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There are a number of techniques of market analysis which ___0___ in sophistication. Some may be suited only to larger firms. One important point, however ___21___ to them all, is that none is a substitute for careful thinking about a firm ' s situation. Indeed, the choice of technique depends on a clear understanding of this ___22___ of the issue. Furthermore, analyzing your situation and making a choice of technique must be done on the basis of some theory. It is not a case of all techniques being more or less suitable for all situations. Nor can you interpret the results of a technique without taking into ___23___ how markets differ for different kinds of product. For example, one technique that may be used is to conduct a pilot run of a product as a market test before committing the firm to full ___24___. How we interpret the results of such a test, however, depends on how we think markets ___25___. For example, there may be considerable customer ___26___ to a product in its early days. If we believe this to be the case with the product in question, then fairly modest sales in the first ___27___ of the launch may be taken as an indication that better sales ___28___ will follow if the product is given a longer ___29___. On the other hand, other products, such as children ' s comics, have a high novelty ___30___ and unless sales are promising almost immediately, there is little prospect of a successful future.

0. a. diverge b. range c. alter d. vary
21. a. usual b. common c.

typical d. habitual22. a. position b. angle c. aspect d. section23. a.
account b. mind c. reason d. record24. a. manufacture b. output c.
supply d. production25. a. are b. behave c. act d. go26. a. resistance
b. disapproval c. refusal d. disinterest27. a. parts b. points c. steps d.
stages28. a. peaks b. degrees c. levels d. heights29. a. trial b. course c.
attempt d. proof30. a. rank b. value c. status d. merit 100Test 下载频
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