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QUESTION 1

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 m 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 2

In a survey of 150 computer owners, 98 owned a primer. 72 owned a digital camera, and all of them owned either a printer or a digital camera or both.

Quantity A

The number of computer owners in the survey who owned a printer but did not own a digital camera

Quantity B

78

- 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

The sides of triangle T all have different lengths.

Quantity A

Twice the length of the longest side of T

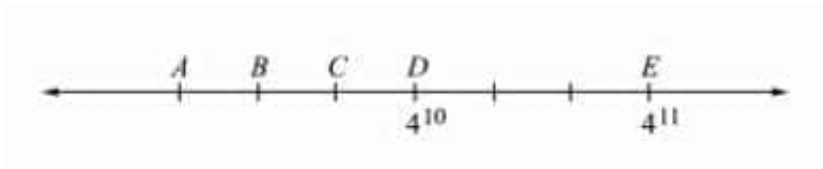
Quantity B

The perimeter of T

- 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: B

QUESTION 4



The tick marks shown on the number line are evenly spaced. Points D and E have coordinates of

4^{10} and 4^{11} ,

4^9

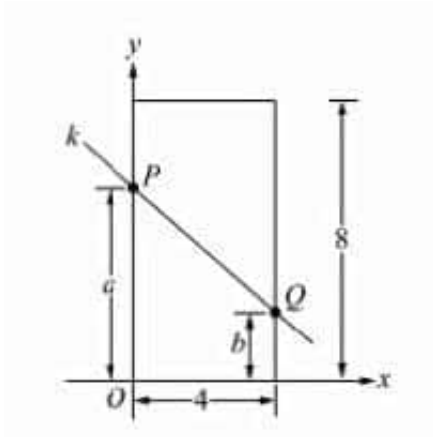
respectively. The point that has a coordinate of is

- A. point A
- B. between points A and B
- C. between points B and C
- D. point C
- E. between points C and D



Correct Answer: E

QUESTION 5



In the xy -plane, line k intersects the rectangle shown at points P and Q . Which of the following represents the slope of line k ?

- A. $\frac{4}{b-a}$
- B. $\frac{8-a}{a}$
- C. $\frac{b-8}{4}$
- D. $\frac{b-a}{4}$
- E. $\frac{a-b}{b}$

- A. Option A
- B. Option B
- C. Option C
- D. Option D
- E. Option E



Correct Answer: D

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