

15 MULTIPLE CHOICE ITEMS
(grammar and vocabulary)

Read the sentences and fill in the blanks.

1. The new global environment demands more, not, globally competent managers.
a) less b) fewer c) least d) little
2. Marketers have to anticipate needs.
a) consumers' b) consumer's c) consumers's d) consumers
3. Companies have a variety of ways of tax on profits.
a) avoid b) avoiding c) having avoided d) have avoided
4. If you the crash, you wouldn't have lost so much money.
a) anticipated b) have anticipated c) had anticipated d) anticipate
5. Provided they don't go back on their offer, we sign the agreement next week.
a) will b) are going c) sign d) would
6. Sales promotions are temporary designed to stimulate either earlier or stronger sales of a product.
a) channel b) medium c) tactics d) target
7. Although they probably sell their contracted players for high prices, the football team choose not to value them as assets in their balance sheet.
a) should b) ought to c) will d) could
8. The willingness and ability to offer goods or services for sale is called
a) supply b) demand c) fiscal policy d) monetary policy
9. To reply to an advertisement is to for a job.
a) interview b) apply c) promote d) resign
10. At the age of 19 I decided to study rather than attempt to become a musician.
a) economics b) economy c) economic d) economics
11. The 'marketing concept' assumes that the producer's task is to find wants and fill
a) it b) them c) / d) in
12. A lot of research has shown that people are likely to believe publicity than advertising.
a) very b) much c) more d) most
13. The majority of new products ideas customers via sales representatives.
a) depend on b) aim at c) due to d) come from
14. Many large industrial companies have broken up into numerous independent units.
a) itself b) themselves c) ourselves d) themselves
15. Most followers can concentrate on small market segments, or follow the safer strategy of imitating the leader's products.
a) either b) both c) neither d) or

ANSWERS:

- 1. b) 2. a) 3. b) 4. c) 5. a)**
6. c) 7. d) 8. a) 9. b) 10. a)
11. b) 12. c) 13. d) 14. d) 15. a)