Part One: Reading Comprehension   (12/20)

The following passage is about a special shopping day "Black Friday". Read it carefully, and then answer the questions that follow.

Black Friday

1   The day after Thanksgiving is the start of the holiday shopping season. Thanksgiving is always on a Thursday, and because the day after is Friday, this day has come to be known as Black Friday. It has been the busiest shopping day of the year since 2005.

2   Most stores offer great deals on Black Friday. They open their doors in the very early hours of the morning and try to attract shoppers with big discounts. Some items like TVs are much cheaper than usual. Stores may even lose money on these items. They hope that shoppers will buy gifts for other people while **they** are in the store.

3   Black Friday is a great time to get good deals. The problem is that there are not enough low-priced items to go around. Each store may only have **a few**. These items are in high demand. People stand in long lines to get such great deals. They may line up hours before a store opens, hoping to get a low price on a TV or laptop, but not everyone who wants one will get it. Some people leave disappointed.

4   The situation can be tense. Some Black Friday events have been violent. Large, eager crowds have trampled workers. Fights have broken out over toys or people cutting in line. People have shot one another over parking spots. However, most Black Friday events are safe and fun. Still, if you plan on going, expect large crowds and a bit of shoving.

5   So, where does the name "Black Friday" come from? **It** was first used in Philadelphia in the 1950s. The police called this day Black Friday because of the heavy traffic it drew. In the 1960s, stores tried to rename the day "Big Friday." It did not stick. The name "Black Friday" continued to spread across the country. It seems that it is here to stay.

6   Now, people all over the country take part in the event known as Black Friday. It is even spreading to other parts of the world. Stores have held Black Friday events in the U.K., Australia, and Brazil since 2012. In Costa Rica, Black Friday is known as "Viernes Negro." Moreover, in Mexico, stores offer an annual weekend of discounts. They call it "El Buen Fin," which means "the good weekend" in Spanish. **I** guess the language of savings is universal.

Questions

A.   **Answer the following questions in 1-3 sentences, using your own words.**
  1. Based on Paragraph 2, how do stores try to attract shoppers during Black Friday events?   **(01)**
  2. Based on Paragraph 3, why is Black Friday a frustrating experience for some people? Mention two reasons.   **(01)**
  3. Why is violence more likely to occur on Black Friday? Justify your answer.   **(01)**
  4. What pattern of organization does the writer use in Paragraph 5? Justify.   **(01)**

B.   **Scan Paragraphs 3, 4, and 6 to find words that have similar meanings as the following.**
       1. request   2. to crush   3. a strong push   4. yearly   **(02)**

C.   **What does each bold-typed word in the above passage refer to?**   **(02)**
       1. **they** *(Paragraph 2)*   2. **a few** *(Paragraph 3)*   3. **It** *(Paragraph 5)*   4. **I** *(Paragraph 6)*

D.   **Rewrite the following sentences, starting them as indicated and without changing the meaning.**   **(02)**
  1. Most stores offer great deals on Black Friday. *Great deals* _____
  2. I was scared to death, so I left the over-crowded store. *If* _____

E.   **Correct the ONE grammatical error in each of the following sentences.**   **(02)**
  1. Neither the customers nor the store owner feel comfortable during discount days.
  2. I don't know why do the stores close early on Black Fridays.

Part Two: Writing   (08/20)

Michael LeBoeuf, an American businessman, said, "A satisfied customer is the best business strategy of all." In a well-organized paragraph of 10-15 lines, **discuss the above statement, shedding light on how businessmen and store owners can make customers satisfied, and what benefits they can get in return.** **Provide your paragraph with a suitable title.**
(3pts. for language, 3pts. for ideas, 1pt. for title, 1pt. for tidiness)