Name: _____ Date: _____ Score: _____

UNIT 3

FURTHER PRACTICE

3.3.1 Fill in the gaps with the given words in the box to complete the following passage:

into *characteristics* *different* *purchase* *consists*

A market (1) ..... of groups of buyers and sellers. The most common feature among all buyers and all sellers is that they are very (2) ... . Though they share common characteristics, they can be divided (3) ..... some distinct groups, which are different among themselves in terms of nature and size of market, nature and size of purchase, purpose of (4) ....., etc. There are four different types of markets: consumer market, business market, government market, and institutional market. Each market exhibits a distinct set of (5) ..... which should be known to the marketer. This knowledge helps him to design suitable marketing strategies to different markets.

3.3.2 Match these word partnerships to their meanings

A	B
1. loyalty	a. ideas and beliefs people have about a brand.
2. image	b. how familiar people are with a brand (or its logo and slogan).
3. launch	c. customers of a similar age, income level or social group.
4. awareness	d. the percentage of sales a company has.
5. name	e. the best selling product or brand in a market.
6. leader	f. the introduction of a product to a market.
7. share	g. the title given to the product by the company that makes it.
8. segment	h. the tendency to always buy a particular brand.

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