

IULM

Esempi delle domande per la prova di ammissione per il corso CdL Corporate Communication and Public Relations (CCPR) 2026

A. PSYCHOATTITUDINAL QUESTIONS

A1. Text comprehension

Read the passage below and use the information to answer the next question

It is the oldest art archive in the world: from 1766 to today, every work auctioned by the largest auction house in London has been catalogued for centuries by hand, with description, origin and price. But this treasure trove of information, kept in the archives located in the King Street offices in London, now closes its doors to the outside world. The auction house has had to make staff cuts due to the COVID-19 pandemic and restricting the use of the archive to employees only is one of the consequences. "Previously, the auction house had provided free access to its archive for research purposes," says a statement from the company. "However, with regret, we have had to reduce the team of archivists and we can now only respond to the needs of our specialists". In the London art world and beyond, the news has aroused complaints and protests, voiced by an extensive report in *The Art Newspaper*, the authoritative newspaper of the sector. "It is a severe blow to art scholars and it seems too drastic a step, you could have set up a paid access," comments Susan Palmer, chief archivist of John Soane's Museum. "It seems like an excessive decision," echoes Anthony Chrichton-Stuart, Director of the Agnew Gallery. "There is no equivalent archive. It dates back to the first sale, each catalogue annotated by hand; no other auction house has ever done such a thing".

1. On the basis of the contents of the passage, it is correct to deduce that:

1. archivists helped outsiders, but not employees, to consult the archives in the King Street offices in London
2. the catalogue of all the London auction houses was annotated by hand with description, origin and price of the works
3. some people can still consult the archives of the largest London auction house*
4. the first art archive was created in 1766

A2. Verbal critical reasoning

2. Paolo thinks that some new machinery will be purchased in his company.

Paolo has learnt that the manager of the building and equipment of his company has launched a tender notice for purchasing new machinery.

The new information, shown in italics:

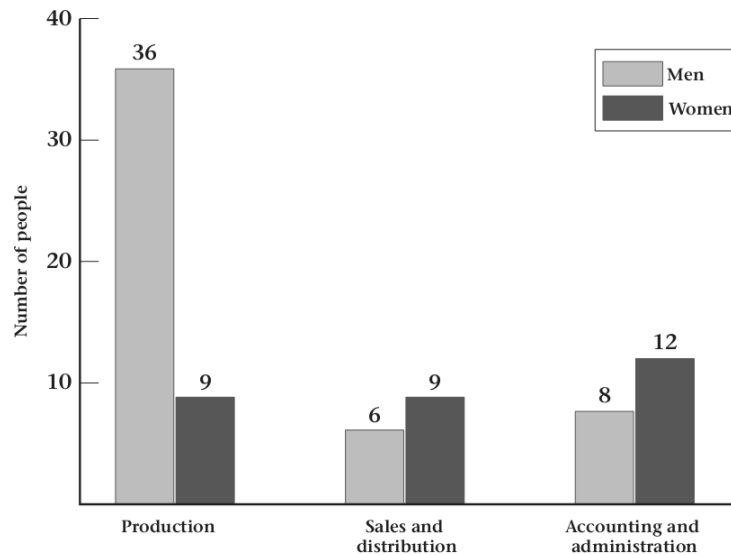
1. has no influence on Paolo's belief
2. goes against Paolo's belief
3. confirms Paolo's belief*

A3. Numerical critical reasoning

A3.a. Graphic

Consider also the data of the graph below to answer the next question

Number of men and women who work in the three departments of the Red Ltd. company.



3. What is the percentage of women who work at Red Ltd.?

1. 50%
2. 30%
3. 26.5%
4. 37.5%*

A3.b. Table

Consider also the data of the table below to answer the next question

The table below shows the data relating to the number of workers in the Flex company based on gender, type of work shift among the 3 possible ones in the company, type of contract between the two possible in the company, and commuting status.

	Shift A	Shift B	Shift C	Fixed term contract	Open-ended contract	Commuter workers
Men	10	15	10	10	*	18
Women	8	12	10	*	21	15

* Missing data

4. Based on the data shown in the table, in relation to the workers of the Flex company, it is correct to state that:
1. the total number of shift A workers equals the number of non-commuting men
 2. the number of women in shifts A and B and the number of men on open-ended contracts are in a ratio of 4:5 respectively*
 3. the number of workers in shift C represents 35% of the total workforce
 4. at least one female commuter works in shift C

A3.b. Data

Consider also the data below to answer the next question

A Saudi Arabian rial is divided into 20 qursh.

5. How many rials do 132 qursh correspond to, with the remainder expressed in qursh?
1. 3.19
 2. 6.12*
 3. 60.12
 4. 1.32

A4. Problem solving

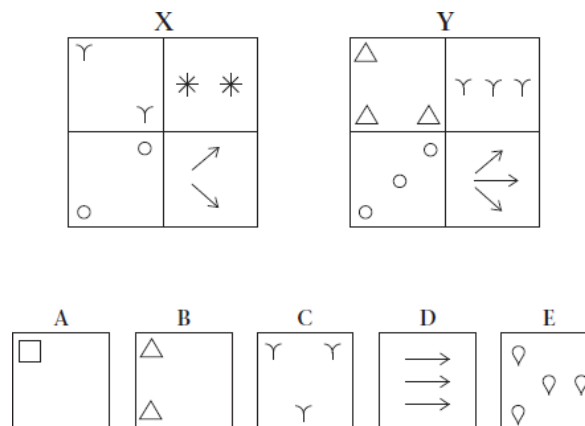
6. Lisa, Nicola and Gianni are taking part in a 3 km cross-country race. Lisa completes the race in 8 minutes, Nicola takes $\frac{3}{4}$ of Lisa's time, whereas Gianni takes a time equal to the difference between Lisa and Nicola's times.

After how many seconds will all 3 have definitely finished the race?

1. 240
2. 360
3. 720
4. 480*

A5. Logical thinking

Refer to the following figures when answering the next question



7. On the basis of the above figures, which statement is true?

1. A has the logical structure of group X
2. C has the logical structure of group Y*
3. A and B have the same logical structure
4. B has the logical structure of group Y

A6. Deductive logic

8. "Fabio is a psychologist; Antonio is his colleague; all of Antonio's colleagues work at the Antonioni Clinic; some of Fabio's colleagues are geriatricians".

Based on these statements, which of the following statements is true?

1. All of Antonio's colleagues are geriatricians
2. Antonio is a geriatrician
3. Fabio is the director of the Antonioni Clinic
4. None of the other answers is correct*

A7. English

A7.a Vocabulary

9. Which of the following is the synonym for *frightened*?

1. Bold
2. Scared*
3. Furious
4. Dear

A7.b Sentence completion

10. Complete the following sentence:

I _____ really _____ martial arts in university but now I prefer going for long hikes in the mountains.

1. was / in
2. was / into*
3. was / interesting to
4. am / interested to

A7.c Grammar Correct sentences

11. Which of the following sentences is correct?

1. I haven't been seeing my uncle from such a long time.
2. I haven't seen my uncle for such a long time.*
3. It's so long time that I don't see my uncle.
4. I don't see my uncle since such long time.

A7.d Sentence verb's completion

12. Complete the following sentence:

Who _____ *The Lord of Flies*?

1. has wroten
2. wrote*
3. did write
4. written

B. CULTURAL QUESTION

13. Which of the following brands is represented by the logo known as "Swoosh" which visually recalls one of the wings in the sculpture of the Goddess of Samothrace whose moniker is Winged Victory?

1. Puma
2. Kappa
3. Nike*
4. Line