

TEST 3

I. Match the English and Russian equivalents:

1. buyer	A. спрос
2. cash	B. продавец
3. requirement	C. расширение
4. cost	D. исследование
5. research	E. наличные деньги
6. market	F. покупатель
7. expansion	G. рынок
8. campaign	H. стоимость
9. price	I. потребности
10. seller	J. кампания
	к. цена

II. Choose the proper word to form word combinations:

11. _____ requirements = потребности потребителя
a) consumer b) seller c) buyer d) supplier
12. _____ campaign = кампания по организации и стимулированию сбыта
a) marketed b) markets c) market d) marketing
13. single _____ consumer goods = товары одноразового использования
a) used b) uses c) use d) usage
14. total market _____ = общий объем спроса на рынке
a) demand b) supply c) order d) purchase
15. _____ purchase = покупка в рассрочку
a) hire b) mire c) hire d) fire

III. Choose the proper word for the blanks in the following text:

In a market ___16___ firm one of the functions of a ___17___ department is to find out ___18___ requirements. This is in complete contrast to a ___19___ oriented firm, which first produces a product and then tries to ___20___ it.

16. a) orient b) oriented c) orients d) orienting
17. a) markets b) marketed c) market d) marketing
18. a) seller b) consumer c) buyer d) supplier
19. a) product b) produce c) production d) producer
20. a) supply b) demand c) buy d) sell

IV. Choose the proper form of the verbs:

21. A market typically has four elements, _____ it?
a) doesn't b) isn't c) didn't d) don't
22. Our scientists claimed that market research _____ studying the market to discover the customers' wants.
a) involves b) has involved c) had involved d) involved
23. Firms usually _____ to build up a customer profile, i.e. the age, sex, occupation, etc.
a) tries b) try c) had tried d) is trying
24. By the end of the last year our market research department _____ out consumer research.
a) had carried b) has carried c) carried d) is carrying

25. Buyers _____ people wishing to acquire goods and services.
a) are b) is c) was d) were
26. We ____ just ____ market research survey.
a) has received b) had received c) have received d) have been received
27. Unlike demand, the quantity supplied of goods _____ as price rises.
a) increased b) will increase c) had increased d) is increased
28. Markets always _____ two sides: the demand side and the supply side.
a) will have b) had c) have d) has
29. Every firm usually _____ its own internal information about the popularity of its products.
a) has possessed b) possess c) possessed d) possesses
30. Now market research _____ data to provide our company with the information about consumers' preferences.
a) analyzes b) are analyzing c) is analyzing d) has analyzed