

# 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.

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)

#### SET ASIDE – 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 previous 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 \_\_\_\_\_ (not, 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 přiostrí 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 (*zaměstnanců*), což by mělo vést ke zvýšení objemu produkce, tržeb i ziskových marží.