



## Market Leader Intermediate Homework 1.1

Pages 6 - 7

### Starting Up - Part A

Be ready to discuss your opinions about the questions in this section and the questions below.

- Which companies do you think are on the top-ten Intra-brand list for this year?
- Is there any brand that you dislike? Why?

### Starting Up - Part B

Use the MP3 files posted on the One World website:

(<https://www.oneworldkorea.com/solid-business.html>).

Please listen and list the reasons that these people have for liking or disliking brands. You can also find this audio track in the DVD included in the book. Be ready to discuss whether you agree.

### Vocabulary – Part A, B, C

Complete these exercises and prepare answers for the discussion questions in part C, and the questions below.

How do companies like Apple and Samsung build **brand loyalty**?

Do you think **endorsement** is more effective than **product placement**?

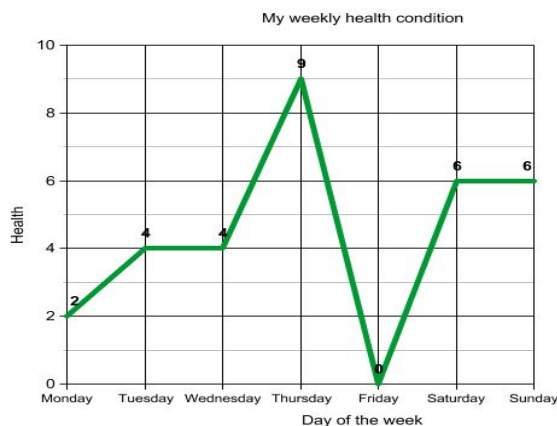
How do the different brands target different **market segments**?

What is something that could destroy a **brand image**? What can a company do to improve their image after it has been damaged? (for example Korean Airline's "peanut crisis")

### Supplementary Graphing Vocabulary

Make a graph of something in your life or use a graph from your business to prepare a 5 – 10 minute presentation. In this presentation, you will explain the reasons for changing trends while using the vocabulary below.

- Drop/Decrease
- Rise/Increase
- Fluctuate
- Stabilize/Level off
- Dip
- Spike
- Peak



**Ideas:**  
Health condition  
Alcohol consumption  
Stress levels  
Happiness levels  
Workload  
Free time  
Hours watching TV  
Weight  
Cellphone use  
Number of emails