BOOK - 2 READING/WRITING
REVISION - UNIT - 1

Name: _____ Date: _____

I. Reading Comprehension

A. Read the article about how consumers make decisions. Then match each stage of the consumer decision process with its description.

How Consumers Make Decisions

1 As a consumer, you typically go through a certain process when you make a purchase. Sometimes the process takes a long time. Sometimes it is very quick. Sometimes you pay careful attention to it. Sometimes you pay it no attention at all. But with most purchases, you do go through the same five stages.

2 In stage one, you recognize a problem or identify a need. You think that by making a purchase, you can solve that problem or satisfy that need. For example, you decide that you have to have a new pair of jeans. Maybe your old jeans no longer fit. Maybe they are no longer in style. There could be many reasons for the need you feel. The important thing is, you now know that you want new jeans.

3 Stage two is when you start looking for information. You will have questions about the product that interests you. You want to discover your choices. In the case of buying new jeans, you want to know about the kinds of jeans you could buy and where you could buy them. As you search for information, maybe you will turn to your friends and ask what they recommend.

4 Next, you need to consider the various choices. This is stage three, the time for the consumer to evaluate the possibilities. For example, if you are in the dressing room at a store, ready to try on six pairs of jeans, how will you evaluate each pair? You need to figure out what you are looking for, what fit you want, what look you want, and what price you are willing to pay. Then you see how well each pair of jeans meets these criteria.

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5 At stage four, you make your decision. You choose the product you want and decide who to buy it from. When shopping online, this is the point when the consumer clicks on "Place your order." If you are in that store dressing room, trying on jeans, it is the point when you settle on the right pair. Congratulations! Now you take your jeans to the check-out counter to pay for them.

6 But the process does not end there. It also includes stage five, the stage when you evaluate your purchase. Is your problem solved? Does the product satisfy your need? Are you happy with your choice in every way?

7 If you are happy with it, then no changes are needed. The next time you need to make a purchase, you will probably follow the same steps. For example, when you need another pair of jeans, you will probably use the same process to find them. Maybe you will even go back to the same store or the same website and buy the same brand again.

8 If you are not happy, then you have to think about what went wrong. That means evaluating both the product and the process. Doing that will help you decide what to do about the problem and what to do differently the next time you plan a purchase.

a. Stage 1
b. Stage 2
c. Stage 3
d. Stage 4
e. Stage 5

1. The consumer buys a product. _____
2. The consumer looks at possible purchases and compares them. _____
3. The consumer decides to make a purchase to solve a problem. _____
4. The consumer decides if the purchase was a good one or not. _____
5. The consumer does research on a product. _____

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B. Read the statements. Write *T* (true) or *F* (false).

6. Every consumer follows a different process when deciding to buy things. _____
7. Consumers make purchases that they think will do something good for them. _____
8. The word *criteria* in Paragraph 4 means "the standards you use to judge how good something is or help you make a decision." _____
9. Consumers go through different decision-making stages for shopping online compared
to shopping in stores. _____
10. The last step of the process involves reflecting on your purchase and the process you went through. _____

II. Vocabulary

A. Match each word with the correct definition.

11. connect _____	a. to have an effect on
12. find out _____	b. to join with or link to someone or something
13. influence _____	c. a research project
14. study _____	d. a general change or development
15. trend _____	e. something that a person bought
	f. to get or discover information about something
	g. to say that something is good

B. Complete the sentences with the correct word from the word bank.

Consumer contribute express identify researcher review spread

16. When I read a good _____ of a restaurant, it makes me want to try it.
17. My professor is also a _____ who studies how children learn language.
18. Some new clothing styles _____ quickly, and suddenly it seems that everybody is wearing them.
19. When famous people advertise products, they often _____ to the products' popularity.
20. You are welcome to _____ your opinions. I like to hear what you think.

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III. Reading Skill: Identifying the Main Idea and Topic Sentence of a Paragraph
Read the paragraph. Then read the questions. Choose A, B, or C.

Paragraph 1

Businesses spend a lot of money on ads to tell consumers about their products. But the best kind of advertising is something that money cannot buy. Many consumers do not like paid advertisements. They try to pay no attention to them. They do not want ads on their computer screens, and sometimes they buy special software to block them. When these consumers want to know about a product, they prefer to hear about it from their friends. They do pay attention to their friends' opinions. These are the people they trust. When their friends say good things about a product, it is word-of-mouth advertising. For a business, it is the most valuable kind of advertising there is.

21. What is the main idea of the paragraph?
A. Many consumers avoid looking at or listening to ads because ads are usually boring.
B. Businesses want word-of-mouth advertising because consumers trust their friends' advice.
C. It's expensive for businesses to advertise, but they need to tell consumers about their products.

22. What is the topic sentence?
A. Businesses spend a lot of money on ads to tell consumers about their products.
B. But the best kind of advertising is something that money cannot buy.
C. Many consumers do not like paid advertisements.

Paragraph 2

In stage one, you recognize a problem or identify a need. You think that by making a purchase, you can solve that problem or satisfy that need. For example, you decide that you have to have a new pair of jeans. Maybe your old jeans no longer fit. Maybe they are no longer in style. There could be many reasons for the need you feel. The important thing is, you now know that you want new jeans.

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23. What is the main idea of the paragraph?
A. You might have a number of reasons for deciding that you need to make a purchase.
B. We all make purchases because we think that they are going to solve our problems.
C. Realizing you have a need is the first stage in the consumer decision-making process.

24. What is the topic sentence?
A. In stage one, you recognize a problem or identify a need.
B. There could be many reasons for the need you feel.
C. The important thing is, you now know that you want new jeans.

Paragraph 3

Next, you need to consider the various choices. This is stage three, the time for the consumer to evaluate the possibilities. For example, if you are in the dressing room at a store, ready to try on six pairs of jeans, how will you evaluate each pair? You need to figure out what you are looking for, what fit you want, what look you want, and what price you are willing to pay. Then you see how well each pair of jeans meets these criteria.

25. What is the main idea of the paragraph?
A. In this stage, it is finally time for you to make your purchasing decision.
B. You will probably think about the price when you buy a pair of jeans.
C. The third step of the process is when you compare one product to another.

26. What is the topic sentence?
A. Next, you need to consider the various choices.
B. This is stage three, the time for the consumer to evaluate the possibilities.
C. You need to figure out what you are looking for.

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IV. Vocabulary Skill: Recognizing and Using Nouns and Verbs in the Same Word Family

Read the sentences. Write *N* (noun) or *V* (verb) for each bold word.

27. I think the news will **surprise** you. ____
28. I opened the box and got a big **surprise.** ____
29. The **experiment** was part of a long-term research project. ____
30. Some cooks enjoy creating new recipes. They love to **experiment.** ____
31. Businesses want their customers to be happy with every **purchase.** ____
32. You cannot find this item in stores. You have to **purchase** it online. ____

V. Writing Skill: Identifying Elements in a Descriptive Paragraph

A. Read the paragraph. Then read the questions. Choose A, B, or C.

Paragraph 1

_____

___. The process can change in some ways, depending on what the consumer wants to buy. For example, some purchase decisions are made very quickly, almost without thinking. Others take research and planning. But every time, the process begins with identifying a need. From there, consumers usually follow the same steps.

33. Which sentence is the best topic sentence for the paragraph?
A. Online businesses try to make shopping online an easy process for their customers
B. Consumers usually go through a five-stage process when they make a purchase
C. Getting advice from friends is often part of the process when consumers shop

34. What is the purpose of the underlined sentence in the paragraph?
A. to introduce the topic of the paragraph
B. to support the writer's opinion
C. to summarize the writer's ideas

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Paragraph 2

The process isn't over yet!

_____. Are you happy with it or not? Maybe your purchase meets your needs and solves your problem, or maybe it doesn't. If you are not happy with your decision, then you'll have to think about what to do next. Either way, after you evaluate your purchase, the process is complete.

35. Which sentence is the best topic sentence for the paragraph?
A. Next is stage five, the final step, when you evaluate your purchase.
B. As you know, shopping can take a lot of time and energy.
C. Sometimes we make mistakes and have to return a purchase.

36. What is the purpose of a supporting sentence?
A. It introduces the main idea about the topic.
B. It helps the reader to understand the topic.
C. It summarizes the writer's idea about the topic.

VI. Grammar

A. Correct the error in present continuous in the sentence.

37. I am now understanding more about how advertisers create buzz.

38. This ad is so loud, it's give me a headache.

39. The cost of advertising today leading to higher prices.

40. My phone isn't working, so I'm needing a new one.

41. The Internet affecting how consumers shop.

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B. Complete each sentence with the present continuous form of the verb in parentheses.

42. The company _____a lot of money on advertising. (spend)
43. I _____ to decide what to buy. (try)
44. Many companies _____ to get consumers' attention with unusual ads. (hope)
45. My online purchases _____ because it's so easy to shop from home. (increase)
46. I can see that you _____ reading that novel. (enjoy)

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