

Professional English 01 | The Marketing Mix

1. A marketing manager is talking about the marketing mix for a brand of cleaning products. Choose the correct words from the brackets and fill in the blanks with them to complete the text, and then match each sentence with one of the Ps. (write the correct P in the blank after the sentences).

- Our (staff/reputation/competitors) (A) _____ are highly motivated. We really believe in our brand. For example, our (competitors/employees/customers) (B) _____ are always trying to improve what we do. - (C) _____
- Our (tools/range/support) (D) _____ includes detergent, toilet cleaner and sponges. - (E) _____
- We use a lot of (advertising/presence/promotional) (F) _____, usually in women's magazines. - (G) _____
- You can find the brand in supermarkets and local shops. The (tangible/accessibility/process) (H) _____ of our (staff/mix/outlets) (I) _____ is important. We need to be in a lot of (locations/supports/distributions) (J) _____ so that we are so easy to find. - (K) _____
- We are more (accessibility/reputation/expensive) (L) _____ than our (competitors/staff/sales) (M) _____ but we offer good credit terms and we sometimes run special (deals/processes/support) (N) _____. - (O) _____

2. Complete the text using the words from the list below.

advertising *mix* *price* *products* *promotional*

Marie Curie Cancer Care is reviewing its marketing strategy in an attempt to attract a wider audience. It will stop using (A) _____ techniques, such as mailings and events.

Television (B) _____ and face-to-face marketing are both being tested in a bid to supplement the charit's typical over 60s donor base with younger supporters. If tests prove successful, they will become part of Marie Curie's marketing (C) _____.

In addition, Marie Curie Cancer Care is expanding its online shop. Stylish handbags at a (D) _____ of \$20 are attractive to younger customers. Marie Curie Cancer Care says it is responding to customers' needs and wants by selling elegant fashionwear (E) _____.

3. Put the words and expressions from the list below into the correct column.

branding	competitors	customers	direct marketing
delivery	discounts	distribution	launch
location	quality	reputation	sales force
acceptabiltiy	awareness	cost to user	objects
accessibility	communication	customer needs	operations
affordability	convenience	objectives	organization
special deals	support		

Product	Price	Place	Promotion	People

4. Complete the article about a supermarket in-store event using the words listed below.

awareness *customers* *identified* *meet* *promotional*

This week, Tesco launches its biggest ever 'Health Event' - illustrating its commitment to helping **(A)** _____ lead a healthy and active lifestyle. The supermarket has **(B)** _____ health as an important customer concern and is working to **(C)** _____ the needs of its customers.

Hundreds of **(D)** _____ operations for healthy products will run all over the store, from fresh produce through to grocery and healthcare lines. Tesco hopes that **(E)** _____ of its initiative will be high.

5. Replace the underlined words and expressions with alternative words and expressions from the ones listed below.

afford *high quality* *revenue objectives*
convenient *price* *socially acceptable*

- Mobile phones are fashionable and attractive **(A)** _____ to the youth market.
- We have a reputation for providing good standard **(B)** _____ mobile phones.
- The cost to user **(C)** _____ of mobile phones is kept down because they are subsidized by the network.
- This means more people can have the money to buy **(D)** _____ the product.
- More and more, customers buy mobile phones online because it is more accessible **(E)** _____.
- Expected earnings **(F)** _____ from 4G phones were not met when the products were first launched.

6. Put the words in each sentence in the correct order.

A. attention attract must product the to We.

B. aware become of People brand the will.

C. an create in interest need product the to We.

D. an customers develop in interest product the to want We.

E. a desire develop must our own product to We.

F. People steps take it to try will.

G. action buy must prompt it to We.

Professional English 01 | The Marketing Mix

1. A. _____ B. _____ C. _____
D. _____ E. _____ F. _____
G. _____ H. _____ I. _____
J. _____ K. _____ L. _____
M. _____ N. _____ O. _____

2. A. _____ B. _____ C. _____
D. _____ E. _____

3. A. _____ B. _____
C. _____ D. _____
E. _____ F. _____
G. _____ H. _____
I. _____ J. _____
K. _____ L. _____
M. _____ N. _____
O. _____ P. _____
Q. _____ R. _____
S. _____ T. _____
U. _____ V. _____
W. _____ X. _____
Y. _____ Z. _____

4. A. _____ B. _____ C. _____
D. _____ E. _____

5. A. _____ B. _____
C. _____ D. _____
E. _____ F. _____

Answer Sheet

- 6. A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____

Professional English 01 | The Marketing Mix

1. A marketing manager is talking about the marketing mix for a brand of cleaning products. Choose the correct words from the brackets and fill in the blanks with them to complete the text, and then match each sentence with one of the Ps. (write the correct P in the blank after the sentences).

- Our (staff/reputation/competitors) (A) staff are highly motivated. We really believe in our brand. For example, our (competitors/employees/customers) (B) employees are always trying to improve what we do. - (C) People
- Our (tools/range/support) (D) range includes detergent, toilet cleaner and sponges. - (E) Product
- We use a lot of (advertising/presence/promotional) (F) advertising, usually in women's magazines. - (G) Promotion
- You can find the brand in supermarkets and local shops. The (tangible/accessibility/process) (H) accessibility of our (staff/mix/outlets) (I) outlets is important. We need to be in a lot of (locations/supports/distributions) (J) locations so that we are so easy to find. - (K) Place
- We are more (accessibility/reputation/expensive) (L) expensive than our (competitors/staff/sales) (M) competitors but we offer good credit terms and we sometimes run special (deals/processes/support) (N) deals. - (O) Price

2. Complete the text using the words from the list below.

advertising *mix* *price* *products* *promotional*

Marie Curie Cancer Care is reviewing its marketing strategy in an attempt to attract a wider audience. It will stop using (A) **promotional** techniques, such as mailings and events.

Television (B) **advertising** and face-to-face marketing are both being tested in a bid to supplement the charit's typical over 60s donor base with younger supporters. If tests prove successful, they will become part of Marie Curie's marketing (C) **mix**.

In addition, Marie Curie Cancer Care is expanding its online shop. Stylish handbags at a (D) **price** of \$20 are attractive to younger customers. Marie Curie Cancer Care says it is responding to customers' needs and wants by selling elegant fashionwear (E) **products**.

3. Put the words and expressions from the list below into the correct column.

branding	competitors	customers	direct marketing
delivery	discounts	distribution	launch
location	quality	reputation	sales force
acceptability	awareness	cost to user	objects
accessibility	communication	customer needs	operations
affordability	convenience	objectives	organization
special deals	support		

Product	Price	Place	Promotion	People
branding	discounts	accessibility	direct marketing	competitors
launch	special deals	delivery	awareness	customers
quality	affordability	distribution	communication	sales force
reputation	cost to user	location	operations	
support	objectives	convenience		
acceptability		organization		
customer needs				
objects				

4. Complete the article about a supermarket in-store event using the words listed below.

awareness *customers* *identified* *meet* *promotional*

This week, Tesco launches its biggest ever 'Health Event' - illustrating its commitment to helping **(A) customers** lead a healthy and active lifestyle. The supermarket has **(B) identified** health as an important customer concern and is working to **(C) meet** the needs of its customers.

Hundreds of **(D) promotional** operations for healthy products will run all over the store, from fresh produce through to grocery and healthcare lines. Tesco hopes that **(E) awareness** of its initiative will be high.

5. Replace the underlined words and expressions with alternative words and expressions from the ones listed below.

afford *high quality* *revenue objectives*
convenient *price* *socially acceptable*

- Mobile phones are fashionable and attractive **(A) socially acceptable** to the youth market.
- We have a reputation for providing good standard **(B) high quality** mobile phones.
- The cost to user **(C) price** of mobile phones is kept down because they are subsidized by the network.
- This means more people can have the money to buy **(D) afford** the product.
- More and more, customers buy mobile phones online because it is more accessible **(E) convenient**.
- Expected earnings **(F) revenue objectives** from 4G phones were not met when the products were first launched.

6. Put the words in each sentence in the correct order.

A. attention attract must product the to We.

We must attract attention to the product.

B. aware become of People brand the will.

People will become aware of the brand.

C. an create in interest need product the to We.

We need to create an interest in the product.

D. an customers develop in interest product the to want We.

We want customers to develop an interest in the product.

E. a desire develop must our own product to We.

We must develop a desire to own our product.

F. People steps take it to try will.

People will take steps to try it.

G. action buy must prompt it to We.

We must prompt action to buy it.

Professional English 01 | The Marketing Mix

1. A. ● staff B. ● empolyees C. ● People
D. ● range E. ● Product F. ● advertising
G. ● Promotion H. ● accessibility I. ● outlets
J. ● locations K. ● Place L. ● expensive
M. ● competitors N. ● deals O. ● Price
2. A. promotional B. advertising C. mix
D. price E. products
3. A. branding B. discounts
C. accessibility D. direct marketing
E. competitors F. launch
G. special deals H. delivery
I. awareness J. customers
K. quality L. affodability
M. distribution N. communication
O. sales force P. reputation
Q. cost to user R. location
S. operations T. support
U. objectives V. convenience
W. acceptability X. organization
Y. customer needs Z. objects
4. A. customers B. identified C. meet
D. promotional E. awareness
5. A. ● socially acceptable B. ● high quality
C. ● price D. ● afford
E. ● convenient F. ● revenue objectives

Answer Sheet

- 6. A. We must attract attention to the product.
- B. People will become aware of the brand.
- C. We need to create an interest in the product.
- D. We want customers to develop an interest in the product.
- E. We must develop a desire to own our product.
- F. People will take steps to try it.
- G. We must prompt action to buy it.