Paragraph E

19

Paragraph F

Questions 20-23

Complete the following summary of the paragraphs of **Reading Passage**, using **no more than three words** from the Reading Passage for each answer. Write your answers in boxes 20-23 on your answer sheet.

Compared with digital documents, paper has several advantages. First it allows clerks to work in a 20 way among colleagues. Next, paper is not like virtual digital versions, it's 21 . Finally, because it is 22 , note or comments can be effortlessly added as related information. However, shortcoming comes at the absence of convenience on task which is for a 23 .

Questions 24-27

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

Write your answers in boxes 24-27 on your answer sheet.

24 What do the economists from IMF say that their way of writing documents?

- A they note down their comments for freedom on the drafts
- B they finish all writing individually
- C they share ideas on before electronic version was made
- D they use electronic version fully

25 What is the implication of the "Piles" mentioned in the passage?

- A they have underlying orders
- B they are necessarily a mess
- C they are in time sequence order
- D they are in alphabetic order

26 What does the manager believe in sophisticated economy?

- A recorded paper can be as management tool
- B carbon paper should be compulsory

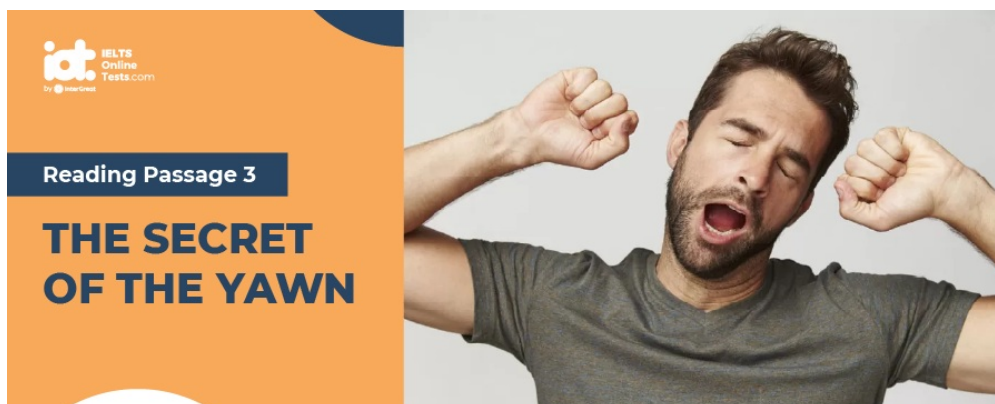
- C Teamwork is the most important
- D monthly report is the best way

27 According to the end of this passage, what is the reason why paper is not replaced by electronic vision?

- A paper is inexpensive to buy
- B it contributed to management theories in western countries
- C people need time for changing their old habit
- D it is collaborative and functional for tasks implement and management

READING PASSAGE 3

You should spend about 20 minutes on Questions 28-40, which are based on Reading Passage 2 below.



The secret of the Yawn

A

When a scientist began to study yawning in the 1980s, it was difficult to convince some of his research students of the merits of “yawning science.” Although it may appear quirky, his decision to study yawning was a logical extension to human beings of my research in developmental neuroscience, reported in such papers as “Wing-flapping during Development and Evolution.” As a neurobehavioral problem, there is not much difference between the wing-flapping of birds and the face – and body-flapping of human yawners.

B

Yawning is an ancient, primitive act. Humans do it even before they are born, opening wide in the womb. Some snakes unhinge their jaws to do it. One species of penguins yawns as part of mating. Only now are researchers beginning to understand why we yawn, when we yawn and why we yawn back. A professor of cognitive neuroscience at Drexel University in Philadelphia, Steven Platek, studies the act of contagious yawning, something done only by people and other primates.

C

In his first experiment, he used a psychological test to rank people on their empathic feelings. He found that participants who did not score high on compassion did not yawn back. “We literally had people saying, ‘Why am I looking at people yawning?’” Professor Platek said. “It just had no effect.”

D

For his second experiment, he put 10 students in a magnetic resonance imaging machine as they watched video tapes of people yawning. When the students watched the videos, the part

of the brain which reacted was the part scientists believe controls empathy – the posterior cingulate, in the brain’s middle rear.” I don’t know if it’s necessarily that nice people yawn more, but I think it’s a good indicator of a state of mind,” said Professor Platek. “It’s also a good indicator if you’re empathizing with me and paying attention.”

E

His third experiment is studying yawning in those with brain disorders, such as autism and schizophrenia, in which victims have difficulty connecting emotionally with others. A psychology professor at the University of Maryland, Robert Provine, is one of the few other researchers into yawning. He found the basic yawn lasts about six seconds and they come in bouts with an interval of about 68 seconds. Men and women yawn or half-yawn equally often, but men are significantly less likely to cover their mouths which may indicate complex distinction in genders.” A watched yawner never yawns,” Professor Provine said. However, the physical root of yawning remains a mystery. Some researchers say it’s coordinated within the hypothalamus of the brain, the area that also controls breathing.

F

Yawning and stretching also share properties and may be performed together as parts of a global motor complex. But they do not always co-occur – people usually yawn when we stretch, but we don’t always stretch when we yawn, especially before bedtime. Studies by J.I.P, G.H.A. Visser and H.F. Precht in the early 1980s, charting movement in the developing fetus using ultrasound, observed not just yawning but a link between yawning and stretching as early as the end of the first prenatal trimester.

G

The most extraordinary demonstration of the yawn-stretch linkage occurs in many people paralyzed on one side of their body because of brain damage caused by a stroke. The prominent British neurologist Sir Francis Walshe noted in 1923 what when these hemiplegics yawn, they are startled and mystified to observe that their otherwise paralyzed arm rises and flexes automatically in what neurologists term an “associated response.” Yawning apparently activates undamaged, unconsciously controlled connections between the brain and the cord motor system innervating the paralyzed limb. It is not known whether the associated response is a positive prognosis for recovery, nor whether yawning is therapeutic for reinnervation or prevention of muscular atrophy.

H

Clinical neurology offers other surprises. Some patients with “locked-in” syndrome, who are almost totally deprived of the ability to move voluntarily, can yawn normally. The neural circuits for spontaneous yawning must exist in the brain stem near other respiratory and vasomotor centers, because yawning is performed by anencephalic who possess only the medulla oblongata. The multiplicity of stimuli of contagious yawning, by contrast, implicates many

higher brain regions.

Questions 28-32

Complete the Summary paragraph described below.

In boxes **28-32** on your answer sheet, write the correct answer with **NO MORE THAN THREE WORDS**.

A psychology professor drew a conclusion after observation that it takes about six seconds to complete average yawning which needs 28 before the following yawning comes. It is almost at the same frequency that male and female yawn or half, yet behavior accompanied with yawning showing a 29 in genders. Some parts within the brain may affect the movement which also has something to do with 30 another finding also finds there is a link between a yawn and 31 before a baby was born, which two can be automatically co-operating even among people whose 32 is damaged.

Questions 33-37

Read paragraph A-H.

Which paragraph contains the following information?

Write the correct letter A-H for questions 33-37

NB You may use any letter more than once.

- 33 The rate for yawning shows some regular pattern.
- 34 Yawning is an inherent ability that appears in both animals and humans.
- 35 Stretching and yawning is not always going together.
- 36 Yawning may suggest people are having positive notice or response in communicating.
- 37 Some superior areas in the brain may deal with the infectious feature of yawning.

Questions 38-40

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

In boxes **38-40** 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

38 Several students in Platek's experiment did not comprehend why their tutor ask them to yawn back.

39 Some results from the certain experiment indicate the link between yawning and compassion.

40 Yawning can show an affirmative impact on the recovery from brain damage brought by s stroke.



Solution:

Part 1: Question 1 - 12

- | | |
|---------|--------------|
| 1 D | 2 C |
| 3 B | 4 F |
| 5 C | 6 A |
| 7 E | 8 FALSE |
| 9 TRUE | 10 FALSE |
| 11 TRUE | 12
13 B,E |

Part 2: Question 14 - 27

- | | |
|------------------|-------------|
| 14 iv | 15 iii |
| 16 v | 17 ii |
| 18 ix | 19 viii |
| 20 Collaborative | 21 tangible |
| 22 tailorable | 23 report |
| 24 A | 25 A |

26 D

27 D

Part 3: Question 28 - 40

28 68 seconds

29 distinction

30 breathing

31 stretching

32 brain

33 E

34 B

35 F

36 D

37 D

38 FALSE

39 TRUE

40 NOT GIVEN