

VIDEO SCRIPT:

Good morning. What I want to talk about today is an article I read about impulse shopping—about buying unplanned items at the supermarket.

OK, let me ask you—do you make a shopping list before you go grocery shopping? Do you ever put things like candy, soda, or celebrity magazines on your list? No? Neither do I. But if you're like me, you wait in the checkout line, you get bored, and you end up buying just that sort of thing. Marketers call that *impulse shopping*. About 20% of all purchases are impulse items.

Well, the article said you're less likely to impulse shop if you use self-checkout lines instead of full-service lines. You know, the ones where you can scan things yourself? According to the article, men spend 16% less on items in self-checkout lines and women about 32%. That's because these lines are faster, and—look at this photo—not many impulse items are available at self-checkout lines. There was no information in the article about shoppers with children, but I think there should have been because probably many people buy impulse items because kids ask for them.

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 point each)

1. About 20 % of purchases at the supermarket are impulse items.
2. Men spend about 16 % less on impulse items when they use self-checkout lines.
3. When women use self-checkout lines, they spend 32 % less on impulse items.

Questions 4–9

Read the statements and choose TRUE or FALSE. (1 point each)

- | | | |
|---|------|-------|
| 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. (1 point each)

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. (8 points)

☒ 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. (1 point each)

- 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: A

3. F

3.a. C

4. D

4.a B