



Record-Breaking Black Friday and Cyber Monday Sales Ahead!

Description

This year, many people will shop between Black Friday and Cyber Monday. They want to find good deals because prices are high.

In the United States, people are expected to spend a record \$75 billion during this time. This number is 5% more than last year, according to [Bain](#).

The weekend after Thanksgiving will make up 8% of all holiday sales. This is the highest since 2019.

Many shoppers have waited for big discounts. "People are ready to spend during big sales like these," said R.J. Hottovy from Placer.ai.

More than half of Americans say they will shop during these sales, according to [Numerator](#).

Some people plan to buy everyday items like groceries during these sales to save money.

Online shopping will stay popular, with people using stores like Amazon and Walmart for good deals.

Vocabulary List:

1. **Discounts** /'dɪs.kɑ:nt/ (noun): Reductions in price.
2. **Expected** /ɪk'spektɪd/ (adjective): Regarded as likely to happen.
3. **Shoppers** /'ʃɒp.ər/ (noun): People who are looking to buy goods.
4. **Spend** /spɛnd/ (verb): To use money to buy something.
5. **Record** /'rek.ɔ:rd/ (noun): The highest or lowest value of something that has been documented.
6. **Sales** /seɪlz/ (noun): The exchange of goods or services for money.

Comprehension Questions

Multiple Choice

1. What is the expected total amount of spending by people in the United States between Black Friday and Cyber Monday this year?

Option: \$60 billion



- Option: \$70 billion
- Option: \$75 billion
- Option: \$80 billion

2. What percentage of holiday sales will the weekend after Thanksgiving make up?

- Option: 5%
- Option: 6%
- Option: 7%
- Option: 8%

3. According to R.J. Hottovy from Placer.ai, why are people ready to spend during big sales between Black Friday and Cyber Monday?

- Option: They have extra money saved up for this period
- Option: They want to find good deals
- Option: They prefer shopping during festive seasons
- Option: They aim to support local businesses

4. Where do people plan to buy everyday items like groceries during the sales period to save money?

- Option: Amazon and Walmart
- Option: Target and Best Buy
- Option: Macy's and Nordstrom
- Option: Kroger and Costco

5. Which online stores are mentioned as popular choices for good deals during this shopping period?

- Option: eBay and Etsy
- Option: Alibaba and AliExpress
- Option: Amazon and Walmart
- Option: Zappos and Wayfair

6. How many Americans are expected to shop during the sales period?

- Option: Less than half
- Option: Exactly half
- Option: More than half
- Option: All Americans

True-False



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7. The total amount spent by people between Black Friday and Cyber Monday this year is expected to be less than last year.
 8. The percentage of holiday sales made up by the weekend after Thanksgiving is at its lowest since 2019.
 9. People mainly shop during this period to buy luxury items rather than everyday necessities.
 10. R.J. Hottovy mentioned that people are reluctant to spend during big sales.
 11. The popularity of online shopping is decreasing, and more people prefer in-store shopping.
 12. The percentage of Americans planning to shop during the sales period is less than half.

Gap-Fill

13. People want to find good deals between Black Friday and Cyber Monday because _____ are high.
14. More than half of Americans say they will shop during these sales, according to _____.
15. Online shopping will remain popular, with people using stores like _____ for good deals.
16. The expected total amount of spending during this time is \$ _____ billion, which is a 5% increase from last year.
17. Some people plan to buy everyday items like groceries during these sales to _____ money.
18. The weekend after Thanksgiving will make up _____ % of all holiday sales, the highest since 2019.



Answer

Multiple Choice: 1. \$75 billion 2. 8% 3. They want to find good deals 4. Amazon and Walmart 6. More than half

True-False: 7. False 8. False 9. False 10. False 11. False 12. False

Gap-Fill: 13. prices 14. Numerator 15. Amazon and Walmart 16. 75 17. save 18. 8

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. What attribute does a new or original item possess?

- Option: Familiarity
- Option: Ingenuity
- Option: Commonness
- Option: Traditional

2. Which term describes something that is approved or recognized?

- Option: Critiqued
- Option: Rejected
- Option: Adopted
- Option: Refused

3. What term refers to the exchange of goods or services for money?

- Option: Promotion
- Option: Purchases
- Option: Donations
- Option: Barter

4. What activity involves demonstrating against a particular issue or policy?

- Option: Accepting
- Option: Endorsing
- Option: Advocating
- Option: Objecting

5. What word is used to indicate something that is anticipated or predicted?



- Option: Surprising
- Option: Predictable
- Option: Unexpected
- Option: Random

6. What category of items includes pots pans and other utensils used for cooking?

- Option: Cutlery
- Option: Tableware
- Option: Kitchenware
- Option: Serveware

7. What term describes exciting or unusual experiences?

- Option: Monotony
- Option: Routine
- Option: Mundanity
- Option: Excitement

8. Who are individuals that engage in purchasing goods or services?

- Option: Sellers
- Option: Browsers
- Option: Purchasers
- Option: Observers

9. What term describes individuals traveling in a vehicle or on public transportation?

- Option: Drivers
- Option: Pedestrians
- Option: Cyclists
- Option: Riders

10. What are small technological devices or tools designed for specific functions?

- Option: Appliances
- Option: Machinery
- Option: Instruments
- Option: Devices

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. Customers may seek _____ from customer service when they encounter issues.

12. If a customer is _____ with a product they may request a refund.



13. During the holiday season people often _____ more money on gifts.
14. Many stores offer special _____ during sales events to attract customers.
15. The company achieved a new sales _____ this quarter.
16. Customers appreciate having a variety of _____ to choose from.
17. Luxury hotels often provide exclusive _____ for their guests.
18. Citizens participate in _____ to choose their representatives.
19. These issues require the attention of experienced _____ .
20. Customers can select their preferred _____ method during checkout.
21. The tale of _____ is a classic story of transformation and perseverance.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

22. The cozy pajamas were made of soft material.
23. Having a valid ticket grants you to the exclusive lounge.
24. The popularity of the new artist has dramatically in recent months.
25. The oversized sofa looked incredibly and inviting.
26. The cruise ship had accommodations for thousands of .
27. The end-of-season sales offered significant on various items.
28. Thrill-seekers often seek out new and exciting .
29. The delivery of the package is to arrive tomorrow.
30. The citizens took to the streets against the new policy.
31. The tech store showcased the latest and most innovative .



Answer

Multiple Choice: 1. Ingenuity 2. Adopted 3. Purchases 4. Objecting 5. Predictable 6. Kitchenware 7. Excitement 8. Purchasers 9. Riders 10. Devices

Gap-Fill: 11. Support 12. Upset 13. Spend 14. Discounts 15. Record 16. Options 17. Amenities 18. Elections 19. Experts 20. Shipping 21. Cinderella

Matching sentence: 1. Flannel 2. Access 3. Risen 4. Comfy 5. Passengers 6. Discounts 7. Adventures 8. Expected 9. Protesting 10. Gadgets

CATEGORY

1. Business - LEVEL1

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