

Business English

General Business Vocabulary • Lesson 2 • Level B1

Intermediate

Name: _____

Date: _____

Score: _____ / 70

Word List – Study these words before you start.

Use your vocabulary sheet or audio to study these words before you do the exercises.

revenue	competitor	strategy	workforce
headquarters	merger	incentive	campaign
subsidiary	shareholder	turnover	penalty
expand	launch	invest	retain
compete	motivate	analyse	generate

Name: _____

Date: _____

Score: _____ / 20

Exercise 1: True or False (10 points)

Read each sentence. Write T (True) or F (False) on the line.

1. Revenue is the total amount of money a business earns from its activities. _____
2. A merger is when a large company buys a small competitor and closes it down. _____
3. A shareholder is a person who owns shares in a company. _____
4. To retain staff means to encourage employees to leave the company. _____
5. A subsidiary is a company that is owned or controlled by a larger company. _____
6. An incentive is something that discourages a person from working hard. _____
7. To analyse something means to examine it carefully in order to understand it. _____
8. Headquarters is the main office or centre of a company. _____
9. To launch a product means to remove it from the market. _____
10. A campaign is a series of planned activities to achieve a business goal. _____

Exercise 2: Multiple Choice (10 points)

Choose the correct word (a, b, or c) to complete each sentence.

1. The company plans to _____ into the Asian market next year.
a) compete b) retain c) expand
2. We need to _____ the sales figures before presenting to the board.
a) generate b) analyse c) motivate
3. There is a _____ of €500 for late delivery under the terms of the contract.
a) penalty b) incentive c) campaign
4. The new marketing _____ will run across television, social media, and print.
a) merger b) campaign c) subsidiary
5. It is essential to _____ our best employees by offering competitive salaries.
a) compete b) launch c) retain
6. The _____ of the two airlines created the biggest carrier in Europe.
a) incentive b) merger c) revenue

7. We plan to _____ the new software platform at the industry conference.

- a) launch b) invest c) analyse

8. The company's _____ fell by 8% due to lower sales in the domestic market.

- a) workforce b) competitor c) revenue

9. A performance bonus is a great _____ for the sales team.

- a) strategy b) incentive c) shareholder

10. We need to _____ more money in staff training and development.

- a) expand b) generate c) invest

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Exercise 3: Matching (10 points)

Match each word in Column A with its meaning in Column B. Write the correct letter in the box.

Column A	Column B
1. workforce [___]	A. to grow or become larger
2. generate [___]	B. a plan for achieving a business goal
3. competitor [___]	C. a person who owns shares in a company
4. motivate [___]	D. to give someone a reason to work hard
5. headquarters [___]	E. the total money a company earns in a period
6. compete [___]	F. all the people who work for a company
7. turnover [___]	G. to try to be more successful than another company
8. expand [___]	H. the main office or centre of a company
9. strategy [___]	I. to produce or create something, especially money
10. shareholder [___]	J. a company that sells similar products to yours

Exercise 4: Gap Fill (10 points)

Complete each sentence with the correct word from the box. Use each word once.

subsidiary penalty campaign merger launch workforce competitor strategy generate retain

1. The company opened a _____ in Singapore to manage its Asian operations.
2. We need a clear _____ if we want to increase our market share.
3. The advertising _____ increased brand awareness by 40%.
4. There is a _____ clause in the contract for missing the delivery date.
5. Our biggest _____ has just reduced its prices by 10%.
6. We need to _____ the new product before the end of the financial year.
7. The _____ created a company with over 5,000 employees worldwide.
8. The company needs to _____ talented engineers in a very competitive market.

9. Good customer service will _____ repeat business and referrals.

10. We are investing in training to improve the skills of our entire _____.

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Score: _____ / 20

Exercise 5: Put the Words in Order (10 points)

Put the words in the correct order to make a sentence. Write the full sentence on the line.

1. into / plans / the / company / three / expand / to / new / markets

2. the / need / sales / we / to / before / analyse / data / the / meeting

3. best / it / our / to / essential / employees / is / retain

4. the / launched / spring / in / new / product / they

5. a / bonus / great / performance / incentive / is / a

6. the / their / shareholders / will / receive / dividend / quarterly

7. to / need / we / more / technology / invest / in / new

8. the / increased / revenue / last / company's / year / by / 15%

9. the / headquarters / in / are / Dublin / company's

10. new / generate / the / should / revenue / product / significant

Exercise 6: Word Sort (10 points)

Write each word from the box in the correct column: Noun or Verb.

revenue expand competitor launch strategy invest workforce retain headquarters
compete merger motivate incentive analyse campaign generate subsidiary shareholder
turnover penalty

NOUN	VERB
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Name: _____

Date: _____

Score: _____ / 10

Exercise 7: Complete the Conversation (10 points)

Complete each conversation with the correct word from the box. Use each word once.

revenue strategy competitor merger incentive launch expand workforce analyse
penalty

1. A: Have you seen what our main _____ is doing?
B: Yes, they just cut their prices again. We need to respond quickly.

2. A: What is the long-term _____ for the business?
B: We want to double our market share within five years.

3. A: Our _____ dropped this quarter. What happened?
B: Sales were lower than expected in the northern region.

4. A: When are we going to _____ the new product?
B: We are planning to release it at the trade fair in March.

5. A: Is there a _____ if we miss the project deadline?
B: Yes, the contract states a fine of €1,000 per day.

6. A: We are thinking about a _____ with one of our suppliers.
B: That could be a good move — it would reduce our costs significantly.

7. A: How do we _____ our staff to work harder?
B: We are introducing a new bonus scheme as an _____.

8. A: Do you think we should _____ into new markets?
B: Yes, I think Eastern Europe is a strong opportunity for us.

9. A: Can you _____ the customer feedback from last month?
B: Of course. I will have a report ready by Thursday.

10. A: We need to reduce costs without affecting the quality of our _____.
B: I agree. Perhaps we could look at flexible working arrangements.

ANSWER KEY – TEACHER COPY

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Exercise 1: True or False

1. T	2. F – a merger is when two companies join together to become one
3. T	4. F – to retain staff means to keep good employees
5. T	6. F – an incentive encourages a person to work harder or buy something
7. T	8. T
9. F – to launch means to introduce a product to the market	10. T

Exercise 2: Multiple Choice

1. c) expand	2. b) analyse
3. a) penalty	4. b) campaign
5. c) retain	6. b) merger
7. a) launch	8. c) revenue
9. b) incentive	10. c) invest

Exercise 3: Matching

1. F	2. I
3. J	4. D
5. H	6. G
7. E	8. A
9. B	10. C

Exercise 4: Gap Fill

1. subsidiary	2. strategy
3. campaign	4. penalty
5. competitor	6. launch
7. merger	8. retain
9. generate	10. workforce

Exercise 5: Word Order

1. The company plans to expand into three new markets.	2. We need to analyse the sales data before the meeting.
3. It is essential to retain our best employees.	4. They launched the new product in spring.
5. A performance bonus is a great incentive.	6. The shareholders will receive their quarterly dividend.
7. We need to invest in new technology.	8. The company's revenue increased by 15% last year.
9. The company's headquarters are in Dublin.	10. The new product should generate significant revenue.

Exercise 6: Word Sort

NOUN (12)	VERB (8)
revenue, competitor, strategy, workforce, headquarters, merger, incentive, campaign, subsidiary, shareholder, turnover, penalty	expand, launch, invest, retain, compete, motivate, analyse, generate

Exercise 7: Complete the Conversation

1. competitor	2. strategy
3. revenue	4. launch
5. penalty	6. merger
7. motivate / incentive	8. expand
9. analyse	10. workforce