

UNIT 6 – READING: THE KEY

- 4** 1 The layout of a typical supermarket
- 2 Gaps 1 and 2 explain the purpose of the zones, gap 3 is a type of counter, gap 4 is probably an object or type of product.
- 6** 5 NG (The greeters are mentioned, but it doesn't say whether they increase sales or not.)
- 6 T (*Fruit and vegetables can be easily damaged, so they should be bought at the end ... selecting these items makes people feel good, so they feel less guilty about reaching for less healthy food later on.*)
- 7 NG (It says ... *central bakeries ... are much more efficient*, but it doesn't say anything about the range of products.)
- 8 NG (It says *To be on the right-hand side of an eye-level selection is often considered the very best place, because most people are right-handed*, but it doesn't say they're more easily persuaded.)
- 9 F (*People say they leave shops empty-handed more often because they are 'unable to decide' than because prices are too high ...*)
- 10 F (*In order to avoid a situation where a customer decides not to buy either product, a third 'decoy' item, which is not quite as good as the other two, is placed beside them to make the choice easier and more pleasurable.*)

- 8** 11 frozen ingredients 12 appetites 13 ready meals