

NAME.....

BTS.....

MARKETING Quiz

Match the words with their definitions./10

Brand stretching	Competitors	Launch	Market share
Product awareness	Promotion	Sales forecast	
Strategy	Target market	USP	

Ways of telling people about your products.	
The part of the total market that buys your products.	
Knowledge (by the public) of your company's products.	
Other companies that sell similar products.	
To introduce a new product to the market.	
The kind of people you are interested in selling to.	
A plan you use to achieve something.	
The features competitors' products don't have	
Using an existing name on another type of product	
How much a company thinks it will sell in a period	

Traduisez/10

bouche à oreille

bon d'achat

gamme de prix

communiqué de presse

un échantillon

prix d'écrémage

publicité en extérieur

panneau publicitaire

étude de marché

notoriété de marque