

2. BUYING AND SELLING

Do this activity to

- practise your listening skills.
- learn more about supermarket techniques to make you buy more.

INTRODUCTION

Supermarkets often use tricks to make you buy more.

INSTRUCTIONS

1. Open **this document** to answer the questions. Print it out to hand in or email it to your teacher.
2. Go to **this website**.
3. Watch the video titled **How do supermarkets try and make us spend more money?** You don't need to understand all the words.
4. Watch it again and choose the correct answers for PART 1.
5. Then, watch the second part of the video titled **How do supermarkets lure us in to start with?**
6. Watch it again and choose the correct answers for PART 2.

Useful vocabulary:

- **Aisle:** Row between shelves in a supermarket.
- **Bargain:** item sold at lower price than normal.
- **Lure:** Attract
- **Stuff:** Things, food, etc.

PART 1

How does Jane define supermarkets?

- a. Supermarkets are just big machines to make us spend more money than we intended.
- b. Supermarkets are like big machines to make us cry.
- c. Supermarkets are big shops where you can buy everything.

What advice does she give?

- a. Never shop after you have eaten.
- b. Never shop if you are not hungry.
- c. Never shop if you are hungry.

The most expensive stuff is...

- a. at the end of the aisle.
- b. on the bottom shelf.
- c. on the top shelf.

PART 2

Supermarkets lure us in with...

- a.** special offers and free food.
- b.** free offers and special parking.
- c.** free parking and lots of special offers.

Jane thinks that...

- a.** a lot of people use a credit card with the special offers.
- b.** very few people buy things they don't need.
- c.** a lot of people buy things they don't need.

PART 3

Bargains are not found on...

- a.** the top shelf.
- b.** the bottom shelf.
- c.** the middle shelf.