

## **I. WORD-BUILDING**

### **CHOOSE THE APPROPRIATE FORM DERIVED FROM THE EXPRESSION IN BRACKETS:**

#### **Example:**

1. When there was a **BREAKDOWN**, your service agents used to send an engineer at 48 hours' **NOTICE**. (BREAK, NOTE)
2. Unfortunately we are \_\_\_\_\_ with the \_\_\_\_\_ of your units. (SATISFY, PERFORM)
3. Some customers are professional \_\_\_\_\_. (COMPLAIN)
4. The phone lines were \_\_\_\_\_ and customers could not get through. (LOAD)
5. Many hubs also operate as \_\_\_\_\_ points or gateways, where passengers flying in from another country can join the hub and spoke system. (ENTER)
6. It's \_\_\_\_\_, if you \_\_\_\_\_ can, to avoid any major gateway, such as Los Angeles. (ADVISE, POSSIBLE)
7. What \_\_\_\_\_ will you offer? (FACILITATE)
8. Too low a price can reduce the number of sales just as \_\_\_\_\_ as too high a price. (SIGNIFY)
9. A product is not just a \_\_\_\_\_ of components. (COLLECT)
10. You can inform the press by issuing press \_\_\_\_\_. (RELEASE)
11. If you \_\_\_\_\_ you are made to believe that sth is true when it is not. (MISLEAD)
12. Conspicuous \_\_\_\_\_ now seems vulgar rather than chic. (CONSUME)
13. Unique Selling Proposition are features and benefits of the product which make it \_\_\_\_\_ any of the competing products. (LIKE)
14. " \_\_\_\_\_ " do not participate in the meeting, they only make notes. (OBSERVE)
15. Robots may replace people in boring and \_\_\_\_\_ tasks. (REPEAT)
16. The technicians have to carry out \_\_\_\_\_ on a daily basis. (MAINTAIN)
17. The expert refers to one area of \_\_\_\_\_ which would be able to reduce noise in the cabin of aircraft to more \_\_\_\_\_ levels. (APPLY, ACCEPT)
18. We need an automated \_\_\_\_\_ line if we want to compete on the world market. (ASSEMBLE)
19. All our maintenance staff are tired and extremely \_\_\_\_\_. (WORK)
20. They should emphasize the large bonus payments for working \_\_\_\_\_ hours. (SOCIETY)
21. You need to modernize your \_\_\_\_\_ equipment. (HANDLE)
22. A shorter working year is not \_\_\_\_\_ only to retired people. (APPLY)
23. The company was considering whether this \_\_\_\_\_ should become a permanent feature. (ARRANGE)
24. They allowed 400-500 \_\_\_\_\_ staff to take three months off. (EXIST)
25. People motivated only by money form a small but surprisingly \_\_\_\_\_ part of the workforce. (DISRUPT)
26. She is very \_\_\_\_\_ in person. (IMPRESS)
27. In negotiations additional \_\_\_\_\_ may sometimes be required. (PERSUADE)
28. A \_\_\_\_\_ model of what goes on in negotiations includes four stages. (SIMPLE)
29. The law of contract is usually \_\_\_\_\_ in the courts. (FORCE)
30. Some negotiations may start with an \_\_\_\_\_ session during which clients specify their needs. (EXPLORE)
31. Knowledge of the other party's needs is used to develop strategies to exploit \_\_\_\_\_ rather than to seek a solution \_\_\_\_\_ to both sides. (WEAK, SATISFY)

32. These can include a need for friendship, goodwill, credibility and \_\_\_\_\_  
.(RECOGNIZE)
33. There was a wrong \_\_\_\_\_ date on the package.(EXPIRE)
34. The territories covered by your sales force have been unchanged for ten years. A  
\_\_\_\_\_ of boundaries might make the team more efficient.( REVISE)

### **I. WORD-BUILDING – ANSWER KEY**

1. When there was a **breakdown**, your service agents used to send an engineer at 48 hours' **notice**. (BREAK, NOTE)
2. Unfortunately we are **dissatisfied** with the **performance** of your units.  
(SATISFY, PERFORM)
3. Some customers are professional **complainers**. (COMPLAIN)
4. The phone lines were **overloaded** and customers could not get through. (LOAD)
5. Many hubs also operate as **entry** points or gateways, where passengers flying in from another country can join the hub and spoke system. (ENTER)
6. It's **advisable**, if you **possibly** can, to avoid any major gateway, such as Los Angeles.  
(ADVISE, POSSIBLE)
7. What **facilities** will you offer? (FACILITATE)
8. Too low a price can reduce the number of sales just as **significantly** as too high a price.  
(SIGNIFY)
9. A product is not just a **collection** of components.(COLLECT)
10. You can inform the press by issuing press **releases**.(RELEASE)
11. If you **are misled** you are made to believe that sth is true when it is not. (MISLEAD)
12. Conspicuous **consumption** now seems vulgar rather than chic.(CONSUME)
13. Unique Selling Proposition are features and benefits of the product which make it **unlike** any of the competing products. (LIKE)
14. "**Observers**" do not participate in the meeting, they only make notes.(OBSERVE)
15. Robots may replace people in boring and **repetitive** tasks.(REPEAT)
16. The technicians have to carry out **maintenance** on a daily basis. (MAINTAIN)
17. The expert refers to one area of **application** which would be able to reduce noise in the cabin of aircraft to more **acceptable** levels. (APPLY, ACCEPT)
18. We need an automated **assembly** line if we want to compete on the world market.(ASSEMBLE)
19. All our maintenance staff are tired and extremely **overworked**. (WORK)
20. They should emphasize the large bonus payments for working **unsocial** hours. (SOCIETY)
21. You need to modernize your **handling** equipment. (HANDLE)
22. A shorter working year is not **applicable** only to retired people.(APPLY)
23. The company was considering whether this **arrangement** should become a permanent feature. (ARRANGE)
24. They allowed 400-500 **existing** staff to take three months off.(EXIST)
25. People motivated only by money form a small but surprisingly **disruptive** part of the workforce.(DISRUPT)
26. She is very **impressive** in person. (IMPRESS)
27. In negotiations additional **persuasion** may sometimes be required. (PERSUADE)
28. A **simplified** model of what goes on in negotiations includes four stages. (SIMPLE)
29. The law of contract is usually **enforceable** in the courts. (FORCE)
30. Some negotiations may start with an **exploratory** session during which clients specify their needs. (EXPLORE)
31. Knowledge of the other party's needs is used to develop strategies to exploit **weaknesses** rather than to seek a solution **satisfactory** to both sides. (WEAK, SATISFY)

32. These can include a need for friendship, goodwill, credibility and **recognition**. (RECOGNIZE)
33. There was a wrong **expiry** date on the package. (EXPIRE)
34. The territories covered by your sales force have been unchanged for ten years. A **revision** of boundaries might make the team more efficient. (REVISE)

## **II. VERBS IN CONTEXT**

### **CHOOSE THE MOST SUITABLE VERBS TO FILL THE GAPS:**

#### ***ESCAPE, SLIP, TAKE, MAKE, FALL BEHIND, CATCH UP ON***

1. It may have \_\_\_\_\_ you mind that you have promised an immediate improvement in your after-sales service.
2. Claims for damage can be \_\_\_\_\_ if the goods have been damaged, lost or interfered with in transit.
3. The software was improved and they started to \_\_\_\_\_ the backlog.

#### ***SEE OFF, ENFORCE, ABANDON, JUSTIFY, SIGNIFY, TAKE OVER***

4. She \_\_\_\_\_ at the station to say goodbye to him.
5. Each stage must add value to the product to \_\_\_\_\_ the costs.
6. I 'll \_\_\_\_\_ from you if you need a break.

#### ***LEAK, AROUSE, ATTRACT, RELEASE, MARK, SPOT***

7. Good advertisement should \_\_\_\_\_ interest in the product.
8. Your competitor knows everything about your new product. You have to find out who in your department \_\_\_\_\_ the information.
9. Don't touch the drum, finger prints can \_\_\_\_\_ it permanently.

#### ***OBSESS, SEDUCE, LIST, COME, RANK, INCLUDE, REMIT, MERGE***

10. The private sector \_\_\_\_\_ with attracting young high-flyers.
11. When I reached the fiftieth job interview without success I decided to \_\_\_\_\_ job-hunting.
12. When the employees were asked to \_\_\_\_\_ in order 18 reasons for working where they did they \_\_\_\_\_ "good pay" third.

#### ***CLIMB, CONFINE, TREAT, EXCLUDE, PROMOTE, RESPECT***

13. Often women \_\_\_\_\_ from high-flyers schemes because this is the age they are likely to have babies.
14. He managed to \_\_\_\_\_ the promotion ladder more quickly than his colleagues.
15. You must \_\_\_\_\_ this information in strict confidence.

## **II. VERBS IN CONTEXT - ANSWER KEY**

### **CHOOSE THE MOST SUITABLE VERBS TO FILL THE GAPS:**

#### ***ESCAPE, SLIP, TAKE, MAKE, FALL BEHIND, CATCH UP ON***

1. It may have **slipped** you mind that you have promised an immediate improvement in your after-sales service.

2. Claims for damage can be **made** if the goods have been damaged, lost or interfered with in transit.
3. The software was improved and they started to **catch up on** the backlog.

***SEE OFF, ENFORCE, ABANDON, JUSTIFY, SIGNIFY, TAKE OVER***

4. She **saw him off** at the station to say goodbye to him.
5. Each stage must add value to the product to **justify** the costs.
6. I'll **take over** from you if you need a break.

***LEAK, AROUSE, ATTRACT, RELEASE, MARK, SPOT***

7. Good advertisement should **arouse** interest in the product.
8. Your competitor knows everything about your new product. You have to find out who in your department **has leaked** the information.
9. Don't touch the drum, finger prints can **mark** it permanently.

***OBSESS, SEDUCE, LIST, COME, RANK, INCLUDE, REMIT, MERGE***

10. The private sector **is obsessed** with attracting young high-flyers.
11. When I reached the fiftieth job interview without success I decided to **abandon** job-hunting.
12. When the employees were asked to **list** in order 18 reasons for working where they did they **ranked** "good pay" third.

***CLIMB, CONFINE, TREAT, EXCLUDE, PROMOTE, RESPECT***

13. Often women **are excluded** from high-flyers schemes because this is the age they are likely to have babies.
14. He managed to **climb** the promotion ladder more quickly than his colleagues.
15. You must **treat** this information in strict confidence.