

VOCAB AND GRAMMAR REVIEW



Selling online

1. Read the definitions. Then supply the missing vowels for each word.

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|--|-------------------|
| 1 something you buy cheaply or for less than the usual price | a b _ rg _ n |
| 2 a large building used for storing goods | a w _ r _ h _ s _ |
| 3 to send goods to a place | to d _ sp _ tch |
| 4 a formal word meaning to buy | to p _ rch _ s _ |
| 5 to give someone their money back (e.g., because they are not satisfied with what they have bought) | to r _ f _ nd |

2. Choose the suitable words to complete the text.

Selling online successfully

To be a successful online business, first of all you need to have a good website. A good website looks professional and is quick and easy to use. For instance, many people do not like to have to register to visit a site. It is also important for the company to have its 1 _____ on each page. This brands the site and can be used by the visitor as a link back to the 2 _____.

Of course, your products need to be at least as good as your site. The site may be what 3 _____ customers in the first place, but it is certainly the quality of the products and of the service that makes them come back. 4 _____ your prices down, and make a point of offering excellent after sales 5 _____. Inform your visitors that you offer 6 _____ online ordering. finally, when you receive an order, e-mail the customer to 7 _____ receipt and to inform them when the goods will be 8 _____.

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|--------------|----------------|------------------|
| a) flag | b) symbol | c) logo |
| a) homepage | b) modem | c) search engine |
| a) shows | b) appeals | c) attracts |
| a) lake | b) Give | c) Bring |
| a) service | b) guarantee | c) method |
| a) saved | b) proof | c) secure |
| a) thank | b) acknowledge | c) send |
| a) exchanged | b) despatched | c) purchased |

3. Match each sentence to the meaning expressed by the modal in italics.

- | | |
|--|-----------------------------|
| 1 Online retailers should offer secure online ordering. | a) It is not necessary. |
| 2 You have to work very hard to attract visitors to your site. | b) It would be a good idea. |
| 3 If you need a password, you mustn't let anyone else use it. | c) It is necessary. |
| 4 People like it when they don't have to register to visit a site. | d) Don't do that! |

4. Rewrite these sentences using an appropriate modal to replace the words in italics.

- If you want your website to be effective, it is necessary to work on it all the time.
If you want your website to be effective, *you have to work on it all the time.*
- It's a good idea for online retailers to despatch orders quickly.
Online retailers _____.
- One of the good things about their website is that it is not necessary to register.
One of the good things about their website is that you _____.
- It is a good idea to put your logo on every page of your site.
You _____.
- If you order before 15 March, it's not necessary for you to pay until July.
If you order before 15 March, you _____.
- This deal is very important for all of us, so no mistakes please!
This deal is very important, so we _____!