# Self-Study Guide

Centro Educativo: **Colegio Patriarca San José**

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Level: 11th Grade SUBJECT: Listening/Speaking




## Sales and Market Research

## Vocabulary Practice.




A. Listen to the following words and their concepts or definitions.

| | |
|---|---|
| Exclusive | For only a specific person or group. |
| Exposure | Experiencing something. |
| GDP | Gross Domestic Product; the total market value of all goods and services produced in a country. |
| Gross sales | The total value of a company´s sales before deductions. |
| Implement | To start using a plan or a system. |
| Incentive | Something that makes someone want to make a greater effort. |
| Infrastructure | The basic system and services a country or company needs to run effectively. |
| Joint venture | A business project that is worked on by two or more companies. |
| Licensing | Giving or getting permission to use something that another company made or owns. |
| Loyalty | The quality of always liking and supporting someone or something. |
| Market research | Finding out people´s feelings about things that they might buy or have bought. |
| Monopoly | Total control of a service or product. |
| Price Gouging | The unethical and extreme raising of prices to an unfair extent. |
| Reward card | A store card that allows customers to get discounts or earn store credit. |
| Sales forecast | A prediction of how much a company will sell at a future time based on current information. |
| Wholesaler | A person of company that sells large amounts at a lower price to retailers. |

**B. LISTEN TO THE FOLLOWING SENTENCES ABOUT VOCABULARY WORDS RELATED TO SALES AND MARKET RESEARCH IN ORDER TO COMPLETE THE EMPTY SPACES.**

1. After 10 years, the company thanked Bill for his _____ and hard work by giving him a gold watch.
2. The computers are for the _____ use of hotel guests only.
3. When people have too much _____ to advertising, they stop paying attention to it.
4. The sales staff was offered a large bonus as an _____ to sell more product.
5. The _____ of a country is a good indicator of a country´s economic health.
6. _____ _____ shows that demand for energy drinks will continue to grow.
7. The company is expected to make more than 2 million in _____ _____.
8. Acme Limited announced a positive _____ _____ with prediction of 4% increase.
9. Light electric has a _____ on electricity in this whole region.
10. A _____ does not sell directly to the customer.
11. Management will _____ the new payroll system starting next month.
12. Catherine earned $10 in points by using her _____ _____ at the shoe store.
13. Many people saw the 60% price hike as price _____.
14. Water systems and roadways are just two examples of the _____ a country need.
15. The _____ _____between the two companies was a great success.

**C. Listen and choose the vocabulary word for the definition given in the audio.**

1.
A. market research B. statistics C. demographics.

2.
A. Exclusive B. quota C. exposure

3.
A. Price gouging B. competition C. customize

4.
A. Wholesaler B. monopoly C. brick and- mortar retailer

5.
A. Incentive B. questionnaire C. implement

| **"Self- assessment of my performance"**<br>Al terminar por completo el trabajo, autoevalúo el nivel de desempeño alcanzado. | | | |
|---|---|---|---|
| **I TYPE an (X) in the level that best represents my obtained performance in each indicator.** | | | |
| **Indicators of Learning** | **Performance Levels** | | |
| | ***To achieved:* *(Beginner)***<br>Learner is in process to achieve the task. Learner presents some issues | ***In progress:* *(Intermediate)***<br>Learner can achieve the task with some difficulty and needs improvement | ***Achieved:* *(Advanced)***<br>Learner can achieve the task without any difficulty. |
| L1: Recognize vocabulary related to Sales and Market Research. | | | |
| L2: Recognize the intention of the speaker in a given audio about Sales and Market Research. | | | |
| L3: Answer different kinds of questions based on the speaker intention. | | | |