

Business is Looking Up

A. Match the definitions:

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|---------------|---|
| 1. Product | a. to study or investigate |
| 2. Advertise | b. a triumph or an accomplishment |
| 3. Impaired | c. to attract or lure |
| 4. Marketing | d. to contribute money to a business |
| 5. Investment | e. activities that lead to a selling of a product |
| 6. Success | f. Something a business sells |
| 7. Tempt | g. to promote or publicize |
| 8. Research | h. decreased or reduced |

Word Pair Activity

1. Belle sells many cd's and dvd's in her store. (product/junk)
2. Sebastian doesn't do anything to let people know about his business. (advertise/hide)
3. Morrissey has trouble seeing at night. (impaired/improved)
4. Bowie was a genius at advertising, packaging, and selling his products. (marketing/hide)
5. Ringo didn't want to use any of the profits to help his business. (investment/withdrawl)
6. Mick's businesses always lost money and he had to shut them down. (success/failure)
7. Johnny always wanted to have a double scoop of ice cream when he walked by the ice cream shop. (tempt/discourage)
8. Freddie studied how other businesses operated. (research/ignorance)

True or False

1. A **product** is something a store sells. True or false?
2. A business **advertises** by not letting anyone know about them. True or false?
3. If you are seeing **impaired** you can see perfectly. True or false?
4. A business is **marketing** their products when they advertise. True or false?
5. You are a **success** when your business loses money. True or false?
6. Money that you put into a business to help it is an **investment**. True or false?
7. You are **tempted** by something that makes you want to run away. True or false?
8. You can do **research** in a library. True or false?

Complete the Sentences
(You may need to change the verb tense.)

1. Bobanna did _____ research to find out if there was any competition to his business.
2. Bridgette's party was a _____. Everyone had a wonderful time.
3. The billboards on the side of the road _____ new cars.
4. I am _____ to eat a hamburger and fries every time I pass Astro Burger.
5. Milos spent hours and hours doing _____ on the internet for his paper due next week.
6. The 99 Cent Store sells many cool and cheap _____.
7. Rockefeller made an initial _____ of \$6 million to his business.
8. Helen Keller was visually _____. She couldn't see anything.

Example/Non-Example
(Circle the example.)

Product

The store sold candles.

The store sold nothing.

Advertise

No one knew about the new store.

Everyone knew about the new store because of the fliers.

Impaired

Charlie could see perfectly.

Charlie couldn't see at all.

Marketing

Isabelle made sure that her products were the best.

Isabelle didn't care if her products were the best.

Investment

Vince used his profits to buy new equipment for his business.

Vince used his profits to buy himself fancy new clothes.

Success

Nobody loved Ciro's new restaurant.

Everyone loved Ciro's new restaurant.

Tempt

The sweet chocolate smell drove Barry crazy.

The sweet chocolate smell disgusted Barry.

Research

Harpo played video games all night.

Harpo studied all night.

Business is Looking Up
(Circle the correct definition.)

- Product
 - Something a store uses
 - Something a store invests
 - Something a store sells
- Advertise
 - To publicize
 - To hypnotize
 - To simonize
- Impaired
 - Improved
 - Decreased
 - Added
- Marketing
 - Advertise
 - Sell
 - Shop
- Investment
 - Money you give to your business
 - Money you make in your business
 - Money you spend for your business
- Success
 - A disaster
 - An analysis
 - An accomplishment
- Tempt
 - To attract
 - To repulse
 - To discourage
- Research
 - To daydream
 - To study
 - To cheat