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

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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

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