

**TRICKY BUSINESS (SERIES 2)**  
**PROGRAMME 3: I-MAGINE**

Match these terms with their definitions:

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|--------------------------|--|
| a) advertising           | 1. The total amount of money a business makes in a specific period (for example, a month, a year)  |
| b) marketing             | 2. Find and cultivate prospective customers, telling them about the key features, benefits and advantages of a product or service                                |
| c) public relations (PR) | 3. Describe or present a product, service or idea in a way that encourages people to buy or invest in it   |
| d) sales                 | 4. The money that is left when a business has paid all its expenses (for example, wages, rent, power, products and raw materials)                                |
| e) publicity             | 5. Make sure that products and services reach the right people (for example, by doing research, identifying the target market, costing items and setting prices) |
| f) profit                | 6. Promote goodwill and make people think that a business is a good one  |
| g) turnover              | 7. Get mentioned in the media  |