ORAL COMPREHENSION

LISTENING

HIGH-TECH IN THE RETAIL INDUSTRY



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

LISTEN TO THE RECORDING AND ANSWER THE QUESTIONS.

CHOOSE THE CORRECT ANSWERS

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.

Prof. Clemente Salguero Martín

LIVEWORKSHEETS