

## 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