

BUS 6000

Techniques for Reading Business Texts

Part I: Vocabulary

Exercise - 1

- _____ 1. assets
- _____ 2. board of directors
- _____ 3. human resource
- _____ 4. code of ethics
- _____ 5. management
- _____ 6. consumerism
- _____ 7. business
- _____ 8. marketing
- _____ 9. franchisee
- _____ 10. boycott

Part I: Vocabulary

Exercise - 1

___E___ 1. assets

___H___ 2. board of directors

___D___ 3. human resource

___C___ 4. code of ethics

___J___ 5. management ___I___ 8. marketing

___A___ 6. consumerism ___G___ 9. franchisee

___B___ 7. business ___F___ 10. boycott

Part I: Vocabulary

Exercise - 2

- | | | | |
|-------|---------------|-------|------------------|
| _____ | 1. Process | _____ | 8. Learning |
| _____ | 2. Network | _____ | 9. Model |
| _____ | 3. Plan | _____ | 10. Productivity |
| _____ | 4. Monopsony | _____ | 11. Role |
| _____ | 5. Concept | _____ | 12. Task |
| _____ | 6. Groupthink | _____ | 13. Value |
| _____ | 7. Cognition | _____ | 14. Inventory |

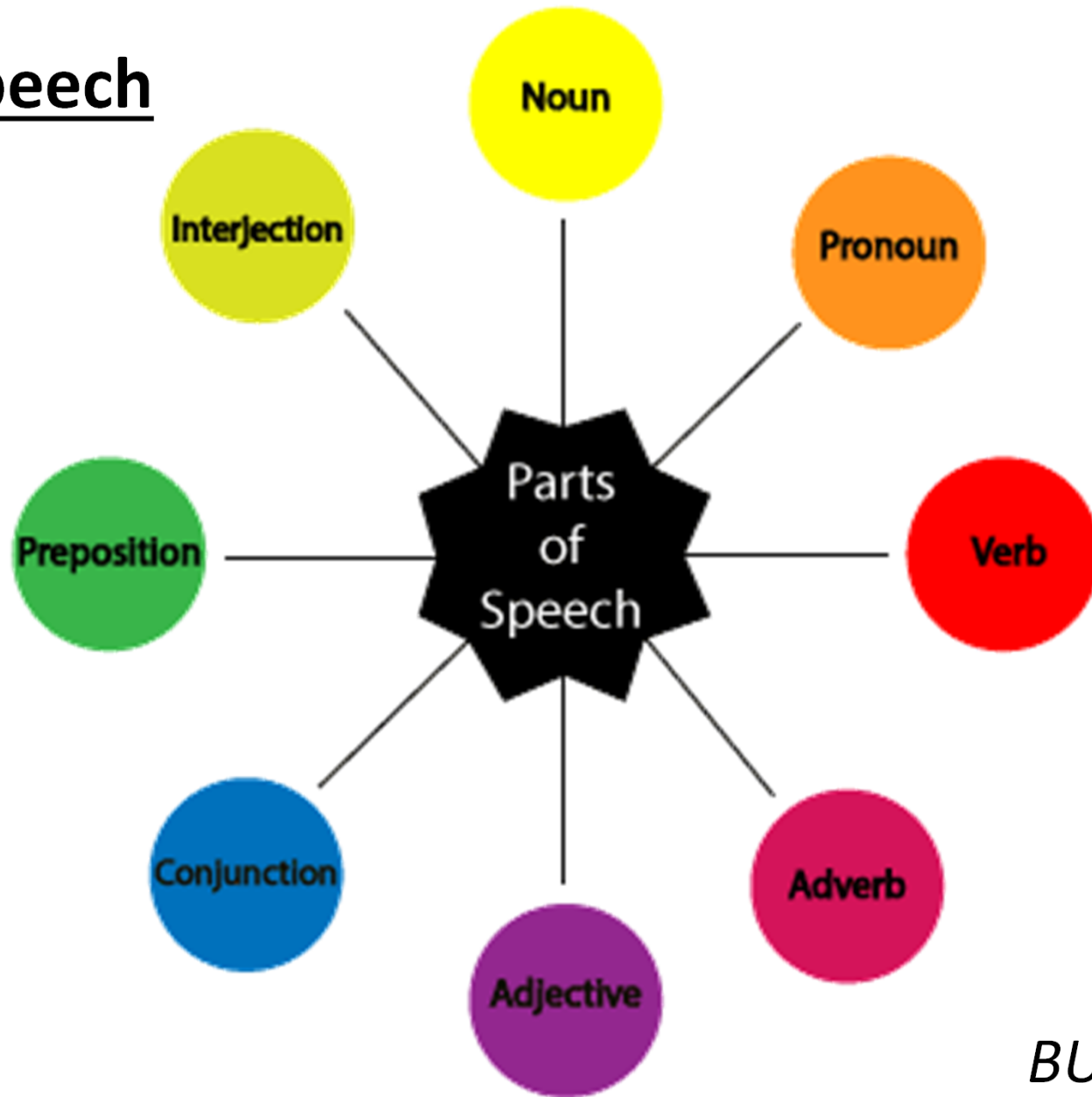
Part I: Vocabulary

Exercise - 2

- | | | | |
|---------------|---------------|---------------|------------------|
| _____ G _____ | 1. Process | _____ D _____ | 8. Learning |
| _____ K _____ | 2. Network | _____ H _____ | 9. Model |
| _____ C _____ | 3. Plan | _____ B _____ | 10. Productivity |
| _____ L _____ | 4. Monopsony | _____ I _____ | 11. Role |
| _____ F _____ | 5. Concept | _____ M _____ | 12. Task |
| _____ E _____ | 6. Groupthink | _____ A _____ | 13. Value |
| _____ J _____ | 7. Cognition | _____ N _____ | 14. Inventory |

Part I: Vocabulary

Parts of Speech



Part I: Vocabulary

Parts of Speech

1. Noun *refers to words that are used to name persons, things, animals, places, ideas, or events.*

- a. **Proper** –refers to specific names of persons, places, or things.
- b. **Common**–These are just generic names of persons, things, or places.
- c. **Concrete** – this kind refers to nouns which you can perceive through your five senses.
- d. **Abstract** - abstract nouns are those which you can't perceive through your five senses.

Part I: Vocabulary

Parts of Speech

e. **Count** – it refers to anything that is countable, and has a singular and plural form.

f. **Mass** – this is the opposite of count nouns. Mass nouns are also called non-countable nouns, and they need to have “counters” to quantify them.

Examples of Counters: kilo, cup, meter

Examples of Mass Nouns: rice, flour, sugar

g. **Collective**– refers to a group of persons, animals, or things.

Example: faculty (group of teachers), class (group of students), pride (group of lions)

2. Pronoun functions as a replacement for a noun.

Pronoun Chart					
	Subject Pronouns	Object Pronouns	Possessive Adjectives	Possessive Pronouns	Reflexive Pronouns
1st person	I	me	my	mine	myself
2nd person	you	you	your	yours	yourself
3rd person (male)	he	him	his	his	himself
3rd person (female)	she	her	her	hers	herself
3rd person	it	it	its	(not used)	itself
1st person (plural)	we	us	our	ours	ourselves
2nd person (plural)	you	you	your	yours	yourselves
3rd person (plural)	they	them	their	theirs	themselves

3. Verb *a word that shows an action (physical or mental) or state of being of the subject in a sentence.*

a. Helping verbs (auxiliary verbs) –
be, do, have, can, could, would, may, might, must...

b. Action verbs

- *Transitive verbs – eat, buy, touch, kick*
- *Intransitive verbs – sleep, go, stand*

c. Linking verbs – shows state of being or condition

Linking verb
Connects a noun or pronoun at or near the beginning of a sentence to a word at or near the end.

appear, become, feel

grow, look, remain

seem, smell, sound

stay, taste, turn

am, is, are, was, were

be, being, been

4. **Adjective** - *describe a noun or a pronoun.*

Adjectives can specify the quality, the size, and the number of nouns or pronouns.

**Determiner, Observation or Opinion, Size,
Shape, Age, Color, Origin,
Material, Qualifier**

the *unused* *big* *long-sleeved*
old *blue* *Thai* *silk* *working* shirts.

5. Adverb *are used to describe adjectives, verbs, or another adverb.*

Manner, Time, Place, Degree, Frequency, Comparative

ADVERBS OF MANNER answer the question **HOW?**
eg. slowly, fast, loudly, easily, quietly.

ADVERBS OF TIME answer the question **WHEN?**
eg. now, seldom, immediately, today, yesterday, soon, often, already, tomorrow.

ADVERBS OF PLACE answer the question **WHERE?**
eg. outside, inside, north, straight, nowhere, here, up.

ADVERBS OF DEGREE answer the question **TO WHAT EXTENT?** eg. almost, completely, less, very, hardly, too, entirely, so, quite, nearly.

ADVERBS OF FREQUENCY answer the question **HOW OFTEN?** eg. always, often, once, seldom, never, usually, occasionally, frequently.

COMPARATIVE ADVERBS: adverbs also have degrees of comparison.

fast faster fastest

badly worse the worst

6. Preposition - used to form a phrase that shows the relationship between noun and the rest of sentence

Prepositions of Place

on the table, above the house, over the body, at the airport, in the box, under the tree, towards the city

She is walking along the quiet road at night.

Prepositions of Time

at Christmas, in May, on Friday

7. Conjunction

The conjunction is a part of a speech which joins words, phrases, or clauses together

- a. Coordinating Conjunctions *link or join two words or phrases that are equally important and complete in terms of grammar when compared with each other*

FANBOYS for, and, nor, but, or, yet, so

- b. **Subordinating conjunctions** - are used to join a subordinate dependent clause to a main clause
I went swimming although it was cold.

after

as if

as though

even though

since

till

when

wherever

although

as long as

because

if

so that

unless

whenever

as

as soon as

before

in order that

though

until

where

8. Interjections

a word used in expressing emotions and feelings



8. Interjections

a word used in expressing emotions and feelings



Sentence Structure

1. Globalization: a worldwide marketing strategy/ in all countries to which it sells/ whereby a firm uses the same or very similar marketing programs

Globalization means *a worldwide marketing strategy whereby a firm uses the same or very similar marketing programs in all countries to which it sells.*

2. Patent: giving inventors the sole right/ to an invention for a period of seventeen years/ a government grant of assurance

Patent is a government grant of assurance giving inventors the sole right to an invention for a period of seventeen years

Sentence Structure

3. Risk: possibility of incurring a loss/ the uncertainty of / earning a profit, or

Risk is the uncertainty of earning a profit, or possibility of incurring a loss.

4. Markup: to the cost of a product in order to reach/ an amount added/ a selling price

Markup means an amount added to the cost of a product in order to reach a selling price.

Sentence Structure

5. Brand: them from those of competitors/ a name, term, symbol or design/ that identifies the products of one seller and differentiates

Brand is a name, term, symbol or design that identifies the products of one seller and differentiates them from those of competitors.

6. Profit: deducted from the money made in sales/ the money remaining after the expenses of producing and marketing goods or services are

Profit means the money remaining after the expenses of producing and marketing goods or services are deducted from the money made in sales deducted from the money made in sales.

Sentence Structure

7. Embargo: general, or of foreign trade of specific imports or exports/ of foreign trade in/ a prohibition or suspension

Embargo is a prohibition or suspension of foreign trade in general, or of foreign trade of specific imports or exports.

8. Authority: the right to/ take the action/ necessary to accomplish an assigned task

Authority means the right to take the action necessary to accomplish an assigned task.

Sentence Structure

9. Innovation: in a new process, product, services, or other outcome/ successful development and/ application of a novel idea resulting

Innovation means successful development and application of a novel idea resulting in a new process, product, services, or other outcome.

10. Objective: general statement of a/ an organization seeks to achieve/ future result or condition

An objective is a general statement of a future result or condition an organization seeks to achieve.

Sentence Structure

11. Career: or professional pursuits that are/ a sequence of jobs/ work-related and tend to be lifelong
Career means a sequence of jobs or professional pursuits that are work-related and tend to be lifelong.

12. Price: the amount of money paid to/ of sale/ purchase a product, together with the conditions
Price means the amount of money paid to purchase a product, together with the conditions of sale.

consumerism

1. Organized-efforts by individuals, groups, and governments to help protect consumers from policies and practices that infringe consumer rights to fair business practices.

2. Doctrine that ever-increasing consumption of goods and services forms the basis of a sound economy.

3. Continual expansion of one's wants and needs for luxury goods and services.

1. Then there is the subtle art of discrediting opponents.

delicate, refined

2. The evaluation of an individual by his peer has proven to be effective in predicting future management success. *colleague, associate*

3. Creativity and innovation depend on open, informal environments where people feel free to express their views, disagree, and challenge the status quo.

present position

4. A policy is a general guideline for handling various organizational activities ranging from major investment projects to minor work schedules. *managing, organizing*

5. Performance can lead to two kinds of rewards: intrinsic and extrinsic. ***External***

6. In 1776, Adam Smith warned that the division of labor could lead to an adverse impact on workers despite its economic advantages. ***contrary, opposing***

7. From these diverse views, further discussion yielded few new insights. ***understanding, visions***

8. Scientific management also inspired an early philosophy of management. ***stimulated, encouraged***

9. Energy developments of the period also deserve mention. *be worthy of*

10. It sometimes happens, too, in the interplay of wills and forces that the few might block the many. *interact*

11. Employees with higher morale clearly have better attendance records and stay on their jobs longer than do employees with low morale. *self-esteem, spirit*

12. Communication is pervasive in all areas of organization life. *widespread, distributed*

13. E-business means delivering products and service directly to individual consumers through the Internet. *single, specific*

14. In the growth stage, sales increase rapidly and profits peak, then start to decline. *top, highest, topmost*

15. It is a healthy sign for management succession to have a number of key executives in competition with each other for the top jobs. *sequence, inheritance*

16. Spam, or *unsolicited* commercial e-mail (UCE), has become a major source of discontent with the Internet. *dissatisfaction, unhappiness*

17. A director's functions are numerous, and anyone has only to attend a routine meeting of a board to see most of these functions performed. ***diverse, many, various***

18. There are, of course, many other factors involved in the process of decision-making. ***engaged, implicated***

19. Leadership is a highly complex and elusive trait. ***indefinable, ambiguous***

20. Organizational structure is one of the tangible aspects of the organization that affects its climate. ***noticeable, perceptible, concrete***

21. This special attention resulted in the charge that the observers biased the experiment by their personal involvement, the so-called Hawthorn effect.

caused of, brought about

22. The conflicts of interest between individuals and society frequently pose ethical problems. *cause*

23. Marketing requires creativity and consumer focus because environment forces can change quickly and dramatically. *vividly, intensely*

24. The key to developing a marketing strategy is maintaining the right marketing mix that satisfies the target market and creates long-term relationship with customers. *makes, generates*

25. If rewards are satisfactory, employees will develop positive valence on future rewards.

anticipation, expectation

26. Instead of e-business changing all industry, it has had much more impact in certain industries where the cost of business and consumer transaction is very high.

business deal

27. Most labor disputes are handled through collective bargaining or through grievance procedures. ***complaint***

28. The extraordinary growth of information technology, the Internet, and e-business has generated many legal and social issues for consumers and businesses. ***exceptional, special***

29. A feature of all groups is that informal leaders emerge. *arise, occur*

30. Businesses have long tracked consumers' shopping habits with little controversy. *traced, followed*

31. According to Henry Mintzberg, communication plays a vital part in performing managerial, interpersonal, informational, and decision roles. *essential, crucial*

32. Eastern had gained profitability in early 1985 but quickly lost it by the year's end. *earned, obtained, received*

33. Sometimes the status of a position can be measured simultaneously by several standards, each of which has little relationship to the others.

at the same time, concurrently

35. There is no better way for learning small business management than by becoming an apprentice or working for a successful entrepreneur. ***trainee, novice***

36. Naturally, when two or more people pool their money and credit, it is easier to pay the rent, utilities, and other bills incurred by a business.

encountered, experienced

37. The complaints gathered in the interviews were thoroughly investigated and found generally to be irrelevant to the facts. ***unrelated, unconnected***

38. In all forms of life, from interpersonal relations to the handling of international disputes, power-over had to be reduced and obedience had to be shifted to the law of the situation. *removed, changed*

39. A rule or regulation specifies a set of behaviors that must be carried out in a certain situation.
completed, accomplished

40. Involvement, improvement, and achievement are implicit in any scheme for management by objectives, but all this must be actively stimulated by carefully planned internal publicity geared to success.
inferable, inherent

41. Cost remains the greatest handicap in competing against foreign manufacturers. *disadvantage, drawback, impediment*

42. No manager can expect his subordinates to be productive if he does not set high standards or goals for them and enforce these standards. *fruitful, prolific, efficient*

43. Stock purchase plans are another compensation benefit for executives and managers. *payment, returns, rewards*

44. Some years ago, European companies faced with labor shortages, experimented with flexible hours. *encountered, came across*

45. Having settled in which a mainframe computer. It is still wise for management to keep up to date with subsequent development. *catch up with*

46. Instead of working through wholesalers, a company decides to set up its own retail outlets. *establish, settle*

47. Harry pointed out that this approach allowed time to determine whether an economic recession. *decline. downturn*

48. Another study illustrating the effect of employee performance upon leadership behavior was conducted in the upholstery department of a furniture manufacturing company. *accomplishment, achievement*

49. The evaluation of alternatives and choosing the best alternative with the most advantages, is the most critical part. *choices, options*

50. Such maladjusted personality certainly can be found in the United States, but to find them aboard is disastrous, since their ego-centricity places their needs first and the needs of others second. *self-centered*

51. For instance, production may not be fully aware of what sales is doing, and vice versa. *conversely, in opposition*

52. Sometimes collateral evidence of job satisfaction **pinpoints** problems of productivity as motivational.

Identifies, points out

53. Management is also responsible for protecting the company's capital and arrange effective cover for all insurable risks over a wide range of **hazards**.

perils, dangers

54. Stock purchase plans are another **compensation** benefit for executives and managers

Exercise 7-1

Role conflict is **inevitable**, because the sets of expectations that relate to the roles a person has will be overlapping and **contradictory**. Managers should **be aware of** these conflicting pressures. Increasing them can result in anxiety that is often **detrimental** to performance (Carlisle, 1987, p. 339).

Inevitable = unavoidable, foreseeable, predictable

contradictory = contrary, opposing, contrast

be aware of = attentive , mindful

detrimental = harmful, damaging

Exercise 7-2

In order to **facilitate** decision-making, at top level, it has always been necessary for management to have the right kind of information at the right time. In the main, this has been collected by, and processed through, various functional departments such as those **dealing with** marketing, production, finance, and personnel. With increasing size and complexity, however, any management information system today needs to become much more total and **sophisticated** (Coventry, and Barker, 1981, p. 99).

facilitate = assist, help, ease

dealing with = engaging with, contacting with

sophisticated = refined, complicated, complex

Exercise 7-3

The behaviorist school (often called radical behaviorists) is neutral on the issue of the nature of human beings. The **advocates** of B.F. Skinner's **approach** believe that behavior is a function of the relationship between the individual and the environment. Because environmental conditions **dominate**, issues of nature-**nurture** and reason-emotion are **moot**. Changing behavior involves changing the environment, and since the environment is controllable and observable, all other considerations are insignificant (Carlisle, 1987, p. 269).

advocates = supporters, believers

approach (n) = method, procedure

approach (v) = come near

dominate = control, rule, lead

nurture = foster, raise

moot = debatable, arguable

Humanistic School

Exercise 7-4

This school **holds** human beings as growth-**oriented**, **rational**, and **capable of** complex problem-solving. It is an **uplifting** view that emphasizes providing **outlets** for creativity. If people are free, they will seek to improve themselves and **contribute to** a better society. Some of the major **figures** in this school are Abraham Maslow, Carl Rogers, and Douglas McGregor (Carlisle, 1987, p. 269).

holds = believes, trusts

oriented = focused, concentrated

rational = logical, reasonable

capable of = skilled, competent

uplifting = inspiring, elevating

outlets = channels, passages **figures = famous persons**

contribute to = donate to, conduce to, responsible for

Exercise 7-5

The Halo Effect Problem

There is a “halo effect” in the **appraisal** when the appraiser assigns the same rating to all **traits** regardless of an employee’s actual performance on these traits. The problem often occurs with employees who are especially friendly (or unfriendly) toward the supervisor. For example, the “unfriendly” employee will often be rated as unsatisfactory for all traits rather than simply for the trait “gets along well with others.” A five-or ten-minute training program, showing supervisors what to avoid, can help **alleviate** this problem (Dessler, 1977, p. 222).

appraisal = assessment, evaluation, judgment

traits = characters, qualifications

alleviate = lessen, ease, improve