**Homework: (El Ouardi Marouan)**

**Unit8: Marketing**

**Vocabulary:**

**A:**

**Across**

1-market Share.

5-free gifts.

6-need.

7-life cycle.

9-aim.

10-sales.

11-sell.

**Down**

2-adverticing agency.

3-product range.

4-advertising budget.

5-sales figures.

8-costs.

9-ads.

**B:**

1-a: competitive.

2-a: sales tool.

3-b: needs.

4-b: market research.

5-c: profile.

6-b: option.

7-c: appeal.

8-a: market shares.

**Language:**

**A:**

1-**When** did you launch this advertising campaign?

2-**Why** didn’t you contact an advertising agency?

3-**How much** money did you spend on the campaign?

4-**How many** products did you launch? Was it two or three?

5- **Who** did you target your new product at?

6-**Which** market segments has your product been most successful in?

7-**How long** do you expect people to continue to buy this product?

8- **What** is your sales forecast?

**B :**

a-3.

b-8.

c-1.

d-6.

e-5.

f-7.

g-2.

h-4.