

GRAMMAR AND VOCABULARY PRACTICE

NAME:

COMPLETE THE SENTENCES USING THE WORDS FROM THE VOCABULARY



loyalty	placement
image	endorsement
stretching	leader
Brand awareness	share
name	research
launch	challenger
lifecycle	segment
range	

No one recognises our logo or slogan. We need to spend more on advertising to raise _____

2 Consumers who always buy Sony when they need a new TV are showing _____

3 A fashion designer who launches his or her own perfume is an example of _____

4 The _____ of Mercedes-Benz is such that its products are seen as safe, reliable, luxurious, well made and expensive.

5 George Clooney advertising Nespresso is an example of _____

6 A _____ consists of introduction, growth, maturity and decline.

7 Tesco's wide _____ means that it appeals to all sectors of the UK market.

8 The use of Aston Martin cars and Sony computers in James Bond films are examples of _____

9 Microsoft is the _____ in computer software.

10 In countries with ageing populations, the over-60s age group is becoming an increasingly important _____

11 Pepsi is the _____ in carbonated soft drinks.

12 Focus groups and consumer surveys are ways of conducting _____

LISTEN TO THE AUDIO AND MAKE THE ACTIVITIES

MATCH THE DEFINITIONS

- someone who starts a business
- many
- already officially recognised and accepted
- far away from towns or other populated places
- a difficult or challenging situation
- easy to understand or notice
- a remote area
- pre-approved
- the founder
- a predicament
- numerous
- obvious

CHOOSE THE CORRECT ANSWER.

1. Anna ...

- a. didn't start the company but manages it now.
- b. started the company and manages it now.
- c. started the company but doesn't manage it any more.

2. The app ...

- a. is for parents to learn from.
- b. is for students to learn from.
- c. is for students who want to find a tutor.

3. Many parents ...

- a. don't have the time or knowledge to help with their children's homework.
- b. think that schools should help with their children's homework.
- c. don't want to help with their children's homework.

The app ...

- a. has student exercises on it.
- b. is only for people in remote areas.
- c. offers live online support from tutors.

5. On the app, tutors who live in remote areas ...

- a. often charge lower rates.

- b. often charge higher rates.
- c. don't like to work too much.

6. The app ...

- a. is new and not many people know about it.
- b. is already popular.
- c. is not very successful.

MATCH THE VERBS (1–6) AND NOUNS (A–F) FROM THE INTERVIEW.

Verbs Nouns

- | | |
|-------------------------|--------------------------|
| 1. to solve | a. funding |
| 2. to come up with | b. a need |
| 3. to meet | c. a problem |
| 4. to speak for | d. itself |
| 5. to secure | e. the range of services |
| 6. to expand | f. an idea |