

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.

- 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 _____