

Unit test 4

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

LANGUAGE REVIEW

Choose the correct options to complete the article.

THE POWER OF WOMEN

Women account for about 85 per cent of all consumer purchases and represent the majority of shoppers online. Working women aged 24–54, of (1) whose/whom the US has 55 million, are a very powerful force in the marketplace these days, in all product areas. Companies (2) what/who already acknowledge that women are in charge of shopping talk about the customer as ‘she’. However, most of the people (3) who/which make up the top management in most companies are still men. (4) Which/What these companies need to do is to change their marketing strategies if they are to remain competitive.

However, marketing to women isn’t just about changing the colour of a product to pink. The producer has to recognise (5) that/what the female consumer really wants and then come up with ideas and solutions. Companies (6) who/where wish to sell to women have to adjust their marketing to use subtler methods. Smart companies, (7) that/where changes have already been made, have done so by paying more attention to style and form and shifting away from TV ads in favour of promotions in venues women trust, such as reviews in women’s magazines and spots on TV shows like *Oprah*. Even companies like Harley Davidson, (8) where/whose traditional target market is very male-dominated, have now added a section on its website (9) which/what is aimed at female motorcyclists. However, female business owners, (10) whom/who have long waited to be treated as equals with their male contemporaries, are still fighting to be totally accepted in the business world.

VOCABULARY

Complete the sentences with the words in the box.

referrals	intrusive	mailshots	launched	glass	cold-calling	viral
privacy	loyalty	intelligence				

- 11 A lot of people become irritated by _____. They don't want companies contacting them without an appointment.
- 12 Sometimes the post we receive is full of _____. Why do companies have to send out leaflets to everybody in the street?
- 13 Women tend to be very receptive to word-of-mouth _____. They love hearing information about good products.
- 14 There is strong resistance to _____ marketing these days. You know what I mean, those unsolicited emails that fill your inbox, for example.
- 15 Customer _____ schemes have been around for a long time and are becoming even more important as the competition to keep customers grows.
- 16 These days we are all perceived as _____ consumers because more and more companies have the means to know how we behave and think.
- 17 The amount of information that retailers can gather about us makes some people worry about their _____.
- 18 The company _____ a range of products specifically tailored to women.
- 19 Companies use this market _____ to figure out the best time to call customers.
- 20 Using pre-existing social networks to produce increased brand awareness is known as _____ marketing.

SKILLS

A Complete the presentation with the phrases (a–e).

- a) A funny thing happened to me the other day.
- b) So, to go back to what I was saying earlier.
- c) So, what is marketing?
- d) Anyway, I'm not here to tell you about my purchasing disasters.
- e) Now you're probably wondering, what's the significance of all this?

Marketing is a far more complex process than just selling. (21)_____ Well, there are five key processes: opportunity identification, new product development, customer attraction, customer retention and loyalty building and, finally, order fulfilment.

(22)_____ Well, if a company handles all of these processes well, it will probably be successful. But let me give you an example of how it can go wrong. (23)_____ I was looking for a special gift for my partner and I found just the thing – a weekend away in a country house hotel with free dinner and drinks. It seemed a fantastic deal but when we arrived at the hotel, it was dreadful. It didn't look anything like the pictures on the website and the free dinner and drinks turned out to be fish and chips from a shop in the village! The product certainly didn't live up to the advertising. (24)_____ This new campaign is going to give us a competitive advantage. (25)_____ Successful marketing needs to do well in all five processes.

B Match the sentence beginnings with the best endings (a–e).

WRITING PRESENTATION SLIDES

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| 26 | Don't use too | a) | an impact with your first and final slides. |
| 27 | Avoid | b) | spelling and punctuation. |
| 28 | Check | c) | much text. |
| 29 | Use | d) | bullet points or lists. |
| 30 | Make | e) | using fonts and colours that are hard to read. |