

FIND THE MOST SUITABLE WORD FOR



Choose the best response for each one :

1. This message _____ the customers. = Customers can (personally) relate to the message.

- a) resonates with b) distracts c) encourages

2. We need an advertising campaign that _____ (= persuades) customers to switch to our new calling plan.

- a) distracts b) encourages c) resonates with

3. The image _____ you from the logo. = You don't notice the logo because of the image.

- a) distracts b) encourages c) resonates with

4. This product is _____. = A lot of people want this product.

- a) out of stock b) in huge demand c) fail-safe

5. The CEO thought that this was a _____ plan. (= a plan that could only succeed)
a) out of stock b) in huge demand c) fail-safe
6. Jim wanted to _____ (= talk about) the product's shortcomings.
a) accelerate b) revoke c) address
7. To speed up growth = To _____ growth
a) accelerate b) address c) revoke
8. They lost their banking license. = Their banking license was _____.
a) addressed b) revoked c) accelerated
9. The CEO of a company can be said to be "at the _____" of that company.
a) pinnacle b) summit c) helm
10. These meetings will _____ next week. = These meetings will be the center of interest next week.
a) take center stage b) take a break c) take a dive

Describe the employees :

1) Victor takes care while making decisions in order to avoid unnecessary risk. He is -----

- a) Prudent b) Eager

2) Patricia works hard and she makes an effort to do her tasks well. She is -----

- a) Diligent b) Versatile

3) John is an excellent newspaper editor because he pays great attention to detail and he is careful to ensure that everything is formatted perfectly. He is ----

- a) Resourceful b) Meticulous

4) Like usual, Paul made the decision with little hesitation. He is -----

- a) Decisive b) modest

5) Robert will do whatever he has to in order to turn the failing company around. He is -----

- a) Punctual b) Ruthless

Match each word on the left to a word on the right with an opposite meaning:

1. Easygoing

2. Prudent

3. Diligent

4. Stubborn

5. Eager

6. Ruthless

7. Cooperative

8. Versatile

A. Lazy

B. Uptight; strict

C. Unhelpful

D. Caring; sympathetic

E. Flexible; open-minded

F. Foolish

G. Limited

H. Spiritless

How do we express:

(play catch-up, uphill battle, pay a premium, snap up, bullish on, mass market)

1) Optimistic about a market:

2) To make a big effort to overcome a late start; when you are behind and you have to take actions to get to the level of your competition:

3) To pay a higher price for something (because it's better quality or has a better brand, for instance):

4) To buy quickly, or in large quantities (this term implies that the product is very desirable, so that many people are buying it):

5) A difficult fight:

6) Produced in large numbers and sold through retail outlets, such as supermarkets

Complete the conversation :

(You've got to snap out of it , I know it's difficult, I'm not going to get into a discussion about, Clearly, What you need to do, But bearing in mind ,I expect you to, I'm not happy with the effort that you've made, I really want to see some improvement)

Sean: Okay, well, _____ who deserved to get the job. _____, the person who was appointed was the right person for the job. _____ is look at your work and what you're doing and where that's taking you in your career. _____ that you are still employed to do a job and _____ do that job with a certain attitude. This meeting is really just to let you know _____

Michelle: Okay ...

Sean: _____ and _____. I know that it's depressing not to get a job, but _____, you've got to get on with the job that you're doing now.

Choose the correct option and complete the sentence

1. A company's "mission _____" is a statement that defines an organization's values, goals, and business philosophy.
a) statement b) paper
2. This adjective is often overused in the business world - it means "main", "primary", or "most important":
a) values b) core
3. Jim, I'm busy right now - I'll _____ (= get in touch to see how things are going) with you later in the day.
a) touch wood b) touch base
4. To ask/get someone to do something = To _____ someone to do something.
a) tap b) tape

5. To think _____ means to think of clever and innovative solutions to a problem.
a) outside the box b) out of the box
6. Core competency = the thing that a company does _____.
a) worst b) best
7. We've got a fire drill = We've got _____.
a) an emergency b) fire in the lunchroom
8. If someone is unaware of something (like a topic, decision, etc.), you can say they are "out of the _____".
a) hunt b) loop
9. You're in a meeting and you raise a topic. Your manager says "let's take it offline".
What does that mean?
a) don't send me any more emails b) let's talk after the meeting
10. Moving _____ (= in the future), we won't be pursuing these clients.
a) forward b) in front

Reviewed By	Reviewed On	Comments / Changes Made
Ankita	08.09.2015	Relocated the Home assignment to the last slide
Ruchika	29.02.2016	slide 4-1.changed from when to while