



ENGLISCH

SERIE

ALPHA 2

LESEVERSTEHEN

KANDIDATIN
KANDIDAT

Nummer der Kandidatin / des Kandidaten

Name

Vorname

Datum der Prüfung

BEWERTUNG

Fachbereiche

Erreichte Punkte / Maximum

Task A

/ 12

Task B

/ 8

Task C

/ 5

Total

/ 25

EXPERTEN



Erlaubte Hilfsmittel: Wörterbuch in Papierform

Prüfungsdauer: ⌚ 30 Minuten

A (12 POINTS)

Read the following text and the instructions on the opposite page.

Surge pricing comes to the supermarket

In 1861 a shopkeeper in Philadelphia revolutionised the retail industry. John Wanamaker, who opened his department store in the city, introduced price tags for his goods. The practice caught on. Until then high-street retailers had usually operated a system of negotiating the price of most products, like it is done in markets.

Fixed pricing changed the relationship between the customer and the store in important ways. It created the possibility of price wars, promotional prices and sales. For the first time people were invited to enter stores without having to buy anything (so it wasn't like going to a restaurant anymore, where you didn't go in unless you bought something). Now customers could come in and look and perhaps be convinced to buy something. Shopping had been invented.

For the last 150 years or so, Wanamaker's fixed-price principle has been the normal pricing system. The price of fish or vegetables might go down at the end of a day, or when food nears a sell-by date, but the prices haven't fluctuated much on a great number of goods. Also, shoppers haven't expected the person behind them in the queue to be offered a different price to the one they are paying. However, technology, through big data and machine intelligence, can now transport us back to the shopping days of before 1861.

Dynamic pricing has long been familiar to anyone booking a train ticket or a holiday. We are used to prices changing hour by hour, apparently according to availability. Similarly, Uber has introduced "surge pricing", making rapid adjustments to the fares on its platform in response to changes in demand. Therefore, during the recent underground



strikes in London, prices for cab journeys "automatically" jumped by 400 percent.

But pricing in online retailing is not only dependent on stock, but increasingly on the data collected about customers. Calculations about what you will be willing to pay for a product are made from knowledge of the data you have left in your browsing history.

Until recently watching the market and giving consumers best price offers has been an advantage of the digital retailer. Creating "smart" pricing strategies in walk-in stores has been prevented by the price tag. A price change here means that an employee updates the price manually. But electronic price tags, which allow fast and frequent price changes, are already a fact of life in many stores in many European countries.

Within a couple of years they will become the normal method in Britain, too. Although retailers here still fear that customers will be put off by changing prices, the system can benefit both consumer and retailer, because it is about getting the right deal. If a store has enough data it can get closer and closer to giving its customers what they want and at the time they want it.

It also has the potential to offer hope for the endangered high street. Shops are aware of the habit of "showrooming", by which customers look at products in stores before buying a better deal online. Electronic price-tag systems cannot only track online prices, they can – and sometimes do – also display the hidden cost of shipping if the same product was bought online – a cost that most online customers forget to include. So here is a way for high street retailers to become profitable again.

Tick the best answer – A, B or C.

1. **Fixed pricing ...**
A strengthened the relationship between buyer and seller.
B made shops comparable to restaurants.
C made it easier to look around.

2. **For 150 years shoppers ...**
A have dealt with little variety in the costs of many products.
B have been used to buying food in the evening.
C might have got better deals in queues.

3. **The prices for taxis in London peaked because of ...**
A a lack of bus drivers.
B decreasing demand.
C problems in public transport.

4. **Pricing in online retailing ...**
A is not affected by customers' browsing history.
B does not depend on stock.
C can change with customer demand.

5. **The new system ...**
A reduces the control shops have over customer spending.
B will give digital buyers an advantage.
C might help shoppers.

6. **With electronic price tags traditional retailers will be able to ...**
A encourage "showrooming".
B show their customers the real cost of online shopping.
C cut shipping costs.

B (8 POINTS)

Read the article below. Choose the best expression (A, B or C) to fill each gap. For each answer, put the correct letter on the line on the right.



Humour in Advertising

Many of the most successful advertising campaigns at present tend to be funny. Advertisers use this strategy to attract customers ① their product. Audiences like to be entertained, but not pushed. People will pay more attention to a humorous advertisement ② to a serious one, opening themselves up to be ③. The key to funny advertising is to make sure the humour is suitable for both product and customer. The balance between funny and stupid can often be difficult; and an advertiser must be certain that the positive effects outweigh the negative ones before an advertisement can be introduced to the general public.

The best results when using humour tend to be with products that consumers have to think the least ④. Products that are relatively inexpensive can be represented without providing a lot of facts. That's where there's room for humour. Things such as sweets, food, alcohol, toys and entertainment ⑤ the most from humorous advertising. One of the most important points to remember is a connection to the product. An example of an extremely successful humorous campaign is the series of "Yo Quiero Taco Bell" commercials. The repetition of the company name and the content of the advertisement emphasize the message in a relevant manner. Taco Bell saw a substantial rise ⑥ sales, and their logo became famous.

Another point to remember when using humour in advertising is that not everyone has the same sense of humour. An advertisement that ⑦ make one person burst out laughing might leave another one unamused. The market to be targeted must always be considered. What might be funny during a sales event may not be amusing on an aeroplane or in hospital.

One of the major keys to a successful humorous campaign is variety. Once an advertisement starts to fade there's ⑧ saving it without some change in the concept.

Adapted from <https://www.experience.com/advice/careers/professions/humour-in-advertising>

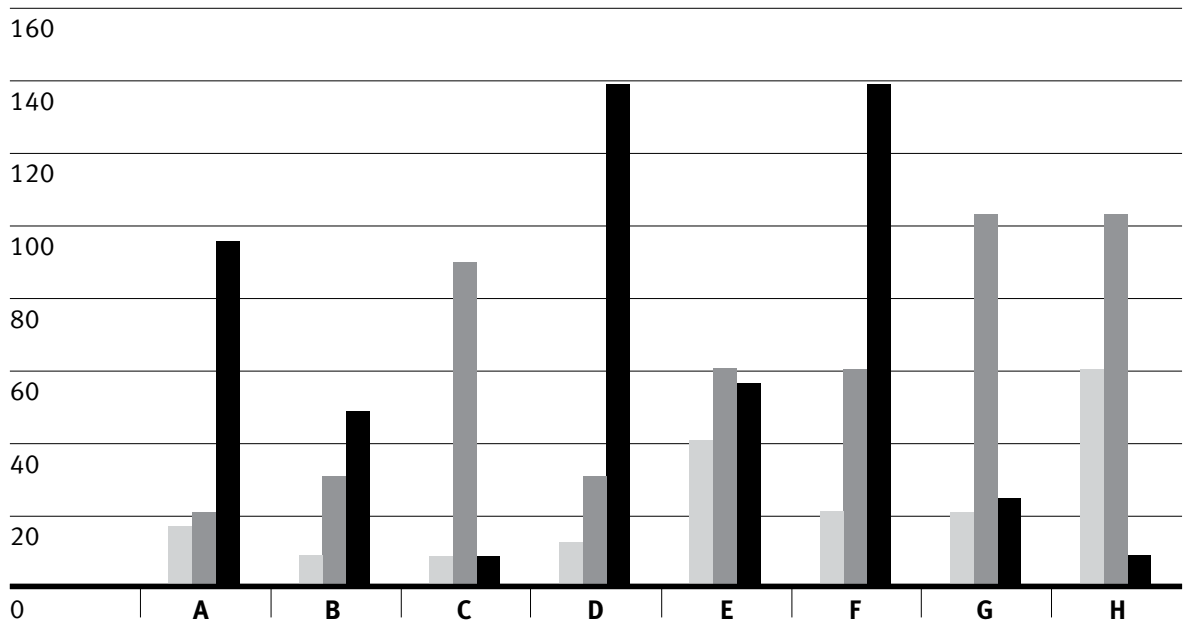
Put the letter here ↓

①	A with	B to	C for
②	A like	B as	C than
③	A influencing	B influenced	C influence
④	A about	B of	C for
⑤	A produce	B benefit	C promote
⑥	A of	B by	C in
⑦	A must	B may	C should
⑧	A not	B none	C no

C (5 POINTS)

Look at the chart below. It shows the number of products sold in a tourist shop during an eight-year period. Which year does each statement (1–5) below describe? Match them with the correct graph (A–H). Use the letters only once.

■ T-shirts ■ cuckoo clock ■ pen knives



Put the letter here ▼

1	Although the number of cuckoo clocks sold doubled and sales of T-shirts exceeded the previous year, the number of pen knives sold went down.
2	T-shirt sales were up on previous years and sales of cuckoo clocks remained steady.
3	Sales of pen knives were at their lowest while cuckoo clocks tripled on the previous year.
4	Only about half of the number of T-shirts were sold compared to the previous year and sales of pen knives fell dramatically.
5	Sales of pen knives peaked and there was a slight increase in the sales of T-shirts.

