

Vocabulary Quiz

A. Match the words in column A to their meaning in column B. Write the letter on the space.

- | | |
|---------------------------|--|
| 1. ___ Factor | a. an important thing to think about when buying a product |
| 2. ___ Appeal | b. focus or give importance to something ; like low price |
| 3. ___ Technique | c. the effect or result |
| 4. ___ Effective | d. when we notice an ad |
| 5. ___ Emphasize | e. if the product is attractive or interesting |
| 6. ___ Humorous | f. people laugh when they see a _____ ad |
| 7. ___ Gets our attention | g. the goods or services produced by a company |
| 8. ___ Consumer | h. to trust or depend on somebody or something |
| 9. ___ Rely on | i. a person who buys a product |
| 10. ___ Product | j. the way to sell a product |

B. Choose words in the box to complete the sentences below.

sound effect effective factor consumers appealing

1. Ad makes the product more _____ to the consumers.
2. The movie I watched is not interesting and the _____ is very poor. I can't hear it.
3. When choosing a good product we have to consider some _____ like : price, quality, color, etc.
4. Ad should have appeal and interesting to the _____.
5. Try to buy the medicines I bought it's really _____.

C. Match the word that has the same meaning in A. Write on the space below.

- | A | B |
|-----------------|------------------------|
| 1. Funny | a. humorous |
| 2. Strategy | b. advertisement in TV |
| 3. Sound effect | c. technique |
| 4. Commercials | d. picture of a car |