

Test 6: Listening Part 6

Listening to Viewpoints

- You will hear a report once. It is about 3 minutes long.
- Then 6 questions will appear.
- Choose the best way to answer each question from the drop-down menu.

You will hear a report about retail visual merchandise.

Report



Listen to the report for Part 6 of the Listening Test. On the Listening Test, you will hear the report only **once**. It is about 3 minutes long.

Questions

1. Visual merchandising pools _____

Choose only ONE best answer.

- A. The same principle as advertising
- B. The same purpose of advertising
- C. A decent store experience for the customer
- D. Pleasing environment to sit relax and shop

2. Visual merchandising basics are _____

Choose only ONE best answer.

- A. Fairly simple to comprehend
- B. Focusing on target
- C. The motivation for the fashion industry
- D. Associated with the psychology of customers

3. The product displays that will inform customers how the merchandise _____

Choose only ONE best answer.

- A. Would function of they bought it
- B. Can create an opportunity to dress up
- C. Helps many customers to compare with friends
- D. Might fit into their daily life

4. In this statement, any shoppers are busy people. So, they will usually buy _____

Choose only ONE best answer.

- A. Only expensive items
- B. When merchandise looks nice
- C. If products and signs are well organized
- D. If there is a good promotional activity

5. Store owners make mistakes by _____

Choose only ONE best answer.

- A. Jamming too many merchandises
- B. Dressing mannequin
- C. Window displaying of products
- D. Playing loud music

6. The speaker suggest that the impulse buys _____

Choose only ONE best answer.

- A. Are to boost annual sales
- B. Are to attract more customers
- C. Can generate extra dollars in sales
- D. Can be placed near the till as a reminder