

3. Translation

1. Er wordt vaak beweerd (*use passive*) dat het 'gebruik van eenzelfde merknaam voor uiteenlopende producten' zou kunnen leiden tot merkvervaging.
2. Ondanks de extreem dure reclamecampagne is het merkbewustzijn dit jaar amper gestegen.
3. Zou het klantenbestand ook gegroeid zijn indien ze minder hadden besteed aan de dienst na verkoop?

BVU practice (Units 23-29)

1. Pronunciation: read these sentences out loud

1. It is more profitable to focus on reducing customer churn.
2. They want to test various hypotheses.
3. We analyse data using statistical techniques.
4. Differentiated marketing means targeting several segments with distinct offerings.
5. We treat the world as a homogenous market.

2. Vocabulary

1. Many companies fail to **m** **customer expectations** because they don't look into the available data and assume they know what their customers want.
2. PepsiCo announced it will now offer its water brand Aquafina in aluminium cans. These will be distributed in food **o** (*shops*) in the US.
3. Trip Advisor allows customers to review restaurants online. It is a case of
..... **adver** (*mond-tot-mondreclame*).
4. **G** **b** , such as Delhaize's 365, are known for their very basic packaging and labels, and lower prices.
5. With its showrooms and clean, aesthetic looking designs, IKEA **appeals to** a younger **d** , and that is exactly the target audience they go for.
6. When you enter an online store and see a product that fulfills your demand, you place it into your **v** **s** **c**
7. FC Rewards is a unique reward scheme that instead of providing fixed discounts to card holders, allows you to earn points that can be **r**
(*inruilen voor*) vouchers.
8. The respondents were asked to fill in a **q** , which mainly consisted of closed questions.
9. On 23 July, Microsoft and ARM announced that they had signed a new ...
.... (*licentieovereenkomst*) for the ARM architecture, extending the relationship between the two companies.
10. A **c** **r** **m** (*CRM*) system helps companies stay connected to customers, streamline processes, and improve profitability.