

6.3_C

Word	Base and meaning	Effect of affix	Meaning in text
central			
beneficial			
augmented			
rebranding			
repackaging			
minimal			
profitable			
advantageous			

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Answers

Word	Base and meaning	Effect of affix	Meaning in text
central (<i>adj</i>) /'sentrəl/	centre <i>n</i> [C] the middle	~al – adjective ending	most important
beneficial (<i>adj</i>) /benɪ'fɪʃl/	benefit 1. <i>n</i> [C] something good or useful that a product has 2. <i>v</i> [T] to have a good effect on; be useful	~(ci)al – adjective ending	helpful, useful, good
augmented (<i>v</i>) /ɔ:g'mentɪd/	augment <i>v</i> [T] to make something bigger	~ed – past participle ending, makes an adjective	something extra added to a core product
rebranding (<i>n</i>) /,ri:'brændɪŋ/	brand <i>n</i> [C] the name which a business uses to identify a product as theirs. The brand also represents all the values and qualities which the business wants to associate with its product	re~ – do something again ~ing – gerund form indicating the process of creating a brand	making a new brand
repackaging (<i>v</i>) /,ri:'pækɪdʒɪŋ/	package 1. <i>n</i> [C] parcel 2. <i>v</i> [T] make into a package for selling	re~ – do something again ~ing 1. – noun ending – the materials used to make the package 2. – gerund ending – the process of making a package	putting the products in new packaging so that they seem to be a new version of the product
minimal (<i>adj</i>) /'mɪnɪml/	minimum 1. <i>adj</i> the smallest possible; can only be used in front of the noun, i.e., 'The minimum amount' not 'The amount is minimum' 2. <i>n</i> [C] sometimes with 'of', e.g., 'a minimum of ...'	~al – adjective ending; different from <i>minimum</i> : only an adjective, and can be used after 'be': 'the amount is minimal'	very little
profitable (<i>adj</i>) /'prɒfɪtəbl/	profit <i>n</i> [C/U] money from business activity	~able – adjective ending	produce profits
advantageous (<i>adj</i>) /,ædvən'teɪdʒəs/	advantage <i>n</i> [C] something that helps to bring a good result, especially compared to other people/companies	~ous – adjective ending	desirable, beneficial