

UNIT 3: MARKETING

EXTRA VOCABULARY WORKSHEETS

I. Use the correct form of the words in brackets to complete the sentences.

1. European films do not export well: European movies barely _____ **(abandon/corner/ penetrate)** the US market.
2. In the 1970s, Kodak _____ **(corner/enter/leave)** the instant photography market, until then _____ **(abandon/dominate/ penetrate)** by Polaroid.
3. The Hunt brothers tried to fix silver prices and to _____ **(corner/enter/leave)** the silver market, _____ **(enter/ drive out/ monopolized)** all competitors.
4. In the 1940s, MGM _____ **(abandon/get out of/ monopolize)** the market on film musicals. But by the late 1950s, Warner Bros had also started buying film rights to musicals.

Answer:

1. _____
2. _____
3. _____
4. _____

II. Replace the underlined expressions with expressions from B (in your extra vocabulary file). You may need to add a verb in the correct form.

I'm Kali and I'm marketing manager for Crazy Cola in a country called Newmarket. In this market, we **(1) sell more than any other cola.** In fact, we **(2) have 55 per cent of the market** **(3) Sales are increasing at** seven to eight per cent per year. There are two main **(4) groups of users:** those who drink it in cafés, bars and restaurants, and those who buy it to drink at home. Of Course, many users belong to both groups, but this is our **(5) way of dividing our consumers.**

Answer:

1. _____
2. _____
3. _____
4. _____
5. _____

III. Match the sentence beginnings (1-5) with the correct endings (A-E). The sentences all contain expressions from E above.

1. Farms are now more market-oriented	A. such as Microsoft and Sony, are in several
2. Since the 1980s, Britain has had a much more market-led	markets at once.
3. Many market-led growth businesses,	B. and the audience decides the direction it
4. Lack of investment and market	takes.
orientation	C. led to falling sales and profits.
5. American TV is a market-driven industry,	D. and less dependent on government money.
	E. approach to economics.

IV. Choose the best word from the brackets to fill the gap.

1. You can't maximize sales unless you get the marketing _____. **(mix/change)**
2. Our company is market-_____ and so we regularly talk to focus groups. **(promoted/ driven)**

3. The new model has lots of new _____ including air-conditioning.
(services/features)
4. Jim Scott is in charge of _____ our new range mobile phones.
(promoting/orienting)
5. Our travel service offers customers many _____ including free insurance.
(characteristics/ benefits)
6. If your business is not market-_____, you may find that your product doesn't sell.
(fed/led)