

**2** This exercise is intended to confirm that students have understood the text fully.

**KEY:**

- |     |     |
|-----|-----|
| a 4 | e 3 |
| b 5 | f 7 |
| c 1 | g 2 |
| d 8 | h 6 |

**3** You will want to link this text to their earlier focus on 'the four P's'. Ask students questions to identify 'the four P's' and also to show how these are usually adapted to fit a particular context, for example 'product' is often adapted to 'service'. Suitable questions are: What product or service do Shell Oil want to sell? What is their pricing policy? How do Shell Oil get their product to the customer? How do Shell Oil inform, persuade or influence their target markets?

**KEY:**

Product	Price	Place	Promotion
good quality fuel	competitive price	nearby location	a new brand initiative
fast pumps		hassle-free fuelling and buying	new advertising campaign
quick payment		quicker and easier service	
clear instructions		comfort	
system upgrades		safety	
new operating practices		quick access	
simple transactions			
monitoring system			

## Vocabulary

**1** This exercise checks that students understand vocabulary which is common in marketing contexts.

**KEY:**

- |     |     |
|-----|-----|
| 2 d | 6 h |
| 3 c | 7 e |
| 4 a | 8 f |
| 5 b |     |

**2** This exercise focuses on compounds related to marketing.

**KEY:**

- |                    |                      |
|--------------------|----------------------|
| 2 cutting edge     | 5 common thread      |
| 3 buying decisions | 6 measurement system |
| 4 focus group      |                      |

**3** Finally, students have an opportunity to use the vocabulary in another setting.

**KEY:**

- |                      |                    |
|----------------------|--------------------|
| 2 profiles           | 5 buying decisions |
| 3 fragmented markets | 6 audience         |
| 4 determine          | 7 monitor          |

## Vocabulary development:

**KEY:**

- |                |              |
|----------------|--------------|
| b overpriced   | f overworked |
| c downmarket   | g updated    |
| d understaffed | h underpaid  |
| e outdated     | i overdrawn  |