

English for Marketing and Advertising, Unit 2

Choose the correct expression

1. It costs less to keep _____ than to find new ones.
2. Someone who may buy your product is your _____.
3. In a _____, people are approached on the street (or at a shopping centre or any public place) and asked questions.
4. The number of people who answered the survey, usually expressed in the form of a percentage, is called _____.
5. A _____ describes the characteristics of a company's clients.

Change these sentences into questions. Write your answers in the boxes.

6. These features are important to me.
How _____ these features to you?
7. I use the phone very often.
How often _____ the phone?
8. I have used this cream once.
_____ this cream? (ever)
9. I would like to ask you a few questions.
Could _____ a few questions?
10. I would pay \$100 for this product.
How much _____ for this product?