## Social science The economy

## 1. Select the true sentence.

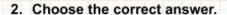
Wants are things we require for basic living.

Everybody has the same needs and wants.

All the products and services required to cover our needs and wants are part of the economy.

Only the products and services required to cover our wants are considered part of the economy.

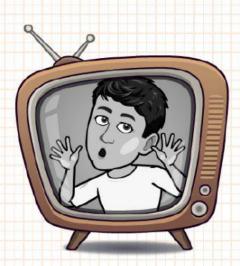
Needs are things we like to have, but are not required for living.



a) companies have 50 to 250 workers.

companies have more than 250 workers.

c) have less than 50 workers.







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3	. Con	nplete the te	ext with a	a word fr	om the	list.				13
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## 5. Read these sentences and choose the true ones.

A It is an organization that offers products and services in exchange for making a profit.

It is giving people information about a product or a service using advertisements.

It often includes a memorable statement that summarizes the product or service.

It is all the activities involved in producing, selling and buying products.

It can generate interest and demand for a particular product or service.

It is a product we require for our basic needs.

## 6. Select the correct advertising techniques.

To repeat the message many times.

To repeat the same telephone number to contact.

Sometimes companies associate a product with a famous person. To make long and amusing adverts.

To offer customers discounts, prizes or gifts when they buy products. Go to an advertising agency to buy products or services.

To trick customers with false adverts to persuade them to buy something. To exaggerate the benefits or advantages of a particular product or service.

