

# Intelligent Business

## 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.

