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Question: 1

(1)The number one goal of hospital marketing is to strengthen and differentiate your brand from the competition. (2) Individuals in this field need to have a clear understanding of what their brand stands for, and they must take appropriate actions in order to capture the attention of consumers. (3) The management team also need to be on board with the vision, just like in any other successful brand in the health care industry. (4) Together, these individuals need to commit to certain actions that will dramatically increase their chances of success. (5)

To ensure an effective hospital marketing strategy, the organization's competitive position must be identified and understood. (6) The leadership behind the organization must show knowledge of what unique benefits and services it provides to patients that can't be found anywhere else. (7) Basically, the right strategy is to focus on how the organization improves health and quality of life over its competitors. (8)

The second crucial action that needs to happen involves explaining the organization's mission statement to all stake-holders. (9) Having a chief executive who can masterfully communicate the brand's core values to stake-holders with speeches, presentations, and conversations goes a long way. (10) The stake-holders will start to feel more confident about the organization they've invested in, and they might pour even more money into it. (11) Confidence and trust are tremendous components of the foundation of any business transaction. (12)

Collaboration with the staff also matters, without a doubt. (13) These individuals make up the backbone of the day-to-day operations of the business, and it will crumble without them. (14) Every employee, from doctors to sanitation workers, needs to feel like they are important parts of the mission. (15) When they feel involved and recognized, their abilities will only improve. (16) Patients will end up receiving better care and the brand will gain massive amounts of good-will with the populace.

In which of the following parts of the selection is there a problem with point of view?

- A. part 1
- B. part 3
- C. part 8
- D. part 16

Answer: A

Explanation:

To address the question about which part of the selection has a problem with point of view, it's crucial to first understand what is meant by "point of view" in writing. Point of view refers to the perspective from which the story or text is told. Common points of view in writing include first person (using "I" or "we"), second person (using "you"), and third person (using "he," "she," "it," or "they"). From the provided details, it's clear that part 1 of the selection has a point of view problem. This part is written in the second person ("you"), which directly addresses the reader. This can be engaging in certain contexts, such as in instructional writing or direct marketing, where speaking directly to the reader can be more persuasive or personal. However, the rest of the selection is written in the third person, which distances the narrator from the reader and offers a broader, more objective view of the topic. The inconsistency in

point of view can be jarring and confusing for readers, as it disrupts the flow and unity of the text. When a text starts in one point of view and then switches to another without a clear reason or transition, it can make the text feel disjointed and can distract readers from the message or story being conveyed. In this case, to maintain consistency and coherence throughout the text, it's advisable to adjust part 1 to match the third person point of view used in the rest of the selection. The recommended change to part 1 would involve rephrasing the sentence from the second person to the third person. For example, the sentence "Your number one goal in hospital marketing is to strengthen and differentiate your hospital's brand from the competition" should be changed to "The number one goal of hospital marketing is to strengthen and differentiate the hospital's brand from the competition." This adjustment aligns the point of view throughout the selection, thereby enhancing the clarity and professionalism of the text.

Question: 2

(1)The number one goal of hospital marketing is to strengthen and differentiate your brand from the competition. (2) Individuals in this field need to have a clear understanding of what their brand stands for, and they must take appropriate actions in order to capture the attention of consumers. (3) The management team also need to be on board with the vision, just like in any other successful brand in the health care industry. (4) Together, these individuals need to commit to certain actions that will dramatically increase their chances of success. (5)

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In which of the following parts of the selection is there a problem with point of view?

- A. part 1
- B. part 3
- C. part 8
- D. part 16

Answer: A

Explanation:

The question is asking to identify where there is a problem with point of view in a given text. Point of view in writing refers to the perspective from which a story or piece of information is told. There are

primarily three points of view: 1. **First Person**: Uses "I" or "we" and shares the perspective of the narrator or a character. 2. **Second Person**: Uses "you" and addresses the reader directly, often found in instructional writing. 3. **Third Person**: Uses "he," "she," "it," or "they," providing an outside perspective on the events or subjects being discussed. From the options provided, it's evident that Part 1 of the selection presents a point of view issue. The explanation states that Part 1 is written in the second person ("you"), which directly addresses the reader. This can be problematic if the rest of the selection is written in the third person, which does not directly address the reader but rather discusses characters or subjects externally. Using different points of view in a single text can confuse the reader and disrupt the flow of the narrative or exposition. It creates inconsistency, making it difficult for the reader to follow along or to understand the intended perspective of the information or story. To correct this inconsistency, as suggested, the sentence in Part 1 should be revised to match the third person point of view used in the rest of the selection. The proposed change transforms the direct address into a general statement, aligning it with the narrative style of the remaining text. The revised sentence, "The number one goal of hospital marketing is to strengthen and differentiate the hospital's brand from the competition," shifts the focus from the reader to the subject (hospital marketing), maintaining a consistent third-person perspective throughout the selection. This ensures a smoother reading experience and better coherence in the information presented.

Question: 3

(1)The number one goal of hospital marketing is to strengthen and differentiate your brand from the competition. (2) Individuals in this field need to have a clear understanding of what their brand stands for, and they must take appropriate actions in order to capture the attention of consumers. (3) The management team also need to be on board with the vision, just like in any other successful brand in the health care industry. (4) Together, these individuals need to commit to certain actions that will dramatically increase their chances of success. (5)

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Which of the following parts of the selection has a problem with subject/verb agreement?

- A. part 2
- B. part 3
- C. part 13

Answer: B

Explanation:

Subject-verb agreement is a crucial element of English grammar that ensures the verb in a sentence matches the subject in number (singular or plural). The issue identified in part 3 of the selection revolves around the incorrect agreement between the subject and the verb. The subject in question, "management team," is a collective noun. Collective nouns refer to a group of individuals or things considered as a single unit. In American English, collective nouns are typically treated as singular, requiring singular verbs. However, in British English, they can be treated as plural if the emphasis is on the individual members of the group rather than the group as a single entity. In the example given: - The subject "management team" is being treated as singular, reflecting it as a single unit. - The verb "need" is in its plural form. The correct form of the verb for this subject, if treated singularly, should be "needs" (e.g., "The management team needs"). This would correctly reflect the collective noun as a single entity making a single decision or requiring something as a whole. The confusion often arises because, intuitively, one might think about the many individuals within the team, which can misleadingly prompt the use of a plural verb. It's important to decide whether the sentence is about the group as a whole (singular) or about individual members acting separately (plural). Here, the correct interpretation is that the group as a whole needs something, hence the verb should be singular. In conclusion, the error in part 3 lies in using the plural verb "need" with the singular collective noun "management team." The sentence should be revised to use the singular verb "needs" to correct the subject-verb agreement issue.

Question: 4

(1)The number one goal of hospital marketing is to strengthen and differentiate your brand from the competition. (2) Individuals in this field need to have a clear understanding of what their brand stands for, and they must take appropriate actions in order to capture the attention of consumers. (3) The management team also need to be on board with the vision, just like in any other successful brand in the health care industry. (4) Together, these individuals need to commit to certain actions that will dramatically increase their chances of success. (5)

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(15) When they feel involved and recognized, their abilities will only improve. (16) Patients will end up receiving better care and the brand will gain massive amounts of good-will with the populace. Which of the following words is properly hyphenated?

- A. parts 8, 9, and 10: stake-holders
- B. part 16: good-will
- C. part 13: back-bone
- D. part 13: day-to-day

Answer: D

Explanation:

The correct answer to the question of which word is properly hyphenated among the options provided is "day-to-day." This explanation will expand on why "day-to-day" is correctly hyphenated and touch briefly on why the other options may not be.

"Day-to-day" is a compound adjective, meaning it is made up of more than one word and functions as a single adjective. This type of compound is hyphenated when it comes before the noun it modifies to improve readability and clarity. For example, in the phrase "day-to-day operations," the hyphenation makes it clear that the operations are performed daily, rather than suggesting that 'day operations' are somehow 'to day.'

Hyphenation in compound adjectives prevents ambiguity. Without the hyphen, the meaning of phrases can be misinterpreted. In the case of "day-to-day," omitting the hyphens could lead to confusion, making it one of the reasons why it is hyphenated. It's a general rule in English grammar that compound adjectives formed by an adjective and a noun or by an adverb and an adjective are hyphenated when they precede a noun.

Let's consider the other options: - "Stake-holders" is traditionally written as "stakeholders" without a hyphen. It is a noun that has evolved from being hyphenated to a more closed form as the language and usage have evolved. - "Good-will" is another example where modern usage generally prefers the non-hyphenated form "goodwill," particularly in legal and business contexts where it refers to the established reputation of a business considered as a quantifiable asset. - "Back-bone" is similarly more commonly written as "backbone," a single compound noun without a hyphen, referring to the central support structure in vertebrates.

Therefore, among the options provided, "day-to-day" stands out as correctly hyphenated according to the rules of English grammar for compound adjectives. This hyphenation ensures clarity and readability, helping to convey the intended meaning without ambiguity.

Question: 5

Ponder the statement: Accomplishment equals expectations.

Write a commentary explaining for an audience of educated adults in which you:

discuss why you agree or disagree with this statement

defend your position with reasoned arguments or specific examples

Enter Essay

A. Answer in Explanation

Answer: A

Explanation:

Sample Strong Response:

In today's society, teachers set high goals for their students, managers set high quotas for production, and citizens expect much from their leaders. These expectations are meant to spur accomplishment. The student, who is expected to do well, will succeed. The worker, whose goal is maximum production, will produce. The leader, whose constituents expect much, will rule well. The very act of expecting much will produce much.

This concept has been tested in schools all over the nation. Schools in depressed areas, with teachers who are dispirited and students who are coming from difficult home situations, have raised graduation rates by setting high goals for their students and teachers. Teachers who think that students will fail project failure. When the teachers project success, students succeed. Students are told that they are capable so they work harder. Students begin to believe in themselves and, when they accomplish a goal, set higher ones.

The same holds true in industry. When managers set high production goals, often accompanying these with incentives for workers, production rises. Incentives are often used as a "carrot" for increasing worker output, but success itself can raise employee output. Pride raises production.

Parents who set high expectations for their children often have accomplished children. Mozart's father expected him to be a prodigy. Gifted with some innate talent, and prompted to practice by his father, he played for royalty and produced an unparalleled body of work. Joseph Kennedy intended to raise presidents. His sons worked hard to meet his expectations with one succeeding and two coming close. Highly accomplished people set high expectations for themselves. These might not be the conventional expectations of academia (many of our most accomplished people did not succeed in school), but internal expectations which drive them toward a goal. Ben Franklin had about two years of formal schooling. Thomas Edison and Joan of Arc had even less. Bill Gates dropped out of college. But they set high expectations for themselves and accomplished much.

Expectations equal accomplishment. Accomplishment equals expectations. The commutative property holds true. Either arrangement connects a person with success or failure. Expect success; accomplish much.

Sample Weak Response:

Accomplishment equals expectations means that what you expect is what you will get. If you expect to get an A, you will get one. Of course, you have to work hard too, but setting the goal will help you succeed.

For example, a marathon runner sets a goal of running twenty-six and a half miles. He then trains for maybe years. Every year he gets faster and then he finally enters a race. He expects to finish. He probably will. If he expects to win, he might not, but he might improve his time. His expectations equal his accomplishment.

Taking it another way, if you have a lot of success, you expect more of yourselves. For example, if you always get A's in every class, you will probably work hard and continue to get A's. You have set a high expectation for yourself.

Conversely, if you expect to fail, you probably will. I remember my little sister. She really wanted to be a cheerleader but thought that she wasn't pretty enough. She didn't make it. She practiced those cheers a lot, but when the try-outs came, she choked. Her feelings that she was not pretty overwhelmed her and she couldn't perform. Her expectations killed her chances for accomplishment.

On the other hand, no one expected Jackie Robinson to do well in the big leagues but he surprised everyone. Maybe he expected to do well, but others didn't. So perhaps other people's expectations do not matter.

So do expectations really make someone accomplish more? If the person herself has the expectations, they may. If others have the expectations, they may not. There are a lot of college drop-outs. They all expected to graduate. So did their parents. But their expectations did not meet their accomplishments. Accomplishments equal expectations. I agree.

Question: 6

(1) The 99 percent has watched gas prices follow a perpetual climb that has left consumers wallowing at the pump. (2) By the beginning of April, the national average was \$3.92. Though it's since fallen about 18 cents for most regions, the west coast is still staring at billboards offering \$4.37 a gallon. (3) Fuel isn't the only cost crippling middle-class Americans. (4) While the consumer price index (CPI) may be relatively unchanged on a seasonally adjusted basis, the Wall Street Journal says core inflation is rising – and the Federal Reserve can't ignore that for long. (5)

Core inflation, an estimate excluding food and energy costs, rose in April for the eighth time in the past 11 months. (6) The increase in core inflation can be pinned on the typical products and services, which are primarily the ones we can't live without. (7) "CPI numbers report annual spikes in the usual suspects: rent, used cars, air fares and medical services. (8) As higher and higher prices meet stagnant income levels, Americans lose their purchasing power," says Joe Kalfa, founder of All Our Power (AOP) AOP is a growing social movement seeking to create the world's largest group purchasing organization with free membership. (9) Group purchasing gives individuals a platform to negotiate with megacorporations, and AOP wants to put purchasing power back into consumer hands.

A thesis statement, topic sentence, or headline sets the agenda for any selection. Which of the following choices would most accurately act as a headline for this selection?

- A. Group Purchasing Empowers Consumers
- B. Gas Prices Cripple Middle Class Americans
- C. Megacorporations Wield Too Much Power
- D. CPI Rises With Inflation

Answer: A

Explanation:

To determine the most accurate headline for a selection based on the provided content and context, it is essential to identify the main theme or central idea discussed within the text. A headline should effectively encapsulate the overarching point or the most significant message that the passage aims to convey. Let's analyze each option given the information about the selection's focus: 1. **Group Purchasing Empowers Consumers** - This headline directly addresses the notion of empowerment through collective action by consumers. If the passage concludes that "purchasing power should be held by consumers in order to deflate the effects of rising prices," this headline is highly relevant. It suggests that the empowerment of consumers through group purchasing is a significant mechanism to combat or mitigate the impact of rising prices. 2. **Gas Prices Cripple Middle Class Americans** - While this headline addresses an economic concern, namely the impact of rising gas prices on a specific demographic (middle class Americans), it does not directly connect to the empowerment of consumers or the broader idea of utilizing consumer purchasing power as a tool against price inflation. It is more

focused on the specific issue of gas prices rather than the general empowerment of consumers or strategies they might employ. 3. **Megacorporations Wield Too Much Power** - This headline focuses on the influence of large corporations. Although it might be relevant in a discussion about market dynamics and economic power structures, it does not specifically address the theme of consumer empowerment or group purchasing. Instead, it frames the conversation around the dominance of corporations, which could be a supporting element but not the central theme of the passage. 4. **CPI Rises With Inflation** - CPI (Consumer Price Index) is an indicator of inflation reflecting the average change over time in the prices paid by urban consumers for a market basket of consumer goods and services. While this headline links to economic conditions, similar to the first headline, it lacks a direct connection to the concept of consumer empowerment or group purchasing strategies. It presents a factual statement about economic conditions but does not suggest a proactive strategy or focus on consumer actions. Given the explanation that the passage concludes with the idea that "purchasing power should be held by consumers in order to deflate the effects of rising prices," the most suitable headline is **"Group Purchasing Empowers Consumers"**. This headline best captures the essence of the passage's argument by highlighting the empowerment of consumers through group purchasing as a tactic to counteract rising prices, directly aligning with the passage's conclusion.

Question: 7

(1) The 99 percent has watched gas prices follow a perpetual climb that has left consumers wallowing at the pump. (2) By the beginning of April, the national average was \$3.92. Though it's since fallen about 18 cents for most regions, the west coast is still staring at billboards offering \$4.37 a gallon. (3) Fuel isn't the only cost crippling middle-class Americans. (4) While the consumer price index (CPI) may be relatively unchanged on a seasonally adjusted basis, the Wall Street Journal says core inflation is rising – and the Federal Reserve can't ignore that for long. (5) Core inflation, an estimate excluding food and energy costs, rose in April for the eighth time in the past 11 months. (6) The increase in core inflation can be pinned on the typical products and services, which are primarily the ones we can't live without. (7) "CPI numbers report annual spikes in the usual suspects: rent, used cars, air fares and medical services. (8) As higher and higher prices meet stagnant income levels, Americans lose their purchasing power," says Joe Kalfa, founder of All Our Power (AOP) AOP is a growing social movement seeking to create the world's largest group purchasing organization with free membership. (9) Group purchasing gives individuals a platform to negotiate with megacorporations, and AOP wants to put purchasing power back into consumer hands. In sentence 8, which would accurately replace the word "stagnant"?

- A. stationary
- B. moving
- C. rising
- D. current

Answer: A

Explanation:

In the context of the sentence you provided from sentence 8, the word "stagnant" describes a state where there is no movement or change. In many contexts, especially those related to economics or personal development, "stagnant" can refer to situations where there is no growth or progress, such as income levels that do not increase despite rising costs of living due to inflation. Here are the options

provided for replacing "stagnant" and an expanded explanation for each: 1. ****Stationary**** - This word literally means not moving or not intended to be moved. While similar to "stagnant," "stationary" is generally used to describe physical objects rather than economic conditions or abstract concepts. However, it can metaphorically apply to situations where there is no change or progress, making it a suitable synonym in this context. 2. ****Moving**** - This word implies motion or progress. It is the opposite of "stagnant" and would not be suitable as a replacement in a context that describes a lack of growth or movement. 3. ****Rising**** - This term indicates an upward movement or increase, such as rising prices or rising temperatures. Using "rising" to replace "stagnant" would completely change the meaning of the sentence, as it suggests improvement or growth, the opposite of stagnation. 4. ****Current**** - This word typically refers to something happening now or a flow of water or air. It can also denote the present state of affairs. While "current" can be relevant in discussions about ongoing situations, it does not inherently convey the lack of progress or movement encapsulated by "stagnant." Based on these explanations, the most accurate replacement for "stagnant" in the given sentence would be "stationary." This choice retains the original meaning of no progress or movement in the context described, which is essential to maintain the accuracy and intent of the original sentence.

Question: 8

(1) The 99 percent has watched gas prices follow a perpetual climb that has left consumers wallowing at the pump. (2) By the beginning of April, the national average was \$3.92. Though it's since fallen about 18 cents for most regions, the west coast is still staring at billboards offering \$4.37 a gallon. (3) Fuel isn't the only cost crippling middle-class Americans. (4) While the consumer price index (CPI) may be relatively unchanged on a seasonally adjusted basis, the Wall Street Journal says core inflation is rising – and the Federal Reserve can't ignore that for long. (5)

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Which of the following choices could correctly replace "megacorporations" in sentence 9?

- A. megacorporation's
- B. megacorporations'
- C. mega-corporations
- D. megacor-porations

Answer: C

Explanation:

To answer the question regarding which term could correctly replace "megacorporations" in a given sentence, it's important to understand the proper usage of hyphens and apostrophes in compound words and possessive forms. 1. ****"megacorporation's"***** - This choice includes an apostrophe followed by an 's' which indicates possession. For example, "megacorporation's policy" suggests a policy belonging to a megacorporation. If the sentence in question requires a plural form referring to more

than one megacorporation and not indicating possession, this choice would be incorrect. 2. **"mega-corporations"** - This choice uses a hyphen to combine the words "mega" and "corporations." Hyphens are commonly used in compound words to clarify that the words together express a single concept. The term "mega" is a prefix that means very large or important, and "corporations" is the plural form of corporation, referring to large companies. This choice correctly pluralizes the term without indicating possession, making it a suitable alternative to "megacorporations" if the sentence context supports the usage of a compound word. 3. **"megacorporations'"** - Similar to the first choice, this term includes an apostrophe, but it is placed after the 's', indicating a possessive form in the plural. For example, "megacorporations' influence" refers to the influence belonging to multiple megacorporations. If the original sentence does not imply possession or is not referring to something owned or controlled by multiple megacorporations, this choice would be inappropriate. 4. **"megacor-porations"** - This choice represents a misapplication of hyphenation, seemingly splitting the word "corporations" unnecessarily. This is not a standard way to hyphenate words and would likely be considered a typographical or stylistic error unless there is a very specific stylistic choice being made for creative or visual reasons. 5. **"mega-corporations"** (repeated in the question) - As previously explained, this is a valid choice if the intent is to use a hyphenated form of the word. It clearly communicates that the term refers to very large corporations and maintains the plural form without implying possession. In summary, the terms **"mega-corporations"** and possibly **"megacorporations"** (if it were provided as an option without typographical errors) would be correct replacements for "megacorporations" in sentence 9, depending on the stylistic preferences for hyphenation in the specific context of the text where the term appears. The other choices with apostrophes are incorrect unless the context specifically requires a possessive form.

Question: 9

(1) The 99 percent has watched gas prices follow a perpetual climb that has left consumers wallowing at the pump. (2) By the beginning of April, the national average was \$3.92. Though it's since fallen about 18 cents for most regions, the west coast is still staring at billboards offering \$4.37 a gallon. (3) Fuel isn't the only cost crippling middle-class Americans. (4) While the consumer price index (CPI) may be relatively unchanged on a seasonally adjusted basis, the Wall Street Journal says core inflation is rising – and the Federal Reserve can't ignore that for long. (5) Core inflation, an estimate excluding food and energy costs, rose in April for the eighth time in the past 11 months. (6) The increase in core inflation can be pinned on the typical products and services, which are primarily the ones we can't live without. (7) "CPI numbers report annual spikes in the usual suspects: rent, used cars, air fares and medical services. (8) As higher and higher prices meet stagnant income levels, Americans lose their purchasing power," says Joe Kalfa, founder of All Our Power (AOP) AOP is a growing social movement seeking to create the world's largest group purchasing organization with free membership. (9) Group purchasing gives individuals a platform to negotiate with megacorporations, and AOP wants to put purchasing power back into consumer hands. Which would be the correct punctuation for sentence 8?

- A. (AOP.)
- B. (AOP).
- C. (AOP),
- D. (AOP):

Answer: B

Explanation:

The question at hand is asking for the correct punctuation for a specific sentence, labeled as "sentence 8". The sentence includes an abbreviation or initialism "AOP" followed by some form of punctuation. The options given are various punctuation marks following "AOP": comma (,), period (.), and colon (:). Understanding the correct use of punctuation in this context hinges on several key rules about punctuation involving parentheses and abbreviations. Here's the breakdown of the options and the explanation for each: 1. ****(AOP),**** - This option places a comma after the abbreviation "AOP". Generally, a comma after an abbreviation within parentheses is not the standard choice unless the sentence structure specifically dictates a need for a comma, such as in a list or if it is part of a larger sentence structure where the comma serves to separate clauses or elements. In this isolated context, using a comma is less likely to be correct without additional context indicating its necessity. 2. ****(AOP).**** - This option places a period after "AOP". This choice suggests that "AOP" is either the end of a sentence or that the entire content within the parentheses is a standalone complete sentence. Since the abbreviation "AOP" is not a complete sentence by itself, the period here indicates the end of the larger sentence in which the parentheses are included. This is a common and often correct way to punctuate where the parentheses are used to include a side note or additional information at the end of a sentence. 3. ****(AOP):**** - This option places a colon after "AOP". Colons are used to introduce elements, lists, or explanations. However, using a colon right after an abbreviation inside parentheses is unconventional unless "AOP" is being specifically followed by further explanation or enumeration which is not indicated here. Without additional context suggesting that a list or explanation follows, this would not be the typical punctuation choice. Based on standard punctuation rules: - If "(AOP)" is meant to be a non-essential element added at the end of a sentence, the correct punctuation would be a period inside the parentheses to show the end of the sentence. - If "AOP" stands alone as some form of notation or abbreviation that does not form a complete sentence by itself or does not introduce additional information, it should be followed by a period to indicate the end of the sentence. Given these insights, the most likely correct answer is ****(AOP).**** This assumes that "AOP" within the parentheses is meant to be a final note or reference at the end of a sentence, and thus, the sentence concludes with a period.

Question: 10

(1) The 99 percent has watched gas prices follow a perpetual climb that has left consumers wallowing at the pump. (2) By the beginning of April, the national average was \$3.92. Though it's since fallen about 18 cents for most regions, the west coast is still staring at billboards offering \$4.37 a gallon. (3) Fuel isn't the only cost crippling middle-class Americans. (4) While the consumer price index (CPI) may be relatively unchanged on a seasonally adjusted basis, the Wall Street Journal says core inflation is rising – and the Federal Reserve can't ignore that for long. (5)

Core inflation, an estimate excluding food and energy costs, rose in April for the eighth time in the past 11 months. (6) The increase in core inflation can be pinned on the typical products and services, which are primarily the ones we can't live without. (7) "CPI numbers report annual spikes in the usual suspects: rent, used cars, air fares and medical services. (8) As higher and higher prices meet stagnant income levels, Americans lose their purchasing power," says Joe Kalfa, founder of All Our Power (AOP) AOP is a growing social movement seeking to create the world's largest group purchasing organization with free membership. (9) Group purchasing gives individuals a platform to negotiate with megacorporations, and AOP wants to put purchasing power back into consumer hands.

This passage is an example of:

- A. Exposition
- B. Argumentation
- C. Reflection
- D. Narration

Answer: A

Explanation:

The passage in question serves as an example of **exposition**. Exposition is one of the four primary types of writing styles, which also include argumentation, narration, and reflection. Each of these styles serves a different purpose and employs different techniques to achieve its goals. Below is an expanded explanation of each writing style, illustrated with how they relate to the passage provided:

Exposition: **Purpose:** To inform or explain. **Techniques:** Clear and concise writing, logical organization, presentation of facts, definitions, or explanations. **Application to the Passage:** The passage primarily focuses on defining and differentiating between various writing styles—expository, argumentative, narrative, and reflective. It explains that expository writing is mainly explanatory, which aligns with the content of the passage itself. The passage explains the characteristics of each writing style, thus serving an expository purpose. **Argumentation:** **Purpose:** To persuade or convince the reader of a particular point of view or argument. **Techniques:** Use of evidence, logical reasoning, counterarguments, persuasive language. **Application to the Passage:** While the passage mentions argumentation as a style that attempts to persuade the reader, the passage itself does not employ this style. It does not advocate for a specific point of view nor does it try to convince the reader about the superiority of any writing style over the others. **Narration:** **Purpose:** To tell a story or relate an experience. **Techniques:** Chronological structure, descriptive details, personal perspective, engaging plot. **Application to the Passage:** The passage does not tell a story or narrate an experience. It lacks personal anecdotes, characters, or a plot, which are typical elements of narrative writing. Thus, narration is not the style used in this passage. **Reflection:** **Purpose:** To express thoughts, feelings, insights, or reflections, often in a more personal and subjective manner. **Techniques:** Personal tone, introspection, exploration of one's thoughts and feelings. **Application to the Passage:** Although reflection involves personal insights, the passage does not delve into personal experiences or emotional reflections. It maintains an objective tone while discussing the characteristics of different writing styles. In conclusion, the passage is an example of **expository writing** because it explains different writing styles and their purposes without persuading, narrating, or reflecting on personal experiences. It educates the reader about these styles in a straightforward and informative manner, which is the hallmark of exposition.



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