

Unit 10: Spend, spend, spend?

Grammar

1

2 wasn't able to / couldn't
3 can
4 haven't been able to
5 was
able to /could
6 Will you be able to
7 was able to
8 can usually
/ is usually able to

2

3 as → like

7 like → as

8 as → like / such as

10 like → as

Vocabulary

1

2 arrive 3 get 4 reached 5 arrived 6 reach

2

2 competitors 3 bargain 4 sale 5 stock 6 brands

7 catalogue 8 counter 9 guarantee 10 refund

3

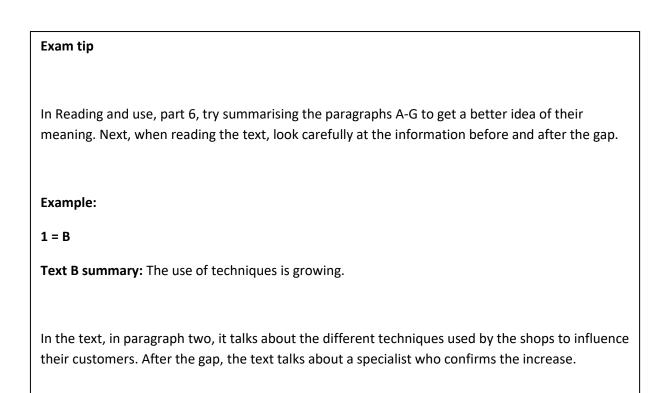
2 out 3 away 4 up 5 down 6 out of

7 up 8 back 9 without 10 off 11 up

CAMBRIDGE COMPLETE FIRST INDEPENDENT STUDY WORKBOOK ANSWERS



Reading and use of English part 6



- **1 B** (Before the gap they talk about different techniques, such as smell and music, to influence the customers. After the gap, a psychologist confirms the increase of **this**, meaning the use of these techniques.)
- **2 G** (They talk about warm air or air-conditioning at the entrance of the shops as a way to attack your senses)
- **3 D** (They talk about end- of- aisle displays that you obviously see as you turn the corner)
- **4 A** (before the gap they talk about how to "make the buying of clothes an engaging experience" and displaying them as outfits would be effective for women)
- **5 E** (Before the gap the suggest that men go shopping with a clear idea of what they want, so they don't want suggestions)
- **6 F** (Before the gap they talk about targeting subconscious so it isn't good to make things obvious)



Listening part 1

- **1 B** (M: 'It would be a good idea for you to earn some money by getting a weekend job')
- **2 A** (T: 'I'll have to ask you for my money back')
- **3 C** (W: 'And they can be really rude sometimes ')
- **4 B** (M: 'The main street is now pedestrian only so best to leave the car at home')
- **5 C** (M: 'I've bought one of these body belts so I can put my money in it' W: 'Oh, I use one of those I prefer it to having a bag')
- 6 B (W: 'He couldn't do enough for me ')
- **7 A** (B: 'then you know you're really getting a bargain')
- **8 C** (B: 'I'm pretty hopeful')

Reading and use of English part 3

- 1 choice 2 unknown 3 reasonable 4 similarities 5 surprising
- 6 actually 7 sensible 8 effective

Please, ask your teacher if you have made a mistake and would like it explained.