

- 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
8. 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 income after taxes and expenses
B income before taxes and expenses
C expenses for business operations

