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Value for money

Speaking 1

Part 2

Talking about photos

Why have the people chosen to shop in these different places?



1 Look at the four photographs. They show people shopping in different places.

Student A Compare photographs 1 and 2 and say why you think the people have chosen to shop in these different places.

Student B When your partner has finished, say which of these places you would prefer to shop in.

Listening 1

Part 2

Sentence completion

1.45

1 You will hear part of a radio programme in which a supermarket manager explains how supermarkets are planned. For questions 1–10 below, complete the sentences.

Customers might buy less if the supermarket entrance were located in the ¹ _____ of the building.

Fruit and vegetables are situated near the entrance so that customers feel that they are entering ² _____.

On sale next to the fruit and vegetables are products aimed at keeping ³ _____ interested.

The ⁴ _____ counter is usually to be found at the back of the store.

Pre-packed meat prevents customers relating the product to the ⁵ _____.

Usually only ⁶ _____ are sold in the frozen food section.

Sales of goods at the end-of-aisle areas are often ⁷ _____ greater than at other locations.

The ⁸ _____ section is situated in the far corner of the supermarket.

The ⁹ _____ from this section helps to provide a pleasant atmosphere.

On sale at the checkouts are products which encourage customers to buy ¹⁰ _____.