Marketing Key Phrases

Choose the correct answer

QUESTION/ STATEMENT	OPTION A	OPTION B	OPTION C
1) The _____ of a product or service is the group of people it is aimed at e.g. students, businesspeople, car owners.	Target market	Premium brand	Brand loyalty
2) _____ means a celebrity or other well-known person publicly supporting the product and appearing in its advertising e.g. David Beckham featuring in a sportswear commercial	market leader	Product endorsement	Consumer
3) A _____ is a range of products that sells for a much higher price than other similar products because of its higher quality or better brand image e.g. Ferrari, Louis Vuitton	a) marketing strategy	Target market	Premium band
4) A _____ is a detailed plan that a company makes for how it will advertise and promote its product or service.	Marketing strategy	Consumer	Both
5) The _____ that a company has is the percentage of the total sales it makes, for that particular product or service. e.g. If company X sells 24% of all soft drinks, they would say: "Our company has a 24% _____."	Premium band	Market share	Market leader

6) _____ means customers always buying from the same company because they like it more than its competitors.	Brand feeling	Brand loyalty	Only brand
7) _____ means deliberately putting your product in movies, TV shows or other media to make it visible and promote it to the viewers of that media. e.g. Vaio in James Bond 007	Product price	Product placement	Product loyalty
8) A _____ is a person who buys a product or service for personal use. a) miser b) non cosumer c) consumer	Miser	Non consumer	Consumer
9) _____ involves carrying out surveys or using other methods to find out the opinions of your target market, so that you can make better decisions when designing your product and marketing strategy.	Market strategy	Market budget	Market research
10) The _____ is the company whose product or service outsells the products or services of its competitors. e.g. Coca-Cola is the _____ in the global soft drinks industry.	Market management	Manager department	Market leader