

A

Complete the questions with words from the box.

how long how many how much what ~~when~~ which who why

- 1 *When* did you launch this advertising campaign?
- 2 didn't you contact an advertising agency?
- 3 money did you spend on the campaign?
- 4 new products did you launch? Was it two or three?
- 5 did you target your new product at?
- 6 market segments has your product been most successful in?
- 7 do you expect people to continue to buy this product?
- 8 is your sales forecast?

B

Match the Marketing Manager's responses (a–h) to the interviewer's questions in exercise A.

- a) Almost 20,000 euros.
- b) As I said, it's been doing extremely well and we expect a considerable increase in the winter.
- c) In late spring.
- d) So far it's been doing very well with middle-class males in their thirties to mid-fifties.
- e) We had health-conscious people in mind as well as the elderly.
- f) We think it will have a life cycle of about three years.
- g) Well, we like to rely on our own people.
- h) This time only one, in fact. However it is a very special product indeed.

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