

# Business English Vocabulary

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# Vocabulary: (Advertising)

Word Part of speech	Meaning
1. <b>advertisement</b>	item of publicity for a product or service, in magazine
2. <b>benefit</b>	advantage of a product or service, usually derived from its features
3. <b>commercial</b>	paid advertisement on radio or TV
4. <b>poster</b>	large sheet of paper, usually illustrated, used as advertisement
5. <b>target</b>	objective; what one is aiming at - target audience

# Vocabulary: (Banking)

Word Part of speech	Meaning
<b>6. balance</b>	the difference between credits and debits in an account.
<b>7. branch</b>	local office or bureau of a bank.
<b>8. check</b>	written order to a bank to pay the stated sum from one's account; cheque
<b>9. credit</b>	money in a bank a/c; sum added to a bank a/c; money lent by a bank
<b>10. debit</b>	a sum deducted from a bank account, as for a cheque
<b>11. loan</b>	money lent by a bank etc and that must be repaid with interest

# Vocabulary: (Company Structure)

Word Part of speech	Meaning
<b>12. board of directors</b>	group of people chosen to establish policy for and control a company
<b>13. chairman</b>	person who heads a Board of Directors; head of a company; chairperson
<b>14. director</b>	a member of the board of directors
<b>15. organization chart</b>	a table or plan showing a company's structure graphically
<b>16. vice president</b>	any of several executive officers, each responsible for a separate division

## Vocabulary: (Contracts)

Word Part of speech	Meaning
17. agreement	an arrangement between two or more people, countries etc; contract
18. condition	anything necessary before the performance of something else

## Vocabulary: (Employment)

Word Part of speech	Meaning
19. dismiss	to remove or discharge from employment; to sack [colloq.]; to fire
20. interview	an oral examination of an applicant for a job - also
21. salary	a fixed, regular payment, usually monthly, made by employer to employee

# Vocabulary: (Import-Export)

Word Part of speech	Meaning
22. bill of lading	list of goods and shipping instructions; waybill
23. certificate of origin	a document that shows where goods come from
24. letter of credit	a letter from a bank authorising a person to draw money from another bank
25. ship	to send or transport by land, sea or air - <i>also n.</i> <b>shipment</b>

## Vocabulary: (Insurance)

Word Part of speech	Meaning
26. claim	an application for payment under an insurance policy - <b>to make a claim</b>
27. policy	a contract of insurance.
28. risk	1 chance or possibility of injury, loss etc 2 person or thing causing risk

## Vocabulary: (Marketing)

Word Part of speech	Meaning
29. consumer	the person who buys and uses a product or service - <b>to consume v.</b>
30. cost	to estimate the price of making a product
31. product	something made to be sold
32. S.W.O.T	Strength, Weaknesses, Opportunities, Threats

# Vocabulary: (Meetings)

<b>Word</b> <b>Part of speech</b>	<b>Meaning</b>
<b>33. agenda</b>	a written programme or schedule for a meeting
<b>34. casting vote</b>	a deciding vote
<b>35. conference</b>	formal meeting for discussion, esp. a regular one held by an organisation
<b>36. minutes</b>	a written record of everything said at a meeting
<b>37. proxy vote</b>	a vote cast by one person for or in place of another



# Vocabulary: (Money)

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Word Part of speech	Meaning
38. A.T.M.	Automated Teller Machine
39. coin	a piece of metal money
40. invest	to put money for profit into business, land

# Vocabulary: (Presentations)

Word Part of speech	Meaning
41. pointer	device (rod or electric torch etc) for indicating things on a map, screen
42. visual aids	things that one can look at in a presentation [eg: films, maps, charts

## Vocabulary: (Selling)

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43. buyer.	1 any person who buys anything 2 a person employed by a firm to buy
44. deal	a business transaction
45. discount	a reduction in the price; a deduction

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