

4.1_E

Term	Pronunciation	Abbreviation/ Acronym	Meaning

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Term	Pronunciation	Abbreviation/ Acronym	Meaning
CAD			computer-aided design – using computers to design things
CEO			Chief Executive Officer – the person in charge of decisions and management of a company
HR			human resources department – looks after everything related to employees
JPEG			Joint Photographic Experts Group – a compression standard for images, or an image file made using this standard
PDF			Portable Document Format – an electronic document format which preserves fonts, formatting, etc., between different devices/operating systems
SEO			Search Engine Optimization – a technique for making sure that in an internet search a company's website appears first in the results list
SME			small and medium-sized enterprises – small businesses
URL			uniform/universal resource locator – a website address e.g., http://www.garneteducation.com
USP			unique selling proposition/point – something that makes a product different from other products
VLE			Virtual Learning Environment – a website used for education
VR			Virtual Reality – an IT application using a special headset that gives the user a realistic experience

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Answers

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CAD	/kæd/	acronym	computer-aided design – using computers to design things
CEO	/ˌsiː iː ˈəʊ/	abbreviation	Chief Executive Officer – the person in charge of decisions and management of a company
HR	/ˌɜːtʃ ˈɑː/	abbreviation	human resources department – looks after everything related to employees
JPEG	/ˈdʒeɪpeg/	acronym	Joint Photographic Experts Group – a compression standard for images, or an image file made using this standard
PDF	/ˌpiː diː ˈef/	abbreviation	Portable Document Format – an electronic document format which preserves fonts, formatting, etc., between different devices/operating systems
SEO	/ˌe siː ˈəʊ/	abbreviation	Search Engine Optimization – a technique for making sure that in an internet search a company's website appears first in the results list
SME	/ˌes em ˈiː/	abbreviation	small and medium-sized enterprises – small businesses
URL	/ˌjuː ɑːr ˈel/	abbreviation	uniform/universal resource locator – a website address e.g., http://www.garneteducation.com
USP	/ˌjuː es pɪː/	abbreviation	unique selling proposition/point – something that makes a product different from other products
VLE	/ˌviː el ˈiː/	abbreviation	Virtual Learning Environment – a website used for education
VR	/ˌviː ˈɑː(r)/	abbreviation	Virtual Reality – an IT application using a special headset that gives the user a realistic experience