

## Unit 09: Exam Prep Gap Fill (Marketing)

### EXERCISE: 20 Sentences / Gaps

1. The concept of Marketing involves a\_\_\_\_ and more.
2. The concept of Marketing involves p\_\_\_\_ and more.
3. The concept of Marketing involves m\_\_\_\_ and more.
4. The concept of Marketing involves e\_\_\_\_ and more.
5. The concept of Marketing involves r\_\_\_\_ and more.
6. The concept of Marketing involves p\_\_\_\_ and more.
7. The concept of Marketing involves c\_\_\_\_ and more.
8. The concept of Marketing involves c\_\_\_\_ and more.
9. The concept of Marketing involves s\_\_\_\_ and more.
10. The concept of Marketing involves b\_\_\_\_ and more.
11. The concept of Marketing involves t\_\_\_\_ and more.
12. The concept of Marketing involves a\_\_\_\_ and more.
13. The concept of Marketing involves p\_\_\_\_ and more.
14. The concept of Marketing involves m\_\_\_\_ and more.
15. The concept of Marketing involves s\_\_\_\_ and more.
16. The concept of Marketing involves l\_\_\_\_ and more.
17. The concept of Marketing involves s\_\_\_\_ and more.
18. The concept of Marketing involves e\_\_\_\_ and more.
19. The concept of Marketing involves v\_\_\_\_ and more.
20. The concept of Marketing involves i\_\_\_\_ and more.

### SOLUTION KEY (Scrambled)

Match the following answers to the tasks above. Note: They are in random order.

- |               |                |
|---------------|----------------|
| - campaign    | - recognition  |
| - memorable   | - consumer     |
| - impact      | - persuasion   |
| - advertising | - slogan       |
| - branding    | - segmentation |
| - visual      | - target       |
| - psychology  | - audience     |

## **Unit 09: Exam Prep Gap Fill (Marketing)**

- manipulation
- placement
- endorsement
- loyalty
- strategy
- emotional