

Thème 4

Step 2. Write and learn

MCQ

1. **a.** A **more effective, better-organised** European Union would be **more competitive**.
2. **b.** If French corporate tax **were lower**, we **might be** more competitive.
3. **a.** If they **increase** the price too much, we will find another supplier in order to remain competitive.
4. **b.** We'll have to offer discounts **in order to** compete with the Chinese market.
5. **c.** We must undertake a market survey **to** predict future trends in sales.
6. **b.** We could offer early retirement packages **in order not to** make anyone redundant.
7. **c.** We had to lower our prices **so as not to** be more expensive than our competitors.
8. **a.** We announced the launch of a **low-priced** range last summer.
9. **c.** He works for an international **highly competitive processed** food company.
10. **c.** How can she be **low-achieving** if she is **hard-working** and ambitious?