

## PART A: MATCH THE MARKETING TERMS WITH THE CORRECT DEFINITIONS

1. Brand identity	a. Splitting the market into distinct groups of customers
2. Customer retention	b. A collection of all the products a company offers
3. Marketing mix	c. The combination of factors that influence consumers to buy a product
4. Product feature	d. The image and personality a company wants its product to project
5. Market segmentation	e. A characteristic of a product that provides a benefit to the customer
6. Brand extension	f. The ability of a company to keep customers loyal
7. Product portfolio	g. Launching new products under an existing brand name
8. Market penetration	h. The strategy of increasing sales of existing products in current markets
9. Customer profile	i. A description of a typical customer including demographics and preferences
10. Marketing strategy	j. A long-term plan to achieve marketing objectives

## PART B: CHOOSE THE CORRECT WORD TO COMPLETE EACH SENTENCE.

1. The company is working on improving its _____ to increase brand recognition. a) customer base b) brand identity c) product portfolio	6. "Because you're worth it" is an example of a powerful marketing _____. a) slogan b) feature c) extension
2. We aim to _____ the product in the Asian market by early next year. a) withdraw b) launch c) adapt	7. They tested the product with a _____ before the launch. a) local market b) focus group c) customer base
3. The _____ consists of loyal customers who purchase regularly. a) said b) customer base c) slogan	8. The business struggled to enter the _____ due to cultural differences. a) domestic market b) mature market c) international market
4. A _____ is useful when a company wants to evaluate internal strengths and weaknesses. a) slogan b) SWOT analysis c) market segmentation	9. The CEO approved an aggressive _____ to expand into Latin America. a) marketing strategy b) advertising campaign c) brand positioning
5. The company used a well-known TV show for _____ to boost brand visibility. a) product placement b) product feature c) product withdrawal	10. We operate in a highly _____, so we must constantly innovate. a) growing market b) competitive market c) mature market

## PART C: COMPLETE THE SENTENCES WITH PHRASES FROM THE BOX. (THERE ARE TWO EXTRA PHRASES.)

focus group luxury items slogan to withdraw a product advertising campaign domestic market growing market SWOT analysis

1. The company ran an aggressive \_\_\_\_\_ on social media before Christmas.
2. In some countries, gold watches and designer bags are considered \_\_\_\_\_.
3. The shampoo failed to attract customers, so the company decided \_\_\_\_\_.
4. The results from the \_\_\_\_\_ gave useful feedback before launch.
5. Our company currently dominates the \_\_\_\_\_, but wants to expand internationally.
6. We need to conduct a \_\_\_\_\_ before making strategic decisions.

## PART D. USE OF ENGLISH – BRAINSTORMING LANGUAGE. MATCH THE FUNCTION WITH THE CORRECT PHRASE

Stating the objective	Expressing enthusiasm	Encouraging contributions	Agreeing

That's excellent suggestion.      Our objective here is to...      Yes, that's a good idea because...  
At this stage, we want all your ideas, however crazy you think they are. What we need to achieve today is...  
That's the best idea for a long time.    Don't hold back.      Say whatever comes to mind.      Absolutely!

## PART E: WRITING TASK INTERNATIONAL MARKETING

- You are part of a marketing team launching a new product (smart-watch) from a local brand that wants to go global.
- Write brief suggestions for the objective in a brainstorming session.
- You should use at least 5 phrases and/or compound nouns from the topic

