Intelligent Business

Unit 4 Review questions for the Pre-intermediate coursebook

1) What is brand image?
   a) the appearance of a brand
   b) the style of a brand’s packaging
   c) the opinion people have of a brand

2) Gucci and Louis Vuitton are examples of ...
   a) luxury brands.
   b) value for money brands.
   c) inexpensive brands.

3) Off the peg describes clothes which are ...
   a) exclusive and expensive.
   b) hand-made and high fashion.
   c) good value and factory made.

4) Items made for the domestic market are ...
   a) things for the house.
   b) exported to other countries.
   c) sold in the home country.

5) A Fiat is a ... car than a Porsche.
   a) more economical
   b) most cheap
   c) slowest

6) A chocolate bar is ... an apple.
   a) more delicious as
   b) sweeter than
   c) expensiver than

7) Your watch is a good make but mine is ...
   a) more good.
   b) bestest.
   c) better.

8) What is a target market?
   a) The people that a product is aimed at.
   b) The place where a product is sold.
   c) The price that a manufacturer wants for his products.

9) 'What shape is the table?'
   a) It’s glass.
   b) It’s rectangular.
   c) It’s stylish.

10) My new personal stereo is ...
    a) light and long and easy to use.
    b) tiny and stylish with lots of special features.
    c) black and round with a handle.