

1 Read the direct questions. Then put the words in italics in the right order to form indirect questions.

- 1 'Do you like the new product?'
He asked *liked / if / she / the / new* product.
- 2 'Have you finished studying for your exams?'
She asked *he / finished / whether / studying / had* for his exams.
- 3 'Did you see the news yesterday evening?'
They asked if *seen / the / we / had / news* the evening before.
- 4 'What do you think about these documentaries?'
He asked *thought / what / she / those / about* documentaries.
- 5 'What are you going to do in your next job?'
She asked what *was / I / to / do / going* in my next job.

2 points for each correct answer

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2 Read the article about marketing. Use one word from the text to complete sentences 1–5.

- 1 The persuasive methods used by marketing companies are based on _____ rather than business studies.
- 2 The majority of people like to believe that they have _____ over the decisions they take.
- 3 It can be particularly hard to _____ young people to do things they don't want to.
- 4 The 'decoy effect' involves displaying _____ with very different prices next to each other.
- 5 Something that appears to be a _____ may appeal to customers even if they don't really need it.

2 points for each correct answer

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Choice in a world of persuasion

Whenever we are presented with choices, we are influenced by the context in which this takes place and the language that is used to present those choices. Marketing companies have of course been aware of this for many years and use it to good effect, but the idea originally comes not from business studies, but from psychology. Following on from the work of famous psychologists such as Daniel Kahneman in the second half of the twentieth century, there has been considerable interest in the psychology of customer behaviour and the techniques used by companies to persuade consumers to buy more.

Most of us like to feel that we are in control of the choices we make and we prefer to believe that we are not over-influenced by others. Parents may be particularly aware of this attitude; children and teenagers can be very determined as to what they want or don't want and are difficult to persuade otherwise. This is why parents find reward strategies useful: for example, to get their children to do their homework. One possible strategy could be to tell a child who is unwilling to study that once the homework is complete, they can choose between three different types of ice cream. This should mean that the child focuses on the choice of ice cream they will make, rather than the homework itself, and completing the homework therefore seems like their own choice.

Companies use similar techniques. When people are offered a choice, they feel powerful and in control, even if they go on to make a poor decision. One persuasive technique used by businesses to price products is called the 'decoy effect'. For example, a store will display some watches costing £1,500 each next to some jackets on sale for £100. The jackets will appear cheap to the customer because they are placed next to the expensive watches, which are the 'decoys'. So, people think they are getting a good deal when actually they are being influenced by the other products. In a situation like this, many customers will definitely not be in control of their choices and may end up buying something they don't really need, just because it seems to be a bargain!

3 Complete the sentences so that the second sentence has the same meaning as the first. Use reported speech.

- 1 George: 'I think it's a really exciting new product.'
George said _____.
- 2 Murat: 'I haven't seen the new *Avengers* film.'
Murat said _____.
- 3 Bella: 'I bought a new phone yesterday.'
Bella said _____.
- 4 Maria: 'In my opinion most documentaries are boring.'
Maria said _____.
- 5 Timo: 'I'm going to work in advertising next year.'
Timo said _____.

2 points for each correct answer

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4 Match expressions 1–10 with functions a–e.

- 1 Absolutely! _____
- 2 I suppose so. _____
- 3 Don't you think ...? _____
- 4 I'm not sure about that. _____
- 5 I totally disagree. _____
- 6 My thoughts exactly. _____
- 7 I agree up to a point, but... _____
- 8 Would you agree? _____
- 9 You might be right. _____
- 10 I was just going to say that. _____

- a Asking if someone agrees
- b Agreeing strongly
- c Agreeing weakly
- d Disagreeing strongly
- e Disagreeing weakly

1 point for each correct answer

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5 Complete the sentences with words from the box. There are two words that you don't need.

amusing	billboards	brand	clever
confusing	logos	memorable	
persuasive	posters	products	
slogans	unpleasant		

- 1 I sometimes wonder if the giant _____ that appear along the sides of roads are dangerous – surely they stop drivers from concentrating properly?
- 2 One of the most famous advertising _____ must be the MacDonald's big yellow 'M'; it's recognizable all over the world.
- 3 The most successful TV adverts may be the ones that are _____. If people laugh at them, aren't they more likely to remember the product?
- 4 A lot of adverts aim to be more _____ by featuring a song or music that sticks in your head; I still remember many of these from my childhood.
- 5 While some small shops are quite specialized, department stores sell a whole range of _____.
- 6 The shop assistant must have shown us at least ten different types of coffee. In the end it was so _____ that we didn't buy any of them!
- 7 Advertising _____ that are just a few words long are not so easily forgotten – like Nike's 'Just do it', for example.
- 8 Have you ever found an advert so _____ that you've bought something you know you didn't really need?
- 9 Old movie _____ are very collectable; some of them sell for hundreds of thousands of dollars.
- 10 What's known as _____ loyalty may be a thing of the past as many of us now shop around for the cheapest option, rather than sticking to our favourites.

1 point for each correct answer

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6 Choose the correct answer from the words in italics.

Customers are often asked to complete forms when making a purchase and their choices can depend ¹ *of / on / to* how these are presented to them. For example, when buying a product online, we may ² *have / are / be* asked to tick a box if we wish to receive more information from the seller in future. In many cases, we choose not to tick the box. However, if we are presented with a box to tick ³ *if / that / although* we do not wish to receive further information, many of us still don't tick it and can ⁴ *look / end / take* up being sent countless emails for products we really have no interest in. For companies ⁵ *where / what / that* use these techniques successfully, they can bring great benefits, as they maximise the number of potential customers they can advertise to.

2 points for each correct answer

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7 Complete the text with the correct dependent prepositions.

Juan was worried ¹ _____ whether his new design for a sports shoe would be successful. He had talked ² _____ lots of people and asked their advice as he was really interested ³ _____ their opinions. But he was also unsure if he would be any good ⁴ _____ selling his product. He knew that to succeed ⁵ _____ selling it, he would have to work ⁶ _____ his sales technique more. If he could persuade people to believe ⁷ _____ the product, he was sure they would buy it. He decided he needed to concentrate ⁸ _____ his people skills, so he went on a course. After he had listened ⁹ _____ what the trainer said, he realized that he didn't need to be afraid ¹⁰ _____ going out and selling his new design.

1 point for each correct answer

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8 Circle the main verb and underline the object noun phrase in these sentences.

- I like all kinds of sports that you can watch on TV.
- Tomoko reads a lot of articles in popular science magazines.
- Research and development has a reputation for being a very complicated and costly activity.
- Last week, I bought an expensive-looking watch from my favourite department store.
- Companies use many effective marketing techniques on people browsing the internet.

2 points for each correct answer

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9 Read the text and underline the objects of the verbs in italics.

We live in a world which is full of advertising. Open a magazine, go online or walk down a city centre street and you will be greeted by messages from all sorts of companies. Many of us think there's too much of it and we try to switch off and ¹ *ignore* the endless stream of information that tells us how wonderful a particular product or service is. But of course the advertisers don't want us to switch off, so they have other techniques which they hope will actually ² *stop* us from realizing they're trying to sell us anything at all.

One of these techniques is called 'affective conditioning', which really means that they try to ³ *transfer* our positive feelings about something like a gorgeous puppy or a beautiful sunny day onto their product by showing us all these things together. And it works! According to experiments, most people will choose a product they link with positive feelings instead of a better quality product, even after they have been told which product is the better one.

How does it work and who on earth would ⁴ *decide* to buy something they know is lower quality? One theory is that positive feelings make us think that everything is all right, whereas negative feelings warn us something is wrong – this means that we really don't ⁵ *have* any control over the connections our brains make. So when we see a cleaning product being used on a nice sunny day with a puppy playing in the background, we're more likely to buy it than a product whose advertisements only tell us how effective it is. It seems that although many of us would like to think we can block out advertisements, our brains don't share the same opinion.

2 points for each correct answer

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10 Complete the sentences. Use one word in each space.

- Persuasive people are good at getting others to see their _____ of view.
- Although my boss wasn't keen on my suggestion at first, I eventually managed to _____ her over.
- He was such a selfish child that he was only ever happy if he got his own _____.
- The government may never _____ all the objections to building a new airport runway, but they'll probably go ahead with it anyway.
- It was only after hours of discussion that we managed to bring her _____ to our way of thinking.

2 points for each correct answer

Unit test 12A total

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