

## Unit 6: Business studies, Lesson B

### Before you watch

**A** Look at the list of items below. Which ones would you prefer to buy online? Which ones would you prefer to buy in a store? Add some of your own ideas to each list.

books	clothes	groceries	pet supplies
car	computer	movie tickets	pets
cell phone	furniture	music	refrigerator

Buy online	Buy in a store

**B** Look at your lists above. Which one has the most items? In general, do you prefer that method of shopping? Why or why not? Write a few sentences.

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### While you watch

**A** Read the topics that are mentioned in the story. Then, watch the video and put the views into the correct order (1–5). Cross out the one view that is not mentioned.

- \_\_\_ Small retail stores might be better.
- \_\_\_ Stores are trying to make more appealing atmospheres.
- \_\_\_ All stores will have an online component soon.
- \_\_\_ A “third place” is a social space in a store.
- \_\_\_ In-store music can irritate or relax customers.
- \_\_\_ Online shopping has grown.

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## B Watch the video. Circle the correct option to complete the sentences.

1. An increase in online shopping has led stores to look for new ways to \_\_\_\_\_ customers into their stores.  
a. lure                                      b. appeal                                      c. intimidate
2. Stores are trying all sorts of new things to \_\_\_\_\_ customers to shop in person instead of online.  
a. scare off                                      b. lose                                      c. convince
3. Sometimes stores use \_\_\_\_\_ and special offers to tempt people to shop in person.  
a. intimidation                                      b. lower prices                                      c. sales clerks
4. Stores are trying to woo customers with things like conventional \_\_\_\_\_ with high-tech facilities.  
a. coffee                                      b. prices                                      c. layout and décor
5. Some stores are trying to entice customers with \_\_\_\_\_ for self-service ordering for home delivery.  
a. terminals                                      b. layout and décor                                      c. woo
6. Other stores are creating social spaces called “\_\_\_\_\_” where people can enjoy coffee and a place to read and relax.  
a. coffee shops                                      b. third places                                      c. restaurants
7. Many stores are making friendlier atmospheres to try to avoid \_\_\_\_\_.  
a. scaring people off                                      b. boring people                                      c. annoying people
8. Stores are trying to appeal to people by making stores more like \_\_\_\_\_.  
a. work                                      b. the Internet                                      c. home
9. Smaller stores are less \_\_\_\_\_.  
a. interesting                                      b. intimidating                                      c. special
10. Smaller stores will probably outnumber \_\_\_\_\_ in the future.  
a. superstores                                      b. Internet stores                                      c. grocery stores

## After you watch

- A** What do you think about the trend toward more online shopping? Do you think we still need stores or can we do all of our shopping online? What kinds of things are better to shop for in person? Why? Write a paragraph about shopping and stores.

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