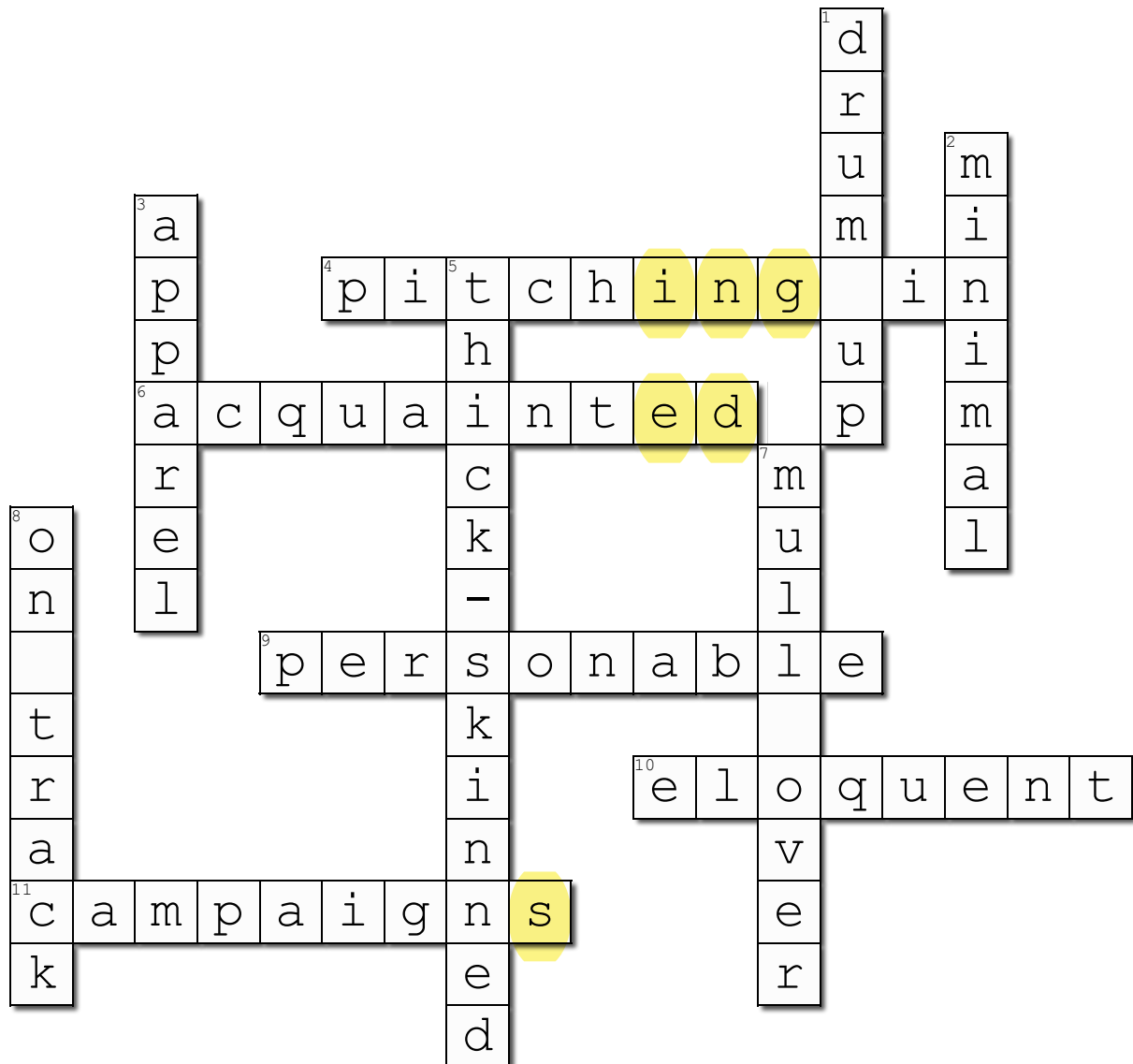


## Unit 1 Vocabulary Builder

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. **The Choice List:** viral marketing / mull over / minimal / pitch in / on track / personable / eloquent / campaign / compensation / acquaint / drum up / supervision / apparel / thick-skinned / backlash.



Created using the Crossword Maker on TheTeachersCorner.net

### Across

4. We're all \_\_\_\_\_ to buy George a retirement gift.(contributing) **(pitching in)**
6. I \_\_\_\_\_ him with the facts of the case that day. (made someone familiar with something) **(acquainted)**
9. She is intelligent, hard-working, and \_\_\_\_\_. (having a pleasant appearance and character) **(personable)**
10. When required, he could be an \_\_\_\_\_ speaker, but preferred talking to small groups. (expressing opinions clearly and well) **(eloquent)**
11. The best marketing \_\_\_\_\_ don't just advertise a product or build brand awareness with powerful messages; they also inspire change. (planned groups of activities for a purpose) **(campaigns)**

### Down

1. Retailers are trying to \_\_\_\_\_ sales with price cuts. (to try to increase business activity or get support for something) **(drum up)**
2. The service will be provided for free, or at \_\_\_\_\_ cost. (very small in amount) **(minimal)**
3. The store specializes in plus-size \_\_\_\_\_. (clothes) **(apparel)**
5. He is \_\_\_\_\_ and never cares what others say. (not easily hurt by criticism) **(thick-skinned)**
7. They'll need time to \_\_\_\_\_ the proposals. (think carefully about something for a long time) **(mull over)**
8. We were behind schedule on this job, but we're back \_\_\_\_\_ now. (achieving or doing what is necessary or expected in a way that is likely to result in success) **(on track)**