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QUESTION 1

Despite the general _____ of Roman archaeological studies toward the major cities and their monuments, archaeology has contributed much to a better understanding of rural developments in Roman territory.

- A. openness
- B. indifference
- C. hostility
- D. animus
- E. bias
- F. orientation

Correct Answer: DE

QUESTION 2

Exhibit.

<u>Quantity A</u>	<u>Quantity B</u>
The area of a circular region with radius $\frac{1}{2}$	The area of a circular region with diameter 1

- A. Quantity A is greater.
- B. Quantity B is greater.
- C. The two quantities are equal.
- D. The relationship cannot be determined from the information given.

Correct Answer: C

QUESTION 3

Economists use two competing models to describe the effects of commercial advertising--advertising as market competition and advertising as market power. The market competition model holds that the fundamental function of advertising is to provide information about products and brands. It is argued that information in ads permits greater marketplace efficiencies, such as lower prices and reduced monopoly power. In a similar vein, much discussion regarding political advertising has rested on its informational value Does political advertising provide political information and help voters make informed decisions\1 Nelson argues that promoting bars of soap in commercial ads is no

different than promoting political ideas ideology from political candidates in political ads. on the grounds that information is being distributed in both cases. Others, such as Ferguson and Jamieson, disagree with Nelson's proposition. Ferguson, for example, pointed out that choosing a political candidate is more like buying an experience good (where the quality is hard to evaluate prior to purchase) rather than a search good (where the quality is easily evaluated before the purchase). According to Ferguson, claims in political ads do not have true informational value, because it is difficult for voters to draw inferences about the future deeds of a candidate from what the ads say. Furthermore, Jamieson argues that political ads reshape the public image of political candidates and change voters' feelings about the candidates with subtle emotional cues but without substantive information upon which to base a reasoned judgment.

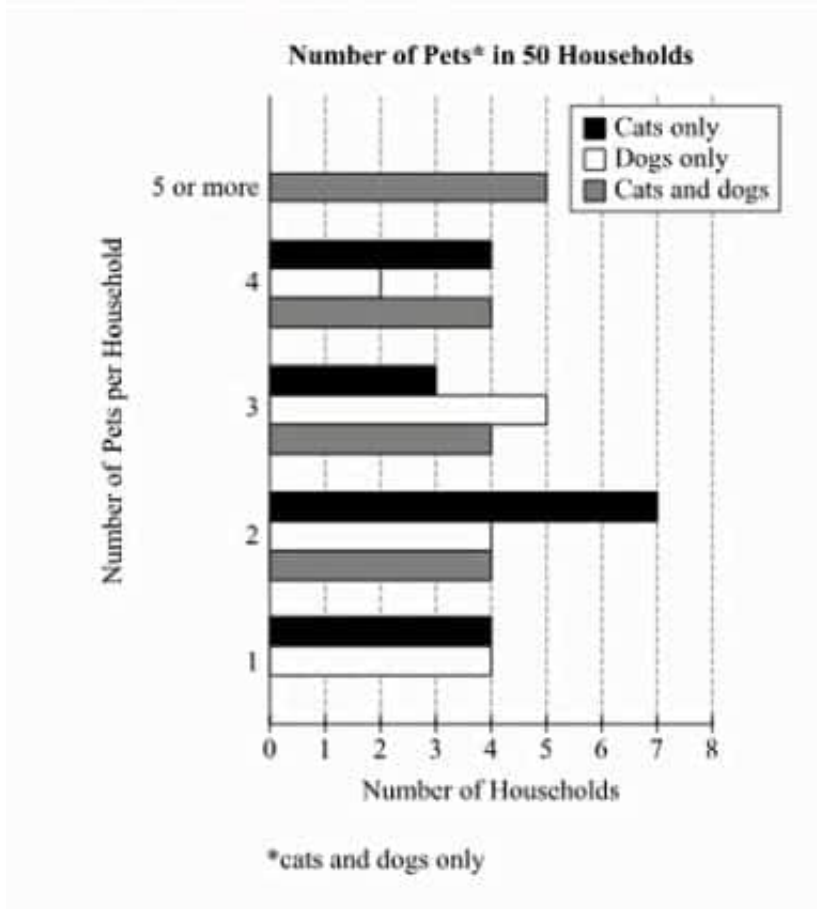
Which of the following statements, if true, would most clearly weaken Nelson's argument as it is presented in the passage?

- A. Political advertisements that make false claims are subject to rebuttal by political advertisements for opposing candidates.
- B. Most producers of political advertisements work directly for the political campaigns of the candidates the advertisements promote.
- C. Soap advertisements typically rely on evocative images that do not relate to the effectiveness of the product being advertised.
- D. Advertisements for familiar products, such as bars of soap, are evaluated more critically by audiences than are advertisements for less familiar products.
- E. Voter disappointment in the candidates that they elect is analogous to the disappointment consumers of familiar products sometimes experience.

Correct Answer: D

QUESTION 4

Exhibit.



For what number of pets per household is the total number of households the least?

- A. 2
- B. 3
- C. 4
- D. 5
- E. or more

Correct Answer: A

QUESTION 5

Despite the (i) _____ name given to the fossil species, the fossil itself was (ii) _____: a wing bone, it measured nearly 0.6 meters (two feet long, indicating that its owner had been a very large bird, twice the size of some modern albatrosses.

- A. uninspiring
- B. ambiguous
- C. suggestive

D. primitive

E. ancient

Correct Answer: AE

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