

Unit 8 - Revision

LANGUAGE

1 Complete the sentences with the correct forms of the words below.

PRESTIGIOUS FINE (2x) RESPONSIBLE EXTREME AGGRESSIVE

- 1 Domenico De Sole was _____ for the business end of Gucci.
- 2 We've been _____ expanding the range available.
- 3 He's received as many _____ accolades as his competitors.
- 4 The sons succeeded _____ well in a tough market.
- 5 All our jewels are _____ crafted by the world's _____ craftsmen.

VOCABULARY

1 Which word is the odd one out?

- 1 provider, supplier, purveyor, consumer
- 2 stores, cash, points of sale, outlets
- 3 demolition, renovation, revamp, improvement
- 4 elegant, beautiful, plain, attractive
- 5 strategy, minutes, plan, scheme

2 Complete the sentences with correct prepositions and particles.

- 1 The company concentrated _____ its core markets.
- 2 I referred _____ this problem in my last letter...
- 3 This fall was a result _____ a general slowing down of consumer spending.
- 4 Our investment resulted _____ sustained growth.
- 6 The brand conjures _____ an image of luxury.
- 7 They benefited _____ the change in tax laws.

3 Write in the missing words that collocate with 'brand'.

- 1 Brand i _____ is how consumers recognise it.
- 2 G _____ brands can cross geographical and cultural boundaries.
- 3 The brand m _____'s job is to establish it and increase brand a _____.
- 4 Using an established brand name on a number of products is brand e _____.
- 5 Overexposure can damage the exclusive appeal of l _____ brands.