ANSWER KEY WITH EXPLANATIONS

Business English Vocabulary Quiz: Marketing, Deals and Takeovers

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Explanations

1. The company will ___ its new phone at a big event in September.
✔ **D) launch**
You launch a product when it goes on sale for the first time. Lunch is a meal, though the two words sound alike.

2. The ___ is a red circle, and the ___ is “Fruit first, worries later”.
✔ **A) logo … slogan**
A logo is the company’s small picture. A slogan is the short line in its adverts.

3. We watched a funny ___ for dog food during the film.
✔ **B) commercial**
A commercial is an advert on TV or the radio. It is spelled with -mm-.

4. The actor is visiting five countries to ___ his new film.
✔ **C) promote**
You promote a product or a film when you make people notice it. Promotion is the noun.

5. The bank’s new ___ includes TV adverts, posters and a deal to ___ the national rugby team.
✔ **A) advertising campaign … sponsor**
An advertising campaign is a planned set of adverts. After to you need the verb sponsor: pay for a team and show your name.

6. Our ___ fell from 25% to 18% when a cheaper brand arrived.
✔ **C) market share**
Think of all the sales in the market as one pie: our slice got smaller when the cheaper brand arrived.

7. The shop’s ___ was £2 million, but after rent and wages its profit was only £60,000.
✔ **B) turnover**
Turnover is all the money from sales, before costs. Profit is what is left after costs.

8. My aunt ___ £10,000 in her friend’s restaurant.
✔ **D) invested**
You invest money in a business, hoping to get more back later.

9. As a ___, she gets part of the company’s profit every year.
✔ **B) shareholder**
Buy one share and you are a part-owner, with a tiny vote and a slice of the profit: a shareholder.

10. The café did so well that it ___ into the shop next door.
✔ **A) expanded**
A business expands when it grows bigger: more space, more shops, new countries.

11. Last week we ___ a better price with our paper ___.
✔ **D) negotiated … supplier**
You negotiate a price when you talk until both sides agree. The supplier is the firm you phone when the paper runs out.

12. After three days of talks, the two firms finally did a ___.
✔ **C) deal**
The talks ended with an agreement: they did a deal (make a deal is fine too).

13. The two small airlines ___ to form one bigger airline.
✔ **A) merged**
Companies merge when they join and become one. The noun is a merger.

14. A huge supermarket chain ___ our local shop, and now it has a new name.
✔ **B) took over**
The supermarket bought the shop and now runs it: it took it over. The noun is a takeover.

15. Nobody came to the cinema any more, so it ___.
✔ **C) went out of business**
A company goes out of business when it closes because it has no money. Out of order means a machine is not working.

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