
Question 1:

Which of the following best describes the purpose of the sentence in lines 10-15?

- (A) To show that economic signaling theory fails to explain a finding*
- (B) To introduce a distinction not accounted for by economic signaling theory*
- (C) To account for an exception to a generalization suggested by Marquardt and McGann*
- (D) To explain why Marquardt and McGann's research was conducted*
- (E) To offer an explanation for an observation reported by Marquardt and McGann*

Correct Answer:

- (A) To show that economic signaling theory fails to explain a finding

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Question 2:

The primary purpose of the passage is to

- (A) present findings that contradict one explanation for the effects of a particular advertising practice*
- (B) argue that theoretical explanations about the effects of a particular advertising practice are of limited value without empirical evidence*
- (C) discuss how and why particular advertising practices may affect consumers' perceptions*
- (D) contrast the research methods used in two different studies of a particular advertising practice*
- (E) explain why a finding about consumer responses to a particular advertising practice was unexpected*

Correct Answer:

- (C) discuss how and why particular advertising practices may affect consumers' perceptions

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Question 3:

Kirmani's research, as described in the passage, suggests which of the following regarding consumers' expectations about the quality of advertised products?

- (A) Those expectations are likely to be highest if a manufacturer runs both black-and-white and color advertisements for the same product.*
- (B) Those expectations can be shaped by the presence of color in an advertisement as well as by the frequency with which an advertisement appears.*
- (C) Those expectations are usually high for frequently advertised new brands but not for frequently advertised familiar brands.*
- (D) Those expectations are likely to be higher for products whose black-and-white advertisements are often repeated than for those whose color advertisements are less often repeated.*
- (E) Those expectations are less definitively shaped by the manufacturer's advertisements than by information that consumers gather from other sources.*

Correct Answer:

(B) Those expectations can be shaped by the presence of color in an advertisement as well as by the frequency with which an advertisement appears.

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Question 4:

Kirmani's third study, as described in the passage, suggests which of the following conclusions about a black-and-white advertisement?

- (A) It can be repeated more frequently than a comparable color advertisement could before consumers begin to suspect low manufacturer confidence in the quality of the advertised product.*
- (B) It will have the greatest impact on consumers' perceptions of the quality of the advertised product if it appears during periods when a color version of the same advertisement is also being used.*
- (C) It will attract more attention from readers of the print publication in which it appears if it is used only a few times.*
- (D) It may be perceived by some consumers as more expensive than a comparable color advertisement.*
- (E) It is likely to be perceived by consumers as a sign of higher manufacturer confidence in the quality of the advertised product than a comparable color advertisement would be.*

Correct Answer:

(A) It can be repeated more frequently than a comparable color advertisement could before consumers begin to suspect low manufacturer confidence in the quality of the advertised product.

Question 5:

The passage suggests that Kirmani would be most likely to agree with which of the following statements about consumers' perceptions of the relationship between the frequency with which a product is advertised and the product's quality?

- (A) Consumers' perceptions about the frequency with which an advertisement appears are their primary consideration when evaluating an advertisement's claims about product quality.
- (B) Because most consumers do not notice the frequency of advertisement, it has little impact on most consumers' expectations regarding product quality.
- (C) Consumers perceive frequency of advertisement as a signal about product quality only when the advertisement is for a product that is newly on the market.
- (D) The frequency of advertisement is not always perceived by consumers to indicate that manufacturers are highly confident about their products' quality.
- (E) Consumers who try a new product that has been frequently advertised are likely to perceive the advertisement's frequency as having been an accurate indicator of the product's quality.

Correct Answer:

(D) The frequency of advertisement is not always perceived by consumers to indicate that manufacturers are highly confident about their products' quality.

Question 6:

The main purpose of the passage is to

- (A) propose an experiment
- (B) analyze a function
- (C) refute an argument
- (D) explain a contradiction
- (E) simulate a process

Correct Answer:

(C) refute an argument

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Question 7:

Which of the following is most consistent with Searle's reasoning as presented in the passage?

(A) Meaning and content cannot be reduced to algorithms.

(B) The process of digestion can be simulated mechanically, but not on a computer.

(C) Simulated thoughts and real thoughts are essentially similar because they are composed primarily of information.

(D) A computer can use "causal powers" similar to those of the human brain when processing information.

(E) Computer simulations of the world can achieve the complexity of the brain's representations of the world.

Correct Answer:

(A) Meaning and content cannot be reduced to algorithms.

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Question 8:

The author of the passage would be most likely to agree with which of the following statements about the simulation of organ functions?

(A) An artificial device that achieves the functions of the stomach could be considered a valid model of the stomach.

(B) Computer simulations of the brain are best used to crack the brain's codes of meaning and content.

(C) Computer simulations of the brain challenge ideas that are fundamental to psychology and neuroscience.

(D) Because the brain and the stomach both act as processors, they can best be simulated by mechanical devices.

(E) The computer's limitations in simulating digestion suggest equal limitations in computer-simulated thinking.

Correct Answer:

(E) The computer's limitations in simulating digestion suggest equal limitations in computer-simulated thinking.

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Question 9:

It can be inferred that the author of the passage believes that Searle's argument is flawed by its failure to

- (A) distinguish between syntactic and semantic operations
- (B) explain adequately how people, unlike computers, are able to understand meaning
- (C) provide concrete examples illustrating its claims about thinking
- (D) understand how computers use algorithms to process information
- (E) decipher the code that is transmitted from neuron to neuron in the brain

Correct Answer:

(B) explain adequately how people, unlike computers, are able to understand meaning

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Question 10:

From the passage, it can be inferred that the author would agree with Searle on which of the following points?

- (A) Computers operate by following algorithms.
- (B) The human brain can never fully understand its own functions.
- (C) The comparison of the brain to a machine is overly simplistic.
- (D) The most accurate models of physical processes are computer simulations.
- (E) Human thought and computer-simulated thought involve similar processes of representation.

Correct Answer:

(A) Computers operate by following algorithms.

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Question 11:

Which of the following most accurately represents Searle's criticism of the brain-as-computer metaphor, as that criticism is described in the passage?

- (A) *The metaphor is not experimentally verifiable.*
- (B) *The metaphor does not take into account the unique powers of the brain.*
- (C) *The metaphor suggests that a brain's functions can be simulated as easily as those of a stomach.*
- (D) *The metaphor suggests that a computer can simulate the workings of the mind by using the codes of neural transmission.*
- (E) *The metaphor is unhelpful because both the brain and the computer process information.*

Correct Answer:

- (B) The metaphor does not take into account the unique powers of the brain.

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Question 12:

The primary purpose of the passage is to

- (A) *explain why women reformers of the Progressive Era failed to achieve their goals*
- (B) *discuss the origins of child labor laws in the late nineteenth and early twentieth centuries*
- (C) *compare the living conditions of working-class and middle-class women in the Progressive Era*
- (D) *discuss an oversight on the part of women reformers of the Progressive Era*
- (E) *revise a traditional view of the role played by women reformers in enacting Progressive Era reforms*

Correct Answer:

- (D) discuss an oversight on the part of women reformers of the Progressive Era

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Question 13:

The view mentioned in line 17 of the passage refers to which of the following?

- (A) *Some working-class mothers' resistance to the enforcement of child labor laws*
- (B) *Reformers' belief that child labor and industrial home work should be abolished*

(C) Reformers' opinions about how working-class families raised their children

(D) Certain women historians' observation that there was a lack of consensus between women of different classes on the issue of child labor and industrial home work

(E) Working-class families' fears about the adverse consequences that child labor laws would have on their ability to earn an adequate living

Correct Answer:

(B) Reformers' belief that child labor and industrial home work should be abolished

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Question 14:

The author of the passage mentions the observations of women historians (lines 15-17) most probably in order to

(A) provide support for an assertion made in the preceding sentence (lines 10-12)

(B) raise a question that is answered in the last sentence of the passage (lines 27-32)

(C) introduce an opinion that challenges a statement made in the first sentence of the passage

(D) offer an alternative view to the one attributed in the passage to working-class mothers

(E) point out a contradiction inherent in the traditional view of child labor reform as it is presented in the passage

Correct Answer:

(A) provide support for an assertion made in the preceding sentence (lines 10-12)

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Question 15:

The passage suggests that which of the following was a reason for the difference of opinion between working-class mothers and women reformers on the issue of child labor?

(A) Reformers' belief that industrial home work was preferable to child labor outside the home

(B) Reformers' belief that child labor laws should pertain to working conditions but not to pay

(C) Working-class mothers' resentment at reformers' attempts to interfere with their parenting

(D) Working-class mothers' belief that child labor was an inhumane practice

(E) Working-class families' need for every employable member of their families to earn money

Correct Answer:

(E) Working-class families' need for every employable member of their families to earn money

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Question 16:

The author of the passage asserts which of the following about women reformers who tried to abolish child labor?

- (A) They alienated working-class mothers by attempting to enlist them in agitating for progressive causes.*
- (B) They underestimated the prevalence of child labor among the working classes.*
- (C) They were correct in their conviction that child labor was deplorable but shortsighted about the impact of child labor legislation on working-class families.*
- (D) They were aggressive in their attempts to enforce child labor legislation, but were unable to prevent working-class families from circumventing them.*
- (E) They were prevented by their nearly total disenfranchisement from making significant progress in child labor reform.*

Correct Answer:

(C) They were correct in their conviction that child labor was deplorable but shortsighted about the impact of child labor legislation on working-class families.

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Question 17:

According to the passage, one of the most striking achievements of white middle-class women reformers during the Progressive Era was

- (A) gaining the right to vote in school elections*
- (B) mobilizing working-class women in the fight against child labor*
- (C) uniting women of different classes in grassroots activism*
- (D) improving the economic conditions of working-class families*
- (E) improving women's and children's working conditions*

Correct Answer:

(E) improving women's and children's working conditions

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