Unit 8 Review questions for the Upper Intermediate Coursebook

1) All forms of advertising can be used to create brand ...
   a) names.
   b) awareness.
   c) managers.

2) A successful brand is one which ...
   a) has not been involved in scandals about sweatshop production.
   b) is promoted by any football team.
   c) has a high level of loyalty among its customers.

3) Luxury brands could lose their exclusivity if ...
   a) they are not easily available.
   b) they are too expensive.
   c) there are too many licensees selling them.

4) _______ products enjoy high popularity among customers.
   a) Well-designed
   b) Good-made
   c) Better sold

5) Selling on the digital market is ...
   a) high competitive.
   b) particularly difficult.
   c) increasingly well.

6) Retailers such as Gucci and Burberry _______ producing high quality fashion items.
   a) consist of
   b) result in
   c) concentrate on

7) Fakes and imitations can be _______ to a brand’s image.
   a) helpful
   b) harmful
   c) hurtful

8) Copies of luxury fashion brands are _______ on the high street.
   a) readily available
   b) easy affordable
   c) loss-making

9) If a company keeps a low corporate profile, they ...
   a) are never involved in scandals.
   b) are struggling to be recognised on the market.
   c) put their brands, not their name in the forefront.

10) A truly successful manufacturer requires ...
    a) a strong brand and innovative products.
    b) a low profile and high prices.
    c) a small product range and loyal customers.