

Questions 1-6

Do the following statements agree with the information given in the Reading Passage?

Write answers in your answer sheet write:

TRUE if the statement agrees with the information

FALSE if the statement contradicts the information

NOT GIVEN if there is no information on this

- 1 Little research has been done on the link between packaging and consumers choosing a product.
- 2 A person who buys what another person recommends is using heuristic thinking.
- 3 Heuristic processing requires more energy than systematic processing.
- 4 The concept of heuristic processing was thought up by Dr Maule's team.
- 5 A consumer who considers how much a product costs, is using systematic processing.
- 6 For heuristic processing, packaging must be similar to other products.

Questions 7-8

Choose the correct answer **A, B, C or D** and write the answers in your answer sheet.

- 7 When trying to determine how effective packaging is, testing can be made 'ineffective' if
 - A. you rely upon a very narrow focus group.
 - B. your consumers use only heuristic thinking.
 - C. the chosen consumers use only shallow thinking.
 - D. your tests do not match the consumers' thinking type.
- 8 If a retailer wants consumers to change brands their packaging needs to be
 - A. informative.
 - B. distinctive.
 - C. familiar.
 - D. colourful.

Questions 9-13

Complete the summary below.

Write **NO MORE THAN TWO WORDS** for each answer.

Write your answers in boxes 9-13 on your answer sheet

Comparing competition

For consumers who want to compare products, it is important that your packaging stresses the 9 _____ of your product. We know that people only use systematic processing if the 10 _____ makes it necessary or desirable. We also know that too much 11 _____ could make consumers choose another product. Furthermore, consumers may not fully understand details such as the 12_____ of a product. While some people like using systematic processing, others like to think in a 13 _____ way.