

ECONOMY (PART 2 TEST)

ADVERTISEMENTS TECHNIQUES

Repetition

Offer special discounts or prizes.

Exaggeration

relate a product or a service to a famous person.

Association

replicate the name of a product or service many times.

Promotions

amplify the benefits of buying a product.

COMPLETE THE GAPS WITH THE DIFFERENT TYPES OF ADVERTISEMENTS

_____ advertisements: to persuade people of the _____ of a product or service.

_____ advertisements: to _____ about saving energy, healthy living, helping others...

WHAT IS AN ADVERTISING CAMPAIGN?

Write your answer

Write your answer...

Answer recorder (optional) -



Voice

WHAT IS THE TARGET AUDIENCE?

- a People who pay with credit cards
- b People who may be most interested in a product or service
- c Employees who work in a company.

WHAT IS A SLOGAN?

- a A simple, memorable statement that summarizes a product or service.
- b A catchy song that summarizes a product or service.
- c A simple, memorable sentence said by a famous person .

SELECT THE OPTIONS DEPENDING ON IF THEY ARE PRINT OR ELECTRONIC MEDIA

Posters

Magazines

Internet

Mobile phones messages

Radio

Billboards

TV

Emails

Newspapers

PRINT MEDIA

ELECTRONIC MEDIA

COMPLETE THE GAPS

Money we earn is called _____.

Money we spend is called _____.

COMPLETE THE CHART WITH THE DIFFERENT METHODS OF PAYMENT

We use them to pay for products in shops,

	on the Internet or to take money out at the bank.
	New method of payment used to buy things on the Internet.
CASH	

WHAT KIND OF BALANCE IS IT? WHY?



Write your answer...

Answer recorder (optional) -



Voice

WHAT KIND OF BALANCE IS IT? WHY?





Write your answer...

Answer recorder (optional) -



Voice

AND WHAT KIND OF BALANCE IS IT? WHY?



Write your answer...



LOOK AT THE BUDGET AND COMPLETE THE GAPS

[HTTPS://DRIVE.GOOGLE.COM/OPEN?](https://drive.google.com/open?id=1uIOCEPVEVVV06PXWNCUVEATLHPPBYDHE)

[ID=1uIOCEPVEVVV06PXWNCUVEATLHPPBYDHE](https://drive.google.com/open?id=1uIOCEPVEVVV06PXWNCUVEATLHPPBYDHE)

TOTAL INCOME= _____

TOTAL EXPENSES= _____

BALANCE= _____