

Shampoo Marketing Project

Part 3

Read the text and answer questions 21-30

Questions 21-26

Choose the correct letter, **A**, **B** or **C**.

- 21** Janet says that over time, shampoo has become
- ☐ a cheaper product.
 - ☐ more hygienic in its effects.
 - ☐ a different kind of commodity.
- 22** What does Janet say about 'bad hair days'?
- ☐ They really do exist.
 - ☐ Women worry about them more than men.
 - ☐ Their name is inaccurate.
- 23** What do Janet and Michael say about the chemicals used in shampoos?
- ☐ All shampoos contain the same chemicals.
 - ☐ The chemicals are believed to be dangerous.
 - ☐ The presence of the chemicals is rarely publicised.
- 24** According to Janet, printing directly onto shampoo bottles, rather than onto labels,
- ☐ costs more.
 - ☐ looks less attractive.
 - ☐ takes a lot longer.

25 With regard to environmental issues, Michael and Janet want to investigate

- ☐ the appearance of shampoo bottles.
- ☐ variations in the weight of shampoo bottles.
- ☐ the source of recycled plastic in shampoo bottles.

26 Michael bases his own shampoo purchase decisions on his

- ☐ loyalty to certain brands.
- ☐ desire to get value for money.
- ☐ willingness to try new products.

Questions 27-30

According to the speakers, what is the main advertising focus of each of the following shampoo advertisements? Choose **FOUR** answers from the box and write the correct letter, **A–G**, next to questions **27–30**.

Shampoo advertisements

27. Zing

27

28. Splash

28

29. Just go

29

30. Brozene

30

Advertising focuses

List of options

link to relaxation

enviable lifestyle

natural ingredients

masculine image

product reliability

romantic interest

use by celebrities

The Influence of Children on Adult Diet

Part 4

Read the text and answer questions 31-40

Questions 31-40

Complete the notes below.

Write **NO MORE THAN TWO WORDS** for each answer.

Background

Obesity – mainly caused by bad eating habits and lack of exercise

National survey conclusions:

- food consumption rose between 1971 and 2000
- Americans in general eat above the recommended amounts
- the age group that eat most fat is

Family members living together show levels of fat in their diet

Aims of present study: to show whether children affect adult diet

Methods & procedures

Who?

- Adults aged 17-65 with children under 17
- Other variables: age, education, race, and whether born overseas
- held at Mobile Examination Centres

Results

Adults living with children are more likely to:

- eat more fat
- eat convenience food
-

Reasons

- Parents have little
- Children's preference for certain foods
- Inconvenience of making separate meals

Limitations of study

The study did not consider the effects of:

- the of children in each family
- the between the adults and children

Influence may decrease with

Conclusions and recommendations

More research needed into above areas

Research needed into how our affect our diet