Exercise 2

Answer the questions

1) What is the new industrial revolution the speakers are talking about?
   a) **data revolution**
   b) material revolution
   c) service revolution
2) Modern customers are driven by technology.
   a) **True**   b) False
3) How can data analysis help retailers succeed in industry?
   a) It helps save the budget for each month
   b) **It helps predict customers` needs**
   c) They decide where a new brick and mortar store will be constructed
4) What is an essential part for retailers to be viable?
   a) To analyze the past experience of retail industry
   b) **To be capable of adapting to the changing business environments**
   c) To be inflexible an stable

Exercise 4

Answer the questions

1. Using beacons by retailers might be useful for customers because…
   a) A customer doesn`t need to pay
   b) **A customer might find out about sales at preferable stores**

2. A robotic shop assistant might fulfill such tasks as …
a) Delivering goods
b) **Checking stock and prices**
c) Providing safety at the store

3. What is the advantage of the smart mirror?
   a) **You can try on dozens of combinations without getting undressed**
   b) It makes you look slimmer
   c) You might be able to order the item on the screen of the mirror
4. Future innovations in retail industry aim to avoid…
   a) Paying in cash
   b) **Long queues and hassles**

Exercise 6

Answer the questions

1) How were festivals in the 20th century useful for retailers?
   a) Customers could buy goods at the parade
   b) **Parades served as advertising**
2) After which holiday was the official beginning of shopping time ?
   a) **Thanksgiving**
   b) Easter

3) The term 'Black Friday' appeared due to…
   a) Accidents happened on that day
   b) **Huge traffic jams**
4) The term 'Black Friday' first appeared in …
   a) New York
   b) **Philadelphia**
   c) Los Angeles
5) What does the term 'Black Friday' mean under financial theory?
   a) More loss
   b) **More profit**