# Unit 1

**Complete each sentence with a word from the box. One word is extra.**

| aware | commercial | complex | concerned | fascinating | productive |
| --- | --- | --- | --- | --- | --- |

1. Descriptions on restaurant menus can be long and complex , but customers usually prefer simple ones.
2. All companies want to hire workers who are productive and able to accomplish a lot.
3. In general, price and quality are the two factors that shoppers are most concerned about.
4. Several long but fascinating books have been published about the psychology of shopping.
5. To save money when shopping, be of which stores are having sales or special offers.

ANSWERS: 1. complex, 2. productive, 3. concerned, 4. fascinating, 5. aware

POINTS: 5

# Choose the best word to complete each sentence.

1. It's important to consider all the key when making a major decision.

| a. | substitutes |
| --- | --- |
| b. | shortages |
| c. | factors |

ANSWER: c POINTS: 1

1. Grandparents often like to their grandchildren when they see them.

| a. | treat |
| --- | --- |
| b. | limit |
| c. | estimate |

ANSWER: a POINTS: 1

1. When you go shopping, looking for may help you save money.

| a. | factors |
| --- | --- |
| b. | bargains |
| c. | consumers |

ANSWER: b POINTS: 1

1. People often that prices are cheaper online, but this is not always true.

| a. | assume |
| --- | --- |
| b. | influence |
| c. | focus on |

ANSWER: a POINTS: 1

1. Most stores let you return a within 28 days if you change your mind.

| a. | factor |
| --- | --- |
| b. | consumer |
| c. | purchase |

ANSWER: c POINTS: 1