



# Shopping and Consumer Life

Multiple matching: shopping choices | Cambridge IGCSE ESL 0510/0511

## 1. Lead-in discussion

Talk with a partner before you read.

1. What makes you trust a product before buying it?
2. Do adverts influence what teenagers buy?
3. Is second-hand shopping a good choice? Why?
4. When is a cheap product not good value?

### Exercise 2 at a glance

Read four short descriptions. For each statement, choose the correct option, A-D. One option may be used more than once. Read the whole detail carefully before you choose.

## 2. Read for overall understanding

Read the four texts. Which shopping choice sounds most sensible? Give a reason.

### What Would You Buy?

#### A Repair voucher

The repair voucher can be used at several local shops when a small electrical item stops working. Customers still pay part of the cost, but the voucher makes repair cheaper than buying a replacement. It was introduced after the council found that many people threw away items that only needed a simple part. The scheme does not cover phones, which disappoints some teenagers, and shops will refuse products that are unsafe to open. However, it helps customers think about value differently: a product is not finished just because it has a fault. Some shops also explain how to look after the item better afterwards.

#### B Review app

The review app lets shoppers scan a barcode and read comments from other customers. It is useful when people want to avoid brands with poor customer service or weak packaging. The app does not show adverts, but some reviews are too short to be helpful. Users are encouraged to explain what happened after several weeks, not just on the day they bought the product. The company removes reviews that look fake. Some shops dislike the app because customers can compare products while standing in the store. A new section now highlights repairs, refunds and delivery problems separately.

#### C Second-hand rail

The second-hand rail in the shopping centre sells clothes donated by local families. Prices are low, but the organisers say the main aim is reducing waste, not offering the cheapest fashion. Volunteers check each item carefully, and anything damaged is sent to a textile recycling project. The rail is popular with students who want unusual clothes, although sizes are unpredictable. New stock appears every Friday, so regular customers often come then. The project also runs short sessions on repairing buttons and caring for fabrics. These sessions are free, but people must book because the table is small.

#### D Budget basket

The budget basket is a supermarket display showing ingredients for four simple meals. It was created after families said they wanted affordable ideas but did not have time to search the whole store. The basket includes fresh vegetables, dried pasta and one protein option, but not snacks or sugary drinks. Some customers expected ready-made meals, so the supermarket added recipe cards with clear steps. The display changes monthly to use seasonal produce. It is cheaper than buying takeaway food, though it still requires cooking skills and planning. Staff put the total price on a small sign so shoppers can compare it easily.

### 3. Strategy focus

#### Check value, not just price

A text may mention cost, quality, advertising or waste. Check what makes the option useful, not only whether it is cheap.

### 4. Exam-style matching questions

For each statement, write the correct letter, A, B, C or D, on the line.

No.	Which option...	A-D
1	helps customers avoid replacing something that may still be usable	.....
2	gives more value to comments written after a product has been used for some time	.....
3	offers low prices but is mainly about reducing waste	.....
4	was changed after customers misunderstood what they would receive	.....
5	does not include the type of device some young people might most want repaired	.....
6	checks donated items before deciding what can be sold	.....
7	lets shoppers compare products while they are already in a shop	.....
8	changes regularly because available food changes through the year	.....
9	teaches customers a skill connected to making clothes last longer	.....

### 5. Vocabulary notebook

Underline five useful words or phrases. Check their meaning, then record them in your vocabulary notebook.

### 6. Follow-up tasks

1. Discussion: What advice would you give to a teenager before buying each item?
2. Strategy: Highlight the sentence where you found each answer. Label it with the question number.
3. Writing: Write advice for a teenager who wants to spend money more carefully.
4. Vocabulary: Circle words and phrases connected to shopping, value, adverts and waste.

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## 2. Read for overall understanding

Suggested answer: Students' own answers, but they should refer to one or more details from the texts.

## 4. Exam-style matching questions

1. A
2. B
3. C
4. D
5. A
6. C
7. B
8. D
9. C

## Notes for checking

Learners should match the statement to the exact detail in the text.

An option may be used more than once.

If learners disagree, ask them to highlight and label the sentence that proves their answer.