

**B**

🔊 CD1,25–1.27 Listen to three people talking about their shopping habits and answer these questions.

- 1 What do they like and dislike?
- 2 Which shopper are you most like?
- 3 How are shopping habits changing in your country?

**A**

Choose the correct word (a, b or c) to complete each sentence.

- 1 A manufacturer is another name for a 'producer'.  
a) supplier      b) distributor      c) manufacturer
- 2 Suppliers often sell large quantities of goods to ....., who do not usually sell directly to consumers.  
a) wholesalers      b) retailers      c) manufacturers
- 3 We offer a ..... to customers who buy in bulk.  
a) refund      b) discount      c) delivery
- 4 We ask consumers who are not fully satisfied to ..... goods within seven days.  
a) discount      b) refund      c) return
- 5 In order to get a full ....., customers must send back goods in the original packaging.  
a) discount      b) refund      c) return
- 6 Goods will be ..... within 24 hours of your order.  
a) dispatched      b) purchased      c) exchanged
- 7 Goods are kept in our ..... until ready for delivery.  
a) stock      b) storage      c) warehouse
- 8 Products and services offered at a large discount are generally a(n) .....  
a) sale      b) bargain      c) offer

**B** Combine phrases from Box A with words from Box B to make word partnerships. Use the definitions (1–8) below to help you.

**A**

after-sales   ~~cooling-off~~   credit-card   interest-free   loyalty-card  
method of   money-back   out of

**B**

credit   details   guarantee   payment   ~~period~~   scheme   service   stock

- 1 the time when you can change your mind and cancel an order *cooling-off period*
- 2 the name, number and expiry date on your payment card
- 3 the way you pay for the goods you want
- 4 when you can pay some time after you buy, but at no extra cost
- 5 when the goods you require are not available
- 6 a promise to return your money if you are not happy
- 7 the help you get from a company when you start to use their product
- 8 method for customers to obtain a discount on future purchases from the same organisation

**C** Look back at the retail outlets in Starting up Exercise A. Where would you buy the following items? Why?


- a pair of shoes   • music   • fruit   • a bottle of perfume/cologne   • a holiday
- a watch / piece of jewellery   • furniture   • a book   • concert tickets

**LISTENING**

**Selling on TV**



Sue Leeson

**A**  CD1.28 Sue Leeson is Director of Marketing at QVC, the global shopping channel. Listen to the first part of the interview and answer these questions.

- 1 What are the six product groups that she mentions?
- 2 QVC sells to consumers in which countries?
- 3 Which two media are used to sell QVC's products?

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