

Università di Cagliari



Corso di Laurea in Economia e Gestione Aziendale
Corso di Laurea in Economia e Finanza

Lingua Inglese

Chiara Fancello

M. Antonietta Marongiu

Eleonora Mamusa

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Vocabulary – Choose the correct verb form

- 1 It is difficult for companies to _____ the price of a product and know what to charge.
a) cost b) set c) get
- 2 A lower price may increase sales but it also _____ the profit margin.
a) increases b) sets c) reduces
- 3 Many companies are _____ costs to keep prices down.
a) cutting b) setting c) increasing
- 4 All customers want to _____ good value for money.
a) get b) cost c) sell
- 5 Customers are also prepared to _____ more time looking for a good price.
a) make b) spend c) have

Vocabulary – Choose the correct verb form.

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6 In recent months, sales _____ between 35 and 40.

- a) fluctuated b) rose c) raised

7 Large supermarkets can afford to _____ in bulk, which also reduces the price.

- a) sell b) save c) buy

8 Producing bigger portions doesn't _____ up the price.

- a) pull b) pick c) push

9 To _____ the demands of supermarkets, food producers have reduced the size of their workforces.

- a) set b) meet c) reach

10 Prices _____ a peak last night and then fell.

- a) reached b) increased c) put up

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Phonetics - price

[praɪs] [fɔːl]

[tʃiːp]

[ləʊ] [haɪ]

[ʃap/ʃɒp]

[,ˈekəˈnɑmɪkl/-nɒm-]

[ˈprɑfɪt /ˈprɒ-]

[fɪˈnæns / ˈfaɪnæns]

Phonetics - price

[praɪs] [fɔːl]

PRICE FALL

[tʃiːp]

CHEAP

[ləʊ] [haɪ]

LOW HIGH

[ʃɒp/ʃɒp]

SHOP

[,ˈekəˈnɒmɪkl]

ECONOMICAL

[ˈprɒfɪt /ˈprɒ-]

PROFIT

[fɪˈnæns / ˈfaɪnæns]

FINANCE

Phonetics - price

[,ɪnɪk'spensɪv]

[tʃɑːdʒ]

['peɪmənt]

['mɑːkɪt / 'mɑːkɪt]

[ɪn'krɪːs]

[weɪdʒ]

['mɑːdʒɪn / 'mɑːdʒɪn]

[fɪ'næns / 'faɪnæns]

Phonetics - price

[,ɪnɪk'spensɪv]

INEXPENSIVE

[tʃɑːdʒ]

CHARGE

['peɪmənt]

PAYMENT

['mɑːkɪt / 'mɑːkɪt]

MARKET

[ɪn'krɪːs]

INCREASE

[weɪdʒ]

WAGE

['mɑːdʒɪn / 'mɑːdʒɪn]

MARGINE

[fɪ'næns / 'faɪnæns]

FINANCE

WORD FORMATION

The brands of the Adidas Group _____
(COMPLEMENT) each other in a unique way to
help athletes perform better, play better, feel
better. Our _____ (PRODUCE) break records, set
_____ (TREND), make _____ (HISTORICAL),
every day, all over the world. It is not only about
_____ (FAST) shoes and fashion _____ (STATE).
Your success is our _____ (AMBITIOUS).

WORD FORMATION

The brands of the Adidas Group **complement** (COMPLEMENT) each other in a unique way to help athletes perform better, play better, feel better. Our **products** (PRODUCE) break records, set **trends** (TREND), make **history** (HISTORICAL), every day, all over the world. It is not only about **faster** (FAST) shoes and fashion **statements** (STATE). Your success is our **ambition** (AMBITIOUS).

CONTENT QUESTIONS

1) Which of the following describes when two companies join together?

- a) acquisition b) takeover c) merger

2) What is a subsidiary?

- a) a company owned by another company
b) a group of many different companies
c) a merger of two different companies

3) Which of the following departments is responsible for patents?

- a) Human Resources b) Finance c) Legal Affairs

DEFINITIONS

- **PATENTS** prevent others from making or selling an invention
- **TRADEMARKS** protect the words, phrases, symbols, logos, or other devices used to identify the source of goods or services from usage by other competitors.

(Marketing – UNIT 6)

CONTENT QUESTIONS

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CONTENT QUESTIONS

4) What are tangible assets?

- a) all the raw materials and stock a company owns
- b) everything belonging to a company that can be sold
- c) all the finished goods a company hasn't sold yet

5) In a company hierarchy, subordinates are ...

- a) above managers.
- b) the same as managers.
- c) below managers.

DEFINITIONS

- **Assets** are defined as resources that help generate profit in your business. You have some control over it.
- **Liability** is defined as obligations that your business needs to fulfill. In simple words, Liability means credit.

(Companies - UNIT 1) (Leadership – UNIT 2)

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CONTENT QUESTIONS

- 6) If a company's debts have soared in the past year, they ...**
- a) owe much more money than before.
 - b) have made enormous profits.
 - c) have not really changed at all.
- 7) Which of the following nouns does not collocate with the verb to meet?**
- a) a deadline
 - b) expectations
 - c) an opportunity
- 8) In a SWOT analysis, which of the following could refer to the 'W'?**
- a) Our company is alone in the market.
 - b) Other companies offer lower prices.
 - c) We cannot guarantee same day delivery.

CONTENT QUESTIONS

SWOT ANALYSIS: A tool commonly used at the start of strategic planning to focus on the situation of the company (**Corporate strategy – UNIT 3**)

- Strengths
- Weaknesses
- Opportunities
- Threats

TO SOAR

- Meaning: increase rapidly above the usual level.
- Synonyms: skyrocket, escalate

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CONTENT QUESTIONS

9) What are a company's core attributes?

- a) its biggest business markets
- b) its basic product range
- c) its main qualities

10) What are the four Ps?

- a) practice, price, politics, production
- b) product, price, promotion, place
- c) product, packaging, price, promotion

11) What is endorsement?

- a) when famous people advertise brands
- b) when brands are named after famous people
- c) when a brand has a distinctive logo

CONTENT QUESTIONS

MARKETING MIX: the activities of the marketing process (**Marketing – UNIT 4**)

Product

Price

Promotion

Place

To endorse

Meaning: declare one's public approval or support of

Synonyms: validate, underwrite

Translation: approvare, avallare

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12) What is a cover letter?

- a) a letter from your former boss to your new employer
- b) a letter that you send with your CV to apply for a job
- c) a letter informing you that you have been unsuccessful at interview

13) Applicants are asked to supply ... from past employers.

- a) qualifications
- b) references
- c) Requests

14) In an interview, what are behavioral questions?

- a) questions about the candidates paper qualifications
- b) questions about their current position
- c) questions about how candidates react in certain situations

CONTENT QUESTIONS

Recruitment plan (Recruitment – UNIT 6)

- 1) Advertise the position
- 2) Screen applications
- 3) Interview applicants
- 4) Put new staff on payroll

Applicant

- **Completes an application:**
 - a) Cover letter
 - b) CV
 - c) reference letters
- **Attends an interview:**
 - a) Traditional (standard questions)
 - b) Case (problem)
 - c) Behavioral or anecdotal (tricky situations)

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CONTENT QUESTIONS

15) What do auditors do?

- a) They look after a company's financial matters.
- b) They check a company's financial documentation.
- c) They report financial results to the company.

16) What is another word for income?

- a) outgoings
- b) expenditure
- c) revenue

17) Which of the following describes a dramatic and sudden fall in figures?

- a) profits peaked
- b) profits rose steadily
- c) profits plunged alarmingly

CONTENT QUESTIONS

Auditors: people authorized to examine and verify accounts (**Finance – UNIT 7**)

-BALANCE SHEET = BILANCIO PATRIMONIALE

-FINANCIAL STATEMENT = CONTO FINANZIARIO

-INCOME STATEMENT = a financial statement showing revenue, expenditure and profit from operations during a given period = PROFIT & LOSS ACCOUNT = CONTO ECONOMICO

- ASSETS = ATTIVITÀ
- LIABILITIES = PASSIVITÀ

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18) Which of the following does not collocate with advertising?

- a) Famous testimonial.
- b) Language hyperbole.
- c) underestimation of product value.

19) The process of persuading a potential customer to buy the product

- a) sales promotion
- b) direct mail
- c) social media

17) Which of the following language figures is not used in advertising?

- a) imperatives
- b) repetitions
- c) ancient language

CONTENT QUESTIONS

Language strategies (Advertising – UNIT 5)

- *Compound adjectives*
- *High degree adjectives (hyperboles)*
- *Comparisons*
- *Imperatives*
- *Repetitions*
- *Collocations*

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