NAME…… BTS……

MARKETING Quiz

Match the words with their definitions. ……../10

Brand stretching **Competitors** **Launch** **Market share**

Product awareness **Promotion** **Sales forecast**

Strategy **Target market** **USP**

Ways of telling people about your products.	
The part of the total market that buys your products.	
Knowledge (by the public) of your company's products.	
Other companies that sell similar products.	
To introduce a new product to the market.	
The kind of people you are interested in selling to.	
A plan you use to achieve something.	
The features competitors' products don't have	
Using an existing name on another type of product	
How much a company thinks it will sell in a period	

Traduisez ……./10

bouche à oreille ……

bon d'achat ……

gamme de prix ……

communiqué de presse ……..

un échantillon ……..

prix d'écrémage ……..

publicité en extérieur ……..

panneau publicitaire ……..

étude de marché ……

notoriété de marque ……..