

**UNIVERSITY OF TECHNOLOGY AND APPLIED SCIENCES - IBRA**

**LEVEL 3. Listening**

Unit – 10. Listening B. Use the words in the boxes to complete the sentences.

budget	potential	customers	goal
lend	advertise	market	

Today there is intense competition between companies to do more business and earn more money. They try to attract more 1. \_\_\_\_\_ using many different ways. One way is to 2. \_\_\_\_\_ on TV, newspapers and social media using popular and famous people like movie and sports stars. They study the 3. \_\_\_\_\_ carefully to understand the people's needs and current trends. They also conduct surveys to find what people actually need and like. Successful companies use different strategies to attract and persuade 4. \_\_\_\_\_ buyers. Their main 5. \_\_\_\_\_ is to sell more products and services and thereby make more profits.

(Biju C Thomas)