
Vocabulary Test 词汇测验

A-Level Business · Week 14

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	product development	1
2	maturity	1
3	decline	1
4	product portfolio	1
5	Boston Matrix	1
6	stars	1
7	question marks	1
8	dogs	1
9	loyalty	1
10	psychological pricing	1
11	distribution channel	1
12	above-the-line promotion	1
13	digital marketing	1
14	operations	1
15	operations management	1
16	transformation process	1
17	mass customisation	1
18	延长策略	1
19	现金牛	1
20	价格歧视	1
21	直接促销	1
22	产出	1
23	可持续性	1