

Reading Comprehension Passage 20

This sample text has been prepared for the Master of Electrical Engineering entrance exam by Alpha Consulting Group.

No more than one-tenth of buyers in each product category said that online information had a major impact on their purchasing decision. In conjunction with the finding that people use multiple sources, this suggests that the internet is part of a competitive information environment in product research. Because people are willing to use other sources for product research, this suggests online providers of product information have incentives to be reliable as they reach out to consumers. When the product in question requires a large commitment by a buyer, the internet's influence on the choice is greater. The cell phone, which often requires a contractual commitment, and real estate, which typically requires a large financial commitment, demonstrate this.

Some 10% of cell buyers (or 27% of those who used the internet specifically for research on their cell purchase) and 11% of home buyers or renters (or 23% of those who used the internet for research on their real estate decision) said online information had a major impact on their purchasing decision. Before making the purchase, internet users conduct extensive online research and, for many, it makes a difference in their final decision. For a good such as music - which involves less commitment but more difficulty in determining quality before purchase - online information competes with other sources as buyers search widely prior to buying. This lessens its influence on purchasing relative to the other products.

Questions

1. Which of the following could be a proper title for the above text?

- 1) The future of online information.
- 2) The future of purchasing decision
- 3) The impacts of purchasing decision.
- 4) The internet for research.

2. Based on the author's claims when people are willing to use other sources for product research:

- 1) Then online information had a major impact on their purchasing decision.
- 2) Then finding people who use multiple sources.
- 3) Then online providers often require a contractual commitment.
- 4) Then online providers of product information have motive to be reliable as they reach out to consumers.

3. The author argues that the internet's influence on the choice is greater:

- 1) If the desirable product requires a large financial commitment by a buyer.**
- 2) If the desirable decision requires a large commitment by a buyer.**
- 3) If the desirable search requires a large commitment by a buyer.**
- 4) If the desirable product requires a large commitment by a buyer.**

4. The author claims the number of people who used the internet for research of cell purchase:

- | | | | |
|-------------------|------------------|------------------|------------------|
| 1) Is 27%. | 2) Is 11% | 3) Is 23% | 4) Is 10% |
|-------------------|------------------|------------------|------------------|

5. The term "its" refers to which of the following:

- 1) music.
- 2) online information.
- 3) source.
- 4) online research.

Answers

1 ==> 3

2 ==> 4

3 ==> 4

4 ==> 1

5 ==> 2