ENGLISH VOCABULARY TESTS

Business English Vocabulary Quiz: Marketing, Deals and Takeovers

15 questions · Choose the correct answer. Online test and answer key with explanations:
https://englishtestsonline.com/business-english-vocabulary-quiz-marketing-deals-and-takeovers/

Name: _____ Date: _____ Score: _____ / 15

1. The company will ___ its new phone at a big event in September.
A) lunch **B)** found **C)** open **D)** launch

2. The ___ is a red circle, and the ___ is “Fruit first, worries later”.
A) logo … slogan **B)** slogan … logo
C) logo … sign **D)** symbol … title

3. We watched a funny ___ for dog food during the film.
A) commerce **B)** commercial
C) commercially **D)** comercial

4. The actor is visiting five countries to ___ his new film.
A) promotion **B)** prompt
C) promote **D)** propose

5. The bank’s new ___ includes TV adverts, posters and a deal to ___ the national rugby team.
A) advertising campaign … sponsor
B) advertising campaign … sponsorship
C) advertising champion … sponsor
D) advert campaigning … sponsor

6. Our ___ fell from 25% to 18% when a cheaper brand arrived.
A) market part **B)** share market
C) market share **D)** marketing share

7. The shop’s ___ was £2 million, but after rent and wages its profit was only £60,000.
A) profit **B)** turnover
C) loss **D)** price

8. My aunt ___ £10,000 in her friend’s restaurant.
A) invented **B)** involved
C) investigated **D)** invested

9. As a ___, she gets part of the company’s profit every year.
A) shopkeeper **B)** shareholder
C) share-maker **D)** householder

10. The café did so well that it ___ into the shop next door.
A) expanded **B)** expected
C) expressed **D)** explained

11. Last week we ___ a better price with our paper ___.
A) negotiate … supply
B) negotiated … supplying
C) negotiating … supplier
D) negotiated … supplier

12. After three days of talks, the two firms finally did a ___.
A) business **B)** agreeing
C) deal **D)** dealer

13. The two small airlines ___ to form one bigger airline.
A) merged **B)** mixed
C) married **D)** marched

14. A huge supermarket chain ___ our local shop, and now it has a new name.
A) took off **B)** took over
C) took up **D)** took on

15. Nobody came to the cinema any more, so it ___.
A) went out of order **B)** got out of business
C) went out of business **D)** went off business

Finished? Check your answers online

Get your score with instant feedback, and download the **answer key with explanations**, on the test page:
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