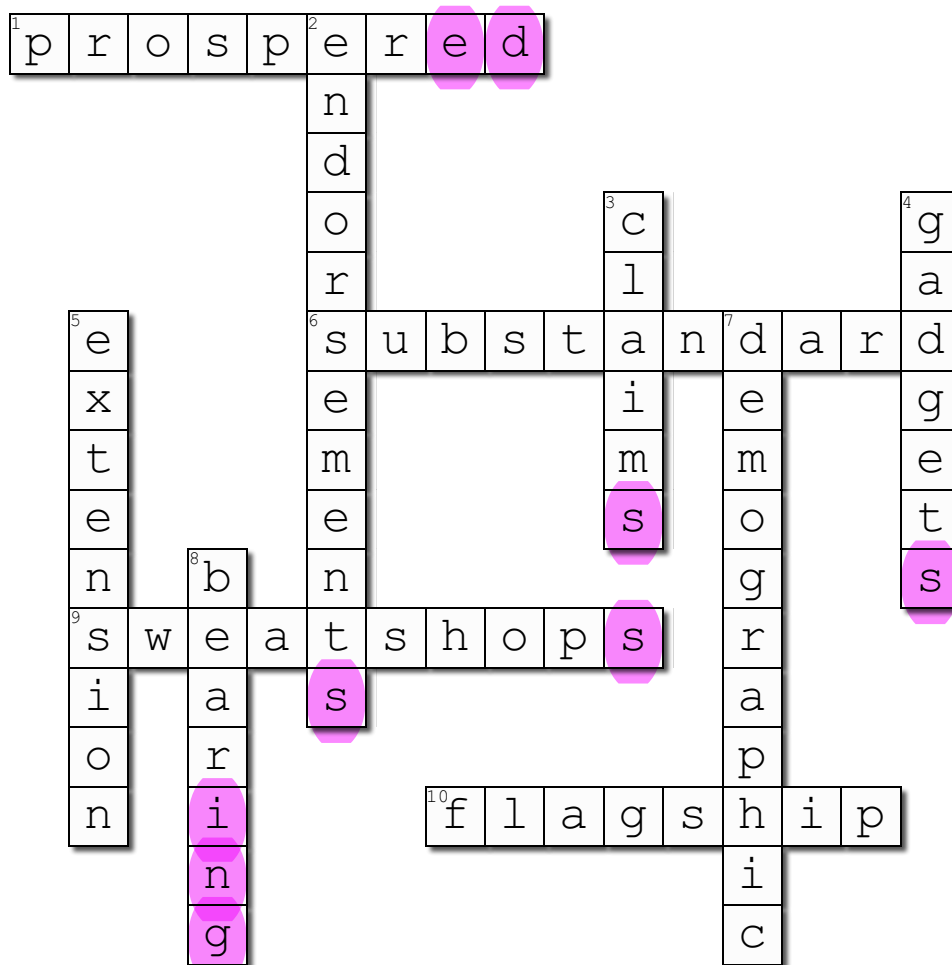


Names: \_\_\_\_\_

## Unit 2 Vocabulary Builder

Complete each clue sentences with a word/term/phrase from the Choice List given below. If necessary, 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: option / extension / revenue / gear / demographic / impose / sweatshop / in terms of / bear / partake / line / endorsement / prosper / flagship / offensive / gadget / claim / substandard / raise / boardroom.



Created using the Crossword Maker on TheTeachersCorner.net

### Across

1. Lots of microchip manufacturing companies \_\_\_\_\_ at that time. (became successful, especially financially) (**prospered**)
6. Residents in general are poor and undereducated, and live in \_\_\_\_\_ housing. (not as good as the average, and not acceptable) (**substandard**)
9. Nike has been accused of having its shoes manufactured in \_\_\_\_\_. (factories where workers are paid very little and work many hours in very bad conditions) (**sweatshops**)
10. The Super Truck 2000 is our \_\_\_\_\_ product this year. (most important; best) (**flagship**)

### Down

2. Some athletes get contracts for product \_\_\_\_\_ worth millions of dollars. (public statements, esp. by someone who is famous, that the person uses or likes a particular product) (**endorsements**)
3. The court rejected his \_\_\_\_\_ that he was denied a promotion due to discrimination. (statements that something is true or is a fact, although other people might not believe it) (**claims**)
4. With competition heating up, the latest \_\_\_\_\_ have added features to set them apart from the competition. (small machines or pieces of electronic equipment with a particular purpose) (**gadgets**)
5. He first entered Britain on a six-month visa, and was given a further \_\_\_\_\_ of six months. (an extra period of time for which something lasts or is valid, usually as a result of official permission) (**extension**)
7. Marketing to baby boomers is not easy; but in order to be successful, you must reach this \_\_\_\_\_. (a group of people, for example, customers, who are similar in age, social class, etc.) (**demographic**)
8. In 1972 Blue Ribbon Sports launched its own line of shoes, \_\_\_\_\_ a new logo. (having) (**bearing**)