



UNIT 6: FURTHER PRACTICE

1. Match a word in A with one in B

A	B
1. Environment	a. controlling
2. Brand	b. chain
3. Marketing	c. research
4. Competitor	d. analysis
5. Value	e. audit

2. Choose the best answer A, B, C or D.

- The marketersfocus on understanding the cost structure and the cost position relative to competitors of the company.
A. needn't B. shouldn't C. must D. don't
- What does SWOT stand for? It's.....
A. Strength- wide- organisation- trade
B. Strength- weak- organisatoin- trading
C. Strengths- weaknesses- opportunities – threats
D. none of them.
- Marketers employ a variety of techniques to conduct market research, but some of the more common are
A. qualitative marketing research, , experimental techniques
B. quantitative marketing research
C. observational techniques D. all of them
- Traditionally, one of the areas in marketing analysis is.....
A. Customer analysis B. Collaborator analysis
C. Analysis of the industry Context D. None of them
- Recently, marketing analysis is divided into.....
A. 5 areas B. 4 areas C. 3 areas D. None of them



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