

Present Simple and Continuous questions on the topic of brands

Choose any questions below which you would like to hear your partner's opinion on and try to make a correct present question about that thing using the words given. Your partner should listen and answer without looking below. Please don't ask questions which you don't understand – check the meaning with your teacher first or change questions. If you are not sure about the grammar, check with your teacher or the next page. Note that the questions on the next page are in a different order. Questions without a question word (wh-word) are Yes/ No questions.

- any of your company's brands become less popular **at this time**?
- demand for any of your company's brands grow **at the moment**?
- How much market research your company do?
- **How often** you go shopping for brand goods **at the weekend**?
- How often you stop yourself buying brand goods because they are too expensive?
- **How often** your company launch a new brand?
- **In general**, you find branded goods to be more durable/ well-made?
- the market share of your company's/ division's most successful brand remain steady?
- What brands you think are good value?
- What brands you wear **today**?
- What foreign brands you think are cool?
- What you think about the idea of brand stretching?
- Which brands become more fashionable/ trendy at the moment?
- Which brands you most **often** buy?
- Which brands you think are most stylish?
- Which brands you think of as sophisticated?
- Which brands young people in your country **usually** want to buy?
- Which celebrities' product endorsements get most publicity **now**?
- Which companies **currently** experience brand image problems?
- Which market segments grow most quickly **as we speak**?
- Which of your company's brands **presently** grow most quickly?
- you buy brand goods **every time** you go abroad (= overseas)?
- you **currently** think about buying any upmarket goods?
- you **ever** buy fake goods?
- you **ever** follow brands on Facebook?
- you feel brands are **generally** good for society or bad for society?
- you **generally** have a lot of brand loyalty?
- you **generally** notice product placement in movies?
- you know any market challengers who are threatening to become market leaders at the moment?
- you **normally** buy brand goods or no-brand goods?
- you **presently** become more interested or less interested in brands?
- you **sometimes** get excited about product launches?
- you think brands are becoming more or less important in life **today**?
- you **typically** buy products early in their product lifecycle?
- you wear brand goods **every day**?
- you wear brand goods **in your free time**?
- your company **currently** develop any new brands?
- your company/ division **presently** expand its product range?
- your company's brand awareness **currently** expand in this country?

Suggested answers

Present Simple

- Do you buy brand goods **every time** you go abroad (= overseas)?
- Do you **ever** buy fake goods?
- Do you **ever** follow brands on Facebook?
- Do you feel brands are **generally** good for society or bad for society?
- Do you **generally** have a lot of brand loyalty?
- Do you **generally** notice product placement in movies?
- Do you know any market challengers who are threatening to become market leaders at the moment?
- Do you **normally** buy brand goods or no-brand goods?
- Do you **sometimes** get excited about product launches?
- Do you think brands are becoming more or less important in life **today**?
- Do you **typically** buy products early in their product lifecycle?
- Do you wear brand goods **every day**?
- Do you wear brand goods **in your free time**?
- How much market research does your company do?
- **How often** do you go shopping for brand goods **at the weekend**?
- How often do you stop yourself buying brand goods because they are too expensive?
- **How often** does your company launch a new brand?
- **In general**, do you find branded goods to be more durable/ well-made?
- What brands do you think are good value?
- What do you think about the idea of brand stretching?
- What foreign brands do you think are cool?
- Which brands do you most **often** buy?
- Which brands do you think are most stylish?
- Which brands do you think of as sophisticated?
- Which brands do young people in your country **usually** want to buy?

Present Continuous

- Are any of your company's brands becoming less popular **at this time**?
- Are you **currently** thinking about buying any upmarket goods?
- Are you **presently** becoming more interested or less interested in brands?
- Is demand for any of your company's brands growing **at the moment**?
- Is the market share of your company's/ division's most successful brand remaining steady?
- Is your company **currently** developing any new brands?
- Is your company/ division **presently** expanding its product range?
- Is your company's brand awareness **currently** expanding in this country?
- What brands are you wearing **today**?
- Which brands are becoming more fashionable/ trendy at the moment?
- Which celebrities' product endorsements are getting most publicity **now**?
- Which companies are **currently** experiencing brand image problems?
- Which market segments are growing most quickly **as we speak**?
- Which of your company's brands is **presently** growing most quickly?

Ask about any grammar or vocabulary above you have questions on.

Choose questions above which are good for business small talk (+) and which are bad (-).

Key words for Present Simple and Continuous

Without looking above for now, put words such as those in bold above into the two columns below.

Key words with Present Simple	Key words with Present Continuous

Look at the first worksheet for more ideas.

Check your answers with the answer key above and then use that to help think of more similar key words.