

For questions 1 - 8, use the word given in CAPITALS at the end of the lines to form a word that fits in the gap in the same line.

The naming of products

International companies are finding it (0)increasingly.... INCREASE important to develop brand names that can be used in a wide range of countries. A product with a single, (1) recognised name can enable companies to make major (2) in production and promotion costs – especially now that world advertising is a (3) in such contexts as major sporting events.

It is said that more time is actually spent deciding the name of a product than on the research and development leading to the (4) INNOVATE itself. Thousands of possible names may need to be investigated to find one that is internationally (5) ACCEPT

An indication of the scope of the problem can be seen from the experience of Dunlop, who spent over two years (6) researching a name for a new tyre. They then launched an international (7) amongst their employees, receiving over 10,000 entries. Around 30 names were selected from an enormous number of (8) but not one was found to be legally available in more than a small number of countries.

