Handout 1 – Matching Vocabulary

Match A with B. Write the correct letter next to each word.

A) Words	B) Definitions
1. brand	a) company product name
2. logo	b) symbol or design of a company
3. slogan	c) short catchy phrase
4. advertisement	d) public promotion
5. product	e) item made for sale
6. receipt	f) proof of payment
7. discount	g) reduced price
8. bargain	h) a good deal / negotiation
9. price	i) cost of something
10. consumer	j) person who buys goods (general)
11. customer	k) person who buys from a shop
12. seller	l) person who sells goods
13. mall	m) large shopping center
14. purchase	n) the act of buying
15. promote	o) encourage sales of something
16. persuade	p) to convince someone
17. expensive	q) costs a lot
18. cheap	r) low price
19. compare	s) look at similarities and differences

LIVEWORKSHEETS