

Vocabulary

READING 2 | The Importance of Color in Business

VOCABULARY

Here are some words from Reading 2. Read the sentences. Circle the answer that best matches the meaning of each bold word.

1. **Advertising** in newspapers and on the radio helped the restaurant increase its business.
 - a. writing articles
 - b. telling people about products
 - c. talking to customers
2. Choosing a college is difficult. I have to carefully **consider** all my choices.
 - a. think about
 - b. be worried about
 - c. measure
3. My car is not very **dependable**. My battery died three times this month!
 - a. important
 - b. forceful
 - c. reliable
4. I'm going to **encourage** Jorge to apply for the new job at the radio station. I think it's the perfect job for him.
 - a. convince
 - b. research
 - c. command
5. Our family recycles paper and plastic to help protect the **environment**.
 - a. machines
 - b. natural world
 - c. people

6. She left her job at the advertising company and wants to **establish** her own company.
- a. create
 - b. sell
 - c. research
7. A **service** that many hotels offer is helping with luggage.
- a. relationship between companies
 - b. thing that a company does for you
 - c. rule that a company follows
8. These new cell phones come in a **variety** of colors. I don't know which one to choose!
- a. large selection
 - b. small choice
 - c. very tiny group