

Activity Type

Vocabulary Exercises: identifying, gap fill

Vocabulary Game: gap fill, matching (group work)

Focus

Business adjective-noun collocations

Aim

To learn and practice common adjective-noun collocations used in business.

Preparation

Make one copy of the worksheet for each student.

Also, make one copy of the sentence and adjective cards for each group of three and cut as indicated, keeping the two sets separate.

Level

Upper-intermediate (B2)

Time

30 minutes

Introduction

In this business collocations worksheet and game, students learn and practice adjective-noun collocations used in business and then play a game matching adjectives to nouns in sentences.

Procedure

Give each student a copy of the worksheet.

First, students cross out the incorrect adjective-noun collocation for each adjective.

Exercise A - Answer key

- | | |
|------------------------------|--------------------------|
| 1. strategic products | 10. flexible impact |
| 2. effective market | 11. challenging products |
| 3. innovative growth | 12. tight performance |
| 4. efficient competition | 13. ongoing team |
| 5. competitive communication | 14. potential marketing |
| 6. sustainable schedule | 15. significant schedule |
| 7. global deadline | 16. outstanding market |
| 8. client-centric growth | 17. dynamic advantage |
| 9. digital market conditions | 18. stable impact |

Students then use the adjectives to complete collocations in sentences.

Exercise B - Answer key

- | | | |
|--------------|----------------|-------------------|
| 1. efficient | 5. competitive | 8. client-centric |
| 2. global | 6. outstanding | 9. sustainable |
| 3. tight | 7. effective | 10. innovative |
| 4. ongoing | | |

After that, divide the students into groups of three. Give each group a set of cards. Ask the students to shuffle the sentence cards and place them face-down in a pile on the table and to shuffle the adjective cards and spread them out face-up.

Students then take turns picking up a sentence card from the pile and reading it to the group using the word 'blank' for the missing adjective.

The other students listen and try to find the adjective card on the table that matches the noun in the sentence. The first student to place their hand on the correct adjective card and say it, wins the pair of cards. If a student chooses the wrong adjective, they are out of the round.

The student with the most pairs of cards at the end of the game wins. Afterwards, check the correct answers with the class, which can be found in order on the uncut cards.

As an extension, students play a pelmanism game using the two sets of cards.

A. Cross out the incorrect business adjective-noun collocations.

1. **Strategic**: strategic planning / strategic products / strategic partnership
2. **Effective**: effective communication / effective teamwork / effective market
3. **Innovative**: innovative solutions / innovative growth / innovative technology
4. **Efficient**: efficient competition / efficient processes / efficient use of resources
5. **Competitive**: competitive advantage / competitive communication / competitive pricing
6. **Sustainable**: sustainable business model / sustainable growth / sustainable schedule
7. **Global**: global mindset / global deadline / global strategy
8. **Client-centric**: client-centric approach / client-centric growth / client-centric culture
9. **Digital**: digital market conditions / digital marketing / digital workspace
10. **Flexible**: flexible impact / flexible schedule / flexible budget
11. **Challenging**: challenging market conditions / challenging project / challenging products
12. **Tight**: tight budget / tight deadline / tight performance
13. **Ongoing**: ongoing team / ongoing discussions / ongoing partnership
14. **Potential**: potential marketing / potential customers / potential opportunities
15. **Significant**: significant impact / significant growth / significant schedule
16. **Outstanding**: outstanding performance / outstanding achievement / outstanding market
17. **Dynamic**: dynamic advantage / dynamic approach / dynamic leadership
18. **Stable**: stable leadership / stable impact / stable market position

B. Complete the sentences with adjectives from Exercise A.

1. Using new software has resulted in more processes and cost savings.
2. Having a strategy is important for success in today's international world.
3. The team worked hard to lower costs due to the budget for the project.
4. partnerships with investors are helping fund various new projects.
5. Our pricing has been very effective in attracting customers.
6. The new CEO's promotion from junior manager is a(n) achievement.
7. The project was finished on time due to teamwork.
8. The company's culture has led to high ratings from customers.
9. Investors have praised the company's business model and promised to give more money toward zero-waste projects.
10. The company's use of technology has helped it stay ahead of its competitors.

Business Collocations Challenge



The company's planning will lead to increased market share in the future.

Using the latest technology and methods, the company introduced solutions to meet demand.

Their communication meant that solving the problem was easy.

The new system allowed for more use of resources, leading to savings.

Our advantage lies in our excellent customer service compared with our competitors.

The company aims to achieve growth while reducing its environmental impact.

The management's mindset opened up new opportunities in other countries.

Entering overseas markets will create opportunities for our company in the future.

Our workspace has modernised the way we do business.

Our budget allows us to quickly adapt to changing market conditions.

Succeeding in market conditions requires hard work and patience.

The project was completed on time despite the deadline.

..... discussions with suppliers are important for keeping prices low.

The company's approach has resulted in many happy clients.

The new product launch had a impact on quarterly sales.

Their performance was rewarded with big bonuses.

The company's approach to marketing allows it to adjust to customers' changing tastes.

Despite financial challenges, the company has maintained a market position.

Business Collocations Challenge



strategic

innovative

effective

efficient

competitive

sustainable

global

potential

digital

flexible

challenging

tight

ongoing

client-centric

significant

outstanding

dynamic

stable