Market Leader

Vocabulary Worksheet

Choose the best answer a, b, c or d to complete the following sentences.

1. The four Ps form the basis of the marketing \_\_\_\_\_\_\_\_\_\_\_\_\_ .
2. service b) mix c) bill d) range
3. Apple are offering a special promotion for their new product \_\_\_\_\_\_\_\_\_\_\_\_\_ .
4. life cycle b) forecast c) segment d) launch
5. This year's sales' \_\_\_\_\_\_\_\_\_\_\_ show a big improvement on what we sold last year.
6. figures b) profiles c) campaign d) range
7. A consumer \_\_\_\_\_\_\_\_\_\_\_ tells a company who a typical customer is.
8. segment b) agency c) profile d) range
9. An advertising \_\_\_\_\_\_\_\_\_ helps to improve sales of a product over a given period of time.
10. life cycle b) campaign c) research d) share
11. The product \_\_\_\_\_\_\_\_\_\_\_ is the total number of products sold by a company.
12. launch b) range c) life cycle d) outlet
13. The amount of money available for advertising is known as the advertising \_\_\_\_\_\_\_\_\_\_\_\_\_ .
14. profile b) forecast c) campaign d) budget
15. Companies usually have sales' \_\_\_\_\_\_\_\_\_\_ to show how much they want to sell in a given period of time.
16. profiles b) ranges c) targets d) launches
17. A group of customers of similar age, income level and social group is called a market \_\_\_\_\_\_\_\_\_\_\_\_ .
18. share b) behaviour c) agency d) segment
19. An advertising \_\_\_\_\_\_\_\_\_ advises companies on how best to advertise their products.
20. agency b) budget c) campaign d) profile
21. Toyota now has a market \_\_\_\_\_\_\_\_ of 40% in Saudi Arabia.
22. segment b) share c) range d) budget
23. The sales \_\_\_\_\_\_\_\_\_ predicts how much a company thinks it will sell in a given period.
24. figure b) research c) launch d) forecast
25. In marketing, the four Ps are *product*, *price, place* and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
26. persuasion b) promotion c) preference d) politeness
27. The new \_\_\_\_\_\_\_\_\_\_ launch will be in September this year.
28. consumer b) market c) product d) segment
29. In general, cars have a longer product \_\_\_\_\_\_\_\_\_\_ than smart phones.
30. campaign b) budget c) life-cycle d) range
31. Consumer \_\_\_\_\_\_\_\_\_\_\_ describes where and how customers buy things.
32. forecast b) profile c) campaign d) behaviour
33. \_\_\_\_\_\_\_\_\_ research tells companies what customers want and need.
34. Market b) behaviour c) forecast d) agency