THE GOVERNMENT HIGH SCHOOL
BUSINESS DEPARTMENT
GRADE 11 COMMERCE- MARKETING VOCABULARY WORDS TEST

Match the definitions in Column B with the appropriate word in Column A. Write the appropriate answer in Column A.

Column A	Column B
1) Market	a) Finding out how much people are prepared to pay for a good.
2) Consumer Market	b) All processes involved in the selling of goods.
3) Industrial Market	c) Goods used in businesses that last long.
4) Durable Goods	d) Market for organizations to buy goods.
5) Non- Durable Goods	e) Distinct characteristics
6) Capital goods	f) Examination of what people want
7) Marketing	g) Short term goods
8) Market Segment	h) Place that brings together sellers & buyers
9) Market Research	i) Goods that last for a long period time
10) Market Orientation	j) Market for individuals to buy goods/ services.

LIVEWORKSHEETS