

FIRST TERM TEST

PRE-INTERMEDIATE + 2021

READING SECTION:

Customer behaviour

If you have ever been shopping and thought you were getting a bargain simply because the price appeared in red, or have left a shop because the sales assistant talked too much, you're not alone. In fact, your actions are quite typical, according to experts on customer behaviour.

When it comes to shopping, experts explain that women think about everything much more carefully than men. A recent study showed that when men saw an advertisement with the prices written in red, they believed the shop was offering greater price savings than those printed in black. They felt very positive about buying the product as well.

In contrast, red didn't have the same effect on female shoppers. It actually made them suspicious. Experts explain that if women see an ad in red, they question what's happening and think they have to be extra careful. 'Am I being tricked?' they will ask themselves. Women also seem to have a much better memory than men when it comes to the prices in advertisements. This could be because men don't think so hard about adverts or because they just aren't that interested.

In a separate study, it was found that customers seem to prefer sales people who can correctly read moods. This is news for managers who believe that sales will increase if shop assistants are always happy and friendly to customers. Researchers believe that the findings suggest that customers don't always want sales staff to be extremely happy and chatty. Instead, we prefer staff who understand body language.

The key to a successful sale, then, is reading the customer's mood and matching that mood. The experts explain that it isn't advisable to match the mood of a customer who's angry; a customer who is in a hurry or in a bad mood would rather deal with a sales person who understands them, can serve them quickly or just leave them alone - and not try to get them to chat about their family.

There are of course some factors which are outside the control of shop owners - like the weather, which can really change people's moods. Experts are confident that good weather means good news for shop owners. As much as 60- 80% of customer decisions are made while people are actually in a shop, rather than before or after their visit. And as more people are out and about during nice weather, there is a higher chance they are shopping and therefore more opportunity for shops to make a sale. Rain and snow have the opposite effect, as people prefer to stay at home.

FIRST TERM TEST

PRE-INTERMEDIATE 2021

1. Read the text. Circle the correct answer a, b or c:

1- According to one study, when men saw prices written in red:

- A. they were not sure about the quality of the product.
- B. the colour used made no difference to them.
- C. they thought they were getting a bargain.

2- The same study showed that women:

- A. cannot shop as quickly as men.
- B. do not trust ads as easily as men.
- C. are not such careful shoppers as men.

3- When remembering prices:

- A. women pay more attention than men.
- B. men and women are equally good.
- C. men have better memories than women.

4- According to experts, what kind of sales staff do customers prefer?:

- A. ones who look happy and friendly
- B. ones who enjoy chatting to customers
- C. ones who understand their customers' moods



LISTENING SECTION:

Listen to a woman giving a talk on a radio show about starting her own business.

Decide if sentences 1-5 are true (T) or false (F). Justify the false ones.

1 Eleni first got the idea of making bags after seeing something interesting in a shop. ____

2 By the time of the shopping fair, Eleni felt nervous about speaking to customers. ____

3 Eleni believes her bags are popular because they're all different. ____

4 The biggest help Eleni got with her business was employing someone else to make the bags. ____

5 According to Eleni, the most important thing when starting a business is being confident about your abilities. ____

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PRE-INTERMEDIATE 2021

GRAMMAR SECTION:

1. Complete the text with the correct form of the verbs in brackets. Use used to, didn't use to, or Did ... use to?

Computers 1 _____ (be) as small and light as they are now. Early computers were large and heavy, and people 2 _____ (carry) them around. 3 _____ (you use) one of those? Then, after the invention of the internet, people began to use computers for other purposes. Long before the days of email, people 4 _____ (write) letters and send them to friends or relatives on the other side of the world. People also 5 _____ (phone) their friends using large old-fashioned phones, but the invention of the smartphone changed all that.

2. Match 1-5 to A-E to make complete sentences.

There is one ending that you don't need.

1 People usually take their laptops with them _____
2 My cousins have just called me _____
3 I know my friends will be late _____
4 One thing that really annoys me _____
5 I don't really enjoy going to the shops _____

A is people leaving their rubbish on public transport.

B so shopping on the internet is very convenient.
C when they go away on business.
D to say I'm going on holiday.
E because they're never on time for anything.
F to say that they're on their way.

3. Complete the sentences with the correct relative pronoun:

- 1 The smartphone is an invention _____ has made people's lives easier than before.
- 2 My English teacher is a person _____ really encourages me to work hard.
- 3 The room _____ I study is always cool in the summer.
- 4 A cassette recorder is something _____ you don't see very often these days.
- 5 The children _____ live in my apartment block are very polite.

4. Complete the sentences with a, b or c.

1 Have you got _____ free time next week?

A a few B too many C any

2 Steffi ate _____ sweets and now she feels sick.

A lots of B too much C a little

3 I don't think it's warm _____ in here. Can you turn the heat up, please?

A some B enough C many

4 I'll be there in _____ minutes. I just need to finish this.

A a few B a lot of C a little

5 I don't want _____ salad with my meal, thanks.

A any B some C enough

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5. Read the following text and choose the correct article:

When I was a child, I had 1 a / the favourite toy. It was 2 a / -- small, soft toy animal and my father bought it for me on 3 -- / the day I was born. It wasn't 4 an / -- expensive toy, but it was special to me. I called 5 a / the toy Joe, and I took it everywhere with me until I was seven years old. After that, Joe lived on 6 -- / a shelf in my room. Years later, I went off to university and when I came back home in the holidays, I always felt happy when I saw Joe sitting there on 7 the / a shelf. I'm married now and have 8 a / -- children of my own, but they're not into 9 -- / the soft toys. Joe is still with us, though. He lives in 10 the / -- garage now!

VOCABULARY SECTION:

1. Choose the correct alternative:

- 1 She's thinking about/to changing her job.
- 2 Paul gave back/up an extremely well-paid job to work with children from poor families.
- 3 If they're bored with their work, they should look on/for new opportunities.
- 4 We used to dream with/about moving to a hot country and now we are.
- 5 He's the multi-billionaire who invested on/in software ten years ago.
- 6 You should give all those old books away. They take up/out too much space.

2. Match 1-6 to a)-f) to make compound nouns:

1 photocopying	_____	a) store
2 mountain	_____	b) features
3 window	_____	c) card
4 credit	_____	d) shopping
5 department	_____	e) range
6 geographical	_____	f) room

3. Complete the text with the words in the box:

- abroad coins go making national
- outdoors playing scenery travel
- treasure tropical

I spend a lot of time 1 _____ for work and 2 _____ around a lot as an actor. Last year I spent a month in a 3 _____ park in Costa Rica for a film we were 4 _____ there. I was 5 _____ the part of a young woman who lives in a 6 _____ rainforest. In the film, she finds a box of 7 _____ which is full of gold 8 _____ and she uses this to help her village. There were no hotels there, so we slept 9 _____ in tents. It was an amazing place and the 10 _____ was beautiful. I didn't want to 11 _____ home!

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WRITING SECTION:

Choose A or B and write between 80 to 100 words:

A- Choose one of the products from the list below and write an advertisement:

- mp3 player
- laptop computer
- leather jacket
- mobile phone
- DVD player



B- Write about a change in your life.

