

BVU practice (Units 12-22)

1. Pronunciation practice: read the words and indicate the stressed syllables

components	technical durability
to stifle competition	statutory requirements
competitive threat	strategic acquisition
criterion	niche
profitability	unwieldy conglomerate
core competencies	subsidiaries
chaebols	entry barriers
futurologist	divest non-core businesses
contingency plans	incur risks

2. Vocabulary

1. In a lean production process things must be done **r**..... **f**..... **t**..... There should be no reworking to correct defects on finished products.
2. Engineers made replacement parts for the cars by copying the shape and dimensions of the original parts, a process known as **r**..... **e**.....
3. Marrying resources and clients' needs is the big challenge facing councils, so we should embrace the **resource al**..... system.
4. They decided to start by opening just one coffee shop in Shanghai in order to test the market. In that way they wanted to **establish a f**..... in the market.
5. Changes in the computer industry happen so fast that most computer items are **o**..... within months of being purchased.
6. The result of vertical integration may be an **un**..... **congl**....., a holding company with a large number of subsidiaries, which may not be easy to manage profitably as a group.
7. A **s**..... **w**..... is a place designed to encourage the employees of large organisations to come up with original ideas. It usually consists of a small team taken out of their normal working environment and given exceptional freedom from their organisation's standard management constraints.

8. The Irish Competition Authority forbids the formation of a cartel or any other type of collusive behaviour which may i..... **competition**.
9. In order to obtain the maximum benefit from Risk Management, it needs to be implemented in a systematic and disciplined manner and as an it..... **process** (*repeated several times*).
10. If the company had entered the market earlier, it would have enjoyed f.....
m..... a.....
11. All employers are required to **take out** i..... employees becoming unwell or having an accident at work.

3. Translation

1. Als de problemen eerder waren opgedoken, dan had ons rampenplan een PR- catastrofe kunnen verhinderen.
2. SN Airlines zou ongetwijfeld de belangrijkste speler worden in België als Ryanair zich uit de markt zou terugtrekken.
3. Indien de aandeelhouders deze morgen tot een overeenkomst waren gekomen, dan zouden ze zich nu kunnen toeleggen op belangrijkere onderwerpen.

4. Write the following abbreviations in full

SWOT

TQM