

B

 CD1,25–1.27 Listen to three people talking about their shopping habits and answer these questions.

- 1 What do they like and dislike?
- 2 Which shopper are you most like?
- 3 How are shopping habits changing in your country?

A

Choose the correct word (a, b or c) to complete each sentence.

- 1 A manufacturer is another name for a 'producer'.
a) supplier b) distributor c) manufacturer
- 2 Suppliers often sell large quantities of goods to, who do not usually sell directly to consumers.
a) wholesalers b) retailers c) manufacturers
- 3 We offer a to customers who buy in bulk.
a) refund b) discount c) delivery
- 4 We ask consumers who are not fully satisfied to goods within seven days.
a) discount b) refund c) return
- 5 In order to get a full, customers must send back goods in the original packaging.
a) discount b) refund c) return
- 6 Goods will be within 24 hours of your order.
a) dispatched b) purchased c) exchanged
- 7 Goods are kept in our until ready for delivery.
a) stock b) storage c) warehouse
- 8 Products and services offered at a large discount are generally a(n)
a) sale b) bargain c) offer

B Combine phrases from Box A with words from Box B to make word partnerships. Use the definitions (1–8) below to help you.

A

after-sales ~~cooling-off~~ credit-card interest-free loyalty-card
method of money-back out of

B

credit details guarantee payment ~~period~~ scheme service stock

- 1 the time when you can change your mind and cancel an order *cooling-off period*
- 2 the name, number and expiry date on your payment card
- 3 the way you pay for the goods you want
- 4 when you can pay some time after you buy, but at no extra cost
- 5 when the goods you require are not available
- 6 a promise to return your money if you are not happy
- 7 the help you get from a company when you start to use their product
- 8 method for customers to obtain a discount on future purchases from the same organisation

C Look back at the retail outlets in Starting up Exercise A. Where would you buy the following items? Why?

- a pair of shoes • music • fruit • a bottle of perfume/cologne • a holiday
- a watch / piece of jewellery • furniture • a book • concert tickets

LISTENING

Selling on TV



Sue Leeson

A CD1.28 Sue Leeson is Director of Marketing at QVC, the global shopping channel. Listen to the first part of the interview and answer these questions.

- 1 What are the six product groups that she mentions?
- 2 QVC sells to consumers in which countries?
- 3 Which two media are used to sell QVC's products?

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