

IELTS READING (GENERAL TRAINING)



ACTUAL TESTS WITH ANSWERS

JANUARY - APRIL 2021



 **IELTS Material**

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IELTS General Reading Recent Actual Tests with Answers (January – April 2021)

PREFACE

As far as you know, IELTS candidates will have only 60 minutes for this IELTS Reading part with a total of 40 questions. Therefore, it is absolutely necessary that you invest time in practicing the real IELTS reading tests for this module.

Beside Cambridge IELTS Practice Tests series published by Oxford University Press, IELTS General Reading Recent Actual Tests with Answers aims to develop both test-taking skills and language proficiency to help you achieve a high IELTS Reading score. It contains IELTS General Reading Tests in the chronological order of the recent tests and an Answer Key. Each test contains three sections which cover a rich variety of topics and give a lots of practice for a wide range of question types used in the IELTS Exam such as multiple choice questions, short-answer questions, sentence completion, summary completion, classification, matching lists / phrases, matching paragraph headings, identification of information – True/False/Not Given, etc. When studying IELTS with this e-book, you can evaluate at the nearest possibility how difficult the IELTS Reading section is in the real exam, and what the top most common traps are. Moreover, these tests are extracted from authentic IELTS bank source; therefore, you are in all probability to take these tests in your real examinations.

Don't just trust to luck in your IELTS exam – the key is practice!

IELTS Material

<https://ieltsmaterial.com> | admin@ieltsmaterial.com

IELTS General Reading Actual Test 1

Reading Passage 1

Questions 1 - 14

Questions 1 -5

Look at the five restaurant advertisements A - E.

For which restaurant are the following statements true?

Write the correct letter A-E in boxes 1 - 5 on your answer sheet

NB: You may use any letter more than once

1. You can't eat at this restaurant on Monday evening.
2. . You can have a meal here in peaceful country surroundings.
3. You can eat here on a Sunday night.
4. You can have your order delivered for an extra fee.
5. You can have dinner here and then stay the night.

| | |
|---|---|
| <p>A</p> <p>THE AUTHENTIC TASTE OF THAILAND</p> <p>CHANGTOM</p> <p>THAI RESTAURANT AND HOTEL</p> <p>12-3 6-12 CLOSED SUNDAYS</p> <ul style="list-style-type: none"> • SET IN 40 ACRES OF SCENIC WOODLAND • OUTSIDE DINING AREA • FRESH PRODUCE ALWAYS USED • CREDIT CARDS ACCEPTED • SEATING FOR UP TO 50 • FULLY LICENSED BAR. • SMALL FUNCTION ROOM AVAILABLE FOR HIRE • LUXURY ACCOMMODATION AVAILABLE • EASY PARKING • VIEWS OVER BEAUTIFUL LANDSCAPED GARDENS <p><u>FOR THE FINEST STANDARDS OF CUISINE & SERVICE</u></p> | <p>B</p> <p>JACK'S</p> <p>TRADITIONAL AND AMERICAN RESTAURANT</p> <p>For a Family Treat or that Special Occasion...</p> <ul style="list-style-type: none"> • SUPERB SELECTION OF CLASSIC AMERICAN BURGERS & STEAKS • FISH & CHIPS & VEGETARIAN PLUS CHILDREN'S MENU • LICENSED BAR • WEDDINGS & PARTY BOOKINGS WELCOME • TAKEAWAY SERVICE <p>LUNCHTIMES TUESDAY-SATURDAY EVENINGS WEDNESDAY - SATURDAY</p> |
|---|---|

C

MOGUL EXPRESS
INDIAN TAKEAWAY

ENJOY FINE INDIAN FOOD IN THE COMFORT OF YOUR HOME
OPEN 7 DAYS A WEEK INCLUDING PUBLIC HOLIDAYS
GOOD PARKING FACILITIES
HOME DELIVERY SERVICE WITHIN A 4-MILE RADIUS OF
OUR TAKEAWAY - SMALL CHARGE

TEL: NORWICH 420988/588980

**TOP UK TAKEAWAY AWARD & HYGIENE & QUALITY AWARD
FOR TWO YEARS RUNNING**

D

THE MARINA RESTAURANT

OPEN ALL DAY FOR
DELICIOUS INTERNATIONAL CUISINE AT LOCAL PRICES
WE HAVE A CONSTANTLY CHANGING MENU OF HOME-PRODUCED FRESH FOOD
USING ONLY THE BEST LOCAL PRODUCE

* BUSINESS LUNCHESES * ANNIVERSARIES AND WEDDINGS * ALL SPECIAL OCCASIONS
SNACKS \$ LIGHT MEALS, LUNCHESES & DINNERS, FULL BAR & EXTENSIVE WINE LIST
DINE N STYLE ABOARD THE MARINA IN RELAXED & INFORMAL SURROUNDINGS &
SAMPLE THE PLEASURES OF NORWICH'S PREMIER RESTAURANT

OPEN ALL DAY, MON-SAT
LARGE VIDEO SCANNED CAR PARK OPPOSITE

| | | | |
|--|---|---|--|
| <p>E</p> <p>PEKING HOUSE</p> <p>RESTAURANT AND TAKEAWAY</p> <p>DELICIOUS HIGH CLASS CHINESE FOOD COOKED BY EXPERIENCED CHEFS IN OUR OWN UNIQUE & ULTRA-MODERN KITCHEN</p> <p>FREE DELIVERY - AMPLE CAR PARK</p> <p>TELEPHONE ORDERS WELCOME</p> <p>ASK ABOUT OUR CHEF'S SPECIALITY</p> | | LUNCHTIME | EVENING |
| | <p>SUNDAY</p> <p>MONDAY</p> <p>TUESDAY</p> <p>WEDNESDAY</p> <p>THURSDAY</p> <p>FRIDAY</p> <p>SATURDAY</p> | <p>CLOSED</p> <p>CLOSED</p> <p>CLOSED</p> <p>CLOSED</p> <p>CLOSED</p> <p>CLOSED</p> <p>CLOSED</p> | <p>5-11 pm</p> <p>5-11.30 pm</p> <p>5-11.30 pm</p> <p>5-11.30 pm</p> <p>5-11.30 pm</p> <p>5-midnight</p> <p>5-midnight</p> |
| | <p>NORWICH (01603) 571122 40 QUEEN STREET, NORWICH</p> | | |

Read the text below and answer the questions 6 - 14

A RICHMOND EXPERIMENTAL THEATRE

'Learn to act' introduces people to a broad range of acting techniques. It is specially geared to people with little or no acting experience. The atmosphere is relaxed and unthreatening and great emphasis is placed on developing the confidence and abilities of people who may initially be a little apprehensive.

B WORLD CULTURE DAY

Brazilian street percussion

2.30 - 4.30

Samba percussion workshop. Lift your spirits with the taste of carnival! It doesn't matter whether you are an experienced musician or complete beginner, you'll be creating complex exotic rhythms in no time.

African storytelling

3:45 to 4:45

The magical African story-telling tradition of narration, poetry and proverbs (mainly from Ghana and Nigeria). An event for all the family.

C SCOTTISH DANCING

IT'S FUN

IT'S GOOD EXERCISE

- We have classes for dancers of all abilities.
- Previous experience is not essential.
- All you need to bring is a pair of soft shoes and enthusiasm.
- Classes are held in a number of places and at different times.
- We guarantee you a warm welcome.

D THE RENAISSANCE SINGERS

New singers are invited to join our choir, formed in 1993, to perform a wide variety of music in Cambridge. We meet every Wednesday evening from 7:30 to 9:30 pm and this term we are rehearsing for a special concert with audience participation on Saturday 1st December.

An ability to sight read previous experience in choral singing is desirable, although not essential.

E DRAWING WITH COLOUR

An intensive workshop for beginners

Saturday 13th and Sunday 14th October

The unusual workshop offers instructions in effective ways to draw in colour. Activities will include study of light and shade and ways to express mood and emotion in colour.

The smart class (12 students) assures maximum attention for each student. Professional quality materials are included in the fee of \$95.

Question 6 - 14

The passage on the reading page has five sections A - E

For which section are the following statements true?

Write type correct letter A - E in boxes 6 -14 on your answer sheet.

NB: You may use any letter more than once

6. A friendly greeting awaits new members
7. Some relevant skills are preferred
8. The activity could cheer you up.
9. The activity is suitable for a variety of ages.
10. Individual guidance will be provided
11. Participants can take part in a public performance
12. This activity could help someone who wants to overcome shyness.
13. This activity promises rapid progress.
14. This activity is not held during the day.

Reading Passage 2

Diving: Take the Plunge

Have you always wanted to learn how to dive?

Getting a diving certificate will be one of the most exciting experiences of your life as you learn how to explore underwater!

Here's the 10-step path to becoming a certified diver

STEP 1: Decide you really want to do it

STEP 2: Find a dive store and dive instructor you like.

STEP 3: Discuss how you will complete your open water certification: meeting weekly for classroom and pool sessions, weekend classes, home study, class trip for your open water dives and more.

STEP 4: With your instructor, decide on a plan that best fits your schedule

STEP 5: Put on a mask, a snorkel and a pair of fins. These are the basic items of personal equipment that need to be fitted to you by a dive store professional.

For reasons of safety and comfort, we recommend that you buy diving equipment only at a dive store.

STEP 6: Be enthusiastic. An important part of your training involves going back to the classroom and learning about the dive environment, physics and safety practices.

STEP 7: Get wet! Your first dives will take place in a swimming pool. Be prepared for your first breath on a regulator (breathing apparatus) under water!

STEP 8: Go diving. Your open water training dives provide the opportunity to practice the skills you learned in your classroom and pool work!

STEP 9: Use your 'C-Card' now that you're a certified diver! Only card-carrying divers can buy scuba life supporting equipment. We also encourage you to begin right now selecting your personal equipment, especially a regulator, buoyancy compensator and dive computer. Having your own equipment will make you safer and more comfortable under water.

STEP 10: Go for more. Your certification is really just the beginning. You still need to serve a diving internship with your instructor and other experienced divers. Sign up for more training or dives under supervision as soon as you can.

Questions 15 - 20

Use **NO MORE THAN THREE WORDS FROM THE PASSAGE** answer the following questions.

15. What THREE pieces of personal equipment do you need to buy before starting the course?
16. Why should you buy your equipment from a dive store?
17. Name ONE topic studied in classroom
18. What must you show before being allowed to buy a scuba diving equipment.
19. What thing can make you feel more comfortable and safer by possessing it
20. What thing do you need to do with instructor and other experienced divers before being certified?

Questions 21 -24

The Section 'Fear No More' on the next page has 5 paragraphs (A-E) .

Choose the most suitable headings for paragraphs B - E from the list (i to ix) below:

List of headings

- i do not panic
- ii if you get lost
- iii do not be trapped
- iv I won't be able to swim
- v if I get the bends
- vi I won't be able to see
- vii don't get eaten
- viii if you run out of air

21. Paragraph B

22. Paragraph C

23. Paragraph D

24. Paragraph E



Fear No More

A It's natural to be scared at first, but statistics show scuba diving is not particularly dangerous. It is estimated that there are 2.4 million divers and 17 million dives made in the US per year. Divers Alert Network, the leading safety organization for divers reported only 85 fatalities in the past year. Most of us find that as our ability increases, our fears decrease. The risks in scuba diving while real, can all be reduced significantly by what you do for your own safety. Here are some of the most common fears of new scuba divers.

B It's understandable if you mistrust your scuba regulator. But mechanical failure of your breathing equipment is highly unlikely. A regulator is simple, strong and designed so that if it does fail, it delivers more air than you need, not less. You will also have an extra breathing system, and so will your diving buddy. Keep an eye on your air gauges and time. If you are running out of air you will find that you will have to suck harder to breathe. You will still have time to ascend slowly, even if you have to hold your breath, If you stay above 60 feet and stay out of caves and wrecks - good advice for all new divers - there is no reason to be afraid of running out of air and water.

C The 'bends' is the decompression sickness most people associate with diving, but in fact it is almost preventable. Divers most often get the bends by going too deep and coming up too quickly. It is not a serious risk if you stay above 60 feet. A safety stop of three minutes at 15 feet is a wise precaution. Cases of the bends do occur rarely, but the sickness is rarely treatable.

D Most fish ignore you or swim away. They have very narrow diets and eat only what they are accustomed to; however sometimes sharks have been known to make attacks on humans. Even here, there is evidence that a shark mistakes a human for his regular meal, a seal or sea-lion, and shark attacks are very rare. In the presence of sharks, remain calm. Don't annoy sharks by poking at them. Almost all fish will leave you alone if you do the same to them.

E Fear can sometimes overwhelm the intellect and leave some people paralysed. The best prevention is training. You will be taught the correct response to danger. When you practise the response, it will be there when you need it. When you know just what to do, you're much less likely to lose self-control. And experience - simply diving again and again - reduces the general anxiety level that is natural when diving is still new. When you realise you are not helpless, your fears are likely to disappear.

Questions 25 -28

Complete the notes below using **NO MORE THAN THREE WORDS** from the passage for each answer:

Dive with a buddy

Check your gauges so that you don't run out of air

Dive no deeper than (25) until you feel comfortable

Don't mind coming up (26)make a 3-minute safety stop at 15 feet

If you see a shark (27).....avoid splashing, kicking or poking at fish.

Visualise emergencies and (28).....your responses. Experience gives you confidence.

Reading Passage 3

You should spend about 20 minutes on **Questions 29 - 40** which are based on Reading Passage 3 below:

In the last century, Vikings have been perceived in numerous different ways - vilified as conquerors and romanticized as adventurers. How Vikings have been employed in the nation - building is a topic of some interest.

In English, Vikings are also known as 'Norse' or 'Norsemen'. Their language greatly influenced English, with the nouns, 'Hell', 'husband', 'law' and 'window' and the verbs 'blunder', 'snub', 'take' and 'want' all coming from old Norse. However the origins of the word 'Viking' itself are obscure: it may mean a 'scandinavian pirate' or it may refer to an 'inlet', or a place called 'Vik', in modern-day Norway, from where the pirates came. These various names - Vikings, Norse or Norsemen, and doubts about the very word 'Viking' suggest historical confusion.

Loosely speaking, the Viking age endured from the late eighth to mid-eleventh centuries. Vikings sailed to England in AD 793 to storm coastal monasteries, and subsequently, large swathes of England fell under the Viking rule - indeed several Viking Kings sat on the English throne. It is generally agreed that the battle of Hastings, in 1066, when the Norman French invaded, marked the end of the English Viking age, but the Irish Viking age ended earlier, while Viking colonies in Iceland and Greenland did not dissolve until around AD 1500.

How much territory Vikings controlled is also in dispute - Scandinavia and Western Europe certainly, but their reach east and south is uncertain. They plundered and settled down the Volga and Dnieper rivers, and traded with the modern-day Istanbul, but the archeological record has yet to verify that Vikings raided as far away as North west Africa, as some writers claim.

The issue of control and extent is complex because many Vikings did not return to Scandinavia after raiding but assimilated into local populations, often becoming Christian. To some degree, the Viking age is defined by religion. Initially, Vikings were polytheists, believing in many Gods, but by the end of the age, they had permanently accepted a new monotheistic religious system- Christianity.

This transition from so-called pagan plunderers to civilised Christians is significant and is the view promulgated throughout much of recent history. In the UK, in the 1970s for example, schoolchildren were taught that until the Vikings accepted Christianity they were nasty heathens who rampaged throughout Britain. By contrast, today's children can visit museums where Vikings are celebrated as merchants, pastoralists, and artists with a unique worldview as well as conquerors.

What are some other interpretations of Vikings? In the nineteenth century, historians in Denmark, Norway, and Sweden constructed their own Viking ages for nationalistic reasons. At that time, all three countries were in crisis. Denmark had been beaten in war and ceded territory to what is now Germany. Norway had become independent from Sweden in 1905 but was economically vulnerable, so Norwegians sought to create a separate identity for themselves in the past as well as the present. The Norwegian historian, Gustav Storm, was adamant it was his forebears and not the Swedes' or Danes' who had colonised Iceland, Greenland, and Finland, in what is now Canada. Sweden, meanwhile, had relinquished Norway to the Norwegians and Finland to the Russians; thus, in the late nineteenth century, Sweden was keen to boost its image with rich archaeological finds to show the glory of its Viking past.

In addition to augmenting nationalism, nineteenth-century thinkers were influenced by an Englishman, Herbert Spencer, who described peoples and cultures in evolutionary terms similar to those of Charles Darwin. Spencer coined the phrase 'survival of the fittest', which includes the notion that, over time, there is not only technological but also moral progress. Therefore, Viking heathens' adoption of Christianity was considered an advantageous move. These days, historians do not compare cultures in the same way, especially since, in this case, the archaeological record seems to show that heathen Vikings and Christian Europeans were equally brutal.

Views of Vikings change according to not only to forces affecting historians at the time of their research but also according to the materials they read. Since much knowledge of Vikings comes from literature composed up to 300 years after the events they chronicle, some Danish historians call these sources 'mere legends'.

Vikings did have a written language carved on large stones, but as few of these survive today, the most reliable contemporary sources on Vikings come from writers from other cultures, like the ninth-century Persian geographer, Ibn Khordadbeh.

In the last four decades, there have been wildly varying interpretations of the Viking influence in Russia. Most non-Russian scholars believe the Vikings created a kingdom in western Russia and modern-day Ukraine led by a man called Rurik. After AD 862, Rurik's descendants continued to rule. There is considerable evidence of this colonisation: in Sweden, carved stones, still standing, describe the conquerors' journeys; both Russian and Ukrainian have loan words from Old Norse; and, Scandinavian

first names, like Igor and Olga, are still popular. However, during the Soviet period, there was an emphasis on the Slavic origins of most Russians. (Appearing in the historical record around the sixth century AD, the Slavs are thought to have originated in Eastern Europe.) This Slavic identity was promoted to contrast with that of the neighbouring Viking Swedes, who were enemies during the Cold War.

These days, many Russians consider themselves hybrids. Indeed recent genetic studies support a Norsecolonisation theory: western Russian DNA is consistent with that of the inhabitants of a region north of Stockholm in Sweden.

The tools available to modern historians are many and varied, and their findings may seem less open to debate. There are linguistics, numismatics, dendrochronology, archaeozoology, palaeobotany, ice crystallography, climate and DNA analysis to add to the translation of runes and the raising of mighty warships. Despite these, historians remain children of their times.

Questions 29-33

Complete the notes below.

Write **NO MORE THAN TWO WORDS OR A NUMBER** for each answer

Origins:

- Word 'Viking' is 29.....
- Vikings came from Scandinavia.

Dates of the Viking Age

- In Britain: AD 30.....-1066

Write your answers in boxes 29-33 on your answer sheet.

- Length varies elsewhere

Territorial extent:

- In doubt – but most of Europe
- Possibly raided as far away as 31.....

End of the Viking Age:

- Vikings had assimilated into 32....., & adopted a new 33..... system.

Questions 34-41

Look at the following statements and the list of times and places below.

Match each statement with the correct place or time: A-H.

Write the correct letter, A-H, in boxes 34-40 on your answer sheet.

- 34 A geographer documents Viking culture as it happens.
- 35 A philosopher classifies cultures hierarchically.
- 36 Historians assert that Viking history is based more on legends than facts.
- 37 Young people learn about Viking cultural and economic activities.
- 38 People see themselves as unrelated to Vikings.
- 39 An historian claims Viking colonists to modern-day Canada came from his land.
- 40 Viking conquests are exaggerated to bolster the country's ego after a territorial loss.

List of times & places

- A In the UK today
- B In 19th-century Norway
- C In 19th-century Sweden
- D In 19th-century England
- E In Denmark today
- F In 9th-century Persia
- G In mid-20th century Soviet Union
- H In Russia today

IELTS General Reading Actual Test 2

Reading Passage 1

Question 1-14

Read the text below and answer **Question 1-7**

EASTERN ENERGY

We are here to help and provide you with personal advice on any matters connected with your bill or any other queries regarding your gas and electricity supply.

Moving home

Please give as much notice as possible if you are moving home, but at least 48 hours is required for us to make the necessary arrangements for your gas and electricity supply. Please telephone our 24-hour line on 01316 753219 with details of your move. In most cases, we are happy to accept your meter reading on the day you move. Tell the new occupant that Eastern Energy supplies the household, to ensure the service is not interrupted. Remember we can now supply electricity and gas at your new address, anywhere in the UK. If you do not contact us, you may be held responsible for the payment for electricity used after you have moved.

Meter reading

Eastern Energy uses various meters ranging from the traditional dial meter to new technology digital display meters. Always read the meter from left to right, ignoring any red dials. If you require assistance, contact our 24-hour line on 0600 7310 310.

Energy Efficiency Line

If you would like advice on the efficient use of energy, please call our Energy Efficiency Line on 0995 7626 513. . Please do not use this number for any other inquiries.

Special services

Passwords – you can choose a password so that, whenever we visit you at home, you will know it is us. For more information, ring our helpline on 0995 7290 290.

Help and advice

If you need help or advice on any issues, please contact us on 01316 440188.

Complaints

We hope you will never have a problem or cause to complain, but, if you do, please contact our complaints handling team at PO Box 220, Stanfield, ST55 6GF or telephone us on 01316 753270.

Supply failure

If you experience any electricity supply problems, please call free on 0600 7838 836, 24 hours a day, seven days a week.

Question 1-7

Do the following statements agree with the information given in the text?

In boxes **1-7** 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

1. Customers should inform Eastern Energy of a change of address on arrival at their new home.
2. Customers are expected to read their gas or electricity meters.
3. It is now cheaper to use gas rather than electricity as a form of heating.
4. Eastern Energy supplies energy to households throughout the country.
5. The Energy Efficiency Line also handles queries about energy supply.
6. All complaints about energy supply should be made by phone.
7. Customers are not charged for the call when they report a fault in supply.

Questions 8 – 14

The text on page below has seven sections, A-G. Choose the correct heading for each section from the list of headings below. Write the correct number; i-ix in boxes 8 -14 on your answer sheet.

List of Headings

- i Re-heating
- ii Foods with skins
- iii Keeping your oven clean
- iv Standing time
- v Rapid cooking times
- vi Using a thermometer
- vii Small quantities of food
- viii Deep fat frying
- ix Foods low in moisture

x Liquids

8. Section A
9. Section B
10. Section C
11. Section D
12. Section E
13. Section F
14. Section G

Using your new microwave oven

- A)** As microwave cooking times are much shorter than other cooking times, recommended cooking times mustn't be exceeded without first checking the food.
- B)** Take care when heating small amounts of food as these can easily burn, dry out, or catch fire if cooked too long. Always set short cooking times and check the food frequently.
- C)** Take care when heating 'dry' foods, e.g., bread items, chocolate, and pastries. These can easily burn or catch fire if cooked too long.
- D)** Some processed meats, such as sausages, have non-porous casings. These must be pierced by a fork before cooking, to prevent bursting. Whole fruit and vegetables should be similarly treated.
- E)** When heating soup, sauces, and beverages in your microwave oven, heating beyond the boiling point can occur without bubbling evidence. Care should be taken not to overheat.
- F)** When warming up food for a second time, it must be served 'piping hot,' i.e., steam is being emitted from all parts, and any sauce is bubbling. For foods that cannot be stirred, e.g., pizza, the center should be cut with a knife to test it is well heated through.
- G)** It is important for the safe operation of the oven that it is wiped out regularly. Use warm, soapy water, squeeze the cloth out well and use it to remove any grease or food from the interior. The oven should be unplugged during this process.

Reading Passage 2

Advice to entrepreneurs on starting a small business

Step 1:

Determine your marketing strategy. When the same aspect of the product appeals to a broad market base, an undifferentiated marketing strategy works. Conversely, when advertising to different markets, a differentiated strategy highlights various aspects of the product. Meanwhile, a concentrated strategy should be used when just one particular segment of the market is targeted, rather than a range of different segments.

Step 2:

Try out different ways of promoting your product. For example, test a variety of advertising campaigns within the same market base. Ensure each campaign emphasizes your product's distinct selling point and appeals to the emotions of each group you market your product. Or consider testing the same campaign across more than one market base — you may find that one of them likes your product for a reason you hadn't thought. Or try placing your product in different types of stores, frequented by various consumer groups. Then, evaluate each campaign's success and act on customer feedback gained from salespeople or follow-up surveys.

Step 3:

Seed the market, which means giving potential customers product samples, showing them why they need (or want) it. Strive to get your product into the hands of industry leaders or companies that may need to purchase more than one item. Ask experts to test your product and provide testimonials.

Step 4:

Make your testimonials public by quoting them on your website and in your brochures, particularly the ones provided by experts and industry leaders. This will build credibility. Distribute press releases to the media to announce your product's appearance or any surprising and positive findings of the experts who have examined it.

Step 5:

Begin your chosen advertising campaign, targeting the markets you deemed as most receptive to your product. Hold a product release or grand opening event to generate local interest and publicity. Place ads in the publications your target market reads, on local radio and TV stations, and in newspapers.

Step 6:

Evaluate your product's success on an ongoing basis. Note any longer-term changes in the market base or customer expectations of the product, and then reposition it as needed. For example, Procter &

Gamble repositioned its diapers by emphasizing their range of sizes. They began marketing them under the name of Pampers Phases, which were geared towards babies and toddlers of different ages.

Questions 15–21

Complete the table below.

Choose **NO MORE THAN TWO WORDS** from the text for each answer.

Write your answers to boxes **15-21** on your answer sheet.

| Starting a small business | |
|---------------------------|---|
| Marketing | <p>Decide on a strategy.</p> <p>Undifferentiated – the same strategy for the whole market.</p> <p>differentiated – different strategies for different market segments.</p> <p>15 – a strategy for only one market segment.</p> |
| Promotion | <p>Try different approaches, e.g.:</p> <p>Try out different ad campaigns for the product (stress the 16).</p> <p>Try out one campaign in different markets.</p> <p>Put the product in a variety of 17</p> |

| | |
|---------------------------|---|
| | Evaluate each campaign and respond to 18 collected from customers. |
| Seeding the market | Distribute 19 to significant individuals or organizations |
| Publicity | Publicize 20 Write notices for the media. |
| Advertising | Start the ad campaign. Hold a special event to launch the product. |
| Evaluation | Be aware of possible market changes over time. If necessary, 21 the product. |



Read the text below and answer questions 22–27.

Managing the inventory: advice for business managers

The importance of the inventory

Inventory or stock refers to the goods and materials that a business holds for the ultimate purpose of resale. Inventory is among the more significant sources of revenue for a company. After all, inventory equals profit, so keeping an accurate account of the product in stock and inventory to be ordered can

have a dramatic financial impact on your business. Bad inventory can affect more than just the bottom line; it can have a damaging effect on your organization in the following ways:

Poor Customer Service:

Lack of inventory control can result in a delay when shipping products to customers. Moreover, it can create a scenario where you don't have the proper parts available for a product because you failed to check your inventory. This results in overall poor service to the clients you serve and customer dissatisfaction.

Loss of Cost-Effectiveness:

Bad inventory can be quite costly to your organization. If you have too much inventory, it will be prone to damage or destruction due to reasons beyond your control. If you have no system for monitoring inventory accurately, you may end up with shrinkage (inventory lost to theft). Finally, if you are spending more on additional inventory that you don't need – because you don't know what you have – you are wasting money.

Poor Planning:

Businesses track inventory so that they can fulfill customer orders at all times. However, it is also good business practice to plan, and when you start with a bad cache of inventory, you can't properly prepare. Moreover, if you have an unexpectedly large order – which is great for business, financially speaking – your bad list may again cost you money if you can't fulfill it.

Solutions:

To mitigate the negative effect of bad inventory on your business, you can integrate a few solutions into your workflow. For example, you can invest in an automated inventory management system, software that can track your inventory and show you where you've gone wrong. If you prefer one-on-one advice and fast answers, you may engage an inventory consultant to periodically review your stock, show you where you can make improvements in storage, and advise you on the process by which inventory moves in and out of your business.

Questions 22–27

Complete the sentences below.

Choose **ONE WORD ONLY** from the text for each answer.

Write your answers in boxes 22–27 on your answer sheet.

22. A company's inventory represents profit, as the stored items are intended for.....
23. One of the consequences of failing to manage inventory is a in making deliveries.
24. Large quantities of stock may eventually suffer and even get ruined.
25. Unchecked inventory can become depleted due to
26. The benefits of an unpredicted may be lost if there is insufficient stock.
27. Ways of avoiding bad inventory include purchasing special software and hiring a

Reading Passage 3

Australia - Domestic Travel

Read the text below and answer Questions 28-40.

Have you ever traveled to another part of your country and stayed for a few days? Travel within one's own country is popular throughout the world. According to a survey carried out in Australia in 2002, travelers tend to spend more and more money on their holidays.

The Domestic Tourism Expenditure Survey showed that domestic travelers – those travelling within the country – injected \$23 billion into the Australian economy in 2002. As a result, domestic tourism became the mainstay of the industry, accounting for 75 percent of total tourism expenditure in Australia. International tourism, on the other hand, added \$7 billion to the economy. Overall, in present dollar terms, Australians spent \$7 billion or more on domestic tourism in 2002 than when the first survey of tourist spending was completed in 1991.

Thus, tourism has become one of Australia's largest industries. The combined tourist industry now accounts for about 5 percent of the nation's gross domestic product, compared with agriculture at 4.3 percent and manufacturing at 8 percent. Therefore, tourism is an important earner for both companies and individuals in a wide range of industries. For example, the transport industry benefits from the extra money poured into it. Hotels spring up in resort areas to provide accommodation, and the catering industry gains as tourists spend money in restaurants. The retail sector benefits as well, as many tourists use their holidays to shop for clothes, accessories, and souvenirs.

In most countries, land is divided into different political areas. Australia is divided into six states and two territories. Since people travel for various reasons, there are significant differences in the length of time people stay in different locations and the amount they spend while there.

In 2002, Australian residents spent \$8.4 billion on day trips and almost twice that amount on trips involving at least one night away. In that year, a total of 45 million overnight trips were made in Australia. Of these, 14.9 million were spent in New South Wales, 10.3 million were spent in Queensland, and 9.2 million were spent in Victoria. Fewer nights were spent in the other states, with 3.7 million in South Australia, 1.5 million in Tasmania, and 5 million in Western Australia. Despite the popularity of

destinations such as Ayers Rock and Kakadu National Park, only 0.4 million overnight stays were recorded in the Northern Territory.

New South Wales, Queensland, and Victoria attracted the highest tourism revenue, with \$5.2 billion, \$5.1 billion, and \$3.3 billion spent there, respectively. The average expenditure for trips was \$395 per person, with accommodation the biggest, followed by meals and fuel. The survey also showed that costs were higher for interstate travelers, who spent an average of \$812 per trip than \$255 for those who traveled within one state. The most expensive flights to the Northern Territory were followed by Queensland, with South Australia and Victoria the least.

After Comparing the costs of trips for different purposes, the survey found that business trips were the most expensive because they were more likely to involve stays in commercial accommodation. Trips taken for educational reasons – to visit universities, museums, etc. – were also expensive, especially as they usually required inter-state plane tickets. Family holidays lay in the medium range, with transport and fares contributing to the cost, but adventure parks the major expense. But while visits to friends and relatives were the least expensive – due to lower accommodation, food, and transport costs – these travelers spent most on shopping.

The survey also estimates that Australians made 253 million day trips in 2002, visiting parks, beaches, and city attractions. The largest expenses were petrol costs (averaging \$10 per day trip), followed by meals, souvenirs, and entry fees. Day trips tended to cost the most in the Northern Territory, while South Australia was the cheapest. Overall, the survey found that men travelling alone spent more than any tourist group. In particular, men spent more on transport and meals. Women travelling alone spent the most on clothes, while souvenirs were bought more often by families than by tourists.

The challenge for the tourism industry now is to encourage Australians to continue spending money on travel and, if possible, to increase the amount they pay.

Questions 28-30

Complete the table below.

Choose **NO MORE THAN THREE WORDS** from the text for each answer.

Write your answers in boxes **28 - 30** on your answer sheet.

| |
|---|
| Industries that benefit from tourism |
| Transport |
| 28..... |
| 29..... |
| 30..... |

Questions 31-34

Complete the sentences below.

Choose **NO MORE THAN THREE WORDS** from the text for each answer.

Write your answers in boxes **32-35** on your answer sheet.

31. The state or territory in which the highest number of overnight trips was made was

.....

32. The state or territory in which the lowest number of overnight trips was made was

.....

33. People travelling from state to state spent more than those traveling

34. The TWO cheapest states or territories to travel to were and

Questions 35-38

Complete the table below.

Choose **NO MORE THAN THREE WORDS** from the text for each answer.

Write your answers in boxes **35-38** on your answer sheet.

| | |
|---|---------------|
| Major expenses for different trips | |
| Purpose of the trip | Major expense |

| | |
|--------------------|---------------|
| Business | Accommodation |
| Education | 35..... |
| Family holiday | 36..... |
| Visiting relatives | 37..... |
| Day trips | 38..... |

Questions 39 and 40

Complete the sentences below.

Choose **NO MORE THAN THREE WORDS** from the text for each answer.

Write your answers in boxes 12 and 13 on your answer sheet.



IELTS Material

39. The category of people who spent the most on travel to Australia in 2002 was.....

40. The category who spent the most on souvenirs were