

## Vocabulary Focus

*Task 1. Complete the sentences with a word or expression from the box.*

## Word Box:

|                  |                    |                 |           |               |              |
|------------------|--------------------|-----------------|-----------|---------------|--------------|
| checkout         | limited-time offer | endorse         | receipt   | brand loyalty | suits        |
| customer service | warranty           | matches         | slogan    | price tag     | out of stock |
| impulse buy      | return policy      | window shopping | insurance | queue         |              |
| online reviews   |                    | place an order  | freebies  |               |              |

1. Before buying a laptop, you should check the \_\_\_\_\_ to see what other buyers say.
2. I wanted to buy the new headphones, but they were already \_\_\_\_\_ at the electronics store.
3. The shop assistant was very helpful – their \_\_\_\_\_ was excellent.
4. I didn't plan to buy that hat, it was an \_\_\_\_\_; I just saw it and grabbed it.
5. Can I see the \_\_\_\_\_? I want to check if this jacket is really worth the price.
6. This smartphone comes with a two-year \_\_\_\_\_ in case something goes wrong.
7. I like this brand so much that I always buy their products – that's real \_\_\_\_\_.
8. Customers often have to \_\_\_\_\_ at the supermarket during peak hours.
9. The company's new advertising \_\_\_\_\_ is catchy and easy to remember.
10. I bought a dress online, but it didn't fit, so I checked the store's \_\_\_\_\_ to see if I could send it back.
11. We need to \_\_\_\_\_ for the new printer today so it arrives by Friday.
12. Always keep your \_\_\_\_\_ in case you want to return something later.
13. That store is offering a huge discount, but only for a few days – it's a \_\_\_\_\_!
14. I didn't buy anything, I was just \_\_\_\_\_ and looking at the new displays.
15. Please proceed to the \_\_\_\_\_ when you're ready to pay.
16. At the grand opening, the store gave away lots of \_\_\_\_\_ like samples and branded pens.
17. Many companies pay influencers to \_\_\_\_\_ their products on social media.
18. When my phone was stolen, I filed a claim under my \_\_\_\_\_ and received compensation.
19. This blue dress really \_\_\_\_\_ her – it brings out the color of her eyes.
20. That shirt really \_\_\_\_\_ the trousers you bought – they look great together!

**Task 2. Choose the best word that completes each of these sentences.**

1. The company had to \_\_\_\_\_ its prices to stay competitive in the market.  
a) promote    b) reduce    c) advise
2. Could you keep the \_\_\_\_\_ in case you need to return the shirt?  
a) receipt    b) note    c) label
3. The shop gave me a full \_\_\_\_\_ because the jacket was damaged.  
a) loan    b) refund    c) income
4. Their new advertising \_\_\_\_\_ focuses on real customer stories.  
a) strategy    b) complain    c) campaign
5. We need to design a new \_\_\_\_\_ for the product that's more eye-catching.  
a) brand    b) label    c) logo
6. They paid a huge \_\_\_\_\_ to have a celebrity endorse the product.  
a) fee    b) tax    c) sale
7. The businessman made a \_\_\_\_\_ by selling luxury cars.  
a) wealth    b) profit    c) demand
8. I'd like to \_\_\_\_\_ some dollars into yen, please.  
a) change    b) exchange    c) return
9. She was known for her generosity and often donated to various \_\_\_\_\_.  
a) charities    b) foundations    c) banks
10. The advertisement didn't attract much attention – people tend to ignore traditional \_\_\_\_\_ these days.  
a) fees    b) adverts    c) suits
11. Their newest product was \_\_\_\_\_ on the market last month.  
a) supplied    b) costed    c) launched
12. Before starting her company, she applied for a \_\_\_\_\_ from the bank.  
a) receipt    b) bill    c) loan
13. That scarf really \_\_\_\_\_ your new coat – you should wear them together!  
a) matches    b) fits    c) suits

**Task 3. Choose the correct word.**

1. I can't **allow** / **afford** to buy this designer bag – it's too expensive.
2. That company is struggling – it hasn't made a real **value** / **profit** in months.
3. You can usually buy cough syrup and vitamins at the **pharmacy** / **bakery**.
4. These skinny jeans went out of **brand** / **fashion** years ago.
5. This washing machine is **worn** / **faulty**. It doesn't work properly.
6. I tried to sell that old camera, but they said it was **worthless** / **priceless**.
7. The current trend **of** / **in** footwear focuses on comfort.
8. He didn't have enough money to pay the taxi **fare** / **fee**.
9. I want to **supply** / **complain** about the poor customer service I received.
10. Everyone complimented Mike **on** / **to** his stylish new suit.
11. Samsung created a virtual **queue** / **order** for people, letting them move up by sharing info online.
12. Sorry, we don't have that model in **range** / **stock**, but we can order it.
13. This product includes a two-year **contract** / **warranty** in case anything breaks.
14. People prefer advice from **influencers** / **influences** over celebrities.