



ORAL COMPREHENSION

LISTENING

Level: Upper Intermediate
Gender: Male & Female
Accent: British English
Length: 5:05



LISTEN TO THE RECORDING AND ANSWER THE QUESTIONS.

CHOOSE THE CORRECT ANSWERS

HIGH-TECH IN THE RETAIL INDUSTRY



- 1.- Erin Firth's speciality is...
 - a) technology.
 - b) retail research.
 - c) shopping.
- 2.- What are "impulse buys"?
 - a) Purchasing things you didn't originally intend to.
 - b) Buying things you were specifically looking for.
 - c) Buying many items at one.
- 3.- Retailers hope that new technology will...
 - a) increase sales.
 - b) encourage people to spend more time in shops.
 - c) Both a and b.
- 4.- The video systems Erin describes...
 - a) count the number of sales assistants in an area of a shop.
 - b) help management decide what to purchase for the shop.
 - c) keep track of the number of customers throughout the shop.
- 5.- Which statement is true?
 - a) Gaze-tracking systems are very small.
 - b) Gaze-tracking systems can be found in cameras.
 - c) Gaze-tracking systems don't require a computer.
- 6.- Gaze-tracking systems...
 - a) take photographs of merchandise displays.
 - b) monitor the length of time people look at displays.
 - c) tell customers where to find displays.
- 7.- Where do customers usually look for small items?
 - a) Above large items.
 - b) On the lower shelves.
 - c) Below large items.
- 8.- Customers are more likely to buy something if...
 - a) they can find it quickly.
 - b) there's an electronic tag on it.
 - c) it's on a low shelf.
- 9.- E-tags...
 - a) only give information about an item's price.
 - b) are attached to changing-room doors.
 - c) can help a shop assistant locate an item.
- 10.- E-tags will keep track of a customer's...
 - a) location.
 - b) shopping preferences.
 - c) financial situation.