
Vocabulary Test 词汇测验

IGCSE Business Studies · Week 8

Topic 3 · Marketing

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

Question	Answer	Marks
1	packaging	1
2	price	1
3	cost-plus pricing	1
4	price skimming	1
5	competitive pricing	1
6	promotional pricing	1
7	place	1
8	channel of distribution	1
9	wholesaler	1
10	direct selling	1
11	e-commerce	1
12	promotion (marketing)	1
13	internet	1
14	social media	1
15	marketing strategy	1
16	legal controls	1
17	consumer protection	1
18	渗透定价	1
19	动态定价	1
20	零售商	1
21	促销	1
22	目标	1
23	误导	1