

Vocabulary Test 词汇测验

A-Level Business · Week 6

Topics 3-4 · Marketing, Operations management

Name 姓名 _____ Class 班级 _____ Date 日期 _____

Score 得分:	A ____ / 18	B ____ / 6	Total ____ / 24
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Spelling must be exact in Sections A and C. A、C 部分拼写必须完全正确。

Section A · Chinese to English 中译英

Write the English word.

- | | | |
|------------|-------|-----|
| 1. 互补品 | _____ | [1] |
| 2. 市场调研 | _____ | [1] |
| 3. 一手调研 | _____ | [1] |
| 4. 样本 | _____ | [1] |
| 5. 抽样 | _____ | [1] |
| 6. 偏差 | _____ | [1] |
| 7. 产品 | _____ | [1] |
| 8. 价格 | _____ | [1] |
| 9. 渠道 | _____ | [1] |
| 10. 产品生命周期 | _____ | [1] |
| 11. 引入期 | _____ | [1] |
| 12. 成长期 | _____ | [1] |
| 13. 渗透定价 | _____ | [1] |
| 14. 撇脂定价 | _____ | [1] |

- | | | | |
|-----|------|-------|-----|
| 15. | 竞争定价 | _____ | [1] |
| 16. | 批发商 | _____ | [1] |
| 17. | 广告 | _____ | [1] |
| 18. | 电子商务 | _____ | [1] |

Section B · English to Chinese 英译中

Write the Chinese meaning.

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|-----|--------------------|-------|-----|
| 19. | secondary research | _____ | [1] |
| 20. | marketing mix | _____ | [1] |
| 21. | promotion | _____ | [1] |
| 22. | cost-plus pricing | _____ | [1] |
| 23. | dynamic pricing | _____ | [1] |
| 24. | efficiency | _____ | [1] |