



# UNIT 5: FURTHER PRACTICE

## 5.3.1. Find the words in the text that mean the following:

1. companies that design advertising for clients \_\_\_\_\_
2. the advertising of a particular product or service during a particular period of time  
\_\_\_\_\_
3. the statement of objectives that a client works out with an advertising agency  
\_\_\_\_\_
4. a defined set of customers whose needs a company plans to satisfy \_\_\_\_\_
5. the amount of money a company plans to spend in developing its advertising and buying media time or space \_\_\_\_\_

## 5.3.2. Fill in the blanks with the words in the box

adverts    advertise    message    aim    slogan

One simple way to (1)\_\_\_\_\_ is repetition. The name of the product or a (2)\_\_\_\_\_ is repeated so we end up remembering it. The (3)\_\_\_\_\_ is to get the (4)\_\_\_\_\_ into our brains – many radio (5)\_\_\_\_\_ use this technique.

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## 5.3.2. Fill in the blanks with the words in the box

1. The synonym of “TV advertisement” is \_\_\_\_\_.  
A. TV channel                                      B. commercial  
C. TV station                                      D. satellite TV
2. \_\_\_\_\_ is a business strategy that uses existing social networks to promote a product.  
A. Viral marketing                                      B. Word-of-mouth advertising  
C. Sales promotion                                      D. Relationship marketing
3. Companies have to choose the best way \_\_\_\_\_ based on budget and suitability.  
A. advertisement                                      B. advertiser  
C. to advertise                                      D. advertising
4. Compare your marketing approach with that of your \_\_\_\_\_. What areas are they targeting that you aren’t?  
A. competitors                                      B. competitions  
C. competitive                                      D. competitiveness
5. Choose the synonym of the underlined word in this sentence: “Advertising is widely considered to be essential for launching new consumer products.”  
A. dispensable                                      B. inessential  
C. unimportant                                      D. vital

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