

**Внимательно прочтите текст:
“The way the brain buys”**

Supermarkets take great care over the way the goods they sell are arranged. This is because they know a lot about how to persuade people to buy things.

When you enter a supermarket, it takes some time for the mind to get into a shopping mode. This is why the area immediately inside the entrance of a supermarket is known as the “decompression zone”. People need to slow down and take stock of the surroundings, even if they are regular shoppers. Supermarkets do not expect to sell much here, so it tends to be used more for promotion.

“Walmart”, the world's biggest retailer, famously employs “greeters” at the entrance to its stores. A friendly welcome is said to cut shoplifting. It is harder to steal from nice people.

Shoppers already know that everyday items, like milk, are invariably placed towards the back of a store to provide more opportunity to tempt customers to buy things which are not on their shopping list.

Then there is the in-store bakery, which can be smelt before it is seen. They do it for the smell of freshly baked bread, which arouses people's appetites and thus encourages them to purchase not just bread but also other food, including ready meals.

Retailers and producers talk a lot about the “moment of truth”. This is not a philosophical idea, but the point when people standing in the aisle decide to buy something and reach to get it.

But shelf positioning is fiercely fought over, not just by those trying to sell goods, but also by those arguing over how best to manipulate shoppers. While many stores reckon eye level is the top spot, some think a little higher is better.

Retail experts have led projects observing and questioning tens of thousands of customers about how they feel about shopping. People say they leave shops empty-handed more often because they are “unable to decide” than because prices are too high. Getting customers to try something is one of the best ways of getting them to buy. They found that customers who use fitting rooms in order to try on clothes buy the product they are considering at a rate of 85% compared with 58% for those that do not do so.

Often a customer struggling to decide which of two items is best ends up not buying either. In order to avoid a situation where a customer decides not to buy either product, a third “decoy” item, which is not quite as good as the other two, is placed beside them to make the choice easier and more pleasurable. Happier customers are more likely to buy.

Read the text and say which of the following statements are TRUE, which are FALSE and which are NOT STATED.

1. The main function of the “decompression zone” is to increase sales.
 - a. True
 - b. False
 - c. Not stated

2. Stealing from nice people is a serious psychological problem.
 - a. True
 - b. False
 - c. Not stated

3. Placing everyday items far from the entrance is meant to increase customer spending.
 - a. True
 - b. False
 - c. Not stated

4. In many supermarkets, an in-store bakery helps to sell ready meals.
 - a. True
 - b. False
 - c. Not stated

5. The sight of fresh fruit often leads to the desire to buy more.
 - a. True
 - b. False
 - c. Not stated

6. Some retail experts are against the idea of manipulating shoppers.
 - a. True
 - b. False
 - c. Not stated

7. The most frequent reason for leaving shops without a purchase is high price.
 - a. True
 - b. False
 - c. Not stated

8. 58% of customers who try on an item of clothing eventually decide to buy it.
- a. True
 - b. False
 - c. Not stated
9. "Decoy" items are products which the store expects customers to choose.
- a. True
 - b. False
 - c. Not stated
10. The emotional state of customers often influences their purchasing decision.
- a. True
 - b. False
 - c. Not stated

Writing task:

Do you enjoy shopping for food or clothes? Why? / Why not? How do sellers persuade Russian people to buy more from them? Write 150-200 words to answer the questions and support your answer with relevant arguments and examples.

БЛОК 2. ВАРИАНТ 15

Выберите один правильный вариант из предложенных в скобках:

Ask anyone over forty to make a comparison **1** (with, between, from) the past and the present and nine out of ten people will tell you that things **2** (are getting, have been getting, were getting) steadily worse for as long as they can remember. Take the weather, for example, **3** (that, what, which) has been behaving rather strangely lately. Everyone remembers that in their childhood the summers were **4** (not only, rarely, considerably), and that winter always included abundant falls of snow just when the school holidays had started. Of course, the food in **5** (most, former, those) days was far superior too, **6** (though, however, as) nothing was imported and everything was fresh. Unemployment was petty, the pound was worth something, and you could buy a sizable house even if your means **7** (were limited, was limited, would be limited). And above all, people were somehow better in those days, far more friendly, not inclined to crime or violence, and spent their free time making model boats and tending their stamp collections **8** (other, rather usually) than gazing **9** (on, into, at) the television screen for hours on end. As we know that this picture of the past simply cannot be true, and there are plenty of statistics dealing with health and prosperity which prove that it is not true, why is it that we all have a tendency **10** (of idealising, for idealizing, to idealise) the past? Is this simply nostalgia?

Из представленных в беспорядке предложений восстановите исходный текст. Обратите внимание на логическую и смысловую связь предложений.

Phaedra

3. 0 "Phaedra" is a play written by the Greek playwright Euripides. It is concerned with dike, justice, but also with sophrosyne, or control: how do people control themselves?
3. ____ 1. In the play, Hippolytus, Phaedra, and Theseus are all living together in Troizen, near Athens. Hippolytus is a very pure young man who spends most of his time hunting and sacrifices to Artemis, the virgin goddess. He is not at all interested in girls, and he is proud of being always in control of his emotions and his body.
3. ____ 2. "When should they control themselves? Is control always good? In this way, the play confronts Greek ideas about nomos and physis.
3. ____ 3. Phaedra, on the other hand, is not at all in control of her emotions or her body. She falls in love with her step-son Hippolytus, and, even though she knows this is wrong, she does not succeed in controlling herself.
3. ____ 4. He runs away into the forest. The slave comes back to tell Phaedra that Hippolytus is shocked by her love.
3. ____ 5. She sends her slave to tell Hippolytus how she feels. Hippolytus is outraged, and very upset, when he finds out how Phaedra feels about him.
3. ____ 6. Phaedra is a good deal younger than Theseus, and Hippolytus is now a young man, so they are not very different in age.
3. ____ 7. If we were to try to place it in history, it would be about 1300 BC. Since he got back from Crete, Theseus has had a son with Hippolyta, the queen of the Amazons.
3. ____ 8. The play takes place in the later part of the life of Theseus of Athens, after he gets back from fighting the Minotaur and becomes king.
3. ____ 9. The son is named Hippolytus, but Hippolyta has died. Theseus has also gone back to Crete again and married Ariadne's little sister, Phaedra.
3. ____ 10. The Chorus sings a song saying that while Phaedra ought to have more self-control, Hippolytus needs to have less: he needs to let himself go sometimes, learn to listen to his body and his emotions.
3. 11 People are made of both body and brain, and reason should not always control everything, but there is a place for love as well.