

## Exercise 2

### Answer the questions

1. Amazon has just shown off the most advanced technology store.    **a) True**  
b) False
2. The new store is being tested in New York and Los Angeles.    **a) True**    **b) False**
3. An app calculates a shopper's bill as they leave the store.    **a) True**    b) False
4. People at the store do not need to wait for change.    **a) True**    b) False
5. Amazon could open 2,000 grocery stores across the USA.    **a) True**    b) False
6. An analyst said the store could be more convenient than shopping online.    **a) True**    b) False

## Exercise 4

### Match the following synonyms from the article.

1. **unveiled** – c) revealed
2. **prime** - f) main
3. **trialed** - h) tested
4. **charged** - a) billed
5. **held up** - i) delayed
6. **boost** - e) indicated
7. **extremely** - d) very
8. **confident** - b) assured
9. **convenient** - g) handy

## Exercise 5

### Put these words into the spaces in the paragraph below

Amazon just (1) *unveiled* what it describes as the world's most advanced shopping technology. It is the (2) *prime* feature of its new-concept grocery store that has no (3) *queues* or checkout counters.

It is called Amazon Go and is being trialed in the company's hometown of Seattle. The technology works (4) *via* an app on a shopper's mobile device. The app automatically checks in when the shopper enters the store.

It lets you shop as (5) *normal* and then scans what you have bought as you leave the store. Amazon then bills you later and the shopping gets (6) *charged* to your Amazon account.

There is no waiting in line, no cashiers, and no being (7) *held up* by slow customers, credit card transactions or waiting for (8) *change*.

### **Exercise 6**

**Put these words into the spaces in the paragraph below.**

Amazon Go may revolutionize the high street shopping (9) *experience* and provide a much-needed (10) *boost* for brick-and-mortar stores.

The grocery and convenience store markets are extremely tough (11) *nuts* to crack. Profit (12) *margins* are low and competition is intense. However, Amazon seems confident it can change people's shopping (13) *habits*.

Rumors are that the online retail giant has plans for 2,000 grocery stores across the USA. It could also get (14) *involved* in selling the software for its shopping technology to retailers worldwide.

Industry (15) *analyst* Colin Sebastian suggested Amazon Go could challenge Internet shopping. He said: "It makes it just as convenient, if not more convenient, than online shopping in some *cases* (16)."

### **Exercise 7**

**Choose the correct answer**

- 1) It is the prime feature of its new-concept grocery store that \_\_\_\_\_
  - a. has no cues
  - b. has no queues**
  - c. has no crews
  - d. has no clues
  
- 2) It is called Amazon Go and is being trialed in the company's \_\_\_\_\_ Seattle
  - a. hone town of
  - b. home towns of
  - c. hometown of**
  - d. home down of
  
- 3) The app automatically checks in when the shopper \_\_\_\_\_
  - a. enters the store**
  - b. entry the store

c. entries the store

4) Amazon then bills you later and the shopping gets charged to your

- \_\_\_\_\_
- a. Amazon accounting
  - b. Amazon accountant
  - c. Amazon accountable
  - d. Amazon account**

5) There is no waiting in line, no cashiers, and no being held up \_\_\_\_\_

- a. by slowing customers
- b. by slow customer
- c. by slow customers**
- d. by slowing customer

6) Profit margins are low and competition \_\_\_\_\_

- a. is in tents
- b. is in sense
- c is intense**