# 67 Compound nouns

## What is a compound noun?

A compound noun is formed from two nouns, or an adjective and a noun. Here are some examples:

#### Group A

bank account

credit card

distribution channel

insurance company

Group B

fast food human resources private sector mobile phone

Group C

baby-sitter brother-in-law

dry-cleaning editor-in-chief

Group D

database email

sunglasses timetable

You can see that there are four ways to form a compound noun. The compound nouns in group A have two nouns written as separate words. Those in group B are formed by an adjective and a noun. Those in group C are two words joined by a hyphen. Those in group D are single words made of two parts. There are no definite rules about how to write a compound noun, and if in doubt, you should check in a good, modern dictionary. Note that the form can change over time – for example when email first started it was written as 'e-mail'.

The most common form is two separate nouns, and the following examples all have this form.

# Compound nouns for key business words

#### advertising

advertising agency advertising budget advertising campaign advertising slogan

business

business card business contact business deal business interests business lunch business objectives business opportunities business partner business relationship

costs

labour costs

production costs

## business trip

### customer

customer care customer complaints customer enquiries customer loyalty customer needs customer profile customer requirements customer satisfaction customer service(s) customer support

market

market forces market leader market price market position market research market sector market share market survey market trends market value

price

price cut
price list
price range
price reduction

price rise cost price retail price wholesale price

product

product design product development product features product launch product line product range product specifications product quality

production

production capacity production costs production level production line production plan production plant production problems production process production target production volume

sales

sales consultant sales figures sales forecast sales manager sales performance sales presentation sales rep (representative) sales report sales target

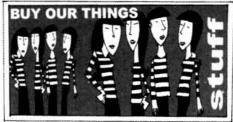
sales team sales technique sales volume

Examples

This market research indicates some interesting new business opportunities.

Our competitor is making **price cuts** across their whole **product range**.

This production plan is based on last year's sales figures.



The advertising campaign is targeted at people with a very specific customer profile.



Exercises 67 COMPOUND NOUNS

67.1 Match each word on the left with two words on the right to make compound nouns. Several matches may be possible, but find a solution that uses each word on the right once only. Draw lines to connect the words.

ords. agency

capacity

deal

1 advertising enquiries 2 business launch

3 customer leader

4 market objectives 5 product plant

6 production range

service(s) share

slogan

## 67.2 Complete the sentences with a compound noun from Exercise 67.1.

1	L'Oréal have a very well-known _	
	'Because we're worth it'.	
2	Google is the	in online search.

2 Google is the \_\_\_\_\_ in online search3 The assembly plant is designed to produce 200

vehicles a day, but we're running at just 60% of the right now.

4 We have just negotiated a very good

with a new customer in Turkey.

5 The staff who deal with by phone or email are the first point of contact between a customer and the company.

6 Sony have a \_\_\_\_\_\_ that includes TVs and home cinema, computers, games consoles, camcorders and cameras.

67.3 Find the one word in italics that does not make a common compound noun with the word on the right. Write it in the answer box to the right. Not all words are in the notes.

1	advertising / <del>business</del> / sales	campaign
2	advertising / price / production	costs
3	business / cost / market	price
4	market/price/product	range
5	business / customer / production	relationship
6	product / production / sales	target

# 67.4 Complete the sentences with a compound noun from Exercise 67.3.

1 We're promoting the new line with magazine advertising, street posters and special discounts. It's the biggest we've ever done.

We could set up the new factory in Vietnam. are cheaper than in China.

3 It was impossible to get a discount. We had to pay the full

4 This year Nokia's shares have traded between €7 and €12. That's a very wide \_\_\_\_\_\_.

5 They have been our main supplier of raw materials for over ten years. We have a long \_\_\_\_\_\_.

6 I'll get an end-of-year bonus of 20% if I meet my

#### 67.5 Answer the questions below. Tick the correct box.

- 1 Is an 'advertising budget' ...?
  - a) an amount of money
  - b) a plan for how to spend the money
  - c) either, depending on the context
- 2 Is an 'objective' ...?
  - a) something you say to show that you disagree
  - b) an aim that you want to achieve
- 3 Find 'customer needs' on the page opposite. Which other compound noun in the same section has the same meaning but is more formal? ANSWER:
- 4 Find 'market research' on the page opposite. Which other compound noun in the same section is one way of doing this research (by asking questions)?
- 5 Fill in the missing letters in this definition: market share is the per\_\_\_\_age of total sales in a market that a company or product has.
- 6 Is the 'wholesale price' ...?
  - a) the basic cost of producing the product
  - b) the price that the customer pays after a discount
  - c) the price paid by a retailer (who will then sell again to the end-user)
- 7 Put these three stages into the order in which they happen: product development, product launch, product design.
- 8 Match each of these compound nouns with its correct definition below: product features, product specifications.
  - a) important and interesting things that will be the main selling points of the product
  - b) exact measurements or a detailed plan about how a product should be made
- 9 Is a production plant ...?
  - a) a living thing with leaves and roots
  - b) a large factory
- 10 Is a sales forecast ...?
  - a) a report describing past sales
  - b) a prediction of future sales