

SECTION 4 Questions 33-42

Questions 33-37

Complete the table Write **NO MORE THAN THREE WORDS** for each answer

SPACE MANAGEMENT	
RESEARCH METHOD	INFORMATION PROVIDED
Questionnaires	what customers think about (33)
(34)	how customers move around supermarket aisles
Eye movement (35)	the most eye-catching areas of the shop
Computer programs e.g. (36)	the best (37) for an article in the shop

Questions 38-42

Label the cliagiam Wiite **NO MORE THAN THREE WORDS** for each anmer

A SUPERMARKET AISLE

ENTRANCE		EXIT
<p>First shelves -customers usually (38) these.</p>	<p>AISLE</p> <p>Products placed here sell well particularly if they are placed (39)</p> <p>These areas are known as (40)</p>	<p>Checkout - often used to sell (42)</p>
<p>Gondola end -prime position: used to launch launch new products</p>		<p>Gondola end — often find (41) displayed here.</p>