

Homework

Marketing Vocabulary

A. Underline the correct word in each sentence.

1. It is important that the *launch* / *end-user* be happy with our product.
2. It is illegal to advertise tobacco, even at the *point of sale* / *product*.
3. If a customer is unhappy with the *online* / *total product*, they are unlikely to buy from us again.
4. John is in charge of *sponsor* / *public relations* and helps us retain our charitable image.
5. Nowadays, *digital marketing* / *trademark* seems to be more effective than traditional marketing.

B. Complete the sentences using one of the words in the box.

label	sponsor	market research	cost	online
image	consumer	trademark	brand	distribution

1. The company's is an image of a bear holding a hammer.
2. Before buying the yogurt, I checked the to see how much sugar it contained.
3. The of the tournament provided the athletes with T-shirts bearing their logo.
4. The average is not concerned about where a product comes from.
5. Doing helps to keep us aware of which products are in the greatest demand.
6. Our company handles the of organic products to shops all over the country.
7. Raising awareness of their charity work helped to boost the company's
8. Our sales have increased recently as people don't have time to go shopping.
9. I've been using the same of hand cream for over 20 years.
10. Before deciding on a retail price, we need to the materials.

C. Match the sentence halves, underlining the correct words.

1. Our company has recently a. designing *distributers* / *products* for young girls.
2. All the b. *launched* / *costed* a new line of swimwear.
3. To keep up with the times, c. *register* / *sponsor* our products for our own protection.
4. We have been advised to d. *brand* / *packaging* on our products is 100% recyclable.
5. Most companies use pink when e. we are constantly *costing* / *developing* new products.



More on this topic at: eclub.to/mark

Homework answers

Marketing Vocabulary

Exercise A

1. end user
2. point of sale
3. total product
4. public relations
5. digital marketing

Exercise B

1. trademark
2. label
3. sponsor
4. consumer
5. market research
6. distribution
7. image
8. online
9. brand
10. cost

Exercise C

1. b, launched
2. d, packaging
3. e, developing
4. c, register
5. a, products