

## APPENDIX B

### The Reading Comprehension Test

**Put a circle around the letter at the side of the correct choice.**

กรุณาเลือกคำตอบที่ถูกต้องที่สุดเพียงข้อเดียว โดยล้อมรอบตัวอักษรที่อยู่หน้าคำตอบ (a, b, c หรือ d)

1. Which of the following is mentioned in this article?
  - a. Purchasing power will sharply fall next year; price decreases will be one of the strategic plans of retailers and manufactures in order to retain their market shares.
  - b. Next year, marketers should be aware of trendy products which appeal to consumers and should try to balance demand and supply.
  - c. Innovative products such as cutting-edge wireless devices, vitamins and in-home entertainment products expect sales growth next year.
  - d. Next year, consumers will be more sensible and rational and will pay more attention to the principle of sustainable economic growth.
  
2. Which of the following best represents the main idea of this article?
  - a. 2009 is an industrial tough time; premium products, organics and more-expensive sustainable goods will try to sustain their sales by expanding to online channels.
  - b. Consumers are more concerned with the environment; therefore, many families will go back-to-basics and set aside their savings for purchasing 'organic' or 'green' products.
  - c. When times get tough next year, consumers will tend to put cost-cutting products in their carts rather than spend on mobiles and in-home entertainment.
  - d. Due to the economic crunch, consumers next year will keep a tight reign on their budget, be more economical and look for real benefits when they shop.

3. Which of the following is implied in paragraph 2?
- Consumers are willing to pay extra for 'green' products to improve the environment.
  - Consumers buy 'green' products for noble reasons of showing responsibility for saving the planet.
  - Consumers will purchase 'green' products due to value for money rather than environmental awareness.
  - Consumers will buy 'green' products for environmentally friendly and cost-cutting reasons but not because of essential ones.
4. Which of the following is NOT DESCRIBED in paragraph 3?
- Internet capabilities of mobile phones are rather slow due to no signs of co-operation among phone operators.
  - Cutting-edge devices and advanced data services such as mobile Internet and mobile video expect to increase the number of subscribers.
  - Mobile Internet subscriptions in the U.S. have been up 32% every year, so they have nearly reached their ceiling.
  - Mobile phones have dramatically increased to use mobile Internet so the operators see opportunities to attain more subscribers.
5. According to paragraph 5, why do the credit card companies reduce the fees for retailers?
- Because the retailers have more power over their customers.
  - Due to cash payments and getting more discounts are strategies of retailers.
  - To help retailers boost their sales volumes with special promotions.
  - To compete with other credit card companies to win more market share.
6. The word 'renovation' in paragraph 6 refers all the following to EXCEPT?
- reinventing
  - resolution
  - restage
  - re-launch

7. What does "their younger counterparts" (underlined) refer to?
- the mobile phone users aged 25 and older
  - the mobile phone users aged over 25 years old
  - the mobile phone users aged below 25 years old
  - the mobile phone users aged 25 years old
8. Which of the following is NOT TRUE according to paragraph 8?
- The retailers try to keep price increases as low as possible to maintain their business.
  - All household products increased prices dramatically as a result of how commodity prices rose significantly.
  - Retail prices never fall at the same pace as they increase when the price of fuel rises.
  - The fall of commodity prices has led to fairly large household price decreases.
9. It can be inferred from the passage in paragraph 10 that.....
- online business continually sees a bright future.
  - online time spending will gradually increase.
  - online activities will become more popular among the new generation as they like to spend more time at home.
  - online activities are now the most up-to-date cutting-edge devices connecting people around the globe.
10. Which of the following is the main idea of paragraph 11?
- Vitamins may be the one HBC category that will show steady growth.
  - Health and wellness trends come and go.
  - As the U.S. population gets older, time-stressed families supplement less than desirable eating habits.
  - Competitive pricing may keep dollar growth lower.