

B 2 R 3 GT

SECTION 1

Questions 1-14

Read the text below and answer Questions 1-8

Get back into education!

There are many reasons why people do not manage to complete their education in the usual way. Many young people drop out of school due to family and economic issues. At the University of Southwick, we believe that these people deserve another chance.

Whatever your age and background, if you have an interest in learning and a motivation to improve yourself, we can help. Our staff can offer wide-ranging support to mature students to get them back into education. Not only do we provide academic support, but we also help with all aspects of your journey, from finances and accommodation, to helping you find employment after you finish your course.

The Bridging Diploma

Our 'Bridging Diploma' functions as an alternative to traditional school leaving examinations. You do not need any formal qualifications to be accepted onto the programme. Admission is via a written test (which is free) to ensure your reading and writing is of an appropriate standard to be successful on the programme. You will also be interviewed by one of our team to explore your reasons for wanting to return to education and decide whether this is the right route for you. The only other requirement is that you should be at least 21 by September 1st of the year you begin your studies.

Course content

The Bridging Diploma ensures you have all the academic skills needed to begin a degree programme at the University of Southwick. Among the skills you will acquire are:

- Essay writing
- Finding sources and academic referencing
- Giving presentations
- Using appropriate reading skills
- Listening and note-taking
- Taking part in seminars
- Time management
- Managing your wellbeing
- CV writing and interviews

Course duration

This is a full-time one-semester course. There are entry dates available in October and March. Classes are held throughout the day from Monday to Thursday, leaving Fridays free for self-study.

Assessment

There are no exams for you to take. We recognise that anxiety surrounding exams is one reason students leave school without qualifications.

You are assessed via a 1,500-word essay, which you complete in the last month of your course. Your personal tutor will help you decide on a topic, identify sources, and organise your writing. You will get detailed feedback on the content and language after each draft.

How do I know if this is the course for me?

There are testimonials from former students on our website. On request, we can put you in touch with one of our graduates who will be happy to talk to you about the course.

For more information, contact our academic advisors at diplona@southwick.ac.uk

Questions 1-8

Complete the sentences below.

Choose **NO MORE THAN TWO WORDS OR A NUMBER** from the text for each answer.

Write your answers in boxes 1-8 on your answer sheet.

1. Both personal and _____ problems cause students to leave school without qualifications.
2. University staff may assist students with _____ on completion of their studies.
3. Students need to take a _____ before they can start the Bridging Diploma.

4. The minimum age for diploma students is _____.
5. Students will be taught how to locate _____ for their written work.
6. Diploma students spend _____ learning independently.
7. The diploma doesn't include exams because of the _____ they may cause to students.
8. If you want to know what previous graduates thought of the course you can read their _____ online.

Read the text below and answer Questions 9-14.

Parking in Redwood

You will find adequate parking in the town centre. In addition to the main multi storey car park on the Ridgeway, there are three additional, smaller car parks with between 50 and 100 spaces each. These are located at Mountview Drive, High Street East and West Street.

Payment

All parking in the centre of Redwood is cashless. You can pay by credit/debit card, mobile phone, or via the ParkGo app in some car parks (see below). You are advised to download the app and enter your payment details before parking. Our West Street and High Street East car parks are 'pay and display'. A valid ticket must be clearly visible on your car. If you wish to extend the duration of your stay, you will need to return to your vehicle and purchase a new ticket. However, if you park in the Ridgeway or Mountview Drive car parks, you don't need to display a ticket. You will be asked for your car registration number before you pay at the machine or via the app. Using the app makes it easier to extend your stay as there is no need to return to your car.

General

All drivers using the public car parks of Redwood do so at their own risk. The Council can accept no liability for loss or damage to vehicles parked in our car parks.

All vehicles must be parked in the marked bays. Failure to do so will result in penalty charges. Vehicles parked in a way that blocks other drivers may be towed.

Vehicles may not be parked overnight. All our car parks operate from 5am to 12 midnight.

No caravans or camper vans are allowed in any of our car parks due to space restrictions. Details of alternative parking outside the city centre are available on our website.

Special bays

All our car parks have designated parking for disabled badge holders. These are located nearest to the entrance and provide extra space for wheelchair users to access their vehicles. It is an offence to park in these bays if you are not in possession of a valid blue badge.

Parking for coaches is available at our West Street car park on a first-come first-served basis.

Parent and child bays can be found in the multi-storey car park and are for use only by those accompanied by a child under the age of five.

Penalty charges

A penalty charge of £60 will be issued to all vehicles exceeding the payment validity period, and to all vehicles not displaying a valid ticket. This must be settled within 14 days or the amount payable rises to £100.

Questions 9-14

Do the following statements agree with the information given in the text? In boxes 9-14 on your answer sheet, write

TRUE if the statement agrees with the information

FALSE if the statement contradicts the information

NOT GIVEN if there is no information on this

9. It is not always necessary to go back to your car if you want to stay longer.
10. All the car parks require drivers to provide their registration number.
11. Vehicles that park overnight may be removed.
12. Motor homes may be parked when there is enough space.
13. Coach drivers need to reserve a space in advance.
14. The fine gets higher if you don't pay within a specific period.

SECTION 2

Questions 15-27

Read the text and answer Questions 15-20.

How to succeed at an online interview

Nowadays, more and more employers are saving money and time by interviewing prospective staff online. Just when jobseekers thought they knew how to ace an interview, the rules changed. This is our guide to landing your dream job, even if the interview is online.

Dress for success

Wear professional attire, unless you are sure the company has a casual dress policy. Even if that is the case, it is better to err on the side of caution. If employees usually wear jeans and T-shirts to work, it is still risky to do so at an interview as it gives the impression that you have not made an effort. It might not be necessary for men to wear a tie with a suit, but don't go more casual than that.

Check the technology

Even if you have used the video call platform many times before, check the link sent by the company interviewing you as soon as possible. This will give you time to contact them if there is anything wrong. Don't forget to check your microphone and camera are in good working order and your internet connection is reliable. If in doubt, ask a friend or family member with good internet if you can use their device or Wi-Fi connection.

Practise answering questions

It is a good idea to look up common interview questions for the field you work in and develop answers for them. Nowadays, 'tell us about a time when...' questions are popular because they elicit very specific examples from candidates. These are the toughest ones to handle without preparation. Think about some key events from your career which demonstrate teamwork, customer service, time management, goal orientation or whatever skills and competencies you are likely to be asked to show evidence of. Certain projects or accomplishments could be tailored to several different 'tell us about...' questions.

The advantage of being online is that you can discreetly refer to notes, so make the most of this opportunity and have screen notes or a notebook to hand.

Be and appear relaxed

Interviews are rarely relaxed situations but if your interview is online, it is easier to create a relaxed atmosphere. Try lighting some fragranced candles, for example, or surround yourself with family photos. Make yourself a cup of herbal tea and use cushions to ensure you are comfortable and sitting up straight. At home, you will be able to take deep breaths before you begin without being observed. Whether online or in person, smiling, breathing steadily and speaking slowly are all good ways to avoid seeming nervous.

Be aware of your body language

Even in an online interview, body language matters. Look into the camera and make eye contact with the interviewer. It may be a good idea to have a trial run with a friend so that you identify the best part of the screen to focus on. Practise active listening when the interviewer is talking, by nodding and smiling when appropriate.

Source: <https://uk.indeed.com/career-advice/interviewing/online-job-interview-tips>

Questions 15-20

Complete the notes below.

Choose **NO MORE THAN THREE WORDS** from the text for each answer.

Write your answers in boxes 15-20 on your answer sheet.

15. Don't dress casually-avoid _____.
16. Make sure equipment such as _____ are functioning.
17. Prepare to share some _____ of achievements in your career to answer 'tell us about...' questions.
18. Establish a _____ at home so that you don't feel or appear anxious.
19. It might take practice to know how to maintain _____ during online conversations.
20. Demonstrate _____ by nodding and smiling at the speaker.

Read the text and answer Questions 21-27.

Jinadasa Electrics-Employee Code of Conduct

Dress code

Customer facing roles require formal office attire. This means a suit and tie for men and a skirt/trouser suit or similar smart dress for women. Jackets and ties may be removed when not in contact with customers.

Employees in back-office roles may wear smart casual attire if preferred. However, the following items are not permitted: ripped jeans, shorts, slogan T-shirts, flip-flops.

Use of technology

This policy applies to all employees (including temporary employees) who use company devices and IT systems ('users').

The company provides technology to users for the purpose of fulfilling their job responsibilities. Users are expected to exercise good judgment and professionalism in the use of all company technology.

Occasional personal use of company technology is permissible as long as it does not interfere with workplace productivity. Workers must not:

- download films, games, or music
- access illegal sites
- use the company's technology for commercial purposes
- send unsolicited emails

Users should be aware that all use of company technology is subject to monitoring. Users have no right to privacy with respect to their use of technology belonging to the company.

All members of staff must ensure that laptops, mobile devices, and desktop computers are protected by lock screen passwords of between 8 and 12 characters in length and that screens are set to lock within 10 minutes of inactivity.

Company laptops, phones or other devices must be kept securely and not shared with anyone outside the company, including family members.

Break policy

The company operates a flexible break policy. On a normal day, staff may take an hour for lunch and leave at 5pm or half an hour early if they wish to leave at 4.30. In exceptional circumstances, staff may finish at 4pm provided they make up the time

Staff using computers are encouraged to take a short screen break every hour.

Tea/coffee breaks may be taken at the employee's discretion. The company believes that it is beneficial for staff to informally interact with each other to build rapport and create a relaxed working environment. As such, breaks are generally not monitored by management, except in the case of trainees. Those on the graduate scheme, however, are exempt.

Questions 21-27

Answer the Questions below.

Use **NO MORE THAN THREE WORDS AND/OR A NUMBER** from the text for each answer.

Write your answers in boxes 21-27 on your answer sheet.

21. What kind of clothes should employees who interact with the public wear?
22. What kind of footwear is banned in the workplace?
23. What is the minimum length of an employee's password?
24. How long can a computer be out of use before the password needs to be re-entered?
25. What is the earliest employees can leave on a regular basis?
26. How often should computer operators spend a little time away from their device?
27. What kind of employees have their break times checked by senior staff?

SECTION 3**Questions 28-40**

Read the text and answer Questions 28-40.

The History of the Supermarket

As recently as the 1950s, most shops were specialised and did not allow people to serve themselves. Back then, it was usually women who shopped, and that would involve visiting the grocer, greengrocer, butcher, fishmonger, and bakery. At the grocer's, the customer would often hand over a handwritten list of what she needed, and the assistant would weigh out and bag up the purchases.

The first supermarket began in Memphis, Tennessee in the USA. Started by Clarence Saunders, the Piggly Wiggly is widely believed to have created the self service concept. The brand was also responsible for important innovations, such as the use of shopping trolleys and individual price marking. The idea of helping yourself to the goods you need was popular from the start, and by the 1930s, self-service had become almost standard in the US. Supermarkets took a little longer to get going in the UK. A branch of the Co-Op in Romford, Essex tried to become self-service in 1942, but due to wartime rationing, it proved impossible. However, six years later, a different branch of the same chain in East London successfully introduced the concept, and the UK's first supermarket was born.

During the 1950s and 60s, supermarkets were still small and located on the high street. Nevertheless, they made life much easier for housewives, many of whom were starting to be employed and no longer had the time to visit 5 or 6 different shops. Shopping still had to be done every few days because just 47% of UK households had a fridge in 1967, compared with around 90% in the US. The first out-of-town supermarket was opened in 1964 near West Bridgford, Nottinghamshire, now the site of an ASDA store. With 10, 200 meter square area and 50 different departments, this was a completely new phenomenon. That first weekend, over 30,000 people and 5,000 cars visited the superstore, causing traffic jams for miles around. However, the store was criticised locally for taking trade away from high street shops.

From the advent of the supermarket era, the big names have contributed to the development of the sector. As the twentieth century progressed and turned into the twenty-first, the leading supermarkets grew increasingly competitive. In 1995, Tesco launched the hugely popular 'Clubcard', giving customers the incentive to shop only or mainly with them. At that time, Sainsbury's doubted whether loyalty cards offered value for money. When they introduced the Nectar Card in 2002 it was in collaboration with several other retailers.

The major UK supermarkets have almost all branched into fashion. Both Sainsbury's and ASDA began selling clothes in 1990. Whereas Sainsbury's has rebranded its clothing offer several times, ASDA's 'George at ASDA' clothing range, developed by George Davis in 1989 is still one of the most popular supermarket clothing brands. UK shoppers have got used to shopping for clothes alongside the weekly food shop and welcome the range of quality items at reasonable cost. Three supermarkets feature in the top ten UK clothing retailers, including Marks and Spencer, which was the only major supermarket to have begun by selling clothes and moved into food later.

All the major supermarkets now offer both home delivery and 'click and collect'. Tesco recorded the first ever online grocery shop in 1994 and launched their Tesco Direct service in 1997. A proactive approach to the emerging technology in the early 1990s gave Tesco the edge and it is still the leading supermarket for online grocery shopping. ASDA introduced the first drive-through click and collect service in 2012 and just two years later, had over 600 click and collect points across the country.

Most people now recognise the benefits of ordering their groceries online. In addition to saving time, many believe they save money as they are no longer tempted by offers which might lead to impulse buying. However, few supermarkets deliver for free. Although ASDA is one of the cheaper supermarkets, delivery slots can cost as much as £6.50, compared with a maximum of £6.00 at Sainsbury's, a slightly higher end chain. Tesco delivery is more economical at between £2.50 and £3.00, but not as good value as some of the low-end chains such as Aldi and Lidl. Some shops have minimum spends, which makes it impractical for one-person households.

Nowadays, supermarkets offer a range of financial services from credit cards to insurance for your home, car, holiday, and even pets. Marks and Spencer bank opened in 1985, while both Tesco and Sainsbury's introduced their banking services in 1997. ASDA offers travel money, credit cards, loans, and insurance, but stops short of a full banking service. Financial services are often linked to supermarkets' loyalty programmes, with customers getting better deals on car and home insurance, for example.

Market research constantly highlights the fierce competition for market share between UK supermarkets. Despite the rewards schemes and aggressive advertising of the main chains, most customers do not have loyalty to any particular brand. Research shows that convenience is overwhelmingly the most important factor for customers, and few will drive past one supermarket to get to another. Supermarkets continue to discount, advertise and reward and the battle for market share looks set to intensify in the future.

Questions 28-34

Look at the following statements and the list of supermarkets below

Match each statement with the correct supermarket **A-E**.

Write the correct letter, **A-E**, in boxes 28-34 on your answer sheet

NB You may use any letter more than once.

- 28. Charges the most for delivery.
- 29. Has a store where the first non-high street supermarket was
- 30. Was the first to allow customers to serve themselves.
- 31. Was the earliest adopter of online shopping.
- 32. Sold clothes before it started selling food.
- 33. Was reluctant to start a loyalty programme.
- 34. Does not have its own bank.

- | |
|--|
| <ul style="list-style-type: none">A. <i>ASDA</i>B. <i>Tesco</i>C. <i>Sainsbury's</i>D. <i>Co-op</i>E. <i>Marks and Spencer</i> |
|--|

Questions 35-40

Choose the correct letter, **A, B, C** or **D**.

Write the correct letter in boxes 35-40 on your answer sheet.

- 35. In the UK, food shopping in the 1950s
 - A. was done exclusively by women.
 - B. involved going to several shops.
 - C. was mainly self-service.
 - D. required a shopping list.
- 36. The text suggests that in the UK.
 - A. people disliked the self-service concept.
 - B. supermarkets were popular from the start.
 - C. people preferred to visit multiple shops.
 - D. the war delayed the launch of supermarkets.
- 37. Competition between major supermarkets:
 - A. is a fairly recent development.
 - B. reduced after the launch of 'Clubcard'.
 - C. has led to several innovations.
 - D. led to greater customer loyalty.
- 38. What does the text suggest about shoppers' attitudes to supermarket clothing?
 - A. They now prefer it to high-street brands.
 - B. They have become accustomed to it.
 - C. They are frustrated by the constant rebranding.
 - D. They question the quality of the products.
- 39. One problem with online shopping is:
 - A. the groceries cost more.
 - B. the choice is more limited.
 - C. offers are not available.
 - D. the high cost of delivery.
- 40. The text suggests that in the future, supermarkets:
 - A. will probably not change very much.
 - B. will become more competitive.
 - C. will stop striving for loyalty.
 - D. will find new ways to win customers.

Answers – B 2 R 3 GT

Section 1

Questions 1-14

1. economic

To answer this question correctly, you need to recognize that 'issues' in the text and 'problems' in the question are synonyms. You should also discount 'family' as an answer as this is covered by 'personal' in the question. You need to identify 'drop out of school' in the text as a paraphrase of 'leave school without qualifications' in the question.

2. employment

To answer this question correctly, you need to recognise that 'on completion of their studies' in the question is a paraphrase of 'after you finish your course' in the text. You should also understand that 'helping' in the text has the same meaning as 'assist' in the question. Answers like 'accommodation' and 'finances' are incorrect because that help is given during a person's studies.

3. (written) test

To answer this question correctly, you need to understand the meaning of 'admission is via' in the text. 'Admission' is the noun form of 'admit', which means 'to be accepted', and 'via' has a similar meaning to 'route'. You need to link this to 'students need to take a... before they can start' in the question. 'Written' is in brackets because it is optional. The key word is 'test'.

4. 21/twenty-one

To answer this question correctly, you need to link you should be at least 21' in the text with 'the minimum age' in the question.

5. sources

The answer to this question can be found in the 'Course content' list. You should link this list to 'will be taught in the question. You should recognise 'finding' in the text as a synonym of 'locating' in the question. A common error is to choose 'referencing' or 'academic referencing'. This is incorrect because of the form of the word. 'Locate references' would work but not 'locate referencing'.

6. Fridays

To answer this question correctly, you need to identify 'learning independently' in the question as a paraphrase of 'self-study' in the text. You also need to recognise that 'spend' can be followed by time-related phrases, such as days of the week.

7. anxiety

The question states that 'exams may cause (anxiety) to students. This is expressed in the text as 'anxiety surrounding exams is one reason students.... Both of these statements suggest that anxiety is a problem for some students, which is why. There are no exams for you to take', which is expressed in the question as 'The diploma doesn't include exams.

8. testimonials

Testimonials are positive reviews. You don't need to know the meaning of this word to answer this question correctly. You need to link former students' in the text with 'our graduates' in the question and link on our website' in the text to 'online' in the question.

9. TRUE

To answer this question correctly, you need to recognise 'go back to your car' in the question as having the same meaning as 'return to your vehicle' in the text. The statement is true because it is 'not always necessary'. If you have used the app, it is not necessary but if you have paid at the machine, it is necessary

10. FALSE

If you park at the Ridgeway or Mountview Drive, you will need to provide your registration number, but if you park at one of the 'pay and display' car parks (West Street and High Street East), you don't need to.

11. NOT GIVEN

The text mentions that vehicles may be 'towed' ('removed') but this is if they 'block other drivers'. It says that overnight parking is not permitted, but the penalty for doing so is not given.

12. FALSE

To answer this question correctly, you need to recognise that 'motor homes' in the question has a similar meaning to 'caravans or camper vans' in the text. Although both question and text mention 'space', the text is clear that this type of vehicle is not allowed at any time.

13. FALSE

To answer this question correctly, you need to understand the phrase on a first-come first-served basis. This implies that there is no option to 'reserve a space in advance. Rather, the spaces are for those who arrive early.

14. TRUE

To answer this question correctly, you need to identify that 'penalty charge' in the text and 'fine' in the question are synonyms. You also need to link 'gets higher' in the question with 'rises' in the text, 'pay' in the question with 'settled' in the text and 'within a specific period' in the question with 'in 14 days' in the text

Section 2

Questions 15-27

15. jeans and T-shirts

To answer this question correctly, you need to link 'avoid' in the question with '*it is risky to (wear jeans and T-shirts)*' in the text. If you don't understand that 'avoid means 'don't do it', you are likely to select incorrect answers such as '*a tie*' or '*a suit*'.

16. microphone and camera

To answer this question correctly, you need to recognise that 'microphone and camera' are 'equipment'. You also need to identify 'functioning' in the question as a paraphrase of 'in good working order' in the text. Common incorrect answers are 'link', 'internet' and 'Wi-Fi connection'. These answers are incorrect because they are not 'equipment'.

17. specific examples

The text explains that 'tell us about... questions' require you to give 'specific examples'. Some common incorrect answers are 'key events' and 'answers' but these do not fit before 'of achievements. You need to link 'achievements' in the question to 'events...which demonstrate... in the text.

18. relaxed atmosphere

To answer this question correctly, you need to link 'establish' in the question with 'create' in the text and 'don't feel or appear anxious' in the question with 'avoid seeming nervous' in the text.

19. eye contact

The text suggests having 'a trial run with a friend'. To answer this question correctly, you need to understand that this means 'practise'. 'Know how to' in the question refers to 'identify the best part of the screen to focus on' in order to make eye contact.

20. active listening

To answer this question correctly, you should recognise 'demonstrate' as a synonym of 'practise' in the text and 'the speaker' as another way of referring to 'the interviewer'.

21. (formal) office attire

To answer this question correctly, you need to identify '*customer facing roles*' as similar to 'employees who interact with the public'. It would be helpful to know that 'attire' relates to 'wear'. A common error is 'suit and tie'. This is incorrect as it only refers to male employees.

22. flip-flops

To answer this question correctly, you need to know that 'flip-flops' are a kind of 'footwear'. However, you could also get to the correct answer by a process of elimination, if you know that 'ripped jeans, shorts, slogan T-shirts' are NOT footwear. and recognise 'not permitted' as similar to 'banned'.

23. 8/eight characters

To answer this question correctly, you need to understand the word 'minimum (the lowest possible)' as the text says the password must be between 8 and 12 characters. Even if you don't understand what 'characters' refers to, you must include the word as the answer '8' would be incorrect. Characters means letters, numbers or special symbols.

24. 10/ten minutes

To answer this question correctly, you need to link 'out of use' in the question with inactivity in the text and 'password needs to be re-entered' in the question with screens are set to lock' in the text.

25. 4.30 (pm)/ half-past four

A common incorrect answer is 4pm. The text states that employees may finish at 4pm in exceptional circumstances'. However, the question asks about when staff can leave 'on a regular basis'. You need to link this phrase to 'On a normal day' in the text.

26. every hour

To answer this question correctly, you need to recognise that 'spend a little time away from their device' in the question is a paraphrase of 'take a short screen break' in the text. You also need to identify 'every hour' (once an hour) as an appropriate response to 'How often?'

27. trainees

To answer this question correctly, you need to recognise that the term 'trainees' is a 'kind of employee'. The text says that management does not monitor staff breaks 'except in the case of trainees'. This means that breaks taken by trainees ARE monitored. You also need to understand the word 'exempt' (free from a rule) to avoid choosing the incorrect answer 'graduate' or 'graduate scheme'.

Section 3

Questions 28-40

28. ASDA (paragraph 7)

'Although ASDA is one of the cheaper supermarkets, delivery slots can cost as much as £6.50' suggests that the cost of delivery is high. All the figures mentioned for the other supermarkets are lower than this.

29. ASDA (paragraph 3)

We learn that the first 'out-of-town' supermarket was near West Bridgford, Nottinghamshire. To answer this question correctly, you need to link 'where...was' in the question with 'now the site of' in the text. You also need to recognise 'non-high street' in the question as similar in meaning to 'out-of-town' in the text.

30. Co-Op (paragraph 2)

We learn that an early attempt to introduce self-service at a branch of the Co-Op failed, but the text goes on to say that 'a different branch of the same chain in East London successfully introduced the concept'. You need to understand that 'the same chain' refers back to the Co-Op and also identify that 'allow customers to serve themselves' in the question is a paraphrase of 'become self-service' in the text.

31. Tesco (paragraph 6)

The text tells us that 'Tesco recorded the first ever online grocery shop'. To answer this question correctly, you need to link this to 'the earliest adopter of online shopping' in the question. Another clue can be found in the phrase 'a proactive approach to the new technology', which suggests that Tesco were ahead of the other supermarkets.

32. Marks and Spencer (paragraph 5)

This paragraph is mainly about food shops that started selling clothes; however, the final sentence says that Marks and Spencer was 'the only major supermarket to have begun by selling clothes and moved into food later'. To answer this question correctly, you need to recognise this as a paraphrase of 'sold clothes before it started selling food' in the question.

33. Sainsbury's (paragraph 4)

To answer this question correctly, you need to know the meaning of 'reluctant' (unwilling) and link it to 'doubted whether' in the text. Misunderstanding this word may lead test-takers to incorrectly choose Tesco as the answer.

34. ASDA (paragraph 8)

To answer this question correctly, you need to understand the meaning of 'stops short of a full banking service' in the text. This means that although ASDA does offer several financial products and services, it does not have its own bank.

35. B (paragraph 1)

'Several shops' in the option links to 'the grocer, greengrocer, butcher, fishmonger and bakery' in the text.

A. This option is incorrect because the text says that it was usually women who shopped'. This is not the same as 'exclusively', which implies men never shopped.

C. The description of shopping in paragraph 1 is of customers being served by an assistant. Later in the text (paragraph 2), it tells us the first self-service store opened in 1948, but 'mainly' in the option makes this an incorrect choice.

D. The text says the customer 'would often hand over a handwritten list, but it does not say that this was 'required'.

36. D (paragraph 2)

The text says that the first self-service shop failed due to wartime rationing. However, 6 years later, it succeeded. This means the launch was delayed.

A. In paragraph 3, it says that the first out of town supermarket was criticised for taking trade away from shops in the town. However, it doesn't say that people had a problem with the 'self-service concept'.

B. The text says that supermarkets were popular from the start but it is talking about the US, not the UK.

C. Paragraph 1 says that people had to visit multiple shops, but it does not say whether they liked doing so or not.

37. C (paragraph 4)

Paragraph 4 refers to competition between the big supermarkets. It then gives examples of innovations, such as loyalty cards, and in the following paragraphs, fashion, delivery services, etc.

A. The text gives the timeframe for competitiveness as starting in the twentieth century, which means it is not a recent development.

B. The text mentions Clubcard' as an example of competition between supermarkets. Paragraph 4 ends by introducing the 'Nectar Card' which shows that competition continued. The following paragraphs give more examples of the ongoing competition.

D. While paragraph 4 says that the intention of 'Clubcard' was 'giving customers the incentive to shop only or mainly with them', the conclusion clearly states that 'most customers do not have loyalty to any particular brand.

It is sometimes necessary to read other parts of the text to eliminate incorrect answers.

38. B (paragraph 5)

To answer this question correctly, you need to know that 'have become accustomed to' in the option has the same meaning as 'have got used to' in the text.

A. Although the text states that shoppers 'welcome the range of quality items at reasonable cost', the text does not make a comparison with how customers feel about high-street shops.

C. The text says that Sainsbury's rebranded its clothing several times. However, there is no comment on customers' reactions to this.

D. To dismiss this option, you should understand that 'question' and 'welcome' are antonyms. The text only mentions quality in a positive way.

39. D (paragraph 7)

The paragraph starts by giving some benefits of online grocery shopping. The word However signals a change to the drawbacks, i.e., 'few supermarkets deliver for free'.

- A. The text does not mention the cost of groceries. It says that online shopping can 'save money' by avoiding 'impulse buying'
- B. The text doesn't suggest there is less choice, but that people might buy less when shopping online as they are not tempted by 'impulse buying'.
- C. The text does not say the offers are not available online. It suggests that going to the supermarket in person makes the shopper more aware of offers.

40. B (paragraph 9)

To answer this question correctly, you need to recognise that 'become more competitive' in the question is a paraphrase of '*the battle for market share looks set to intensify in the future*' in the text.

- A. The verb '*intensify*' suggests change, which makes this option incorrect.
- C. Although the text states that '*most customers do not have loyalty*', it implies that this will not stop the supermarkets 'striving' to get it through discounts and advertising.
- D. This is a commonly chosen incorrect option. It is incorrect because the final sentence says supermarkets will '*continue to...*', which suggests they will go on using the same ways rather than finding 'new ways'.

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