

Name: \_\_\_\_\_

## VOCABULARY

Circle the best answer to complete each sentence.

1. The color red \_\_\_\_ a sense of energy and danger.  
A) identifies  
B) reacts  
C) communicates
2. The \_\_\_\_ reason most people buy a product is they like the way it looks.  
A) primary  
B) percent  
C) summary
3. Companies spend a lot of time and money \_\_\_\_ why customers buy products.  
A) communicating  
B) analyzing  
C) summarizing
4. Some people buy a product because they \_\_\_\_ with the people in the ad.  
A) communicate  
B) identify  
C) react
5. The company decided to change its \_\_\_\_ after sales fell by 15% last year.  
A) image  
B) summary  
C) percentage
6. Most customers have a strong \_\_\_\_ to a new smartphone. They want it.  
A) communication  
B) image  
C) reaction

Circle the correct word form to complete each sentence.

7. Some people are better at \_\_\_\_ their thoughts and feelings in writing.  
A) communicate  
B) communicated  
C) communicating
8. The president asked her sales team to \_\_\_\_ why sales are falling this year.  
A) analyze  
B) analyzed  
C) analyzing
9. Our professor asked us to \_\_\_\_ the lecture for homework.  
A) summary  
B) summarize  
C) summarizing
10. \_\_\_\_ too quickly when you are angry can result in an argument.  
A) React  
B) Reacting  
C) Reaction

Use five of the words in the box to complete the sentences.

|         |              |          |         |
|---------|--------------|----------|---------|
| analyze | communicates | identify | images  |
| percent | primary      | react    | summary |

11. The hamburger ads show \_\_\_\_\_ of healthy people, even though the food is bad for you.
12. From 2007 to 2011, the number of cars purchased by young people fell almost 30 \_\_\_\_\_.
13. A successful ad \_\_\_\_\_ the benefits of a product to the target audience.
14. The professor asked us to write a brief \_\_\_\_\_ of the book *Selling the Invisible*.
15. People like red and black, but they \_\_\_\_\_ negatively to red print on a black background.