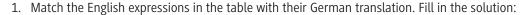
M 2 Understanding: Business words

Here are some business words from the film sequence.

1	sales proceeds	L	Einkommensquelle
2	real estate business	Р	Alleinverkaufsrecht (Vertriebsf.)
3	income	В	Umsatzerlöse
4	empire	S	gleichbleibende Qualität
5	disposable packaging	Р	Ideen verbreiten
6	assembly line	Е	Fertigungsstraße
7	cross-country	N	Einwegverpackung
8	maintaining quality	I	Reich, Imperium
9	(to) spread ideas	Е	Franchisenehmer (Lizenznehmer)
10	(to) expand	0	bedienen, funktionieren
11	(to) operate	S	Einkommen, Ertrag
12	franchise	S	international, länderübergreifend
13	revenue	Е	erweitern, ausweiten
14	franchisee	U	Immobilienhandel

Tasks



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



