

### VOCAB REVIEW

Fill in the blanks.

1. About half of the shop's i\_\_\_\_\_ory was damaged in the tornado.
2. Online c\_\_\_\_\_ce is expected to continue to increase
3. The findings of the various studies d\_\_\_\_\_r.
4. Factory orders for costly d\_\_\_\_\_e goods dropped for a second consecutive month in February.
5. The majority of British people are opposed to r\_\_\_\_\_ing the pound sterling with the euro.

### WORDS TO LEARN (Reading Section)

Listen to some essential words for the TOEIC test without looking at the word list.

Now look at the list of today's vocabulary and repeat after the teacher.

corporate/ tightly knit/ word-of-mouth/ in the pipeline/ adapting/ incentives/ treat/ retention/ irresistible/ front-line/ bulk/ interacting/ struggle/ preferences/ intangible

### WORDS IN CONTEXT

 Fill each of the blanks in the passage with one of today's vocabulary word(s) listed above.

#### ● Reducing Employee Turnover

By increasing employees' job satisfaction, small business owners can reduce employee turnover. They have a chance to ..... their employees as members of a ..... team, with top-level managers ..... with and encouraging ..... employees on a daily basis. Benefits and other ..... can help to keep employees, but smaller businesses can ..... against larger..... businesses in this area.

The key to increasing employee ..... rates for small businesses is to focus on the ..... aspects of employee satisfaction, such as personal respect, trust, and opportunities for career development.

#### ● Increasing Inventory Turnover

What do you need to increase inventory turnover rates? The answer is marketing and ..... your products or services to meet customers' ..... can increase demand for your products through ..... advertising.

Another key to increase inventory turnover is sales promotions. Through sales promotions you can create demand for products ..... by offering ..... price discounts for single or ..... purchases.

# DAY 36

 Match each definition (A – O) with today’s vocabulary word (1 – 15)

## DEFINITIONS

- A. closely connected
- B. the process of telling people you know about a particular product or service, because you think it is good and want to encourage them to try it
- C. to behave towards someone in a particular way
- D. to communicate with someone
- E. something that encourages a person to do something
- F. in very large amounts
- G. the part of a business that deals directly with customers and the public, or that makes a product
- H. to try or fight very hard in order to do or get something
- I. the fact of wanting one thing more than another
- J. the ability of a company to keep its employees and stop them from going to work somewhere else
- K. to change something to suit different conditions or uses
- L. impossible to refuse
- M. being discussed or prepared and will be produced or finished in the future
- N. relating to a business
- O. used about a quality that does not exist in a physical way

- 1. intangible
- 2. irresistible
- 3. adapt
- 4. retention
- 5. in the pipeline
- 6. corporate
- 7. treat
- 8. preference
- 9. struggle
- 10. bulk
- 11. word-of-mouth
- 12. front-line
- 13. incentive
- 14. tightly knit
- 15. interact

## Part 5 exercise

**Choose the word that best completes the sentence.**

**Identifying the missing part of speech (noun, verb, adjective, adverb, etc.) can help you eliminate some of the choices.**

**If the missing word is a noun, for example, you can rule out the choices that are not nouns.**

- 1. Wholesalers who order in ..... will receive an additional 15% discount.  
(A) bulk up (B) bulkhead (C) bulky (D) bulk
- 2. Buying a car is a matter of personal .....
- (A) preferential (B) preference (C) preferable (D) prefer
- 3. The employment department said the unemployment figures should be ..... with caution  
(A) treaty (B) treatable (C) treated (D) treatment

## Gap-filling Exercise

Fill each gap with today’s vocabulary words.

- 1. The CEO told the media there were no further acquisitions ..... ..
- 2. We get most of our clients by ..... ..
- 3. The staff restaurant is where staff ..... socially.
- 4. Sometimes you have to ..... the design to suit the customer’s requirements.
- 5. She gave me one of those ..... smiles and I just had to agree.
- 6. The CEO had that ..... quality that we call charisma.