



## **I.T.G.C. "G. SALVEMINI - E.F. DUCA D'AOSTA"**

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### **PROVA D'INGLESE - B-**

#### **SHOPPING IN THE PAST AND TODAY**

A custom is a habit. Originally, a customer was someone who made it a habit to buy from a particular shop, and the shopkeeper tried to retain that person's custom - in other words, tried to encourage the habit. This is still the goal of businesses today.

Thousands of years ago, before money was invented, people shared or exchanged goods they had produced. Money, which made buying possible, dates back 8,000 or more years, and originally took the form of cattle. However, it was not until about 2,700 years ago that permanent shops came into existence, along with the earliest coins. These developments occurred in Lydia, in present-day western Turkey.

Fairs and markets have been recorded for at least a thousand years. Before shops became commonplace, many towns held a street market, where people who lived within travelling distance went to purchase goods from farmers and craftsmen. Many markets were held weekly, while fairs were often annual and sometimes included an element of pleasure alongside buying and selling. Fairs and markets still take place, though they have become less important features of a town's commercial life.

Permanent, specialist shops were a gradual development, and included fishmongers, grocers (selling food), greengrocers (for fruit and vegetables), ironmongers (for tools) and goldsmiths. Shops selling similar goods often clustered together, as is still the case in many parts of the world. This was sometimes reflected in the name of the road, for example Milk Street or Bread Street, both in the City of London.

By the nineteenth century, there were numerous shops. Customers queued to ask for goods, which the shopkeeper or assistant would fetch from the shelves behind the counter, or from the stockroom at the back of the shop. Few items were pre-packed, and the assistant take out the quantity that the customer requested. Retailing was labour-intensive, expensive, and limited by the number of assistants employed. The shop might well deliver purchases to the customers' homes - just as with modern internet shopping.

A shopping revolution started with the opening of the first self-service grocery store in 1916 - the Piggly Wiggly store in Memphis, Tennessee. Its success soon led to imitation by other chains, and self service - transferring some of the work from shop assistants to customers - became standard practice when the first supermarket opened in 1930. Shopping has never been the same since.



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## Answer the following questions:

- 1) How was it possible for people to sell goods before the invention of money?
- 2) When and where were the first shops created?
- 3) What happened in a street market?
- 4) What is a fair?
- 5) Why is Milk Street so called?
- 6) What's the difference between retailing in the past and today?
- 7) What is the Piggly Wiggly store?
- 8) Explain the meaning of online shopping and list some of its advantages and disadvantages.

## Mark the following sentences T (true), F (false) or NG (not given).

- 1) The original meaning of 'customer' is someone who sells goods. \_\_\_\_\_
- 2) The largest stores nowadays are mostly in the USA. \_\_\_\_\_
- 3) Home deliveries were introduced in the nineteenth century. \_\_\_\_\_
- 4) Early markets were generally held outdoors. \_\_\_\_\_

## Replace the words in *italics* with words with similar meanings from the article.

- 1) A major *objective* of any business is to increase sales. \_\_\_\_\_
- 2) Small shops usually keep a supply of goods in a *storage area* that customers don't have access to. \_\_\_\_\_
- 3) In many countries nowadays, almost all food products except fruit and vegetables are *wrapped before being put on the shelves*. \_\_\_\_\_
- 4) *The owners or managers of a shop* must take into consideration people's habits. \_\_\_\_\_

Non è consentito l'uso del dizionario d'inglese.