

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
a) customer base
b) distributor
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

