

## Unit 8 - Revision

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### 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 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.

#### 2 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.

### QUIZ

- 1) All forms of advertising can be used to create brand ...
  - a) names.
  - b) awareness.
  - c) managers.
- 2) A successful brand is one which ...
  - a) has not been involved in scandals about sweatshop production.
  - b) is promoted by any football team.
  - c) has a high level of loyalty among its customers.
- 3) Luxury brands could lose their exclusivity if ...
  - a) they are not easily available.
  - b) they are too expensive.
  - c) there are too many licensees selling them.
- 4) \_\_\_\_\_ products enjoy high popularity among customers.
  - a) Well-designed
  - b) Good-made
  - c) Better sold
- 5) Selling on the digital market is ...
  - a) high competitive.
  - b) particularly difficult.
  - c) increasingly well.
- 6) Retailers such as Gucci and Burberry \_\_\_\_\_ producing high quality fashion items.
  - a) consist of
  - b) result in
  - c) concentrate on
- 7) Fakes and imitations can be \_\_\_\_\_ to a brand's image.
  - a) helpful
  - b) harmful
  - c) hurtful
- 8) Copies of luxury fashion brands are \_\_\_\_\_ on the high street.
  - a) readily available
  - b) easy affordable
  - c) loss-making
- 9) If a company keeps a low corporate profile, they ...
  - a) are never involved in scandals.
  - b) are struggling to be recognised on the market.
  - c) put their brands, not their name in the forefront.
- 10) A truly successful manufacturer requires ...
  - a) a strong brand and innovative products.
  - b) a low profile and high prices.
  - c) a small product range and loyal customers.