
Vocabulary Test 词汇测验

IGCSE Business Studies · Week 7

Topics 2–3 · People in business, Marketing

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

Question	Answer	Marks
1	medium	1
2	receiver	1
3	feedback	1
4	two-way communication	1
5	internal communication	1
6	external communication	1
7	sales	1
8	customer loyalty	1
9	niche market	1
10	market segmentation	1
11	market research	1
12	primary research	1
13	secondary research	1
14	sampling	1
15	data	1
16	product	1
17	product life cycle	1
18	单向沟通	1
19	沟通障碍	1
20	大众市场	1
21	问卷	1
22	营销组合	1
23	延长策略	1