

REVIEW TEST

PJI2A

Intelligent Business: Unit 12 – Competition

Name:			
Teacher:		TOTAL (60 points to pass)	MARK
Number of points (max. 100 points)			
I. Listening:		III. Grammar:	
II. Vocabulary:		IV. Translation:	

I. Listening: (max. 20 points) points

II. Vocabulary: (max. 34 points) points

A. Translate the following expressions into English: (2 points each)

neslýchaná a doslova ohromující kupní síla – _____

nevyhnutelně se vyvíjející překážky vstupu (do odvětví) – _____

neúnavné usilování o dokonalost – _____

úspory z rozsahu díky skulině na trhu – _____

neúnavné a neustávající kouzlo poselství – _____

představitelná úprava ziskových marží – _____

narazit na hlubokou oddanost a rivalitu – _____

postupně přepustit distribuční řetězec podřízeným prodejcům – _____

B. Write expressions the following definitions refer to: (2 points each)

1. the amount of money that a customer needs to spend when they change from one supplier, system, etc. to another:

2. a situation where a company is in a position to be more successful than its competitors; something that helps a company be in this position:

C. Complete the sentence with one of the following phrases; translate the selected phrase into Czech: (2 points each)

TRIAL, PRICE TAG, ACCESSORIES, SETBACKS, VOLUME, COURSE OF ACTION

1. We'll have to overcome a number of _____ before we become profitable company.

In Czech: _____

2. The _____ of orders has exceeded 500 a month, which is an increase of 27%.

In Czech: _____

3. I hope the firm is able to determine its further _____ in this difficult time.

In Czech: _____

D. Complete the sentences with correct forms of the following verbs; some verbs are not used: (1 point each)

OUTSELL – FIGHT OFF – CONFESS – ATTEMPT ENTITLE – WONDER – WANDER – UNVEIL

1. None of our subordinates _____ to sign contracts on behalf of the firm.

2. Last week IBM finally _____ to negotiating a new deal with Apple.

3. Toyota is considering _____ its new model at the Frankfurt trade fair.

4. _____ competition is never easy but you can do it by cutting costs.

E. Complete each sentence with a word made from the word given in brackets. (1 point each)

1. We _____ welcome you at our today's presentation! (**HEART**)

2. Your activities may have serious _____ for you, George. (**IMPLY**)

3. We don't have enough people – we are seriously _____. (**STAFF**)

4. I think Jack should be _____ to impose the critical decisions. (**POWER**)

III. Grammar: (max. 30 points)

 points

A. Fill in the gaps with a suitable preposition or adverbial, if necessary: (1 point each)

1. Toyota and Honda contest _____ the leading position on the market.
2. The sight _____ my bank statement scared me.
3. We have to sell the production and we'll do it _____ all costs.
4. Microsoft has to compete _____ Apple on all markets.
5. Nokia now outsells Motorola's mobile phones _____ volume.
6. The cost _____ production is relatively low in this factory.

B. Rewrite the sentences with the given words so that they mean the same as the original ones: (3 points each)

1. Greg will buy the shares. The price must go down by 5%.
Greg _____ as soon as the _____.

2. Lucy is going to leave for Jamaica. She must be given a visa first.
Lucy _____ until _____.

3. I must finish my studies first. Then I plan to leave the country.
I _____ after _____.

C. Put the **VERBS** and other words in brackets into their correct forms, add prepositions, particles or auxiliary verbs if necessary. You may need to use the passive forms of the verbs: (1 point each)

Whenever Apple _____ (**CONSIDER, RISK, EXPAND**) its operations abroad in the last decade, its biggest opponent, Microsoft, _____ (**ATTEMPT, PERSUADE**, buyers, not **FOCUS**) Apple's products. It _____ (**INTEND, MAKE**, customers, **THINK**) that its operation system _____ (**WOULD, UNABLE, COOPERATE**) Apple's programs. Finally users _____ (**GET USED, PREFER, OFFER**) products by Microsoft rather than by Apple. However, things _____ (**BEGIN, CHANGE**) recently. Nowadays Apple _____ (**DENY, REFER**) as the "always second" player and the company _____ (**ADVISE**, computer users, **SWITCH**) its software and hardware. It _____ (easy, **LET**, their systems, **WIN**) in the future but the preliminary results are promising.

D. Choose suitable words or phrases that can complete each sentence. The number of correct answers is 0 – 4. (2 points each)

1. The bank made its biggest losses _____ money to unreliable firms.
A: as soon as it has lent B: after it lent
C: when it lends D: whenever it had lent
2. The machine stops making the noise _____.
A: when you will turn it off B: as you turned it off
C: once you turn it off D: as soon as you have turned it off
3. We _____ you by the time the courses _____.
A: will call ... begin B: are going to call ... began
C: will have called ... begun D: call ... will have begun

IV. Translation: (max. 16 points)

 points

Translate the following sentences into English: (8 points each)

IBM konečně odhalila své plány uvést v posledním čtvrtletí na zavedený počítačový trh nový model; tento postup zabrání konkurenci v získání konkurenční výhody a přistrojí soupeření mezi dominantními výrobci.

Uposlechli jsme radu poradenské firmy a v zájmu úspor z rozsahu jsme se rozhodli zvětšit továrnu a najmout dočasné zaměstnance, abychom se vyhnuli podstavu (zamestnanců), což by mělo vést ke zvýšení objemu produkce, tržeb i ziskových marží.
