

REVIEW TEST

PJI1A

IB: Unit 12

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)

Udržovat si konkurenční výhodu – **maintain a competitive advantage**

Přemrštěně vysoké náklady na přechod - **prohibitively expensive switching costs**

Čelit vážné situaci ve farmaceutickém odvětví – **to face a critical situation in the pharmaceutical industry**

Všimnout si a úspěšně vyplnit mezeru na trhu – **to spot and successfully fill a niche in the market**

Zkusit (have) znovu získat rozhodující podíl ve společnosti – **to have another go at getting/gaining a decisive stake in the company**

Zaplašit krátkodobě možné zákazníky – **to (momentarily) scare away prospective customers (for a short time)**

Dělat zázraky v oblasti zlepšování úrovně – **to work wonders in improving standards**

slábnoucí věrnost značek zapříčiněná revolučními důsledky současné techniky – **weakening brand loyalty caused by revolutionary implications of up-to-date technology**

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

1. Reduction in long-run average costs due to increase in size of an operating unit (a factory or plant) : **economies of scale**

2. the difference between the cost of producing something and the price at which you sell it: **profit margin**

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

INERTIA – WINDOW SHOPPING – RIVALRY– RESURGENCE — CREED – SETBACK – DIFFERENTIATION – LAYOUT

1. We should unify the **layout** of our business letters
In Czech: **uspořádání, úprava, rozvržení, formát**
2. People of all colours and **creeds** deserve our understanding.
In Czech: **vyznání, přesvědčení, krédo**
3. The December elections were a major **setback** for the party.
In Czech: **překážka**

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

BY-PASS – HANDLE - SEEK– UNVEIL – DABBLE– EMBRACE – CONTEST – IMPRESS – EXERT

1. He is not a professional painter, he just **dabbles** at painting as a way of relaxing.
2. The parents **exerted** considerable influence on the school's decision.
3. Celia **bypassed** her manager and wrote straight to the CEO.
4. We have received loads of CVs from graduates **seeking** employment.

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

1. The company shows **consistently** high performance. (CONSIST)
2. People have to move to other areas in **pursuit** of work (PURSUE)
3. The data, text and images were **seamlessly** integrated. (SEAM)
4. Crime has increased on an **unprecedented** scale. (PRECEDENT)
5. The soldiers' courage and **devotion** to duty has to be appreciated. (DEVOTE)

III. Grammar: (max. 30 points)

points

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

1. We must stop the customers **from** switching to alternative products
2. They want \$2500 for it, but they might settle **for** \$2000.
3. Although we don't see eye to eye **on** this, something must be done.
4. The company managed to fight **off** a takeover attempt.
5. The new show took London **by** storm.
6. Everyone should have the right **to** freedom of expression.

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

1. The survey showed that customers preferred the old logo. Then the new one ceased to be used.

The new logo ceased to be used after the survey had showed that customers preferred the old one.

2. My task was to ask five companies to quote their prices but our management changed the parameters of the order three times before I did it.

By the time I asked the five companies to quote their prices, our management had changed the parameters of the order three times.

3. The kidnappers sent him a letter which told him he had to give them the ransom no later than Friday.

The letter from kidnappers said that he had to give them the ransom by Friday.

C. Fill the gaps with the appropriate form of the verbs in brackets. Add prepositions if necessary: (1 point each)

There is a rumour that as the economic crisis **is deepening**; house prices are also falling well below the level they were when times **weren't** rough. But people are prudent, they will wait until the prices **have gone down** significantly.

Some people also say that the long planned and discussed concert hall in Brno will be built when the contract with the car park company **has expired**. There will be other changes, too. Before we **know** it there will be a cable way to Špilberk and the platforms of the new railway station **will appear** once Brno **has received** money from the European Union and a building permit. It means everything must **be done** quickly before the European financial sources **dry up**.

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

1. By the time _____, she _____

A: a decision will be taken.....will have applied for a different job

B: a decision is taken applies for another job

C: a decision is takenwill have applied for another job

D: a decision was takenhad already applied for another job

2. Let me know _____ the results have arrived.

A: while

B: as soon as

C: before

D: once

3. He practised the speech until _____.

A: it sounded natural

B: had sounded natural

C: it has sounded natural

D: it would have sounded

IV. Translation: (max. 16 points)

points

Translate the following sentences into English:

(8 points each)

Ve snaze získat výhodu nad ostatními konkurenty se rozhodl nebrat zřetel na rozpory, které měl s bývalým prezidentem a přijal bezvýhradně jeho vizi, přestože si byl dobře vědom, jaké dalekosáhlé důsledky jeho rozhodnutí bude mít.

In pursuit of getting an advantage over other competitors he decided to set aside conflicts/disagreements with the ex-president and accepted/embraced his vision whole-heartedly, although he was well aware of the far-reaching/profound implications his decision would have.

Některá oddělení si stěžují na to, že nemají přiděleno dostatek finančních prostředků. V tom mají stejný názor jako odbory, které tvrdí, že výrobní oddělení má nedostatek pracovníků, přestože po ohlášení nové firemní strategie, jde firma od úspěchu k úspěchu

Some departments are complaining about not being given/allocated enough financial resources/means. They see eye to eye on this with the trade unions who claim that the production department is under-staffed, even though the company, having announced /after it had announced its new corporate strategy, is going from strength to strength.

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Udržovat si konkurenční výhodu – _____

Přemrštěně vysoké náklady na přechod - _____

Čelit vážné situaci ve farmaceutickém odvětví – _____

Všimnout si a úspěšně vyplnit mezeru na trhu – _____

Zkusit (have) znovu získat rozhodující podíl ve společnosti – _____

Krátkodobě zaplašit možné zákazníky – _____

Dělat zázraky v oblasti zlepšování úrovně – _____

slábnoucí věrnost značce zapříčiněná revolučními důsledky současné techniky – _____

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

1. Reduction in long-run average costs due to increase in size of an operating unit (a factory or plant) : _____
2. the difference between the cost of producing something and the price at which you sell it: _____

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

**INERTIA – WINDOW SHOPPING – RIVALRY – RESURGENCE – CREED –
SETBACK – DIFFERENTIATION – LAYOUT**

1. We should unify the _____ of our business letters
In Czech:
2. People of all colours and _____ deserve our understanding.
In Czech:
3. The December elections were a major _____ for the party.
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D. Complete the sentences with correct forms of the following verbs; some verbs are not used: (1 point each)

**BYPASS – HANDLE – SEEK – UNVEIL –
DABBLE – EMBRACE – CONTEST – IMPRESS – EXERT**

1. He is not a professional painter, he just _____ at painting as a way of relaxing.
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(DEVOTE)

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The new logo _____.
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C. Fill the gaps with the appropriate form of the verbs in brackets. Add prepositions if necessary: (1 point each)

There is a rumour that as the economic crisis _____ (deepen); house prices are also falling well below the level they were when times _____ (not, be) rough. But people are prudent, they will wait until the prices _____ (go down) significantly. Some people also say that the long planned and discussed concert hall in Brno will be built when the contract with the car park company _____ (expire). There will be other changes, too. Before we _____ (know) it there will be a cable way to Špilberk and the platforms of the new railway station _____ (appear) once Brno _____ (receive) money from the European Union and a building permit. It means everything must _____ (do) quickly before the European financial sources _____ (dry up).

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