

VOCAB AND GRAMMAR REVIEW



Marketing

1. Complete the text with the best words.

free	range	budget	costs	cycle
need	sales	figures	ads	
share	sell	aim	agency	

1. The percentage of sales a company or a product has is its market _____.
2. Companies sometimes promote their products by giving _____ gifts to customers.
3. Companies carry out market research to get information about what buyers _____ and want.
4. The life _____ of a product is the length of time people continue to buy it.
5. An advertising campaign takes place over a period of time and usually has a specific _____.
6. Good marketing should increase the volume of _____.
7. A company's sales target is how much it wants to _____ in a certain period of time.
8. An advertising _____ advises companies on advertising.
9. A company's product _____ is a set of products made by that particular company.
10. A company's advertising _____ is the amount of money available for advertising during a particular period.
11. Sales _____ show how much a company has sold over a certain period of time.
12. Production _____ are what a company must spend on production.
13. Besides giving advice to companies, an advertising agency can also make _____ for them.

2. Complete the questions with words from the box.

when	how long	how many	how much	what	which	who	why
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1. _____ did you launch this advertising campaign?

2. _____ didn't you contact an advertising agency?
3. _____ money did you spend on the campaign?
4. _____ new products did you launch? Was it two or three?
5. _____ did you target your new product at?
6. _____ market segments has your product been most successful in?
7. _____ do you expect people to continue to buy this product?
8. _____ is your sales forecast?