

# Understanding business activity

## IGCSE Business Studies · Vocabulary

| English                                                                                                 | 中文    | Pinyin             |
|---------------------------------------------------------------------------------------------------------|-------|--------------------|
|  business              | 企业    | qǐ yè              |
|  goods                 | 商品    | shāng pǐn          |
|  services              | 服务    | fú wù              |
|  customers             | 顾客    | gù kè              |
|  resources             | 资源    | zī yuán            |
|  needs                 | 需要    | xū yào             |
|  wants                 | 欲望    | yù wàng            |
|  factors of production | 生产要素  | shēng chǎn yào sù  |
|  land                 | 土地    | tǔ dì              |
|  labour              | 劳动力   | láo dòng lì        |
|  capital             | 资本    | zī běn             |
|  enterprise          | 企业家才能 | qǐ yè jiā cái néng |
|  scarce              | 稀缺    | xī quē             |
|  economic problem    | 经济问题  | jīng jì wèn tí     |
|  opportunity cost    | 机会成本  | jī huì chéng běn   |
|  added value         | 增值    | zēng zhí           |
|  raw materials       | 原材料   | yuán cái liào      |
|  brand               | 品牌    | pǐn pái            |
|  management          | 管理    | guǎn lǐ            |
|  finance             | 资金    | zī jīn             |
|  competition         | 竞争    | jìng zhēng         |
|  primary sector      | 第一产业  | dì yī chǎn yè      |
|  manufacturing       | 制造业   | zhì zào yè         |
|  secondary sector    | 第二产业  | dì èr chǎn yè      |

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|  tertiary sector          | 第三产业   | dì sān chǎn yè           |
|  developing economy       | 发展中经济体 | fā zhǎn zhōng jīng jì tǐ |
|  developed economy        | 发达经济体  | fā dá jīng jì tǐ         |
|  de-industrialisation     | 去工业化   | qù gōng yè huà           |
|  private sector           | 私营部门   | sī yíng bù mén           |
|  profit                   | 利润     | lì rùn                   |
|  public sector            | 公共部门   | gōng gòng bù mén         |
|  entrepreneur             | 企业家    | qǐ yè jiā                |
|  risk                     | 风险     | fēng xiǎn                |
|  innovative               | 创新     | chuàng xīn               |
|  business plan            | 商业计划书  | shāng yè jì huà shū      |
|  market                 | 市场     | shì chǎng                |
|  raise finance          | 筹集资金   | chóu jí zī jīn           |
|  start-up               | 初创企业   | chū chuàng qǐ yè         |
|  grants                 | 补助金    | bǔ zhù jīn               |
|  loans                  | 贷款     | dài kuǎn                 |
|  employees              | 员工     | yuán gōng                |
|  output                 | 产量     | chǎn liàng               |
|  revenue                | 收入     | shōu rù                  |
|  capital employed       | 所用资本   | suǒ yòng zī běn          |
|  growth                 | 增长     | zēng zhǎng               |
|  internal growth        | 内部增长   | nèi bù zēng zhǎng        |
|  external growth        | 外部增长   | wài bù zēng zhǎng        |
|  merger                 | 合并     | hé bìng                  |
|  takeover               | 收购     | shōu gòu                 |
|  horizontal integration | 横向一体化  | héng xiàng yī tǐ huà     |
|  vertical integration   | 纵向一体化  | zòng xiàng yī tǐ huà     |

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|  conglomerate integration  | 混合一体化  | hùn hé yī tǐ huà            |
|  economies of scale        | 规模经济   | guī mó jīng jì              |
|  marketing                 | 营销     | yíng xiāo                   |
|  advertising               | 广告     | guǎng gào                   |
|  diseconomies of scale     | 规模不经济  | guī mó bù jīng jì           |
|  communication             | 沟通     | gōu tōng                    |
|  liability                 | 责任     | zé rèn                      |
|  debts                     | 债务     | zhài wù                     |
|  unlimited liability       | 无限责任   | wú xiàn zé rèn              |
|  limited liability         | 有限责任   | yǒu xiàn zé rèn             |
|  incorporated              | 法人     | fǎ rén                      |
|  unincorporated          | 非法人    | fēi fǎ rén                  |
|  sole trader             | 独资企业   | dú zī qǐ yè                 |
|  partnership             | 合伙企业   | hé huǒ qǐ yè                |
|  private limited company | 私人有限公司 | sī rén yǒu xiàn gōng sī     |
|  shareholders            | 股东     | gǔ dōng                     |
|  public limited company  | 公众有限公司 | gōng zhòng yǒu xiàn gōng sī |
|  shares                  | 股份     | gǔ fèn                      |
|  stock exchange          | 证券交易所  | zhèng quàn jiāo yì suǒ      |
|  dividend                | 股息     | gǔ xī                       |
|  franchise               | 特许经营   | tè xǔ jīng yíng             |
|  franchisee              | 加盟商    | jiā méng shāng              |
|  franchisor              | 授权商    | shòu quán shāng             |
|  joint venture           | 合资企业   | hé zī qǐ yè                 |
|  social enterprise       | 社会企业   | shè huì qǐ yè               |
|  public corporation      | 国有企业   | guó yǒu qǐ yè               |
|  objective               | 目标     | mù biāo                     |

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|  survival         | 生存    | shēng cún            |
|  market share     | 市场份额  | shì chǎng fèn é      |
|  customer service | 顾客服务  | gù kè fú wù          |
|  environment      | 环境    | huán jìng            |
|  stakeholder      | 利益相关者 | lì yì xiāng guān zhě |
|  suppliers        | 供应商   | gōng yìng shāng      |
|  tax              | 税收    | shuì shōu            |
|  local community  | 当地社区  | dāng dì shè qū       |
|  conflict         | 冲突    | chōng tū             |
|  pollution        | 污染    | wū rǎn               |