

1 Fill in the missing vowels in these adjectives.

- 1 Today's marketplace is highly c__mp__t__t__v__.
- 2 Packaging has to be __ttr__ct__v__, __ff__ct__v__ and d__st__nct__v__.
- 3 Packaging is cr__t__c__l to make sure there is __ff__c__ __nt use of l__m__t__d shelf space.
- 4 An __r__g__n__l idea can turn out to be __mpr__ct__c__l for reasons of t__chn__c__l limitations.

2 Complete the sentences using words from the box.

chance communication field issues
needs process sale solution view

- 1 Packaging is the manufacturer's last _____ to seduce the customer.
- 2 Many products are identical from the consumer's point of _____.
- 3 Most purchasing decisions are made at the point of _____.
- 4 The principal problem is a lack of _____ between the people involved in the design and development _____.
- 5 There are different groups of experts, all working in their own specialized _____.
- 6 Production people know nothing about consumer _____.
- 7 The manufacturing people deal with the technical _____ as and when they arise.
- 8 Our task forces can deliver an optimal _____ in one week, sometimes less.

3 In each set of four below, match a verb on the left with a phrase on the right to make collocations about product development.

- | | | |
|---|------------|---|
| 1 | generate | the product onto the market |
| 2 | screen out | new ideas in focus groups |
| 3 | launch | specifications for the product |
| 4 | draw up | unfeasible or unprofitable ideas |
| 5 | conduct | production on a large scale after tests |
| 6 | draw | market studies |
| 7 | go into | sketches and build mockups |
| 8 | test | the product by using it in typical situations |

4 Fill in the missing letters to complete these nouns about dimensions.

- | | | | |
|---|--------------------------|---|---------------------------|
| 1 | It's 45 cm long . | = | Its l _ _ _ _ _ is 45 cm. |
| 2 | It's 31 cm wide . | = | Its w _ _ _ _ _ is 31 cm. |
| 3 | It's 8 cm high . | = | Its h _ _ _ _ _ is 8 cm. |
| 4 | It weighs 9 kg. | = | Its w _ _ _ _ _ is 9 kg. |

Join these pairs of sentences together with an appropriate relative clause.

- This is the new product. It was launched last week.

- This is a low-selling product. We have to relaunch it.

- Bill Gates is the world's richest man. He was the chairman of Microsoft Corporation®.

- Apple® is an American computer company. Its products are beautiful.

- Google® is a very successful company. It is based in America.

9 Choose the correct word(s) to make phrases for a product presentation.

- 1 After that, I'll *go / go on* to present ...
- 2 And now, if you have any questions, I'll do my best to *answer / respond* them.
- 3 My *reason / objective* today is ...
- 4 *Final / Finally*, I'm going to ...
- 5 First of all, *I / I'll* talk about ...
- 6 Thank you for *listening / your listening*.
- 7 I've divided my presentation *by / into* three sections.
- 8 Please *make / feel* free to interrupt me.
- 9 So, in summary, these are the *reasons / motives* why I am asking you to ...

10 Put phrases 1–9 from Exercise 9 into the order that you would probably hear them.