

## **UNIT 3 MARKETING**

### **EXPANDING VOCABULARY**

#### **Task 1: Give appropriate words or expressions to the following definitions**

1. Comparing the products with the competitor's for quality and performance.
2. Offer to pay back the purchase price of a product to customers.
3. Series of stores owned by the same owner and sell similar lines of merchandise.
4. Small shop with extended opening hours and in a convenient location.
5. A large store with many varieties of goods in different departments.
6. Price reduction.
7. Buying and selling on the Internet.
8. Promoting products and services using digital means.
9. The company selling the largest quantity of a particular type of product.
10. Putting products into containers.
11. A person who is regarded as a potential or possible client.
12. A particular product made by a company.

#### **Task 2: Give appropriate words or expressions to the following definitions**

1. Estimating the price of making a product.
2. The final user of a product.
3. The impression that people have of a product.
4. Small piece of paper or cloth on a product giving information about it.
5. Making a research on consumers' needs and preferences.
6. The place where a product is sold to the public.
7. Brand mark, symbol, word, or words representing a company or a product.
8. Percentage of sales of a product or service captured by a brand.
9. Fast rising prices.
10. Decrease in price.
11. An increase in price.
12. Decrease of prices in response to other firms.

## GRAMMAR

### THE PAST CONTINUOUS

Complete the sentences using the past simple or the past continuous.

1. We ..... (watch) a film when the electricity ..... (go) off.
2. Leslie .....(write) the report while her colleagues..... (have) lunch.
3. They ..... (have) lunch when their friends ..... (arrive).
4. The music suddenly ..... (stop) when we ..... (dance).
5. Millie ..... (lose) her credit card when she ..... (shop).
6. The wind ..... (blow) and ship ..... (cannot) reach the port.
7. We ..... (have) breakfast when we ..... (hear) the news on the radio.
8. Tanya ..... (see) us when she ..... (wait) at the bus stop.
9. Tom ..... (look) for his sunglasses when he ..... (find) his wallet.
10. It ..... (snow) and the car suddenly ..... (stop).