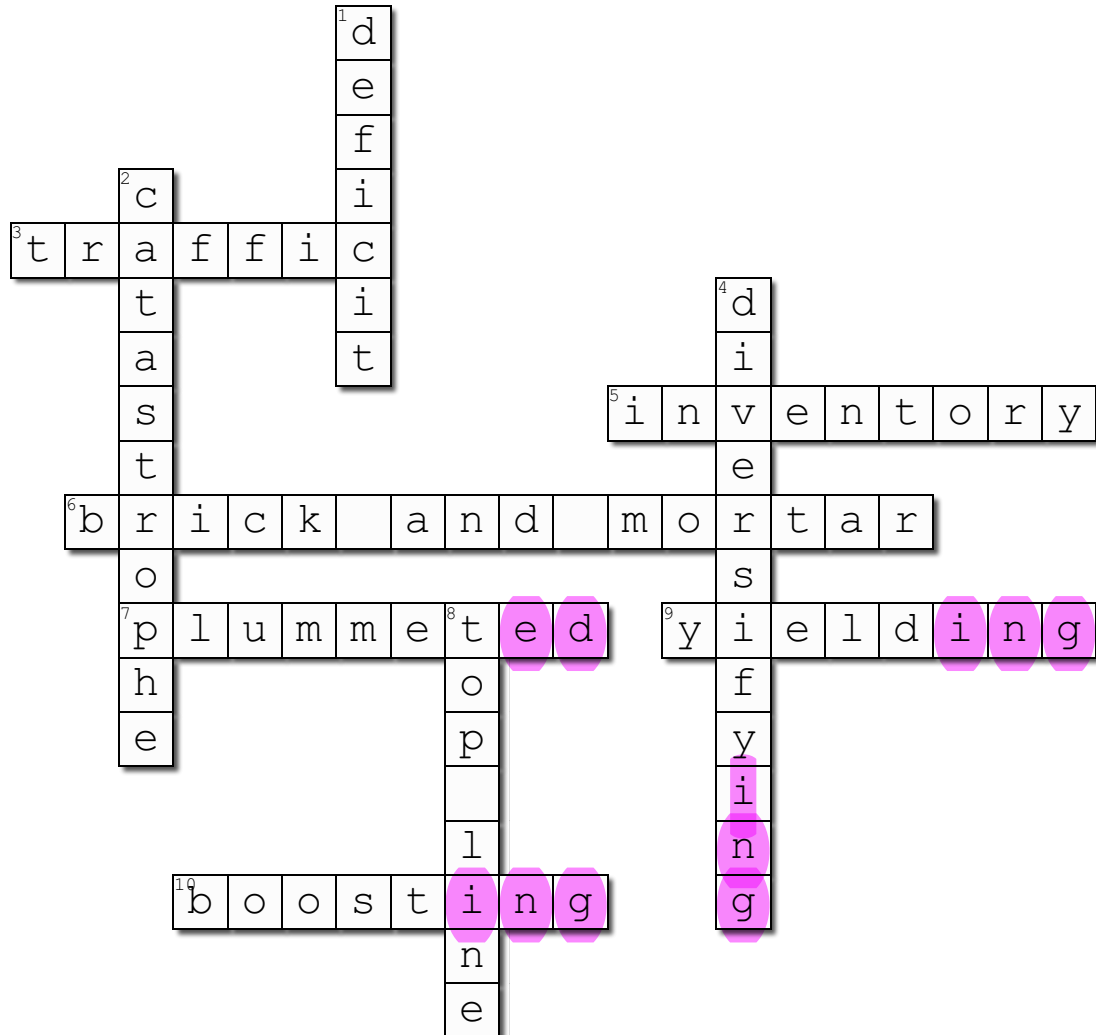


Names: _____

Unit 8 Vocabulary Builder

Complete each clue sentence with a word from the Choice List below. **If need be, change the grammatical features of your choice so it fits correctly in the English sentence.** Each question is worth 10%. Only half the credit will be given to a correct choice however with an error. Each choice will be either best used once or not used at all.

Choice List: collectible / diversify / bar graph / yield / brick and mortar / back in the black / plummet / traffic / catastrophe / top line / inventory / low-key / commemorate / cut costs / deficit / boost / dip in profits / alarming.



Created using the Crossword Maker on TheTeachersCorner.net

Across

3. We can give you advice on how to improve your site _____ and generate sales. (the number of visits to a particular website) **(traffic)**
5. About half of the shop's _____ was damaged in the tornado. (the amount of goods a store/company has for sale at a particular time) **(inventory)**
6. Online retailers try to lure customers away from their _____ competitors. (existing as a physical building, especially a shop, rather than doing business only on the Internet) **(brick and mortar)**
7. House prices have _____ in recent months. (fell very quickly and suddenly) **(plummeted)**
9. Some mutual funds are currently _____ 15% on new money invested. (producing a profit) **(yielding)**
10. The lower exchange rate is already _____ exports. (increasing or improving) **(boosting)**

Down

1. The theater has been operating at a _____ of over \$150,000 a year. (the amount by which money spent is more than money received) **(deficit)**
2. A chemical plant leak could cause an environmental _____. (a sudden event that causes great suffering or destruction) **(catastrophe)**
4. Farmers are increasingly _____ into other activities to supplement their incomes. (starting to produce a range of different types of products or services, in order to succeed in more markets or reduce risks) **(diversifying)**
8. The _____ normally includes gross revenues before any deduction of costs or expenses. (a company's gross sales or revenues) **(top line)**