

---

## Business 'colours'

---

Test your knowledge with this quiz.

1. Match the examples of different goods in (a) - (e) with the colours in the box that are often used by businesses to 'categorize' them.  
(a) A pair of trousers, a T-shirt and a cap.  
(b) A television set, a stereo and a DVD player.  
(c) A refrigerator, a dishwasher and a washing machine.  
(d) A car, an air-conditioning unit and a bathroom suite.  
(e) A carton of milk, 250g of cheese and a bottle of tomato ketchup.

|             |             |           |              |              |
|-------------|-------------|-----------|--------------|--------------|
| white goods | brown goods | red goods | orange goods | yellow goods |
|-------------|-------------|-----------|--------------|--------------|

2. What is the informal expression given to paperwork which takes a long time to complete? Is it:  
(a) white noise (b) yellow card (c) green belt (d) red tape (e) blue ribbon
3. What is the difference between being *in the red* and being *in the black*?
4. Complete this sentence with one word: Goods and services which are paid for in cash, and therefore not declared for tax, are features of a \_\_\_\_\_ economy.
5. What is the name given to taxes that are levied to discourage behaviour that will damage the environment?
6. True or false: If you make a *blue-chip investment*, you buy high-risk shares in a company that is not performing very well.
7. Sometimes a company will not deal with a person or company, etc, because they have done something wrong and should be avoided. What is the name for this?  
(a) to blackball (b) to blacklist (c) to blackhead (d) to blackmail (e) to blackleg
8. A company owns some land in the country that has been designated as a *greenfield site*. Can it build a factory or warehouse on that land?
9. What is the difference between a *white-collar worker* and a *blue-collar worker*?
10. Complete this sentence: *Embezzlement*, *computer fraud* and *insider dealing* are examples of \_\_\_\_\_ crime.
11. Who might be offended if you described the work they did as a *pink-collar job*?
12. What is the name given to the buying and selling of goods or currency in a way which is not allowed by law?
13. The MD of your company often has *blue-sky ideas*. From a business point of view is this a good thing or a bad thing?
14. Your accountant tells you that the stocks and bonds you have recently bought are *blue-sky securities*. Would you feel happy or unhappy about this?
15. What is a *grey market*? Is it:  
(a) a market in which goods are sold that have been made abroad and then imported (legally), often as a result of reduced production of / increased demand for those goods in the market country  
(b) an informal expression for the market segment occupied by older members of a population  
(c) the unofficial trading of securities that have not yet become available for trading on the Stock Exchange