ECONOMY (PART 2 TEST)

ADVERTISEMENTS TECHNIQUES

Repetition	Offer special discounts or prizes.
Exaggeration	relate a product or a service to a famous person.
Association	replicate the name of a product or service many times.
Promotions	amplify the benefits of buying a product.

COMPLETE THE GAPS WITH THE DIFFERENT TYPES OF ADVERTISEMENTS

__________ advertisements: to persuade people of the __________ of a product or service.

__________ advertisements: to __________ about saving energy, healthy living, helping others...

WHAT IS AN ADVERTISING CAMPAIGN?

Write your answer

Write your answer...

Answer recorder (optional) - Voice

WHAT IS THE TARGET AUDIENCE?

a People who pay with credit cards

b People who may be most interested in a product or service

c Employees who work in a company.

WHAT IS A SLOGAN?

a A simple, memorable statement that summarizes a product or service.

b A catchy song that summarizes a product or service.

c A simple, memorable sentence said by a famous person .

SELECT THE OPTIONS DEPENDING ON IF THEY ARE PRINT OR ELECTRONIC MEDIA

Posters

Magazines

Internet

Mobile phones messages

Radio

Billboards

TV

Emails

Newspapers

PRINT MEDIA

ELECTRONIC MEDIA

COMPLETE THE GAPS

Money we earn is called ________ .

Money we spend is called ________ .

COMPLETE THE CHART WITH THE DIFFERENT METHODS OF PAYMENT

	We use them to pay for products in shops,

	on the Internet or to take money out at the bank.
	New method of payment used to buy things on the Internet.
CASH	

WHAT KIND OF BALANCE IS IT? WHY?

Write your answer...

Answer recorder (optional) - Voice

WHAT KIND OF BALANCE IS IT? WHY?

Write your answer...

Answer recorder (optional) - Voice

AND WHAT KIND OF BALANCE IS IT? WHY?

Write your answer...

Answer recorder (optional) - **Voice**

LOOK AT THE BUDGET AND COMPLETE THE GAPS

HTTPS://DRIVE.GOOGLE.COM/OPEN?
ID=1UIOCEPVEVVVOGPXWNCUVEATLHPPBYDHE

TOTAL INCOME= ______

TOTAL EXPENSES= ______

BALANCE= ______