

Read the magazine article on p. 123 and think of a good title. Give your reasons.

Title:

Reasons:



Read the text again and choose the best answers.

1. Smells from the supermarket bakery....
 a) persuade people to go inside the supermarket.
 b) are more effective with people who are already hungry.
 c) make us buy more bread than we need.
2. Supermarkets prefer us not to use baskets because....
 a) they don't usually have many.
 b) they're too small.
 c) people use them to hide things.
3. The text talks about supermarkets which use red stickers...
 a) only for bargains.
 b) to mark products that are mainly for men.
 c) so people think they're saving the money.
4. According to the text, you would usually find a cheap breakfast cereal for adults....
 a) on a shelf at eye-level so that everyone can see it easily.
 b) on a low shelf so that children can see them more easily.
 c) on a low shelf so that you don't notice them immediately.
5. According to the text, it's better for supermarkets if....
 a) customers shop without hurrying.
 b) the people who work at the checkouts are fast and efficient to avoid queues.
 c) you shop at the start of the week.

Make a list of the techniques used by supermarkets to make us buy things.

1.	5.
2.	6.
3.	7.
4.	8.

What do the words in the text mean? Explain in English/give synonyms.

to pop into

items

tendency

deliberately

eye-level

a trolley

essential

