
ANSWER KEY

Unit 6**A**

- 1 Simsing
- 2 Simsing is cheaper (students may say price), battery lasts longer, better camera (may refer to megapixels). Package gives more minutes and texts (300 v 100).
- 3 Students may agree or disagree. (Ask why! They may mention apps and options for unlimited Internet when disagreeing or refer to real products. Allow discussion. There is no correct answer!)

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- 1 for a while
- 2 who are you with
- 3 it's pay-as-you-go
- 4 Such as
- 5 apart from price
- 6 whereas this one
- 7 can they store
- 8 calls and messages
- 9 unlimited internet access
- 10 Well, anyway

VIDEO SCRIPT

Paul Can I help you?

Ava Yes, I'm looking to get a new phone.

Paul What phone have you got now?

Ava This one.

Paul Right!

Ava What?

Paul Nothing! It's just I haven't seen one of those for a while.

Ava Well, that's why I'm upgrading.

Paul Sure. Well, who are you with at the moment?

Ava Z-mobile.

Paul And what are your monthly payments?

Ava Well it's pay-as-you-go but I spend around £25 a month, I guess.

Paul OK. Well, we could offer you something a lot better than that for a similar price, if you have a contract.

Ava Such as?

Paul OK. Well, there's this one – the Simsing Universe – which is £30 a month and then you have the latest version of the e-phone which is £35.

Ava What's the difference apart from price? They look very similar.

Paul It's mainly marketing, to be honest. As a phone, this one is actually better than the e-phone. The battery lasts longer than the e-phone, even when you're surfing the net.

Ava OK.

Paul The e-phone probably has more apps and people say the design is nicer, whereas the Simsing one has a better camera. It's ten megapixels whereas this one is just four.

Ava Wow! And how many pictures can they store?

Paul It's the same. They both have a big memory. You can store maybe 500 photos.

Ava OK. What about calls and messages? How many can you offer me?

Paul Well, with the Simsing we could give you 300 free minutes or 300 free texts as well as 500 megabytes monthly limit for the Internet, whereas the e-phone we are offering 100 minutes and 100 texts plus 500 megabytes. Or you can upgrade to unlimited internet access for five pounds more.

Ava So, it sounds as if the Simsing is quite a lot less per month, but you get more and it's a better phone! Why does anyone buy the e-phone?

Paul Most people aren't interested in anything else. It's marketing.

Ava OK. Well, anyway. I'll take this one.