

Vocabulary

1 Read the following dictionary definitions (1–6) then unscramble the words at the start of each to make six terms connected with marketing. Write the correct word next to each definition.

1 *brand*

nadbr • name used to identify a particular product or service

2

gool • symbol used by a company to advertise its products

3

nsogal • a short phrase that is easy to remember and which is used to advertise a product

4

pimagnca • advertising of a product or service during a particular period of time

5

kamtre rahes • the percentage of sales that a company has for a type of product compared with its competitors.

6

kamtre raleed • a company which sells more products than its competitors.

2 Look at these chapter titles from a book about marketing (1–6). Match each with the correct summary (a–f) on the right.

1

Channels of distribution

2

Sales forecasting

3

Market research

4

Product life cycles

5

Pricing

6

Public relations

- a How to get information about consumer preferences and the demand for new products.
- b How to make decisions about what to charge for a product or service.
- c Ways in which products and services get to their intended markets.
- d How the sales of a product increase when more people want it and then decrease when other products become more popular.
- e How to keep the high opinion of the people that the company comes in contact with.
- f How to estimate the future demand for products.