

Chapter 1

Pre-reading questions

- How often do you use the internet and what do you use it for?
- What do you think are the advantages and disadvantages of shopping online?

Read the text below about shopping on the internet and then answer the reading comprehension questions.

INTERNET SHOPPING - A REVOLUTION IN PURCHASING

The amount of time people spend researching, checking prices, visiting stores and **seeking** advice from friends tends to rise in proportion to the value of the product they are thinking of buying. A new car is one of the biggest purchases people make, and buyers typically spend four to six weeks **mulling over** their choices. So why are some people now walking into car showrooms and ordering a vehicle without even asking for a test drive? Or **turning up** at an electrical store and pointing out the washing machine they want without seeking advice from a sales assistant? Or doing the one thing that the fashion industry **swore** would never happen - fashionistas buying haute couture items sight unseen? Welcome to a new style of shopping shaped by the internet.

1.19 More people are buying products online, especially in the weeks before Christmas. The total value of e-commerce sales in the United States in the fourth quarter of 2005 reached \$18 billion, a 22% increase over the same period in 2004, according to the Department of Commerce in Washington, DC. But *that* represents just 2% of America's total retail sales. However, those figures exclude services. So, things like **burgeoning** online travel bookings would **bump** the total **up** considerably. So, too would the value of goods **auctioned** on the internet. The government figures include the commissions paid to web-sites such as eBay, the world's biggest online auctioneer, but not 1.25 the \$34 billion-worth of goods that individuals traded *there* in 2005.

If you look at the internet's wider influence over what people spend their money on, then the figures **escalate** out of sight. Some carmakers in America now find that eight out of ten of their buyers have used the internet to research not just the exact vehicle they want, but also the price they are going to pay. Similarly, with consumer electronics. Nowadays, if a customer wants to know which flat-screen TV they should buy,

they are likely to start their shopping online - even though the vast majority will not complete the transaction *there*. 1.38

According to America's Online Publishers Association, more than 90% of people aged between 18 and 54 say they would turn to the internet first for product information. Many will use shopping comparison sites or search engines operated by Google, Yahoo! and MSN. In a study of people searching online for consumer electronics products, comScore Networks, a firm that studies consumer behavior, found that 25% of the searchers **ultimately** went on to buy a product - and that an estimated 92% of those purchases were made offline.

The internet is moving the world closer to perfect product and price information. When **armed** with such knowledge, it makes consumers more confident and **bold** enough to bowl into a car dealership and refuse to **haggle**. As a result, the process of shopping is increasingly being **divorced** from the transaction itself. Consumers might surf the web at night and hit the stores during the day. Visiting bricks-and-mortar stores can provide the final confirmation that the item, or group of items, that they are interested in is right for them.

Far from losing trade to online merchants, stores that offer the sort of goods people find out about online can gain from this new form of consumer behavior - provided they offer attractive facilities, good guarantees and low prices. Instant **gratification** remains as strong as ever and some people can't wait - or will not be in - when delivery men call.



READING COMPREHENSION QUESTIONS

A. Using your own words as far as possible, answer the questions. You do not need to write complete sentences.

1. What is typical of the way people research expensive products?

The more expensive the product, the more research they do.

2. When is the busiest time for internet shopping?

In the weeks before Christmas./The lead up to Christmas.

3. What do people want to find out from the internet before buying a car?

Suitable types of vehicle available and the price.

4. Which age group tends to use the internet to find out about products?

A wide age group: 18 to 54 year olds were surveyed and 90% used the internet.

5. Why are people more confident when they buy something now?

Because they have done the research before on the internet.

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READING COMPREHENSION QUESTIONS

B. Choose the best answer **A, B, C** or **D** to answer the questions.

- What has changed about the way people buy a product now?
 - They need more help from sales assistants.
 - They are better informed than they used to be.
 - Very few people now buy goods from a store.
 - They tend to buy more expensive products than in the past.
- According to the Department of Commerce in Washington DC
 - 18 billion people bought products on the internet in 2005.
 - internet sales grew by 22% in the 4th quarter of 2005.
 - internet sales increase by a further 22% every year.
 - internet sales will probably not exceed \$18 billion this year.
- What is included in the Department of Commerce figures?
 - Flight reservations.
 - The value of auctioned products on e-Bay.
 - Money paid to websites in order to sell goods on the site.
 - Airport tax
- What seems to be true about the internet?
 - People only go to a store if they can't find what they want on the internet.
 - Online information can often be unreliable.
 - People no longer have the confidence to buy from a store.
 - People research products online but still purchase from a store.
- What effect has the internet had on consumers?
 - It has made them more selective.
 - It has encouraged them to demand fast delivery dates.
 - It has put people off shopping in the evening.
 - They have become more enthusiastic about bargaining with car dealers.

C. Say if the statements are **True** or **False**.

Briefly justify your answers.

- People tend to impulse buy when they buy a car.
False
- People are still comfortable with the idea of buying goods from a store.
True
- It seems likely that the internet has forced manufacturers to be more competitive.
True
- 92% of people searching on the internet buy a product.
False
- Internet is helping us have a very good picture regarding products and prices.
True

D. Say what the words in italics refer to in the text.

- 'that' paragraph 2, line 19 **\$18 billion**
- 'there' paragraph 2, line 25 **eBay auction**
- 'there' paragraph 3, line 38 **online**

VOCABULARY EXERCISES

A. Find words underlined in the text to match the definitions or synonyms below.

- a company or business **firm**
- promise, say something in a serious and firm way **swear**
- a business deal **transaction**
- look at different sites on the internet **surf**
- arrive **turn up**
- manage, run something **operate**
- in relation to or at the same rate as something else **in proportion**
- something someone has bought **purchase**

B. Look at the words below and choose the correct meaning **A, B, C** or **D** as they are used in the text.

- mull over (para 1-1.5)
 - reject
 - discuss
 - think about
 - convince
- bump up (para 2-1.21)
 - increase
 - improve
 - add together
 - decrease
- escalate (para 3-1.28)
 - take a risk
 - become worse or more intense
 - become complicated
 - disappear
- ultimately (para 4-1.48)
 - considerably
 - eventually
 - intensely
 - fortunately
- bold (para 5-1.52)
 - foolish
 - cautious
 - polite
 - brave
- gratification (para 6-1.63)
 - knowledge
 - obligation
 - satisfaction
 - growth

C. Use the correct form of the verbs below to complete the sentences. All the words have been taken from the text.

| | | |
|-------------|----------------|----------------|
| <i>seek</i> | <i>burgeon</i> | <i>auction</i> |
| <i>arm</i> | <i>haggle</i> | <i>divorce</i> |

- It's no use trying to **haggle** with him over the price because he won't let you have it any cheaper.
- You need to be **armed** with some good reasons for deserving a pay raise.
- The house will be **auctioned** next week and will be sold to the highest bidder.
- Technology stocks posted gains well in excess of the broad market **burgeoning** investor interest.
- He's been **seeking** a new job for several weeks but he's had no luck so far.
- You can't **divorce** yourself from this problem because you are responsible for the project.

Grammar in Context

How to use **SUCH** and **SO** correctly

Normally, **such** is used before a noun phrase and **so** is used before an adjective or adverb.
e.g. *I saw a little animal being beaten to death. It was such a shock. It was so shocking.*

The statement : *It was such a nice film that I saw it twice!* can be rephrased as follows:
It was so nice a film that I saw it twice!

But if you want to rephrase a statement with **so + adjective + noun**, the adjective must be gradable (nice - nicer - nicest) and the noun must be a countable noun in the singular.

e.g. *We had such nice weather!* (not: *such a nice weather* because the noun 'weather' is not countable.)

We had so nice weather is incorrect because although the adjective 'nice' is gradable, the noun 'weather' though in the singular, is not countable.

The statement : *There were such a lot of children at the party and they were making such a lot of noise that I couldn't hear myself speak.* can be rephrased as follows:
There were so many children at the party and they were making so much noise that I couldn't hear myself speak. ('a lot of' is not gradable.)

Remember that we always use 'so' before the adjectives '**much**', '**many**', '**little**' and '**few**'.
A countable noun in the plural may follow these adjectives.

e.g. *There were such great differences between them that hardly anyone could believe they were brothers.* can be rephrased as follows:
There were so many differences between them that hardly anyone could believe they were brothers.

Note: *so a few*, *so a little* is impossible

Exercise >>> Complete the following sentences using either **such** or **so**.

- 1 It was **such** a funny story that we all burst into laughter.
- 2 It was **so** funny a story that we all burst into laughter.
- 3 I don't believe in magic; there is no **such** thing.
- 4 I didn't expect them to stay **so** long.
- 5 It was **so** intriguing a story that it captivated my mind.
- 6 I hate **such** things as hot dogs and hamburgers.
- 7 We had **such** bad weather on our holiday that we decided to leave earlier than planned.
- 8 I ate **such** a big meal that I got a stomachache afterwards.
- 9 I ate **so** much food that I got a stomachache afterwards.
- 10 He is not **so** clever a student as he makes himself out to be.
- 11 Daniel is **such** a likable fellow that everybody wants to be in his company.
- 12 People **such** as my brother always get on my nerves.
- 13 **Such** destructive criticism would ruin his fame irretrievably.
- 14 It was **so** trivial a complaint that it was disregarded.
- 15 **So** few people were at the party that I decided to leave.
- 16 This is **such** old furniture that it isn't worth keeping.

Words in Action

Adjectives showing **courage**

An **adventurous** person looks for adventure.

A **brave** one is self-confident in the presence of danger and ready to suffer pain.

A **chivalrous** man puts himself in danger for the protection of others.

A **bold** one stands out and faces danger bravely.

A **daring** one defies any dangers. A fearless person shows no fear.

An **intrepid** person possesses unshakable nerves.

A **courageous** person is more than brave, adding a moral element to his/her deeds.

An **audacious** person exhibits a fearless spirit, defiant even of law or decorum.

A **gallant** man is brave in a dashing and showy way.

A **valiant** person not only faces great dangers successfully but also achieves great results.

Exercise A >>> Complete the table with the noun derived from the corresponding adjective.

| ADJECTIVES | NOUNS |
|-------------|--------------------|
| adventurous | adventure |
| brave | bravery |
| chivalrous | chivalry |
| bold | boldness |
| daring | daring/dare |

| ADJECTIVES | NOUNS |
|------------|---------------------|
| fearless | fearlessness |
| intrepid | intrepidness |
| courageous | courage |
| audacious | audacity |
| gallant | gallantry |
| valiant | valor |

Exercise B >>> Read the text below and choose the correct word **A, B C** or **D** to fill the gaps.

CLOZE

Franklin Delano Roosevelt loved to travel, but not by air. A gregarious man who ____ (1) the company of other people, he preferred to go by rail or ship, savoring the ____ (2) and comfort that these familiar means of transport could provide a President of the United States with. His physical ____ (3), moreover, made flying difficult; the aircraft of the thirties and early forties were not ____ (4) to accommodate persons in wheelchairs. 'I'm in no hurry,' he once explained. 'The sooner I get where I'm going, the sooner people will be wanting something from me.' So, while Roosevelt ____ (5) in the White House longer than any President, he made only three trips by air during his entire time in office.

- | | | | | |
|-------------------|--------------------|-------------------|---------------------|------------------|
| 1 a avoided | 2 a leisure | 3 a obstacle | 4 a designed | 5 a evacuated |
| b relished | b hardships | b capacity | b done | b occupied |
| c loathed | c rush | c hindrance | c promoted | c resided |
| d recognized | d hassle | d handicap | d thought | d prolonged |

Vocabulary Development

Task One >>> Tick the word or phrase that appears closest to the meaning of the words in **bold**.

- | | | |
|--|---|---|
| 1 To relish means to ____ . | <input type="checkbox"/> detest | <input checked="" type="checkbox"/> like |
| 2 Hardships cause ____ . | <input checked="" type="checkbox"/> discomfort and suffering | <input type="checkbox"/> advantages and opportunities |
| 3 To loathe is to ____ . | <input checked="" type="checkbox"/> dislike | <input type="checkbox"/> enjoy |
| 4 A hostile attitude is ____ . | <input type="checkbox"/> friendly | <input checked="" type="checkbox"/> unfriendly |
| 5 A bold person is ____ . | <input type="checkbox"/> shy | <input checked="" type="checkbox"/> confident |
| 6 An illustrious writer is ____ . | <input checked="" type="checkbox"/> eminent | <input type="checkbox"/> imminent |
| 7 In the event of rain means ____ . | <input type="checkbox"/> when the rain stops | <input checked="" type="checkbox"/> in case it rains |
| 8 A skirmish is ____ . | <input type="checkbox"/> an open battle | <input checked="" type="checkbox"/> a fight between small parts of armies |
| 9 An intriguing story is ____ . | <input checked="" type="checkbox"/> interesting | <input type="checkbox"/> uninteresting |
| 10 A person who defies the law ____ it. | <input type="checkbox"/> obeys | <input checked="" type="checkbox"/> disobeys |
| 11 A beauty that captivates you ____ you. | <input checked="" type="checkbox"/> fascinates | <input type="checkbox"/> repulses |
| 12 A hindrance is ____ . | <input checked="" type="checkbox"/> whatever obstructs and delays you | <input type="checkbox"/> whatever facilitates things for you |
| 13 Slack discipline is ____ . | <input type="checkbox"/> hard | <input checked="" type="checkbox"/> relaxed |
| 14 An ingenious young man is ____ . | <input checked="" type="checkbox"/> clever | <input type="checkbox"/> stupid |
| 15 An illiterate person is ____ . | <input type="checkbox"/> educated | <input checked="" type="checkbox"/> unable to read |

Task Two >>> What are the nouns derived from the adjectives listed below?

| ADJECTIVES | NOUNS |
|-------------|---------------------|
| significant | significance |
| cordial | cordiality |
| indecent | indecenty |
| obscure | obscurity |
| pious | piety |
| illiterate | illiteracy |

| ADJECTIVES | NOUNS |
|------------|--------------------|
| hostile | hostility |
| wise | wisdom |
| versatile | versatility |
| flexible | flexibility |
| tolerant | tolerance |
| defiant | defiance |

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Task Three >>> Complete the sentences using the words defined below.

- A** **diseased** - suffering from a disease ⇔ **deceased** - (person) who has recently died
Mr. Jones is no longer at this telephone number; I'm afraid he's deceased .
- B** **locate** - find the position of somebody or something ⇔ **localize** - confine to a particular part or area
I'm trying to locate Shoreline Drive on the map, but I can't find it.
- C** **luxurious** - very rich and comfortable ⇔ **luxuriant** - abundant in vegetation
Their house was filled with luxurious furnishings.
- D** **eminent** - distinguished ⇔ **imminent** - likely to happen soon
All the students were nervous about the imminent exams
- E** **ingenious** - clever & skillful (n. ingenuity) ⇔ **ingenuous** - not attempting to deceive or conceal; **innocent** (n. ingenuousness)
Mark has come up with an ingenious plan to make a million dollars.
- F** **capture** - take a person or an animal prisoner ⇔ **captivate** - fascinate
The teacher clapped his hands in order to captivate the students' attention.
- G** **rein** - rule ⇔ **rein** - a long narrow strap fastened to the bridle of a horse
She led the horse by the rein .
- H** **comment** - give an opinion on something or someone ⇔ **commend** - praise
Don't you want to comment on the political situation?

Task Four >>> Cross out the words in lists **A** and **B** which are **not** synonymous with the words in CAPITAL letters.

A ILLUSTRIOUS

- | | |
|---|--|
| <input type="checkbox"/> <u>anonymous</u> | <input type="checkbox"/> <u>disreputable</u> |
| <input type="checkbox"/> eminent | <input type="checkbox"/> renowned |
| <input type="checkbox"/> <u>obscure</u> | <input type="checkbox"/> renewed |
| <input type="checkbox"/> prominent | <input type="checkbox"/> distinguished |
| <input type="checkbox"/> outstanding | <input type="checkbox"/> celebrated |
| <input type="checkbox"/> <u>imminent</u> | <input type="checkbox"/> reputed |

B MOROSE (for people)

- | | |
|--|---|
| <input type="checkbox"/> <u>overcast</u> | <input type="checkbox"/> gloomy |
| <input type="checkbox"/> sullen | <input type="checkbox"/> moody |
| <input type="checkbox"/> <u>cordial</u> | <input type="checkbox"/> <u>affable</u> |
| <input type="checkbox"/> sulky | <input type="checkbox"/> glum |
| <input type="checkbox"/> <u>friendly</u> | <input type="checkbox"/> downcast |
| <input type="checkbox"/> <u>amiable</u> | <input type="checkbox"/> <u>courteous</u> |

PracticeTest



1

Grammar

- 1 'Do you think the DA (District Attorney) will reopen this case?'
'Definitely. There's no choice ____ that.'
a except from b rather than c besides **d other than**
- 2 'Did you go camping last weekend?'
'No, we had ____ bad weather. A blizzard in fact.'
a such b such a c so d so that
- 3 'Don't hesitate to contact me if you run into any sort of difficulties.'
' ____ come up against any, I certainly will.'
a Should I b In case c May I d In the event of
- 4 'Picasso remains a worldwide leading figure on cubism.'
'There is no questioning that. His paintings will always be ____ admired.'
a very **b much** c many d more
- 5 'Isn't Matilda's necklace fantastic?'
'Yes, I've never seen ____ piece of jewelry before.'
a so expensive a b such expensive c so an expensive d that expensive
- 6 'The contract will be signed soon, I hear.'
'Exactly, ____ their differences, they managed to reach an agreement.'
a in spite b apart from c although **d for all**
- 7 'Is your father still on that strict diet?'
'Yes, he can't eat anything ____ fresh vegetables.'
a apart b beside **c but** d also
- 8 'The local grocery was burnt to ashes, they say.'
'That's a tragic incident; ____ the cause, nobody knows.'
a referring **b as for** c but for d all but
- 9 'Pete, you're too slow on the job.'
'But sir, I'm trying to do the best job ____.'
a probable **b possible** c possibly d likely
- 10 'I hear we are being asked to consider radical alternatives within the company.'
'Yes, ____ have been proposed in the last few months.'
a much so b many so **c many such** d a lot of such

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Cloze

Read the text below and choose the correct word *A, B C or D* to fit the gaps.

There can be no (11)..... that online shopping is of huge benefit to the consumer. Far from becoming (12)....., online shoppers are very demanding. Overpriced merchants with poor services should beware. Gone are the days when stores could charge what they liked for goods and get away with it. The same, too, for shaky manufacturers: smarter consumers know which products have a good (13)..... and which do not, because online they now read not only the sales (14)..... but also reviews from previous purchasers. And if customers are disappointed, a few (15)..... of the mouse will take them to places where they can let the world know. Nowadays there is nothing more damning than a flood of negative comments on the internet.

However, the big boys, as always, are ahead of the game. Some companies are already adjusting their business models to take account of these trends. The stores run by Sony and Apple, for instance, are more like brand showrooms than shops. They are there for people to try out (16)..... and to ask questions to knowledgeable staff. Whether the products are ultimately bought online or offline is of secondary importance.

Online traders must also adjust. Amazon, for one, is (17)..... turning from being primarily a bookseller to becoming a (18)..... retailer by letting other companies sell products on its site, rather like a marketplace. During America's Thanksgiving weekend last November, Amazon's sales of consumer electronics in the United States (19)..... its book sales for the first time in its history. Other transformations in the retail business are (20)..... to follow.

- | | | | |
|--------------------|-----------------|-----------------|------------------|
| 11. A. query | B. examination | C. question | D. proposal |
| 12. A. complacent | B. dissatisfied | C. competent | D. compassionate |
| 13. A. distinction | B. resolution | C. opinion | D. reputation |
| 14. A. bubble | B. message | C. blare | D. blurb |
| 15. A. taps | B. clucks | C. clicks | D. prods |
| 16. A. devices | B. tools | C. emblems | D. schemes |
| 17. A. mistakenly | B. rapidly | C. unreasonably | D. secretly |
| 18. A. mass | B. block | C. lump | D. chunk |
| 19. A. receded | B. excluded | C. repressed | D. exceeded |
| 20. A. tied | B. secured | C. bound | D. fastened |



Reading

Alfred the Great was the most illustrious of the Anglo Saxon kings and one of the most remarkable men of the Middle Ages. He was a daring and intrepid warrior. He brought the Danish conquest of England to a halt and strengthened the West Saxon monarchy, thus preparing the way for the eventual union of England under one king. Throughout his long reign (871-99), Alfred showed himself to be a far-sighted and imaginative military leader, a wise and determined ruler, and a skilled, ingenious statesman. He was a pious man, tolerant of opinions different to his, flexible and versatile at the same time. He fostered the revival of Christian religion, education and literature in Anglo-Saxon England though he had remained illiterate until he was nearly 40 years old. A valiant soldier, possessing unshakable nerves, he visited Danish camps disguised as a minstrel and acting as his own spy. He noticed at once that discipline was slack: the Danes had the self-confidence of conquerors, and their precautions were casual. He did not risk open battle with them, but a long series of skirmishes, and within a month the Danes had surrendered. This episode serves as a unique story of royal espionage and as an example of what sort of a man he was.

- 31 Alfred the Great is remembered for his
a strength despite being middle-aged.
c love for literature.
b braveness and intelligence.
d casual attitude.
- 32 Alfred the Great
a united England under one king.
c worked towards the union of England.
b loved visiting the Danish camps.
d remained illiterate throughout his life.
- 33 As far as faith in Christianity was concerned, he showed himself to be about it.
a indifferent
c positive
b hostile
d compromising
- 34 As for his schooling, he appears to have had a(n) one.
a poor
c remarkable
b good
d ingenious
- 35 He visited the Danish camps
a because the discipline there was slack.
c as he was self-confident.
b in order to form an idea of the situation.
d before deciding on an open battle.