PDF

Read the article below about customer loyalty . In most of the lines 34-45 there is one extra word . It is either grammatically incorrect or doesn't fit in the meaning of the text . Some lines, however, are correct . If a line is correct , write CORRECT on your Answer Sheet . If there is a extra word in the line , write the extra word in CAPITAL LETTER on your Answer Sheet. The exercises begins with two examples , (0) and (00) . Examples 0 CORRECT 00 IT INCREASING CUSTOMERS LOYALTY 0 Customers are not revolutionaries. They are attracted to be the certainty of knowing that 00 what they buy it will be good value for money or will perform a particular task effectively. 34 They are cautious but their loyalty , without once achieved , is the key to business success. 35 Brands can help to create customer loyalty by providing us a signpost to certainty and 36 safety . Ideally , when a customer sees off a product , it leads to a range of positive thoughts 37 so that the product is being bought . Unfortunately , only a small number of products have 38 reached to this level . While everyone in business is aware of the need to attract and 39 retain customers , that they often overlook the second , more important , half of the 40 equation . In the excitement of beating against the competition and securing orders, 41 managers often fail to ensure that the customer remains a customer . It has been 42 estimated that since the average company loses between 10 to 30% of

its customers 43 every year and this only recently have organizations started to wake up to these lost 44 opportunities and to calculate the financial implications. Established customers often 45 buy more and, in the addition , they may also provide free word-of-mouth advertising. 34 WITHOUT 35 US 36 OFF 37 BEING 38 TO 39 THAT 40 AGAINST 41 CORRECT 42 SINCE 43 THIS 44 CORRECT 45 THE 00 what buy it 34 " " without 35 " " us customers 36 See off " …… " off 37 being 38 Reach get to / arrive at / arrive in 39 while . that