

ADDITIONAL PRACTICE TO UNIT IV

1. ✍️ Have a look at the expressions you underlined in the text and list them according to the examples given below:

Verb + noun

Adjective + noun + noun

to increase sales

a successful marketing technique /strategy

to get more sales

a unique selling opportunity

to build an opportunity

to build a business

2. ✍️ Conditionals:

1) Here are the rules for using conditionals:

<http://www.hio.ft.hanze.nl/thar/grcond.htm>,

http://northonline.sccd.ctc.edu/dloos/conditionals_mainpage.htm,

<http://www.english-zone.com/grammar/1conditional.html>.

or

Revise the rules and complete the sentences given below based on facts from the text:

- If a new product or service is added to your range, _____

- If the customers were supplied with new information, _____

- If an entrepreneur had not been able to provide faster results, easier procedures, personal attention or a better guarantee, _____

- You will automatically get more sales if _____

- If you don't react to aggressive, innovative competitors and rapidly changing technology,

☞ Invent 10 similar sentences using some of the underlined expressions from the text.

3. ☞ Imagine you are in a meeting of your Marketing Department and use your mind map to write as many conditionals as possible. Start your sentences like 'If we want to increase customer satisfaction, we.....' or 'If we had analysed our market more closely, we.....'.