

Reading Comprehension Passage 5

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

It is unfortunate that you lumped government and business together in one question, because I see this going two ways. Businesses need to become more responsive to survive and remain competitive. Governments do not. Especially when we look globally, and not only at North America and Europe, we see a very broad range of government responses to the internet and other digital technologies. Government web sites often serve as window dressing, a way to show that an agency or department is online without that agency or department actually serving the citizens any better. Often these web sites are badly out of date. Commercial entities, on the other hand, are continually changing and updating, adapting to customer feedback, becoming more and more useful and easy to use.

NGOs vary a lot in their use of the Web. Some are doing a great job at reaching out to all their different stakeholders, while others seem stuck in 1995, with nothing online but a few informational pages. I don't see much evidence that many governments or NGOs will change drastically in the coming 10 years.

Questions

1. The term "lumped" as used by the text refers to which of the followings:

- a)merged
- b)bumped
- c)growth
- d)pieced

2. The author argues that a government agency or department online is not serving the citizens any better since:

a)government web sites often serve as window dressing.

b)government web sites often serve as a way to show that an agency or department is only online.

c)often these web sites are badly expired.

d)all above.

3.According to the text commercial entities, are continually changing and updating, to become:

a)adaptive to customer demands, and more useful and easy to use.

b)vary a lot in their use of the Web.

c)nothing online but a few informational pages.

d) either 2 or 3.

4. The term "these" as used by the text refers to

- a)business web sites
- b)NGOs web sites
- C)governments web sites
- d)commercial entities

5. Pick the right sentence.

- a)some NGOs are doing a great job at reaching out to all their audiences, while others seem bogged down in.
- b)some governments are doing a great job at reaching out to all their audiences, while others seem bogged down in.
- c)many governments or NGOs will not change radically in future.
- d)commercial entities web sites are badly out of date.

Answers

1 ==> 1

2==> 4

3==> 1

4==> 3

5==> 1