

**Business English: Sample Test 2**

Name&Surname \_\_\_\_\_

Student's ID \_\_\_\_\_

**I What are the negative aspects of GLOBALISATION?**

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**II Fill in the gaps by using adequate expressions about MARKET**

1. Two basic market forces are \_\_\_\_\_ and demand.
2. Market \_\_\_\_\_ is the percentage that a company has of the total sales for a particular product or service.
3. Market \_\_\_\_\_ is a situation when there are too many products/services on the market which leads to price decrease

**III Find the appropriate terms for the following definitions:**

1. A person having exceptional marketing knowledge and skills  
\_\_\_\_\_.
2. A combination of marketing tools that a company uses to promote its product or brand in the market \_\_\_\_\_.
3. An act of appearing in advertisements of products or companies showing your support for them \_\_\_\_\_.

### III Circle the correct answer.

- Typically electrical appliances and machines, which are expected to be used relatively longer, are called \_\_\_\_\_.  
a) fast growing consumer goods    b) brands    c) consumer durables.
- The advertising agency used \_\_\_\_\_ in a sneaky TV commercial to sell weight loss pills to teenage girls.  
a) subliminal ad                      b) brand image    c) brand awareness
- China is becoming the largest \_\_\_\_\_ market.  
a) volatile                              b) sluggish                      c) emerging
- The customer \_\_\_\_\_ can be prevented by improving the quality of your products.  
a) retention                              b) defection                      c) loyalty
- Our inbox is always full of various \_\_\_\_\_ advertising fast-food restaurants.  
a) leaflets                              b) mailshots                      c) flyers

### V Complete the sentences by using or selecting correct grammatical forms.

- Would you mind \_\_\_\_\_ (help) me with the survey results?
- He has **A LITTLE/LITTLE** initiative and always waits to be told what to do.
- If you \_\_\_\_\_ (dispatch) your package by DHL, we will proceed with the administrative work immediately.
- Online advertising is cheaper than I expected.  
Online advertising is not \_\_\_\_\_.
- They \_\_\_\_\_ be right. They always make mistakes in calculations.