

I. Listening: (max. 20 points)

A. Listen to part of a radio programme about a company called Target. Complete the notes with up to 3 words or a number.

Company profile: Target

Target is a large American _____ . (1 pt)
It may export its _____ . (2 pts)
It has _____ shops throughout the US. (2 pts)
Sales reached _____ 12 months ago. (2 pts)
Typical shoppers have a _____ of ca \$ 50,000 p.a. (1 pt)
It _____ own-brand goods. (2 pts)
Target runs very stylish _____ . (2 pts)
Recently it offered people on holiday _____ goods. (1 pt)
It has sold the Marshall Field's Chain of _____ . (1 pt)
It aims to keep on _____ . (1 pt)

B. Listen to a person talking about the Enron fraudulent case. Circle whether the statements are true **T** or false **F**.

S. Watkins wrote a memo to the CFO informing him of fraudulent behaviour in the company. **T/F**
The meeting between her and the CEO led to the opening of an internal inquiry. **T/F**
Based on the inquiry the senior management was dismissed. **T/F**
Before she revealed the truth she sold off her stock options. **T/F**
The Sarbanes-Oxley Act threatens CEOs and CFOs with jail if they fail to hand in financial statements. **T/F**

II. Vocabulary: (max. 34 points)

A. Translate the following expressions into English: (2 points each = 16 points)

zadat práci externě nezávislému účetnímu –
trpět akutním stresem –
narůstající náklady na nábor zaměstnanců –
přizpůsobit výrobek požadavkům zákazníka –
zhodnotit rizika nově vznikající společnosti –
být oprávněn prodat kmenové akcie –
jednat o úsporách z rozsahu –
makléřská firma zodpovědná za první vydání akcií –

B. Write expressions the following definitions refer to: (2 points each = 4 points)

a short period when the electricity supply to a building or district is stopped, especially at night:
a company or investment that makes a lot of money and is safe to invest in:

C. Complete the sentence using the following phrases and write their translations into Czech. (2 points each = 6 points)

**JUNK BOND, RETURNS ON INVESTMENT, COLLATERAL, CORE BUSINESS
NICHE PLAYER, STATUS SYMBOL, CONFLICT OF INTERESTS**

1. The competitors accused them of running into _____ because of their consultative operations to governmental agencies. In Czech: _____
2. Even though most shares have been bought, the auction did not bring _____ they all had expected. In Czech: _____
3. Instead of settling for being a _____, the firm is ready to contest the mass market. In Czech: _____

D. Complete the sentences with correct forms of the following verbs; some verbs are not used: (1 point each = 4 points)

**PAY OFF, ASSIGN, THREATEN, IMPOSE,
TURN OUT, OUTFLANK, DRAW UP, RETAIN**

1. The Managing Director of the small chain relied on excellent customer service but it _____ that people preferred the choice and anonymity of hypermarkets.
2. There have been complaints from your subordinates informing me that you _____ too much extra work.
3. If you are a company selling to a major distribution chain, then your buyers can _____ certain conditions on you.
4. We all agree it is imperative to _____ guidelines for dealing with emergencies.

E. Complete each sentence with a word made from the word given in brackets. (1 point each = 4 pts)

1. The training policy sees all positions as having the potential for _____. (**LEAD**)
2. The aim of the campaign is to boost the _____ image of the brand. (**WEAK**)
3. _____ sources of energy are limited and can't be replaced. (**RENEW**)
4. Congratulations! You were _____ yourself by saying you have no chance to do it! (**ESTIMATE**)

III. Grammar: (max. 30 points)

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

1. The questionnaires are aimed _____ measuring strengths and weaknesses of the participants.
2. If they prove that bidding _____ display ads works, rivals are bound to follow.
3. We are concerned _____ the latest development of the project and I think we should scrap it.
4. I am sorry to say that your draft failed to comply _____ the required standard.
5. The couple started _____ a company providing clients _____ thorough managerial training.
6. These moneylenders charge interest _____ rates as high as 100 per cent per month.

B. Rewrite the sentences so that they mean the same as the sentence above. (3 points each)

1. Investment in fine art hardly ever brings the returns that would justify the cost.

Rarely _____.

2. The local people got even poorer as oil reserves ran out.

If _____.

3. I have written twice. I still haven't received a reply.

Despite _____.

C. Put the VERBS and other words in brackets into their correct forms, add prepositions, particles or auxiliaries if necessary. (9 points total)

1. The consultant _____ (**ADVISE**, we, **POSTPONE**, **SELL**) the subsidiary for a couple of months after the markets _____ (**CALM DOWN**).
2. It was pointed out that the recruitment agency responsible for hiring the person _____ (**SUGGEST**, **INVITE**, he, **DISCUSS**) the issue along with the line manager next week. Nevertheless, the time of the meeting _____ (not **CONFIRM**) yet.
3. Next year we _____ (**MANUFACTURE**) the same model for 10 years and I don't think it _____ (**CHANGE**) soon.

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

1. I'll send it by courier so that it _____.
A: got there on time. B: gets there on time.
C: 'll get there on time D: can get there on time.
2. Here is my phone number in case you _____.
A: needed to contact me B: would need to contact me.
C: will need to contact me. D: need to contact me.
3. Although _____, he gave an excellent presentation.
A: he didn't use any notes B: not using any notes
C: him not using any notes D: no notes were used

IV. Translation: (max. 16 points)

Translate the sentences into English: (8 points each)

1. Vnitropodnikový výcvik nabízí řadu možností pro zaměstnance na všech úrovních počínaje denními kurzy zaměřenými na povědomí a prevenci stresu až po semináře podněcující vyjednávací schopnosti.

2. Známá naftařská společnost oznámila, že provedla nabídku na převzetí společnosti Unocal. Očekává se, že hodnota akcí společnosti prudce vzroste, jelikož přístup ke zdrojům bude volný.

I. Listening: (max. 20 points)

A. Listen to part of a radio programme about a company called Target. Complete the notes with up to 3 words or a number.

Company profile: Target

Target is a large American **retailer** (1 pt) which may export its **business strategy** (2 pts).

It has **1,200** (2 pts) shops throughout the US.

Sales reached **\$ 41 billion** (2 pts) 12 months ago.

Typical shoppers have a **family income** (1 point) of ca \$ 50,000 p.a.

It **commissions** (2 pts) own-brand goods and runs very classy **advertising campaign** (2 pts).

Recently it offered people on holiday **discount** (1 pt) goods.

It has sold the Marshall Field's Chain of **department stores** (1 pt).

It aims to carry on **innovating** (1pt).

B. Listen to a person talking about the Enron fraudulent case. Circle whether the statements are true **T** or false **F**.

S. Watkins wrote a memo to the CFO informing him of fraudulent behaviour in the company. **F**

The meeting between her and the CEO led to the opening of an internal inquiry. **T**

Based on the inquiry the senior management was dismissed. **F**

Before she revealed the truth she sold off her stock options. **T**

The Sarbanes-Oxley Act threatens CEOs and CFOs with jail if they fail to hand in financial statements. **F**

II. Vocabulary: (max. 34 points)

A. Translate the following expressions into English: (2 points each = 16 points)

zadat práci externě nezávislému účetnímu – **to outsource work to an independent accountant**

trpět akutním stresem – **to suffer from acute stress**

narůstající náklady na nábor zaměstnanců – **increasing recruitment costs**

přizpůsobit výrobek požadavkům zákazníka – **to tailor the product to customers needs/to customise..**

zhodnotit rizika nově vznikající společnosti – **to assess risks of a start-up**

být oprávněn prodat kmenové akcie – **to be entitled to sell equities**

jednat o úsporách z rozsahu – **to deal about economies of scale**

makléřská firma zodpovědná za první vydání akcií – **a brokerage responsible for IPO**

B. Write expressions the following definitions refer to: (2 points each = 4 points)

a short period when the electricity supply to a building or district is stopped, especially at night: **blackout power cut**

a company or investment that makes a lot of money and is safe to invest in: **blue chip**

C. Complete the sentence using the following phrases and write their translations into Czech. (2 points each = 6 points)

**JUNK BOND, RETURNS ON INVESTMENT, COLLATERAL, CORE BUSINESS
NICHE PLAYER, STATUS SYMBOL, CONFLICT OF INTERESTS**

1. The competitors accused them of running into **conflict of interests** because of their consultative operations to governmental agencies. In Czech: **střet zájmů**
2. Even though most shares have been bought, the auction did not bring **ROI** they all had expected. In Czech: **výnosy z investic**
3. Instead of settling for being a **niche player**, the firm is ready to contest the mass market. In Czech: **firma zaujímající malou část trhu**

D. Complete the sentences with correct forms of the following verbs; some verbs are not used: (1 point each = 4 points)

**PAY OFF, ASSIGN, THREATEN, IMPOSE,
TURN OUT, OUTFLANK, DRAW UP, RETAIN**

1. The Managing Director of the small chain relied on excellent customer service but it **turned out** that people preferred the choice and anonymity of hypermarkets.
2. There have been complaints from your subordinates informing me that you **assign** too much extra work.
3. If you are a company selling to a major distribution chain, then your buyers can **impose** certain conditions on you.
4. We all agree it is imperative to **draw up** guidelines for dealing with emergencies.

E. Complete each sentence with a word made from the word given in brackets. (1 point each = 4 pts)

1. The training policy sees all positions as having the potential for **leadership**. (*leading nelze použít*)
2. The aim of the campaign is to boost the **weakening** image of the brand.
3. **Non-renewable** sources of energy are limited and can't be replaced.
4. Congratulations! You were **underestimating** yourself by saying you have no chance to do it!

III. Grammar: (max. 30 points)

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

1. The questionnaires are aimed **at** measuring strengths and weaknesses of the participants.
2. If they prove that bidding **for** display ads works, rivals are bound to follow.
3. We are concerned **about** the latest development of the project and I think we should scrap it.
4. I am sorry to say that your draft failed to comply **with** the required standard.
5. The couple started **up** a company providing clients **with** thorough managerial training.
6. These moneylenders charge interest **at** rates as high as 100 per cent per month.

B. Rewrite the sentences so that they mean the same as the sentence above. (3 points each)

1. Investment in fine art hardly ever brings the returns that would justify the cost.

Rarely does fine art bring the returns that would justify the costs.

2. The local people got even poorer as oil reserves ran out.

If the oil reserves hadn't run out, the local people wouldn't have got even poorer.

3. I have written twice. I still haven't received a reply.

Despite writing twice, I still haven't received a reply. Despite the fact that...

C. Put the VERBS and other words in brackets into their correct forms, add prepositions, particles or auxiliaries if necessary. (9 points total)

1. The consultant **advised us to postpone selling** the subsidiary for a couple of months after the markets **calm down/have calmed down**.
2. It was pointed out that the recruitment agency responsible for hiring the person **suggested inviting him to discuss** the issue along with the line manager next week. Nevertheless, the time of the meeting **has not been confirmed** yet.
3. Next year we **will have been manufacturing** the same model for 10 years and I don't think it **will change** soon.

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

1. I'll send it by courier so that it _____.
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IV. Translation: (max. 16 points)

Translate the sentences into English: (8 points each)

1. Vnitropodnikový výcvik nabízí řadu různých možností pro zaměstnance na všech úrovních, počínaje jednodenními kurzy zaměřenými na povědomí a prevenci stresu až po intenzivní semináře podněcující vyjednávací schopnosti.

The in-house training provides a variety of options for staff on all levels starting with one-day stress awareness and prevention courses up to intensive seminars enhancing negotiating skills.

2. Známá naftařská společnost oznámila, že provedla nabídku na převzetí společnosti Unocal. Očekává se, že hodnota akcí společnosti prudce vzroste, jelikož přístup ke zdrojům bude volný.

A well-known oil company announced it had made a bid to acquire Unocal company. The share value is expected to soar as/since the access to sources will be free.

~~In case you would need to contact me~~

In case (a další časové spojky) se chová stejně jako if, tzn. nelze po něm použít kondicionál!