

# **REVISION C KEY**

## **7 Finance and banking**

### Vocabulary:

1. equity 2. interest 3. shareholder 4. an ATM 5. accounting 6. price 7. fixed  
8. bankruptcy 9. assets 10. flow

### Business skills:

1c 2f 3d 4e 5a 6b

### Describing financial performance

1 consecutive quarter 2 net loss 3 reducing costs 4 the next four years 5 the same period last year 6 higher steel costs 7 poor results 8 dragged CH shares down 9 recovery plan  
10 recorded a profit

## **8 Consultants**

### Vocabulary:

1 expertise 2 reputable 3 consultancy/consulting 4 allocation 5 deliverables 6 proposal  
7 achievable 8 recruitment/recruiting

### Grammar: conditionals:

1b (2<sup>nd</sup>) 2 e (3<sup>rd</sup>) 3f (mixed: 2<sup>nd</sup> and 3<sup>rd</sup>) 4 a (1<sup>st</sup>) 5 c (1<sup>st</sup>) 6 d (1<sup>st</sup>)

### Writing: putting it in writing

1 correct 2 correct 3an 4 for 5 high 6 correct 7 within 8 pay 9 If/should 10 to 11 correct  
12 correct

## **9 Strategy**

### Marketing strategies:

1 develop their products or services 2 integrating them both at an early stage 3 adapting their products or services 4 downscaling their operations 5 more responsive and flexible

### Reading: communication the brand

1 advertising 2 communicating 3 advertisements 4 innovative 5 brand 6 leveraging  
7 differentiating 8 core values 9 creative 10 competitors

### Vocabulary: strategy

1 market position 2 customers and suppliers 3 significant impact 4 entering the market  
5 future competitor 6 change the rules 7 management systems 8 goals and objectives  
9 planning systems 10 the same vision