

EXAM TEST
PJI/4 – regular term, DD/MM YYYY
 Model Test

Name:			
Teacher:		TOTAL (90 points to pass)	MARK
Number of points (max. 150 points)			
I. Listening:		IV. Grammar:	
II. Vocabulary:		V. Reading:	
III. Translation:		VI. Letter:	

I. Listening: (max. 20 points)

[] points

Part 1: Tara Williamson is an economist who is being interviewed by Jay Thomas about setting prices. Listen to part 1 and 2 and answer the questions:
(3 points per item; total 15 pts)

1. How did she feel about the actions of the petrol station owner from the point of view of:
 - a) an ordinary citizen?
 - b) an economist?
2. Which economic principle does she claim her story illustrates?
3. What were the short-term benefits, and long-term consequences of the owner's actions?
4. How did Tara explain what happened to Jay?
5. What pricing strategy is used by many companies?

Part 2: In the final part of the interview, Tara and Jay discuss the price-fixing powers of manufacturers and retailers. Listen to part 3 and decide if the statements 1-5 are TRUE (T) or FALSE (F):

(1 point per item; 5 points)

1. Big brands often leave prices to the discretion of retailers. T F
2. Discounted prices damage some brands. T F
3. Supermarkets buy luxury brands on the black market. T F
4. Loss leaders attract customers to stores. T F
5. Supermarket chains try to maintain the same prices as their competitors. T F

II. Vocabulary: (max. 30 points)

[] points

A. Translate the following expressions from Czech into English: (2 pts per item; total: 14 pts)

1. přehodnotit nepříznivou obchodní bilanci – _____
2. do vyprodání zásob – _____
3. vměšovat se do vymáhání plateb – _____
4. být obviněn z daňového úniku (*nelegálně*) – _____
5. opakovaně odmítnout hlídkovat proti stávkokazům – _____
6. hospodářský cyklus vytvářený sám sebou – _____
7. doložka nejvyšších výhod – _____

B. Complete the sentences with correct forms of the following verbs: (1pt per item; total: 5 pts)

SHORT-LIST, FIRE, SET, ANTICIPATE, EXPECT, OPEN, MAKE, ABANDON, LEAVE, HANDLE, INTRODUCE, LOOK AFTER

1. There is no point in _____ objectives if you don't communicate them to your staff.
2. If your qualifications and abilities match the job description you might _____.
3. Marketers have to identify or _____ consumers' needs.
4. Gold convertibility _____ because the Federal Reserve did not have enough gold.
5. Although the consignment _____ with care, important components were damaged in transit.

C. Complete each sentence with a word made from the words given in brackets

(1pt per item; total: 5 pts)

1. The _____ will send it by truck on a RoRo ferry. (**CONSIGN**)
2. The money already paid is _____ (**RETRIEVE**)
3. InterMedia _____ Erling last year to become the largest media group in the region. (**TAKE**)
4. There was a general lack of _____ about safety issue. (**AWARE**)
5. In the late 1990s, many countries witnessed a sharp economic _____ (**TURN**).

D. Give the terms the following definitions refer to: (2 pts per item; total: 6 pts)

1. a stock in a large company or corporation that is considered to be a secure investment =
2. the process of arranging for somebody outside a company to produce goods or provide services for that company =
3. a small, specialized, but profitable segment of a market =

III. Translation: (max. 30 points)

points

(10 pts per sentence; total: 30 pts)

1. Pokud chce společnost ovlivnit cílový trh reklamou na svůj výrobek, měla by vzít v úvahu známé rozdělení marketingového programu na tak zvaná 4 P: výrobek, místo, reklama a cena.
2. Vlády, na rozdíl od soukromých společností, nemají možnost vydávat žádné cenné papíry, a proto vydávají dluhopisy, když veřejné výdaje překročí příjmy z daně z příjmu, DPH a dalších daní.
3. Pracovní vztahy se zdají být lepší v zemích, průmyslových odvětvích a společnostech, kde je dobrá komunikace, to jest, kde odbory netrvají na zachování naprosto neekonomických pracovních míst.

IV. Grammar: (max. 30 points)

points

A. Fill the gaps in the following sentences with the suitable prepositions or adverbials, if necessary. (1pt per item; total: 6 pts)

1. I need to meet someone who deals _____ foreign exchange.
2. They decided to move upmarket and start selling goods _____ superior quality.
3. The information must be treated _____ confidence.
4. The system helps us cope _____ delivery times and solve possible planning conflicts.
5. Unemployment will be reduced temporarily _____ the cost of increased inflation.
6. We haven't placed the order _____ them yet.

B. Put the **verbs** and any **other words** in brackets into the correct form. You may need to add the necessary auxiliary verbs, prepositions and particles. Use the verbs in the brackets in the given order. (3 pts per item; total: 15 pts)

1. We will not deal with them unless they _____ (stop, file) the unjustified claim.
2. It is necessary to find out how much _____ (radiology, contribute, increase) health care costs.
- 3.-4. If he _____ (not urge, we, handle) the backlog of orders, we _____ (fail, be) more competitive at that time.
5. They (make, we, put off, negotiate) French car dealers.

C. Finish each of the following sentences in such a way that it means the same as the sentence printed above it: (3 pts per item; total: 9 pts)

1. We were considering the merger proposal for most of last year.
The merger _____ .
2. We have bought fewer units than last year.
We haven't bought _____ last year.
3. "Does your company provide investment advice?"
The person asked _____

V. Reading: (max. 20 points)

points

Read this text taken from an article about the structure of organizations. Choose the best below sentence to fill each of the gaps. For each gap 1-5, mark one letter (A – H). There is an example at the beginning, (0). Do not use any letter more than once:

The new organisation

Fifty years ago William Whyte, an editor at *Fortune* magazine, wrote a book called “The Organisation Man” that defined the nature of corporate life for a generation by looking at typical organisations. (0)...G....

Half a century on, organisation man seems almost extinct. The company that used to be most closely identified with this way of life was IBM. (1) _____. It is some measure of the change that has taken place since Whyte's day that today 50% of IBM's employees have worked for the company for under five years; 40% of its 320,000 employees are “mobile”, meaning that they do not report daily to an IBM site; and about 30% are women. An organisation once dominated by lifetime employees selling computer products has been revolutionized into a conglomeration of transient suppliers of services.

(2) _____. Here, globalisation of production and sales, and the large-scale shift of responsibility to outsiders for what were once considered a company's core functions—via outsourcing, joint-ventures and other sorts of alliances that involve a loosening of control over vital inputs – are commonplace.

Today instead we have “networked person”, a species that can now be observed in airport lounges, on fast inter-city trains and at motorway service stations. He is always on the move, juggling with a laptop computer, a mobile phone and a BlackBerry for e-mails, keeping in electronic touch with people he no longer regularly bumps into in a corridor. Indeed, there may be no corridor. (3) _____. Organisation man did bump into people in corridors, but he was cautious about networking. In his world, knowledge was power, and he needed to be careful about sharing out his particular store of it. He found comfort in hierarchy, which obviated the need to be self-motivating and take risks.

He lived in a highly structured world where lines of authority were clearly drawn on charts, decisions were made on high, and knowledge resided in manuals.

Networked person, by contrast, takes decisions all the time, guided by the knowledge base he has access to, the corporate culture he has embraced, and the colleagues with

whom he is constantly communicating. (4) _____ .

And yet despite the dramatic changes in the way people work, the organisations in which they carry out that work have changed much less than might be expected. In an article in the *McKinsey Quarterly* last year, two of the firm's consultants argued that “today's big companies do very little to enhance the productivity of their professionals”. (5) _____. In other words, 21st-century organisations are not fit for 21st-century workers.

The classic structure in which organisation man felt comfortable consisted of a number of business units that operated similarly but separately. They were controlled by a head office that determined strategy and watched over its implementation.

A This is because these days, many employees no longer have a physical home base in a building provided by their employer.

B As a result, being able to keep in touch with a much wider range of people through technologies such as e-mail has brought everyone closer.

C This transformation has been brought about by a variety of changes in the environment in which businesses operate, particularly in communications technology.

D For many years its managers wore only dark blue suits, white shirts and dark ties, symbols of their total allegiance to the organisation.

E In fact, their vertically oriented organisational structures, retrofitted with ad hoc and matrix overlays, nearly always make professional work more complex and inefficient.”

F Ideas and commands moved up and down from headquarters to these units, leading to the creation of vertical “silos” with very little communication between them.

G Foremost among the organisations that he had in mind was the corporation, which he thought rewarded long service, obedience and loyalty quite as faithfully as did any monastery or battalion.

H For example, many studies have shown there is no strong link between granting share options as a form of compensation and employee performance.

VI. Letter: (max. 20 points)

points

Draft a letter to Mr. Gérard by Mr. Gerlach and include the following points:

- *poděkujte za dopis z 8. května 2007, ve kterém se protější strana zajímala o možnosti úvěru;*
- *uvedte, že si ceníte toho, že v minulosti pan Gérard žádal Vaši firmě značné množství objednávek, nicméně uvedte, že své výrobky prodáváte za nesmírně konkurenční ceny. Tento fakt Vám umožňuje jenom malý ziskový rozdíl/marži a znemožňuje Vám nabídnout úvěrové možnosti kterémukoliv z Vašich zákazníků;*
- *za danou situaci se omluvte a vyjádřete naději, že druhá strana chápe Vaše důvody;*
- *znovu poděkujte za dopis, vyjádřete, že se těšíte na odpověď.*

EXAM TEST

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Model Test – **Answer Key**

Name:			
Teacher:		TOTAL (90 points to pass)	MARK
Number of points (max. 150 points)			
I. Listening:		IV. Grammar:	
II. Vocabulary:		V. Reading:	
III. Translation:		VI. Letter:	

I. Listening: (max. 20 points)

points

Part 1: Tara Williamson is an economist who is being interviewed by Jay Thomas about setting prices. Listen to part 1 and 2 and answer the questions:

(3 points per item; total 15 pts)

- How did she feel about the actions of the petrol station owner from the point of view of:
c) an ordinary citizen?
d) an economist?
- Which economic principle does she claim her story illustrates?
- What were the short-term benefits, and long-term consequences of the owner's actions?
- How did Tara explain what happened to Jay?
- What pricing strategy is used by many companies?

Part 2: In the final part of the interview, Tara and Jay discuss the price-fixing powers of manufacturers and retailers. Listen to part 3 and decide if the statements 1-5 are TRUE (T) or FALSE (F): *(1 point per item; 5 points)*

- Big brands often leave prices to the discretion of retailers. T F
- Discounted prices damage some brands. T F
- Supermarkets buy luxury brands on the black market. T F
- Loss leaders attract customers to stores. T F
- Supermarket chains try to maintain the same prices as their competitors. T F

II. Vocabulary: (max. 30 points)

points

A. Translate the following expressions from Czech into English: *(2 pts per item; total: 14 pts)*

- přehodnotit nepříznivou obchodní bilanci – **to reassess/review unfavourable balance of trade**
- do vyprodání zásob – **until stocks last**
- vměšovat se do vymáhání plateb – **to intervene in recovering of payments**
- být obviněn z daňového úniku (*nelegálního*) – **to be accused of tax evasion**
- opakovaně odmítnout hlídkovat proti stávkokazům – **to repeatedly refuse to picket**
- hospodářský cyklus vytvářený sám sebou – **self-generating business cycle**
- doložka nejvyšších výhod – **The most-favoured-nations clause**

B. Complete the sentences with correct forms of the following verbs: *(1pt per item; total: 5 pts)*

SHORT-LIST, FIRE, SET, ANTICIPATE, EXPECT, OPEN, MAKE, ABANDON, LEAVE, HANDLE, INTRODUCE, LOOK AFTER

- There is no point in **setting** objectives if you don't communicate them to your staff.
- If your qualifications and abilities match the job description you might **be shortlisted**.
- Marketers have to identify **or anticipate** consumers' needs.
- Gold convertibility **was abandoned** because the Federal Reserve did not have enough gold.
- Although the consignment **was handled** with care, important components were damaged in transit.

C. Complete each sentence with a word made from the words given in brackets

(1pt per item; total: 5 pts)

- The **consignor** will send it by truck on a RoRo ferry. (**CONSIGN**)
- The money already paid is **irretrievable**. (**RETRIEVE**)
- InterMedia **took over** Erling last year to become the largest media group in the region. (**TAKE**)
- There was a general lack of **awareness** about safety issue. (**AWARE**)
- In the late 1990s, many countries witnessed a sharp economic **downturn/(upturn)** (**TURN**).

D. Give the terms the following definitions refer to: (2 pts per item; total: 6 pts)

1. a stock in a large company or corporation that is considered to be a secure investment = **blue chip**
2. the process of arranging for somebody outside a company to produce goods or provide services for that company = **outsourcing**
3. a small, specialized, but profitable segment of a market = **a niche**

III. Translation: (max. 30 points) points

(10 pts per sentence; total: 30 pts)

1. If a company wants to influence the target market with an advertisement for its product, it should consider (take into consideration) the well-known division (classification) of the marketing programme into ,4 Ps': product, place, promotion and price.
2. Governments, unlike private companies, do not have the option (possibility) of issuing (to issue) any equities, and therefore they issue bonds when public spending (expenditures) exceed(s) receipts (revenues) from income tax, VAT and other taxes.
3. Industrial (Working) relations seem to be better in countries, industries and companies where the communication is good, i.e., where (trade / labour) unions do not insist on the preservation of completely uneconomic jobs (positions).

IV. Grammar: (max. 30 points)

points

A. Fill the gaps in the following sentences with the suitable prepositions or adverbials, if necessary. (1pt per item; total: 6 pts)

1. I need to meet someone who deals **in/with** foreign exchange.
2. They decided to move upmarket and start selling goods **of** superior quality.
3. The information must be treated **in** confidence.
4. The system helps us cope **with** delivery times and solve possible planning conflicts.
5. Unemployment will be reduced temporarily **at** the cost of increased inflation.
6. We haven't placed the order **with** them yet.

B. Put the **verbs** and any **other words** in brackets into the correct form. You may need to add the necessary auxiliary verbs, prepositions and particles. Use the verbs in the brackets in the given order. (3 pts per item; total: 15 pts)

1. We will not deal with them unless they **stop filing** the unjustified claim.
2. It is necessary to find out how much **radiology contributes to increasing** health care costs.
- 3.-4. If he **hadn't urged us to handle** the backlog of orders, we **would have failed to be** more competitive at that time.
5. They **have made / made us put off negotiating with** French car dealers.

C. Finish each of the following sentences in such a way that it means the same as the sentence printed above it: (3 pts per item; total: 9 pts)

1. We were considering the merger proposal for most of last year.
The merger proposal was being considered for most of last year.
2. We have bought fewer units than last year.
We haven't bought as many units as last year.
3. "Does your company provide investment advice?"
The person asked if our company provided investment advice.

V. Reading: (max. 20 points)

points

(4pts per item; total: 20 pts)

Read this text taken from an article about the structure of organizations. Choose the best below sentence to fill each of the gaps. For each gap **1-5**, mark one letter (**A – H**). There is an example at the beginning, **(0)**. Do not use any letter more than once:

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Half a century on, organisation man seems almost extinct. The company that used to be most closely identified with this way of life was IBM. **(1) E** It is some measure of the change that has taken place since Whyte's day that today 50% of IBM's employees have worked for the company for under five years; 40% of its 320,000 employees are “mobile”, meaning that they do not report daily to an IBM site; and about 30% are women. An organisation once dominated by lifetime employees selling computer products has been revolutionized into a conglomeration of transient suppliers of services.

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He lived in a highly structured world where lines of authority were clearly drawn on charts, decisions were made on high, and knowledge resided in manuals.

Networked person, by contrast, takes decisions all the time, guided by the knowledge

base he has access to, the corporate culture he has embraced, and the colleagues with whom he is constantly communicating. **(4) B.**

And yet despite the dramatic changes in the way people work, the organisations in which they carry out that work have changed much less than might be expected. In an article in the *McKinsey Quarterly* last year, two of the firm's consultants argued that “today's big companies do very little to enhance the productivity of their professionals”. **(5) F** In other words, 21st-century organisations are not fit for 21st-century workers.

The classic structure in which organisation man felt comfortable consisted of a number of business units that operated similarly but separately. They were controlled by a head office that determined strategy and watched over its implementation.

A *This is because these days, many employees no longer have a physical home base in a building provided by their employer.*

B *As a result, being able to keep in touch with a much wider range of people through technologies such as e-mail has brought everyone closer.*

C *This transformation has been brought about by a variety of changes in the environment in which businesses operate, particularly in communications technology.*

D *For many years its managers wore only dark blue suits, white shirts and dark ties, symbols of their total allegiance to the organisation.*

E *In fact, their vertically oriented organisational structures, retrofitted with ad hoc and matrix overlays, nearly always make professional work more complex and inefficient.”*

F *Ideas and commands moved up and down from headquarters to these units, leading to the creation of vertical “silos” with very little communication between them.*

G *Foremost among the organisations that he had in mind was the corporation, which he thought rewarded long service, obedience and loyalty quite as faithfully as did any monastery or battalion.*

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VI. Letter: (max. 20 points)

points

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- znovu poděkujte za dopis, vyjádřete, že se těšíte na odpověď.

Possible solution:

**R.G. Electronics AG
Havmart 601
D – 50000 Köln 1**

11 May 2007

**M.P. Gérard
251 rue de Raimonières
F – 86000 Poitiers Cédex**

Dear Mr Gérard

Thank you for your letter of 8 May 2006 in which you enquired about credit facilities.

We appreciate that you have placed a number of orders with us in the past. However, as you probably realize, our products are sold at extremely competitive prices. This allows us only small profit margins and prevents us offering any of our customers credit facilities.

We are very sorry that we cannot help you in this case and hope you understand our reasons.

Once again, thank you for writing, and we look forward to hearing from you soon.

**Yours sincerely
R. Gerlach
Sales Director**