

PTE Reading Practice Test 9

Multiple Choice Choose Single Answer

Q: 1

Laws of nature are not commands but statements of acts. The use of the word "law" in this context is rather unfortunate. It would be better to speak of uniformities in nature. This would do away with the elementary fallacy that a law implies a lawgiver. If a piece of matter does not obey a law of nature it is not punished. On the contrary, we say that the law has been incorrectly started.

If a piece of matter violates nature's law, it is not punished because

- A. it is not binding to obey it
- B. there is no superior being to enforce the law of nature
- C. it cannot be punished
- D. it simply means that the facts have not been correctly stated by law

Q: 2

Male lions are rather reticent about expanding their energy in hunting. More than threequarters of kills are made by lionesses that are in front, tensely scanning ahead, the cubs lag playfully behind and the males bring up the rear, walking slowly, their massive heads nodding with each step as if they were bored with the whole matter. But slothfulness may have survival value. With lionesses busy hunting, the males function as a guard for the cubs, protecting them particularly from hyenas.

According to the passage male lions generally do not go for hunting because

- A. they do not like it.
- B. they want lioness to get training
- C. they wish to save their vigour for other things
- D. they are very lazy

Q: 3

Marketing managers in television work with a relatively stable advertising medium. In many ways, the television advertisements aired today are similar to those aired few decades ago. Most television ads still feature television and film actors and still show a product. However, the differing dynamics of the Internet pose distinctive challenges to advertisers, forcing them to transform their practices and methods on regular basis. In the early days of Internet marketing, online advertisers employed banner and pop-up ads to attract consumers. These practices reached large audiences, generated many sales leads, and came at a low cost. Though, a small number of Internet users began to believe these advertising techniques disturbing and irritating. Marketing tactics rely heavily on streamers and pop-ups produced results, companies invested growing amounts of money into purchasing these ads in hope of capturing market share in the mushrooming online economy. As consumers became more urbane, frustration with these online advertising techniques grew. Independent programmers began to develop tools that blocked banner and pop-up ads. The backlash against banner advertisements grew as new web browsers provided customers the ability to

block image-based ads such as banner ads. Although banner and pop-up advertisements still exist, they are far less important than during the early days of the Internet. A major expansion in online marketing came with the introduction of pay-per-click ads. Unlike banner or pop-up ads, which initially required companies to pay every time a website visitor saw an ad, pay-per-click ads allowed companies to pay only when an interested prospective customer clicked on an ad. More importantly, however, these ads bypass the pop-up and banner blockers.

Why advertisers need to change their methods and strategies of advertising?

- A. As consumers became more Urbane
- B. As there was advancement in technology that lead to new preferences
- C. Advertisement cost was too high.
- D. Companies want to keep it only for interesting and perspective customer.
- E. Advertising techniques were infuriating and interrupting for customers

Q: 4

Climate encompasses the statistics of temperature, humidity, atmospheric pressure, wind, rainfall, atmospheric particle counts and other meteorological elements in a given region over a long period of time. Climate can be contrasted to weather, which is the present condition of these same elements and their variations over shorter time periods. Climate may be inherently variable as evidenced by the irregularity of the seasons from one year to another. This variability is normal and may remain partially understood. It is related to changes in ocean currents, volcanic eruptions, solar radiation and other components of the climate system. In addition, our climate also has its extremes (such as floods, droughts, hail, tornadoes and hurricanes), which can be devastating. However, in recent decades, a number of indicators and studies show more and more evidence of climate warming across the globe. A disturbing phenomenon that challenges human habits and activities which are responsible for greenhouse gas emissions. The greenhouse effect is the process by which absorption and emission of infrared radiation by gases in the atmosphere warm a planet's lower atmosphere and surface. It was proposed by Joseph Fourier in 1824 and was first investigated quantitatively by Svante Arrhenius in 1896. Naturally occurring greenhouse gases have a mean warming effect of about 33 QC (59 °F). But Human activity since the Industrial Revolution has increased the amount of greenhouse gases in the atmosphere, leading to increased radioactive forcing from CO₂. methane, tropospheric ozone, CFCs (chlorofluorocarbon) and nitrous oxide. The concentrations of CO₂ and methane have increased by 361 and 148% respectively since 1750. These levels are much higher than at any time during the last 650,000 years, the period for which reliable data has been extracted from ice cores.

According to paragraph which of the following are related to climate change?

- A. Irregularity of the seasons
- B. Absorption and emission of infrared gases

- C. Same human habits and activities
- D. Industrial Revolution

Q: 4

Dolphins' senses are very developed. Most dolphins have acute eyesight both in and out of the water, and they can hear frequencies ten times or more above the upper limit of adult human hearing. Hearing is also used for echolocation, which all dolphins have. Dolphin teeth are believed to function as antennae to receive incoming sound and to pinpoint the exact location of an object. Beyond locating an object, echolocation also provides the animal with an idea on the object's shape and size, though how exactly this works is not yet understood. The dolphin's sense of touch is also well-developed, with free nerve endings densely packed in the skin, especially around the snout, pectoral fins and genital area. However, dolphins lack an olfactory nerve and lobes, and thus are believed to have no sense of smell. They do have a sense of taste and show preferences for certain kinds of fish. Dolphins are capable of making a broad range of sounds using nasal air sacs located just below the blowhole. Individual dolphins communicate using a variety of clicks, whistle-like sounds and other vocalizations. The clicks are directional and are for echolocation, often occurring in a short series called a click train. The click rate increases when approaching an object of interest. Dolphin echolocation clicks are amongst the loudest sounds made by marine animals.

Which of the following are close to the meaning of echolocation in this passage?

- A. Reverberate
- B. Variety
- C. Sound
- D. Beacon