

PART 3

You are going to read a magazine article about supermarkets. Eight paragraphs have been removed from the article. Choose from the paragraphs A-I the one which fits each gap (14-20). There is one extra paragraph which you do not need to use. There is an example at the beginning (0).

The Science of the Supermarket

It's a common experience for many people. Running out of food at home and feeling hungry, you make a note to buy some milk, cornflakes and something for supper, then head down to the local supermarket.

0 **B**

There can't be many people who look forward to their weekly journey to the supermarket, yet somehow you spend more time - and money - than you planned to.

14

However both men and women are affected by supermarkets' tactics. In Britain, major grocers are much more sophisticated about getting customers to spend more money than they intended - whether by changing the lighting or varying the size of a floor tile.

15

Similarly the psychological influence on the supermarket shopper starts as soon as you walk in the door. Enter the shop and the first thing you'll see is the fruit and vegetable section. Obviously the supermarkets want to give a good first impression of the store with their displays of fresh food. But the colour used - mostly green - has an important psychological effect on the shopper. Green is restful so it immediately relaxes the shopper.

16

You move on to the next set of shelves. Canned vegetable and fish - unexciting products with low profit margins. They don't want you to waste time here. You find yourself walking more quickly and you're finding it easier to locate what you want because the lighting is getting brighter.

17

Why are you walking more quickly? Look below your feet and you'll see the tiles are getting smaller. If you have a shopping trolley, the small tiles make the trolley sound faster, which hurries you up.

18

Men's toiletries, like aftershave and shaving lotions, are one of the fastest growing products in the grocery world. The traditional colours for promoting these toiletries used to be dark colours like black and blue.

19

Psychologists have estimated that 90% of our "sense" consists of sight, so colour plays an important part in the supermarket. Many big British supermarket chains have altered the brightly lit warehouse effects and replaced them with soft, "caring" colours to create a warm and friendly atmosphere. Size is important as well.

20

Supermarkets use music to slow down the pace of customer movement. They also, in many cases, attempt to keep an ideal temperature in their shops (20 - 21 °C) so customers are always comfortable. In the most sophisticated supermarkets shelves are curved, leading you from one display to another. It's no wonder that when you finally leave the shop you find yourself with so many things you never intended to buy.



TEST
10

- A But such tactics are nothing new when it comes to selling. A common practice among bakers is to throw cinnamon on the pavement outside so that people rub their feet in it and set off the smell, thereby bringing themselves and other people into the shop.
- B Next thing you know you're standing outside it with four bags of groceries and you're wondering just what happened. Why did you end up buying so much?
- C Look a little closer. Doesn't it seem as if there's a huge choice of fruit and vegetables? The mirrors above the produce may well help to give you that illusion.
- D Some of the big chains, under pressure from planning authorities, are even going back to smaller shops in high street locations.
- E The products are now being presented in simple blocks and it seems like everything is happening rapidly - but there's no more effort than before.
- F It can't be denied that the shopper is a very wise animal. He or she can see her way through the difficulties presented by the shop owner.
- G Men in particular hate shopping, and when it comes to food shopping they fall for many of the supermarkets' tricks. In general they get bored more easily so any special promotions or taste tests get their attention and make them spend more.
- H Take a look today and you'll see lots of racing greens, silver and metallic blue. Don't these colours remind car-owning men of their pride and joy, parked just outside in the car park?
- I Soon the floor tiles have become bigger again, and you're taking time to browse. You're in the bathroom goods section. The lighting is lower but each display is lit up. Some shelves may even be of varying depth with the deepest ones at the bottom to make sure you see as many products as possible.

PART 4

You are going to read some information about holidays. For questions 21-35, choose from the holidays (A-H). Some of the holidays may be used more than once. When more than one answer is required, these may be given in any order. There is an example at the beginning (0).

Which holiday would you recommend to someone who:

- is interested in history? 0 **B**
- is interested in painting and sculpture? 21
- enjoys buying things? 22
- would like to see both cities and countryside? 23 24 25
- wants to do some independent sightseeing? 26
- likes seeing unusual animals? 27
- wants to stay in luxurious hotels? 28 29
- prefers to travel only by boat? 30
- is interested in beautiful gardens? 31 32
- prefers going to places that are not often visited? 33
- would like to travel on a river-boat? 34
- wants to visit cities of political importance? 35

Holidays

A. Southern Ireland

This series of six tours during May and June offers an excellent selection of garden visits with opportunities to meet private garden owners. Visitors to Ireland are always impressed by the friendly welcome offered throughout their stay. This is especially true of the Court Hotel at Killiney Bay, just south of Dublin city, with wonderful views towards the sea. This is a medium-sized hotel with extremely high quality accommodation and excellent food. Killiney is situated on the County Dublin coastline which is between the exciting city of Dublin and the beautiful countryside of County Wicklow.

B. Central Europe

This journey through Europe is perfect for people interested in the arts, and is an interesting reminder of the changes in Europe over the centuries. The tour has been specially designed to cover the three capitals of the old powers - Prague, Berlin and Dresden - allowing travellers to experience the historical background of the art they will see. There is also a boat trip along the river Elbe. The journey will be mainly by train, stopping at hotels along the route.

C. A classic tour of China

By making use of our special flight arrangements on Air China we are able to offer a comfortable and leisurely tour of some of the most important cities in China. Accommodation has been arranged in superior four and five star hotels. There will be an introduction to the city, then visitors will be able to sightsee on their own. For the first-time visitor to China this is an excellent introduction. We travel from north to south, starting in Beijing and continuing to Shanghai. Last stop is Hong Kong for a shopping trip.

D. Northern Italy

This tour of the Italian lakes will be a delight to all garden lovers. The dramatic mountain setting of the Southern Alps contrasts well with the lakes, each very different in character. Many rich and talented gardeners settled here and what they created remains. Our hotel is the Grand Hotel Menaggio which is on the shore of Lake Como. Here there is a cool terrace and a lake full of fish. Whenever possible we will use a private launch to visit the villas around the lake.

E. Journey through the Galapagos Islands

A visit to the Galapagos Islands has never been easy or cheap. We believe we have found the ideal way to go, and at a reasonable price. To enable you to experience these strange and wonderful islands, the entire tour will be by boat. Formed by volcanic eruptions millions of years ago, the Galapagos lie 600 miles off the coast of Ecuador. Untouched for centuries, the creatures of the islands never learnt to fear humans. Half the species are found nowhere else on earth. If you have always wanted to visit the Galapagos, but been put off by the cost and the fact that they are usually only included in wider tours of South America, then this is an opportunity not to be missed.