General Business English Terms 2

TASK 1. Choose the best resp						
	l. Let's have lunch on Thursday. = Let's					
do lunch	lunch	eat lunch				
2. Generally speaking, a good n	. Generally speaking, a good manager		a smooth production process.			
Ensures	makes sure	i	s sure			
3. Good time management skill	s are	_ (= very importa	nt) to maintaining a			
smooth workflow.						
Critique	criticized		critical			
4. I was	with my other t	asks to finish the	report.			
very busy	too busy		excessively busy			
5. I'd like to have that by	-	Friday.				
end of the day	ending		d of day/ the end of			
6. I'm happy to inform you the	_		_			
completion point) with the succ			\ 0			
Milestone	mile	C	marker			
7. After you visualize and plan	a project, you hav	e to	it.			
7. After you visualize and plan Implement	imply	imp	olode			
8. In the modern business wor	ld, "assigning mu	ltiple resources to	o a single activity"			
means:	, 88	1	8 ,			
spending lots of money to do	a task					
getting one person to do a task						
getting two or more people to						
9. We need someone who know		e advertising to	(= increase)			
online sales.	o no w to ase onini	e day crusing to	(mercuse)			
Gain	drive		get			
10. These issues could		er) the completion	_			
Jeopardy	jeopardize	or) the completion	danger			
scopardy	jeoparaize		danger			
TASK 2. Choose the best response to complete each of the sentences below.						
1. P1: When did John start world	king here?					
P2: He was	about two months	ago. (hire, taken,	hired)			
2. I can't go out. My	is almost over	. (break for lunch	, lunch break, food			
break)		`				
3. Many of our employees tak	te their breaks in	the	. (breakfast room,			
lunchroom, criticized)			_			
4. In many offices, employees	work in little areas	s called	. (cubes/cubicles,			
boxes, rooms)			_ (
5. You are going to have to _	vour	cubicle with two	o other employees.			
(divide, coexist in, share)	<i>J</i> =					
6. Everyone has to leave the off	fice during a fire	(drill a	larm_time)			
			iaiii, tiiiio)			
7. I can't to my computer. (log in, log out, log) 8. You don't have to wear a tie, but you have to wear a (shirt, t-shirt, dress shirt)						
9. Do you have a dress at your company? (requirement, code, law)						
10. I'm going on a next month. I'm meeting with one of our clients in						
			or our ellelles III			
Singapore. (business trip, work trip, business travel)						

Advertising (common words/expressions)

TASK 3. Match each definition with the letter of one of the following:

a - commercial (n.), b - billboard, c - complimentary, d - campaign, e - readership, f - slogan, g - press release, h - features, i - publicity, i - brand awareness

1.	memorab]	le	motto	or	phrase	\longrightarrow

- 2. a large, square sign used to post advertisements \rightarrow
- 3. a statement (about a product) released to the news media \rightarrow
- 4. an advertisement on TV, the radio, etc. \rightarrow
- 5. the attempt to manage how a public sees a product \rightarrow
- 6. the number of people that read a particular newspaper, magazine, etc. \rightarrow
- 7. a plan of action (to promote a product) \rightarrow
- 8. a measure of how popular a brand is (how many people know it, etc.) \rightarrow
- 9. special characteristics, qualities \rightarrow
- 10. free \rightarrow

Banking/Investing/Financial

1. The global central banks v	vant to keep interest ra	tes at = unnaturally) low				
levels.						
Artificially imp	proved	seemingly				
2. This is not going to	end soon. = This	is not going to end in the				
short term	short cut	long term				
3. Sometimes government		_ is necessary. = Sometimes the				
government has to get involved.						
Introspection	invention	intervention				
4. The numbers gave us impo	on why the banks failed. =					
The numbers helped us to better understand why the banks failed.						
Insiders	insights					
5. The markets	(= reached) a three-year low yesterday.					
Halted	hailed	hit				
6. He was	as (= considered, seen as) the savior of Wall Street					
Hailed	halted	hit				
7. 18 months in a row = 18 months						
		constrained				
8. at an	low = at the lowest level in history					
	altogether	all-time				
9. This was supposed to		= create) confidence in the bond				
markets.						
make	0 071107	place				
10. to headlines	headlines = to appear in headlines (of newspapers, magazines, etc.)					
Collect	garner	allocate				