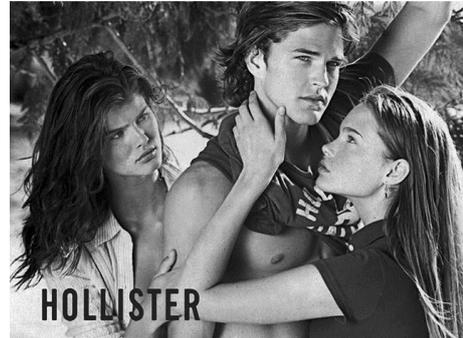


Store Keeps Shoppers in the Dark

1 Venturing into a clothes shop beloved by teenagers can often be like entering a different world for adults, and the experience is all the more bewildering for those dragged into Hollister, a US fashion chain. The stores are so dimly lit that parents have complained of tripping over tables, bumping into fellow shoppers, and being unable to see any of the clothes.



2 Linda Watson, 51, a mother from Sutton Coldfield, was unable to find her teenage daughter in one of Hollister's stores: "I went to look somewhere else and I just couldn't find her when I turned around because it's so dark. I had to come out and phone her," she said. Even younger shoppers are unconvinced. Mrs Peach's 19-year-old daughter, Charlotte, a student, said: "You can't see the prices and you keep bumping into people or tables." Jess Hanna, a 20-year-old from Coventry, added: "It makes it so confusing: we went to buy something and then when we got to the till it was a completely different price to what we thought." Nick Bull, 30, from Birmingham, summed up his experience of the store: "I can't see the sizes, I can't see the prices, I can't see the till: I can't see the point."

3 A spokesman for the company declined to comment but one worker said: "It creates an atmosphere that allows you to come in and hang out while finding some cool clothes. It gives a type of casino feel, where people can get lost in a club-like environment, people relax, and hopefully 27."

4 And it works. Despite the economic depression, Hollister is a retailing success story. It opened its first British store in 2008 and now has 22, with more to come. Good-looking young people are approached in the street to become sales assistants – although they are described as "models" – and shirtless men are employed to welcome customers through the doors. Shoppers are made to queue outside in an effort to make the brand appear more desirable.

The Daily Telegraph, 2011

Tekst 9

- 1p 25 What is the function of paragraph 2?
- A to add new arguments to what is said in paragraph 1
 - B to give examples of what is said in paragraph 1
 - C to question what is said in paragraph 1
 - D to summarise what is said in paragraph 1
- 1p 26 “I can’t see the sizes, I can’t see the prices, I can’t see the till: I can’t see the point.” (end paragraph 2)
How can the tone of this remark be characterised?
- A as mildly irritated
 - B as quite excited
 - C as rather surprised
 - D as somewhat depressed
- 1p 27 Kies bij 27 in alinea 3 het juiste antwoord uit de gegeven mogelijkheden.
- A feel less stressed
 - B meet new friends
 - C spend more money
- 2p 28 Geef van elke van de volgende strategieën aan of deze wel of niet door Hollister gebruikt wordt om klanten te trekken volgens alinea 4.
Omcirkel achter elk nummer ‘wel’ of ‘niet’ in de uitwerkbijlage.
- 1 aantrekkelijk personeel aanstellen
 - 2 het aantal verkooppunten beperkt houden
 - 3 prijzen laag houden
 - 4 wachtrijen snel wegwerken

Bronvermelding

Een opsomming van de in dit examen gebruikte bronnen, zoals teksten en afbeeldingen, is te vinden in het bij dit examen behorende correctievoorschrift, dat na afloop van het examen wordt gepubliceerd.