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Spend, spend, spend?

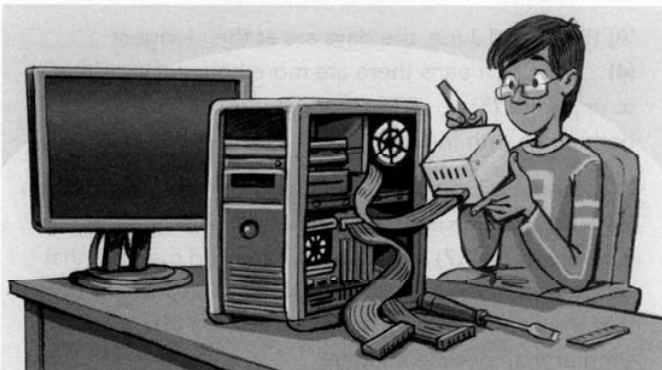
Grammar

Modals expressing ability

- Complete these sentences with *can*, *could* or the correct form of *able to*. In three of the sentences, there are two possible answers so write both.
 - I ~~might be able~~ to give you a lift but I'm not sure yet.
 - I (not) swim till last year. Until then I was nervous about going in a boat.
 - I see Sarah in the distance. She'll be here soon.
 - I've made the main course for dinner but I've been talking on the phone so I (not) make the dessert yet.
 - When I was 14, I run from my home to the school in four minutes.



- (you) speak Chinese by the end of the course next month?
- I go to last Saturday's match in the end because my friend had a spare ticket.
- My brother (usually) fix the computer when it goes wrong.



as and like

- Are *as* and *like* used correctly in these sentences? Correct any mistakes and put a tick (✓) next to the sentences which are correct.
 - As you know, this school has been here for more than 100 years. ✓
 - I bought Jack the same CD as you.
 - Tommy looks as his grandfather did at the same age.
 - As far as I remember, I don't think it was possible to fly direct to Mexico 20 years ago.
 - I really admire Jason as an actor, but I don't really get on with him.
 - A loganberry is a bit like a raspberry but bigger.
 - Your hands are as cold like ice.
 - We didn't talk about the important things as where we would live.
 - The beginning of this film was exactly the same as the one we saw last week.
 - I'm working in Italy at the moment like a tour guide.

Vocabulary

arrive, get and reach

- Circle the correct word in italics.
 - By the time we *arrived* / *reached* / *got* the coast we'd been walking for four hours.
 - Did you *arrive* / *reach* / *get* in Brazil today?
 - When you *arrive* / *reach* / *get* to the restaurant, will you order me a salad?
 - The temperature *arrived* / *reached* / *got* almost 40 degrees yesterday.
 - When Pablo *arrived* / *reached* / *got* at the hostel, the door was locked and he couldn't get in.
 - We spent ages talking about what to do but we couldn't *arrive* / *reach* / *get* a decision.

Shopping

- 2 **EP** Read a conversation which took place in a sports shop and choose one word from the box for each gap. Some of the words need to be plural.

bargain brand catalogue ~~chair~~ competitor
counter guarantee refund sale stock

- Manager:** So, Emma, I'm going to show you round before you start work here.
- Emma:** I'm looking forward to working in a sports shop.
- Manager:** Good. As you know we're part of a (1)~~chair~~..... . There are nearly 200 of our stores across the country and we're one of the biggest. We do have some (2) in the town though so we have to watch our prices. Everyone comes in looking for a (3) and they won't come back here if they find something cheaper elsewhere. And of course we have a big (4) twice a year when we reduce everything. That's a very busy time.
- Emma:** Do you keep everything in (5) or do customers sometimes have to order things?
- Manager:** We keep most of the main (6) here but we also have a (7) that people can look through while they're in the shop or they can order from our website. On the (8) here by the till we keep lots of small items that customers often pick up while they're waiting to pay. One other thing about us, and it's important to tell customers this, we offer a two-year (9) on all the equipment we sell. So if anything goes wrong we will give customers a full (10) or exchange.

Phrasal verbs

- 3 **EP** Read the text below. Circle the correct words.

LIFE'S LESSONS Andrew, 25



When I moved out of my parents' home into my first flat, I got into big trouble with money. I never looked at my bank statements. I knew my salary was paid (1) *back* / *in* every month but I just took (2) *away* / *out* however much I needed. I sometimes even gave money (3) *in* / *away* to friends who didn't have enough. The stupid thing was that I worked in the foreign exchange department of a large bank so I spent all day checking which currencies had gone (4) *on* / *up* and which had come (5) *down* / *out*. But I never bothered to look at my own account. Of course I soon ran (6) *down* / *out of* money and I started to build (7) *on* / *up* a large debt. I realised that I had to cut (8) *back* / *off* and go (9) *out* / *without* some things. Eventually I paid (10) *out* / *off* my debt. Now I sit down every month and add (11) *up* / *up to* how much I've spent and compare it with how much money I have.



Reading and Use of English | Part 6

You are going to read an article about the psychology of shopping. Six sentences have been removed from the article. Choose from the sentences **A–G** the one which fits each gap (1–6). There is one extra sentence which you do not need to use.

Who's playing mind games with you?

Designing a shop is a science, as we found out when we did some research

A bit of retail therapy is supposed to be good for you. You stroll round the shops at leisure, try on items which catch your eye, make those purchases you've been meaning to get for ages. But who's really making the choices? You're certainly picking up the bill, but the shops could be having a bigger say than you think.

We all know how supermarkets use the smell of baking around the store to draw shoppers in and how soothing music can make you stay longer while faster tunes are designed to keep you on the move. **1** Tim Denison, who is a retail psychologist, confirmed this increase and he let me in on some of the secrets of the retail sector.

The shops are clearly far more sophisticated than you might think. **2** In fact this can start before you even get that far, with warm air over the doorway to encourage you in. Of course, that wouldn't work in hot countries. They have their own version with air conditioning at the entrance.

Smells are still a favourite – travel agents sometimes release a coconut odour to get you in the holiday mood. Items placed at eye level are supposed to sell better, and the end-of-aisle displays are best for persuading people to buy food they hadn't intended to. **3** You're then more likely to stop and buy something. Colours are also used successfully.

But where the art is really catching on is in the way it differentiates between women and men. A woman entering a shop might well find party clothes, with lots of frills and special materials, at the front. 'The key to effective retailing for women,' explains Tim, 'is to make the buying of clothes an engaging experience.' **4** They will be grouped not by what they are but their style – classic or casual, for instance.



When men go shopping it's a different ball game. They want to buy a pair of jeans because their old ones have worn out. In fact, they probably want to get exactly the same jeans.

5 So menswear shops are laid out with everything in its place and men can buy what they want and go. 'We all know that men hate shopping,' says Tim, 'so what we have to do is make it as simple and spartan as we can.'

But just as the shops are becoming more sophisticated, so are the shoppers. If you're looking for a flat to buy or rent and you notice the smell of freshly brewed coffee, you're likely to get suspicious because this is an old trick to convince people it's a nice place to live. So while the mind games are targeting our subconscious, they tend to work well.

6 We don't mind spending our hard-earned cash, but we want to feel we're making the choices, not them.

- A** Such items are placed near each other so they can be visualised together, as an outfit.
- B** These kinds of techniques have been around for a while, but there's evidence that their use is growing.
- C** When those decisions are made for us, it can stop us from buying anything at all.
- D** You spend longer turning corners with awkward trolleys, so they catch your eye.
- E** These shoppers don't want to be faced with ideas and suggestions.
- F** But if they become too obvious, we're likely to resist, and things can backfire for shop-owners.
- G** The minute you walk through their front doors, most of your senses are attacked.

Listening | Part 1

▶ 11 You will hear people talking in eight different situations. For questions 1–8, choose the best answer (A, B or C).

- You hear a woman talking to her son. Why is she talking to him?
 - to refuse permission
 - to make a suggestion
 - to give a warning
- You overhear a teenager talking to a shop assistant. What does he want to do?
 - get a refund
 - try something on
 - exchange something
- You overhear two people talking. The woman dislikes
 - having to work all weekend.
 - working in the stock room.
 - people not being polite.
- You hear the following on the radio. What does the man do?
 - advertise a product
 - give some advice
 - announce a decision
- You hear two people talking about their holiday plans. What do they agree about?
 - how much cash to take
 - where to exchange their money
 - how to carry their money
- You overhear a woman talking to a friend. The woman thinks the shop assistant was
 - well informed.
 - helpful.
 - efficient.
- You hear a teenager talking to his friend about buying clothes online. What does he think is the main advantage?
 - You can get a good price.
 - You can avoid going to the shops.
 - You have a wide choice of styles.
- You hear a message on an answerphone. How does the speaker feel?
 - sympathetic
 - determined
 - optimistic

Reading and Use of English | Part 3

For questions 1–8, read the text below. Use the word given in capitals at the end of some of the lines to form a word that fits in the gap **in the same line**. There is an example at the beginning (0).

Designer labels

The biggest and most (0) *profitable* **PROFIT** companies have large advertising budgets which they use to make their name familiar. When we are looking for new trainers, clothes or household goods and we have a (1) between two different **CHOOSE** products – one with a label we have heard of and one which by contrast is (2) to us – we often decide on **KNOW** the product whose name we recognise. It makes us think that we are buying something of (3) quality which we **REASON** can trust. However, if we looked carefully at them, we might find the number of (4) between the two products **SIMILAR** quite (5) We often willingly **SURPRISE** pay extra for the name of the designer or company without (6) gaining **ACTUAL** very much in quality or style. If we are (7) , we should therefore not **SENSE** be persuaded that something is better because of the label on it. But advertising is very (8) and, however hard **EFFECT** we try, it is always going to influence our decisions.