

Inside Reading Level Intro
Unit 7 “Bar Codes” Pre-Reading Activities

Name: _____

Date: _____

Reading 1 in Unit 7 explains how stores use bar codes to keep track of the items they sell.

The words below are from the Reading. All these words are related to the business world. It's important to know their meanings to understand business processes. In the definitions, you'll notice the word **organization**. It refers to a group of people who work together for a certain purpose.

manufacturer: a person or company that produces, or makes, goods in large quantities

business: a commercial organization such as a company, shop/store, or factory

company: a business organization that makes money by producing or selling goods or services

customer: a person or organization that buys something from a shop/store or business

You can see from their definitions that all these words are connected. In fact, it may be difficult to understand the differences between some of the words. Read the passage below.

There's a small business on the corner that sells used electronic equipment. They buy laptops, computers, and other technology that are sent back to the company they were purchased from to be fixed. If the customer is willing to wait for the item to be fixed, the company sends it back to the manufacturer. If the customer returns the item and does not want it anymore, the company sells it to the small business and they fix it. So far, it seems to be a good business model. The little store is doing well.

Look for each of the words in the Reading. Record a sentence with the word below.

1. manufacturer _____

2. business _____

3. company _____

4. customer _____

For each item below, write an example from real life. If needed, preview the Reading to help you.

5. business _____

6. company _____

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Answer Key

You can see from their definitions that all these words are connected. In fact, it may be difficult to understand the differences between some of the words. Read the passage below.

There's a small business on the corner that sells used electronic equipment. They buy laptops, computers, and other technology that are sent back to the company they were purchased from to be fixed. If the customer is willing to wait for the item to be fixed, the company sends it back to the manufacturer. If the customer returns the item and does not want it anymore, the company sells it to the small business and they fix it. So far, it seems to be a good business model. The little store is doing well.

Look for each of the words above in the Reading. Record a sentence with the word below.

1. manufacturer Each system is based on creating a unique identification number for every manufacturer.

or

The first six digits identify the manufacturer.

2. business Many kinds of businesses use bar codes.
3. company For example, the Campbell Soup Company produces canned foods.
4. customer Before bar codes were invented, supermarket customers waited in long lines.

or

One reason is that most customers purchase a large number of items.

For each item below, write an example from real life. If needed, preview the Reading to help you.

5. business Answers will vary.
6. company Answers will vary.