

**20.1**

Choose a phrase from the box to fill the gap in each sentence.

market segmentation    consumer research    brand image    customer satisfaction    surveys    mass marketing

- 1 The ..... focuses on the special characteristics of a particular product that make it different from other similar products.
- 2 ..... are used after a product or service has been bought to see if a consumer is happy with their purchase.
- 3 Database tools are developed to help with ..... where consumers with different characteristics are put into different categories.
- 4 Rather than appealing to specific consumer groups, ..... advertises to everyone.
- 5 In order for marketing to be successful, it is important that good ..... is carried out to keep up to date with the current consumer opinions and preferences.

**20.2**

Choose a word from the box to fill the gap in each sentence. Then draw a line from each sentence on the left to a sentence on the right to complete the dialogues.

over    connection    cut off    address    respond    repeat

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|---|---|
| <ol style="list-style-type: none"> <li>1 Good afternoon, Jean. Is the ..... to Paris OK? Can you hear us all right?</li> <li>2 Can I just ask everyone to speak very clearly and to avoid talking ..... anyone, please?</li> <li>3 I'm sorry, was that question aimed at anyone in particular?</li> <li>4 Hello, everyone. Sorry about that, I was ..... for a moment.</li> </ol> | <ol style="list-style-type: none"> <li>A That's good advice. Can I add that people should leave a pause before they ..... because of the delay on the line?</li> <li>B Good point, Magda. Could people try to remember to ..... everyone by name if you have a specific question?</li> <li>C Yes, thanks, Paul. I can hear you perfectly.</li> <li>D No problem, Ann. Shall I ..... the last question again for you?</li> </ol> |
|---|---|

**20.3**

Find a phrase that answers each question. The first letter has been given to help you.

- 1 What type of marketing is aimed directly at another business? b..... - ..... - .....
- 2 What is often, but not always, displayed on a logo? b..... n.....
- 3 What type of marketing uses the World Wide Web? i.....
- 4 What computer tools can help you to analyse marketing information? d.....
- 5 What type of service is important once a product has been bought by a consumer? a..... - .....
- 6 What type of marketing concentrates on long-term customer association? r.....
- 7 What type of marketing is used especially to attract people to a specific product, or group of products? s..... p.....
- 8 What type of marketing is used when particular individuals are contacted directly? d.....
- 9 How do companies collect information that tells them if a buyer is happy with what they bought? c..... s..... s.....

Test mark	/20
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