

Read the text and choose the correct word for each space. For each question circle A, B, C or D.

## THAT SWEET SMELL OF SUCCESS IS...



There is a revolution in the retail world that cannot fail to attract shoppers' noses. In the latest marketing ploy, smells are created in laboratories to be wafted around stores in order to (1) \_\_\_\_\_ the unsuspecting into spending more money. Secret (2) \_\_\_\_\_ of the 'designer' smells are going on in more than a hundred stores across Britain, including bookshops, petrol stations and a (3) \_\_\_\_\_ of clothes shops. The tailor-made aromas (4) \_\_\_\_\_ coconut oil in travel agents, to (5) \_\_\_\_\_ exotic holidays, and leather in car showrooms, to suggest (6) \_\_\_\_\_ quality.

Marketing Aromatics, a company specialising in this area, believes that odours are under-used as a marketing (7) \_\_\_\_\_. Until now the most frequent (8) \_\_\_\_\_ has been in supermarkets where the smell from in-store bakeries has been blown among the (9) \_\_\_\_\_ to boost sales of fresh food. 'We are taking things one stage further,' said David Fellowes, the company's commercial director. 'We can build on customer loyalty by making customers (10) \_\_\_\_\_ a particular smell with a particular store. It is not intrusive. If it were, it would defeat the (11) \_\_\_\_\_.'

The smells are designed to work on three levels: to relax shoppers by using natural smells such as peppermint; to bring back memories using odours such as a whiff of sea breeze; and to encourage customer loyalty by using a corporate perfume 'logo' to (12) \_\_\_\_\_ company's image. Dr George Dodd, scientific adviser to Marketing Aromatics, believes smells can affect people's moods. 'It is a very exciting time. Smells have enormous (13) \_\_\_\_\_ to influence behaviour,' he said. Critics say retailers are (14) \_\_\_\_\_ to subliminal advertising. 'Not telling consumers that this is happening is an (15) \_\_\_\_\_ invasion of their privacy. People have the right to know,' said Conor Foley of Liberty, the civil liberties association.

- |                      |                |               |                |
|----------------------|----------------|---------------|----------------|
| 1. A) entice         | B) trap        | C) force      | D) deceive     |
| 2. A) investigations | B) analyses    | C) operations | D) trials      |
| 3. A) society        | B) chain       | C) company    | D) network     |
| 4. A) include        | B) cover       | C) spread     | D) spray       |
| 5. A) remember       | B) arouse      | C) evoke      | D) desire      |
| 6. A) complete       | B) expensive   | C) lasting    | D) permanent   |
| 7. A) advertisement  | B) tool        | C) gadget     | D) gimmick     |
| 8. A) effect         | B) concept     | C) type       | D) application |
| 9. A) aisles         | B) gangways    | C) corridors  | D) walkways    |
| 10. A) join          | B) associate   | C) bond       | D) merge       |
| 11. A) target        | B) method      | C) object     | D) thing       |
| 12. A) make          | B) fix         | C) show       | D) express     |
| 13. A) concentration | B) strength    | C) potential  | D) ability     |
| 14. A) resorting     | B) taking      | C) moving     | D) reacting    |
| 15. A) undeserving   | B) unjustified | C) unofficial | D) unlicensed  |

Source: CAE Practice Tests Plus 1