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

2. It's important that you _____ enough time to studying for the test, not just to playing computer games
   a. envision
   b. recognize
   c. allocate
   d. utilize

3. The players _____ the play exactly as the coach had designed it, so they ended up scoring.
   a. executed
   b. distributed
   c. analyzed
   d. differentiated

4. If you don't have enough money to pay your bills, you could sell off some of your _____..
   a. assets
   b. impulses
   c. statistics
   d. entrepreneurs

5. He is effective at the _____ part of the work, but he needs help turning the ideas into reality.
   a. numerical
   b. conceptual
   c. credible
   d. proximal

II. Cloze Test

<u>**Questions 6 - 10**</u>

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
    b. logo
    c. impulse
    d. icon

7. a. distribution
    b. sophistication
    c. precision
    d. recognition

8. a. strategies
    b. assets
    c. entrepreneurs
    d. aptitudes

9. a. trademarks
    b. icons
    c. congruencies
    d. goods

10. a. credibility
    b. diffuse
    c. conceptual
    d. numerical

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

~~Coca-Cola worth over $60 billion~~ 11. Create brand loyalty 12. Strength of a company in the minds of consumers	13. Associate brand with quality 14. Brand equity metrics 15. 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 for *aptitude?*
    a. logo
    b. weakness
    c. trademark
    d. ability

V. Fill in the blank with the correct word.

impulse   entities   statistically   numerical   sophisticated

21. They decided to split the company into two separate _____.
22. The _____ sales data for the past few months have been made easy to compare in this pie chart.
23. _____ speaking, the chances of dying from heart disease are greater than 50%.
24. People who can control their sudden _____ tend to make fewer regrettable mistakes..
25. 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