

Name: _____

VOCABULARY

Circle the best answer to complete each sentence.

1. The color red ____ a sense of energy and danger.
A) identifies
B) reacts
C) communicates
2. The ____ reason most people buy a product is they like the way it looks.
A) primary
B) percent
C) summary
3. Companies spend a lot of time and money ____ why customers buy products.
A) communicating
B) analyzing
C) summarizing
4. Some people buy a product because they ____ with the people in the ad.
A) communicate
B) identify
C) react
5. The company decided to change its ____ after sales fell by 15% last year.
A) image
B) summary
C) percentage
6. Most customers have a strong ____ to a new smartphone. They want it.
A) communication
B) image
C) reaction

Circle the correct word form to complete each sentence.

7. Some people are better at ____ their thoughts and feelings in writing.
A) communicate
B) communicated
C) communicating
8. The president asked her sales team to ____ why sales are falling this year.
A) analyze
B) analyzed
C) analyzing
9. Our professor asked us to ____ the lecture for homework.
A) summary
B) summarize
C) summarizing
10. ____ too quickly when you are angry can result in an argument.
A) React
B) Reacting
C) Reaction

Use five of the words in the box to complete the sentences.

analyze	communicates	identify	images
percent	primary	react	summary

11. The hamburger ads show _____ of healthy people, even though the food is bad for you.
12. From 2007 to 2011, the number of cars purchased by young people fell almost 30 _____.
13. A successful ad _____ the benefits of a product to the target audience.
14. The professor asked us to write a brief _____ of the book *Selling the Invisible*.
15. People like red and black, but they _____ negatively to red print on a black background.