

**Exercise A: Retention of facts and details**

Answer questions 1 through 3 from memory.

DO NOT try to find the answer by looking at the passage.

- **1. Which of the following is the most appropriate title for the passage?**
 - (A) Successful Acquisition
 - (B) Nielsen Ratings
 - (C) Audience

- **2. According to Drucker, when a pharmaceutical company acquires a cosmetic firm, why is it that the acquisition does not work?**
 - (A) Because lipsticks are expensive.
 - (B) Because the companies fail to respect each other's business.
 - (C) Because they don't advertise their business on television.

- **3. According to Drucker, who are a book publisher's two customers?**
 - (A) Book sellers and book buyers
 - (B) Bookbinders and printers
 - (C) Book buyers and authors