Do You Want to See the World ?

Question Forms

Activity One : Let's study the examples of different question forms.

Object Question
When did you go to China ?
How often do you travel by plane ?

Subject Question
Who is going to Stockholm ?
Which type of transport is the best in Europe ?

Indirect Question
I wonder when IKEA is going to open a store in Tasmania .
Could you please tell me how to get to the IKEA store in Moscow ?



Question tag
You've visited the store in London havn't you ?
Tasmania is in Australia isn't it ?

Question Words

Activity Two: Let's study the different question words and how to use them.

Where, When, Who, How, What.

When asking for information in English we change the word order :
Where are you going ?
The auxiliary verb goes in front of the subject and is separated from the main verb. (auxiliary verb + subject + main verb)
The exception to this rule is for the verb be in simple present and simple past, we do not use an auxiliary verb. We simply reverse the positions of be and subject:
Are you in London ?

Activity Three: Read the article and then make up ten questions using the question words from activity two.

Travel the World with IKEA.

The IKEA group has 90,000 co-workers and operates in 44 countries. You could visit stores in the Czech republic, Spain, Greece, Poland, Israel, Kuwait, Japan, Malaysia, Turkey, Hungary and many other countries but would you know you were really seeing the world? Essentially no, the same color code, product range and meetballs is on offer.

For several decades, IKEA had looked for international markets, which were culturally as close as possible to the Scandinavian market. The basic idea behind IKEA's global strategy was 'one-design-suits-all.' Anders Dahlvig, the CEO of IKEA, had once said, "Whether we are in China, Russia, Manhattan, or London, people buy the same things. We don't adapt to local markets."

In recent years however as IKEA has entered the asian markets this strategy has had to be revised. IKEA was forced to adapt to the lifestyle and social differences in some countries.
IKEA offers the same product range in all countries--8,000 to 10,000 products depending on the store's size. But the company now adapts the layout of the store, presentation of the goods, home solutions offered, and prices according to national economic and cultural conditions. In China for example , the store layouts

reflect the layout of many Chinese apartments, and as many Chinese apartments have balconies, the stores even include a balcony section. IKEA's DIY products are appreciated in the West, because customers know they save money by assembling products themselves and because many customers actually enjoy assembling the furniture. But in China, where labor is cheap, the DIY notion has not taken hold, so Chinese customers use IKEA's assembly services more than customers in other countries.

So maybe you won't really see the world by visiting the IKEA stores worldwide but that doesn't mean that IKEA tourism is dead. Take a look at the next article :

Activity Four: Now read the second article and make up four questions using the four different types of question from activity one.

The Ikea Hostel: Norway's New Take on Sleepover Tourism

Norwegians consider the stores a destination, a must-see on the summer travel circuit. Now Ikea is capitalizing on this interest by turning hotelier,. This month the company will open a one-week overnight hostel at one of its Oslo locations, where up to 30 shoppers will have the chance to bunk down in-store each night, sample the cafeteria's Swedish meatballs and wrap themselves in bargain-basement Ikea bathrobes, all free of charge.

"Around 900,000 visitors come to visit Ikea during the summer holidays. It's more than one of the biggest attractions in Norway, the Holmenskollen ski jump, gets in one year," an Ikea spokesman said. "We found that people from the north of Norway include a visit to Ikea as part of their holidays…The Ikea Hostel will make the destination complete."

Activity Five: Listen to the song and fill the gaps. (You can do this at home with youtube)

…….?
…….?
…….?
In a different way, yeah

…….?
…….?
…….?
In a different way



I remember how we used to sing
Writing poems in your bed sit
Finding time to be the passenger
But there you are you never saw me leave

But there you go you're sailing away
And you know
You never come away
Yeah but you should
You never lie to me
Yeah but I will
Never come away
Yeah but you should

But …….
Oh …….
Oh …….
On your television screen

I remember how we used to be
Without the world upon our TV
Well let it lie or you can take it back
Wrap your life around evil's trap

But there you are you're sailing away
And you know
You never come away
Yeah but you should
You never lie to me
Yeah but I will
Never come away
Yeah but you should

Well ……. what what
…….what what
Well ……. what what
Well …….what what what
Well ……. (I know I do) what what what
……. (I know I do) what what what
Well …….what what (I know I do)
Well ……. what what (I know I do)
Well ……. (I know I do) (I know I do) (I know I do)