

- 2p 16 Geef van de volgende citaten uit alinea 2 tot en met 5 aan of deze ironisch bedoeld zijn door de schrijver van het artikel.  
Noteer 'wel' of 'niet' achter elk nummer op het antwoordblad.
- 1 "in an astonishing turnaround" (alinea 2)
  - 2 "This creates a problem, however, when it comes to promoting a book" (alinea 3)
  - 3 "she has 50m followers who might buy it" (alinea 4)
  - 4 "She then embarks on a protracted aside" (alinea 5)
- "(failing to note that she is *metaphorically* squeezing one out too)" (paragraph 6)
- 1p 17 What is the function of this remark?  
The writer wants to
- A express how much he/she dislikes the book written by Melanie Murphy.
  - B give an example of the topics Melanie Murphy discusses in her book.
  - C make clear why he/she admires Melanie Murphy's honesty and openness.
  - D point out that some bits in Melanie Murphy's book are quite distasteful.
- 1p 18 Which conclusion about Influencers do paragraphs 7 and 8 lead up to?
- A They are mainly driven by financial gain and not worthy of attention.
  - B They are talented but tend to overexpose themselves in the media.
  - C They have an important role in this world dominated by technology.
  - D They lack the skills to keep audiences interested in them for long.

## Tekst 7 Beware the robot revolution

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- 1p 19 "automation has created more jobs than it has destroyed" (alinea 1)  
Welke zin verderop in de tekst is inhoudelijk een herhaling van deze bewering?  
Citeer de eerste twee woorden van deze zin.
- 1p 20 Which of the following becomes clear from paragraph 2?
- A Low-skilled employees have to work more hours per week than people working in technology.
  - B New jobs appear in different places than where automation causes unemployment.
  - C People whose jobs are taken over by a machine suffer from a loss of self-esteem.
  - D Workers who are laid off receive too little support when looking for new employment.

- 1p 21 Which of the following fits the gap in paragraph 3?  
A arbitrary  
B gradual  
C rapid  
D serious
- 1p 22 Which of the following fits the gap in paragraph 4?  
A expertise  
B immobility  
C inequality  
D inflation  
E maintenance
- 1p 23 What is the main point made in paragraphs 4 and 5?  
A Authorities should focus more on the labour force instead of striving for economic progress.  
B If you take into account money spent on upkeep, robots are just slightly more cost-effective than people.  
C It is more profitable to switch to a technology-based industry than is generally acknowledged.  
D The manufacturing industry will suffer if too many people lose their jobs as a result of robotics.

## Tekst 8 Here and back again

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- 1p 24 Why does the writer mention Black Friday (paragraph 1)?  
A to convince readers that it is the best day for online bargains  
B to explain why it is financially attractive to online retailers  
C to have a starting point for an analysis of online shopping  
D to warn customers against the risks of online shopping
- 1p 25 Which of the following fits the gap in paragraph 2?  
A even accounting for  
B further supported by  
C when investing in
- 1p 26 Which of the following best characterises paragraph 3?  
A It explains why the writer dislikes shopping in regular stores so much.  
B It makes clear why it is quite acceptable to return online purchases.  
C It outlines how and why the writer developed certain shopping habits.  
D It points out how online stores have influenced the fashion industry.