**Marketing**

**Task 1**

The computer giant Apple has removed all customer reviews from several of its online Apple stores. The reviews section was a useful way for customers to leave feedback for other people about Apple's products. The reviews section on the Apple Store began disappearing last week. Apple has removed the "Ratings and Reviews" section of its online stores across the world. The reviews pages have gone from the stores in the USA, UK and Australia. This means that anyone in those countries wanting to find reviews on Apple products will have to visit other websites. Apple has not yet commented on its decision to remove the ratings and reviews section, so nobody knows why they have taken this action.

The website pcmag.com speculated that the removal could have been a mistake, but then it said the removal was part of a new Apple policy. It said: "Clearly, Apple has decided its online store is better without customer feedback for some reason. Alternatively, the customer feedback system is being overhauled." PC Mag said Apple used to be very open and allow all kinds of comments, including very negative reviews. It said: "Apple wasn't shy about leaving extremely negative reviews and ratings up on its store in the past". It added: "We're also heading into the busiest shopping period of the year, and Apple online store customers have lost an important source of information when deciding what to buy."

**Task 2**

**REVIEW:**What would you write in a review of these websites? Complete this table with your partner(s). Change partners often and share what you wrote.

|  |  |  |
| --- | --- | --- |
|  | **Good Things** | **Bad Things** |
| Apple Store |  |  |
| Google |  |  |
| Facebook |  |  |
| Wikipedia |  |  |
| Amazon |  |  |

**Task 3**

**ONLINE STORES:**Name successful brands for each category. Put the best at the top.

* Clothes
* Electronics
* Food
* Books
* Delivery food
* Medicine
* Furniture

**Task 4**

**Vocabulary**

**Paragraph 1**

|  |  |  |  |
| --- | --- | --- | --- |
| 1. | giant | a. | A different part of a book, newspaper, website, or document. |
| 2. | several | b. | A very large company or organization. |
| 3. | products | c. | Things that are made and sold. |
| 4. | section | d. | Go to a website or web page. |
| 5. | disappearing | e. | The option you arrive at after thinking about what to do. |
| 6. | visit | f. | More than two but not many. |
| 7. | decision | g. | Going away so it cannot be seen or is no longer there. |

**Paragraph 2**

|  |  |  |  |
| --- | --- | --- | --- |
| 8. | speculated | h. | As another option or possibility. |
| 9. | mistake | i. | The place where information comes from. |
| 10. | policy | j. | Very, very, very. |
| 11. | alternatively | k. | A course of action decided by a government, party, business, or person. |
| 12. | overhauled | l. | Take something apart to look at it and make it better. |
| 13. | extremely | m. | Guessed or decided something without having proof. |
| 14. | source | n. | An action or judgment that is wrong. |

**Task 5**

#### SYNONYM MATCH: Match the following synonyms from the article.

1. **removed**
2. **products**
3. **section**
4. **visit**
5. **commented**
6. **mistake**
7. **policy**
8. **overhauled**
9. **negative**
10. **information**
11. details
12. go to
13. error
14. guidelines
15. goods
16. maintained
17. bad
18. taken away
19. spoken about
20. area

**Task 6**

### Gap fill

**Put these words into the spaces in the paragraph below.**

feedbackfinddisappearingnobodygiantdecisionseveralgone

The computer (1) \_\_\_\_\_\_\_\_\_\_\_\_ Apple has removed all customer reviews from (2) \_\_\_\_\_\_\_\_\_\_\_\_ of its online Apple stores. The reviews section was a useful way for customers to leave (3) \_\_\_\_\_\_\_\_\_\_\_\_ for other people about Apple's products. The reviews section on the Apple Store began (4) \_\_\_\_\_\_\_\_\_\_\_\_ last week. Apple has removed the "Ratings and Reviews" section of its online stores across the world. The reviews pages have (5) \_\_\_\_\_\_\_\_\_\_\_\_ from the stores in the USA, UK and Australia. This means that anyone in those countries wanting to (6) \_\_\_\_\_\_\_\_\_\_\_\_ reviews on Apple products will have to visit other websites. Apple has not yet commented on its (7) \_\_\_\_\_\_\_\_\_\_\_\_ to remove the ratings and reviews section, so (8) \_\_\_\_\_\_\_\_\_\_\_\_ knows why they have taken this action.

### Multiple choice quiz

1) What kind of giant did the writer call Apple?  
a) a scary giant  
b) a gentle giant  
c) a computer giant  
d) a coding giant  
2) When did the customer reviews start disappearing from Apple Stores?  
a) last week  
b) 10 days ago  
c) last month  
d) in 2017  
3) In which countries does the article say there are no Apple Store reviews?  
a) the USA, Canada and South Africa  
b) the USA, UK and Australia  
c) the UK, New Zealand and Ireland  
d) Australia, Ireland and Canada  
4) Where can people now find reviews of Apple products?  
a) on Amazon  
b) on MSN  
c) in newspapers  
d) on other websites  
5) Who did the writer say knows why Apple took this decision?  
a) Mr Apple  
b) a technology website  
c) nobody  
d) a computer designer

6) What is the name of the website that commented on the reviews?  
a) onlinemag.com  
b) pcmag.com  
c) apples.com  
d) review.com  
7) What did the website say might be being overhauled?  
a) a department  
b) a computer  
c) a web page  
d) Apple's system  
8) What kind of reviews did Apple always allow on its website?  
a) nice ones  
b) extremely negative reviews  
c) critical ones  
d) funny ones  
9) What did the writer call this time of the year?  
a) the silly season  
b) the busiest shopping period  
c) stress city  
d) a time of hope and joy  
10) What did a website say Apple customers have lost a source of?  
a) information  
b) income  
c) secrets