Unit 12 Review questions for the Upper Intermediate Coursebook

1) Having a competitive advantage helps a business ...
   a) keep its customers.
   b) raise its prices.
   c) offer new products.

2) What is the meaning of 'economies of scale'?
   a) When a shop or factory downsizes to save money.
   b) When a large retail chain can sell more cheaply due to lower fixed costs.
   c) When a manufacturer sells directly to the public.

3) He owns a part of the company.
   a) He has a right to the company.
   b) He has a stake in the company.
   c) He has a niche in the company.

4) The company won’t float its shares ________ the analysts have finished their report.
   a) once
   b) by the time
   c) until

5) The goods are sold out almost ________ they hit the shelves.
   a) after
   b) as soon as
   c) whenever

6) Which expression could minimise a conflict?
   a) I don’t see what the problem is.
   b) What do you think?
   c) Let’s keep this in perspective.

7) Complete the expression: We don’t always see ...
   a) eye to eye.
   b) mind to mind.
   c) head to head.

8) When a business builds a barrier to entry ...
   a) it is protecting its market.
   b) it welcomes competition.
   c) it creates rules for the market.

9) A niche player sells ...
   a) cheap, mass-produced goods.
   b) unique, expensive items.
   c) mainstream products.

10) A company’s core business is ...
    a) the business it first started up with.
    b) a branch of business which no longer makes money.
    c) the company’s most important central business.