

Business English Communication
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Lecture - 06
Vocabulary

Welcome friends. So after reading we are going to move onto another important module that is Vocabulary. So, welcome back to this session and for the next couple of hours we are going to discuss business English vocabulary. We will be learning about various aspects of business English and its vocabulary including useful phrases, idioms and terms used in all areas of businesses including for spoken and written communication, and also for informal or semi formal kinds of situations and conversations.

The objectives of this module that is based on vocabulary would be to get an overview of words and phrases used or commonly used in the business world [FL] vocabulary. So, idioms and phrases as well as commonly used expressions. We will also discuss how to converse easily about topics that are relevant in a global workplace. This you remember is one of the prime objectives of this course that we have to know that kind of vocabulary that we should be able to use those kinds of expressions and words that are relevant in a global work space or workplace; so not just in our local surroundings or situations, but also in global workplace.

So, please remember that in this era of globalization, we have to expand our horizons. Therefore, we need this kind of vocabulary we are also going to look at various synonyms antonyms and abbreviations overall understand different types of vocabulary in business situations some important. Or rather let me put it in another way; some very commonly used kinds of expressions or a situations are those which are given here vocabulary used for advertisements abbreviations popular acronyms.

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We will also look at the spoken kind of vocabulary; vocabulary that you can use for your everyday presentation interviews semi formal and formal conversation and discussion. So, that is also we are going to look at interviews of course, in writing seeking information writing memos writing the various kinds of letters. So, those are the kinds of situations that required specific kind of vocabulary [FL].

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So, in today's class I would be talking about some of the useful and commonly used words I will give you a list, but that is not exhaustive or definitive as always I have to put a clincher here or disclaimer rather here abbreviation and then contract markers.

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Abbreviations and popular acronyms

In the business world, one will encounter several abbreviations and acronyms. Take a look at the following words:

A/c/acct - account	APR - annual percentage rate	CPA - certified public account	I.e.- In other words
LLC - Limited Liability Company	Mo. - month	PO - Purchase order	ROI - return on investment
SWOT - Strengths, weaknesses, opportunities, threats	TBD - to be determined	N/A - not applicable	ETA - estimated time of arrival

So, this is going to be the focus today look at the slide here abbreviations and popular acronyms please look at the slide here several abbreviations and acronyms are used in the world of business account limited liability company strengths weaknesses opportunities threats annual percentage rate month to be determined certified public account purchase order not applicable. In other words return on investment estimated time of arrival these are very commonly used acronyms this is. But please stay for one this is not the only, these are not the only acronyms that you are going to use there are so many; please read.

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Match the following abbreviations and acronyms to their meanings

1. IPO	A. Certified Public Account
2. Inc	B. Memorandum
3. CPA	C. Return on investment
4. Memo	D. Initial Public offer
5. GDP	E. Gross Domestic Product
6. ROI	F. Incorporated

And read more that is the only way you are going to. So, one advise that I keep giving my students is that in order to write and speak in a better way you have to read more also expose yourself to programs that are in English language. Now look at this exercise look at the slide match the following abbreviations and acronyms to their meanings for to their extended forms IPO I NAD C CPA Memo GDP are ROI certified public accountant memorandum return on investment initial public offer gross domestic product and incorporated please take a moment here are your answers 1 D initial public offer IPO.

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Answers

- 1 – D: Initial Public offer
- 2 – F-Incorporated
- 3 – A-Certified Public Account
- 4 – B-Memorandum
- 5 – E-Gross Domestic Product
- 6 – C-Return on Investment

2 F inc is incorporated 3 certified public account A. So, 4 B memorandum C 5 E gross or gross domestic product and 6 C return on investment business English depends a lot on your knowledge of acronyms and abbreviations let us move on and look at this slide.

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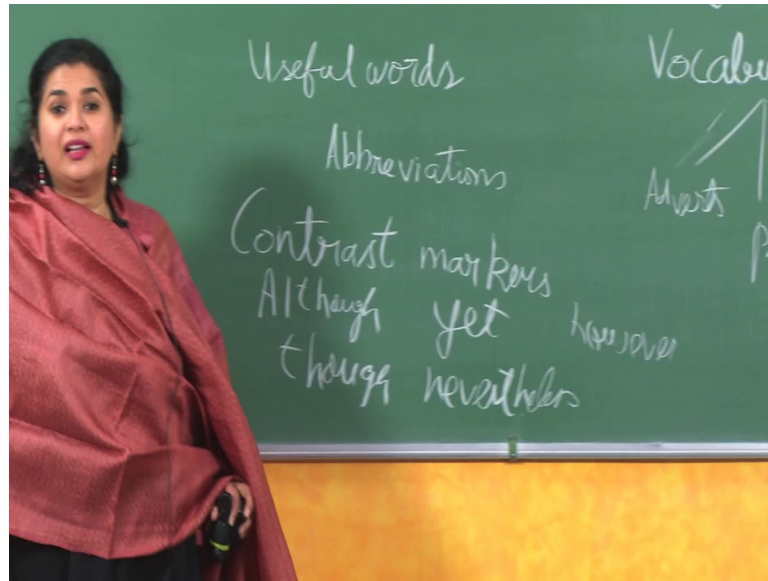


This is a list of frequently used words in business communication. Please look at it look at the words this is not exhaustive these are not the only words that you would ever need, but these words are very common organize guidance; guidance [FL] expand [FL] clause competitor.

Dress code [FL] dress code could be semi formal or formal leadership this is an important term teamwork trademark consensus [FL] mutual consensus agreement agenda is strategy estimate [FL]. So, estimate is to guess investment; investment is to put your capital into something else [FL]; responsibility [FL].

So, the kind of work you are supposed to do or expected to do and guarantee of course. So, these are some of the very frequently used words in business and communication, but this is not only, but there would be much more if you want to learn more about or expand your vocabulary you have to read more particularly the business section of newspapers or some good business magazines also now talking about contrast marker what are contrast marker some of the words such as; however, although tough while.

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So, this is a something that is contrast markers although yet nevertheless; however, however [FL] nevertheless [FL] although while, whereas where is can be taken loosely it could mean in Hindi [FL]. So, in business English we have to be very careful about a contrast markers they are the sign posts these word acts as signpost to where the conversation of the discussion or the communication; communication is leading towards. So, you have to pay attention to the ideas used in the sentence. However, expresses a general.

Contrast you know the ideas are good, but the execution of; however, the profits where low the ideas are good, but the execution is poor so, but is also an example of contrast marker although it indicates an element of surprise profits well although the turnover increased. So, you have to understand contrast markers whereas, for example, indicates an equality among the idea that are presented the condition of company x is bad, whereas that of company y is good although and even though are used interchangeably though the letters shows emphasis profits fell even though turnover rates increased.

So, we have to understand for example, although means in spite of the fact that however, means but it can also be used in the beginning of a sentence while, and whereas are used to connect 2 complete phrases and although and though means in spite of something.

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Contrast the following

1. She manages everything. She is only a junior employee
 - a. Although
 - b. However
 - c. While
2. Salaries for the next four years have been decided on. They will be changed if business improves.
 - a. However
 - b. Whereas
 - c. Even though

Now this is your exercise please look at the slide here she manages everything she is only a junior employee although; however, while how to make a single sentence using any one of these word. So, choose the best option second salaries for the next 4 years have been decided on they will be changed if business improves a; however, b whereas, c even though number 3.

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- 3) The company has 14 managers altogether. It has only 8 junior staff members.
 - a) Whereas
 - b) Although
 - c) However
- 4) Working conditions in the company are average. There are no separate washrooms for women.
 - a) Whereas
 - b) However
 - c) Though

The company has fourteen managers altogether full stop it has only eight junior staff members a, whereas; b, although; c; however, number 4 working conditions in the

company are average there are no separate washrooms for women a whereas, b however C though 5.

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5) Site B would be the better choice. Site A would be a rather difficult terrain.

- a) However
- b) Though
- c) While

6) The main agency concentrated in Mumbai. Its competitors turned their attention towards other places.

- a) Whereas
- b) However
- c) Even though

Site b would be the better choice site a would be difficult terrain a; however, b though c while c the main agency concentrated in Mumbai is competitors turn their attention towards other places a whereas, b; however, c even though.

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Solutions

1. A. **Although** she manages everything, she is only a junior employee.

The sentence indicates a surprise at the lady's ability and hence although is better suited to indicate the contrast.

And here are your answers please look at it look at the slide; a is although she manages everything she is only a junior employee the sentence indicates a surprise at the lady's

ability. And so you can even say she manages everything although she is only a junior employee that would be a better sentence structure.

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2. A. Salaries for the next four years have been decided on. **However**, they will be changed if business improves.

There is no indication of a surprise, hence 'whereas' is not applicable. The ideas are not equivalent and hence even 'though' is ruled out.

The second one a salary for the next 4 years have been decided on; however, they will be changed if business improves there is no indication of surprise.

Therefore, 'whereas' is not applicable.

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3. A. The company has 14 managers altogether, **whereas** it has only 8 junior staff members.

Key word here is 'only', which indicates a clear contrast.

Number 3: a. The company has fourteen managers altogether, whereas it has only a eight junior staff members. So, clear contrast keyword is only.

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4. Working conditions in the company are average. **However**, there are no separate washrooms for women.

The contrast here is between two ideas that are not equal.

Number 4: working conditions in the company are average. However, there are no separate washrooms for women the contrast here is between 2 ideas that are not equal you cannot say whereas, or while or although; however is the best option.

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5. C. Site B would be the better choice **while** Site A would be a rather difficult terrain.

The phrases are equivalent. Hence 'while' is the appropriate option

Number 5 c site b should be the better choice while site a should be a rather difficult terrain the phrases are equivalent hence while is the appropriate option. So, please look at contrast markers more carefully. There are lots of examples of contrast markers.

On the net and also in good English grammar books please keep revising.

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6. A. The main agency concentrated in Mumbai **whereas** its competitors turned their attention towards other places.

The phrases are equivalent and hence 'while' is used here.

Number 6: here is a please look at the slide the main agency concentrated in Mumbai whereas, its competitors turned their attention towards other places in the phrases are equivalent and hence while is used here.

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Identify the contrast in this paragraph

"The procedure followed by American companies when responding to requests from foreign governments, including India, has evolved over time and largely carried out voluntarily by the companies subject to restrictions under the Stored Communications Act (SCA), the governing law on the issue. Through expansive interpretations read permissively, companies have provided non-content data voluntarily to foreign law enforcement agencies that protect the rule of law and human rights. _____ data that reveals the actual content of communications can only be revealed through a Mutual Legal Assistance Treaty (MLAT) process"

Now, look at the passage here this is another exercise identify the contrast in this paragraph the procedure followed by American companies when responding to request from foreign governments including India has evolved over time and largely carried out voluntarily by the companies subject to restriction under the stored communications act the governing law on the issue though expansive interpretations read permissively companies have provided non content data.

And non content data voluntarily to foreign law enforcement agencies that protect the law of rule of law and human rights dash data that reveal the actual content of communications can only be revealed through a mutual legal assistance treaty process and resource is given to you. So, where is the contrast here what should be the contrast here and the options are. However, even though; though look at the slide again; however, data even though; though which would you prefer.

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Options:

- a) However
- b) Even though
- c) Though

And the best responses a; however, however data and. So, on look at the sentence again and you will find that; however, fits the bit the best possible way.

When we talk about vocabulary we should also consider conditions if you work hard you will succeed conditions usually begin with the word if and it is used to express if is used to express hypothetical as well as real situations. So, in a conditional sentence you have 2 parts condition and the result if you work hard what is the result you will succeed now look at that slide here.

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Exercise: Link the following sentences using conditions

- 1) Employees / live / very far from office premises. They/ eligible/ travel/ compensation.
 - a) If employees live very far from office premises, they would be eligible for travel compensation
 - b) If employees live very far from office premises, they are eligible for travel compensation
 - c) If employees live very far from office premises, they will be eligible for travel compensation

Link the following sentences using conditions employees live very far from office premises they eligible travel compensation and which do you think is the best possible response; a if employees live very far from office premises they would be eligible for travel compensation; b if employees live very far from office from premises they are eligible for travel compensation; c if employees live very far from office premises they will be eligible for travel compensation and here is your answer solution

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Solution

1. a) If employees **live** very far from office premises, they **are eligible** for travel compensation.

The sentence expresses a possibility. Hence both phrases are to be in simple present.

Please look at it one a if employee if employees live very far from office premises they are eligible for travel compensation the sentence express a possibility both phrases have to be in simple present. So, please consider please always note this tense should be agree there should be an agreement of tenses.

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2) He/ been/ director. The company's condition/deteriorated by now .

- a) If he is director, the company's condition deteriorates by now.
- b) If he would be director, the company's condition will deteriorate by now.
- c) If he had been director, the company's condition would have deteriorated by now.

Number 2; I mean second sentence he been director the companies condition deteriorated by now a if he is director the companies condition deteriorates by now.

B if he would be director the company if condition will deteriorate by now if c; if he had been director the company's condition would have deteriorated by now and this is the solution the second sentence; c if he had been director the companies condition would have deteriorated by now.

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Solution

2. c) If he **had been** director, the company's condition **would have** deteriorated by now.

The clauses indicate a hypothetical situation and hence clause 1 is in past perfect, while clause 2 follows the 'would have' + past participle format

If it is a hypothetical situation it means that he thank god; he is not the director otherwise the company would have really gone down the drain.

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3) We/ receive/ sufficient funds/next month.
Project/complete/next December.

- a) If we receive sufficient funds by next month, the project will be complete by next December.
- b) If we will receive sufficient funds by next month, the project would be complete by next December.
- c) If we receive sufficient funds by next month, the project is to be complete by next December.

Number 3; we receive sufficient funds next month project complete next December; a if we if we receive sufficient funds by next month the project will be complete by next December b if we will receive sufficient funds by next month.

The project would be complete by next December c if we receive sufficient funds by next month the project is to be complete by next December and the next and the best

answer is third a; if we receive sufficient funds by next month. The project will be complete by next December simple tense present and we will plus infinitive be then infinitive here result clause next question.

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Answer

3. a) If we **receive** sufficient funds by next month, the project **will be** complete by next December.

Simple present (Condition clause)

Will + infinitive (result clause)

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4. There/ be/ fewer/ employees in this company. More work/ each person/ do.

a) If there was fewer employees in this company, there will be more work for each person to do.

b) If there were fewer employees in this company, there would be more work for each person to do.

c) If there had been fewer employees in this company, there had been more work for each person to do.

Next sentence there be fewer employees in this company more work each person do. So a, if there was fewer employees in this company if there will be more work for each person to do. B, if there were fewer example employees in this company they would be

more work for each person to do. C, if there had been fewer employees in this company that had been more work for each person to do.

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Solution

4. b) If there were fewer employees in this company, there would be more work for each person to do.

Simple Past (Condition clause)

Would + Infinitive (Result clause)

And the solution is 4 b if there were fewer employees in this company there would be more work for each person to do and now.

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Exercise: Read the passage that follows and fill in the blanks using the words given below:

- Dominant
- flat
- Singular
- user data
- browsing
- fanfare
- unbundling

Let us look at this exercise this is the last exercise for you read the passage that follows and fill in the blanks using the words given below dominant flat singular user data browsing fanfare unbundling. Please remember to develop your vocabulary you have to

read a lot and if even if you do not know the answer or the meaning of some of these words please revisit these words, because as you know business English is not just general English it is a very knish and specific kind of an arena and you can expect more complex kind of language here you are expected if you want to join global international MNC workplace. Then you have to raise the bar as far as your vocabulary is concerned.

So, you cannot say I do not know the meanings of these words therefore, this course was very difficult for me please make an effort if you do not know the meaning of certain words please revisit them try to find the meanings of these words and try to remember them. So, let us look at the passage here fill in the blanks.

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Fill in the blanks

We love when Netflix make a massive deal of new shows like Stranger Things, Narcos or Rick and Morty and then quietly, without any (i), add a modern classic or two into their movies section as a nice little surprise for whenever you're stuck for something to watch (ii)..... through the menu yesterday we came across **Inherent Vice**, Paul Thomas Anderson's tale of a private investigator in 1970s Los Angeles.

Joaquin Phoenix plays Larry 'Doc' Sportello, confused yet (iii)..... in his determination to locate his former lover and her current beau - a real estate magnate by the name of Mickey Wolfmann - whose mysterious disappearance drives the film through a number of increasingly absurd situations and characters.

We love when Netflix make a massive deal of new shows like stranger things Narcos or Rick and Morty and then quietly without any dash and modern classic or 2 into their movies section as a nice little surprise for whenever you are stuck for something to watch that dash through the menu yesterday we came across inherent vice Paul Thomas Anderson tale of a private investigator in 1970s Los Angeles.

Joaquin phoenix plays Larry Doc Sportello confused yet dash in his determination to locate his former lover and her current beau real estate magnate by the name of Mickey Wolfmann- whose mysterious disappearance drive the film through a number of increasingly absurd situations and characters then its continued here.

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Contd...

●Netflix is currently the (iv)company in the relatively young and hugely expensive on-demand media industry. By providing on-demand content, creating original shows, using (v).....to better serve customers and letting customers consume content in the way that they prefer, Netflix is forcing cable companies to change the way they do business. In the long-run, Netflix's success may be viewed as the first step in the (vi)of cable.

●Netflix is essentially a storehouse of content, including movies, documentaries, TV shows and educational programs. Customers pay a (vii).... monthly fee and can consume any content at any time from whichever platform they prefer. In a sense, it is [the first major disruption of television](#), which has become the dominant medium since its inception and proliferation in the middle of the 20th century.

Netflix is currently the dash company in the relatively young and usually expensive on demand media industry by providing on demand content creating original shows using dash to better serve customers and letting customers consume content in the way that they prefer Netflix is forcing cable companies to change the way they do business in the long run Netflix's success.

May be viewed as the first step in the dash of cable Netflix is essentially a store house of content including movies documentaries t v shows and educational programs customer pay a dash monthly fee and can consume any content at any time from whichever platform they prefer in a sense it is the first major disruption of television which has become the dominant medium since its inception and proliferation in the middle of the twentieth century. Now you have 2 slides and you have this list of words dominant flat singular user data browsing fanfare unbundling look at this take a moment and then look at this slide and then look at this slide.

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Solution

We love when Netflix make a massive deal of new shows like Stranger Things, Narcos or Rick and Morty and then quietly, without any **fanfare**, add a modern classic or two into their movies section as a nice little surprise for whenever you're stuck for something to watch. **Browsing** through the menu yesterday we came across **Inherent Vice**, Paul Thomas Anderson's tale of a perma-stoned private investigator in 1970s Los Angeles.

•Joaquin Phoenix plays Larry 'Doc' Sportello, confused yet **singular** in his determination to locate his former lover and her current beau - a real estate magnate by the name of Mickey Wolfmann - whose mysterious disappearance drives the film through a number of increasingly absurd situations and characters.

<https://www.joe.ie/movies-tv/netflix-added-modern-classic-week-kept-quiet-604481>

And here is your solution we love when Netflix makes a massive deal of new shows like stranger things Narcos or Rick and Morty and then quietly without any fanfare a fanfare is without much publicity or drama add a modern classic or 2 into their movie section as a nice little surprise for whenever you are stuck for something to watch browsing that is the next word through the menu, because this is a collocations collocation means words which always go for that always go together. So, through the menu it has to be browsing we browse through the menu yesterday we came across inherent vice Paul Thomas Anderson tale of a Perma stoned private investigator in 1970s Los Angeles Joaquin phoenix plays Larry Doc Sportello confused yet singular in his determination.

Singular means very unique very peculiar determine not determine singular is peculiar and unique. So, singularity singular is an adjective that is a quality to look at this and then let us move on to the next one Netflix is currently the dominant company in the relatively young and hugely expensive on demand media industry by providing on demand content creating compelling original shows using user data to better serve the customers and letting customers consume. Content in the way that they prefer Netflix is forcing cable companies to change the way they do business.

In the long run Netflix's success may be viewed as the first step in the unbundling of cable. Netflix is essentially a store house of content including movies, documentaries, TV shows and education programs, customers pay of a flat monthly fee; see flat means

straight up front and can consume any content at any time from whichever platform they prefer and here is the source given to you.

So please keep reading, and we will continue with more vocabulary in our next class.
Goodbye.