Circle the best choice.

The most obvious purpose of advertising is to inform the consumer of available products or services. The second purpose is to sell the product and to do so, the manufacturers go beyond only telling consumers about their products. They also try ___1___ customers to buy the product by creating a desire for it. Because of an advertisement, consumers think that they want something that they do not need. ___2___ a product, the purchaser cannot always explain why he has bought it. ___3___ the purchaser probably does not know why he or she has bought something, the manufacturers do. They know all the different motives — some rational and some emotional — influencing a consumer’s purchase and they take advantage of this knowledge.

1. a) so persuade  
   b) to persuade  
   c) that they persuade  
   d) persuading  

2. a) Buying  
   b) Bought  
   c) After buying  
   d) Before being bought  

3. a) Unless  
   b) As if  
   c) Provided  
   d) Even if  

4. Why are so many products ___4___ at the checkout counters in grocery stores? The store management has some good reasons. By the time the customer is ready to pay for a purchase, he or she has already made rational decisions on ___5___. The customer ___6___ that he has done a good job of choosing the items. He is especially vulnerable, or unprotected, at this point. In the stores, there are ___7___ displays of candy, chewing gum, and magazines that the customers buy something for emotional, not rational motives. For example, the customer neither needs nor wants to buy candy, but while he is standing in the queue, ___8___ to pay money, he may suddenly decide to buy some. This is exactly what the manufacturer hopes that the customer ___9___. The customer follows their plan. Manufacturing companies want to display their products in these special places. ___10___, there is very strong competition among them for these places. Each one wants to win the display placed at eye level in the grocery store. Products ___11___ on the top or bottom shelves are not purchased by as many shoppers. The easiest product to choose is the one that is the easiest to see, so there are advantages to having a product within easy reach.

4. a) that are displayed  
   b) that display  
   c) displayed  
   d) displaying  

5. a) what he wants to buy  
   b) does he want to buy  
   c) how does he want to buy  
   d) how he wants to buy  

6. a) feeling  
   b) who feels  
   c) is feeling  
   d) feels  

7. a) so attractive  
   b) such attractive  
   c) so attractively  
   d) attractively  

8. a) waiting  
   b) so waiting  
   c) to wait  
   d) and waits  

9. a) will have done  
   b) will do  
   c) won’t have done  
   d) won’t do  

10. a) In contrast  
    b) Similarly  
    c) In fact  
    d) On the other hand  

11. a) that placing  
    b) to place  
    c) placing  
    d) placed
The candy-buying is an example of an emotional purchase. However, many purchases are rational, or carefully thought out. People generally consider economy, dependability, and convenience when purchasing a product. At other times, people buy products the attention of other people. A particular car, for example, because a person is trying to prove that he or she is rich, attractive or adventurous. Other purchases are for pleasure rather than need. Tickets to a baseball game or to a rock concert are examples of this kind of emotional motive, or reason, for buying.

Of course, need remains the most important reason for buying something. Food is a real need, but what about the sugar-coated breakfast food advertised on television? It is neither necessary nor nutritious. What to buy this product? Most likely it is an emotional motive. Perhaps the children want it. Maybe the package is colourful and attractive. the reasons behind decisions to buy things makes a better shopper. A person becomes a more intelligent and rational consumer, one who spends money wisely.

12. a) suppose they get
   b) in order to get
   c) so that they got
   d) as long as they got

13. a) must choose
   b) might choose
   c) might be chosen
   d) must be chosen

14. a) the shopper motivates
   b) motivates the shopper
   c) does the shopper motivate
   d) is the shopper motivating

15. a) Not Knowing
   b) Not having known
   c) Having known
   d) Knowing

* * *

Today, people usually do not use methods to pay for a product or service. For instance, a student can use her cell phone to buy coffee from a vending machine or a teenage girl charges $2 to her phone bill to download music from the Internet. All over the world, the way we spend money is changing and thus to with this change, several companies have been established, all aiming to be a part of the future of money. These companies are ready to offer people some alternatives, one of which is the digital money, or e-cash. Some companies use the internet to facilitate secure money transfers through credit card sales. Some are setting up new and independent systems of electronic money which use their own network of buyers and users. E-cash, or digital money, acts much like real cash, except that it's not on paper. Money in your bank account is into a digital code, stored on a microchip, a pocket card, or on the hard drive of your computer, and can be used for any kind of financial. Your special bank account code can be used over the internet to purchase a new CD, or can be presented in card form at the local supermarket for food.

16. a) moderate
   b) remarkable
   c) conventional
   d) accountable

17. a) get by
   b) keep up
   c) bring up
   d) let down

18. a) deliberately
   b) socially
   c) entirely
   d) slightly

19. a) converted
   b) allocated
   c) exchanged
   d) invested

20. a) savings
    b) figures
    c) loans
    d) transactions
Pop Quiz 219  
Language Use & Vocabulary  
General Review

**INTERMEDIATE GROUP**

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