Skills Test Unit 6 Test A

Everyday English

1 Complete the dialogue with the missing words.

Assistant Hello, can I [1]_____ you?

Customer Yes, I'd like some smart clothes for my friend's wedding.

Assistant There's a very elegant summer dress over here. We have it [2]_____ pink and light green.

Customer Thank you. That's lovely. Do you have the pink one in size 14?

Assistant Yes, here it is. Do you want to [3]_____ it on? The changing [4]_____ is over there.

Customer It's perfect. I'll take it. Can I [5]_____ by credit card?

Assistant Of course. That's £35, please.

Mark: ___ / 5

Listening

2 Listen to Alice and Pat talking about shopping. Decide if the statements are true (T) or false (F).

1 Pat buys her shoes in charity shops. ____

2 Pat is happier to buy from charity shops because the money goes to charity. ____

3 Pat likes bargains and half price sales. ____

4 Alice doesn't like online shopping because she can't see all the prices. ____

5 Pat doesn't like buying gadgets online because there are no product reviews. ____

3 Listen again. Circle the correct words to complete the text.

Pat buys [1]**new / second-hand** clothes. The clothes aren't [2]**scruffy / smart**. Pat likes the idea that [3]**donating / discounting** old clothes can help raise money for [4]**designers / charity**. Pat prefers to buy gadgets [5] **on the high street / online**.

Mark: ___ / 10

LIVEWORKSHEETS

Reading

How do colours influence what we buy?

There are many things that influence what we buy and how much we spend on our purchases. When designers and marketing teams create a new product, they have to think carefully about what it looks like, feels like and smells like. Consumers don't just look at products, they touch them and even smell them. But experts say that what we see is more important than what we feel or smell, because what our eyes see has the strongest influence on our shopping.

Do you ever buy things that are a colour you don't like? In our shopping survey, 85% of shoppers said that colour is the main reason they buy a new product. Designer brands often use the same colours, and we recognize certain brands by the colour they use. Let's have a look at what some colours mean to us and how shops use them in product design and on packaging to influence how we shop.

When shops want customers to relax, the best colour to use is green. Green, the colour of nature, is the most relaxing colour for our eyes. Shops, banks and large supermarkets use green and blue to make customers feel safer about buying their products. Shops also use these two colours for bargain and discount products.

Shops that want to attract richer customers use black, gold and silver. Luxury products often use black, because it's the colour of power and elegance. Most electronics shops sell gadgets such as laptops, tablets, smart phones or e-readers that are black.

When shops have sales they often use brighter colours, such as red and orange. These colours are often connected to dangerous situations, and when we see them we know we should be more careful, but they also make us feel more excited than other colours. Red and orange encourage us to buy products faster and without thinking.

Think about the colours you see next time you go shopping.

LIVEWORKSHEETS

4 Read the text and circle the <u>incorrect</u> answers (a–c).

1 According to the text, when we buy a product, we

a look at it.

b touch it.

c check the price.

2 Shops use the colour green to

a make us feel calm.

b sell sports products.

c sell inexpensive products.

3 Black is a colour that shops use to attract people who

a want to buy modern electronic products.

b are very fashionable.

c are wealthy.

4 Many _____ are black.

a clothes

b gadgets

c supermarkets

5 When shops want us to buy products quickly, they use

a gold.

b orange.

c red.

Mark: ___ / 10

TOTAL MARKS: ___ / 25

LIVEWORKSHEETS