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

LIVEWORKSHEETS

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?

LIVEWORKSHEETS