



EXTRA MATERIAL

Vocabulary revision - Unit C



These exercises are based on "Market Leader" book, by David Cotton, Unit C. p.86

Add the appropriate noun to each group below to make three compounds each time

		range launch lifecycle
1. Sales		share research segment
2. Product		
3. Consumer		budget campaign agency
4. Market		
5. Advertising		goods profile behaviour
		figures forecast targets

Use a compound from each group in Exercise A to complete these sentences.

1. If we increase our, we may have enough money for TV commercials next year.
2. Our is very broad. There is no need to expand it at present.
3. Their representatives are under pressure to meet
4. When people earn more money, demand for tends to go up.
5. How can we make sure that our new range is targeted on the right