



# UNIT 6: FURTHER PRACTICE

## 1. Match a word in A with one in B

A	B
1. Environment	a. controlling
2. Brand	b. chain
3. Marketing	c. research
4. Competitor	d. analysis
5. Value	e. audit

## 2. Choose the best answer A, B, C or D.

1. The marketers ..... focus on understanding the cost structure and the cost position relative to competitors of the company.  
A. needn't      B. shouldn't      C. must      D. don't
2. What does SWOT stand for? It's.....  
A. Strength- wide- organisation- trade  
B. Strength- weak- organisatoin- trading  
C. Strengths- weaknesses- opportunities – threats  
D. none of them.
3. Marketers employ a variety of techniques to conduct market research, but some of the more common are .....  
A. qualitative marketing research, , experimental techniques  
B. quantitative marketing research  
C. observational techniques      D. all of them
4. Traditionally, one of the areas in marketing analysis is.....  
A. Customer analysis      B. Collaborator analysis  
C. Analysis of the industry Context      D. None of them
5. Recently, marketing analysis is divided into.....  
A. 5 areas      B. 4 areas      C. 3 areas      D. None of them

