

Vocabulary Quiz

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

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