Reading 1

1 Work in small groups. You are going to read a passage about supermarkets. Before you read, match these words and phrases (1–7) with their definitions from Cambridge dictionaries (a–g).

1 aisle	a a person, shop or business that sells goods to the public
2 bargain	b a long, narrow space between the rows of shelves in a large shop
3 branded product	c a product with the name of the shop where you buy it, rather than the name of the company that made it
4 own-label product	d a product made by a particular company
5 promotion	e activities to advertise something
6 purchase	f something on sale at a lower price than its true value
7 retailer	g something that you buy

2 Work in pairs. Read the title and subheading of the passage on the next page. What aspect of supermarkets do you think the passage will describe?

3 Read the passage quite quickly. Find three methods supermarkets use to persuade customers to spend more money.

The way the brain buys

Supermarkets take great care over the way the goods they sell are arranged. This is because they know a lot about how to persuade people to buy things.

When you enter a supermarket, it takes some time for the mind to get into a shopping mode. This is why the area immediately inside the entrance of a supermarket is known as the 'decompression zone'. People need to slow down and take stock of the surroundings, even if they are regulars. Supermarkets do not expect to sell much here, so it tends to be used more for promotion. So the large items piled up here are designed to suggest that there are bargains further inside the store, and shoppers are not necessarily expected to buy them. Walmart, the world's biggest retailer, famously employs 'greeters' at the entrance to its stores. A friendly welcome is said to cut shoplifting. It is harder to steal from nice people.

Immediately to the left in many supermarkets is a 'chill zone', where customers can enjoy browsing magazines, books and DVDs. This is intended to tempt unplanned purchases and slow customers down. But people who just want to do their shopping quickly will keep walking ahead, and the first thing they come to is the fresh fruit and vegetables section. However, for shoppers, this makes no sense. Fruit and vegetables can be easily damaged, so they should be bought at the end, not the beginning, of a shopping trip. But psychology is at work here: selecting these items makes people feel good, so they feel less guilty about reaching for less healthy food later on.

Shoppers already know that everyday items, like milk, are invariably placed towards the back of a store to provide more opportunity to tempt customers to buy things which are not on their shopping list. This is why pharmacies are also generally at the back. But supermarkets know shoppers know this, so they use other tricks, like placing popular items halfway along a section so that people have to walk all along the aisle looking for them. The idea is to boost 'dwell time': the length of time people spend in a store.

Having walked to the end of the fruit-and-vegetable aisle, shoppers arrive at counters of prepared food, the fishmonger, the butcher and the deli. Then there is the in-store bakery, which can be smelt before it is seen. Even small supermarkets now use in-store bakeries. Mostly these bake pre-prepared items and frozen ingredients which have been delivered to the supermarket previously, and their numbers have increased, even though central bakeries that deliver to a number of stores are much more efficient. They do it for the smell of freshly baked bread, which arouses people's appetites and thus encourages them to purchase not just bread but also other food, including ready meals.



Retailers and producers talk a lot about the 'moment of truth'. This is not a philosophical idea, but the point when people standing in the aisle decide to buy something and reach to get it. At the instant coffee section, for example, branded products from the big producers are arranged at eye level while cheaper ones are lower down, along with the supermarket's own-label products.

But shelf positioning is fiercely fought over, not just by those trying to sell goods, but also by those arguing over how best to manipulate shoppers. While many stores reckon eye level is the top spot, some think a little higher is better. Others think goods displayed at the end of aisles sell the most because they have the greatest visibility. To be on the right-hand side of an eye-level selection is often considered the very best place, because most people are right-handed and most people's eyes drift rightwards. Some supermarkets reserve that for their most expensive own-label goods.

Scott Bearse, a retail expert with Deloitte Consulting in Boston, Massachusetts, has led projects observing and questioning tens of thousands of customers about how they feel about shopping. People say they leave shops empty-handed more often because they are 'unable to decide' than because prices are too high, says Mr Bearse. Getting customers to try something is one of the best ways of getting them to buy, adds Mr Bearse. Deloitte found that customers who use fitting rooms in order to try on clothes buy the product they are considering at a rate of 85% compared with 58% for those that do not do so.

Often a customer struggling to decide which of two items is best ends up not buying either. In order to avoid a situation where a customer decides not to buy either product, a third 'decoy' item, which is not quite as good as the other two, is placed beside them to make the choice easier and more pleasurable. Happier customers are more likely to buy.

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4 Work in pairs. Look at the diagram below.

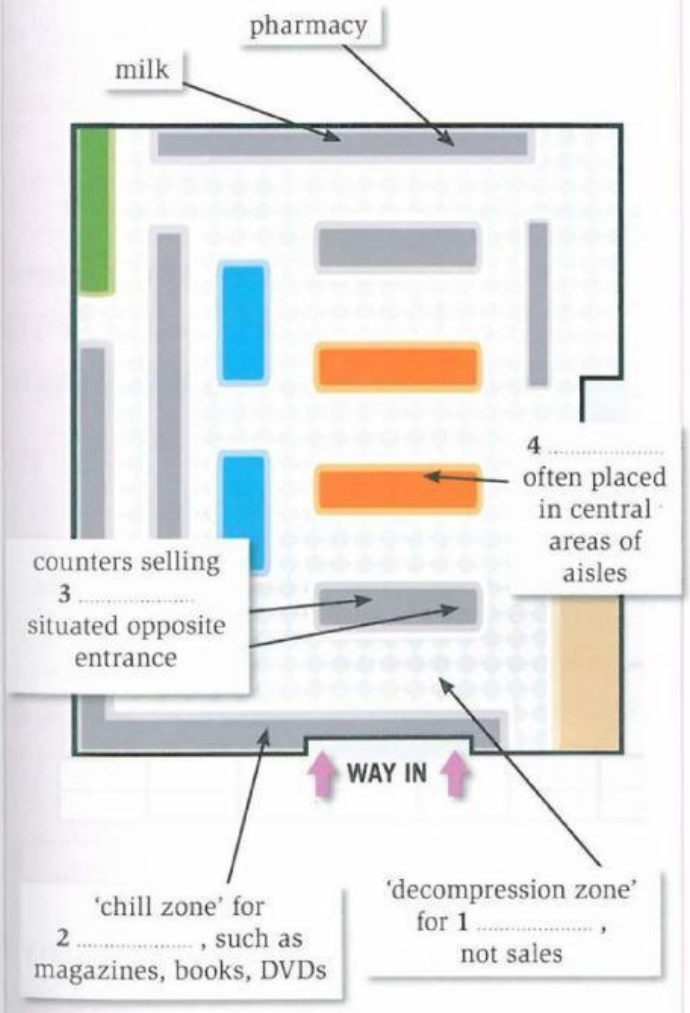
1 What does it show?
2 What information might you need to complete each gap (1–4)?

Questions 1–4

Label the diagram below.

*Choose **NO MORE THAN THREE WORDS** from the passage for each answer.*

Layout of typical supermarket



5 Find the relevant paragraphs in the passage and read these carefully, underlining the words which give you the answers. Then label the diagram.

Exam advice *Labelling a diagram*

- Use the title of the diagram to find the right part of the passage.
- Check how many words you need for each gap.
- Write the answers exactly as they appear in the passage.

6 Look at Questions 5–10 below.

1 Underline a word or phrase in each statement which you think will help you find the right part of the passage.
2 Read the passage quite quickly to find where each answer is dealt with.
3 Read those parts of the passage carefully to answer the questions, and where possible, underline the words which give you the answers.

Questions 5–10

Do the following statements agree with the information given in the reading passage?

Write

TRUE	*if the statement agrees with the information*
FALSE	*if the statement contradicts the information*
NOT GIVEN	*if there is no information on this*

5 The 'greeters' at Walmart increase sales.
6 People feel better about their shopping if they buy fruit and vegetables before they buy other food.
7 In-store bakeries produce a wider range of products than central bakeries.
8 Supermarkets find right-handed people easier to persuade than left-handed people.
9 The most frequent reason for leaving shops without buying something is price.
10 'Decoy' items are products which the store expects customers to choose.

Exam advice *True / False / Not Given*

Don't read the whole passage again. Find the sections that answer each question.

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7 **Read Questions 11–13 below and describe what the flow chart shows in your own words.**

Questions 11–13

Complete the flow chart below.

*Choose **NO MORE THAN TWO WORDS** from the passage for each answer.*

In-store bread production process

The supermarket is sent **11** ..... and other items which have been prepared earlier.

↓

Baking bread in-store produces an aroma.

↓

Shoppers' **12** ..... are stimulated.

↓

They are then keener to buy food, including bread and **13** ..... .



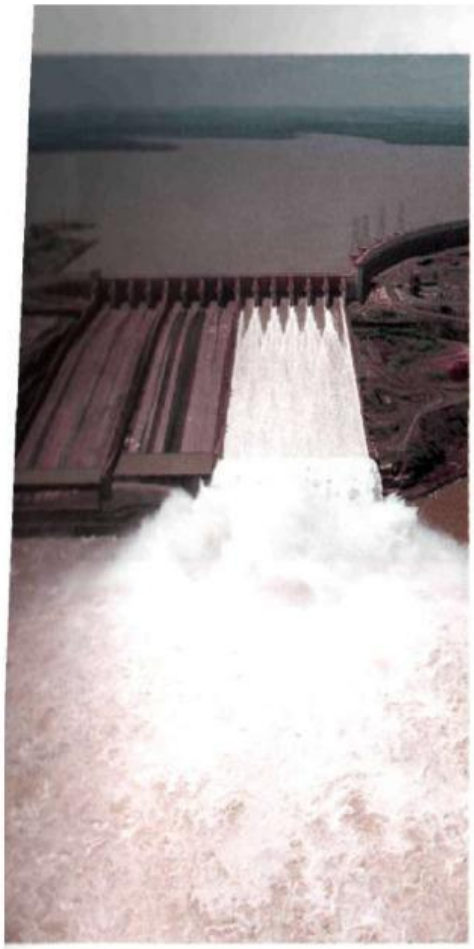
8 **Find the paragraph of the passage which deals with the subject, then read it carefully and complete the flow chart.**

Exam advice *Flow-chart completion*

- Use the title of the flow chart to find the right part of the passage.
- Check how many words you need to fill each gap.
- Underline the words you need and copy them onto the answer sheet.

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Reading 2



Reading

IELTS tasks: true/false/not given; labelling a diagram

1 Work in pairs. Look at the picture and try to answer the questions.

1 What is it?

2 Where is it?
A Turkey B North America C South America D China

3 How much power does it produce? Enough for …
A a town. B a city. C a region. D a country.

4 What topics do you think the reading passage will contain?
A The advantages of hydropower.
B How a hydroelectric power station works.
C Different kinds of hydroelectric power station.
D Other (what?).

Achieve IELTS: predicting

One way to help you understand a passage is to think about the main ideas before you begin to read it.

1 Read the title and think about what the passage contains.
2 Look at any pictures or diagrams before you read the passage.

Now read the passage and check your answers to question 4.

Hydropower: the fascinating facts

Hydroelectricity is a renewable energy source, since the water flowing in rivers comes from rain or snow. Worldwide, about 24 per cent of the world's electricity is produced by hydropower plants and more than 1 billion people are supplied with power from these plants. Today the largest hydroelectric project in the world is the Itaipu Dam on the border of Brazil and Paraguay, supplying approximately 25 per cent of Brazil's power and 78 per cent of Paraguay's power. However, China's massive Three Gorges Dam will be the largest when it has been completed.

There are six main components to a hydroelectric power station. First, the dam. Most hydropower plants have a dam to contain water, creating a large reservoir of water behind the hydroelectric station. Dams are usually placed where water descends from a height, as the energy that is generated from water depends not only on the volume but also on the difference in height between the dam and the water outflow. This height difference is called the head. For this reason, dams are built as high as possible to produce the maximum electrical energy. However, some early hydroelectric systems used the flow of water over an existing waterfall, with no dam needed; for example, a large amount of electricity is generated by Niagara Falls.

Second, the intake where gates on the dam are opened and water is pulled through the penstock

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– a pipe that leads to the turbine. Water pressure is built up as it flows through this pipe. Third, and perhaps the most important component, is the turbine. The turbine has large blades, which are moved by the flow of the water and are attached to a generator above it through a drive shaft. The most common type of turbine for hydropower plants is the Francis Turbine, which looks like a big disc with curved blades.



The Francis Turbine

The fourth major component is the generator. As the turbine blades are moved by the water, so are a series of magnets inside the generator. These giant magnets move past copper coils, producing electricity. Fifth, the electric current inside the powerhouse is taken to the transformer and converted to a higher-voltage current. The current is then taken out of the hydroelectric station via power lines. Finally, the water that has been used to generate power is released through an outflow – the water is carried through pipelines and rejoins the river.

An alternative method of hydroelectric power generation is via a pumped storage plant. An example of this is Dinorwig in Wales. This requires two reservoirs: an upper reservoir where water is stored to provide power; and a lower reservoir where water enters from the upper reservoir after being used for power generation. Using a reversible turbine, water is pumped back up to the upper reservoir when the demand for electricity is not as great. The advantage of this kind of hydroelectric power station is that electricity can be generated at times of greatest demand.

2 Read the passage again. Do the statements agree with the information given in the reading passage?

Write: TRUE if the statement is true according to the passage.
FALSE if the statement is false according to the passage.
NOT GIVEN if the statement is not given in the passage.

1 Hydroelectric power stations supply a large number of people with electricity. _____
2 Hydroelectric power stations produce some pollution. _____
3 The amount of electricity produced depends on the amount of water only. _____
4 Early hydroelectric dams were built on waterfalls. _____
5 All hydroelectric power stations release water back into a river. _____

3 Find words in the reading passage which mean ...

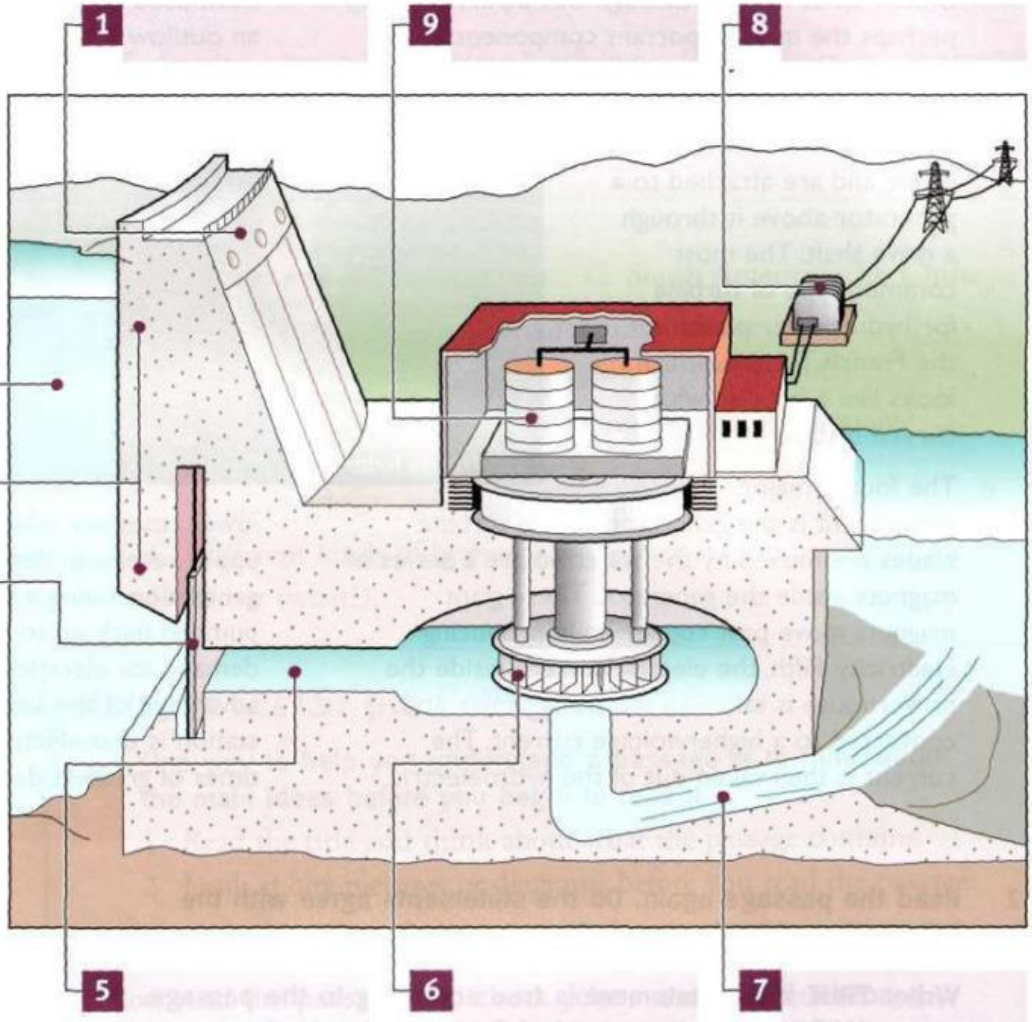
1 a machine used to generate electricity.
2 an obstacle used to stop water flowing.
3 a large amount of water usually collected by stopping the flow of a river.
4 a machine that moves when water hits it and powers a generator.
5 a device that changes the power of an electric current.

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B

reservoir
dam
head
generator
penstock
turbine
outflow
transformer
intake

Now read the passage again. Label the diagram using the words in B.



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