

Listening

Look at the questions. Then listen to the radio presenter giving advice to shoppers and answer the questions, choose a, b, c or d.

1) *How does the speaker know about the tricks used by stores?*

- a) He has experience working in retail.
- b) He did some research on the topic.
- c) He was recently tricked in a store.
- d) He found out about them by accident.

2) *Why does the speaker mention fresh bread?*

- a) It is one of the most common products consumers are tricked into buying.
- b) It is usually the first thing people see when they enter a supermarket.
- c) The smell of it attracts consumers into the supermarket.
- d) It is used to make consumers shop more than they need.

3) *What does the speaker say about products?*

- a) Placing products on a particular shelves affects sales.
- b) Products placed at the end of aisles usually do better.
- c) The quality of the product is more important than where it is placed.
- d) Well-known brand names have no choice about where products are placed.

4) *What is the main purpose of the radio show?*

- a) To advise people how to make the most of shopping.
- b) To inform people about the best places to shop.
- c) To advise people of what they should be aware of when shopping.
- d) To warn people that shopping can be dangerous.

5) *What does the speaker mean when he says "they want you to lose track of time"?*

- a) They want shoppers to slow down, so they don't miss any offers.
- b) They don't want shoppers to pay attention to the time.
- c) They plan supermarkets in such a way so as to make shoppers lose their way.
- d) They believe time is not important when shopping.