

IELTS READING – FIRST IMPRESSIONS COUNT S23GT5



IELTS READING FIRST IMPRESSIONS COUNT Reading Practice Test has 10 Questions belongs to the Business & Social Behavior subject..

A. Traditionally uniforms were – and for some industries still are – manufactured to protect the worker. When they were first designed, it is also likely that all uniforms made symbolic sense – those for the military, for example, were originally intended to impress and even terrify the enemy;

[Attempt Free Reading Test..](#)

[Download Free PDF](#)

Questions 28 - 33

The passage First Impression Count has seven paragraphs **A - G**

Which paragraph discuss the following points?

Select the appropriate letter **A - G** in boxes **28 - 33** below.

Example	Answer						
The number of companies supplying the corporate clothing market	D						
	A	B	C	D	E	F	G
28. Different type of purchasing agreement	☐	☐	☐	☐	☐	☐	☐
29. The original purposes of uniforms	☐	☐	☐	☐	☐	☐	☐
30. The popularity rating of staff uniform	☐	☐	☐	☐	☐	☐	☐
31. Involving employees in the selection of a uniform	☐	☐	☐	☐	☐	☐	☐
32. The changing significance of company uniforms	☐	☐	☐	☐	☐	☐	☐
33. Perceptions of different type of dress	☐	☐	☐	☐	☐	☐	☐

other uniforms denoted a hierarchy – chefs wore white because they worked with flour, but the main chef wore a black hat to show he supervised.

B. The last 30 years, however, have seen an increasing emphasis on their role in projecting the image of an organisation and in uniting the workforce into a homogeneous unit – particularly in ‘customer facing’ industries, and especially in financial services and retailing. From uniforms and workwear has emerged ‘corporate clothing’. “The people you employ are your ambassadors,” says Peter Griffin, managing director of a major retailer in the UK. “What they say, how they look, and how they behave is terribly important.” The result is a new way of looking at corporate workwear. From being a simple means of identifying who is a member of staff, the uniform is emerging as a new channel of marketing communication.

C. Truly effective marketing through visual cues such as uniforms is a subtle art, however. Wittingly or unwittingly, how we look sends all sorts of powerful subliminal messages to other people. Dark colours give an aura of authority while lighter pastel shades suggest approachability. Certain dress style creates a sense of conservatism, others a sense of openness to new ideas. Neatness can suggest efficiency but, if it is overdone, it can spill over and indicate an obsession with power. “If the company is selling quality, then it must have quality uniforms. If it is selling style, its uniforms must be stylish. If it wants to appear innovative, everybody can’t look exactly the same. Subliminally we see all these things,” says Lynn Elvy, a director of image consultants *House of Colour*.

D. But translating corporate philosophies into the right mix of colour, style, degree of branding and uniformity can be a fraught process. And it is not always successful. According to Company Clothing magazine, there are 1000 companies supplying the workwear and corporate clothing market. Of these, 22 account for 85% of total sales – £380 million in 1994.

Questions 34 - 40

Do the following statements agree with the view of the writer of the passage?

In boxes **34 - 40** below, choose:

YES if the statement agrees with the writer’s views
NO if the statement contradicts the writer’s views
NOT GIVEN if it is impossible to say what the writer think’s about this

34. Uniforms were more carefully made in the past than they are today.
35. Uniforms make employees feel part of a team.
36. Using uniforms as marketing tool requires great care.
37. Being too smart could have a negative impact on customer.
38. Most businesses that supply company clothing are successful.
39. Uniforms are best selected by marketing consultants.
40. Clothing companies are planning to offer financial services in the future.

[Attempt Free Reading Test..](#)

Boost Your Score: Practice IELTS Online with IELTS Simulator.



8439000086

8439000087

7055710003

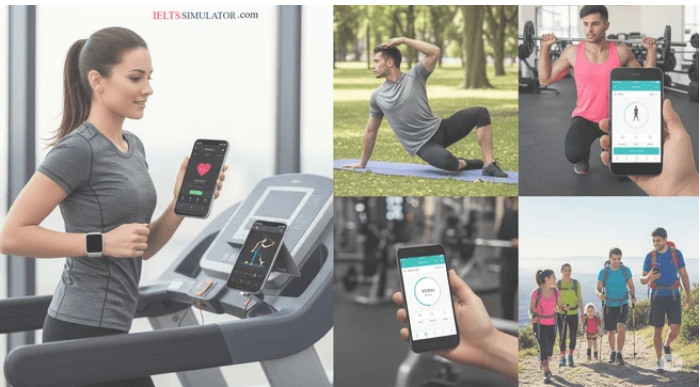
7055710004

IELTS Simulation 323 GMS Road, Near Ballupur Chowk, Dehradun, India



Chat on WhatsApp

email: info at ieltsband7.com



IELTS READING – Smartphone fitness apps S14GT2

August 12, 2025

In "IELTS Reading Easy Demo for GT"

Hazards Identified	
Wet floors	Slips, trips and falls
Chemical handling	Skin irritation, respiratory issue
Risks Associated	
Electrical equipment	Control Measures
Electric shock, fire	Use "Wet Floor" signs
Falls from height	Provide training on COSHH
Working at height (e.g. reaching high shelves)	Use appropriate (gloves, masks)
	Store appropriate PPE (gloves, masks)
	Do not chemicals securely
	Regular PAT testing
	Inspect overhead sockets
	Use sturdy step stools/ladders
	Examine manual ladder

IELTS READING – A case study of a risk assessment for general office cleaning S16GT3

August 13, 2025

In "IELTS Reading Easy Demo for GT"



IELTS READING – Numeration S34AT3

July 29, 2025

In "IELTS Reading Academic"

Tagged [IELTS Reading Matching Headings Questions – Strategy & Practice](#), [Top 10 IELTS Reading Tips to Improve Band Score Fast](#)

Leave a Reply

You must be [logged in](#) to post a comment.

IELTS SIMULATOR

8439000086

8439000087

7055710003

7055710004



You Tube



instagram

IELTS SIMULATOR 323 GMS Road, Near Ballupur Chowk, Dehradun, India.



