VOCAB AND GRAMMAR REVIEW

talk english

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

1. _____ did you launch this advertising campaign?

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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?

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