



## 09 Questions 31–40

Complete the table below.

Write **NO MORE THAN ONE WORD** for each answer.

### INVESTIGATING TASTE

Procedure	Result	Cause
more yellow added to green colour of <b>31</b> .....	subjects believed extra <b>32</b> ..... added to drink	brain influenced by product presentation
gum chewed until it is <b>33</b> ..... then again with sugar	mint flavour <b>34</b> .....	sweetness necessary for mintiness
same drink tasted cold and at room temperature	<b>35</b> ..... drink seems sweeter	temperature affects sweetness
crisps eaten in rooms which were <b>36</b> .....	with louder crunch, subjects believed crisps taste <b>37</b> .....	sound affects taste perceptions
variety of cheese sauces prepared	subjects believed some sauces tasted less strong	<b>38</b> ..... affects taste perceptions
two different flavoured <b>39</b> ..... tasted together	subjects still tasted <b>40</b> ..... when no longer there	brain is filling the taste 'gap'

