

**Pembahasan Soal Bahasa Inggris  
TO SNMPTN 2012  
Kerja Sama IMAMI UI dengan BKB.Nurul Fikri Cabang Padang**

**CLASSY SHOPPING BAGS WINNING CUSTOMER**

Customers' excessive use of hard-to-recycle plastic bags is harmful to the environment. Supermarkets have used many tactics to encourage their customers not to use these plastic bags. Some try charging extra for each bag used for offering paper bags instead, but these methods are far from perfect. Charging for a plastic bag can have the effect of driving customers to a competing supermarket. Paper bags are expensive to make, so they are less viable than even low-quality plastic bags. Many supermarkets offer a small discount in return for not using a plastic bag, and still others sell reusable cloth sacks that customer can bring back every time they come shopping. But the availability of cloth bags has done little to reduce the use of use of plastic disposables.

Marketing experts at Ipanerra Supermarkets Company believe cloth bags would be more successful if they were more fashionable. According to them it is hard to blame customers for not buying a durable cloth carryall, even a cheap one, if it doesn't have a catchy design and if all it features is a company logo.

To address this problem Ipanerra hired a team of designers to make its cloth bags more colorful than those available at other supermarkets. Rather than sporting company logos, Ipanerra bags feature pictures of animals, drawing of famous building and cartoon figures commissioned for his purpose The result? Not only is there considerable demand for the bags but they also attract attention in the street which means free advertising for the supermarket. The bags are easily associated with the supermarket chain even with the logos, which Ipanerra removed from both its cloth and plastic bags. The success has prompted the company to consider designing smaller sacks suited for younger customers, a logical next step for a supermarket chain targeting children.

58. According to the article, why are paper bags not a good alternative?

- (A) It is difficult to recycle them
- (B) They contain harmful substances
- (C) It costs a lot to produce them
- (D) They are generally low quality
- (E) They can be found everywhere

**Look at Prgrph.1 Line.5**

*Expensive to make*



*Costs a lot*

## CLASSY SHOPPING BAGS WINNING CUSTOMER

Customers' excessive use of hard-to-recycle plastic bags is harmful to the environment. Supermarkets have used many tactics to encourage their customers not to use these plastic bags. Some try charging extra for each bag used for offering paper bags instead, but these methods are far from perfect. Charging for a plastic bag can have the effect of driving customers to a competing supermarket. Paper bags are expensive to make, so they are less viable than even low-quality plastic bags. Many supermarkets offer a small discount in return for not using a plastic bag, and still others sell reusable cloth sacks that customer can bring back every time they come shopping. But the availability of cloth bags has done little to reduce the use of plastic disposables.

Marketing experts at Ipanerra Supermarkets Company believe cloth bags would be more successful if they were more fashionable. According to them it is hard to blame customers for not buying a durable cloth carryall, even a cheap one, if it doesn't have a catchy design and if all it features is a company logo.

To address this problem Ipanerra hired a team of designers to make its cloth bags more colorful than those available at other supermarkets. Rather than sporting company logos, Ipanerra bags feature pictures of animals, drawing of famous building and cartoon figures commissioned for his purpose. The result? Not only is there considerable demand for the bags but they also attract attention in the street which means free advertising for the supermarket. The bags are easily associated with the supermarket chain even with the logos, which Ipanerra removed from both its cloth and plastic bags. The success has prompted the company to consider designing smaller sacks suited for younger customers, a logical next step for a supermarket chain targeting children.

59. What is the advantage of many supermarkets' cloth bags?

- (A) Their durability
- (B) Their fabric
- (C) Their cost
- (D) Their size
- (E) Their appearance

Look at Prgrph.2 Line.3

*a durable cloth carryall*



*durability*

## CLASSY SHOPPING BAGS WINNING CUSTOMER

Customers' excessive use of hard-to-recycle plastic bags is harmful to the environment. Supermarkets have used many tactics to encourage their customers not to use these plastic bags. Some try charging extra for each bag used for offering paper bags instead, but these methods are far from perfect. Charging for a plastic bag can have the effect of driving customers to a competing supermarket. Paper bags are expensive to make, so they are less viable than even low-quality plastic bags. Many supermarkets offer a small discount in return for not using a plastic bag, and still others sell reusable cloth sacks that customer can bring back every time they come shopping. But the availability of cloth bags has done little to reduce the use of use of plastic disposables.

Marketing experts at Ipanerra Supermarkets Company believe cloth bags would be more successful if they were more fashionable. According to them it is hard to blame customers for not buying a durable cloth carryall, even a cheap one, if it doesn't have a catchy design and if all it features is a company logo.

To address this problem Ipanerra hired a team of designers to make its cloth bags more colorful than those available at other supermarkets. Rather than sporting company logos, Ipanerra bags feature pictures of animals, drawing of famous building and cartoon figures commissioned for his purpose. The result? Not only is there considerable demand for the bags but they also attract attention in the street which means free advertising for the supermarket. The bags are easily associated with the supermarket chain even with the logos, which Ipanerra removed from both its cloth and plastic bags. The success has prompted the company to consider designing smaller sacks suited for younger customers, a logical next step for a supermarket chain targeting children.

60. What does Ipanerra plan to do next?

- (A) Offers bags for children
- (B) Reduce the price of its cloth bags
- (C) Advertise its bags in media
- (D) Increase the size of its cloth bags
- (E) Put the company logo in the cloth bags

### Look at Prgrph.3 Line.9

*After Ipanerra had succeeded to promote the cloth bag in colorful and attractive feature, it tried to design smaller sacks targeting children*

## ELECTION OF VICE PRESIDENT

After the convention chooses the Presidential candidate, the nominee for Vice President is selected the next day. This is usually accomplished on the first ballot. The Vice President is the only public official in the United States, other than the President, who is elected by all the states. The names of a party's candidates for President and Vice President are placed together on the ballot. Thus, a vote for one is a vote for the other. Usually the Presidential candidate has a great authority in deciding who the Vice President candidate will be as the two men will have to work closely together. The constitutional requirements for the Vice President are practically the same as those for the President. However, he may not come from the same state as President.

In recent years the Vice President has assumed new duties and importance. Since several American Presidents have died in office, it is believed that the candidate for Vice President should be considered in the same light as the candidate for President. In 1945, when Franklin D. Roosevelt died, Vice President Harry Truman became President, as did Lyndon Johnson the death of President John F. Kennedy in 1963.

61. The nomination of the Vice President candidates takes place.....
- (A) on the same day as that of the President's candidate
  - (B) on the day preceding that of the President's candidate
  - (C) on the day following that of the President's candidate
  - (D) either (b) or (c)
  - (E) on Sunday

Look at Prgrph.1 Line.1-2

*The next day*



*The day following*

## ELECTION OF VICE PRESIDENT

After the convention chooses the Presidential candidate, the nominee for Vice President is selected the next day. This is usually accomplished on the first ballot. The Vice President is the only public official in the United States, other than the President, who is elected by all the states. The names of a party's candidates for President and Vice President are placed together on the ballot. Thus, a vote for one is a vote for the other. Usually the Presidential candidate has a great authority in deciding who the Vice President candidate will be as the two men will have to work closely together. The constitutional requirements for the Vice President are practically the same as those for the President. However, he may not come from the same state as President.

In recent years the Vice President has assumed new duties and importance. Since several American Presidents have died in office, it is believed that the candidate for Vice President should be considered in the same light as the candidate for President. In 1945, when Franklin D. Roosevelt died, Vice President Harry Truman became President, as did Lyndon Johnson the death of President John F. Kennedy in 1963.

62. How are the requirements for the Vice President candidate and the President candidate?
- (A) the same
  - (B) completely different
  - (C) the same except for one requirement
  - (D) both (b) and (c)
  - (E) the difference

**Look at Prgrph.1 Line.8-9**  
*The constitutional requirements for both are same but only one requirement is different, that is, not at the same state*

## ELECTION OF VICE PRESIDENT

After the convention chooses the Presidential candidate, the nominee for Vice President is selected the next day. This is usually accomplished on the first ballot. The Vice President is the only public official in the United States, other than the President, who is elected by all the states. The names of a party's candidates for President and Vice President are placed together on the ballot. Thus, a vote for one is a vote for the other. Usually the Presidential candidate has a great authority in deciding who the Vice President candidate will be as the two men will have to work closely together. The constitutional requirements for the Vice President are practically the same as those for the President. However, he may not come from the same state as President.

In recent years the Vice President has assumed new duties and importance. Since several American Presidents have died in office, it is believed that the candidate for Vice President should be considered in the same light as the candidate for President. In 1945, when Franklin D. Roosevelt died, Vice President Harry Truman became President, as did Lyndon Johnson the death of President John F. Kennedy in 1963.

63. Harry Truman is mentioned here to show that
- (A) a president may die while in office ✓
  - (B) a vice President is considered equally important as a President ✓
  - (C) a vice President has assumed new duties and importance ✓
  - (D) all of the above
  - (E) none of the above

### Look at Prgrph.2 Line.1-4

- Vice President has assumed new duties and importance
- Presidents have died in office
- Vice President should be considered in the same light as the candidate for President

Which is hottest—ice cream, a glass of cool water or a streaming cup of chocolate? The chocolate is hottest of course. But it wouldn't be quite right to say that the ice-cream and the water aren't hot at all. Each one has some heat.

All things have heat—even very cold things. But some things have more heat than the others. So when we use words like hot and cold we aren't really talking about two different ideas. We are simply telling how much energy something has.

The molecules in the hot chocolates are moving very fast—they have a lot of energy. When you swallow those fast-moving molecules they give you some of their heat energy—they make you feel warm.

The molecules in the cold ice-cream are moving very slowly—but they are moving! They have a small amount of heat energy. Because your body has much more heat energy than the ice-cream does, ice-cream can't warm you up. It takes away heat energy instead—it makes you feel cool.

The molecules in cool water move faster than the molecules in ice-cream, but they don't move as fast as the molecules in hot chocolate. So, compared to ice-cream, cool water is warm—and compared to hot chocolate, cool water is cold!

64. What does the text tell us about?

- (A) all materials including ice cream have sense of heat
- (B) the molecules in the hot chocolate and the cold ice-cream move very fast
- (C) the molecules in cool water can move faster than molecules in other things
- (D) swallowing fast-moving molecules is good for children
- (E) the molecules in cool materials can't move freely

**Look at Prgrph. 1 & 2**

*The text tells about = The topic of the text  
To search the topic of the text, we have to  
read the first paragraph and sometime it is  
supported in the next paragraph*

Which is hottest-ice cream, a glass of cool water or a streaming cup of chocolate? The chocolate is hottest of course. But it wouldn't be quite right to say that the ice-cream and the water aren't hot at all. Each one has some heat.

All things have heat-even very cold things. But some things have more heat than the others. So when we use words like hot and cold we aren't really talking about two different ideas. We are simply telling how much energy something has.

The molecules in the hot chocolates are moving very fast-they have a lot of energy. When you swallow those fast-moving molecules they give you some of their heat energy-they make you feel warm.

The molecules in the cold ice-cream are moving very slowly-but they are moving! They have a small amount of heat energy. Because your body has much more heat energy than the ice-cream does, ice-cream can't warm you up. It takes away heat energy instead-it makes you feel cool.

The molecules in cool water move faster than the molecules in ice-cream, but they don't move as fast as the molecules in hot chocolate. So, compared to ice-cream, cool water is warm-and compared to hot chocolate, cool water is cold!

65. When you swallow *those fast-moving molecules* they give you some of their heat energy—they make you feel warm. (par. 3).

The italic phrase can be meant as

- (A) the molecules
- (B) the molecules that are in the ice-cream
- (C) the molecules that in cool water
- (D) the molecules in the hot chocolate
- (E) the molecules in the ice-cream and cool water

**Look at Prgrph.3 Line.1-2**

*To search the reference of pronoun, we have to look as the preceding sentence.*

*Those fast-moving molecules*



*The molecules in the hot chocolates*