

Exercise 1: Choose the Correct Collocation

Circle the correct collocation in each sentence. Please circle **both** words where both words are possible.

1. The team needs to (conduct /introduce) market research before proceeding.
2. We must (identify /find) customer needs through surveys.
3. The company plans to (launch / release) the product next quarter.
4. They will (achieve / create) competitive advantage through innovation.

Exercise 2: Complete the Collocations

Complete these sentences using the correct form of the words from the word bank:

testing | support | market | design

1. The concept _____ phase will take three months to complete.
2. We need to define our target _____ more precisely.
3. Product _____ revealed some minor usability issues.

Exercise 3: Collocation Correction

Correct the errors in these collocations:

1. The team conducted market investigation last month.
2. We need to do a competitive advantage in the industry.

Exercise 4: Unscramble the Collocations

Unscramble these words to make correct collocations:

1. needs / customer / identify / must / We
2. process / development / The / months / six / take / will
3. pricing / launch / determine / to / need / We

Exercise 5: Form Questions

Write questions using the given collocations to match these answers:

Using "conduct market research":

Answer: Yes, we conducted market research in three countries.

Question: _____

Using "provide customer support":

Answer: Our team provides customer support in five languages.

Question: _____