

Unit Test 9

Answer all thirty questions. There is one mark per question.

VOCABULARY: STRATEGY

1 Read the definitions and write in the missing letters.

- 1 _____ a _____ e _____ : a plan
- 2 _____ a _____ - _____ o _____ u _____ e: manufacture in large amounts
- 3 _____ e _____ o _____ e _____ : a business entering a market for the first time
- 4 _____ i _____ io _____ : knowledge and imagination needed in planning for the future
- 5 _____ e _____ ai _____ e _____ : a business that sells goods to members of the public
- 6 _____ o _____ o _____ i _____ e: figure showing company's profit or loss
- 7 _____ i _____ io _____ : the purposes and aims of a company or organisation
- 8 _____ a _____ in: the difference between the price of a product and the cost of producing it

2 Choose the correct word to complete these sentences.

- 9 You have lots of interests, but what would you say your _____ business is?
- a adjacency
 - b core
 - c big
- 10 If we're to expand, we need to find a new _____ of growth.
- a source
 - b target
 - c revenue
- 11 In order to get a _____ in the country, we may have to spend a little more at this stage.
- a start-up
 - b toehold
 - c venture
- 12 As you'll see from this graph, compared to the poor sales last year, sales this year are _____.
- a ranging
 - b falling
 - c booming
- 13 We need to secure _____ for this idea from the local council.
- a backing
 - b ballooning
 - c investing

BUSINESS SKILLS: BRAINSTORMING AND CREATIVITY

3 Write in the missing phrases in this discussion.

to get the ball rolling / one / done before / What about / That's just / along the lines of /
down at this stage / great idea / wouldn't work / How about if / done that before

A: OK So would anyone like (14)_____ ?

B: (15)_____ we widened our market? To include younger women I mean.

C: No, that (16)_____. People know what our company stands for. We don't want to lose our core customers.

A: Let him finish. The aim is to get lots of ideas (17)_____, however absurd.

D: I like the idea of widening our market but I was thinking more (18)_____ appealing upwards – to older women.

A: (19)_____ what I was going to say.

C: But we've (20)_____. Remember the time when we introduced that range of clothes for the over-sixties market. It didn't sell.

B: I've got (21)_____. (22)_____ selling more of our clothes online?

D: I think that's a (23)_____.

C: That's been (24)_____ too and I don't think our typical customer even knows how to switch a computer on, never mind shop online.

BUSINESS SKILLS: WRITING MISSION STATEMENTS

4 Match the two halves of the mission statements.

25 To try ____

26 To grow ____

27 To protect ____

28 To be ____

29 To provide ____

30 To excel ____

a more rapidly

b the world leader

c harder

d solutions

e in everything we do

f lives