

## READING

### READING PASSAGE 1

You should spend about 20 minutes on **Questions 1-13**, which are based on Reading Passage 1 below.

## 'Sleep comes more easily than it returns.'

— Victor Hugo, *Les Misérables*

- A** It is estimated that one in three adults in westernised countries regularly wakes up in the middle of the night and has difficulty getting back to sleep. Physicians often diagnose 'insomnia' and prescribe sleeping pills, but these often have side effects such as negative interactions with food, drink or other drugs, and most are habit-forming. Cessation of the medication frequently causes unpleasant withdrawal symptoms, too, including panic attacks, mood-swings, and even heightened sleep disturbance. Is there a way to treat insomnia without such debilitating consequences?
- B** The historian A. Roger Ekirch takes a different approach to nocturnal awakening. He maintains it is biologically instinctive and innate and that it is the ideal of the modern-era condensed eight-hour sleep regime that is exceptional. Those people who have so-called insomnia may just be sleeping in the biphasic mode that was the norm for their ancestors: eight hours of sleep split into two chunks by a period of wakefulness which lasted an hour or longer. According to Ekirch, during this sleepless phase, some people might have stayed in bed and prayed, recalled their dreams, or chatted to their partners, while others may have got up to do chores or drop in on the people next door.
- C** Archives from the pre-industrial era mention segmented sleep as 'first sleep' or 'deep sleep' and 'second sleep' or 'morning sleep'. The change in sleep routines, which started during the Industrial Revolution, mainly came about through the invention of the incandescent bulb. This invention, cheap and available to even the poorest residences, lengthened our daytime activities, such as reading and playing games, and reduced the period of time for sleep. As a result, the modern worker or student tries to squeeze sleep into a continuous period of seven or eight hours, even though this does not conform to natural circadian rhythms. Anthropologists confirm Ekirch's hypothesis by reporting that inhabitants of undeveloped regions of the world that are without the benefit of electric lighting still follow the natural rhythm of a divided sleep pattern.
- D** Ekirch's hypothesis was corroborated by sleep expert Thomas Wehr in the 1990s. His study kept volunteers in the dark for 14 hours each night (a simulation of wintertime exposure to light and darkness in bygone days). The subjects moved progressively towards a biphasic sleep pattern, taking a couple of hours to doze off and then sleeping in two distinct segments

of four hours each with an interval of wakefulness in the middle. He construed from this that bifurcated sleep is not only completely natural but also beneficial, because this kind of sleeping facilitates the recall of dreams, which 'afford people a pathway to their subconscious'. Our predecessors actually considered their dream life to be a crucial component of their lives.

- E** Sleep is essential and it is by no means a passive state. Sleep scientists have revealed that there are two fundamental cycles of activity, classified as rapid eye movement (REM) sleep and non-rapid eye movement (NREM) sleep. The latter consists of four phases. The first phase, which lasts five to ten minutes, is the 'falling asleep' stage and sometimes there is actually a sense of falling, which often causes a sudden muscle contraction or jerk. One is easily awoken during this stage. Then comes an interlude of light sleep where the heart rate slows and body temperature drops — the body is getting ready for the deep sleep, which occurs in the third and fourth stages of NREM slumber. This is slow-wave or 'delta' sleep and a person woken at this stage may feel quite disorientated. This period of deep sleep is vital for the body to restore itself. During this time, not only does the body carry out repair and regeneration of nerves, bones and muscles, but it also fortifies and repairs the immune system.
- F** The eyes can be seen to move rapidly beneath the eyelids during REM sleep, which ensues after approximately an hour and a half of NREM sleep cycles. A faster and more erratic heart rate and shallow breathing are typical of this state, and brain activity intensifies, giving rise to vivid dreaming; paradoxically, the major voluntary muscle groups are immobilised, albeit for good reason — thrashing about while asleep could result in serious injury. Although the purpose of dreaming is not yet fully comprehended, the hypothesis is that it is vital for learning and memory (as these regions of the brain are stimulated); indeed, studies have shown that when candidates are denied REM sleep, their memory of recent learning is impaired. Deprivation of REM sleep also leads to anxiety and migraine headaches.
- G** Sleep specialists agree that without adequate REM and NREM sleep, people's thought processes are likely to be compromised, and they may suffer from impaired memory, fatigue, depression, a weakened immune response, and heightened susceptibility to pain, amongst other negative consequences. Yet modern-day humans remain chronically sleep deprived, notwithstanding the results of this research and its acceptance by many psychiatrists and sleep consultants. Why is the general populace so loath to relinquish its monophasic sleep schedule and enjoy the benefits of a biphasic schedule? It is certain that attitudes to employment responsibilities and social commitments would have to be altered before such a huge behavioural paradigm shift could occur and individuals could allot more time to restful, restorative sleep.

Questions 1-5

Choose the correct letter, **A**, **B**, **C** or **D**.

Write the correct letter in boxes 1-5 on your answer sheet.

- 1** What can happen if someone stops taking insomnia medication?
  - A** Their sleeping problems improve.
  - B** They experience unstable emotions.
  - C** They begin using other drugs instead.
  - D** There is no change in their behaviour.
  
- 2** How does A. Roger Ekirch feel about waking in the night?
  - A** It is the result of our modern lifestyles.
  - B** It is less healthy than uninterrupted sleep.
  - C** It is a rare and problematic condition.
  - D** It is a completely natural sleep pattern.
  
- 3** The shift away from biphasic sleep happened mainly because of
  - A** changes in work hours.
  - B** factory and industrial employment.
  - C** new lighting technology.
  - D** less time for sleep in the mornings.
  
- 4** What happened to the volunteers in Thomas Wehr's study?
  - A** They began to wake up during the night.
  - B** They slept much longer than before.
  - C** They had a longer winter than normal.
  - D** They experienced more vivid dreams.
  
- 5** Why did Thomas Wehr feel that bifurcated sleep can help us?
  - A** The quality of sleep improves.
  - B** We can access hidden thoughts.
  - C** We tend to have more dreams.
  - D** It takes longer to fall asleep.

Questions 6-12

Complete the notes below.

Choose **NO MORE THAN THREE WORDS** from the passage for each answer.

Write your answers in boxes 6-12 on your answer sheet.

### **Rapid Eye Movement and Non-Rapid Eye Movement Sleep**

- NREM Stage 1 = transition to sleep
  - may experience a feeling of **6** .....
  - easy to wake
- NREM Stage 2 = **7** .....
- decrease in heartbeat and temperature
- NREM Stages 3 & 4 = deep (slow-wave or delta) sleep
  - confusion on waking
  - necessary for healing soft and hard tissue and strengthening **8** .....
- REM = dream sleep
  - Occurs after 90 minutes of NREM
  - Fluctuations of **9** ....., lighter respiration
  - Eyes move, brain more active but arms and legs **10** .....
  - Reason for dreams unknown but important for **11** .....
  - Lack of REM sleep → mood disorders and **12** .....

Question 13

Choose the correct letter, **A, B, C** or **D**.

Write the correct letter in box 13 on your answer sheet.

What is the writer's conclusion?

- A** Our lifestyles must change before our sleep can.
- B** Lack of sleep is harming our work and social lives.
- C** We will sleep better if our health improves.
- D** Sleep researchers are frequently misguided.



## READING PASSAGE 2

You should spend about 20 minutes on **Questions 14-27**, which are based on Reading Passage 2 below.

### Theories of Accident Causation in the Workplace

- A** Herbert Heinrich, a pioneer in workplace safety philosophy, originally suggested that workplace accidents followed a sequence of five contributing causes, and he used the image of a set of dominos to illustrate the cause and effect chain reaction that was central to his theory. Heinrich maintained that eliminating one contributing cause, like taking away one domino from the row, would prevent the chain from collapsing.
- B** His original theory was published in 1931 and has since been updated and modified. In the original theory, which was later extended, the end result, or final domino in the series, was injury or damage. He stated that the immediate cause of this was an accident in the workplace. As would be expected from the 1930s worldview, Heinrich was inclined to place the blame for accidents fairly and squarely on the shoulders of the workers. A workplace accident, in his theory, was immediately attributable to unsafe acts. Although he did acknowledge that these unsafe acts might take place in a hazardous situation, he stated that these situations were generally created by, and the responsibility of, the workers. He labelled this factor as 'fault of person'. Heinrich suggested that 'fault of person' had its roots in the workers' ancestry, or genetic factors, combined with the social environment they lived or worked in.
- C** This theory was very popular, and was later updated by several other researchers in the field. The updated theory became known as the International Loss Control Institute or ILCI model. This model included two new concepts, the first of which was that the initial cause of workplace accidents became lack of control. This idea took some of the blame for workplace accidents away from the workers and attributed it to fundamental mistakes made at executive or management level. In keeping with a more holistic view of workplace accidents, loss of production was added as the final outcome of the chain of events. Domino theories tend to be one-dimensional, however, and nowadays, we tend to believe that accidents have manifold causes.
- D** Based on this view, the multiple causation theory assumes that there are numerous influential elements in the workplace, and that it is various permutations of these that cause accidents. The causative factors are classified as being either behavioural or environmental. Once again, behavioural influences related to the employee, and examples of such influences included an unsuitable mindset, lack of relevant knowledge or skills and/or a poor physical or mental state.
- E** Perhaps the simplest theory is that of pure chance, that is, that everyone is equally likely to have an accident and that there is apparently no particular identifiable cause for these;

consequently, there is no possibility of intervention. This theory seems to imply that accidents are inevitable, and that we have to accept this fact in the workplace. There are other theories with little credibility, mainly because of contradictory or inconclusive findings. The accident proneness theory is one of these. In essence, this theory states that there are always a few of us who are more susceptible to suffering mishaps, whether at work or at home, perhaps because of inattention or clumsiness.

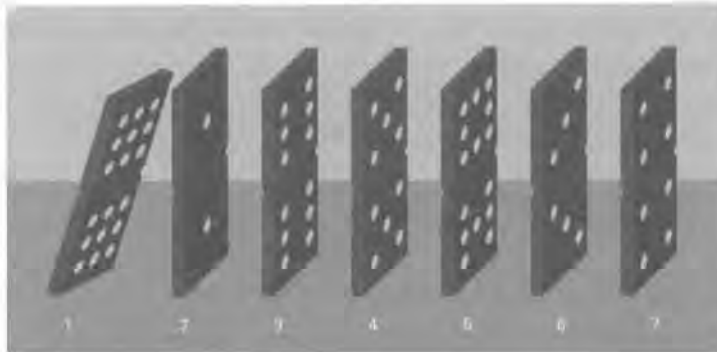
- F** There is, however, a lot of credence given to the human factors theory, which, like the domino theory, ascribes accidents to a chain of events that will lead to human error. There are three main considerations that result in human error: overload; inappropriate responses; and inappropriate activities.
- G** Overload can arise from the worker's competence, or rather lack thereof, which depends on his proficiency, training, physical or mental condition, fatigue, and so on. Environmental factors also play a part in overload, for instance, excessive noise, heat or cold, insufficient lighting and distractions in the surroundings. There are internal factors which may contribute to overload as well, such as stress or anxiety from family or non work-related issues. Finally, there are situational factors, which include the level of risk inherent in the workplace, or such factors as imprecise instructions.
- H** Inappropriate responses take into account that workers may overlook possible dangers or safety procedures, or be mismatched to the workstation. Physical factors, such as the size of the worker in relation to the load he is lifting, the force required to lift that load, and how far the worker is required to reach, are all contributing factors. Trying to carry out a workplace assignment without the necessary training, or miscalculating the degree of risk, constitutes an inappropriate activity.
- I** Dan Petersen added to the inappropriate activity idea from the human factors theory by noting that pressure of deadlines, or the ingestion of drugs or alcohol, could contribute to worker overload, and that a 'superman syndrome' of 'It won't happen to me' should be considered as another inappropriate activity. Some workers believe themselves to be invincible or indestructible, and this results in carelessness and an unwillingness to follow safety precautions.
- J** Obviously accident causation in industrial settings is a very complex issue and, although a number of theories have been put forward, there is not as yet one that is deemed comprehensive enough to be universally acknowledged as the 'correct' one.

Questions 14-19

Complete the summary using the list of words and phrases, **A-O**, below.

Write the correct letter in boxes 14-19 on your answer sheet.

Updated domino model — ILCI



The ILCI model of workplace safety is a revision of Herbert Heinrich's original domino model. In Heinrich's model, the final event was **14** \_\_\_\_\_, and this was the result of a workplace accident. He believed that the **15** \_\_\_\_\_ of the workers were primarily to blame for accidents, and he called this factor **16** \_\_\_\_\_. He stated that the underlying cause, or first domino in the series, was **17** \_\_\_\_\_ plus the culture of the workers' home or work life.

His model was later modified to the ILCI model. The new model took a wider perspective of workplace accidents. Thus, the first factor was called **18** \_\_\_\_\_, reflecting error at management level, and the last domino was **19** \_\_\_\_\_ for the workplace.

- |                              |                                 |                             |
|------------------------------|---------------------------------|-----------------------------|
| <b>A</b> hazardous situation | <b>B</b> injury or damage       | <b>C</b> lack of control    |
| <b>D</b> end result          | <b>E</b> the workers' shoulders | <b>F</b> chain reaction     |
| <b>G</b> management mistakes | <b>H</b> genetic factors        | <b>I</b> unsafe acts        |
| <b>J</b> new concepts        | <b>K</b> fundamental mistakes   | <b>L</b> loss of production |
| <b>M</b> workplace accident  | <b>N</b> fault of person        | <b>O</b> blame              |

Questions 20-27

Look at the following statements (Questions 20-27) and the list of theories below.

<b>List of Theories</b>	
<b>A</b>	Domino
<b>B</b>	ILCI
<b>C</b>	Multiple causation
<b>D</b>	Pure chance
<b>E</b>	Accident proneness
<b>F</b>	Human factors
<b>G</b>	Dan Petersen's theory

Match each statement with the correct theory, **A, B, C, D, E, F** or **G**.

Write the correct letter in boxes 20-27 on your answer sheet.

**20** A worker with too much to do or with personal problems may cause accidents.

**21** Certain people are more likely to have accidents.

**22** Safety problems at work can be avoided by removing just one factor.

**23** Some workers don't believe that they will have an accident.

**24** All possible causes of accidents can be put into two major categories.

**25** Accidents are caused by management as well as by workers.

**26** If a worker is too short or too small for the task, this can cause accidents.

**27** Accidents cannot be avoided because they are part of life.





## READING PASSAGE 3

You should spend about 20 minutes on **Questions 28-40**, which are based on Reading Passage 3 on the following pages.

Questions 28-34

Reading Passage 3 has seven paragraphs, **A-G**.

Choose the correct heading for Paragraphs **A-G** from the list of headings below.

Write the correct number, *i-x*, in boxes 28-34 on your answer sheet.

### List of Headings

- i Appeals to the public and the media
- ii Large promotional budgets endorse trademarks
- iii Prevention is better than cure
- iv Brand names enter vocabulary with ease
- v A changing environment for brand names
- vi How brand name loss is decided by law
- vii Legal consequences of unlawful use of trademarks
- viii Examples of genericide in action
- ix Brand names become part of everyday usage
- x Taking back the brand name

28 Paragraph **A**

29 Paragraph **B**

30 Paragraph **C**

31 Paragraph **D**

32 Paragraph **E**

33 Paragraph **F**

34 Paragraph **G**

## GENERICIDE

(Latin *gener-*, stem of *genus* 'kind, origin'  
-*cide* = word-forming element meaning 'killer')

- A** Occasionally a company's brand name becomes so deeply ingrained in the minds of everyday consumers that it enters the popular lexicon of its time and becomes a catch-all term for the generic product or activity in question. At first glance, this might appear to be the pinnacle of successful marketing. Indeed, companies around the world spend billions of dollars every year conjuring up catchy jingles, memorable catch phrases and cute characters in an effort to ensure their brand is the first to spring into consumers' minds when those consumers realise they require a particular product or service.
- B** For those companies whose brand names travel too far into the public domain, however, there can be serious repercussions: namely, losing their right to trademark that particular brand. This can occur because in many jurisdictions, such as the United States, companies have a responsibility to ensure their brand names do not pass into broad popular usage, a process known in the legal industry as 'genericisation' or more candidly, genericide. According to a Harvard law school overview on the subject, 'a word will be considered generic when, in the minds of a substantial majority of the public, the word denotes a broad genus or type of product and not a specific source or manufacturer'. In arriving at a conclusion, courts typically examine dictionary definitions, use of the term in the media, and consider whether or not the company has attempted to restrain usage of its trademark. If the court deems the word to be generic, trademark privileges are stripped; no company has an automatic right to continue renewing its trademarks without an end date.
- C** Over the years, numerous companies have fallen victim to this common and unwanted marketing phenomenon, losing their prized brand names and, subsequently, their trademark status. Otis Elevator Company lost their trademark rights to 'escalator' in a 1950 court case after being found guilty of using the term generically in their own patents and advertising. In 1965, a court ruled that 'yo-yo' was ingrained in common speech, and the Duncan Yo-yo Company subsequently had their trademark revoked. Kerosene, zipper, thermos, and the Phillips-head screwdriver round out the list of household goods now in the public domain.
- D** Genericisation is not an unstoppable process, however, and there are strategies that companies can adopt in order to maintain control of their brand names and avoid them becoming generic. One such strategy is for companies to invent a generic term of their own, which is particularly useful for those businesses that have invented unique products for which no existing terminology is available. In the early 1990s, for example, Nintendo so thoroughly dominated the market for video games that many consumers began referring to all such devices as 'Nintendos'. In response, the company promoted the generic term 'games console', which eventually gained traction and rescued the brand from following the same route as the

escalator and the zipper. The Griswold-Nissen company were not so fortunate, however, when they attempted to promote the trampoline as a 'rebound tumbler' — the generic term never caught on and they eventually lost their trademark.

- E** Other companies have attempted to advise broadcasting services, language authorities and the broader public on the appropriate use of their brand name. The Internet search engine Google, fearing that widespread use of the verb 'to google' could result in future legal trouble, has contacted journalists, dictionaries and even the Swedish Language Council in an effort to avert genericide. In 2006, the company sent out a plea for everyone to 'please only use "Google" when you're actually referring to Google Inc. and our services'. In a similar vein, Xerox Corporation was able to successfully encourage users to eschew the verb 'to xerox' in favour of a generic expression, 'to photocopy', and it was helped to its goal by a series of snappy ads including: 'You can't Xerox a Xerox on a Xerox. But we don't mind at all if you copy a copy on a Xerox® copier.'
- F** Although it is very unusual, it is possible for a trademark that has become generic to be recaptured from the public domain. Two examples of this are the sewing machine manufacturer, Singer and the tyre company, Goodyear. In both cases, however, many years elapsed from the time that the trademark became generic until it was recaptured. In each case, the company was required to prove that their brand name was identified in the minds of the public as belonging to their particular brand, rather than as a generic name for all such products.
- G** In the end, however, language is owned by the community that uses it, and with the growth of the Internet in particular, this community is becoming ever more global. Consequently, it is becoming increasingly difficult for brand managers to monitor and curb inappropriate uses of brand names. 'Things have certainly changed,' says trademark specialist Nigel Jennings, who once wrote hundreds of letters admonishing writers for referring to 'rollerblades' or 'rollerblading' instead of the generic term, inline skating. 'If something becomes generic because everyone ignored your requests, well, that's just fact. You're like King Canute<sup>①</sup>, you've failed.'

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① In legend King Canute attempted to hold back the tide of the sea.

Question 35

Choose the correct letter, **A**, **B**, **C** or **D**.

Write the correct letter in box 35 on your answer sheet.

Which of the following is **NOT** a legal reason for losing a brand name?

- A** The name is used to define that kind of product.
- B** The company has worked hard to keep its brand name.
- C** Newspapers and TV use the brand name as a generic name.
- D** People have forgotten that the name refers to just one brand.

Questions 36-37

Choose **TWO** letters, **A**, **B**, **C**, **D**, or **E**.

Write the correct letters in boxes 36 and 37 on your answer sheet.

According to the writer, which **TWO** of the following brand names are no longer trademarks?

- |   |
|---|
| <ul style="list-style-type: none"><li><b>A</b> Google</li><li><b>B</b> Singer</li><li><b>C</b> Trampoline</li><li><b>D</b> Xerox</li><li><b>E</b> Phillips-head screwdriver</li></ul> |
|---|

Questions 38-39

Choose **TWO** letters, **A, B, C, D, or E**.

Write the correct letter in boxes 38 and 39 on your answer sheet.

According to the reading passage, which **TWO** strategies can help to avoid genericide?

- A** writing dictionary entries for the product
- B** making a general name for the product
- C** taking people to court for using the brand name
- D** creating clever advertising campaigns
- E** appealing to people via the Internet

Question 40

Choose the correct letter, **A, B, C or D**.

Write the correct letter in box 40 on your answer sheet.

What is the main purpose of this reading passage?

- A** to give advice on how to avoid genericide
- B** to describe the law about genericide
- C** to explain genericide with examples
- D** to argue that genericide is unfair