
Vocabulary Test 词汇测验

A-Level Business · Week 6

Topics 3–4 · Marketing, Operations management

Sections A and C are marked on exact spelling; Section B accepts any listed Chinese form.

Question	Answer	Marks
1	complements	1
2	market research	1
3	primary research	1
4	sample	1
5	sampling	1
6	bias	1
7	product	1
8	price	1
9	place	1
10	product life cycle	1
11	introduction	1
12	growth	1
13	penetration pricing	1
14	price skimming	1
15	competitive pricing	1
16	wholesaler	1
17	advertising	1
18	e-commerce	1
19	二手调研	1
20	营销组合	1
21	促销	1
22	成本加成定价	1
23	动态定价	1
24	效率	1