DAY 4: VOCABULARY PRACTICE

PART 1

Task 1: Read the sentences and complete the gaps with one word only.

11 With all the money she ..... with her record sales, Sharon invested in a number of businesses.

12 He ..... a 50 percent share of a small advertising company. It cost him £2 million.

13 Over the years, he has ..... a number of valuable paintings, estimated to be worth $500 million.

14 Energy providers find it much more difficult to predict how much electricity a business will ..... in a year.

15 A desire to ..... is not the same as a desire to collect; collectors look for specific items while the other group of people save random items and store them haphazardly.

Task 2: Read the sentences and complete the gaps with one word only.

16 My uncle is easy ..... for a clever salesman; he can easily be talked into spending money on something that he doesn't need.

17 At the end of a sales period, our company disposes of goods, either by selling them to employees at a ..... price or giving them away.

18 When the things you've accumulated have ..... value, clearing them out becomes challenging.

19 Smart investment opportunities are things you should never ..... up if you are given the opportunity.

20 Our advertising campaign pushes all the right ..... ; sales have doubled as a result.

Task 3: Read the sentences and complete the gaps with one word only.

21 In order to claim back your expenses, you should ..... onto every receipt.

22 Most companies' budgets are ..... up by investing in the latest technologies.

23 It took about six months for me to get the ..... of the business.

24 Customers want to buy goods and services that ..... their needs at a price they can afford.

25 People ..... out old things when they move into a new house because they think everything has to be new and clean.

Task 4: Read the article and complete the gaps with one word only.

LIVEWORKSHEETS

Online shopping

Using the internet to purchase goods or services saves considerable time and effort – and also presents you with the widest choices. There are, however, risks associated with online shopping. In my research I am investigating attitudes (26) _____ online shopping and the opportunities (27) _____ offers to shoppers. I will (28) _____ feedback from shoppers at different stages of the purchase process. I will also look for the factors that may have a positive (29) _____ on online shoppers' attitudes or a negative one (30) _____ examining evidence from a variety of sources. The participants will answer a number of questions about using the internet and will share (31) _____ views on issues such as imposing a limit (32) _____ how much they may buy on their credit cards. This research will offer an (33) _____ for shoppers to share their concerns about online shopping and (34) _____ comments on what improvements they would like to see in the future. Retailers who want to be (35) _____ of the game will find its outcome useful too.

PART 2

Task 1: Read the sentences and complete the gaps with one word only.

11 There are eco-friendly groups of business villages that produce more energy than they _____ .

12 My aunt has a very generous and happily shares her worldly _____ .

13 The majority of marketers agree that it's their role to _____ customer data, but not actually analyse it on a daily basis.

14 For those who are _____ , the quantity of their collected items sets them apart from other people, which leads to extreme cluttering of their home or workplace.

15 My friend has _____ a small flat on the outskirts of Kuala Lumpur which he intends to rent out.

Task 2: Read the sentences and complete the gaps with one word only.

16 The competition might have viewed us as a _____ touch but we are tougher and harder to beat now.

17 We're at a defining _____ in time – one that will lead to profound changes in society and in the way we live.

18 Millions of unused items sit _____ dust in our homes, slowly losing value as they grow outdated.

LIVEWORKSHEETS

19 ..... sell strategies are aggressive and usually put a huge amount of pressure on the client.

20 In our company we were driven by our director's ..... desire for perfection, passion for creativity and exploration of new ideas.

Task 3: Read the sentences and complete the gaps with one word only.

21 There is an interesting program on TV about the tricks supermarkets play to get you to ..... with your money.

22 We didn't ..... loads of money out on advertisements; we were actually able to pay for them using donations.

23 How exactly do you get your team to ..... into a marketing strategy? Here are some suggestions that might help.

24 It doesn't take long for a new Android phone or tablet to get ..... up with hundreds of pictures, redundant apps, and unused widgets.

25 Whether you've just set up a new business or have been running one for a while, you need to know how to stay ..... of the game.

Task 4: Read the article and complete the gaps with one word only.

The cooperative movement

My brother Tom set up a company after a disaster in Kenya with the aim of helping people with trade as ..... as aid. He realised that options for small-scale coffee bean growers were incredibly limited so he started to look for a solution **(26)** ..... the issue. He decided to **(27)** ..... them with the opportunity to sell their beans to retailers directly helping them gain access to the European market. One of the most important things he does is helping them **(28)** ..... up a business and supporting them **(29)** ..... they get the hang of it. His strong relationship with one or two banks – that were prepared to **(30)** ..... a chance on these local growers and support them financially – has **(31)** ..... a major part in the success of the project. So far, Tom and his small team have paved the **(32)** ..... for more than 100 traders. And by next month, they **(33)** ..... have reached traders in ten different countries. Next, they are going to focus **(34)** ..... organic farming practices, helping the traders sell their products **(35)** ..... the company's website.

LIVEWORKSHEETS