Market Leader

Vocabulary Unit 7

Say whether the following statements are **true** or **false**.

1. The sales forecast predicts how much a company thinks it will sell in a given period of time. \_\_\_\_\_\_\_\_
2. The market share is the length of time people continue to buy a product. \_\_\_\_\_\_\_
3. An advertising campaign is the amount of money available for advertising during a given period. \_\_\_\_\_\_\_
4. A consumer profile is a description of a typical customer.
5. Sales figures are numbers showing how much a company has sold in a given period. \_\_\_\_\_\_\_
6. A product launch is the set of products made by a company. \_\_\_\_\_\_\_
7. Consumer behaviour is a programme of advertising activities over a given period. \_\_\_\_\_\_
8. An advertising budget is the amount of money available for advertising during a particular period of time \_\_\_\_\_\_
9. An advertising agency is a business that advises companies on advertising and makes ads.
10. A market segment is the percentage of sales a company has. \_\_\_\_
11. The product life-cycle is the introduction of a product to the market. \_\_
12. Market share is the percentage of sales a company has. \_\_\_\_\_\_\_
13. An advertising campaign is information about what customers want and need. \_\_\_\_\_\_\_
14. The product range is a set of products made by a company. \_\_\_\_\_
15. A sales target is the percentage of sales a company has. \_\_\_\_\_\_