

**THE GOVERNMENT HIGH SCHOOL**  
**BUSINESS DEPARTMENT**  
**GRADE 11 COMMERCE- MARKETING VOCABULARY WORDS TEST**

Match the definitions in Column B with the appropriate word in Column A. Write the appropriate answer in Column A.

| <b>Column A</b>        | <b>Column B</b>                                                |
|------------------------|----------------------------------------------------------------|
| 1) Market              | a) Finding out how much people are prepared to pay for a good. |
| 2) Consumer Market     | b) All processes involved in the selling of goods.             |
| 3) Industrial Market   | c) Goods used in businesses that last long.                    |
| 4) Durable Goods       | d) Market for organizations to buy goods.                      |
| 5) Non- Durable Goods  | e) Distinct characteristics                                    |
| 6) Capital goods       | f) Examination of what people want                             |
| 7) Marketing           | g) Short term goods                                            |
| 8) Market Segment      | h) Place that brings together sellers & buyers                 |
| 9) Market Research     | i) Goods that last for a long period time                      |
| 10) Market Orientation | j) Market for individuals to buy goods/ services.              |