

# Review 3

## Products and packaging

**1** Fill in the missing vowels in these adjectives.

- 1 Today's marketplace is highly c mp t t v .
- 2 Packaging has to be t tr ct v , ff ct v and d st nct v .
- 3 Packaging is cr t c l to make sure there is ff c nt use of l m t d shelf space.
- 4 An r g n l idea can turn out to be m pr ct c l for reasons of t ch n c l limitations.

**2** Complete the sentences using words from the box.

chance communication field issues  
needs process sale solution view

- 1 Packaging is the manufacturer's last \_\_\_\_\_ to seduce the customer.
- 2 Many products are identical from the consumer's point of \_\_\_\_\_.
- 3 Most purchasing decisions are made at the point of \_\_\_\_\_.
- 4 The principal problem is a lack of \_\_\_\_\_ between the people involved in the design and development \_\_\_\_\_.
- 5 There are different groups of experts, all working in their own specialized \_\_\_\_\_.
- 6 Production people know nothing about consumer \_\_\_\_\_.
- 7 The manufacturing people deal with the technical \_\_\_\_\_ as and when they arise.
- 8 Our task forces can deliver an optimal \_\_\_\_\_ in one week, sometimes less.

**3** In each set of four below, match a verb on the left with a noun on the right to make collocations about product development.

- |              |   |
|--------------|---|
| 1 generate   | the product onto the market                   |
| 2 screen out | new ideas in focus groups                     |
| 3 launch     | specifications for the product                |
| 4 draw up    | unfeasible or unprofitable ideas              |
| 5 conduct    | production on a large scale after tests       |
| 6 draw       | market studies                                |
| 7 go into    | sketches and build mockups                    |
| 8 test       | the product by using it in typical situations |

**4** Fill in the missing letters to complete these nouns about dimensions.

- 1 It's 45 cm **long**. = Its l\_\_\_\_\_ is 45 cm.
- 2 It's 31 cm **wide**. = Its w\_\_\_\_\_ is 31 cm.
- 3 It's 8 cm **high**. = Its h\_\_\_\_\_ is 8 cm.
- 4 It **weighs** 9 kg. = Its w\_\_\_\_\_ is 9 kg.

**5** Match each word in the box to its definition 1–5. Then translate the words into your language.

benefit feature function specification  
USP (unique selling point)

- 1 The thing that makes a product special or different from others: \_\_\_\_\_
- 2 An important, interesting or typical part of something: \_\_\_\_\_

3 A detailed instruction about how something should be made: \_\_\_\_\_

- 4 An advantage that you get from something: \_\_\_\_\_
- 5 The job that something is designed to do: \_\_\_\_\_

**6** Join the sentences using *who* (for people), *that* (for things) or *whose*.

- 1 Here's the email. I got it this morning.  
*Here's the email that I got this morning.*
- 2 Here's the email. It arrived this morning.  
\_\_\_\_\_
- 3 The team leader is an interesting man. He comes from Spain.  
\_\_\_\_\_
- 4 The team leader is an interesting man. I met him yesterday.  
\_\_\_\_\_
- 5 The team leader is an interesting man. His background is in IT.  
\_\_\_\_\_

**7** In the previous exercise, put brackets around any examples of *who* or *that* that are not necessary.

**8** Make noun phrases from the following definitions.

- 1 A cycle for developing a product is a *product development cycle*.
- 2 A document that shows you have insurance for travel is a \_\_\_\_\_.
- 3 A concept for the design of packaging is a \_\_\_\_\_.
- 4 A product used for cleaning households is a \_\_\_\_\_.

**9** Underline the correct word(s) in **bold** to make phrases for a product presentation.

- 1 After that, I'll **go / go on** to present ...
- 2 And now, if you have any questions, I'll do my best to **answer / respond** them.
- 3 My **reason / objective** today is ...
- 4 **Final / Finally**, I'm going to ...
- 5 First of all, **I / I'll** talk about ...
- 6 Thank you for **listening / your listening**.
- 7 I've divided my presentation **by / into** three sections.
- 8 Please **make / feel** free to interrupt me.
- 9 So, in summary, these are the **reasons / motives** why I am asking you to ...

**10** Put phrases 1–9 from the previous exercise into the order that you would probably hear them.

**11** Rearrange the words to make diplomatic phrases used in a meeting.

- 1 can to that later come back we?  
\_\_\_\_\_
- 2 we want to go in that's a direction I'm not sure.  
\_\_\_\_\_
- 3 that's the more mind of thing I had in kind.  
\_\_\_\_\_