

#### 4. PAIR WORK TASK

Work with your partner in English. Think of goods and services that you have bought in the last two years. What were they? Give examples of each kind of benefit (standard, company and differential) that you received.

PRODUCT/SERVICE	BENEFIT (type + details)
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1.	
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2.	
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2.	
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#### 5. PAIR WORK TASK #2

Work with your partner in English & design an advertisement for a new mobile phone which includes all 3 kinds of benefits:

a) Phone Name \_\_\_\_\_

b) Standard Benefit \_\_\_\_\_

c) Company Benefit \_\_\_\_\_

d) Differential Benefit \_\_\_\_\_