

WORD LIST-2 (JUN 16, 2022)

1. windfall (noun) – a lot of money that you win or get unexpectedly; bonanza, jackpot, unexpected fortune/gain.
2. infrastructure (noun) – the basic physical or organisational structure or framework that a country or organization needs in order to function properly. For a whole nation, it includes all the physical systems such as buildings, roads & railways networks, utilities, etc.
3. seemingly (adverb) - obviously, palpably, apparently.
4. immune (adjective) – resistant, not subject, not liable, unsusceptible (from the effects of something).
5. extraneous (adjective) – external, outside, extrinsic, outward; irrelevant, immaterial, inappropriate.
6. inflation (noun) – simply meaning “cost of living”; increase of price level of goods & services and vice versa decrease of currency value.
7. stress (noun) - strain, pressure, tension, worry.
8. grapple with (verb) - deal with, copy with, handle/manage.
9. pandemic (noun) – the worldwide spread of a new disease; The illness spreads around the world and typically affects a large number of people across a wide area.
10. die down (phrasal verb) – to become less active; to become less powerful.
11. have a bearing on (phrase) – have a relevance, relation or connection to something; have an influence, impact or effect on something.
12. robust (adjective) – strong, powerful.
13. underpinning (noun) – solid base, main support, foundation, basis.
14. league (noun) – championship, competition, contest.
15. flavour (noun) – character, quality, feeling, ambience.
16. top dollar (noun) – a very high price.
17. yield (noun) – profit, gain, return, reward, revenue, dividend, proceeds, receipts.
18. auction (noun) – the process of determining the selling/buying price of something through a competitive bidding process; bidding.
19. term (noun) – period, time, spell, stint.
20. last (verb) - continue, go on, carry on, keep going, proceed, be prolonged.
21. reiterate (verb) – repeat, say again, restate.

Note:

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22. **monetary** (adjective) - financial.
23. **brand equity** (noun) – brand value; that value is determined by consumer/audience perception of and experiences with the brand/person. If people think highly of a brand/person, it (or she/he) has positive brand equity.
24. **incremental** (adjective) – gradual, step-by-step.
25. **inception** (noun) – setting up, origination, establishment, institution, foundation/formation.
26. **logistical** (adjective) – relating to organization and planning of something.
27. **such as** (phrase) - for instance, e.g., to give an example, for example.
28. **rumblings** (noun) – early signs (of dissatisfaction/anger) that show people are starting to become annoyed/unhappy or a problematic situation is developing.
29. **spot-fixing** (noun) - a mutually-agreed arrangement between a cricketer and a bookie whereby a cricketer has to perform on the field based on the betting placed by the bookie.
30. **spread betting** (noun) - bets are placed against a spread and not on fixed odds. This means that the more your bet beats the spread, the more you can win.
31. **resilience** (noun) – the ability to bounce back quickly from difficulties; strength of character, strength, toughness.
32. **march** (verb) – move forward, advance, progress.
33. **march to your own beat/march to the beat of your own drum** (phrase)
- If you march to the beat of your own drum, you do things the way you want without taking others into consideration.
34. **hype master** (adjective) - a person who has mastered the art of motivating people to be excited for something that is normally lacking.
35. **buzz** (noun) – rumour, gossip, story, report, whisper, speculation.
36. **high pitch** (noun) - (high) level, intensity, point, degree.
37. **generous** (adjective) – huge, great, ample; warm-hearted, good-natured.
38. **hat-tip** (noun) – thanks, gratitude, appreciation, commendation, praise, credit.

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39. **garner** (verb) – gather, collect, accumulate.
40. **cycle** (noun) – series.
41. **thanks to** (phrase) – as a result of, owing to, due to, because of.
42. **bid** (noun) – offer, tender, proposal.
43. **target rating point (TRP)** (noun) – The TRP or Target Rating Point is the metric used by the marketing and advertising agencies to evaluate this viewership. (TRP or Television Rating Point is the tool to judge which programmes are watched the most and to index the viewers' choices).
44. **sheen** (noun) – glimmer, shininess, lustre (of something); distinction, eminence, pre-eminence, notability, fame, popularity.
45. **considering** (preposition) - given, taking into account, bearing in mind.
46. **buck** (noun) - a rupee.
47. **reap** (verb) – receive, obtain, get, acquire, secure, bring in.
48. **lean on** (phrasal verb) - depend on, be dependent on, rely on, count on.
49. **segregation** (noun) - separation, setting apart, disconnection, keeping apart.
50. **pointer** (noun) – indication, hint, signal, suggestion.
51. **prominence** (noun) – importance, significance.
52. **shell out** (phrasal verb) – pay out, spend, expend.
53. **prevail** (verb) – win, triumph, be victorious, succeed, prove superior, conquer.
54. **booty** (noun) - gains, profits, takings.
55. **flush with** (adjective) – well supplied with, replete with, overflowing with, loaded with, overloaded with.
56. **reflexive** (adjective) – instinctive, automatic, spontaneous, impulsive, unthinking, unpremeditated, unintentional.
57. **kindness** (noun) - kind-heartedness, goodwill, consideration.
58. **come under** (phrasal verb) – be subject to.
59. **slot** (noun) – place, position.
60. **coffers** (noun) – funds, reserves/resources, treasury/exchequer.
61. **span** (verb) - extend over, last, stretch across, spread over, comprise.

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