

Reading Comprehension Passage 7

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

As useful as online information might be in the shopping journey, users' reliance on multiple sources indicates that buyers use the internet in tactical ways. A music fan hears a song in a movie. That might prompt an online search to sample it, learn more about the artist, or check out what others think of the song. Perhaps that results in a purchase of the song or the entire album; if so, that's likely to mean a trip to the store. Even for young adult music buyers, whose purchasing path is more reliant on the internet, this basic pattern holds. A real estate searcher might see an ad for a place in the paper or learn about it from a real estate agent. That might spur an online search to learn more about it, and quite possibly save a trip across town when the searcher finds the house or apartment isn't for him.

Or the online search might reveal a similar place nearby, but offered at a lower price. A cell phone buyer may see an attractive new device in a store and ask questions of a salesperson. Further online research might show the phone features the buyer may not use, but direct the search to a more appropriate (and maybe cheaper) device. Online information may make the difference in the final choice, but in conjunction with offline queries. In these examples online Information shapes the choice, perhaps even in important ways. As the data show however, the internet is not usually the major factor that influences the final decision. This may be partly attributable to some internet users concerns about online security in shopping, which discourages the use of online resources to shop. Nonetheless, the relatively small influence of online information on shopping decisions also has much to do with people using multiple sources in their buying journey.

Questions

1. The author mentions three examples for information search through the Internet these are:

- 1) Books, real state, and music.**
- 2) Music, real state, and cell phone.**
- 3) Music, cloths, and books.**
- 4) Music, cell phone, and films.**

2. According to the author in conjunction with offline queries:

- 1) Online information shapes the choice.**
- 2) Online information may make Statistical approaches.**
- 3) Online information may make the difference in the final choice.**
- 4) Online information online security in shopping.**

3. Which of the followings could NOT be true regarding the contents of above text?

- 1) The influence of online information on shopping decisions also has much to do with people.**
- 2) People use multiple sources in their buying journey.**
- 3) Further online research might show the phone has features the buyer may use.**
- 4) The online search might reveal a similar place nearby, that offers a lower price.**

4. The word "ad" as used by the text means:

- 1) Push**
- 2) Advertisement**
- 3) Notice**
- 4) Plug**

5. The term "these" as used by the text refers to which of the followings:

- 1) Online information.
- 2) Examples of internet information search.
- 3) Offline queries.
- 4) A trip across town.

Answers

1 ==> 2

2 ==> 3

3 ==> 3

4 ==> 2

5 ==> 2