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QUESTION 1

There are far too many (i)_____ in the report, such as incorrect data (albeit on (ii)_____ points). inconsistency between the text and related tables, and discrepancies between the citations and the references.

- A. unsupported generalizations
- B. stylistic infelicities
- C. little errors
- D. numerous
- E. minor
- F. perplexing

Correct Answer: CE

QUESTION 2

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.

The passage implies that Ferguson and Jamieson agree that political advertising

- A. focuses primarily on the communication of subtle emotional cues
- B. Is largely ineffective at promoting particular candidates
- C. misleads voters about the beliefs and future actions of candidates
- D. has only a temporary effect on the public images of candidates
- E. cannot be relied upon by voters who want to make informed decisions

Correct Answer: C

QUESTION 3



If -1

A. $|x - z| > |y|$

B. $|x - z|$

C. $|x|$

D. $|x - y| > |z - y|$

E. $|x - y|$

Correct Answer: A

QUESTION 4

If $x \leq -1$, which of the following statements must be true?

indicate all such statements.

A.

$$\sqrt{x^2} = x$$

B.

$$\sqrt{(-x)|x|} = -x$$

C.

$$\sqrt{(x-1)^2} = 1-x$$

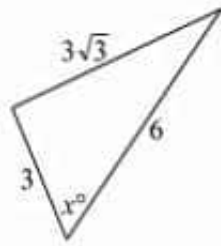
A. Option A

B. Option B

C. Option C

Correct Answer: ABC

QUESTION 5



Quantity A

x

Quantity B

60

- 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

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