

Reading and Use of English | P

For questions 1–8, read the text below. Use the word given in capitals at the end of some of the lines to form a word that fits in the gap in the same line. There is an example at the beginning (0).

Designer labels

The biggest and most (0) *profitable* companies have large advertising budgets which they use to make their name familiar. When we are looking for new trainers, clothes or household goods and we have a (1) between two different products – one with a label we have heard of and one which by contrast is (2) to us – we often decide on the product whose name we recognise. It makes us think that we are buying something of (3) quality which we can trust. However, if we looked carefully at them, we might find the number of (4) between the two products quite (5) We often willingly pay extra for the name of the designer or company without (6) gaining very much in quality or style. If we are (7) , we should therefore not be persuaded that something is better because of the label on it. But advertising is very (8) and, however hard we try, it is always going to influence our decisions.

PROFIT

CHOOSE

KNOW

REASON

SIMILAR

SURPRISE

ACTUAL

SENSE

EFFECT

<https://www.newyorker.com/magazine/2019/01/21/the-art-of-decision-making>