

## Reading and Writing Level 2

# Unit 1

*help*



@azizhelp\_seu  
@azizhelp\_s



aziz.seu



Student@seu



@azizhelps

Read the article. Then choose the best answer for each question.

### Predicting Future Trends

Many companies are interested in knowing what will happen in the future. They try to predict what future trends will be. For example, will the price of oil go up or will it go down? If they guess correctly, they can make money. If they make a wrong guess, they can lose money.

Companies use special methods to make these predictions. Some companies hire people to predict future trends. One method they use is studying how people behave. To do this, they bring a group of people together and ask them questions. The companies hope that if they learn about the behavior of a small group of people, they can also understand the behavior of a larger group. They use this information to predict how people will act in the future and what they will want to buy.

One author, John Naisbitt, wrote a book called *Megatrends* more than 30 years ago. In his book, Naisbitt made

1. Companies want to know \_\_\_\_.

- what will happen in the future
- how they can lose money
- where they can find groups of people

2. Companies hire people to \_\_\_\_.

- use technology
- improve the economy
- predict trends

3. What is one method of studying how people behave?

- testing products with large groups of people
- asking questions to small groups of people

Submit

Try again

See answers

Score: 6/8



Resources



Progress

# help



@azizhelp\_seu  
@azizhelp\_s



aziz.seu



Student@seu



@azizhelps

Match each word with the correct definition.

1. to speak or write; to show a feeling or opinion	express
2. a general move or change in society	trend
3. to affect a large area or a big group of people	spread
4. joined or linked to something or someone	connected to
5. to get information by asking questions or studying	find out
6. easy to see; definite	clear
7. to help produce something; to play a part in	contribute

Empty box for student response.



@azizhelp\_seu  
@azizhelp\_s



aziz.seu



Student@seu



@azizhelps

Read the article. Then choose the best answer for each question.

**Predicting Future Trends**

Many companies are interested in knowing what will happen in the future. They try to predict what future trends will be. For example, will the price of oil go up or will it go down? If they guess correctly, they can make money. If they make a wrong guess, they can lose money.

Companies use special methods to make these predictions. Some companies hire people to predict future trends. One method they use is studying how people behave. To do this, they bring a group of people together and ask them questions. The companies hope that if they learn about the behavior of a small group of people, they can also understand the behavior of a larger group. They use this information to predict how people will act in the future and what they will want to buy.

One author, John Naisbitt, wrote a book called *Megatrends* more than 30 years ago. In his book, Naisbitt made

hiring groups of people to design questions

4. What happens if companies make wrong guesses about the future?

They need to study more people.

They can lose money.

They can run out of oil.

5. *Megatrends* is \_\_\_\_\_.

a book

a research study

a product

6. What did John Naisbitt predict?

Technology would be more important.

Oil prices would rise

Submit

Try again

See answers

Score: 6/8

Resources Progress

help



@azizhelp\_seu  
@azizhelp\_s



aziz.seu



Student@seu



@azizhelps

Read the article. Then choose the best answer for each question.

### Predicting Future Trends

Many companies are interested in knowing what will happen in the future. They try to predict what future trends will be. For example, will the price of oil go up or will it go down? If they guess correctly, they can make money. If they make a wrong guess, they can lose money.

Companies use special methods to make these predictions. Some companies hire people to predict future trends. One method they use is studying how people behave. To do this, they bring a group of people together and ask them questions. The companies hope that if they learn about the behavior of a small group of people, they can also understand the behavior of a larger group. They use this information to predict how people will act in the future and what they will want to buy.

One author, John Naisbitt, wrote a book called *Megatrends* more than 30 years ago. In his book, Naisbitt made

6. What did John Naisbitt predict?

- Technology would be more important.
- Oil prices would rise.
- The global economy would improve.

7. Naisbitt was correct \_\_\_\_.

- none of the time
- most of the time
- some of the time

8. Predictions about the future help companies \_\_\_\_.

- save money
- use less technology
- make better products

Submit

Try again

See answers

Score: 6/8

# help



@azizhelp\_seu  
@azizhelp\_s



aziz.seu



Student@seu



@azizhelps

Read the article again. Then choose the main idea for each paragraph.

**Predicting Future Trends**

1. Many companies are interested in knowing what will happen in the future. They try to predict what future trends will be. For example, will the price of oil go up or will it go down? If they guess correctly, they can make money. If they make a wrong guess, they can lose money.

2. Companies use special methods to make these predictions. Some companies hire people to predict future trends. One method they use is studying how people behave. To do this, they bring a group of people together and ask them questions. The companies hope that if they learn about the behavior of a small group of people, they can also understand the behavior of a larger group. They use this information to predict how people will act in the future and what they will want to buy.

3. One author, John Naisbitt, wrote a book called *Megatrends* more than 30 years ago. In his book, Naisbitt made

1. What is the main idea of paragraph 1?

- If they make a wrong guess, they can lose money.
- Companies are interested in predicting future trends.
- The price of oil may rise or fall.

2. What is the main idea of paragraph 2?

- Companies use special methods to make predictions.
- Some companies hire people to make predictions.
- Companies bring small groups of people together and ask them questions.

3. What is the main idea of paragraph 3?

Submit Try again See answers Score: 4/4

Read the article again. Then choose the main idea for each paragraph.

**Predicting Future Trends**

1. Many companies are interested in knowing what will happen in the future. They try to predict what future trends will be. For example, will the price of oil go up or will it go down? If they guess correctly, they can make money. If they make a wrong guess, they can lose money.

2. Companies use special methods to make these predictions. Some companies hire people to predict future trends. One method they use is studying how people behave. To do this, they bring a group of people together and ask them questions. The companies hope that if they learn about the behavior of a small group of people, they can also understand the behavior of a larger group. They use this information to predict how people will act in the future and what they will want to buy.

3. One author, John Naisbitt, wrote a book called *Megatrends* more than 30 years ago. In his book, Naisbitt made

3. What is the main idea of paragraph 3?

- John Naisbitt wrote a book to predict future trends.
- Naisbitt said that technology and information would become more important.
- Naisbitt predicted that the world would become more connected.

4. What is the main idea of paragraph 4?

- Companies do a lot of research.
- Companies research people's behavior to investigate the future.
- Good predictions help companies make better products and more money.

Submit Try again See answers Score: 4/4

Complete the sentences with the correct words from the word bank.

researcher psychologist recommend reviews purchase social influenced study

1. Paulo is very interested in how people think and feel. He wants to be a psychologist.
2. The class is planning a study of teen eating habits.
3. My uncle is a researcher in the lab at a scientific equipment company.
4. I loved that book. I recommend it to all my friends.
5. The reviews of the new TV show all say it is very funny.
6. Tom has a lot of friends because he has good social skills.
7. My father's hobby of fishing influenced my decision to become a wildlife biologist.
8. My last big purchase was a bicycle. I bought it last week.

Submit Try again See answers Score: 8/8

Choose the correct words to complete the sentences.

1. John had to make a difficult choice.
2. We have to choose where to go.
3. I don't understand the connection between the two ideas.
4. First, you need to connect the two pieces of wire.
5. Everyone should contribute to the class discussion.
6. Thank you for your contribution of time and money.
7. Now we will discuss question 6.
8. Everyone talked during the discussion.
9. Thank you for the beautiful gift.
10. I want to give you this book.

Submit Try again See answers Score: 12/12



Choose the correct words to complete the sentences.

3. I don't understand the **connection** between the two ideas.
4. First, you need to **connect** the two pieces of wire.
5. Everyone should **contribute** to the class discussion.
6. Thank you for your **contribution** of time and money.
7. Now we will **discuss** question 6.
8. Everyone talked during the **discussion**.
9. Thank you for the beautiful **gift**.
10. I want to **give** you this book.
11. Please **inform** Paula that we are leaving now.
12. I need more **information** about this kind of car.

Submit

Try again

See answers

Score: 12/12

Read each topic sentence. Choose the answer that best describes the word or phrase in bold.

1. Even though **email** is useful, it isn't always the best way to communicate.
  - NOT the topic or controlling idea
  - topic
  - controlling idea
2. Even though email is useful, it isn't always the **best way to communicate**.
  - NOT the topic or controlling idea
  - topic
  - controlling idea
3. Even though email is useful, **it isn't always the best way to communicate**.
  - NOT the topic or controlling idea
  - controlling idea
  - topic
4. I don't follow clothing trends **because fashions quickly become out of date**.
  - controlling idea
  - topic
  - NOT the topic or controlling idea

Submit

Try again

See answers

Score: 8/9





Read each topic sentence. Choose the answer that best describes the word or phrase in bold.

- 4. I don't follow clothing trends **because fashions quickly become out of date.**  
 controlling idea  
 NOT the topic or controlling idea  
 topic
- 5. I don't follow **clothing trends** because fashions quickly become out of date.  
 topic  
 NOT the topic or controlling idea  
 controlling idea
- 6. Even though personal letters are **uncommon**, it's important to know how to write one.  
 topic  
 controlling idea  
 NOT the topic or controlling idea
- 7. Even though personal letters are uncommon, **it's important to know how to write one.**  
 NOT the topic or controlling idea

Submit Try again See answers Score: 8/9

Resources Progress

Read each topic sentence. Choose the answer that best describes the word or phrase in bold.

- NOT the topic or controlling idea
- 7. Even though personal letters are uncommon, **it's important to know how to write one.**  
 NOT the topic or controlling idea  
 topic  
 controlling idea
- 8. Teenagers are influenced by their families, but **their peers have the biggest influence.**  
 controlling idea  
 topic  
 NOT the topic or controlling idea
- 9. **Teenagers** are influenced by their families, but their peers have the biggest influence.  
 topic  
 controlling idea  
 NOT the topic or controlling idea

Submit Try again See answers Score: 8/9

Resources Progress



Complete the sentences with the simple present or present continuous form of the word in parentheses.

is starting is taking knows likes makes spread owns am spending contributes  
is discussing

1. My sister knows quite a lot about web design. (know)
2. My mother is taking an accounting course this quarter. (take)
3. Young-He often contributes good ideas to class discussions. (contribute)
4. I am spending much more on gasoline this year than I did last year. (spend)
5. The government owns the post office buildings. (own)
6. Jose rarely makes mistakes on his math exams. (make)
7. My professor is starting a new study about social networks. (start)
8. Roberto likes jazz music. (like)
9. This week our class is discussing the influence of the Internet on newspapers. (discuss)
10. Trends usually spread quickly on college campuses. (spread)

Submit Try again See answers Score: 10/10

Choose the correct form of the verb to complete the sentences.

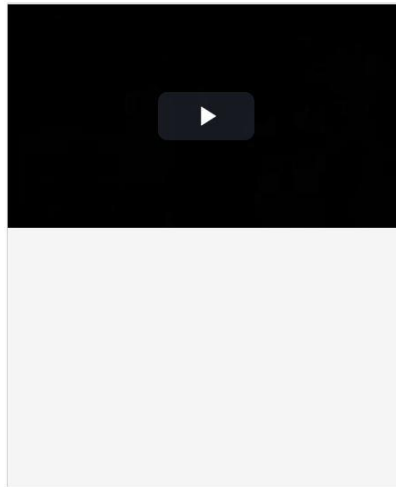
1. I usually have the newest video games.
2. Most of the students are eating lunch in the cafeteria now.
3. She is reading that writer's new book.
4. Many music stores are closing because most people these days are buying their music online.
5. Sue knows a lot about the movie.
6. My brother is studying right now.
7. We are learning about trends in our business class.
8. I always call my sister on Saturday.
9. A hamburger at the new restaurant is costing eight dollars.
10. Ellen owns a new car.

Submit Try again See answers Score: 9/10



@azizhelps

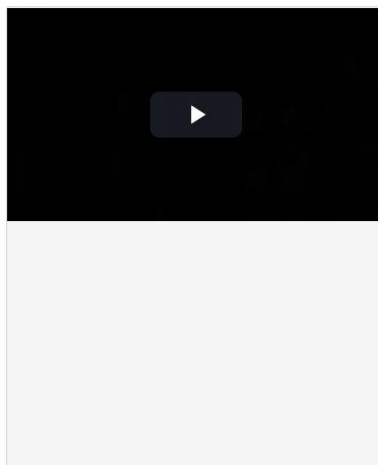
Watch the video. Choose the best answer.



1. What kind of job does Seth Godin have?  
 marketing  
 sales
2. What is Uniqlo?  
 An electronics company  
 A Japanese clothing store
3. How does Uniqlo sell its products?  
 cheap prices, good wool, rough and tumble speed table  
 with attractive displays, good lighting and helpful salespeople
4. What helps a store spread?  
 a famous name  
 a story or an experience
5. Which is the most important part of selling?

Submit Try again See answers Score: 7/7

Watch the video. Choose the best answer.



3. How does Uniqlo sell its products?  
 with attractive displays, good lighting and helpful salespeople
4. What helps a store spread?  
 a famous name  
 a story or an experience
5. Which is the most important part of selling?  
 the feeling  
 the stuff
6. What product does Godin NOT mention?  
 a sweater  
 a dress
7. Which word is similar in meaning to "pile"?  
 stack  
 tumble

Submit Try again See answers Score: 7/7