



## UNIT 6: FURTHER PRACTICE

### 1. Match a word in A with one in B

| A              | B              |
|----------------|----------------|
| 1. Environment | a. controlling |
| 2. Brand       | b. chain       |
| 3. Marketing   | c. research    |
| 4. Competitor  | d. analysis    |
| 5. Value       | e. audit       |

### 2. Choose the best answer A, B, C or D.

- The marketers .....focus on understanding the cost structure and the cost position relative to competitors of the company.  
A. needn't      B. shouldn't      C. must      D. don't
- What does SWOT stand for? It's.....  
A. Strength- wide- organisation- trade  
B. Strength- weak- organisatoin- trading  
C. Strengths- weaknesses- opportunities – threats  
D. none of them.
- Marketers employ a variety of techniques to conduct market research, but some of the more common are .....  
A. qualitative marketing research, , experimental techniques  
B. quantitative marketing research  
C. observational techniques      D. all of them
- Traditionally, one of the areas in marketing analysis is.....  
A. Customer analysis      B. Collaborator analysis  
C. Analysis of the industry Context      D. None of them
- Recently, marketing analysis is divided into.....  
A. 5 areas      B. 4 areas      C. 3 areas      D. None of them



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