

## Vocabulary Focus

*Task 1. Complete the sentences with a word or expression from the box.*

## Word Box:

checkout	limited-time offer	endorse	receipt	brand loyalty	suits
customer service	warranty	matches	slogan	price tag	out of stock
impulse buy	return policy	window shopping	insurance	queue	
online reviews		place an order	freebies		

1. Before buying a laptop, you should check the \_\_\_\_\_ to see what other buyers say.
2. I wanted to buy the new headphones, but they were already \_\_\_\_\_ at the electronics store.
3. The shop assistant was very helpful – their \_\_\_\_\_ was excellent.
4. I didn't plan to buy that hat, it was an \_\_\_\_\_; I just saw it and grabbed it.
5. Can I see the \_\_\_\_\_? I want to check if this jacket is really worth the price.
6. This smartphone comes with a two-year \_\_\_\_\_ in case something goes wrong.
7. I like this brand so much that I always buy their products – that's real \_\_\_\_\_.
8. Customers often have to \_\_\_\_\_ at the supermarket during peak hours.
9. The company's new advertising \_\_\_\_\_ is catchy and easy to remember.
10. I bought a dress online, but it didn't fit, so I checked the store's \_\_\_\_\_ to see if I could send it back.
11. We need to \_\_\_\_\_ for the new printer today so it arrives by Friday.
12. Always keep your \_\_\_\_\_ in case you want to return something later.
13. That store is offering a huge discount, but only for a few days – it's a \_\_\_\_\_!
14. I didn't buy anything, I was just \_\_\_\_\_ and looking at the new displays.
15. Please proceed to the \_\_\_\_\_ when you're ready to pay.
16. At the grand opening, the store gave away lots of \_\_\_\_\_ like samples and branded pens.
17. Many companies pay influencers to \_\_\_\_\_ their products on social media.
18. When my phone was stolen, I filed a claim under my \_\_\_\_\_ and received compensation.
19. This blue dress really \_\_\_\_\_ her – it brings out the color of her eyes.
20. That shirt really \_\_\_\_\_ the trousers you bought – they look great together!

**Task 2. Choose the best word that completes each of these sentences.**

1. The company had to \_\_\_\_\_ its prices to stay competitive in the market.  
a) promote    b) reduce    c) advise
2. Could you keep the \_\_\_\_\_ in case you need to return the shirt?  
a) receipt    b) note    c) label
3. The shop gave me a full \_\_\_\_\_ because the jacket was damaged.  
a) loan    b) refund    c) income
4. Their new advertising \_\_\_\_\_ focuses on real customer stories.  
a) strategy    b) complain    c) campaign
5. We need to design a new \_\_\_\_\_ for the product that's more eye-catching.  
a) brand    b) label    c) logo
6. They paid a huge \_\_\_\_\_ to have a celebrity endorse the product.  
a) fee    b) tax    c) sale
7. The businessman made a \_\_\_\_\_ by selling luxury cars.  
a) wealth    b) profit    c) demand
8. I'd like to \_\_\_\_\_ some dollars into yen, please.  
a) change    b) exchange    c) return
9. She was known for her generosity and often donated to various \_\_\_\_\_.  
a) charities    b) foundations    c) banks
10. The advertisement didn't attract much attention – people tend to ignore traditional \_\_\_\_\_ these days.  
a) fees    b) adverts    c) suits
11. Their newest product was \_\_\_\_\_ on the market last month.  
a) supplied    b) costed    c) launched
12. Before starting her company, she applied for a \_\_\_\_\_ from the bank.  
a) receipt    b) bill    c) loan
13. That scarf really \_\_\_\_\_ your new coat – you should wear them together!  
a) matches    b) fits    c) suits

**Task 3. Choose the correct word.**

1. I can't **allow** / **afford** to buy this designer bag – it's too expensive.
2. That company is struggling – it hasn't made a real **value** / **profit** in months.
3. You can usually buy cough syrup and vitamins at the **pharmacy** / **bakery**.
4. These skinny jeans went out of **brand** / **fashion** years ago.
5. This washing machine is **worn** / **faulty**. It doesn't work properly.
6. I tried to sell that old camera, but they said it was **worthless** / **priceless**.
7. The current trend **of** / **in** footwear focuses on comfort.
8. He didn't have enough money to pay the taxi **fare** / **fee**.
9. I want to **supply** / **complain** about the poor customer service I received.
10. Everyone complimented Mike **on** / **to** his stylish new suit.
11. Samsung created a virtual **queue** / **order** for people, letting them move up by sharing info online.
12. Sorry, we don't have that model in **range** / **stock**, but we can order it.
13. This product includes a two-year **contract** / **warranty** in case anything breaks.
14. People prefer advice from **influencers** / **influences** over celebrities.