

Name: _____

Quiz unit 9

Answer all thirty questions. There is one mark per question.

VOCABULARY

1. Place the words in the correct sentence. They are all words about *money*.

debt worth loan spending salary discount earn

- a) If you buy today, we'll give you a ten per cent _____.
- b) My bank gave me a personal _____ today.
- c) I think it's important we help Africa with its _____ to other countries.
- d) He wants an extra ten thousand a year and he already has a _____ of over a hundred thousand a year!
- e) How much do you _____ a month?
- f) The type of customer we want has enormous _____ power.
- g) My house is _____ about two hundred thousand pounds.

2. Place the phrases in the correct sentence. They are all words about *money*.

personal selling advertising media public relations direct marketing

'There are various methods of selling starting with the most expensive like TV commercials, radio adverts and other (a) _____. A cheaper way to sell is through (b) _____ such as direct mail when you send out leaflets to people's houses. Face-to-face contact with the customer is obviously important. For example, (c) _____ with sales representatives can be very effective and it's easy to measure. It's more difficult to see if (d) _____ is effective. This is because it's about creating good contacts rather than selling directly.'

3. Place the words in the correct sentence. They are all words about *money*.

analysts Consumption marketing agency sponsor

- a) _____ of coffee has increased every year since 1950.
- b) Clever _____ made designer coffee very popular.
- c) Market _____ are warning that the economy doesn't look good.
- d) Did we get the results from the market research _____ ?
- e) Cigarette companies often _____ sports events.

4. Write in these phrases to complete the discussion.

That's a good I like How about Brilliant I'm not sure we could why not
What about inviting

A: We need to decide how to increase sales this month. Any ideas?

B: (a) _____ offering some discounts?

C: (b) _____ idea but our prices are already cheaper than our competitors.

B: So (c) _____ send some advertising to customers? We could tell them about our prices.

B: (d) _____ that. I think we also need to use Internet and email more.

C: What do you mean?

B: Well, perhaps (e) _____ email some of our old customers and update the website?

C: That's true. Our website is the same as it was six months ago.

A: OK. I'll deal with that.

C: (f) _____ someone from the local newspaper to visit the factory and show them our new range?

A: (g) _____! But I think we should invite all the newspapers.

C: (h) _____ about that. Do you think they would come?

B: We could try...

5. Read the following sentences and write the following numbers for the meaning that the underlined words mean.

1. You shouldn't
2. You don't have to
3. You should
4. You must
5. You mustn't

For example:

It's essential to pay off your debts on time. 4

- I. It isn't allowed to use a mobile phone here. _____
- II. It isn't necessary to be a graduate to apply for this job. _____
- III. The rule is: show your passport when you buy foreign currency. _____
- IV. My advice is: search the web if you want to find a good job. _____
- V. It isn't necessary to pay now, you can pay next week. _____
- VI. My advice is: don't go to a job interview without good preparation. _____
- VII. It's necessary to have sales experience if you want to join the team. _____