

Marketing (A Level)

A-Level Business · Vocabulary

| English | 中文 | Pinyin |
|-----------------------------|--------|--------------------------|
| marketing analysis | 营销分析 | yíng xiāo fēn xī |
| sales forecasting | 销售预测 | xiāo shòu yù cè |
| time-series analysis | 时间序列分析 | shí jiān xù liè fēn xī |
| trend | 趋势 | qū shì |
| seasonal variation | 季节性波动 | jì jié xìng bō dòng |
| moving average | 移动平均 | yí dòng píng jūn |
| extrapolation | 外推 | wài tuī |
| correlation | 相关性 | xiāng guān xìng |
| positive correlation | 正相关 | zhèng xiāng guān |
| negative correlation | 负相关 | fù xiāng guān |
| elasticity | 弹性 | tán xìng |
| price elasticity of demand | 需求价格弹性 | xū qiú jià gé tán xìng |
| price elastic | 富有弹性 | fù yǒu tán xìng |
| price inelastic | 缺乏弹性 | quē fá tán xìng |
| income elasticity of demand | 需求收入弹性 | xū qiú shōu rù tán xìng |
| cross elasticity of demand | 需求交叉弹性 | xū qiú jiāo chā tán xìng |
| marketing strategy | 营销战略 | yíng xiāo zhàn lüè |
| marketing planning | 营销规划 | yíng xiāo guī huà |
| Ansoff's matrix | 安索夫矩阵 | ān suǒ fū jǔ zhèn |
| market penetration | 市场渗透 | shì chǎng shèn tòu |
| product development | 产品开发 | chǎn pǐn kāi fā |
| market development | 市场开发 | shì chǎng kāi fā |
| diversification | 多元化 | duō yuán huà |
| product portfolio analysis | 产品组合分析 | chǎn pǐn zǔ hé fēn xī |
| globalisation | 全球化 | quán qiú huà |
| exporting | 出口 | chū kǒu |
| joint venture | 合资企业 | hé zī qǐ yè |
| localisation | 本地化 | běn dì huà |