Self-Study Guide

Centro Educativo: **Colegio Patriarca San José**

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Level: 11th Grade SUBJECT: Listening/Speaking

Sales and Market Research

Vocabulary Practice.

A. Listen to the following words and their concepts or definitions.

Exclusive	For only a specific person or group.
Exposure	Experiencing something.
GDP	Gross Domestic Product; the total market value of all goods and services produced in a country.
Gross sales	The total value of a company´s sales before deductions.
Implement	To start using a plan or a system.
Incentive	Something that makes someone want to make a greater effort.
Infrastructure	The basic system and services a country or company needs to run effectively.
Joint venture	A business project that is worked on by two or more companies.
Licensing	Giving or getting permission to use something that another company made or owns.
Loyalty	The quality of always liking and supporting someone or something.
Market research	Finding out people´s feelings about things that they might buy or have bought.
Monopoly	Total control of a service or product.
Price Gouging	The unethical and extreme raising of prices to an unfair extent.
Reward card	A store card that allows customers to get discounts or earn store credit.
Sales forecast	A prediction of how much a company will sell at a future time based on current information.
Wholesaler	A person of company that sells large amounts at a lower price to retailers.

B. LISTEN TO THE FOLLOWING SENTENCES ABOUT VOCABULARY WORDS RELATED TO SALES AND MARKET RESEARCH IN ORDER TO COMPLETE THE EMPTY SPACES.

1. After 10 years, the company thanked Bill for his _____ and hard work by giving him a gold watch.
2. The computers are for the _____ use of hotel guests only.
3. When people have too much _____ to advertising, they stop paying attention to it.
4. The sales staff was offered a large bonus as an _____ to sell more product.
5. The _____ of a country is a good indicator of a country´s economic health.
6. _____ _____ shows that demand for energy drinks will continue to grow.
7. The company is expected to make more than 2 million in _____ _____.
8. Acme Limited announced a positive _____ _____ with prediction of 4% increase.
9. Light electric has a _____ on electricity in this whole region.
10. A _____ does not sell directly to the customer.
11. Management will _____ the new payroll system starting next month.
12. Catherine earned $10 in points by using her _____ _____ at the shoe store.
13. Many people saw the 60% price hike as price _____.
14. Water systems and roadways are just two examples of the _____ a country need.
15. The _____ _____between the two companies was a great success.

C. Listen and choose the vocabulary word for the definition given in the audio.

1.
A. market research B. statistics C. demographics.

2.
A. Exclusive B. quota C. exposure

3.
A. Price gouging B. competition C. customize

4.
A. Wholesaler B. monopoly C. brick and- mortar retailer

5.
A. Incentive B. questionnaire C. implement

"Self- assessment of my performance" Al terminar por completo el trabajo, autoevalúo el nivel de desempeño alcanzado.			
I TYPE an (X) in the level that best represents my obtained performance in each indicator.			
Indicators of Learning	**Performance Levels**		
	To achieved: ***(Beginner)*** Learner is in process to achieve the task. Learner presents some issues	***In progress:*** ***(Intermediate)*** Learner can achieve the task with some difficulty and needs improvement	***Achieved:*** ***(Advanced)*** Learner can achieve the task without any difficulty.
L1: Recognize vocabulary related to Sales and Market Research.			
L2: Recognize the intention of the speaker in a given audio about Sales and Market Research.			
L3: Answer different kinds of questions based on the speaker intention.			