VOCABULARY

1

1 cooperate
2 criticise
3 ban
4 elect
5 collect
6 support
7 in progress
8 in favour of

2

1 keep
2 bring
3 catch
4 clear
5 follow
6 get
7 leave
8 make

3

1 breath
2 an eye
3 cake
4 track
5 ice
6 pain
7 mind
8 heart

4

1 sooner or later
2 now and then
3 more and more
4 up and down
5 one or two
6 round and round
7 more or less
8 over and over

GRAMMAR

5

1 can't be
2 must have been
3 must be
4 might be
5 can't have been
6 might have stayed
7 must want
8 might have been

6

1 little
2 many
3 few
4 some
5 an
6 the
7 lots
8 much

7

1 hadn't been
2 would/'d be able to
3 will/'ll stay
4 would/'d have been able to
5 would/'d stay
6 had/'d slept
7 will/'ll be able to
8 had/'d locked

8

1 won
2 working
3 says
4 would have said
5 university
6 can't
7 studying
8 must

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LISTENING

9

1 marketing
2 consumer expectations
3 ranges
4 two for the price of one
5 false claims

TAPESCRIPT

Hello everybody. For my class presentation today, I've decided to talk about advertising and marketing. I've chosen this subject because I'm interested in marketing and I'm hoping to study it at university in the future. Today I'm going to talk about the methods that companies use to sell us their products.

Now, we're all used to seeing adverts on TV and in the media every day, but there are other areas of marketing which are just as important. For example, how companies decide the price of products is also a key part of their marketing plan. When setting the price of a product or service, companies think about what are called consumer expectations. In other words, when we buy something we usually have an idea of what we expect the price should be, based on our experience as consumers.

Companies want consumers to think that their products are being sold at a good price. One way they do this is the clever use of numbers. The number ninety-nine is used quiet a lot in the prices of products, especially in the UK. For example, if you have a product which is priced at ten pounds and a similar product which is priced at nine pounds, ninety-nine pence, the second one sounds much cheaper even though there's only one pence difference. This is because in our minds, we see prices in ranges. Nine pounds, ninety-nine sounds like nine pounds, whereas ten pounds sounds like a whole pound more.

Another trick companies use is to try and make consumers think they're getting something for nothing. Typically they do this by using special offers, such as 'two for the price of one'. The consumer is persuaded to buy two items because they think the second one is free. If the company simply sold the items at half price, they wouldn't sell as many. It's the idea that the second one is free – rather than the overall cost that attracts people.

Companies also try to create a sense of urgency around their products. For example, they may place a time limit on a special offer, or say it will continue 'while stocks last' – in other words if you want to take advantage of the offer, you need to be quick. This forces consumers to make a snap decision and buy the product rather than thinking about it and coming back later.

Companies use a lot of these psychological tricks, but of course, they need to remain honest when setting prices for their products and in their marketing and advertising campaigns. In my opinion, as long as they aren't making false claims about their products, then there's nothing wrong with these methods. But as consumers, it's important that we are aware of them so that we can make sure we get the best deal. OK, so that's the end of my presentation, any questions …?

READING

10

1 E
2 F
3 A
4 B
5 C

WRITING

11

Students' own answers.

SPEAKING

12

1 Advertising is a complete waste of the world's resources.
2 I think the marketing industry is very creative.
3 The adverts on TV are very irritating in my opinion.
4 I don't think advertising serves any useful purpose.
5 Money from advertising supports many good websites.

Possible second answers:

1 Take away food is a complete waste of the world's resources.
2 I think software development is very creative.
3 The rapid changes in fashion are very irritating in my opinion.
4 I don't think fashion serves any useful purpose.
5 Money from advertising supports many good charities.

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