

1 Complete the gaps to form names of places where you can buy the following products or services. The first letter is given.

- 1 two tuna steaks - **f**_____
- 2 get your hair cut - **h**_____
- 3 a dozen red roses - **f**_____
- 4 a packet of aspirin - **c**_____
- 5 a coffee table - **f**_____ shop
- 6 a tennis racket - **s**_____ shop
- 7 a loaf of fresh bread - **b**_____
- 8 get your car repaired - **g**_____
- 9 half a kilo of sausages - **b**_____
- 10 a pencil and a notebook - **s**_____
- 11 your favourite magazine - **n**_____
- 12 a pineapple and two kilos of onions - **g**_____
- 13 withdraw some money from your account - **b**_____
- 14 fine Italian salami and expensive French wine - **d**_____
- 15 leave your pre-school children for a few hours - **d**_____ **c**_____ **c**_____

2 Complete the gaps to create collocations. One of the words is to be used twice.

assistant centre court label licence
market name number room office products
station store

- 1 brand _____
- 2 chain _____
- 3 checkout _____
- 4 department _____
- 5 farmers' _____
- 6 fashion _____
- 7 fitting _____
- 8 food _____
- 9 off-_____
- 10 petrol _____
- 11 PIN _____
- 12 post _____
- 13 range of _____
- 14 shopping _____

3 Complete the dialogues by filling in each gap with one word. You are given its first letter.

1
CUSTOMER: I want to ¹r_____ this computer. I bought it here yesterday, but it's ²f_____. It doesn't ³w_____ properly. You can switch it on alright, but then it ⁴k_____ crashing every five minutes. And the screen has been scratched. Look!

ASSISTANT: Oh, yes.

CUSTOMER: The instruction manual was ⁵m_____ too! I want to ⁶e_____ it for another one or get a full ⁷r_____. If not, I'll have to talk to the ⁸m_____ or ⁹m_____ a written complaint.

ASSISTANT: No problem. Have you got the ¹⁰r_____?

2

ASSISTANT: Can I ¹h_____ you?

CUSTOMER: I'm ²j_____ looking, thanks.

Well, actually... I'm looking ³f_____ a dress. I like this one, but it isn't the ⁴r_____ size. It's ⁵t_____ small. I need a size 40.

ASSISTANT: Here's one. Would you like to

⁶t_____ it on? The ⁷c_____ room is over there.

[later]

ASSISTANT: Oh, it looks lovely. It ⁸f_____ you perfectly. That style is so ⁹f_____ right now. And that colour really ¹⁰s_____ you. It ¹¹m_____ your eyes!

CUSTOMER: I know, but it's a bit ¹²e_____ for me. I can't really afford it.

ASSISTANT: It's ¹³o_____ sale, you know. There's 50% ¹⁴o_____. The price has been ¹⁵r_____ from £150 to £75! It's a real ¹⁶b_____! A ¹⁷d_____ label for half ¹⁸p_____!

CUSTOMER: OK, I'll take it.

ASSISTANT: Great! Now, how about some

¹⁹a_____ to go with the dress? A handbag or a belt perhaps? We have special ²⁰o_____ on the best ²¹b_____ like Calvin Klein and Armani. Also, there's a 30% ²²d_____ on all our shoes.

CUSTOMER: No, thank you. I'll just take the dress.

4 Circle the correct words to complete the blog post.

MY BLOG

Why I work in advertising

We have created a consumer ¹life / society where people say they are ready to 'die for' the ²last / latest fashions and are happy to wear company ³billboards / logos on their clothes. We use snobbery and peer ⁴pressure / purchase to make kids buy certain ⁵makes / trades and not others. Thanks to us children remember marketing ⁶checkouts / slogans better than their school work.

I work in the creative department of an ⁷advertisement / advertising agency and I love it. I love creating new ⁸posters / shoppers for advertising ⁹campaigns / consumers and seeing them on ¹⁰hoardings / trolleys in the street.

I love writing new ¹¹counters / jingles for radio commercials. Or designing a ¹²leaflet / style or brochure to help a company sell its goods or ¹³sales / services more easily and to make bigger ¹⁴crowds / profits. I know ¹⁵consumerism / protectionism is not good for the planet, but hey, it's fun. And it pays my salary too.

Comments (4)