**Reading for the Real World 3 – Unit 12**

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### **I. Vocabulary: Choose the best word to fill in the blank.**

1. Bill’s taste in music was \_\_\_\_\_\_\_\_\_\_ with Ted’s, so they enjoyed the concert together.

a. strategic

b. iconic

c. congruent

d. diffuse

1. It’s important that you \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ enough time to studying for the test, not just to playing computer games
   1. envision
   2. recognize
   3. allocate
   4. utilize
2. The players \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the play exactly as the coach had designed it, so they ended up scoring.

a. executed

b. distributed

c. analyzed

d. differentiated

1. If you don’t have enough money to pay your bills, you could sell off some of your \_\_\_\_\_\_\_\_\_\_\_\_\_\_..
   1. assets
   2. impulses
   3. statistics
   4. entrepreneurs
2. He is effective at the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ part of the work, but he needs help turning the ideas into reality.
   1. numerical
   2. conceptual
   3. credible
   4. proximal

### **II. Cloze Test**

**Questions 6 - 10**

Brand power refers to the relative strength of a company’s brand in the minds of consumers. It can influence consumer choice of products—even with (6)\_\_\_\_\_\_ purchases. Brands are powerful to the extent that they confer high brand loyalty and strong brand associations. They also confer name (7) , perceived quality, and other \_\_\_\_(8)\_ such as patents and (9) on a company. A strong brand can be one of a company’s most important assets. Market research firms measure brand power with brand equity metrics and other statistical research tools. Putting a (10) value on a brand name is difficult, but according to one estimate, the brands of companies like Coca-Cola and Microsoft are worth well over $60 billion.

6. a. entity 9. a. trademarks

b. logo b. icons

c. impulse c. congruencies

d. icon d. goods

7. a. distribution 10. a. credibility

b. sophistication b. diffuse

c. precision c. conceptual

d. recognition d. numerical

8. a. strategies

b. assets

c. entrepreneurs

d. aptitudes

### **III. Reading Comprehension: Based on the reading in section II, put the information below into the correct columns.**

|  |  |
| --- | --- |
| *~~Coca-Cola worth over $60 billion~~*   1. Create brand loyalty 2. Strength of a company in the minds of consumers | 1. Associate brand with quality 2. Brand equity metrics 3. Influences consumers choice of products |

|  |  |  |
| --- | --- | --- |
| **Brand Power** | | |
| **A. Definition** | **B. Functions** | **C. Measurements** |
|  |  | Coca-Cola worth over $60 billion |

**IV. Word Study: Choose the SYNONYM ( = ) or ANTONYM ( ↔ ) for each word.**

16. Which of the following is an antonym for *distribution?*

a. collection

b. harmony

c. spread

d. disharmony

17. Which of the following is a synonym for *goods?*

a. buyers

b. sellers

c. services

d. products

18. Which of the following is a synonym for *strategic?*

a. iconic

b. planned

c. unknown

d. unplanned

19. Which of the following is an antonym for *diffuse?*

a. scattered

b. suitable

c. focused

d. unsuitable

20. Which of the following is a synonym fo*r aptitude?*

a. logo

b. weakness

c. trademark

d. ability

### **V. Fill in the blank with the correct word.**

|  |
| --- |
| impulse entities statistically numerical sophisticated |

1. They decided to split the company into two separate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. The \_\_\_\_\_\_\_\_\_\_\_\_\_ sales data for the past few months have been made easy to compare in this pie chart.
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ speaking, the chances of dying from heart disease are greater than 50%.
4. People who can control their sudden \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ tend to make fewer regrettable mistakes..
5. The design for your experiment is quite \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_; you must have worked on it for a long time.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| c | c | a | a | b |
| 6 | 7 | 8 | 9 | 10 |
| c | d | b | a | d |
| 11 | 12 | 13 | 14 | 15 |
| B | A | B | C | B |
| 16 | 17 | 18 | 19 | 20 |
| a | d | b | c | d |
| 21 | 22 | 23 | 24 | 25 |
| entities | numerical | statistically | impulse | sophisticated |