

Skill Development



Read and understand

Student book P 52-53

1. Which of the statements best express the main message of the text?

	A Some scents used by retailers are overwhelming and put customers off.
	B Scent marketing is always the best way to attract customers.
	C Scent marketing can work to attract more customers.
	D Most people like the smell of fresh coffee.
	E Scent marketing saves failing businesses.

2. Match the main ideas 1-6 with paragraphs A-F.

1 People tend to remember and like pleasant smells, and this can influence their purchasing pattern.			A Some scents used by retailers are overwhelming and put customers off.
2 Companies can target certain kinds of customers through scent marketing.			B Scent marketing is always the best way to attract customers.
3 Scent marketing has been used to improve profits in a variety of locations.			C Scent marketing can work to attract more customers.
4 There is a lot of advertising nowadays, and it is hard to make a product have an impact.			D Most people like the smell of fresh coffee.
5 Companies can commission a particular scent to reflect their business.			E Scent marketing saves failing businesses.

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3. Find the information about scent marketing in the indicated paragraphs.

1 why the sense of smell is important (paragraph B)

2 how scent marketing companies help businesses (paragraph C)

3 why hotel guests might want to buy the hotel's signature smell (paragraph C)

4 how scent marketing can help a failing business (paragraph D)

5 some of the benefits of scent marketing (paragraph E)

6 what possible problem might there be with scent marketing (paragraph F)

5. Match words and phrases 1-6 with definitions A-F.

1 overload (line 2)			A made specially, according to the needs of an individual customer
2 jingles (line 2)			B the number of people visiting a store in a period of time
3 trip off the tongue (line 4)			C too much of something
4 linger (line 11)			D be easy to say
5 bespoke (line 25)			E continue to exist for longer than expected
6 footfall (line 39)			F short songs or tunes used in advertising on radio or television