

- A. media B. taut C. advertisement D. buying decision
4. He believes that the product's poor image is partly the of the press.
- A. media B. fault C. advertisement D. buying decision
5. His books are available at London's three biggest
- A. stores B. shopper C. cash D. aisle
6. Window displays are an effective marketing strategy, which is intended to be attractive to
- A. stores B. shoppers C. cash D. aisle
7. Coffee and tea are in the next but you have to walk to the end shelf to get milk.
- A. stores B. shopper C. cash D. aisle
8. We'll have to pay for the tickets. They don't accept credit cards.
- A. stores B. shopper C. cash D. aisle
9. The name of the company was changed to confusion with another firm.
- A. trust B. arrange C. encouraged D. avoid
10. We were greatly by the positive response of the public with our new product.
- A. trust B. arrange C. encouraged D. avoid
11. It seems you can't the advertisements these days.
- A. trust B. arrange C. encouraged D. avoid
12. All companies have to carefully the press conference for their new product.
- A. trust B. arrange C. encouraged D. avoid

Exercise 2. Match each word to its definition.

Word	Definitions
1. customer	a. to make somebody do something by giving them good reasons for doing it
2. notice	b. the greatest or smallest amount of something that is allowed
3. attitude	c. a piece of writing or speech that says what somebody/something is like
4. message	d. to become aware of somebody/something
5. influence	e. an important idea that an advertisement is trying to communicate

6. limit	f. the way that you behave towards somebody/something that shows how you think and feel
7. persuade	g. a person or an organization that buys goods or services from a shop or business
8. description	h. the skill with which somebody is able to do something practical
9. technique	i. to have an effect on the that somebody believes or thinks, especially by giving them an example to follow