

# VIDEO TIME

## UNIT 5

### Special Shops

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Class: \_\_\_\_\_

**Titre de la vidéo :** Tesco: Homeplus Subway Virtual Store

**Durée :** 2'29"

**Sous-titres :** non

**Lien vers la vidéo :**

[https://www.youtube.com/watch?v=nJVoYsBym88&feature=player\\_detailpage](https://www.youtube.com/watch?v=nJVoYsBym88&feature=player_detailpage)

#### HELP!

**increase** accroître

**hard-working** travailleur

**grocery** épicerie

**grocery shopping** les courses

**subway** le métro

**deliver** livrer

### PART 1 ► Regardez la vidéo en entier.

#### 1. Répondez aux questions.

a. What's the name of the store?

\_\_\_\_\_

b. In which country is it located?

\_\_\_\_\_

c. How can people do their shopping?

\_\_\_\_\_

### PART 2 ► Regardez la vidéo du début jusqu'à 0:45.

#### 2. Complétez la question posée dans le reportage.

"Tesco grew to rank number two in Korea. Could we become

\_\_\_\_\_ without increasing the number of stores?"

#### 3. Sélectionnez les expressions que vous entendez.

a. Koreans are the second most (*intelligent* / *hard-working* / *immature*) in the world.

b. For them (*grocery shopping* / *everyday shopping* / *food shopping*) once a week is a dreaded task.

c. We decided to approach these (*worried and snobbish* / *nice and polite* / *busy and tired*) people.

### PART 3 ► Regardez la vidéo de 0:46 à 1:35.

#### 4. Répondez aux questions.

a. What is Tesco's idea?

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b. What did they create?

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c. Where? \_\_\_\_\_

#### 5. Numérotez les actions dans l'ordre où elles apparaissent.


a. The product is delivered to your door right after you get home.

b. You use your smartphone to shop.

c. The product automatically lands in your online cart.

d. Scan the QR code with your phone.

e. The displays or the merchandise don't change from the actual stores.

### PART 4 ► Regardez la vidéo de 1:36 à 2:00.

#### 6. Complétez les phrases qui précisent les avantages clients.

a. They can \_\_\_\_\_ more after work and on weekends.

b. They can shop at Tesco Homeplus wherever they go without having to

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c. They can use their waiting time to do \_\_\_\_\_

### PART 5 ► Regardez la vidéo de 2:00 jusqu'à la fin.

#### 7. Notez les chiffres que vous entendez ou que vous voyez.

Result: After this campaign, online sales increased tremendously.

a. Number of consumers at online Homeplus: \_\_\_\_\_

b. Number of new registered members: + \_\_\_\_\_

c. Number of online sales: + \_\_\_\_\_

#### 8. Expliquez en français ce que vous avez compris de la conclusion du reportage.

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