

> VOCABULARY WORK

LEARNING TIP: Compound nouns are common in English. In compound nouns, the first noun modifies or describes the second; in other words, it functions like an adjective.

1a **Find the compound nouns.** Circle two words in each set to form compound nouns with the bold words.

wedding	planner	affair	reception	bride	room
fashion	dress	industry	leader	party	family
university	generation	profit	degree	hotel	graduate
telephone	bill	star	jacket	company	school
business	deal	staff	consumer	event	restaurant

1b Complete the sentences with one of the compound nouns from Exercise 1a.

1. If you forget to pay your _____ on time, they will cut your service.
2. Jake won't be home for dinner tonight because he has to attend a _____ with his client.
3. A _____ is someone who sets styles, not someone who follows the trends.
4. Julia finished college last year; she's the first _____ in her family.
5. Bob and Jennifer decided to hire a _____ to organize their reception.

2 **Word forms.** Write the letter of the correct definition next to the matching word in the middle column. Then find another form of the word from the article and write it on the line that follows.

a. introducing someone to something new	<u>d</u>	1. customize	<u>customization</u>
b. beg someone to do something	<u> </u>	2. frugality	<u> </u>
c. not wanting to spend money	<u> </u>	3. proceed	<u> </u>
d. make something personal	<u> </u>	4. exhort	<u> </u>
e. go ahead with something	<u> </u>	5. initiation	<u> </u>

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1a Match words from each column to create collocations taken from the article.

Noun-Noun		Adjective-Noun	
1. retail	a. forces	6. digital	f. transaction
2. pricing	b. piracy	7. online	g. tool
3. music	c. elasticity	8. marketing	h. music
4. price	d. structure	9. tight	i. purchases
5. market	e. sales	10. instantaneous	j. grip

1. Retail sales

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

1b Three-part collocations are common in business language (e.g., "international marketing manager" / "to organize a sales conference"). Match the words from each column to form 3-part collocations.

a. senior	anti-trust	business
b. global	sharing	network
c. digital	music	formats
d. violate	music	analyst
e. file	research	laws

a. Senior research analyst

b. _____

c. _____

d. _____

e. _____

1c Complete the following sentences below using a collocation from Exercises 1a and 1b above.

1. Many people believe _____ is destroying the industry.

2. The web site has a safe system for processing _____.

3. They exchanged music over the Internet using a _____.

4. He enjoys listening to _____ on his MP3 player.

5. The company will change its sales strategy, due to the pressure of _____.

6. You need to keep a _____ on expenses or you could find yourself in debt.