

Handout 1 - Matching Vocabulary

Match A with B. Write the correct letter next to each word.

A) Words

1. brand
2. logo
3. slogan
4. advertisement
5. product
6. receipt
7. discount
8. bargain
9. price
10. consumer
11. customer
12. seller
13. mall
14. purchase
15. promote
16. persuade
17. expensive
18. cheap
19. compare

B) Definitions

- a) company product name
- b) symbol or design of a company
- c) short catchy phrase
- d) public promotion
- e) item made for sale
- f) proof of payment
- g) reduced price
- h) a good deal / negotiation
- i) cost of something
- j) person who buys goods (general)
- k) person who buys from a shop
- l) person who sells goods
- m) large shopping center
- n) the act of buying
- o) encourage sales of something
- p) to convince someone
- q) costs a lot
- r) low price
- s) look at similarities and differences