## **Word Category Chart One: Business**

Words marked with an (\*) should be used in the Word Form Chart for Business.

| Basic Concepts budget buy* economics (micro and macro) demand manufacturing* marketing | profit risks sell* speculation* supply trade   |
|--|--|
|  |  |
| Finance and Money  |  |
| capital capitalism income (net and gross) bonds collateral deregulation* dividends     | interest<br>investment*<br>prime rate<br>principal<br>regulation*<br>revenue<br>stocks |
| benefits,<br>fringe benefits<br>bonus<br>commission                                    | compensation*<br>earnings<br>salaries<br>wages   |
| demand curve   | market price   |
| assets capital gain cash flow credit debt  | default<br>liabilities*<br>loans, short-term<br>and long-term                          |
|  |  |
| Accounting   |  |
| balance sheet income leases  | mortgage*<br>payable<br>receivable   |
|  |  |

| Marketing                            |               |
|--------------------------------------|---------------|
| advertising*                         | promotion*    |
| brand                                | publicity*    |
| discount stores                      | retail*       |
| distribution*                        | supermarkets  |
| media                                | trademark     |
| pricing*<br>product*                 | wholesale*    |
|                                      |               |
| Trade                                |               |
| flexible exchange                    | investment*   |
| gross national                       | quotas        |
| man durat (CNID)                     | tariffs       |
| product (GNP)<br>international trade | trade balance |

## **Types of Business Arrangements** corporation\* shareholder franchise sole proprietorship\* merger\* stock monopoly stockholder partnership\* venture Manufacturing assembly line mechanization\* inventory merchandise mass production production\* **People and Relationships** collective bargaining morale delegation\* motivation\* employee\* profit sharing employer\* shareholder entrepreneur\* staff labor stockholder labor unions strikes manager\*

| Other | Words | • |      |  |
|-------|-------|---|------|--|
|       |       |   | <br> |  |
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| NOUN | VERB | ADJECTIVE | ADVERE |
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