

## INTERNATIONAL MARKETING

### Multiple choice

**Complete this text using the best word from the list below.**

Founded in 1985, Unigate has today become the country's leading company in the personal and domestic care industry. Its products .....<sup>1</sup> from soap and shampoo to disposable nappies and water purifying tablets. Three years ago, it .....<sup>2</sup> Thalassa, a revolutionary deodorant .....<sup>3</sup> on aromatherapy principles. Thalassa's therapeutic qualities, together with its unusual range of fragrances and its environment-friendly packaging, rapidly made it Unigate's cash .....<sup>4</sup>. In the last .....<sup>5</sup> year, Thalassa contributed 8.5 million euros to the company's annual sales .....<sup>6</sup>, accounting for 15% of its total .....<sup>7</sup>.

As deodorants constitute a considerable .....<sup>8</sup> of the world hygiene product market, Unigate would like to get a .....<sup>9</sup> in overseas markets and make Thalassa a global .....<sup>10</sup>. The wonder deodorant is currently .....<sup>11</sup> as a health product. It is .....<sup>12</sup> through chemists' and select convenience stores and supermarkets, and its price is in the top .....<sup>13</sup>. Media advertising is backed up by .....<sup>14</sup> contracts with well-known doctors, popular scientists, and film stars. The key question for Unigate is now whether they need to reposition Thalassa, and if so, how.

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|------------------|----------------|----------------|-----------------|
| 1 a) include     | b) range       | c) consist     | d) provide      |
| 2 a) launched    | b) ordered     | c) threw out   | d) put on       |
| 3 a) invented    | b) developed   | c) fabricated  | d) manufactured |
| 4 a) flow        | b) card        | c) cow         | d) box          |
| 5 a) financial   | b) accountancy | c) legal       | d) book-keeping |
| 6 a) expenditure | b) credit      | c) profit      | d) revenue      |
| 7 a) bonus       | b) turnover    | c) capital     | d) equity       |
| 8 a) portion     | b) division    | c) area        | d) segment      |
| 9 a) competition | b) shareholder | c) foothold    | d) wholesale    |
| 10 a) mark       | b) slogan      | c) brand       | d) sample       |
| 11 a) positioned | b) put out     | c) situated    | d) sold out     |
| 12 a) handed out | b) diversified | c) given away  | d) distributed  |
| 13 a) class      | b) range       | c) section     | d) sector       |
| 14 a) publicity  | b) insurance   | c) endorsement | d) fixed-term   |