

B1 Progress test 2A Units 4–6

1 ▷ Listen to a woman giving a talk on a radio show about starting her own business. Decide if sentences 1–5 are true (T) or false (F).

- 1 Eleni first got the idea of making bags after seeing something interesting in a shop. _____
- 2 By the time of the shopping fair, Eleni felt nervous about speaking to customers. _____
- 3 Eleni believes her bags are popular because they're all different. _____
- 4 The biggest help Eleni got with her business was employing someone else to make the bags. _____
- 5 According to Eleni, the most important thing when starting a business is being confident about your abilities. _____

2 points for each correct answer

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▷ Listen again. Complete sentences 6–10 using one word in each space.

- 6 Eleni says that many of her _____ at university loved the first bag she made.
- 7 Eleni sold her first bags at a shopping fair in her town in _____.
- 8 Eleni called her business 'Bags of _____'.
- 9 Eleni's father gave her information about giving _____ to her customers.
- 10 Eleni's plans involve opening a little shop in her town next _____.

2 points for each correct answer

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2 Choose the best answers to complete the text about the early life of Nelson Mandela.

Nelson Rolihlahla Mandela was probably the ¹ _____ famous South African who has ever lived. He was born on 18 July 1918, in a village called Mvezo in the Umtata region of the country. His parents didn't know how to read and write, ² _____ his birth mother understood that education was important. ³ _____, she decided to send Nelson to school when he was about seven years old. It was at school that he ⁴ _____ the English name 'Nelson' from his teacher. Nelson then went on to secondary school and university. He decided ⁵ _____ English and politics at university. However, he got into ⁶ _____ trouble while he was there, and did not finish his degree. He ⁷ _____ the university in 1940 without ⁸ _____ qualifications.

In 1941, Nelson moved to Johannesburg, one of the biggest cities in South Africa. He soon found a job and was successful. His boss was happy with him because he was very ⁹ _____. Nelson made several new friends and became interested in politics again. In fact, at that time, he ¹⁰ _____ to be a politician one day. And the rest, as they say, is history!

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|---------------|------------|----------------|
| 1 a more | b less | c most |
| 2 a since | b but | c because |
| 3 a Therefore | b As | c Since |
| 4 a became | b got | c caught |
| 5 a studying | b study | c to study |
| 6 a some | b enough | c many |
| 7 a has left | b left | c is leaving |
| 8 a any | b lots | c a few |
| 9 a untidy | b shy | c hard-working |
| 10 a hoped | b imagined | c enjoyed |

2 points for each correct answer

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3 Complete the posts on a social networking site with the expressions in the box. Use each expression only once. There are two expressions that you don't need.

congratulations	get well soon
bad luck	I've got bad news
you lucky thing	great pic
	good luck

Okan Denizli is feeling nervous.

3 comments

Hasan Demir What's up, mate?

Okan Denizli Meeting my girlfriend's parents tonight.

Hasan Demir ¹ _____! I'm sure you don't need it, though – you'll be fine!

Ingrid Fischer Enjoying Paris

15 likes 3 comments

Rachel Dupont You're here?! How exciting! Lovely photo!

Angela Schmidt Have a great weekend! xx

Monika Schwinghammer Yeah, agree with Rachel.
² _____! xx

Natalia Kopilova is at the O2 Arena for the Beyoncé concert.

25 likes 2 comments

Eszter Moldovan ³ _____! Wish I was there too – have fun! xx

Aga Wielopolski Have a fab evening!

Natalia Kopilova Thanks guys!

Stefan Andersson Passed my university exams! 😊

9 likes 3 comments

Heike Roberts Well done!

Lars Torensen Nice one!

Tomas Gandrud ⁴ _____!

Wei Ching Yao Missed my flight to Hong Kong

3 comments

Kumiko Okari Oh no! That's awful!

Harry Cheng My sister works at the airport – call me.

Stacey Tang ⁵ _____! Hope you get the next one. xx

1 point for each correct answer

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4 You recently bought a pair of shoes from an online shop. However, you now wish to return the shoes because there are some problems with them. Write an email to the online seller. Write 120–150 words.

In your email, you should:

- say when you bought them
- describe the shoes
- explain what the problem is
- say what you want to happen next

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B1 Progress test 2A Units 4–6**5** Read the text. Circle the correct answer a, b or c.

- 1 According to one study, when men saw prices written in red
- they were not sure about the quality of the product.
 - the colour used made no difference to them.
 - they thought they were getting a bargain.
- 2 The same study showed that women
- cannot shop as quickly as men.
 - do not trust ads as easily as men.
 - are not such careful shoppers as men.
- 3 When remembering prices
- women pay more attention than men.
 - men and women are equally good.
 - men have better memories than women.
- 4 According to experts, what kind of sales staff do customers prefer?
- ones who look happy and friendly
 - ones who enjoy chatting to customers
 - ones who understand their customers' moods

2 points for each correct answer

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6 Decide if the sentences are true (T) or false (F), according to the text. If there is no information about this, choose 'not given' (NG).

- Most people have been unhappy with a shop assistant at some point. _____
- It's a good idea for sales assistants to respond to the customer's mood. _____
- Angry customers don't want to spend too long shopping. _____
- Shop owners' moods can change as much as their customers' moods. _____
- Most shoppers have decided what they will buy before entering a shop. _____
- Shop sales usually increase when the weather is bad. _____

2 points for each correct answer

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Customer behaviour

If you have ever been shopping and thought you were getting a bargain simply because the price appeared in red, or have left a shop because the sales assistant talked too much, you're not alone. In fact, your actions are quite typical, according to experts on customer behaviour.

When it comes to shopping, experts explain that women think about everything much more carefully than men. A recent study showed that when men saw an advertisement with the prices written in red, they believed the shop was offering greater price savings than those printed in black. They felt very positive about buying the product as well.

In contrast, red didn't have the same effect on female shoppers. It actually made them suspicious. Experts explain that if women see an ad in red, they question what's happening and think they have to be extra careful. 'Am I being tricked?' they will ask themselves. Women also seem to have a much better memory than men when it comes to the prices in advertisements. This could be because men don't think so hard about adverts or because they just aren't that interested.

In a separate study, it was found that customers seem to prefer sales people who can correctly read moods. This is news for managers who believe that sales will increase if shop assistants are always happy and friendly to customers. Researchers believe that the findings suggest that customers don't always want sales staff to be extremely happy and chatty. Instead, we prefer staff who understand body language.

The key to a successful sale, then, is reading the customer's mood and matching that mood. The experts explain that it isn't advisable to match the mood of a customer who's angry; a customer who is in a hurry or in a bad mood would rather deal with a sales person who understands them, can serve them quickly or just leave them alone – and not try to get them to chat about their family.

There are of course some factors which are outside the control of shop owners – like the weather, which can really change people's moods. Experts are confident that good weather means good news for shop owners. As much as 60–80% of customer decisions are made while people are actually in a shop, rather than before or after their visit. And as more people are out and about during nice weather, there is a higher chance they are shopping and therefore more opportunity for shops to make a sale. Rain and snow have the opposite effect, as people prefer to stay at home.

Name _____

Navigate

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SPEAKING

Student A

7 A sports team you support has just won a very important match. Tell your friend the good news and answer his/her questions.

- Say what the match was and where and when it was played.
- Tell your friend the result and who played well.
- Say how you are going to celebrate.

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SPEAKING

Student B

7 Your friend has just told you some good news about a sports team he/she supports. Respond to this news and ask your friend some questions. Student A will start the conversation.

- Find out what the result was and who played well.
- Find out if your friend is doing anything to celebrate.
- Wish your friend a good time.

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