

# Reading for the Real World 1 - Unit 12

Name \_\_\_\_\_

## I. Vocabulary: Choose the best word to fill in the blank.

1. Usually, \_\_\_\_\_ companies hire people from a variety of countries to staff their different offices.
  - a. moral
  - b. multinational
  - c. elderly
  - d. obscure
  
2. Our \_\_\_\_\_ revenues were up this year, but increased taxes hurt our net revenues.
  - a. gross
  - b. qualitative
  - c. innovative
  - d. ranked
  
3. The data from the experiment were inconsistent, so the scientists checked their \_\_\_\_\_ to make sure they followed the correct procedure.
  - a. revenue
  - b. overview
  - c. publication
  - d. methodology
  
4. While only the winner of the race will win the gold medal, all \_\_\_\_\_ will receive a nice ribbon.
  - a. analysts
  - b. entrepreneurs
  - c. bargains
  - d. entrants
  
5. Our ski trip is \_\_\_\_\_ upon there being enough snow in the mountains.
  - a. conditional
  - b. capital
  - c. charitable
  - d. secure

## II. Cloze Test

### Questions 6 - 10

The \_\_\_\_ (6) \_\_\_\_ used to compile a list of top companies depends on the type of list. Companies' sheer size is the \_\_\_\_ (7) \_\_\_\_ in many rankings. There are two types of measurements for a company's size, the first being performance in terms of sales and revenue. The second type of size measurement used in ranking is a company's market performance. This includes their market value, market share, and number of employees. Some rankings use only one of the two types of measurement as the basis for their lists; for example, the Fortune 500 is based simply on \_\_\_\_ (8) \_\_\_\_ revenue. Others, such as Forbes' World's Largest Companies, use both types.

The other major category of rankings is more \_\_\_\_ (9) \_\_\_\_\_. These lists rely on the results of surveys sent by the publishers to executives, company employees, and \_\_\_\_ (10) \_\_\_\_\_. The publishers' surveys present detailed statistical and analytical data on the companies that they rank. For example, in order to list America's Most Admired Companies, Fortune magazine surveys thousands of executives, directors, and securities analysts. They rate various firms based on certain criteria. For the most admired companies, the survey respondents were asked to select the ten companies in any industry that they admired most.

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|---|---|
| <p>6. a. entrepreneur<br/>b. overview<br/>c. publication<br/>d. methodology</p> <p>7. a. analyst<br/>b. criterion<br/>c. admission<br/>d. deposit</p> <p>8. a. gross<br/>b. charity<br/>c. sponsorship<br/>d. entrant</p> | <p>9. a. conditional<br/>b. moral<br/>c. capitalist<br/>d. qualitative</p> <p>10. a. elderly<br/>b. analysts<br/>c. market shares<br/>d. multinationals</p> |
|---|---|

## III. Reading Comprehension: Based on the reading in section II, put the information below into the correct columns.

<p><i>The Fortune 500</i> 11. Includes number of employees 12. Relies on survey results</p>	<p>13. America's Most Admired Companies 14. Uses feedback from executives, analysts, and directors 15. Sales and revenue performance</p>
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Company Rankings	
A. Quantitative	B. Qualitative
The Fortune 500	

**IV. Word Study: Choose the SYNONYM ( = ) or ANTONYM ( ↔ ) for each word.**

16. Which of the following is an antonym for *capitalism*?
- a. communism
  - b. multinationalism
  - c. charity
  - d. exoticism
17. Which of the following is a synonym for *morality*?
- a. elderly
  - b. admission
  - c. ethics
  - d. crime
18. Which of the following is a synonym for *obscure*?
- a. famous
  - b. unknown
  - c. bargain
  - d. conditional
19. Which of the following is an antonym for *qualitative*?
- a. subjective
  - b. quantitative
  - c. innovative
  - d. eager
20. Which of the following is a synonym for *overview*?
- a. publication
  - b. revenue
  - c. criteria
  - d. summary

**V. Fill in the blank with the correct word.**

bargain    sponsorship    multinational    innovative    exotic
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21. A new tablet computer for only \$100 is a really good \_\_\_\_\_.
22. That technology company is known for always introducing \_\_\_\_\_ new products to make life easier.
23. Sunni hopes to work for a \_\_\_\_\_ company, so she can visit offices in many different countries.
24. Nancy always feels sad when she sees \_\_\_\_\_ birds in cages instead of in their natural habitats around the world.
25. The bank spent more than a million dollars in \_\_\_\_\_ of young athletes last year.

1	2	3	4	5
b	a	d	d	a
6	7	8	9	10
d	b	a	d	b
11	12	13	14	15
A	B	B	B	A
a	17	18	19	20
a	c	b	b	d
21	22	23	24	25
bargain	innovative	multinational	exotic	sponsorship