

Part 4

Questions 16–20

Five sentences have been removed from the text below.

For each question, choose the correct answer.

There are three extra sentences which you do not need to use.

The clever design of supermarkets

Most people don't realise how cleverly designed many big supermarkets around the world are. This careful planning includes where each of the products is located, the lights, the music, everything!

The first thing people in many countries may notice as they walk into large supermarkets is that getting into the store is much easier than getting out.

16 This means that customers end up having to walk through half of the store to find a way out, seeing more things they want to buy on the way.

Once they're inside, the first products many shoppers often see are fruit and vegetables. 17 If that were the case, fruit and vegetables, many of which are easily damaged, could be put on top of the other shopping. But having them near the entrance can make customers feel that everything in the store is fresh and healthy, encouraging them to buy more.

What customers might also notice as they enter is the smell of freshly baked bread. This attracts many people towards the bakery to buy some. 18

Putting it in this location makes sure that shoppers walk past as many other products as possible to reach their delicious bread.

Research shows that if music is played in supermarkets, customers slow down and spend more time shopping. 19 And supermarkets know, of course, that this also means they'll buy more products.

In some countries, when customers finally arrive at the queue for the checkouts, they find themselves face-to-face with shelves full of small, inexpensive products like chocolate and sweets. 20 So they're often bought by tired parents to keep their bored sons or daughters entertained as they pack their shopping. Products placed next to checkouts sell up to eight times faster than in other parts of a store.

Part 6

Questions

For bonus

points

- A In one study, they actually stayed 34% longer than if there was none.
- B As a result, shoppers pass the cheaper products more quickly.
- C That's why expensive products are placed at the same height as people's eyes.
- D In fact, it would be more convenient for customers to reach this section later.
- E Many of these are designed to attract children.
- F That's because they often have entry doors that can't be used as exits.
- G This would encourage customers and their children to leave the store too quickly.
- H However, it's often right at the back of the store.