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|----------------------------|--------------|
| 1. F | 28.v |
| 2. B | 29.ii |
| 3. C | 30.viii |
| 4. A | 31.vi |
| 5. C | 32.i |
| 6. G | 33.iv |
| 7. E | 34.ix |
| 8. F | 35.C |
| 9. True | 36.A |
| 10.False | 37.D |
| 11.Not given | 38.Water |
| 12.Not given | 39.Light |
| 13.False | 40.Synthetic |
| 14.True | |
| 15.Concentrated (strategy) | |
| 16.Selling point | |
| 17.Stores | |
| 18.Feedback | |
| 19.(product) samples | |
| 20.Testimonials | |
| 21.Reposition | |
| 22.Resale | |
| 23.Delay | |
| 24.Damage | |
| 25.Theft | |
| 26.Order | |
| 27.Consultant | |