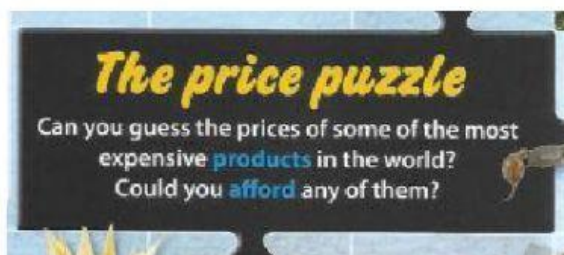


UNIT 3

What's it worth?

VOCABULARY • Money and marketing



1) Go to page 28 and 29 in your books and read the questions of a Quiz (The Price Puzzle).

First, read the words in blue and classify them in the table in Exercise 1: VERBS or NOUNS?

2) Find the correct word in blue for the following definitions or to complete the sentences:

- a) Something that is very cheap (noun): A
- b) Something whose value is too high for most people (noun): A
- c) A is a shop or small company that sells products to consumers
- d) This watch u\$s 1500 = It costs u\$s 1500
- e) Something that is overpriced (its value is much less than its price) (noun):
A
- f) When you don't have enough money to buy something, you can't it.
(verb)
- g) Luxury or famous are more expensive than the rest because of their names.
- h) When you want to buy something expensive and you can't now, you can
money to buy it in the future.
- i) Marketing strategies help companies to sell, advertise and their products.

3) PRACTICE

- 3 Choose the correct words in the consumer survey.



Consumer survey

- 1 What do you **spend** / **promote** most money on?
- 2 Are you **saving** / **renting** for anything at the moment?
- 3 Which shops or products are good **value** / **cost** and which are a **rip-off** / **seller**?
- 4 What luxury **brand** / **price** would you buy if you could **cost** / **afford** it?
- 5 What **products** / **consumers** are popular with your age group at the moment?
- 6 Which companies have the best marketing and **advertisements** / **businesses**?

4) LISTENING

- a) Listen to 3 people talking about their spending habits.

Answer the questions (only the necessary words)

- 1) What does Sam spend more money on?
- 2) What is Sam saving for?
- 3) What is Tegan's one luxury?
- 4) Why can't Daniel afford anything in the shopping centre near his house?
- 5) Where can Daniel buy cheaper games?

- b) Listen again and complete the KEY PHRASES

KEY PHRASES

Talking about spending habits

It's (not) worth spending a lot of money on ¹

If money was no object, I'd ²

My one luxury is ³

⁴ is / are really 'in' at the moment.

I can / can't afford ⁵