UNIT 7: FURTHER PRACTICE

1. Comprehension exercises: Choose the correct word for each definition below

to capitalize/market/price/primary market/ secondary market/nominal value

1. the price written on a share, which never changes

.....

2. to turn profits into stocks or shares .....

3. the market on which shares can be sold .....

4. the price at which a share is currently being resold

.....

5. the market on which new shares are sold .....

2. Choose the correct one A, B, or D to complete each sentence:

1. Characteristics are …… education and location – are important to producer in deciding the market at which to aim a product.

A. age **B.** sex **C.** income **D.** All of them are true

2. If you are putting out a …… and aren't sure how it will be viewed, you can have a …… experiment to get some info from potential customers.

A. market research/new product **B.** new product/market research

C. income **D.** All of them are true

3. An area or town located at the edge of an urban city is …

A. suburban **B.** rural **C.** town **D.** All of them are false

4. In business, a company in the same industry which offers a similar product or service is a…

A. partner **B.** subsidiary **C.** competitor **D.** All of them are true

LIVEWORKSHEETS