

Exercise A: Retention of facts and details

1. Which of the following is the most appropriate title for the passage?

- (A) The Industrial Revolution**
- (B) The Great Strength of E-Commerce**
- (C) Amazon.com and CarsDirect.com**

2. What is the strong point of e-commerce?

- (A) It masters distance.**
- (B) It is capable of making real-time data widely available.**
- (C) It provides the consumer with a whole range of products.**

3. According to Drucker what is the difference between the railroad and e-commerce?

- (A) While the railroad mastered distance, e-commerce eliminates it.**
- (B) The railroad strengthened the move to disintegrate the corporation.**
- (C) E-commerce ties selling to production.**

Exercise B: Scanning – quickly scan the passage to locate the following words and decide which paragraph they are in.

4. CarsDirect.com () 5. disintegrate () 6. facility () 7. channels ()

Exercise C: Understanding words in context – choose the closest in meaning.

8. master

- (A) overcome**
- (B) skilled person**
- (C) learn something completely**

9. enterprise

- (A) the ability to think of new ideas and make them work**
- (B) company**
- (C) venture**