

KUEPE SAMPLE - STRUCTURE

The first factor (1) _____ to compulsive use of a product is accessibility. Before the existence of the Internet, people (2) _____ to a casino if they wanted to gamble. To conduct banking transactions, they had no alternative but to go to the bank. Shopping involved spending hours (3) _____ various stores. Now, those with access to the Internet have immediate, 24-hour access to virtual gaming sites, online banking services, and online stores. Since there is (4a) _____ waiting in long lines (4b) _____ fighting crowds in the virtual world, people feel less attracted to the real world and indulge more heavily in the Internet.

Control is the second factor. This refers to the personal control (5) _____ by individuals over their online activities. Online stock trading serves as a good example of the effect (6) _____ control has on compulsive behavior. In the past, people (7) _____ stock brokers for advice on investments, for making purchases, and for monitoring their accounts. In fact, they had no alternative. Today, however, things are different. (8) _____ they find themselves competent to do so, people take control over their own investing. Such full personal control leads some people (9) _____ an obsession with monitoring and adjusting their investments.

The third factor is excitement, which represents the emotional “rush” that is associated with winning. Studies show that an activity becomes addictive (10) _____ winning is the motivating factor. In gambling, for example, the rush of winning becomes a great inducement for continuing to play. With any compulsive activity, the excitement of the activity becomes a powerful hook that encourages future behavior.

1)	a) contributes	b) contributed	c) contributing	d) is contributing
2)	a) should have gone	b) must have gone	c) had better go	d) had to go
3)	a) visited	b) visiting	c) being visited	d) to have visited
4)	a) either...or	b) both...and	c) neither...nor	d) whether...or
5)	a) exercises	b) exercised	c) exercising	d) that exercises
6)	a) whose	b) where	c) what	d) -
7)	a) would rely on	b) had better rely on	c) must have relied on	d) should have relied on
8)	a) Had	b) Could	c) Would	d) Should
9)	a) develop	b) to develop	c) developed	d) developing
10)	a) if	b) as if	c) even if	d) what if

ANSWER KEY 1c 2d 3b 4c 5b 6d 7a 8d 9b 10a

Istanbul Dil Akademisi