

Topics for the exam- 12th level 2025

Date: May 9th!

Indicators:

Use simple past and past progressive.

Identify types of costs

Vocabulary review: to buy • to go window shopping • to afford • to be worth • to save • to withdraw money • bargain

- spend money • to sell • to refund • to supply • to charge for • to rip off • to overprice
- to give a discount

Consumer behavior:

- Types of consumers
- Importance of consumer behavior
- Factors that influence consumer behavior
- Tips to promote sales

Sales techniques

- Characteristics of sales techniques
- Definition of retail and e-tailing
- Advantages and disadvantages of retail and e-tailing.
- Shopping online vocabulary

Practice for the exam.

A. Use simple past and past progressive

Choose the option that best completes the sentence. Then say why is this sentence in simple past or past progressive. Possible options:

1. A completed action in the past
2. An action in progress interrupted by another
3. Two actions happening at the same time in the past
4. One action interrupts another that is in progress
5. Actions that happen in sequence

1. While Tom _____ his project, his sister was making dinner.
A) was working B) worked C) had worked **Why:** _____
2. I _____ the email when the internet went out.
A) was sending B) sent C) had sent **Why:** _____
3. She _____ breakfast before she left for work.
A) was having B) had C) had had **Why:** _____
4. When we _____ to school, it started to rain.
A) walked B) were walking C) had walked **Why:** _____
5. While they _____ a movie, someone knocked at the door.
A) were watching B) watched C) had watched **Why:** _____
6. He _____ the documents yesterday afternoon.
A) was printing B) printed C) had printed **Why:** _____
7. The kids were playing outside when the teacher _____.
A) arrived B) was arriving C) had arrived **Why:** _____
8. By the time we got to the cinema, the movie _____.
A) started B) was starting C) had started **Why:** _____
9. She _____ for her keys when her phone rang.
A) was looking B) looked C) had looked **Why:** _____
10. I _____ my homework all afternoon yesterday.
A) was doing B) did C) had done **Why:** _____

B. Identify types of costs

Read this text and fulfill the chart

GreenWheels is a company that makes electric scooters and bikes. These vehicles help people move around the city in a clean and eco-friendly way. The company started 10 years ago. It uses sustainable aluminum, rechargeable batteries, and electronic parts to build each scooter and bike. These are direct material costs because they are part of the product. The company also uses packaging materials to protect the bikes during delivery. It buys cleaning supplies and tools to fix machines. These are indirect material costs because they are not part of the product, but the company still needs them.

Skilled technicians build the scooters. They are paid for each product they make. Their work is a direct labor cost. Other employees like the research team, the marketing team, and the customer service staff help the company in different ways. These are indirect labor costs because they support the business, but they don't build the products.

GreenWheels also pays delivery services to send products to customers. It buys software for design and data. These are direct expenses costs because they depend on how many scooters they make and sell.

Finally, GreenWheels pays rent for offices and workshops. It pays electricity and water bills and also spends money to keep machines working well. These are indirect expenses costs because the company pays them every month, no matter how many scooters they build.

GreenWheels tries to keep good quality, take care of workers, and protect the planet — all at the same time.

Products or services:	
Elements of costs	
Material cost	
Direct material cost (Mention 3 of them)	Indirect material costs (mention 2 of them)
Labor cost	
Direct labor cost (mention 1 of them)	Indirect labor cost (Mention 3 of them)
Expenses cost	
Direct expenses cost (Mention 2 of them)	Indirect expenses cost (Mention 3 of them)

C. Reading comprehension

Buying Smart – Not Just Shopping

Many people love to go window shopping at the mall or in busy shopping streets, even if they don't plan to buy anything. It's a fun way to explore what's on offer and compare prices. However, when you really want to make a purchase, it's important to think carefully about your budget. Can you actually afford the item? Is it worth the price?

Sometimes it's smarter to save money for a better product later than to spend it quickly on something cheap. If you don't have enough cash, you might need to withdraw money from the bank, but that should be a last resort. On the other hand, finding a good bargain can be very satisfying—especially when you get something valuable at a much lower price than expected. Buying should be about making good choices, not just spending for fun.

1. What is one of the main reasons people enjoy window shopping?

- A) To buy items at a discount
- B) To explore and find out differences on prices
- C) To spend money quickly
- D) To get advice from store employees

2. What should you consider when you want to make a purchase?

- A) How popular the item is
- B) If you can afford the item
- C) The brand name of the item
- D) How much space you have at home

3. According to the text, what is smarter than spending money on something cheap?

- A) Use that money on a best quality product
- B) Buying products without comparing prices
- C) Buying a product immediately
- D) Going window shopping more often

4. When should you withdraw money from the bank, according to the text?

- A) When you need to buy something expensive
- B) As soon as you see something you like
- C) Only when it's absolutely necessary
- D) To save money

5. What makes finding a good bargain satisfying?

- A) Getting something that isn't on sale
- B) Buying the most expensive item
- C) Getting something expensive cheaper than normal
- D) Buying as much as you can at once

6. What is the main idea of the text?

- A) Spending money quickly is the best way to shop
- B) Making thoughtful purchases and avoiding impulsive buys
- C) Buying the cheapest items regardless of quality
- D) Window shopping is a waste of time

D. Consumer behavior.

Instructions: Read the following characteristics and organize them into the different types of customers. Write the number in the chart below (8 points)

1. It's when the customer has difficulties in determining the differences between brands.	2. This consumer has consumer having very little involvement in the product	3. It's for example when you buy a new expensive mountain bike	4. It's for example buying a new coffee maker. You are not sure if you it is the best because you have problems in determining the differences between brands
5. A consumer purchases a different product because he or she seeks variety.	6. They are extremely involved in the purchase process	7. It's when the consumer exhibits a habitual pattern	8. When you go to the bakery and try the new chocolate chips cookies, even when you usually buy the strawberry ones.

Complete the chart.

Complex buying behavior		Dissonance-reducing buying behavior		Habitual buying behavior		Variety-seeking behavior	

E. Importance of consumer behavior

E.1 Read the following passage.

Studying consumer behavior is important because it helps marketers understand what influences consumers' buying decisions. By understanding how consumers decide on a product, they can fill in the gap in the market and identify the products that are needed and the products that are obsolete.

Based on the previous text, which of the following shows the importance of consumer behavior?

- A) It helps identify products that are no longer in demand.
- B) It allows consumers to make quicker decisions.
- C) It helps sellers recognize the factors that affect consumers' purchasing choices.

F. Factors that influence the purchasing decisions

Read the following text

What are the factors that influence consumers to say yes?

Psychological factors significantly impact how an individual reacts to a marketing message. A person's perceptions, shaped by their previous experiences, beliefs, and emotions, can determine how they interpret and respond to the message. Additionally, their attitudes, whether positive or negative, also play a crucial role in influencing their decision-making process. Marketers need to understand these psychological aspects to tailor their messages effectively, ensuring they resonate with the target audience and encourage the desired response.

According to the text, how do psychological factors affect consumer behavior?

- A) They have no effect on how a consumer responds to marketing messages.
- B) They shape how a person perceives and responds to marketing messages based on their beliefs, experiences, and emotions.
- C) They only influence the consumer's purchasing decision after they have already bought the product.

G. Retail and e-tailing

Explain the advantages and disadvantages of retail and e-tailing
