🧠 Comprehension Quiz – "The Clothing Deficit Myth"

Instructions: Choose the correct answer (A, B, C or D) for each question.

1. **According to the video, how many new garments does the average person buy each year?**
   A) 25
   B) 50
   C) 70
   D) 100
2. **Why is donating clothes to charity not always effective?**
   A) Clothes are usually given back to the donor
   B) Most donated clothes are fake brands
   C) Most people still wear the donated clothes
   D) A lot of donated clothes still end up in the trash
3. **What is the "clothing deficit myth"?**
   A) The belief that we own too few clothes
   B) The idea that donated clothes always help people in need
   C) A new fashion marketing strategy
   D) A method used to recycle clothing
4. **How much more clothing are we buying compared to the 1980s?**
   A) 200% more
   B) 300% more
   C) 400% more
   D) 500% more
5. **What is the role of the 'middleman' in the clothing donation system?**
   A) They recycle old clothes into new fabric
   B) They destroy unwanted clothes in an eco-friendly way
   C) They sort and sell the clothes to other countries
   D) They give the clothes back to stores
6. **Which country was Canada's top buyer of secondhand clothes in 2016?**
   A) India
   B) Kenya
   C) Mexico
   D) Bangladesh
7. **Why is recycling old clothes so difficult?**
   A) The clothes are too old to be reused
   B) Most clothes are made of blended fabrics
   C) People don't separate their clothes properly
   D) Recycling centers are full
8. **How much water is needed to produce one new pair of jeans?**
   A) 400 liters
   B) 900 liters
   C) 2,000 liters
   D) 4,000 liters
9. **What is one recommended alternative to donating clothes?**
   A) Throwing them away
   B) Selling them to a store
   C) Organizing a clothing swap
   D) Washing them less frequently
10. **What is the most effective way to reduce clothing waste, according to experts?**
    A) Buy better brands
    B) Buy less clothing
    C) Buy clothes made only of cotton
    D) Buy recycled clothes only

🍔 Comprehension Quiz – "Burger King Lawsuit"

Instructions: Choose the correct answer (A, B, C, or D).

1. **What is the main reason Burger King is facing a lawsuit?**
   A) Poor customer service
   B) False advertising of Whopper size
   C) Using expired ingredients
   D) Raising prices unfairly

2. **What does the lawsuit claim about the Whopper's appearance in ads?**
   A) It looks smaller than in reality
   B) It has fewer calories than advertised
   C) It appears much larger and fuller than it really is
   D) It is shown with different ingredients

3. **According to the lawsuit, how much bigger does the Whopper appear in ads?**
   A) 20% larger
   B) 25% larger
   C) 35% larger
   D) 50% larger

4. **What type of legal case is it?**
   A) A criminal case
   B) A personal injury case
   C) A class action lawsuit
   D) A fraud investigation

5. **What was Burger King's response to the claims?**
   A) They apologized and offered free Whoppers
   B) They claimed the lawsuit was true
   C) They said the patties are the same as in the ads
   D) They blamed their suppliers

6. **Which other fast food chains are also facing similar lawsuits?**
   A) Domino's and Subway
   B) McDonald's and Wendy's
   C) Starbucks and KFC
   D) Chick-fil-A and Pizza Hut

7. **Why are customers suing Taco Bell, according to the report?**
   A) Because of poor service
   B) Because of misleading prices
   C) Because the food has less filling than in ads
   D) Because of health concerns

8. **What amount are the plaintiffs seeking in damages?**
   A) $1 million
   B) $3 million
   C) $5 million
   D) $10 million

9. **What did the judge decide about TV and online ads?**
   A) That they are the most misleading
   B) That those claims were dismissed
   C) That they need further investigation
   D) That Burger King must remove them

10. **What is one reason the plaintiffs say they are suing?**
    A) To punish fast food companies
    B) To get free food for life
    C) To get rich quickly
    D) To bring about honest advertising

🛍️ Comprehension Quiz – "SHEIN and Dark Patterns"

Instructions: Choose the correct answer (A, B, C, or D).

1. **What is SHEIN being accused of?**
   A) Selling defective clothing
   B) Avoiding taxes in Europe
   C) Manipulating customers into buying more
   D) Copying designs from luxury brands

2. **What are "dark patterns"?**
   A) Fashion trends inspired by gothic looks
   B) Hidden website errors
   C) Techniques used to pressure or trick users into certain actions
   D) Illegal types of clothing promotions

3. **What kind of pop-up ads is SHEIN accused of using?**
   A) Ones that give discount codes for feedback
   B) Ones that block access to the site
   C) Ones warning users they'll lose promotions if they leave
   D) Ones encouraging users to recycle old clothes

4. **What effect do countdown timers have on users?**
   A) They help users compare prices
   B) They create a sense of urgency to buy quickly
   C) They slow down the shopping process
   D) They limit how many items can be viewed

5. **How many notifications did one user reportedly receive in a single day?**
   A) 5
   B) 8
   C) 12
   D) 20

6. **What was SHEIN's response to the complaint?**
   A) They denied all accusations
   B) They said they were cooperating with EU authorities
   C) They ignored the complaint completely
   D) They blamed their marketing team

7. **What did the consumer group BEUC refuse?**
   A) To take legal action
   B) To speak to the media
   C) A request from SHEIN to meet
   D) To investigate other fast fashion companies

8. **What type of app features help boost sales for SHEIN and similar brands?**
   A) Environmental awareness messages
   B) Educational content about fashion
   C) Game-like apps with rewards
   D) Social media influencer endorsements

9. **In the game "Puppy Keep," what must users do to earn points?**
   A) Watch ads and answer quizzes
   B) Feed a virtual dog and place orders
   C) Design their own clothes
   D) Refer friends to the app

10. **What consequence did the European Commission mention if SHEIN doesn't change its practices?**
    A) A ban from the EU market
    B) A warning letter
    C) A fine
    D) Product recalls

Comprehension Quiz: The Decline of Australian Cafes

1. What is the main topic of the report?
A. The rise of coffee culture in Australia
B. The impact of inflation on supermarkets
C. The financial struggles of Australian cafes
D. A new government initiative to support small businesses

2. How long have Mark and Carlo Mussi been running their café?
A. 6 years
B. 10 years
C. 16 years
D. 20 years

3. What do the brothers say about their current situation?
A. They plan to close their café next year
B. Business is better than ever
C. They're struggling but believe they can manage
D. They want to sell their café

4. What percentage of hospitality businesses closed in the past 12 months?
A. 5%
B. 8.5%
C. 10%
D. 15%

5. According to the report, which sector had the highest closure rate?
A. Mining
B. Farming
C. Retail
D. Hospitality

6. What is predicted for hospitality businesses in the next year?
A. A major recovery
B. Fewer closures than this year
C. One in ten will shut down
D. They will receive more government help

7. What are two main reasons cafes are struggling?
A. Health regulations and poor reviews
B. Rising costs and fewer customers
C. Competition from fast food chains and weather
D. Technology and lack of marketing

8. Why is it hard for café owners to raise prices?
A. Customers are refusing to pay more
B. It's illegal to raise prices in hospitality
C. The ingredients are too expensive
D. There is pressure to keep coffee affordable

9. What do the reporters say about people in the city during the day?
A. The city is busier than ever
B. Cafés are full of customers

C. There are fewer people around than before
D. Most people eat out more often

10. What attitude do the Mussi brothers express at the end?
A. They are hopeless about the future
B. They are planning to retire soon
C. They are staying positive and determined
D. They are angry with the government

Comprehension Quiz – Amazon Go

1. What is the main feature of the new Amazon grocery store?
A. It delivers groceries in less than 10 minutes
B. It has no cashiers and no checkout lines
C. It only sells Amazon products
D. It is open 24/7

2. How do customers enter the Amazon Go store?
A. By scanning their credit card
B. By scanning the Amazon app at the turnstile
C. By showing their ID
D. By entering a personal code

3. What technology does the store use to track items?
A. RFID tags on each product
B. Cameras, sensors, and wireless communication
C. Fingerprint scanners
D. Customer voice recognition

4. How big is the new Amazon Go grocery store?
A. 50,000 square feet
B. 1,000 square feet
C. 10,000 square feet
D. 25,000 square feet

5. What types of products can customers buy at the store?
A. Only packaged snacks and drinks
B. Only Amazon electronics
C. A wide variety including fresh produce, meat, dairy, and alcohol
D. Only online order pickups

6. What happens if you help someone pick up an item from a high shelf?
A. Nothing, the item isn't tracked
B. It may be charged to your account
C. The system alerts store staff
D. It blocks your app temporarily

7. What concern did the United Food and Commercial Workers Union express?
A. That Amazon is overcharging customers
B. That the technology may take away millions of jobs
C. That Amazon Go is violating health regulations
D. That the app crashes too often

8. What does Amazon claim about job creation?
A. They plan to replace all staff with robots
B. They are hiring fewer people but paying them more
C. They've created more jobs than any other U.S.-based company
D. They only employ part-time workers

9. What is the name of the technology used in the store?
A. Instant Checkout
B. Just Walk Out
C. Smart Retail
D. No Line Pay

10. What humorous comment does the reporter make at the end?
A. "Robots make the best cashiers."
B. "In other stores, that's still called shoplifting."
C. "Amazon will soon replace chefs too."
D. "The store talks to you as you shop."

📝 Comprehension Quiz – Multiple Choice (Amazon/Return Bin Stores)

1. What is the main topic of the report?
A. How to get refunds faster from online retailers
B. How bin stores resell returned items at discounted prices
C. The environmental damage caused by online shopping
D. How retailers are reducing return rates

2. Why do people camp outside stores like Little Depot?
A. To return broken items
B. To resell their own used products
C. To be among the first to access the returned items
D. To get free samples from the retailers

3. What kinds of products can be found in bin stores?
A. Only clothing and shoes
B. Mostly groceries and perishables
C. Toys, electronics, clothing, and tools
D. High-end designer fashion only

4. How much are items typically priced on the first day at Little Depot?
A. $1
B. $10
C. $50
D. $100

5. What is "bracketing"?
A. Putting price tags on returned items
B. A return system for businesses only
C. Buying several sizes or colors to return the ones that don't fit
D. Building storage shelves in bin stores

6. Why does the store owner see this trend as positive?
A. It helps reduce production costs
B. It stops customers from returning too much
C. It keeps returned items out of landfills
D. It increases the price of new products

7. What does Elmo Ramirez do with most of what he buys?
A. Returns them again
B. Gives them to charity
C. Sells them for profit
D. Collects them as a hobby

8. According to the transcript, how much did Ramirez make in one day?
A. $150
B. $400
C. $1,000
D. $1,600

9. What motivates Liza Elliott to visit the bin store?
A. She's looking for rare collectibles
B. She's researching retail waste
C. She enjoys the excitement of bargain hunting
D. She works there as a cashier

10. What percentage of online purchases are returned, according to the report?
A. 5%
B. 10%
C. 17%
D. 25%