Vocabulary: Basic marketing terms

Name:

Below are some more basic marketing terms. Match up the words in the box to the definitions.

distribution channel   market opportunities   market penetration
market segmentation   market skimming   price elasticity   product differentiation
product features   sales representative   wholesaler

1 all the companies or individuals ('middlemen') involved in moving goods or services from producers to consumers ______
2 an intermediary that stocks manufacturers' goods or merchandise, and sells it to retailers and professional buyers ______
3 dividing a market into distinct groups of buyers who have different requirements or buying habits ______
4 making a product (appear to be) different from similar products offered by other sellers, by product differences, advertising, packaging, etc. ______
5 possibilities of filling unsatisfied needs in sectors in which a company can profitably produce goods or services ______
6 setting a high price for a new product, to make maximum revenue before competing products appear on the market ______
7 someone who contacts existing and potential customers, and tries to persuade them to buy goods or services ______
8 the attributes or characteristics of a product, such as size, shape, quality, price, reliability, etc. ______
9 the extent to which supply or demand (the quantity produced or bought) of a product responds to changes of price ______
10 the strategy of setting a low price to try to sell a large volume and increase market share ______