

M 2

Understanding: Business words

Here are some business words from the film sequence.

1	sales proceeds	L	Einkommensquelle
2	real estate business	P	Alleinverkaufsrecht (Vertriebsf.)
3	income	B	Umsatzerlöse
4	empire	S	gleichbleibende Qualität
5	disposable packaging	P	Ideen verbreiten
6	assembly line	E	Fertigungsstraße
7	cross-country	N	Einwegverpackung
8	maintaining quality	I	Reich, Imperium
9	(to) spread ideas	E	Franchisenehmer (Lizenznehmer)
10	(to) expand	O	bedienen, funktionieren
11	(to) operate	S	Einkommen, Ertrag
12	franchise	S	international, länderübergreifend
13	revenue	E	erweitern, ausweiten
14	franchisee	U	Immobilienhandel

Tasks

1. Match the English expressions in the table with their German translation. Fill in the solution:

1	2	3	4	5	6	7	8	9	10	11	12	13	14

2. Work in a group of three and discuss the following questions. Think on your own first.
What is McDonald's for you? What is good/bad about the company? Discuss in your group and summarise your ideas in the table below.

Good aspects	Bad aspects