

## LESSON 10.2 - LEVEL 5

Name: \_\_\_\_\_

Course: \_\_\_\_\_

Date: \_\_\_\_\_

### LISTENING

#### **1. What is the main topic of the conversation?**

- a) How to save money when shopping
- b) Why companies collect and use customer information
- c) The dangers of online shopping
- d) How to complete surveys correctly

#### **2. Why do companies want to identify customers' needs?**

- a) To stop people from buying unnecessary things
- b) To understand what customers may want to buy
- c) To control customers' spending
- d) To compare customers with each other

#### **3. Which information is mentioned as something companies can collect?**

- a) Customers' private messages
- b) Customers' travel plans
- c) Customers' interests and family situation
- d) Customers' future decisions

#### **4. How do companies get this information, according to Lina?**

- a) By asking friends and family
- b) From social media, surveys, and past purchases
- c) By watching customers in stores
- d) From government records

#### **5. Why does Lina give a long list of products someone bought?**

- a) To show how expensive shopping can be
- b) To explain how stores study buying habits
- c) To suggest what the customer should buy next
- d) To prove the customer spent too much money

#### **6. What is the main result of analyzing customer purchases?**

- a) The store can predict future spending and interests
- b) The store can stop customers from buying more
- c) The store can change product prices immediately
- d) The store can choose customers personally

## VOCABULARY

### DESCRIBING RESEARCH

A Complete each sentence with the correct word from the box. Not all words will be used.

calculate/calculation  
identify/identification

demonstrate/demonstration  
survey/survey

examine/examination

- 1 The head chef \_\_\_\_\_ how to prepare the meal to the cooks.
- 2 The \_\_\_\_\_ asked people about their favorite TV shows.
- 3 According to my \_\_\_\_\_, the project will cost more than a million dollars.
- 4 The instructor gave a \_\_\_\_\_ to show how to solve the problem.
- 5 The \_\_\_\_\_ at the doctor's office lasted for two hours.

B Circle the correct words to complete the paragraph.

Oral exams are used to <sup>1</sup>assess / assessment / analysis students' speaking ability. In addition, students are usually given an <sup>2</sup>assessment / analyze / assess of their written skills. The instructor will <sup>3</sup>assessment / analyze / analysis the results of both <sup>4</sup>assessments / analysis / assesses and this <sup>5</sup>analysis / analyze / assess will then be used to <sup>6</sup>assess / assessment / analysis the students' overall grade.

## GRAMMAR

1. This bad weather may prevent most people from *going / to go* to the beach.
2. My mom advised me *taking / to take* a heavy coat in case it snowed.
3. Did Noah expect Mia *assisting / to assist* him with the project?
4. These meditation techniques have been helping the patients *relax / relaxing*.
5. His manager encouraged him *trying / to try* harder next time.
6. The university has invited a Nobel prize-winner *give / to give* us a presentation.
7. It was Maria who stopped me from *sending / to send* the text to Ryan.

Stormy weather often causes some patients \_\_\_\_\_ headaches.

- a) have
- b) to have
- c) having

Having flu last week kept several students from \_\_\_\_\_ to college.

- a) go
- b) to go
- c) going

The principal made the students \_\_\_\_\_ after school to do extra work.

- a) stay
- b) to stay
- c) staying

Who allowed Alan \_\_\_\_\_ sneakers to the wedding?

- a) wear
- b) to wear
- c) wearing

Our history teacher had Julie \_\_\_\_\_ the essay again.

- a) write
- b) to write
- c) writing