

70 Word partners (collocation) II

This unit continues the list of verb + noun collocations from Unit 69.

Collocations for key business words

market

Somebody or something can ... the market.

<i>analyze / research</i>	<i>corner</i>
<i>be driven out of</i>	<i>flood</i>
<i>break into / enter</i>	<i>take over</i>
<i>come onto</i>	<i>withdraw from</i>

And the market can ...

<i>be booming</i>	<i>disappear / dry up</i>
<i>be vulnerable to ...</i>	<i>grow</i>
<i>decline</i>	<i>shrink</i>

order

Somebody or something can ... an order.

<i>authorize</i>	<i>get / receive</i>
<i>call about</i>	<i>make / place / put in</i>
<i>cancel</i>	<i>process</i>
<i>confirm</i>	<i>ship</i>

And an order can ...

<i>be delayed</i>	<i>come in</i>
<i>be late</i>	<i>go out</i>

price

Somebody or something can ... a price/prices.

<i>agree on / agree to</i>	<i>guarantee</i>
<i>bring down / cut / lower</i>	<i>hold down</i>
<i>charge</i>	<i>increase / put up / raise</i>
<i>establish / fix / set</i>	<i>push down</i>
<i>give / quote</i>	<i>push up</i>

And prices can ...

<i>be tied to ...</i>	<i>fluctuate / vary</i>
<i>go up / rise</i>	<i>range from ... to ...</i>
<i>go down / fall / drop</i>	<i>start at ...</i>

product

Somebody or something can ... a product.

<i>advertise / promote</i>	<i>launch / roll out</i>
<i>customize</i>	<i>make / manufacture</i>
<i>design / develop</i>	<i>market</i>
<i>discontinue</i>	<i>modify</i>
<i>distribute</i>	<i>sell</i>
<i>export / import</i>	<i>sell out of</i>
<i>improve / upgrade</i>	<i>test</i>

And a product can ...

<i>be in / out of stock</i>	<i>sell out</i>
<i>sell badly</i>	<i>sell well</i>

production

Somebody or something can ... production.

<i>be in</i>	<i>go into / start</i>
<i>cut / cut back</i>	<i>increase / step up</i>
<i>delay / hold up</i>	<i>speed up</i>
<i>disrupt / interrupt</i>	<i>transfer</i>

sales

Somebody or something can ... sales.

<i>affect</i>	<i>increase / boost</i>
<i>generate</i>	<i>push up</i>
<i>hit</i>	<i>win / lose</i>

And sales can ...

<i>account for ...</i>	<i>go up / increase / rise</i>
<i>be down / up</i>	<i>grow</i>
<i>exceed ...</i>	<i>improve / recover</i>
<i>go down / drop / fall</i>	<i>reach ...</i>

staff

Somebody or something can ... staff.

<i>appoint</i>	<i>have / employ</i>
<i>be in charge of</i>	<i>hire / recruit / take on</i>
<i>be responsible for</i>	<i>lose</i>
<i>develop / train</i>	<i>motivate</i>
<i>fire / lay off / dismiss</i>	<i>supervise</i>

The sentences below show some of these collocations in use, and others not mentioned above.

They own the patent and it's a very specialized product area – basically they've **cornered the market**.

It's very difficult to **do business** over there – I think we'll have to **withdraw from the market**.

The **stock market is vulnerable to** an increase in **interest rates**.

A large **order** has just **come in** from Poland.

We're trying to **hold down prices** as long as we can.

Our **prices range from** €100 to €250 per piece.

We'll be **launching the product** in France and **rolling it out** across the rest of Europe later.

The cold weather has **hit sales** of **summer clothes**.

The new promotion has really **boosted sales**.

North American **sales account for** 40% of the total.

Sales figures have **exceeded our expectations**.

We need to **appoint** a new **Training Manager**.

I'm **in charge of a team** of eight people.

We had to **lay off** a lot of **employees** in the last recession.

Exercises

70 WORD PARTNERS (COLLOCATION) II

70.1 Match two words on the left with each word on the right to make verb + noun collocations. Find a solution that uses each word on the left once only.

- | | |
|---------------|------------|
| 1 come onto | |
| 2 customize | |
| 3 disrupt | a product |
| 4 employ | production |
| 5 lay off | the market |
| 6 put in | staff |
| 7 sell out of | an order |
| 8 ship | |
| 9 start | |
| 10 take over | |

70.2 Complete the sentences with a verb + noun collocation from Exercise 70.1.

- If the recession continues, we will have no alternative. We'll have to _____.
- This is just the prototype. I expect the final version will actually _____ in the spring of next year.
- We can't _____ until we've set up all the machines. The factory manager says it will take a day to do that.
- The plasma TVs are selling very well in all our stores – I _____ for another 50 last week.
- In this catalogue you can see our full range of small gift items. We can easily _____ – for example we can put your company logo on any item.

70.3 In each group find the word in italics that does NOT make a common verb + noun collocation. Write it in the answer box.

- | | |
|---|------------|
| 1 <i>analyze</i> / <i>break into</i> / <i>export</i> / <i>flood</i> | the market |
| 2 <i>cancel</i> / <i>confirm</i> / <i>develop</i> / <i>process</i> | an order |
| 3 <i>agree on</i> / <i>charge</i> / <i>set</i> / <i>win</i> | a price |
| 4 <i>design</i> / <i>employ</i> / <i>roll out</i> / <i>upgrade</i> | a product |
| 5 <i>distribute</i> / <i>generate</i> / <i>hit</i> / <i>push up</i> | sales |

70.4 Complete the sentences with a verb in italics from Exercise 70.3

- Cheap imported goods are _____ ing the market.
- My screen shows your order is being _____ ed right now. It should leave our warehouse within the next few days.
- No, I can't give you a special discount. We have to _____ our customers the market price or we'd go out of business.
- We'll _____ the new software over the summer – first in the States and then in Europe and Asia.
- Our main competitor has much better distribution in our key market. I'm sure it's going to _____ our sales.

70.5 Look at the words spoken by speaker A.

Find the correct word in *italics* spoken by speaker B and write it in the answer box.

- A: The market for this product is becoming smaller and smaller.
B: Yes, it certainly is *booming / shrinking*.
- A: Two years ago this product was flying off the shelves; now we sell maybe one a month.
B: Yes, the market really has *dried up / grown*.
- A: Have you shipped the order yet?
B: Yes, it *came in / went out* yesterday.
- A: You export most of your production. Is there an exchange rate risk in your business?
B: Absolutely. Our prices in foreign markets *are tied to / range from* the value of the euro against the local currency.
- A: We're beginning to see signs of inflation in the economy.
B: Yes, prices are beginning to *raise / rise*.
- A: My friend told me about the new range of Prada shoes. I can't see them in the store.
B: I'm sorry, they've completely *sold out / sold well*. We're expecting some more next week.
- A: How are sales doing?
B: Very well. We've already *grown / reached* our year-end target of €80,000.
- A: Do you do well in Latin America?
B: Oh yes, sales in Brazil *account for / improve* something like 10% of our total revenue.

70.6 Fill in the missing letters.

- In the US it's easier to find a job, but easier to lose it. It's a 'h _ _ _' and 'f _ _ _' culture.
- There's been a delay with some key components and it will h _ _ up production. When they arrive we'll have to sp _ _ up everything to recover the lost time.

70.7 Write one of these words in each space to make adjective + noun collocations: *market, order, price, product, production, staff*.

- | | | | |
|----------------|---------|--------------|---------|
| attractive | 1 _____ | best-selling | 4 _____ |
| average | | finished | |
| cost | | high-quality | |
| retail | | household | |
| administrative | 2 _____ | competitive | 5 _____ |
| full-time | | domestic | |
| temporary | | specialist | |
| well-qualified | | worldwide | |
| initial | 3 _____ | annual | 6 _____ |
| repeat | | full | |
| outstanding | | mass | |
| urgent | | small-scale | |