ANSWER KEY WITH EXPLANATIONS

Vocabulary Test About SHOPS Choose The Right Answer MCQ Exercise 147

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Explanations

1. Sales staff are often told that "the _____ is always right".
✔ **C) customer**
A **customer** is a person who buys things in a shop. The famous saying is **the customer is always right**, which means staff should try to keep buyers happy.

2. Small shopkeepers are facing _____ competition from supermarkets.
✔ **D) fierce**
The usual collocation is **fierce competition**, meaning very strong competition. **Angry**, **armed** and **bloody** describe people or fights, not business rivalry.

3. A shop-_____ is someone who steals from shops and stores.
✔ **B) lifter**
A **shoplifter** (also written **shop-lifter**) is a person who steals goods from a shop. Not **thief**: **shop-thief** is not a normal English word.

4. A modern cash register keeps a record of every _____.
✔ **D) transaction**
A **transaction** is one act of buying or selling, for example each time a customer pays. Not **purchaser**: that is the person who buys, not the sale itself.

5. If you are rude to customers, they are _____ to come back.
✔ **D) unlikely**
We say someone is **unlikely to** do something, meaning it probably won't happen. Not **improbable**: we say **it is improbable that…**, not **they are improbable to…**.

6. Small shops will survive as they provide a personal _____.
✔ **D) touch**
A **personal touch** is friendly, individual attention to each customer. **Personal contact** exists, but the fixed phrase for this special service is **a personal touch**.

7. Sorry to _____ you, but have you got the key to the storeroom?
✔ **B) bother**
Sorry to bother you is the polite fixed phrase we use before asking someone for help. Not **annoy**: that means to make someone angry, which you would not say politely. **Interfere** needs **with** and has a different meaning.

8. Remember the customer is always right. You must always be _____.
✔ **C) polite**
Polite means having good manners and speaking kindly to people. Shop staff must always be polite to customers. Not **discreet**: that means careful not to tell secrets.

9. Mr Clever was _____ the packing department of the shop.
✔ **B) in charge of**
The fixed phrase is **in charge of**, meaning responsible for and controlling something: **She is in charge of the team.** The other prepositions are wrong with **charge**.

10. I'm sorry, but the book is out of _____.
✔ **B) stock**
Out of stock means the shop has none left to sell at the moment. Not **out of order**: that means a machine is broken.

11. Mr Trustworthy has a very _____ job as sales manager.
✔ **D) responsible**
A **responsible job** is an important job where you must make decisions and take care of people or money. Not **careful**: a person can be careful, but we don't call a job careful.

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