Elementary Review Tests Unit 10: Competitors

1. What does competitive mean?
   a) Helping companies to increase their market share.
   b) Offering a better price than other companies.
   c) Giving companies money to design new products

2. When companies ask their customers what they think, this is called________
   a) market place
   b) market share
   c) market research

3. People who put money into a company are:
   a) investors
   b) competitors
   c) exporters

4. Which sentence is correct?
   a) Currently the market expands.
   b) We not increasing our prices at the moment.
   c) He’s having lunch with his bank manager today.

5. Bill is our new Management ________.
   a) trainee
   b) competitor
   c) publicity

6. What does S.W.O.T analysis stand for?
   a) Sales With Only Tax
   b) Strengths Weaknesses Opportunities Threats
   c) Sell Win Overview Trade

7. Doing a SWOT analysis.......... 
   a) helps companies produce more goods.
   b) helps companies identify their competitors
   c) tells companies what their customers think.

8. At a conference: “What are you doing now?”
   a) I work in Brazil.
   b) I don’t living in London any more.
   c) I’m working on a big project in China.

9. “How are things?”
   a) Well, thanks
   b) Fine.
   c) Good, and you?

10. On a factory tour:
    a) “This is where we pack the goods ready for delivery.”
    b) “In this room we are usually checking the colour, but it’s closed for repairs today.
    c) “This is John. As you can see, he tastes the coffee to check the quality.”