

Name	Group	Registration N°
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A- What are the four Ps?

- 1 Product (1)
- 2 Price (1)
- 3 Promotion (1)
- 4 place (1)

B- What are the four Cs?

- 1 convenience (1)
- 2 customer solution (1)
- 3 customer cost (1)
- 4 convenience (1)

C- Match the sentence halves.

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|---|--|
| c - 1 Last week, I had to look | ba) come over and see them in Antalya. |
| (1) b - 2 First, I showed them around | b) the Old Town |
| (1) f - 3 I certainly look forward | c) after five clients from Turkey. |
| (1) g - 4 I hope I can take | d) on really well |
| (1) h - 5 One of them did not turn | e) to a very good restaurant |
| (1) d - 6 The food was delicious and we all got | f) to seeing them all again. |
| (1) e - 7 Then, I took them out | g) up their invitation next summer |
| (1) a - 8 They said I should | h) up, unfortunately |

D- Put the sentences from exercise C in the correct order to make a story.

- [2] [3] [2] [7] [6] [8] [4] [3]
- (1) (1) (1) (1) (1) (1)

Good luck dear students