

REVISIO N

MARKET LEADER, UNITS 1-2

UNIT 1

COMMUNICATION

1. Complete the definitions with a suitable adjective from the box.

1. If you do not easily show your feelings or express your opinions, you are
2. If you do not lose sight of the main message when you speak, you are
3. If you express your ideas in a clear and structured way, you are and
4. If you are happy and lively in social situations, you are
5. If you are, you are embarrassed and find it difficult to behave naturally.
6. If you are to other people's needs or feelings, you care about them and try not to cause offence.

sensitive coherent extrovert focussed inhibited reserved articulate

UNIT 1

COMMUNICATION

2. Complete the sentences with the correct form of a word from the box.

1. The presenter a little to give the audience some background information.
2. Despite your explanations, I'm not sure I understand, so I hope you your position soon.
3. Good communicators avoid complicated terminology and jargon so as not totheir listeners.
4. Our discussion was by several phone calls, so I soon lost the thread.
5. The best sales reps are those who can with customers as well as with colleagues.
6. Practical examples, illustrations and graphs can all be more useful than words when you are trying to something complex.
7. The speaker tended to a lot, so that many in the audience forgot what the main topic was or stopped altogether.

3. Translate the sentences above from English into Russian.

clarify confuse digress engage explain interrupt listen ramble

INTERNATIONAL MARKETING

1. Choose the correct items from the box to complete the pairs of synonyms below.

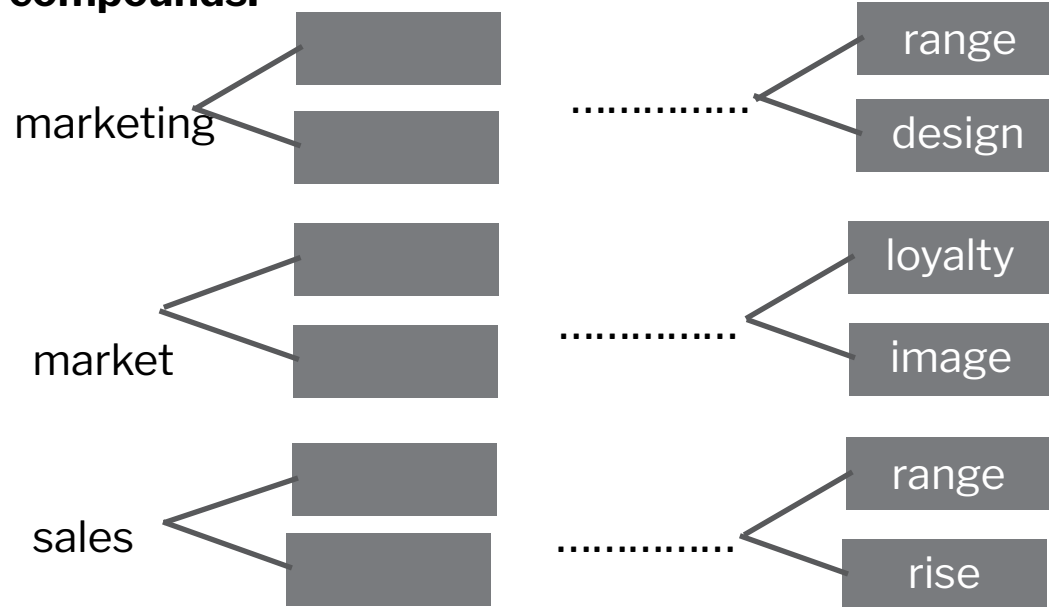
domestic increasing overseas saturate get a foothold in
expanding launch retreat from withdraw license

a growing market	= an	market
to introduce a product	= to	a product
international markets	=	markets
to break into a market	= to	a market
to pull out of a market	= to	a market

UNIT 2

INTERNATIONAL MARKETING

2. Add the appropriate items from the box to the nouns below to make compounds.



3. Make up your own six sentences using the compounds from the previous task.

brand leader segment consultancy price
strategy figures product targets

UNIT 2

INTERNATIONAL MARKETING

Multiple choice

Complete this text using the best word from the list below.

Founded in 1985, Unigate has today become the country's leading company in the personal and domestic care industry. Its products¹ from soap and shampoo to disposable nappies and water purifying tablets. Three years ago, it² Thalassa, a revolutionary deodorant³ on aromatherapy principles. Thalassa's therapeutic qualities, together with its unusual range of fragrances and its environment-friendly packaging, rapidly made it Unigate's cash⁴. In the last⁵ year, Thalassa contributed 8.5 million euros to the company's annual sales⁶, accounting for 15% of its total⁷.

As deodorants constitute a considerable⁸ of the world hygiene product market, Unigate would like to get a⁹ in overseas markets and make Thalassa a global¹⁰. The wonder deodorant is currently¹¹ as a health product. It is¹² through chemists' and select convenience stores and supermarkets, and its price is in the top¹³. Media advertising is backed up by¹⁴ contracts with well-known doctors, popular scientists, and film stars. The key question for Unigate is now whether they need to reposition Thalassa, and if so, how.

- | | | | |
|------------------|----------------|----------------|-----------------|
| 1 a) include | b) range | c) consist | d) provide |
| 2 a) launched | b) ordered | c) threw out | d) put on |
| 3 a) invented | b) developed | c) fabricated | d) manufactured |
| 4 a) flow | b) card | c) cow | d) box |
| 5 a) financial | b) accountancy | c) legal | d) book-keeping |
| 6 a) expenditure | b) credit | c) profit | d) revenue |
| 7 a) bonus | b) turnover | c) capital | d) equity |
| 8 a) portion | b) division | c) area | d) segment |
| 9 a) competition | b) shareholder | c) foothold | d) wholesale |
| 10 a) mark | b) slogan | c) brand | d) sample |
| 11 a) positioned | b) put out | c) situated | d) sold out |
| 12 a) handed out | b) diversified | c) given away | d) distributed |
| 13 a) class | b) range | c) section | d) sector |
| 14 a) publicity | b) insurance | c) endorsement | d) fixed-term |

Writing

Read the e-mail opposite from your company's HR manager.

Write a reply in approximately 200 words . Use the vocabulary from Units 1 and 2.

Hi,

It's great you were able to come to the meeting yesterday.

I realise you are quite concerned about those communication problems at your branch office.

It would be extremely useful if you could

- send us a summary of the current problems,
- and let us have your suggestions how they could be resolved.

Then we'll be in a better position to help.

Many thanks,

Alex