Ahá
Group 19 A2.2

Name:_____

Quiz unit 9

Answer all thirty questions. There is one mark per question.

VOCABULARY

1. **Place the words in the correct sentence. They are all words about *money*.**

debt **worth** **loan** **spending** **salary** **discount** **earn**

a) If you buy today, we'll give you a ten per cent _____.

b) My bank gave me a personal _____ today.

c) I think it's important we help Africa with its _____ to other countries.

d) He wants an extra ten thousand a year and he already has a _____ of over a hundred thousand a year!

e) How much do you _____ a month?

f) The type of customer we want has enormous _____ power.

g) My house is _____ about two hundred thousand pounds.

2. **Place the phrases in the correct sentence. They are all words about *money*.**

personal selling **advertising media** **public relations** **direct marketing**

'There are various methods of selling starting with the most expensive like TV commercials, radio adverts and other (a) _____. A cheaper way to sell is through (b) _____ such as direct mail when you send out leaflets to people's houses. Face-to-face contact with the customer is obviously important. For example, (c) _____ _____ with sales representatives can be very effective and it's easy to measure. It's more difficult to see if (d) _____ is effective. This is because it's about creating good contacts rather than selling directly.'

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3. Place the words in the correct sentence. They are all words about *money*.

analysts **Consumption** **marketing** **agency** **sponsor**

a) _____ of coffee has increased every year since 1950.

b) Clever _____ made designer coffee very popular.

c) Market _____ are warning that the economy doesn't look good.

d) Did we get the results from the market research _____ ?

e) Cigarette companies often _____ sports events.

4. Write in these phrases to complete the discussion.

That's a good **I like** **How about** **Brilliant** **I'm not sure** **we could** **why not**

What about inviting

A: We need to decide how to increase sales this month. Any ideas?

B: (a)_____ offering some discounts?

C: (b)_____ idea but our prices are already cheaper than our competitors.

B: So (c)_____send some advertising to customers? We could tell them about our prices.

B: (d)_____ that. I think we also need to use Internet and email more.

C: What do you mean?

B: Well, perhaps (e)_____ email some of our old customers and update the website?

C: That's true. Our website is the same as it was six months ago.

A: OK. I'll deal with that.

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C: (f)_____someone from the local newspaper to visit the factory and show them our new range?

A: (g)_____! But I think we should invite all the newspapers.

C: (h)_____ about that. Do you think they would come?

B: We could try...

5. Read the following sentences and write the following numbers for the meaning that the underlined words mean.

1. **You shouldn't**
2. **You don't have to**
3. **You should**
4. **You must**
5. **You mustn't**

For example:

It's essential to pay off your debts on time. ____4____

I. **It isn't allowed to** use a mobile phone here. _____

II. **It isn't necessary to** be a graduate to apply for this job. _____

III. **The rule is:** show your passport when you buy foreign currency. _____

IV. **My advice is:** search the web if you want to find a good job. _____

V. **It isn't necessary to** pay now, you can pay next week. _____

VI. **My advice is:** don't go to a job interview without good preparation. _____

VII. **It's necessary to** have sales experience if you want to join the team. _____

LIVEWORKSHEETS