

Choose a verb from the list that reduces the informality of each sentence. Make any necessary changes to the verb tense.

Exercise 1a

fluctuate	maintain	intervene	reduce	pervade
raise	eliminate	investigate	delay	assist

1. The auditors **looked into** the company's finances after the scandal last year.

2. The issue of the merger was **brought up** again at the meeting.

3. A company's dividends usually **go up and down** widely in any financial year if the economy is weak.

4. The firm cannot **keep up** output if supplies are continually **held up**.

5. The main principle behind Total Quality Management is to **get rid of** errors before they occur.

6. In a small firm, the general manager is required to **step in and help out** if the departmental managers are having problems.

7. A just in Time inventory system **cuts down** the amount of wasted time and improves efficiency.

8. A very unique corporate culture, with strong values and norms of behaviour **runs through** the company at all levels.

Exercise 1b

1. A number of very useful solutions were put forward at the meeting.

2. After many years of research Porter came up with a model which is very much used today to help us understand industry competition.

3. Brown (1984) found out that short-term planning was the most common form of strategic planning among senior management.