

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.

