Skills Test Unit 6 Test B

Everyday English

1 Complete the dialogue with the missing words.

Customer Excuse me, do these trousers [1]_____ in a different colour?

Assistant Yes, they do. We have them [2]_____ dark green and brown. They're over here.

Customer Thank you. Can I have the brown ones in size 12?

Assistant Of course. The [3]_____ room is over there.

Customer They're too small. Have you got them in a larger [4]_____ ?

Assistant Yes, we have a size 14. Here they are.

Customer These fit perfectly. How [5]_____ are they?

Assistant They're $25.

Mark: ___ / 5

Listening

2 Listen to Alice and Pat talking about shopping. Decide if the statements are true (T) or false (F).

1 Pat says you can buy smart and designer clothes in charity shops. ____

2 Pat never buys shoes in charity or second hand shops. ____

3 Alice likes shopping in town because it saves her time. ____

4 Alice buys some accessories online. ____

5 Alice likes buying gadgets online because of the product reviews. ____

3 Listen again. Circle the correct words to complete the text.

Pat buys [1]**second hand** / **new** clothes in charity shops. The clothes are often [2]**scruffy** / **smart**. Pat likes buying shoes [3]**in sales** / **online.** Alice doesn't buy all her clothes [4]**on the high street** / **online**. Pat prefers buying gadgets online where she can read the [5]**reviews** / **purchases** of the products.

Mark: ___ / 10

LIVEWORKSHEETS

Reading

How do colours influence what we buy?

There are many things that influence what we buy and how much we spend on our purchases. When designers and marketing teams create a new product, they have to think carefully about what it looks like, feels like and smells like. Consumers don't just look at products, they touch them and even smell them. But experts say that what we see is more important than what we feel or smell, because what our eyes see has the strongest influence on our shopping.

Do you ever buy things that are a colour you don't like? In our shopping survey, 85% of shoppers said that colour is the main reason they buy a new product. Designer brands often use the same colours, and we recognize certain brands by the colour they use. Let's have a look at what some colours mean to us and how shops use them in product design and on packaging to influence how we shop.

When shops want customers to relax, the best colour to use is green. Green, the colour of nature, is the most relaxing colour for our eyes. Shops, banks and large supermarkets use green and blue to make customers feel safer about buying their products. Shops also use these two colours for bargain and discount products.

Shops that want to attract richer customers use black, gold and silver. Luxury products often use black, because it's the colour of power and elegance. Most electronics shops sell gadgets such as laptops, tablets, smart phones or e-readers that are black.

When shops have sales they often use brighter colours, such as red and orange. These colours are often connected to dangerous situations, and when we see them we know we should be more careful, but they also make us feel more excited than other colours. Red and orange encourage us to buy products faster and without thinking.

Think about the colours you see next time you go shopping.

LIVEWORKSHEETS

Read the text and circle the incorrect answers (a–c).

1 Experts say that when customers shop, they think most about

a how much a product costs.

b what a product looks like.

c what a product smells like.

2 Blue is the colour that you most often see in

a banks.

b large supermarkets.

c electronics shops.

3 Shops use black, gold and silver to sell

a discount brands.

b luxury goods.

c electronic products.

4 When shops have sales they often use brighter colours, for example

a red and pink.

b red and orange.

c orange and yellow.

5 Red and orange makes customers

a feel excited.

b feel calmer.

c feel more careful.

Mark: ___ / 10

LIVEWORKSHEETS