***Lecture Ready 2*  Unit 1: Marketing** Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**PART 1: Video**

**A. Watch the student presentation and answer questions 1–9.**

Questions 1-3

**Fill in the blanks. Write one number in each space.**

1. About \_\_\_\_\_\_\_\_\_\_% of purchases at the supermarket are impulse items.

2. Men spend about \_\_\_\_\_\_\_\_\_\_% less on impulse items when they use self-checkout lines.

3. When women use self-checkout lines, they spend \_\_\_\_\_\_\_\_\_\_\_% less on impulse items.

Questions 4–9

**Read the statements and choose TRUE or FALSE.**

4. “Impulse items” are items that shoppers did not plan to buy. TRUE FALSE

5. Candy, soda, and magazines are given as examples of impulse items. TRUE FALSE

6. The speaker says that he never buys impulse items. TRUE FALSE

7. Using self-checkout lanes usually takes longer than using full-service lines. TRUE FALSE

8. One reason that shoppers buy fewer impulse items at self-service lines is that there are fewer of

these items in the self-checkout area. TRUE FALSE

9. The article says that shoppers with children buy more impulse items than shoppers without

children. TRUE FALSE

**B. Read the questions first. Then watch the presentation again. Answer questions 10–12.**

Questions 10–12:

**Choose the best answer.**

10. What words does the student use to signal the topic of his presentation?

A. “Today I’m giving a presentation about . . .”

B. “What I want to talk about today is . . .”

C. “The topic of today’s presentation is . . .”

11. Why did the student ask the other students if they make a shopping list before going to a supermarket?

A. to get information for a research project

B. to suggest how important it is to make a shopping list

C. to introduce the idea of impulse shopping

12. What is the student’s main purpose in giving the talk?

A. to report on an article that he had read

B. to discuss some research that he did

C. to explain the technology of scanning machines

**PART 2**

Questions 13–20:

**Read the lecture language. Mark the FOUR expressions which signal the topic or the big picture.**

\_\_\_ This morning, we’re going to take a closer look at . . .

\_\_\_ In my opinion, . . .

\_\_\_ Now, what I want to discuss today are the two main causes of . . .

\_\_\_ As we’ll see, there are three important types of . . .

\_\_\_ I’d like to add my two cents here . . .

\_\_\_ So in order to understand. . . , the first thing we’ll look at today is . . . , and then we’ll move on to . . .

\_\_\_ Next, I want to give you a brief example that will illustrate this general principle . . .

\_\_\_ One way to show this is to . . .

Questions 21–25:

**Read the notes A–F. Then look at the outline. Fill in the blanks to complete the outline. The first one is done for you.**

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| --- |
| A. 2 main reasons why visibility on shelves more important brand awareness  B. Example: Large “megamart” has +100,000 items  C. Products eye-level sell 20% more than products bottom shelf  D. 2nd, huge quantity of products available; too many choices  E. Today discuss importance placement products supermarket shelves  F. 1st, if shoppers don’t see product, brand preference doesn’t matter; buy what they see |

1. Topic: \_\_\_\_\_\_*E*\_\_\_\_\_\_\_\_\_\_\_\_

2. Big picture: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3.a. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4.a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_