# Unit 6

### page 1 exercise B (make the test and count your answers on page 9. Do you agree/disagree with the result? Give your reasons (5-7 sentences))

Ex. B

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

22 points. Fairly competitive.

I agree with the idea that I’m fairly competitive, because I usually push myself harder in areas that matter to me. When I truly care about a goal, I want to do my best and see good results. However, I also feel happy when people around me succeed. I don’t think it’s healthy to focus only on winning all the time. Helping others grow can also bring a sense of achievement. I believe that life is not just a race but a journey where everyone can thrive. This balanced view helps me stay motivated without harming my relationships.

### page 2 exercises A, B, C, D (2-3 sentences)

Ex. A

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

Ex. B

1. 1
2. 7
3. 3
4. 8
5. 4
6. 6
7. 5
8. 2

Ex. C

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

Ex. D

1. -
   1. At work, I’ve sometimes felt like I was flogging a dead horse when my efforts didn’t lead to any real progress despite repeated attempts. It felt exhausting and unproductive.
   2. In my private life, I’ve experienced a similar feeling when trying to change situations that seemed fixed or unchangeable. It left me feeling frustrated and worn out.
2. In the technology industry, companies like Apple and Tesla are ahead of the game due to their constant innovation and high-quality products. They set trends that others in the industry often follow, making them leaders in their fields.
3. -
   1. When someone moves the goalposts, I feel frustrated and confused because it makes reaching my goals seem unfair and unattainable. It disrupts my planning and often feels like my hard work is being undermined.
   2. When I am in the driving seat, I feel confident and empowered because I have control over the situation. It gives me a clear direction and the ability to make decisions that lead to success.

### page 4 exercises C, D

Ex. C

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

Ex. D

1. exceeded
2. dominated
3. rivals
4. overtook
5. match
6. crush

### page 5 exercise A, B

Ex. A

1. probable
2. possible
3. probable
4. not possible
5. probable
6. not possible
7. not possible
8. not possible
9. possible
10. possible

Ex. B

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

### Video The 4 Ps of the marketing mix

**summarize the theory given in the video**

The theory explains that the marketing mix is made up of four key elements: product, price, promotion, and place which work together to create a complete marketing strategy for any product.

**choose the product and identify its 4 Ps, give your reasons (7-10 sentences)**

For the high-end hamburger, the product is a gourmet burger made with expensive ingredients like truffles and high-quality meats, ensuring a superior taste and premium feel. The price is set high, around $25, to reflect the quality of ingredients and to appeal to a luxury market. Promotion is focused on upscale advertising channels, such as a magazine like Fancy Pants, to reach customers who value exclusivity and quality. Place is carefully chosen, with sales venues like polo clubs that align with the high-end brand image and attract the right clientele. This product positioning differentiates the hamburger from standard fast-food options and justifies its premium price tag. By integrating all four Ps, the marketing strategy builds a strong, cohesive brand identity that resonates with affluent consumers. This approach not only emphasizes quality and exclusivity but also creates a memorable dining experience for the target market.

### Video Porter's Generic Strategies

1. summarize the theory given in the video
   1. The video explains how companies can gain a competitive edge by choosing a clear strategy. It discusses Porter’s Generic Strategies, which are cost leadership (being the lowest-cost provider), differentiation (offering unique products or services), and focus (targeting a specific market niche).
2. provide 3-5 examples (companies/brands) to each type of strategy (For example, low-cast str.: McDonald's, ..., ...)
   1. Cost Leadership examples include McDonald’s, Walmart, IKEA, Southwest Airlines, and Ryanair.
   2. Differentiation examples include Apple, BMW, Starbucks, Disney, and Nike.
   3. Focus examples include Ferrari, Rolex, Tesla, Lululemon, and Rolls-Royce.