

Test 2

Questions 27–31

Choose the correct letter, **A**, **B**, **C** or **D**.

Write the correct letter in boxes 27–31 on your answer sheet.

- 27 In the first paragraph, the writer says that most managers
- A fail to spot the key consumer trends of the moment.
  - B make the mistake of focusing only on the principal consumer trends.
  - C misinterpret market research data relating to current consumer trends.
  - D are unaware of the significant impact that trends have on consumers' lives.
- 28 According to the third paragraph, Coach was anxious to
- A follow what some of its competitors were doing.
  - B maintain its prices throughout its range.
  - C safeguard its reputation as a manufacturer of luxury goods.
  - D modify the entire look of its brand to suit the economic climate.
- 29 What point is made about Tesco's Greener Living programme?
- A It did not require Tesco to modify its core business activities.
  - B It succeeded in attracting a more eco-conscious clientele.
  - C Its main aim was to raise consumers' awareness of environmental issues.
  - D It was not the first time that Tesco had implemented such an initiative.
- 30 What does the writer suggest about Nike's strategy?
- A It was an extremely risky strategy at the time.
  - B It was a strategy that only a major company could afford to follow.
  - C It was the type of strategy that would not have been possible in the past.
  - D It was the kind of strategy which might appear to have few obvious benefits.
- 31 What was original about the ME2?
- A It contained technology that had been developed for the sports industry.
  - B It appealed to young people who were keen to improve their physical fitness.
  - C It took advantage of a current trend for video games with colourful 3D graphics.
  - D It was a handheld game that addressed people's concerns about unhealthy lifestyles.

**Questions 32–37**

Look at the following statements (Questions 32–37) and the list of companies below.

Match each statement with the correct company, **A, B, C** or **D**.

Write the correct letter, **A, B, C** or **D**, in boxes 32–37 on your answer sheet.

**NB** You may use any letter more than once.

- 32 It turned the notion that its products could have harmful effects to its own advantage.
- 33 It extended its offering by collaborating with another manufacturer.
- 34 It implemented an incentive scheme to demonstrate its corporate social responsibility.
- 35 It discovered that customers had a positive attitude towards dealing with difficult circumstances.
- 36 It responded to a growing lifestyle trend in an unrelated product sector.
- 37 It successfully avoided having to charge its customers less for its core products.

**List of companies**

- A** Coach
- B** Tesco
- C** Nike
- D** iToys

Test 2

Questions 38–40

Complete each sentence with the correct ending, **A**, **B**, **C** or **D** below.

Write the correct letter, **A**, **B**, **C** or **D**, in boxes 38–40 on your answer sheet.

- 38** If there are any trend-related changes impacting on your category, you should
- 39** If a current trend highlights a negative aspect of your category, you should
- 40** If the consumers' new focus has an increasing lack of connection with your offering, you should

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| <p><b>A</b> employ a combination of strategies to maintain your consumer base.</p> <p><b>B</b> identify the most appropriate innovation strategy to use.</p> <p><b>C</b> emphasise your brand's traditional values with the counteract-and-affirm strategy.</p> <p><b>D</b> use the combine-and-transcend strategy to integrate the two worlds.</p> |
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