

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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