



# UNIT 7: FURTHER PRACTICE



**1. Comprehension exercises: Choose the correct word for each definition below**

*to capitalize/market/price/primary market/  
secondary market/nominal value*

1. the price written on a share, which never changes  
.....
2. to turn profits into stocks or shares .....
3. the market on which shares can be sold .....
4. the price at which a share is currently being resold  
.....
5. the market on which new shares are sold .....

**2. Choose the correct one A, B, or D to complete each sentence:**

1. Characteristics are ..... education and location – are important to producer in deciding the market at which to aim a product.  
A. age      B. sex      C. income      D. All of them are true
2. If you are putting out a ..... and aren't sure how it will be viewed, you can have a ..... experiment to get some info from potential customers.  
A. market research/new product    B. new product/market research  
C. income      D. All of them are true
3. An area or town located at the edge of an urban city is ...  
A. suburban    B. rural    C. town      D. All of them are false
4. In business, a company in the same industry which offers a similar product or service is a...  
A. partner    B. subsidiary    C. competitor    D. All of them are true