

Review 3

Products and packaging

1 Fill in the missing vowels in these adjectives.

- Today's marketplace is highly c__mp__t__t__v__.
- Packaging has to be __ttr__ct__v__, __ff__ct__v__ and d__st__nct__v__.
- Packaging is cr__t__c__l to make sure there is __ff__c__nt use of l__m__t__d shelf space.
- An __r__g__n__l idea can turn out to be __mpr__ct__c__l for reasons of t__chn__c__l limitations.

2 Complete the sentences using words from the box.

chance communication field issues
needs process sale solution view

- Packaging is the manufacturer's last _____ to seduce the customer.
- Many products are identical from the consumer's point of _____.
- Most purchasing decisions are made at the point of _____.
- The principal problem is a lack of _____ between the people involved in the design and development _____.
- There are different groups of experts, all working in their own specialized _____.
- Production people know nothing about consumer _____.
- The manufacturing people deal with the technical _____ as and when they arise.
- 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 phrase 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.

- It's 45 cm **long**. = Its l_____ is 45 cm.
- It's 31 cm **wide**. = Its w_____ is 31 cm.
- It's 8 cm **high**. = Its h_____ is 8 cm.
- It **weighs** 9 kg. = Its w_____ is 9 kg.

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

benefit feature function specification
USP (unique selling point)

- the thing that makes a product special or different from others _____

- an important, interesting or typical part of something _____
- a detailed instruction about how something should be made _____
- an advantage that you get from something _____
- the job that something is designed to do _____

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

- Here's the email. I got it this morning.
Here's the email that I got this morning.
- Here's the email. It arrived this morning.

- The team leader is an interesting man. He comes from Spain.

- The team leader is an interesting man. I met him yesterday.

- The team leader is an interesting man. His background is in IT.

7 Put brackets around any examples of *who* or *that* that are not necessary in Exercise 6.

8 Make noun phrases from the following definitions.

- A cycle for developing a product is a product development cycle.
- A document that shows you have insurance for travel is a _____.
- A concept for the design of packaging is a _____.
- A product used for cleaning households is a _____.

9 Choose the correct word(s) to make phrases for a product presentation.

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

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

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

- can / to / that / later / come / back / we?

- we / want / to / go / in / that's / a / direction / I'm / not / sure.

- that's / the / more / mind / of / thing / I / had / in / kind.
