

Active IELTS reading
Yes, no, not given

Yes, No, Not given questions look like this:

Do the following statements agree with the claims of the writer in the Reading Passage?

In boxes 1-5 on your answer sheet write

YES if the statement agrees with the information

NO if the statement contradicts the information

NOT GIVEN if there is no information about this in the passage

*(The question may say **True, False, Not given** instead of **Yes, No, Not given**)*

- 1 Large companies now earn most of their revenue in foreign markets.
- 2 Markets are fragmenting to form many smaller market segments.
- 3 Marketing managers need to be adept at identifying changes in customer tastes.
- 4 An increasingly multicultural society creates new challenges
- 5 There are three forces influencing selling: behavioural, technological and managerial.

Answering this kind of question

- You need to understand clearly what **Yes, No, Not given** means:
 - Yes** – what the statement says is the same as what the text says. The words may be different but the idea is the same
 - No** – what the statement says is the opposite of what the text says
 - Not given** – what the statement says is not in the text at all
- Read the statements first. Find the key word. Use the key words to quickly find similar ideas in the text. Decide if they are the same as each statement, or if the information is not included.
- Be careful. **Not given** means the information is not in the text. You may know that something is true but if it is not in the text, then it is **Not given**.