



### VOCABULARY AND COMPREHENSION

- 1 What is a marketing trick? Make a guess after reading the essay. (Circle the letter of the correct answer.)
  - a. A way that advertisers manipulate people
  - b. A specific advertisement
  - c. A company
- 2 Who are marketers? \_\_\_\_\_
- 3 What are two other words that mean "odours" in paragraph 6?  
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- 4 What is the main idea of the essay?  
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- 5 What is the main idea of paragraph 8?
  - a. People prefer Pepsi, but they buy Coke.
  - b. People have different reasons for buying products.
  - c. Sometimes people are so devoted to a brand that they will buy it even if they like a competing product better.

- 6 What are the supporting ideas? List them in order from 1 to 5. Put an X next to two ideas that are not in the essay.

- \_\_\_\_\_ Some business owners introduce odours into the air to influence shoppers.
- \_\_\_\_\_ Companies reduce prices on items to tempt shoppers.
- \_\_\_\_\_ Stores advertise that there are quantity limits on items, so many people then buy the maximum quantity.
- \_\_\_\_\_ Hire sports stars and singers to promote products.
- \_\_\_\_\_ Customers buy gift cards, but then they forget to actually use them.
- \_\_\_\_\_ Price items in multiple units. For instance, they offer three items for \$5.
- \_\_\_\_\_ Advertisers want people to feel an emotional attachment to brands.

### GRAMMAR LINK

- 7 Write the three questions that appear in paragraph 1.  
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\_\_\_\_\_

- 8 Why does only one of the questions contain an *-ing* verb?  
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