

## Unit 4 – Vocabulary global markets: Adjective and noun collocations

### 1 Complete the collocations. The first letters are given.

- 1 Our new Marketing Director changed our m \_\_\_\_ k \_\_\_\_ g \_\_\_\_ st \_\_\_\_ y to include more use of social media.
- 2 Most car companies allow you to choose from many options when buying a new car and this pr \_\_\_\_ t \_\_\_\_ st \_\_\_\_ sa \_\_\_\_ n is very popular with customers.
- 3 We have to alter our products to suit our tar \_\_\_\_ t \_\_\_\_ ies because there are different things to consider for each market.
- 4 The world's largest co \_\_\_\_ er \_\_\_\_ br \_\_\_\_ ds are often associated with global sports events, such as the Olympic Games.
- 5 Food companies such as PepsiCo have to think about l \_\_\_\_ l \_\_\_\_ pr \_\_\_\_ f \_\_\_\_ ces when deciding which flavours to promote in a particular region.
- 6 Many brands of lu \_\_\_\_ y \_\_\_\_ g \_\_\_\_ ds have outlets at large international airports targeting the wealthy traveller.

### Global markets: Word building

#### 2 Choose the correct option in italics.

- 1 The Mini is definitely my favourite car ever! I *prefer* / *preferable* it to all the others on the market.
- 2 The Mini is *produced* / *product* in the UK and the Netherlands.
- 3 So many other cars are *standard* / *standardise* these days but my Mini is unique.
- 4 When I was ordering it, I could choose all my *preferable* / *preferences* online.
- 5 In fact, there are so many options for the *customisation* / *customisable* of a Mini that they say there are 10 million different combinations!
- 6 It's really *adaptation* / *adaptable*, too, so I can use it to go to work, pick up the children or go on holiday.

**3** Complete the text using the correct form of the words in the box.

appeal consume customise grow produce specialise target

## **A unique car – for everyone**

One of the most <sup>1</sup> \_\_\_\_\_ cars in the world, the Mini, is loved by <sup>2</sup> \_\_\_\_\_ everywhere. The main <sup>3</sup> \_\_\_\_\_ plant is in Oxford, UK where around 170,000 cars are made. Since 2001, over 3,000,000 have left the factory and most of them are <sup>4</sup> \_\_\_\_\_ for the person buying it. The Oxford plant <sup>5</sup> \_\_\_\_\_ in robotics with over 1,000 robots working on the production line. The <sup>6</sup> \_\_\_\_\_ in sales means that the parent company, BMW, is now making the car in the Netherlands as well, and they are using innovative advertising to <sup>7</sup> \_\_\_\_\_ even more potential new customers.