

Section 2 Practice: Vocabulary Exercises

Exercise A: Vocabulary Matching

Match each word on the left with its correct lettered definition on the right. Write the letter in the blank space.

Terms	Definitions
1. ____ Plummet	A. An official order to retrieve or withdraw dangerous items from sale.
2. ____ Rebound	B. To decrease sharply and rapidly in number or value.
3. ____ Blow over	C. Specially sealed or packaged to prevent malicious alteration.
4. ____ Lay off	D. A difficult choice between two morally challenging options.
5. ____ Recall	E. To bounce back or recover after experiencing a drop.
6. ____ Stakeholder Analysis	F. An action or crime that imitates a previously reported incident.
7. ____ Ethical Dilemma	G. A formal acknowledgment of guilt or legal responsibility.
8. ____ Admission of Fault	H. A framework evaluating how decisions affect workers, buyers, etc.
9. ____ Tamper-Resistant	I. To terminate worker employment due to financial strain.
10. ____ Copycat	J. To pass away or fade without causing long-term disruption.

Exercise B: Sentence Completion

Complete the sentences below using the correct term from the Word Bank. Change word forms (e.g., tenses) if needed.

Word Bank: plummet | rebound | blow over | lay off | recall | stakeholder analysis | ethical dilemma | admission of fault | tamper-resistant | copycat

- When news broke that food products were contaminated, sales began to _____ dramatically overnight.
- The corporate legal advisor warned that pulling products immediately might look like an _____ in court.
- Management conducted a thorough _____ to evaluate how a shutdown would impact workers and buyers.
- Some board members suggested waiting silently, hoping that public outrage would eventually _____.
- Due to plummeting revenues, the company was unfortunately forced to _____ hundreds of factory workers.
- Following the crisis, manufacturers developed innovative _____ packaging to safeguard consumers.
- Authorities feared that detailed media reporting might encourage _____ criminals to attempt similar poisonings.
- Analysts predicted that if public trust could be restored, brand sales would eventually _____ within a year.
- The executive board faced a severe _____: prioritize profit or safeguard public health at immense financial cost.
- The government agency issued a nationwide _____ to clear all suspect items from grocery store shelves.

SECTION 3: VIDEO CASE STUDY & CRITICAL THINKING

1. Legal vs. Ethical Duty: The company lawyer explains that a product recall is not strictly required by law because the poisoning was caused by an external criminal. Why might doing only what is legally required be ethically insufficient?

Answer: _____

2. Historical Precedent (The Tylenol Case): In 1982, Johnson & Johnson faced a similar tampering crisis with Tylenol. What action did they take, and how did this decision shape modern packaging standards?

Answer: _____