

# 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.



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 | <b>Channels of distribution</b> | a | How to get information about consumer preferences and the demand for new products.                                      |
| 2 | <b>Sales forecasting</b>        | b | How to make decisions about what to charge for a product or service.  |
| 3 | <b>Market research</b>          | c | Ways in which products and services get to their intended markets.  |
| 4 | <b>Product life cycles</b>      | d | How the sales of a product increase when more people want it and then decrease when other products become more popular. |
| 5 | <b>Pricing</b>                  | e | How to keep the high opinion of the people that the company comes in contact with.                                      |
| 6 | <b>Public relations</b>         | f | How to estimate the future demand for products.   |