

Vocabulary: Basic marketing terms

Name: _____

Below are some more basic marketing terms. Match up the words in the box to the definitions.

| | | |
|----------------------|----------------------|-------------------------|
| distribution channel | market opportunities | market penetration |
| market segmentation | market skimming | price elasticity |
| product features | sales representative | product differentiation |
| | wholesaler | |

- 1 all the companies or individuals ('middlemen') involved in moving goods or services from producers to consumers _____
- 2 an intermediary that stocks manufacturers' goods or merchandise, and sells it to retailers and professional buyers _____
- 3 dividing a market into distinct groups of buyers who have different requirements or buying habits _____
- 4 making a product (appear to be) different from similar products offered by other sellers, by product differences, advertising, packaging, etc. _____
- 5 possibilities of filling unsatisfied needs in sectors in which a company can profitably produce goods or services _____
- 6 setting a high price for a new product, to make maximum revenue before competing products appear on the market _____
- 7 someone who contacts existing and potential customers, and tries to persuade them to buy goods or services _____
- 8 the attributes or characteristics of a product, such as size, shape, quality, price, reliability, etc. _____
- 9 the extent to which supply or demand (the quantity produced or bought) of a product responds to changes of price _____
- 10 the strategy of setting a low price to try to sell a large volume and increase market share _____