

12.1_A

Internal or external?	Word/Phrase	Pronunciation and stress
Internal		
External		

12.1_A Answers

Internal or external?	Word/Phrase	Pronunciation and stress
Internal	cash flow	/'kæʃ fləʊ/
	distribution channel	/,dɪstrɪ'bjuːʃn ˌtʃænl/
	employee satisfaction	/ɪmˌplɔɪː ˌsætɪs'fækʃn/
	liability	/ˌlaɪə'bɪləti/
	location	/ləʊ'keɪʃn/
	net profit	/ˌnet 'prɒfɪt/
	operating costs	/'ɒpəreɪtɪŋ ˌkɒsts/
	product quality	/ˌprɒdʌkt 'kwɒləti/
	product range	/ˌprɒdʌkt 'reɪndʒ/
	productivity	/ˌprɒdʌk'tɪvəti/
	promotion costs	/prə'məʊʃn ˌkɒsts/
	stock inventory	/'stɒk ˌɪnvəntəri/
	unit cost	/'juːnɪt ˌkɒst/
	waste minimization	/ˌweɪst ˌmɪnɪmaɪ'zeɪʃn/
External	competitors	/kəm'petɪtəz/
	economic cycle	/ˌɪkə'nɒmɪk 'saɪkl/
	interest rates	/'ɪntrəst ˌreɪts/
	market leader	/ˌmɑːkɪt 'liːdə(r)/
	market size	/ˌmɑːkɪt 'saɪz/
	sales trends	/'seɪlz ˌtrendz/
	taxation	/tæk'seɪʃn/

12.1_A

Words	Smaller subgroups

12.1_A Answers

Words	Smaller subgroups
cash flow	finance
liability	
net profit	
operating costs	
unit cost	
employee satisfaction	HR
location	marketing
product quality*	
product range*	
promotion costs	
sales trends*	
product quality*	operations
productivity	
stock inventory	
waste minimization	
economic cycle	political and economic factors
interest rates	
taxation	
competitors	market conditions
distribution channel	
market leader	
market size	
product range*	
sales trends*	