UNIT 2: PRODUCTS

EXTRA VOCABULARY WORKSHEETS

I. Match the sentence beginnings (1 - 7) with the correct endings (A- G). The sentences all contain expressions in Part A (in your extra vocabulary file).

1. Banks are adding new types of accounts	A. product life cycles are so short that product launches are very frequent.
2. Apple is going to simplify its product line	B. its product positioning in relation to Psion's existing hardware products.
3. Consumers have mixed feelings about supermarkets,	C. it changed its product range towards more expensive cars.
4. When BMW bought Rover	D. of cigarettes in movies
5. The new law will ban product placement	E. extending their product portfolio into financial services.
6. Following the launch of the Series 5 laptop, consumers were slow to understand	F. and deliver fewer but more competitive models.
7. With this type of equipment in the US,	G. to their product mix.

II. Look at the words in Part B (in your extra vocabulary file). Which applies to each of these products?

1. microwave
2. cotton
3. cars
4. hamburgers
5. soap powder
6. electronic devices

Answer:

1.
2.
3.
4.
5.
6.

III. Complete the marketer's description of his work using expressions from Part C (in your extra vocabulary file).

My name Thomas, I am Portuguese, and I have been (1) _____ _____ for Woof dog food for the whole of Portugal and Spain since left business school last summer. The Woof (2) _____ is owned by a big international group. The market for pet food in Portugal and Spain is growing very fast, as more and more people own dogs and I cats, and we 're trying to increase (3) _____ _____ of Woof through TV advertisements and hear in hoardings in the street. Research shows that people have very positive ideas about it: it has a very positive (4) _____ _____. But the

LIVEWORKSHEETS

supermarkets have their (5) _____ _____ dog food, usually sold cheaper than our product, which is a problem. There are even (6) _____ _____ sold just under the name "dog food ". We have to persuade people that it's worth paying a bit more for a (7) _____ product like Woof, which is far better, of course.

LIVEWORKSHEETS