

Hello everyone! Today's test is the London Tests of English Level 5. The theme of this test is Aspects of Shopping. This test lasts two hours and forty-five minutes. There are five tasks. Tasks One and Two are listening. You must listen to the tape and write your answers in this booklet. Good luck!

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Task One: Avoiding Debt (15 marks)

You will hear a radio interview on how to avoid debt. Listen to the interview and for questions **1-10** complete the notes.

You will hear the interview twice. Do as much as you can the first time and complete your work the second time.

You have one minute to study the questions and read the instructions.

Box for rough notes

Example: What can be slow, painful and costly?

 paying off a loan

1. What does Alan Reeves write about?

2. Why do shops use sales pitches, store cards and special offers?

3. What don't nearly 50% of people do when they take out credit?

4. What is it essential to do if you decide to borrow money?

5. What should you sit down and work out?

6. What do the best credit deals do?

7. When should you try to pay off the balance with a credit card?

8. When will the bank increase your interest rate?

9. What should you check if you're considering interest-free credit?

10. How much will the Citizens' Advice Bureau charge you for advice?

Task Two: Compulsive Shopping (15 marks)

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You will now hear an extract from a radio programme on compulsive shopping. Listen to the programme and complete the notes below with **one or two words**.

This time you will hear the programme ONLY ONCE.

You have one minute to look at the questions and read what you have to do.

Example: In Britain, shopping is now a very popular leisure pursuit.

1. There are now more people suffering from shopping addiction than _____ and _____ addicts combined.
2. _____ of women are thought to be compulsive shoppers.

Compulsive shopping can lead to:

- family break-ups
- (3) _____
- homelessness
- (4) _____.

5. Omniomania has been known since _____.
6. _____ of 14 -18 year old girls show signs of a pathological compulsion.
7. Jim Goudie believes that the real figure is _____.
8. Shopping addiction hides deeper problems such as depression and _____.
9. Children with cold, unemotional parents associate presents with _____.
10. Some women in California are being treated with a specific _____.

That is the end of the listening tasks. The other tasks test your reading and writing of English. Now go on to Task Three.

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Task Three: Shopping on the Internet

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Task Three (a): Reading (10 marks)

Read the article on the attached **Perforated Information Sheet 1 for Task Three** containing advice for people shopping on the internet. The headings from some of the sections have been removed. Find the correct headings from the list **A to M** below and enter the letter of your choice in the heading column below. One of the answers, section number 4, has been done for you as an example. (There are more headings than sections.)

Please ensure that you write your answers in the Answer Box on this page.

Headings:

- | | | | |
|----|-------------------------------------|----|---|
| A. | It isn't what you ordered | H. | Understand your commitment |
| B. | Keep a note | I. | When you've placed your order |
| C. | You've changed your mind | J. | Know your supplier |
| D. | The trader has gone out of business | K. | Pay safely |
| E. | You want to take legal action | L. | The price has increased since you ordered |
| F. | You want to complain | M. | Know where they're based |
| G. | Before you order | | |

Answer Box:

SECTION NUMBER	HEADING
1	
2	
3	
Example: 4	M
5	
6	
7	
8	
9	
10	
11	

PERFORATED INFORMATION SHEET 1 FOR TASK THREE

Your Rights When You Shop From Home

CLEAR INFORMATION

1

- you're entitled to the following information:
- the supplier's name and address (if you're paying in advance);
 - a description of the goods or service;
 - the price including taxes;
 - delivery costs and arrangements;
 - how long the price will stay valid;
 - how you can pay;
 - that you have a right to cancel;
 - if it's a service - how long you're committed for;
 - whether the supplier is using premium rate telephone, fax or internet charges;
 - whether they'll supply a substitute if your order is out of stock or unavailable. And that they'll pay the postage if you want to return the substitute.

2

- you should get written confirmation of the original information plus what is shown below. Again, you may have had this information from a catalogue or magazine advertisement. If not, the supplier should give it to you in writing as a fax, email or letter.

- How you can cancel and by when;
- The supplier's geographical address;
- Details of any guarantees and after sales service;
- Who will pay the postage if you return the goods.

If you've ordered an ongoing service that doesn't have a fixed finishing date or will last longer than a year you should be told how to cancel.

Cancel within seven working days for any reason.

You usually have the right to cancel - for any reason - and you don't have to say why. Just tell the seller in writing (by fax, letter or email) within seven working days of receiving the goods.

You don't have these rights when buying:

- from a shop rather than from home;
- financial services such as insurance or banking;

- from an auction;
- from a vending machine;
- land or property sale contracts;
- everyday goods supplied by regular rounds (such as milk);
- advance booking of accommodation, transport, catering or leisure services (such as train tickets or hotel bookings);
- betting or lottery services.

Also there are things you can't return, including:

- perishable things like flowers or fresh food;
- personalised goods;
- sealed video and audio tapes and computer software that you've opened;
- newspapers or magazines.

If you've bought a service, you can't cancel once it has started.

A full refund if you don't get the goods / service on time.

The seller must deliver goods or services within 30 days unless you agree something else. If this doesn't happen you must be refunded within 30 days.

If you haven't paid and nothing arrives, you can treat it as though you had never placed the order.

SOME SIMPLE TIPS TO HELP YOUR HOME SHOPPING GO SMOOTHLY

3

The more you know about the company, the better. It seems obvious - but companies with good reputations usually have them because they give good service.

If the supplier is a member of a trade association, it's usually easier to resolve any disputes fairly. You could also contact the trade association for more information.

4

Get their geographical address - you'll need it if you want to complain and your rights vary depending on where you're buying from. A UK internet address doesn't always mean the firm is UK-based.

EU countries have similar rights to these UK ones. But you'll find it much more difficult to solve problems or disputes outside the EU. If you want to be extra cautious you could look at government consumer rights internet sites for the country concerned.

5

Again it sounds obvious - but we all forget sometimes, when we're in a hurry. A record of names, addresses and dates will save you a lot of time if you have a problem or query.

6

It is rare that you will be asked to send cash before you receive goods. Be very cautious if you are.

Using a credit card has some advantages. You're protected against home shopping fraud - if your card is used for this purpose you'll get a refund from the card issuer. Also you may have rights if the trader ceases trading before you get your order.

For safer internet shopping look out for the closed padlock symbol (secure sites on Microsoft and Netscape browsers) and the TrustUK logo (it means the trader has agreed to abide by certain standards).

7

Always check the small print before joining a book or music club. Find out what you have to buy, for how long and how easy it is to cancel. If it looks too good to be true, it usually is.

WHAT TO DO IF THINGS GO WRONG

The goods are faulty

If the goods are faulty, not as described or of unsatisfactory quality you can reject them and get your money back.

If you don't find the fault for a while you can usually still claim for a free repair plus the cost of returning the goods.

Don't forget that suppliers' guarantees only add to your legal rights; they don't replace them.

The goods aren't delivered by the agreed date

If you didn't agree a date, it must be within 30 days of your order - unless you accept something different. If they don't arrive, you're entitled to a full refund or to ignore the order if you haven't paid.

8

Perhaps you weren't given the chance to agree a change to your order or you decide you don't like the goods when you get them. Whatever the reason, if the goods aren't what you ordered you're entitled to a full refund - and the trader pays the cost of return.

9

If you pay in advance and the firm goes bankrupt, you will probably lose your money unless you paid by credit card.

If you bought from a newspaper or magazine (but not a classified advertisement), they may be members of a scheme that will repay you.

You receive something you haven't ordered

If the trader sends you goods you haven't ordered, you are under no obligation to pay for them or to send them back.

In fact it's against the law to send unsolicited goods or provide services you haven't asked for and then ask for payment. Contact your trading standards department if this happens to you.

10

If you don't want the goods at the higher price, then use your right to cancel (see page 6).

Contact your trading standards office or your local Citizens' Advice Bureau if the written information you were given was incorrect or the supplier's terms imply that they have wide and unlimited rights to increase the price - they could have broken the law.

11

Tell the trader about your problem first. If they don't sort it out to your satisfaction then go to a mail order trade association. You will find contacts for the Mail Order Traders' Association at the back of this booklet.

Your local trading standards office or Citizens' Advice Bureau may also be able to help. You could also contact the Office of Fair Trading.

Task Three (b): Integrated Reading and Writing (20 marks)

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You are the editor of a consumer advice page for a student magazine. Below is part of a letter which you receive from a reader who has had problems shopping on the internet.

Using **only** the information from the article in “**Your rights when you shop from home**” on **Perforated Information Sheet 1 for Task Three**, write your response, which will be printed in next week's edition. You have underlined certain sections of the letter which you feel need to be commented on directly.

In your response you should:

- point out the company's mistakes
- inform the letter writer of his/her rights in the matter
- give some general advice about shopping on-line

I suppose I've been a bit silly, really, and I need your help. I got a new computer recently and I've become rather addicted to the internet, I'm afraid. Anyway, a couple of months ago I saw this site which was selling mobile phones - really cheaply, and all the latest models - and, well, I suppose I went a bit mad. I chose a phone, typed in my credit card details and clicked the 'send' button, all in the space of about three minutes.

Of course, it took me about five minutes to regret what I'd done, and I wanted to cancel. But what could I do? It was already too late (wasn't it?). And anyway, I couldn't see a postal address or email address to contact them - just their web page. Well, then nothing happened. I waited and waited without hearing anything. And then, five weeks later, I received a phone through the post, but it wasn't the one I'd ordered. They sent a covering letter with it saying that the model I'd ordered wasn't being produced any more and that this was a more recent model which they were sending at no extra charge. Well, I was a bit fed up with all of this. I now had their telephone number from the letter they'd sent, so I rang them up.

They were really unhelpful, saying they weren't prepared to take the phone back and give me a refund because they'd sent me a better phone for the same price. What should I do? Do they have to give me a refund if I send it back - or even if I don't? And if they still refuse, what can I do about it? Sorry to bother you, but I know you have an interest in consumer law and I'd be grateful for any advice. And what about the next time? Is buying from the internet a good idea?

Task Four: Reading

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Read the article on the **Perforated Information Sheet 2 for Task Four** about the effects of internet shopping on high street shopping and complete the tasks that follow.

Task Four (a): (15 marks)

Decide whether each of the following statements is TRUE or FALSE. If FALSE, you must explain why in the space provided, using your own words as much as possible. The first one has been done as an example.

Example: Recent research has said that e-commerce will bring an end to high street shopping. (line 17)

False

It says that the high street will have to adapt in order to survive.

i) People still want to use the supermarkets for shopping. (line 30)

ii) Tesco is building more stores to meet demand. (line 36)

iii) Tomorrow's customers may be able to collect online shopping from high street shops. (line 49)

iv) Corner shops will suffer as a result of online shopping. (line 55)

PERFORATED INFORMATION SHEET 2 FOR TASK FOUR

Web versus high street

- 1 The rapid rise of e-commerce has led to predictions of the downfall of smaller shops like local bookstores and independent record outlets. But will it wipe out the whole high street as well? 45
- 2 The Royal Institution of Chartered Surveyors seemed to be saying that last week, to publicise a slab of futurological research entitled "2020: Visions of the Future". In fact it doesn't quite say that. 50
- 3 David Fitzpatrick, RICS Research Foundation director, admits that this particular hook was dreamt up by their PR advisers. What the report does say is that a large portion of the high street will come under pressure - both from the net and from social trends. *It* will need to adapt to survive. 55
- 4 Mike Godliman, director of the retail researchers Verdict, agrees. Customers want to save time or have fun. "There has been a general trend towards people wanting either quality or value," he says. "That's why middle market retailers like Sainsbury's and British Home Stores have had problems." People can, in theory, minimise 'chore' shopping at the supermarket and instead try out retail entertainment destinations, like the funky new coffee shop. 60
- 5 People in the UK clearly want to supermarket shop online, according to market leader Tesco, which today took the number one slot in a survey of the fastest growing internet companies in the world. 70
- 6 To survive, the average high street needs to respond, says Fitzpatrick. It needs to ditch the standardised style of shopping for more niche experiences, for shops that change and reinvent themselves and their markets regularly. Net shopping may even be catered for on the high street, Fitzpatrick suggests, through businesses that offer access to net shopping and serve as pick up points for deliveries. 75
- 7 There could even be a resurgence in neighbourhood shops, Verdict's Mike Godliman states. "The neighbourhood is beginning to bounce back, because people want convenience. They want to supplement their main shop with individual items, which they can do at the corner shop. Neighbourhood shops could also be a marvellous place to pick up your net purchases. No one's tried that yet. But it could help people who buy online but are out at work all day." 80
- 8 Similar ideas are explored by William Mitchell, Dean of the MIT School of Architecture and Planning, in his new book "E-Topia" (published by MIT Press), which looks at the general impact of networks on urban centres. Mitchell suggests that the growth in teleworking could drive a neighbourhood renaissance. Bored teleworkers will be looking to take a break from the screen at home, but won't have time to go far. So there is an opportunity for shops that target *them*. 85
- 9 Mitchell sees the arrival of digital telecommunications as continuing the general 'fragmentation and recombination' that takes place when new infrastructures are deployed. "You see contradictory things happening at once. In retailing, you get 90

decentralisation of the browsing and purchasing functions. Those functions used to be within a store and now fragment and recombine with domestic space.

85 **10**"At the same time, to achieve economies of scale, the distribution functions tend to centralise. So you get big warehouses. You get neither rampant centralisation nor rampant decentralisation, but a complicated process of fragmentation and recombination."

90 **11** Mitchell doesn't believe that high streets and malls will die. However, he does suggest that, thanks to the efficiencies of e-commerce, bookshops may not be around in the same way in 30 years time.

95 **12** British researchers are less willing to predict the death of certain retail sectors. Professor Leigh Sparks, author of the RICS Research Foundation's report on the future of shopping, suggests that - despite people generally assuming that clothes shops will survive, but travel agents and financial services will be vulnerable to online competition - you can't generalise.

100 **13**"The shops that will suffer are those that are providing functional transactions. If they're not providing anything more than *that*, why should I bother going to them when I can do that functional transaction every bit as well online or at a remote location?" In other words, if a travel agent offers a different sort of experience - better information, a nice place to browse - it may survive. So what about music? This week EMI was absorbed by Time Warner-AOL. Analysts suggested that the company was looking to prepare itself for a future in which music is delivered to consumers via the net. Sparks agrees that much music will be delivered digitally in the future, but argues that many consumers may not prefer to buy music in that way. "They may prefer to go to a store, listen to a range of things, have a coffee, maybe download 10 tracks from the EMI back catalogue onto a specially made CD."

115 **14** Discussion about the effects of net shopping tends to focus on the high street. Might the big out-of-town superstores

also come under pressure as more people shop online for groceries and other bulk purchases? Verdict's Mike Godliman believes that out of town shopping for DIY goods, electricals and furniture, will take a while to take off online, but that the threat of the net may force these real world stores to get better. "If you think about electrical stores, they're not that enjoyable an environment to be in, for most people. But they could be brilliant. There are so many fantastic little goodies in *there* to play with. I think the net will act as a catalyst for electrical stores to start thinking more creatively about their space."

135 **15** The general conclusion seems to be that the rise of net shopping could actually be an opportunity for creative high street retailers. It's a potentially positive message, though *one* that ignores a few key problems, according to the RICS's David Fitzpatrick. "We're seeing a clear divide between those who have and those who have not. Those who have access to the technology will be able to decide when they want to buy something and how they want to buy it, and then spend time with fairly high cost differentiation in the high street. So they'll go to the nice coffee shops or the nice clothes shops and they'll become more interested in 'retail-tainment'."

140 **16**"Those who don't have access may find themselves shut out of all sorts of retail spaces and given access to a limited range of low quality goods," he continues. So creative government intervention may be needed to solve these problems of access, he concludes. It's certainly easy to see how high streets might dodge death by reinventing themselves as "differentiated themed experiences." It's rather harder to see how they might be really reborn as genuine community centres.

v) Teleworkers will prefer to do all their shopping from home. (line 70)

vi) Warehouses will be built as a result of centralisation. (line 86)

vii) British research suggests that shops such as travel agents will not survive.
(line 111)

viii) It will be possible to download music at a music shop. (line 124)

ix) Online shopping may have a positive effect on out-of-town superstores.
(line 142)

x) Everyone will have more choice as a result of the growth of online shopping.
(line 153)

Task Four (b): (2.5 marks)

Leave
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Find words or phrases from the above text that mean the same as each of the following expressions. The first has been done as an example.

Example:

destroy or kill off (paragraph 1): wipe out

- i) modern and fashionable (paragraph 4): _____
- ii) add to (paragraph 7): _____
- iii) unstoppable or out of control (paragraph 10): _____
- iv) a trigger or stimulus (paragraph 14): _____
- v) to avoid (paragraph 16): _____

Task Four (c): (2.5 marks)

What do the following italicised words from the text refer to? The first one has been done as an example.

Example:

it (line 17): the high street

- i) *it* (line 39): _____
- ii) *them* (line 74): _____
- iii) *that* (line 109): _____
- iv) *there* (line 142): _____
- v) *one* (line 150): _____

4152 LEVEL FIVE PROFICIENT DECEMBER 2003, MARK SCHEME

Task One: An Interview

- | | | |
|-----|---|-----|
| 1. | [He writes about/on] personal finance | 1.5 |
| 2. | to get you to spend/part with money/ to get you to buy things | 1.5 |
| 3. | They don't plan [to do] it | 1.5 |
| 4. | be honest with yourself | 1.5 |
| 5. | how much you spend every month | 1.5 |
| 6. | [They] charge the lowest APR | 1.5 |
| 7. | during the interest-free period | 1.5 |
| 8. | if you go over your limit | 1.5 |
| 9. | the small print/the shop isn't marking up the goods... | 1.5 |
| 10. | nothing/there is no charge/it's free | 1.5 |

Total 15 marks**Task Two: A Radio Talk**

- | | | |
|-----|----------------|-----|
| 1. | drug.... drink | 1.5 |
| 2. | 20% | 1.5 |
| 3. | depression | 1.5 |
| 4. | suicide | 1.5 |
| 5. | early 1900s | 1.5 |
| 6. | 8% | 1.5 |
| 7. | higher | 1.5 |
| 8. | anxiety | 1.5 |
| 9. | pleasure | 1.5 |
| 10. | drug | 1.5 |

Total 15 marks

Task Three (a): Shopping on the Internet

1.	G	1
2.	I	1
3.	J	1
4.	M (example)	
5.	B	1
6.	K	1
7.	H	1
8.	A	1
9.	D	1
10.	L	1
11.	F	1

Total 10 marks**Task Three (b): Writing**

Integrated R/W Task 3b

Refer to Writing Criteria, Question and
bullet points in Question Paper**Marks****Total 20 marks****Task Four (a)****Note:** 1 mark for each TRUE statement, 2 marks for each FALSE statement with appropriate reason.

(example)

i.	True	1
ii.	False. It is trebling the number of stores offering online shopping.	2
iii.	True	1
iv.	False. Shoppers can supplement their main shopping at the corner shop.	2
v.	False. They will want to take a break from the screen.	2
vi.	True	1
vii.	False. You can't generalise/If a travel agent offers a different sort of experience it may survive.	2
viii.	True	1
ix.	True	1
x.	False. Only for those with access to the technology/Those who don't will have limited choice (of low quality goods)	2

Total 15 marks

Task Four (b)

(example)

- | | | |
|------|------------|-----|
| i. | funky | 0.5 |
| ii. | supplement | 0.5 |
| iii. | rampant | 0.5 |
| iv. | catalyst | 0.5 |
| v. | dodge | 0.5 |

Total 2.5 marks**Task Four (c)**

(example)

- | | | |
|------|-------------------------|-----|
| i. | Tesco Direct | 0.5 |
| ii. | (bored) teleworkers | 0.5 |
| iii. | functional transactions | 0.5 |
| iv. | electrical stores | 0.5 |
| v. | message | 0.5 |

Total 2.5 marks**Task Five: Writing**

Refer to Writing Criteria

Total 20 marks**GRAND TOTAL****100 marks**