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