

Intelligent Business

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.

