17.1

Decide which of the alternatives (A–L) each speaker is talking about. Write the letter of your answer in the box at the end of the sentence.

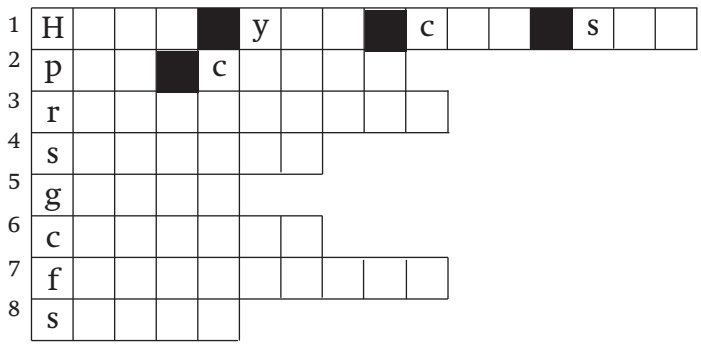
1 'This is the business environment where we compete with our rivals.'	
2 'These are aimed at our wealthiest customers.'	
3 'This uses the Four Ps as a framework for positioning a product.'	
4 'These protect consumers against unfair treatment regarding products and services.'	
5 'A product or service is intended for this person or these people.'	
6 'This tells the public about something which they can buy.'	
7 'The majority of businesses have a strong desire to beat others.'	
8 'This is how we make our product known to a potential buyer.'	
9 'Many consumers are interested in getting a lot for their money.'	
10 'This is where you decide to sell your product or service.'	
11 'We use this to find out what our customers want.'	
12 'We have to consider our product's characteristics and price in relation to our competitors' products.'	

A location B promotion C market research D consumer groups E marketing mix
F product positioning G marketplace H target audience I premium brands
J advertising K value L competitive environment

17.2

Find a word or phrase related to each clue. The first letter of each word has been given to help you.

- (1) ..... the table of figures for last month.
- By looking at the (2) ..... , we can clearly see our most popular products. The blue area (3) ..... children's wear, whilst the smallest (4) ..... shows ladies' wear.
- This different (5) ..... here helps us to (6) ..... the sales on a month-by-month basis.
- Moving on to focus on these (7) ..... , we can see how the distribution processes for these products differ. The dotted line represents ladies' wear and the (8) ..... line is children's wear.



Test mark /20