



evropský
sociální
fond v ČR



EVROPSKÁ UNIE



MINISTERSTVO ŠKOLSTVÍ,
MLÁDEŽE A TĚLOVÝCHOVY



OP Vzdělávání
pro konkurenceschopnost

INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

VSTUPNÍ TEST	
Projekt: S anglickým jazykem do dalších předmětů	Registrační číslo: CZ.1.07/1.1.36/03.0005
Tento projekt je spolufinancován ESF a SR ČR	
Klíčová aktivita: KA 4	Předmět: Anglický jazyk
Tvůrce: Ing. Jana Flekalová	Datum testu:
Třída (studijní skupina):	Jméno žáka:

Read the text:

What's in store?

Scottish economist Adam Smith (1723-90) referred to England as “a nation of shopkeepers”. More than two centuries later, retailing, or selling goods directly to the public, remains an important sector in the UK, employing 1 in 10 workers. But the traditional corner shop has in many places given way to new forms of retailing, such as malls, discounters, hypermarkets, e-commerce websites and home-shopping television.

Retailers try to stay ahead of their rivals by analysing shopping trends and consumer buying habits. Advertising, special offers or loss leaders aim to get people into the shops, where the strategic presentation of goods can influence their decisions about which products to buy. Loyalty cards encourage customers to shop only in certain stores.

Many products that shoppers find on the shelves already have a long journey behind them. Buyers in the purchasing department contact suppliers for the goods the retailer wants to sell, and the logistics department organizes the transport to outlets such as supermarket or department stores.

In many retail outlets, the bar code is slowly being replaced by “smart tags”, which use RFID (radio frequency identification). Each tag contains a computer chip and a miniature antenna that sends product details using radio waves. An RFID reader can identify hundreds of goods at the same time, so these do not have to be scanned individually.

The future of retailing is not only about changes in technology. Large retail organizations are expanding into foreign markets where consumer demand is strong, such as China and eastern Europe. As a result, retailers worry not only about online sellers or discounters at home, but also about rivals that are already well-established in desired foreign markets. To be successful, international retailers may have to change their selling strategy to fit local buying habits and tastes.

Resource: English for retailing: What's in store?. Business Spotlight. 2007, č. 2.

Now decide whether these statements are true or false:

1. English people in the 18th century didn't like shopping.
2. Ten percent of working people are employed in retailing.
3. We can't find any traditional corner shops in the UK these days. They were replaced by malls, discounters, hypermarkets, e-commerce websites and home-shopping television.
4. Retailers using special methods such as analysing shopping trends and consumer buying habits are more successful than the others.
5. Loyalty cards are only for some customers.
6. It sometimes takes a long time to get the goods from producers to consumers.
7. "Smart tags" are older identification of goods than bar code.
8. The shops can use radio waves to scan everything in the shopping cart.
9. If the retailers want to increase the sales, they have to use new technologies.
10. International successful retailers are interested in local buying habits and tastes.

Hodnocení:

Otázka	1	2	3	4	5	6	7	8	9	10
Body										

Celkem bodů: