



Tim Cook to Step Down as Apple CEO: A 15-Year Legacy

Description

Tim Cook is set to step down as CEO of Apple after 15 years, with John Ternus, the company's senior vice president of hardware engineering, taking over. Cook joined Apple in 1998 and became CEO in 2011, succeeding Steve Jobs. Under Cook's leadership, Apple rose to a remarkable valuation of \$4 trillion.

When Cook assumed the role, Apple was valued at about \$350 billion. Over the years, the company's market cap skyrocketed, hitting \$1 trillion in 2018 and continuing to grow, reaching \$4.01 trillion in 2025. In the fiscal year ending in September 2025, Apple reported a net income of \$112 billion, drastically increasing despite challenges such as the COVID-19 pandemic and geopolitical tensions.

Cook was instrumental in expanding Apple's product line, introducing the Apple Watch in 2015 and AirPods a year later, both of which transformed their respective markets. Additionally, Cook led the company towards wearable devices and introduced the Apple Vision Pro in 2024, despite mixed consumer reception.

During his tenure, Apple also significantly grew its services division, launching platforms like Apple Pay and Apple TV+. These services generated \$109 billion in revenue in 2025.

Moreover, Cook oversaw Apple's transition from Intel processors to in-house Apple Silicon chips, enhancing performance and efficiency across devices. As Apple enters an AI era, the company is set to roll out a revamped AI-powered Siri this year.

Looking ahead, Cook's departure marks a new chapter for Apple, as Ternus prepares to steer the company into its next phase.

Vocabulary List:

1. **valuation** //,væl.ju'eɪ.jən// (noun): how much something is worth in money
2. **skyrocketed** //ˈskaɪ,rɒkɪtɪd// (verb): increased very quickly to a high level
3. **instrumental** //,ɪnstrə'mentəl// (adjective): very important in making something happen
4. **tenure** //ˈtɛn.jə// (noun): the time someone holds a job or position
5. **transition** //træn'zɪʃən// (noun): a change from one state to another
6. **revenue** //ˈrevə.nu:// (noun): money a company receives from its business

Comprehension Questions



Multiple Choice

1. Who is set to take over as CEO of Apple after Tim Cook?
Option: Steve Jobs
Option: John Ternus
Option: Eddy Cue
Option: Phil Schiller
2. In what year did Tim Cook become CEO of Apple?
Option: 2005
Option: 2011
Option: 2015
Option: 2018
3. What was Apple's market cap when Tim Cook assumed the role of CEO?
Option: \$4 trillion
Option: \$350 billion
Option: \$1 trillion
Option: \$500 billion
4. Which of these products did Tim Cook introduce in 2015?
Option: iPhone
Option: Apple Watch
Option: iPad
Option: MacBook
5. What was Apple's reported net income for the fiscal year ending September 2025?
Option: \$50 billion
Option: \$112 billion
Option: \$200 billion
Option: \$75 billion
6. What major product did Apple introduce in 2024?
Option: AirPods
Option: Apple Vision Pro
Option: Apple Watch
Option: iPhone 14



True-False

7. Tim Cook has been the CEO of Apple for 20 years.
8. Apple's market cap reached \$1 trillion in 2018.
9. Cook introduced the AirPods in 2015.
10. Apple significantly grew its services division under Tim Cook's leadership.
11. Tim Cook's departure will not affect Apple's future direction.
12. Apple is set to roll out a revamped AI-powered Siri this year.

Gap-Fill

13. Tim Cook joined Apple in 1998 and became CEO in _____.
14. Under Cook's leadership, Apple's valuation reached a remarkable _____ trillion.
15. Apple reported a net income of _____ billion in 2025.
16. The Apple Watch was introduced in _____ year.
17. Tim Cook oversaw Apple's transition from Intel processors to in-house _____ chips.
18. Apple's services generated \$ _____ billion in revenue in 2025.

Answer

Multiple Choice: 1. John Ternus 2. 2011 3. \$350 billion 4. Apple Watch 5. \$112 billion 6. Apple Vision Pro

True-False: 7. False 8. True 9. False 10. True 11. False 12. True

Gap-Fill: 13. 2011 14. 4 15. 112 16. 2015 17. Apple Silicon 18. 109

Vocabulary quizzes



Multiple Choice (Select the Correct answer for each question.)

1. What does 'capacity' typically refer to in a business context?
Option: The maximum output a company can produce
Option: The amount of funding available
Option: The number of investors in a startup
Option: A regulatory requirement
2. What is usually a primary source of funding for startups?
Option: Grants
Option: Personal savings
Option: Investors
Option: All of the above
3. Which of the following best describes 'infrastructure'?
Option: Financial support mechanisms
Option: Basic physical systems of a business or nation
Option: Community advocacy groups
Option: Technological advancements
4. Who are typically considered 'investors'?
Option: People who support community projects
Option: Individuals or entities that provide capital for a business
Option: Participants in clinical trials
Option: Workers in refineries
5. What are the environmental consequences of pollution?
Option: Improved health
Option: Cleaner air and water
Option: Harm to wildlife and ecosystems
Option: Increased biodiversity
6. What does it mean when a project is 'approved'?
Option: It has been unanimously rejected
Option: It has received formal consent to proceed
Option: It is still under consideration
Option: It has been put on hold
7. In genetics, what does 'mutation' refer to?
Option: An improvement in DNA sequences
Option: A change in the DNA sequence
Option: The creation of new therapeutic methods



Option: A type of funding model

8. Which term describes the income generated from normal business operations?

Option: Expenditure

Option: Profit

Option: Revenue

Option: Assets

9. What do 'regulations' typically enforce?

Option: Voluntary compliance in industry

Option: Mandatory rules that govern behaviors

Option: Market fluctuations

Option: Increased competition

10. What does 'transition' mean in the context of organizational change?

Option: A permanent change

Option: A change from one state to another

Option: An increase in staff

Option: A decrease in revenue

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. The manufacturing plant is operating at full _____ to meet demand.

12. The startup secured additional _____ to launch its new product.

13. Several new _____ expressed interest in the company during the pitch.

14. The city upgraded its _____ to support more traffic and reduce delays.

15. The _____ gathered outside the building to voice their concerns about pollution.

16. The government implemented new laws to combat air _____ in urban areas.

17. The project was _____ by the board after a thorough review.

18. The _____ in the virus's genetic code made it more resilient.

19. The company reported a significant increase in its _____ this quarter.

20. New _____ for construction were enacted to enhance safety measures.



Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The production facility operates at a maximum capacity of 10,000 units per day.
22. The project received significant funding from several venture capitalists.
23. Many investors are looking for sustainable business models in the current market.
24. Investing in infrastructure is crucial for economic growth.
25. The protesters voiced their opposition to the proposed legislation.
26. Efforts to reduce pollution are necessary for a healthy environment.
27. The new regulations were approved unanimously by the committee.
28. The scientists studied the mutation of the virus to develop a vaccine.
29. The company's revenue has increased significantly over the past year.
30. The government has established new regulations to protect wildlife.

Answer

Multiple Choice: 1. The maximum output a company can produce 2. All of the above 3. Basic physical systems of a business or nation 4. Individuals or entities that provide capital for a business 5. Harm to wildlife and ecosystems 6. It has received formal consent to proceed 7. A change in the DNA sequence 8. Revenue 9. Mandatory rules that govern behaviors 10. A change from one state to another

Gap-Fill: 11. capacity 12. funding 13. investors 14. infrastructure 15. protesters 16. pollution 17. approved 18. mutation 19. revenue 20. regulations

Matching sentence: 1. capacity 2. funding 3. investors 4. infrastructure 5. protesters 6. pollution 7. approved 8. mutation 9. revenue 10. regulations

CATEGORY

1. Business - LEVEL5

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