

# UNIT 10 Marketing

## Vocabulary

EXERCISE 1 Choose the best word to fit the gap.

- 1 The company will be \_\_\_\_\_ a new range of health foods over the next few months.  
**A promoting**      **B encouraging**      **C competing**      **D supporting**
- 2 Although prices have remained \_\_\_\_\_ for the past two years we are expecting a sharp rise in the near future.  
**A still**      **B immobile**      **C same**      **D static**
- 3 This particular \_\_\_\_\_ of ice cream is supposed to contain very little fat.  
**A name**      **B brand**      **C label**      **D product**
- 4 Their products are only available through selected \_\_\_\_\_.  
**A outlooks**      **B outlets**      **C outlines**      **D outfits**
- 5 The sales \_\_\_\_\_ for the next few months is not particularly optimistic.  
**A figures**      **B drive**      **C forecast**      **D trend**
- 6 The advertising company have come up with a catchy new \_\_\_\_\_ for the car.  
**A slogan**      **B saying**      **C image**      **D feature**
- 7 It's going to be difficult to break \_\_\_\_\_ the Far East market but I believe it will become a key market for us.  
**A through**      **B up**      **C into**      **D down**
- 8 We're hoping that the new software package is going to make a big \_\_\_\_\_.  
**A effect**      **B impact**      **C influence**      **D mark**
- 9 Supermarkets often find point of sale \_\_\_\_\_ very useful when introducing new products to their customers.  
**A displays**      **B exhibits**      **C presentations**      **D exhibitions**
- 10 When deciding what kind of advertising to use it's important to find out as much as possible about your \_\_\_\_\_.  
**A companions**      **B competitions**      **C competitors**      **D components**

# New International Business English

## Reading

EXERCISE 2 Match sentences 1–5 to the words in the box.

- 1 “I’m concerned that our customers may feel we are charging too much for this product.”
- 2 “We need to ensure that we keep a high profile. People should be reminded of our good reputation and image.”
- 3 “What makes this computer special is its unique design. There isn’t anything else like it on the market.”
- 4 “We have to consider everything about the product not just what it looks like or what it’s called.”
- 5 “I buy these jeans because they have a designer label. They make me feel expensive.”

Total Product
Unique Selling Proposition
Public Relations
Price-conscious
Product Image

EXERCISE 3 Put these sentences in order of probability. Begin with the highest probability.

- 1 It’s quite possible that we will see sales increase in the UK.
- 2 I don’t think we are going to see any improvement for some time.
- 3 There’s no doubt that these figures are accurate.
- 4 It’s just possible that interest rates will go down.
- 5 This definitely isn’t a good time for our product range.