Business Marketing Terms Matching Exercise

Match the term below with the clue on the right hand side

1. ADVERTISING _______ Paid-for communication, aimed at informing or persuading
2. SPONSORSHIP _______ Where a business pays for an event or activity to gain publicity
3. TARGET MARKET _______ The group of consumers or customers aimed at by a business
4. PREMIUM _______ _______ pricing: charging a high price where there the product is unique
5. EXTENSION _______ Product _______. Strategies used to prolong the life of a product or brand and stop sales from declining
6. FRANCHISE _______ Where a product (usually a service) is delivered by firms that have bought the right to operate using an existing business format
7. MEDIA _______ The collective term used to describe TV, radio, websites etc that allow promotion
8. USP _______ The special features of a product that can be used to attract customers
9. SHARE _______ The proportion of a market that is owned by a specific business, product or brand
10. RETAILER _______ Buys products from manufacturers and wholesalers and sells onto end consumers
11. CASH COW _______ Product or brand with a high share of a mature or declining market
12. BOSTON MATRIX _______ A model to help a business manage a product portfolio
13. COST-PLUS _______ Method of setting a price based on the costs of production
14. NICHE _______ A market where the product concerned appeals to a limited number of customers
15. ELASTICITY _______ A measure of how sensitive demand for a product is in response to a change in price
16. PR _______ Acronym for the promotion of a business through news stories, sponsorship and similar activities
17. STAR _______ Product or brand with a high share of a fast growing market
18. **SKIMMING** _______ Price _______. Charging a higher price to benefit from customers who want a new product first

19. **PRICE** _______ How much customers pay when they buy goods and services

20. **PENETRATION** _______ pricing. Setting a low price to gain a higher share of a market

21. **MERCHANDISING** activities designed to promote in-store sales - e.g. point-of-sale displays

22. **PORTFOLIO** Product _______. The range of products sold by a business

23. **LIFE CYCLE** Product _______. A theory which predicts the stages a product goes through

24. **PLACEMENT** Product _______: A form of advertising where a brand or product is placed in the media, for money

25. **CHANNEL** Distribution ________. How a business gets its products to the end

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