November ,21

Theme: **Marketing**

Use of English

C. Select the correct alternatives to complete the text.

Advertising informs consumers about the existence and benefits of products and services, and attempts to persuade them to buy them. The best form of advertising is free (1) ..... advertising, which occurs when satisfied customers recommend products or services to their friends, but very few companies rely on this alone.

Large companies could easily set up their own advertising departments, but they tend to hire the services of a/an (2) ..... A contract to produce the advertisements for a specific company, product, or service is known as a/an (3) ..... The client company generally decides on its advertising (4) ....., the amount of money it plans to spend in developing its advertising and buying media time or space. It also provides a (5) ....., or a statement of the objectives of the advertising, as well as an overall advertising strategy concerning what (6) ..... is to be communicated. The choice of how and where to advertise (newspapers and magazine ads, radio and television commercials, cinema ads, posters on boardings (GB) or billboards (US), point-of-purchase displays in stores, mailings of leaflets, brochures or booklets, and so on), and in what proportions, is called a (7) ..... The set of customers whose needs a company plans to satisfy and, therefore, to expose to an advertisement are known as the (8) ..... market. The advertising of a particular product or service during a particular period of time is called an advertising (9) .....

Favourable mentions of a company's products or services, in any medium read, viewed or heard by a company's customers or potential customers, that are not paid for, are called (10) .....

1. a) mouth-to-mouth	b) mouth-to-ear	c) word-of-mouth
2. a) advertising agency	b) advertising company	c) public relations company
3. a) account	b) arrangement	c) deal
4. a) campaign	b) budget	c) effort
5. a) brief	b) dossier	c) message
6. a) facts	b) message	c) opinions
7. a) medium plan	b) medias plan	c) media plan
8. a) aimed	b) segmented	c) target
9. a) campaign	b) mix	c) plan
10. a) promotions	b) publicity	c) public relations