Grade 12 Adv. **Ch. 4** **Reading 2**

4 **Figuring out meaning from context** Read the sentences and use the context to figure out the meaning of the underlined words. Mark the correct answer.

1. IKEA is the largest and fastest-growing furniture retailer in the world.
   - **A** factory that makes products
   - **B** business that sells products to consumers
   - **C** business that sells products to stores
2. Swedish businessman Ingvar Kamprad was the founder and former chairman of IKEA.
   - **A** person in charge of a company
   - **B** manager of a store
   - **C** person who designs chairs
3. When he could no longer handle the distribution of goods himself, he started a mail-order service.
   - **A** production
   - **B** storage
   - **C** delivery
4. He decided to diversify his product line by adding furniture.
   - **A** increase the variety of
   - **B** increase advertising for
   - **C** replace completely
5. IKEA stays competitive by meeting market demands.
   - **A** increases in sales
   - **B** business requirements
   - **C** what consumers want to buy



6. With so many retail outlets, IKEA orders large volumes from its manufacturers.
   - **A** company managers
   - **B** places where products are stored
   - **C** factories that make products
7. In 2018, IKEA Group reported €38.8 billion in total sales revenues and, after operating costs and taxes, net profits of €1.47 billion.
   - **A** expenses for business operations
   - **B** income after taxes and expenses
   - **C** income before taxes and expenses
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