**Page 1 (b)**

1. a
2. c
3. b
4. a
5. b
6. a
7. a
8. b
9. a
10. a

I agree with the test result. I consider myself a moderate egoist and am ready to do everything possible to live in comfort without any irritating factors. If someone or something interferes with me achieving my goals or living peacefully, I will go to any lengths to satisfy my needs. I try to surround myself with good people and enjoy their successes as much as they enjoy mine.

**Page 2 (a)**

1. field
2. seat
3. neck
4. horse
5. goalposts
6. ball
7. game
8. race

**Page 2 (b)**

a) 1

b) 7

c) 3

d) 8

e) 4

f) 6

g) g

h) 2

**Page 2 (c)**

1. playing field
2. a one horse race
3. in the driving seat
4. move the goalposts
5. flogging a dead horse
6. ahead of the game
7. are neck and neck
8. keep your eye on the ball

**Page 2 (d)**

My life is flogging a dead horse the whole time. I don’t have a big final goal as everyone does. I don’t like changing, so when someone moves the goalposts I start being annoyed about it. I guess all people like to be in the driving seat, so as I.

**Page 4 (c)**

1. dominate, crush
2. match, rival
3. overtake
4. regain
5. exceed

**Page 4 (d)**

1. Exceeded
2. Dominated
3. Rivals
4. Overtook
5. Regained
6. Match
7. Crush

**Page 5(a)**

1. Prodable
2. Possible
3. Certain
4. Probable
5. Possible
6. Certain
7. Certain
8. Possible
9. Probable
10. Possible

**Page 5(b)**

1. might
2. shouldn’t
3. may not
4. must
5. should
6. can’t
7. ought not to
8. might

**The 4 Ps of the marketing mix**

The theory discussed in the video is about the marketing mix, which is a set of tools that businesses use to promote their products or services to consumers. The marketing mix is made up of four key components, commonly known as the 4 Ps: product, price, place, and promotion. These four elements work together to create a cohesive marketing strategy.

For the product part, I will choose a smartwatch. The four Ps of the marketing mix for this product would be as follows:

1. Product: The smartwatch will have a sleek and modern design, with multiple functionalities such as fitness tracking, messaging, and phone calls. The product will be marketed towards people who are tech-savvy and want to stay connected on-the-go.
2. Price: The price of the smartwatch will be set at a mid-range point, targeting consumers who are looking for a balance between quality and affordability. The pricing strategy will be competitive, taking into account the prices of similar products in the market.
3. Place: The smartwatch will be sold both online and in brick-and-mortar stores. Online sales will be through the company's website and third-party e-commerce platforms, while in-store sales will be through authorized retailers and department stores.
4. Promotion: The smartwatch will be promoted through various channels such as social media, targeted ads, influencer marketing, and events. The advertising messages will focus on the smartwatch's unique features, design, and versatility.

Overall, these 4 Ps work together to create a marketing strategy that targets the desired consumer base for the smartwatch product. By understanding the needs and preferences of consumers, the company can tailor its marketing efforts to meet those needs and achieve greater success in the market.

**Porter's Generic Strategies**

The video discusses the five generic competitive strategies that a company can choose from to gain a competitive advantage in the market. These five strategies are:

1. Cost Leadership: The company aims to become the lowest-cost producer in the industry and offer products at a lower price than competitors. This strategy requires efficient operations and cost control. Examples: Walmart, McDonald's, Southwest Airlines.
2. Differentiation: The company aims to offer unique products or services that are different from the competitors and appeal to customers. This strategy requires a focus on innovation, quality, and customer service. Examples: Apple, Nike, Tesla.
3. Cost Focus: The company aims to achieve low cost within a narrow, niche market segment. This strategy requires a focus on efficiency and cost control in a specific market. Examples: Dollar Tree, Aldi, Spirit Airlines.
4. Differentiation Focus: The company aims to offer unique products or services in a narrow market segment. This strategy requires a focus on innovation, quality, and customer service in a specific market. Examples: Rolls-Royce, Rolex, Tesla (in the luxury car market).
5. Integrated Low Cost/Differentiation: The company aims to achieve both low cost and differentiation at the same time, offering unique products or services at a lower cost than competitors. This strategy requires a focus on both efficiency and innovation. Examples: Amazon, Toyota, IKEA.

Examples:

1. Cost Leadership: McDonald's, Walmart, Southwest Airlines.
2. Differentiation: Apple, Nike, Tesla.
3. Cost Focus: Dollar Tree, Aldi, Spirit Airlines.
4. Differentiation Focus: Rolls-Royce, Rolex, Tesla (in the luxury car market).
5. Integrated Low Cost/Differentiation: Amazon, Toyota, IKEA.