



EXTRA MATERIAL

Vocabulary revision - Unit C



These exercises are based on "Market Leader" book, by David Cotton, Unit C. p.86

Add the appropriate noun to each group below to make three compounds each time

1. Sales

.....

range
launch
lifecycle

2. Product

.....

share
research
segment

3. Consumer

.....

budget
campaign
agency

4. Market

.....

goods
profile
behaviour

5. Advertising

.....

figures
forecast
targets

.....

Use a compound from each group in Exercise A to complete these sentences.

1. If we increase our , we may have enough money for TV commercials next year.
2. Our is very broad. There is no need to expand it at present.
3. Their representatives are under pressure to meet
4. When people earn more money, demand for tends to go up.
5. How can we make sure that our new range is targeted on the right ?