Market Leader

Vocabulary Worksheet

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

1. According to our sales \_\_\_\_\_\_\_\_\_\_ we think we will sell goods worth more than $1 million, next month.
2. service b) forecast c) campaign d) profile
3. Dividing people into market \_\_\_\_\_\_\_\_\_\_\_, helps companies target specific customers.
4. life cycles b) forecasts c) figures d) segments
5. Last month, we had an excellent advertising \_\_\_\_\_ and sales increased by 30%.
6. campaign b) research c) segment d) range
7. Consumer \_\_\_\_\_\_\_\_\_\_ are important because they tell companies who typical customers are.
8. segments b) agencies c) launches d) profiles
9. Our latest product \_\_\_\_\_\_\_\_\_ was very successful. We have already sold more than 5000 units.
10. life cycle b) budget c) launch d) target
11. Our sales \_\_\_\_\_\_\_\_\_ for next month is very high. We want to sell 25% more than this month.
12. launch b) target c) life cycle d) share
13. We have changed the advertising \_\_\_\_\_\_\_\_\_\_ we use to promote our goods because the last one we used failed to help us increase sales.
14. agency b) forecast c) profile d) range
15. Companies do market \_\_\_\_\_\_\_\_\_\_ in order to find out what customers want and need.
16. agency b) campaign c) forecast d) research
17. Hi-tech goods often have a very short product \_\_\_\_\_\_\_\_\_\_\_\_.
18. share b) target c) life cycle d) range
19. Companies like Coca Cola have a huge advertising \_\_\_\_\_\_\_\_\_\_ of millions of dollars in order to increase sales.
20. agency b) share c) budget d) target
21. With the launch of our new product \_\_\_\_\_\_\_\_\_\_, we increased our market \_\_\_\_\_\_\_\_\_\_\_ by 20%.
22. forecast / launch b) range / share
23. c) range segment d) budget / campaign
24. Sales \_\_\_\_\_\_\_\_\_ for this month, show a big improvement on last month.
25. figures b) research c) products d) life cycles
26. A group of customers of similar age, income level and social group is called a market \_\_\_\_\_\_\_\_\_\_\_.
27. research b) forecast c) campaign d) segment
28. Product \_\_\_\_\_\_\_\_\_\_ involves informing customers about products and persuading them to buy them.
29. share b) research c) promotion d) profile
30. If you want to market a product successfully, you have to have the right *marketing \_\_\_\_\_\_\_\_\_\_\_\_.*
31. *launch* b) *mix* c) *consumers* d) *range*