

## Listening activity

2 a Read the tips in the **HOW TO** box.

b **2.18** Listen to the interview. Choose the correct answer.

The interviewer wants to ...

- A advertise shops at Towngreen Centre.
- B encourage shoppers to spend more.
- C help shoppers to understand why they spend.

3 **2.18** Listen again. For each question, tick (✓) the correct answer.

1 Shops and shopping centres are designed so you ...

- A find things as quickly as possible.
- B stay as long as possible.
- C buy popular items.



2 Special offers are usually ...

- A front left.
- B back right.
- C front right.



3 Expensive items are on ...

- A shelves at eye level.
- B lower shelves.
- C higher shelves.



4 Shops and shopping centres use tricks of ...

- A sight.
- B sight and smell.
- C sight, smell and touch.



5 **2.19** Match the words for things and people in a shop (1–12) to the photos (a–l).

Listen and check.

1 trolley  
2 shelf

3 checkout  
4 basket

5 shop window  
6 escalator

7 exit  
8 cash desk

9 store detective  
10 department

11 changing room  
12 customer

