

Intelligent Business

Unit 11 Markets Review Questions from the Intermediate Coursebook

- 1) What is supply and demand?
 - a) the number of goods manufactured
 - b) buying and selling goods
 - c) the goods available for sale and the buyers for them
- 2) What is e-commerce?
 - a) trading special kinds of goods
 - b) selling using internet technology
 - c) contacting business partners by internet
- 3) What does negotiate mean?
 - a) to discuss the price and reach a result
 - b) to fix your prices
 - c) to sell to the person prepared to pay the most
- 4) What does to bid mean?
 - a) to offer goods for sale at auction
 - b) to offer a price at auction
 - c) to coordinate the buying and selling at auction
- 5) EBay is an electronic marketplace ...
 - a) to buying and selling goods.
 - b) for buying and selling goods.
 - c) for to buy and sell goods.
- 6) In the AIDA marketing formula, which of the following could represent the D?
 - a) getting your product noticed
 - b) going out and buying the product
 - c) showing the customer something he really wants
- 7) What type of goods are sold on the mass market?
 - a) standard consumer goods
 - b) luxury items
 - c) goods in large amounts
- 8) What does an estate agent deal in?
 - a) online banking
 - b) buildings and land
 - c) internet sales
- 9) Trading means ...
 - a) selling.
 - b) buying.
 - c) buying and selling.
- 10) What is merchandising?
 - a) selling goods connected to TV, films, pop stars etc
 - b) selling goods on the electronic marketplace
 - c) selling goods to a children's market

