



READING COMPREHENSION

Choose the best response, based on your reading of the Essay.

- ❶ The Swatch was a response to _____ from the U.S. and Japan.
 - (a) increased demand in the 1990s
 - (b) decreased demand in the 1980s
 - (c) increased competition in the 1970s
 - (d) decreased competition in the 1960s
- ❷ Why was the Swatch called the Swatch?
 - (a) Because it was developed after the R-watch.
 - (b) Because of the sound made by the Velcro strap.
 - (c) Because you can use it both to swat flies and check the time.
 - (d) Because it's a Swiss Watch that could be your second watch.
- ❸ One reason Swatches were popular was for their _____ straps and other accessories.
 - (a) expensive
 - (b) high-tech
 - (c) interchangeable
 - (d) disposable
- ❹ Some Swatches have had _____ components.
 - (a) too few
 - (b) too many
 - (c) working
 - (d) visible
- ❺ Choose "T" for True or "F" for False.

Swatch designs (including colors) range from classic and conservative to innovative and fun. (T) (F)



Complete the Summary by filling in the blanks.

In the 1970s, the Swiss watch industry faced devastating foreign competition, first (1) the U.S., then from Japan and Hong Kong. The Swiss response was the Swatch.

The concept, originating in the important American market in 1983, was that this new Swiss **watch** would also be one's "second watch"—an affordable fashion accessory. It would also be an electronic (2) watch (not an old-fashioned mechanical watch), and would offer high quality at a (3).

Swatch concentrated (4) making the watches ever more accurate and thin, and their styling ever more appealing. There are two main Swatch collections a year. The products, grouped in thematic families, have fun names rather than product (5). Features popular from the early (6) of Swatch include the interchangeability of (7) and other accessories; cases showing visible components; and straps (and faces) with striking colors and designs. But there are Swatches for special purposes and events, too. The Swatch Design Lab, established in Milan in 1989, oversees all (8) of design.

a. numbers b. straps c. on d. quartz e. from f. aspects g. low price
h. below i. days