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A/ Comprehension Questions:

Activity 01:

1. What is the main cause of price fluctuation?

The main cause of price fluctuation is the law of supply and demand.

2. What do we mean by the concept of supply and demand?

We mean by the concept of supply how many of a certain goods or services are available for people to purchase while demand means how many people wish to buy that good or service.

3. What are the factors that affect sales of a product?

Factors that affect sales of product as prices rise, the supply or amount of product increases, and as prices fall, the supply decreases as more people can afford the product. If the product is truly excellent one, there will probably be a high demand. Also, if it is well advertised, more people will know about the product and be apt to want it

Activity 02: Match each word with its synonym.

a - 4 b - 1 c - 2 d - 3

Activity 03: Choose the appropriate title for the text:

b- Supply and Demand

Activity 4: Classify the following words into roots and affixes:

Advertising oversupply powerful underpricing

prefix	Root	Suffix
/	advertise	Ing
Over	supply	/
	power	Ful
under	price	ing

Activity 5: complete the sentences below with the correct prepositions: (in- on- at)

1. The Concert starts at 8 pm.
2. I'm going to London in April.
3. We are waiting for you at The bus stop.
4. My car is parked in the garage.

Activity6: change the following sentences into passive voice.

- 1) We must offer our customers a personalized service.
Our customers must be offered by us a personalized service
- 2) The supervisor will review this report.
This report will be reviewed by the supervisor
- 3) The company offered us a discount.

We were offered a discount by the company.

3. Activity 7: Fill in each gap with the appropriate word from the list given.

Involve - professionals - products - selling

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company. Professionals who work in a corporation's marketing and promotion departments seek to get the attention of key potential audiences through advertising. Promotions are targeted to certain audiences and may involve celebrity endorsements, catchy phrases or slogans, memorable packaging or graphic designs, and overall media exposure.

Good Luck !