

# Unit 7: Two prices (dual pricing)

## Module CSWE II C

### Learning Outcome C1

Demonstrate understanding of a spoken transaction for information on goods and services

### Learning Outcome C2

Participate in a spoken transaction for information on goods and services

## Before you start

*Find out the meaning of these words and phrases:*

cash register

checkout operator

trader

retailer

customer / consumer

scan

store manager

## Activity 1: What's happening here?



- *Look at these photos.*
- *Tell a classmate what you think is happening.*
- *Compare your ideas with others in the class.*

## Activity 2: Two prices - what should Anuk do?

Read the scenario:

Anuk is buying groceries. She chooses tomatoes marked \$5.95 per kilo on the shelf. The checkout operator scans the tomatoes. The price on the cash register is \$7.95 per kilo.

What should Anuk do? Circle A. B. or C.

A

A. Tomatoes at \$7.95 per kilo



Anuk should pay \$7.95 and not make a fuss about the price.

B

B. Tomatoes at \$5.95 per kilo



Anuk should tell the checkout operator that the tomatoes are marked at \$5.95 per kilo on the shelf. She should insist on paying the lower price.

C

C. Tomatoes at \$0.00 per kilo



Anuk should ask to get the tomatoes for free.

Check your answer at the end of the Unit.

## Activity 3: Two prices - what are a trader's rights?

Read the scenario:



Deng wants to buy a new radio. The one he likes has two price tags on it – \$45.99 and \$59.99. He tells the store manager he thinks he should get the radio at the lower price. The store manager says the two prices are a mistake. He withdraws the radio from sale.

Deng contacts the Office of Fair Trading. He finds out that the store manager is allowed to withdraw the radio from sale or sell it at the lower price. It's the trader's choice.

Is this statement  True or  False?

Tick the correct answer.



Check your answer at the end of the Unit.



## What you should know

If something has two prices you don't have to pay the higher price. The trader can sell it to you at the lower price OR withdraw it from sale if he chooses to.

In most cases, if you insist on the lower price and let the trader know you are aware of your rights, you should not have any problems.

If you can not resolve the problem with the trader call the Office of Fair Trading on **13 32 20**.

## Language note

### *Insist on + verb-ing*

For example –

You should **insist on seeing** the manager.

She **insisted on paying** the lower price.

### *Refuse to + verb*

For example –

She should **refuse to pay** the higher price.

The manager **refused to sell** it at the lower price.

He withdrew it from sale.

## Activity 4: Vocabulary

*Use these phrases to complete the sentences below:*

refuse to

insist on

ripped off

make a fuss

1. If a retailer says you must pay the higher price on something with two prices you are being \_\_\_\_\_.
2. Usually, if you tell the store manager that you know you are allowed to ask for the lower price, you won't have to \_\_\_\_\_.
3. You can \_\_\_\_\_ pay the higher price on something with two prices.
4. You can \_\_\_\_\_ paying the lower price but the store manager can choose to withdraw the item from sale.

***Check your answers at the end of the Unit.***

# Activity 5: Practising what to say

## A. Read the dialogue below. Practise it with a partner.

- Anuk:** I think there's a mistake. The tomatoes are marked \$5.95 on the shelf but they've scanned at \$7.95.
- Checkout operator:** I have to charge you the price on the cash register.
- Anuk:** Actually, if there are two prices on an item I can refuse to pay the higher price. I should only pay \$5.95 for the tomatoes.
- Checkout operator:** Okay, I'll go and check the shelf price.
- Anuk:** Thank you.

## B. Divide into pairs. Role play each of these scenarios. Take turns being the customer and the checkout operator or the store manager.



You are buying a box of laundry powder marked \$12.95 on the shelf but it scans at \$16.95. You want the lower price.

You are buying an electric kettle that is advertised at \$39. It scans at the full price of \$49. The store manager withdraws the kettle from sale.

You are buying a pair of shoes. They are marked \$50 on the shelf but they scan at \$59. You ask for the lower price.

You are buying a DVD player. The shelf price is \$145 but it scans at \$175 at the cash register. The store manager says that the lower price is a mistake. She will not sell it to you for \$145.

## Activity 6: What can Anuk say?



What do you think Anuk said at the checkout?

A. Listen to the dialogue. Fill in the missing words, using the words in the table below.

ask	mistake	manager	scanning
insist	overcharge	check	register
fix	lower	explained	shelf

**Checkout operator:** Hello. How are you today?

**Anuk:** Good thanks. How are you?

**Checkout operator:** I'm okay. It's really busy today. Nice looking tomatoes. Are these Romas?

**Anuk:** Yes, they are. They're marked down today.

**Checkout operator:** Marked down? Is that what it says on the shelf? I thought \$7.95 per kilo was the normal price.

**Anuk:** Are you saying these tomatoes are \$7.95?

**Checkout operator:** Yes, they're (1) \_\_\_\_\_ at \$7.95 a kilo on the cash register.

**Anuk:** I think that's a (2) \_\_\_\_\_. They're clearly marked \$5.95 a kilo on the (3) \_\_\_\_\_.

**Checkout operator:** Really? The shelf price is probably wrong. I'm afraid I'll have to charge you \$7.95.

**Anuk:** Sorry, but I don't think I should pay \$7.95. Could you please (4) \_\_\_\_\_ the shelf price?

**Checkout operator:** I don't think I need to. I'm pretty sure the price on the cash (5) \_\_\_\_\_ is right.

**Anuk:** Actually, if there are two prices on an item I can (6) \_\_\_\_\_ to pay the (7) \_\_\_\_\_ price. I (8) \_\_\_\_\_ on paying the shelf price for the tomatoes.

**Checkout operator:** I'm not sure what to do. Do you mind if I quickly check with my (9) \_\_\_\_\_?

**Anuk:** That would be good, thanks.

*A few minutes later...*

**Checkout operator:** I (10) \_\_\_\_\_ the problem to my manager and she said you're right! I should charge you the shelf price.

**Anuk:** Great! Thank you for checking.

**Checkout operator:** Not a problem. I'm sorry about the confusion. We'll (11) \_\_\_\_\_ the mistake on the cash register.

**Aruk:** These things happen. I'm happy we cleared it up.

**Checkout operator:** You were right to insist on the lower price. I would hate to (12) \_\_\_\_\_ you.

**Check your answers at the end of the Unit.**

**B. Practise this dialogue in pairs. Take turns being Aruk and the Checkout operator.**

## Project

**Recount a personal experience you've had with two prices on an item in a store:**

- Where were you shopping?
- What were you buying?
- What was the price difference on the item?
- Did you manage to resolve the problem yourself? If so, how did you resolve it?
- Which price did you pay?
- What would you do differently if you experienced this problem again?
- What advice would you give someone who finds themselves in this situation?

**Share your stories with your teacher and your classmates.**

## Extension

**Teachers may use the following ideas to extend learners' understanding of the topics covered in the Unit:**

- *In pairs, write and role play a new dialogue like the one you listened to in Activity 6. Create your own characters, products and prices.*
- *Think of situations where a store manager could choose to withdraw an item from sale eg. a customer has deliberately added a cheaper price tag to an item.*

# Unit answers

## Activity 2

- A. (X) If Anuk accepts the higher price she is being ripped off! Retailers are not allowed to charge consumers the higher price if two prices are advertised.
- B. (✓) That's great! Consumers can refuse to pay the higher price if two prices are advertised.
- C. (X) Nice try! The retailer is not allowed to charge the higher price but that does not mean you get the item for free.

## Activity 3

Deng contacts the Office of Fair Trading. He finds out that the store manager is allowed to withdraw the radio from sale or sell it at the lower price. It's the trader's choice.

True – A trader has the right to withdraw an item with two prices from sale.

## Activity 4

1. If a retailer says you must pay the higher price on something with two prices you are being **ripped off**.
2. Usually, if you tell the store manager that you know you are allowed to ask for the lower price, you won't have to **make a fuss**.
3. You can **refuse to** pay the higher price on something with two prices.
4. You can **insist on** paying the lower price but the store manager can choose to withdraw the item from sale.

## Activity 6

**Checkout operator:** Hello. How are you today?

**Anuk:** Good thanks. How are you?

**Checkout operator:** I'm okay. It's really busy today. Nice looking tomatoes. Are these Romas?

**Anuk:** Yes, they are. They're marked down today.

**Checkout operator:** Marked down? Is that what it says on the shelf? I thought \$7.95 per kilo was the normal price.

**Anuk:** Are you saying these tomatoes are \$7.95?

**Checkout operator:** Yes, they're (1) **scanning** at \$7.95 a kilo on the cash register.

**Anuk:** I think that's a (2) **mistake**. They're clearly marked \$5.95 a kilo on the (3) **shelf**.

**Checkout operator:** Really? The shelf price is probably wrong. I'm afraid I'll have to charge you \$7.95.

**Anuk:** Sorry, but I don't think I should pay \$7.95. Could you please (4) **check** the shelf price?

**Checkout operator:** I don't think I need to. I'm pretty sure the price on the cash (5) **register** is right.

**Anuk:** Actually, if there are two prices on an item I can (6) **ask** to pay the (7) **lower** price. I (8) **insist** on paying the shelf price for the tomatoes.

**Checkout operator:** I'm not sure what to do. Do you mind if I quickly check with my (9) **manager**?

**Anuk:** That would be good, thanks. A few minutes later...

**Checkout operator:** I (10) **explained** the problem to my manager and she said you're right! I should charge you the shelf price.

**Anuk:** Great! Thank you for checking.

**Checkout operator:** Not a problem. I'm sorry about the confusion. We'll (11) **fix** the mistake on the cash register.

**Anuk:** These things happen. I'm happy we cleared it up.

**Checkout operator:** You were right to insist on the lower price. I would hate to (12) **overcharge** you.

# Transcript

## Activity 6 - What can Anuk say?

**Checkout operator:** *Hello. How are you today?*

**Anuk:** *Good thanks. How are you?*

**Checkout operator:** *I'm okay. It's really busy today. Nice looking tomatoes. Are these Romas?*

**Anuk:** *Yes, they are. They're marked down today.*

**Checkout operator:** *Marked down? Is that what it says on the shelf? I thought \$7.95 per kilo was the normal price.*

**Anuk:** *Are you saying these tomatoes are \$7.95?*

**Checkout operator:** *Yes, they're scanning at \$7.95 a kilo on the cash register.*

**Anuk:** *I think that's a mistake. They're clearly marked \$5.95 a kilo on the shelf.*

**Checkout operator:** *Really? The shelf price is probably wrong. I'm afraid I'll have to charge you \$7.95.*

**Anuk:** *Sorry, but I don't think I should pay \$7.95. Could you please check the shelf price?*

**Checkout operator:** *I don't think I need to. I'm pretty sure the price on the cash register is right.*

**Anuk:** *Actually, if there are two prices on an item I have the right to pay the lower price. I insist on paying the shelf price for the tomatoes.*

**Checkout operator:** *I'm not sure what to do. Do you mind if I quickly check with my manager?*

**Anuk:** *That would be good, thanks.*

*A few minutes later...*

**Checkout operator:** *I explained the problem to my manager and she said you're right! I should charge you the shelf price.*

**Anuk:** *Great! Thank you for checking.*

**Checkout operator:** *Not a problem. I'm sorry about the confusion. We'll fix the mistake on the cash register.*

**Anuk:** *These things happen. I'm happy we cleared it up.*

**Checkout operator:** *You were right to insist on the lower price. I would hate to overcharge you.*