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ENGLISH FILE

Upper-intermediate Student's Book

With Pocket Book for speakers of Spanish



Christina Latham-Koenig
Clive Oxenden

OXFORD

UNIT 2 → INTERNATIONAL MARKETING

VOCABULARY
Marketing word partnerships

A Complete each group of word partnerships (1-5) with the correct word from the box.

brand customer market marketing product

1. _____ mix
strategy
plan
2. _____ education
penetration
segmentation
3. _____ placement
portfolio
feature
4. _____ profile
extension
base
5. _____ positioning
identity
extension

B Choose the correct word partnership from each group in Exercise A to complete these definitions.

1. When entering a new market, a SWOT analysis (strengths/weaknesses/opportunities/threats) is conducted on products, services or company before deciding on a _____.
2. It may also be necessary to carry out a STP analysis (sociological/technological/economic/political) of a new geographical market in order to decide if changes are to be made for _____.
3. The USP (unique selling point) is the _____ which makes it different from its competitors.
4. Part of building up a _____ is analysing the buying habits of consumers.
5. _____ is how a product is placed (top market, mid-market, budget) in relation to rival products.

C Look at these groups of words and phrases. Find the odd one out in each group.

- | | | | |
|----------------------------|------------------------|------------------------|--------------------------|
| 1. a) greeting market | b) advertising market | c) expanding market | d) <u>growing market</u> |
| 2. a) questionnaire | b) focus group | c) promotion | d) survey |
| 3. a) market sector | b) market research | c) market segment | d) market niche |
| 4. a) international market | b) overseas market | c) domestic market | d) worldwide market |
| 5. a) launch a product | b) introduce a product | c) bring out a product | d) withdraw a product |
| 6. a) special offer | b) new sample | c) discount | d) slogan |
| 7. a) retailer | b) distributor | c) wholesaler | d) vendor |

CAMBRIDGE

Cambridge University Press
978-0-521-68939-7 Academic Vocabulary in Use
Michael McCarthy and Felicity O'Dell
Excerpt to
More information

21 Study habits and skills

A Time management

West Preston University has a web-based self-assessment questionnaire on time management.

	often	sometimes	never
1 Do you begin working on end-of-semester assignments early in the semester?	☺	☺	☺
2 Do you meet deadlines ¹ for submitting work?	☺	☺	☺
3 Do you ever have to request an extension ² for your work?	☺	☺	☺
4 Do you spend hours cramming ³ just before an exam?	☺	☺	☺
5 Do you make a to-do list ⁴ each week?	☺	☺	☺
6 Do you include extra-curricular ⁵ activities when you plan your study time?	☺	☺	☺

¹ complete your work by the official final day on time ² ask for more time beyond the deadline
³ try to learn a lot very quickly before an exam ⁴ make a list of things you should do ⁵ outside of the subjects one is studying

B Study habits and problems studying

Here are some students' comments about study habits and problems associated with studying.

'I try to prioritise¹ the most difficult or urgent task first, when I feel more motivated.'
'I'm a slow reader. I need to improve my reading speed. I find revision before exams really difficult. I can only revise for about two hours at a time. My mind starts to wander.'
'I always try to review² my lecture notes within 24 hours of the time I took them. I do need to improve my note-taking.'
'I use tricks to memorise things, like mnemonics³ and visualising'. I try to brainstorm⁴ the topic and draw mind maps⁵ before I write a first draft⁶ of an essay.'
'I know rote learning⁷ isn't very fashionable nowadays, but I find it useful to learn some things by heart⁸, especially lists of things.'
'I try to make a study plan each semester – but I never manage to keep to it!'
'I always try to get the books I need from the library on long-term loan. Short-term loan is never long enough, even though you can sometimes extend it for 24 hours.'
'In an exam I make rough⁹ notes for each question, otherwise my mind just goes blank!¹⁰'
'I decide which things are the most important ideas on a topic are related. I text containing so that you can deal with them first. I start thinking of things not connected to my studies form¹¹ (often used with a negative association).
¹ read or study again ² e.g. a very short poem or a special word used to help you remember learning something so you can repeat it from memory, rather than understand it ³ in such something ⁴ forming an image in your mind a way that you can say it from memory ⁵ not ⁶ think of a lot of ideas very quickly before exact or detailed; approximate ⁷ you cannot considering some of them more carefully remember a particular thing, or you cannot ⁸ diagram or drawing showing how different remember anything

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The good news is that the help of the online course is here to take care of everything you need to ensure that all your tasks are completed on time and have time for other important activities. We also understand that you have a number of topics to learn and this could make it difficult for you to deal with all tasks. It's expected to do an investigation for each task to gain a good rating even with the limited time it has. This requires the need to employ a professional writer. When you employ one of our expert writers, you canMake sure all your tasks complete in time. All its task deadlines will be fulfilled, in addition, it will have an original role, not plagiarism and without errors. All our documents are written according to the specifications of each client for our expert writings that are well trained and have high grades. 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