

REVIEW TEST

PJI1A

IB: Unit 8

| | | | |
|------------------------------------|--|------------------------------|------|
| 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)

Prodávát prostřednictvím přímo řízených prodejen – **to sell through directly operated stores**

Dosáhnout zamýšleného cíle – **to reach the intended target**

Dodavatel vysoce módního a luxusního zboží – **a purveyor of high-fashion and luxury goods**

být překvapivě dobrý v budování značky – **to be surprisingly good at building a brand**

profitovat z chytře navrženého loga – **to benefit from a cleverly designed logo**

navrhnout neuvěřitelně jednoduché řešení – **to propose/come up with an incredibly simple solution**

vybírat maloobchodníky uvážlivěji – **to choose/select retailers more judiciously**

převést hotely na investiční fondy s nemovitostmi – **to transfer hotels into real estate investment trusts**

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

1. a place where people work for low wages in poor conditions: **sweatshop**

2. a name, symbol or design that a company uses for its products and that cannot be used by anyone else: **trademark**

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

ELITE- BRAND AWARENESS – DOWNMARKET– UPMARKET – BRICKS AND MORTAR – CONGLOMERATE – FRANCHISE – CORPORATE IDENTITY

1. Mc Donald is a typical example of a company operating under **franchise**

In Czech: **franšíza, podnik s licenci**

2. With such a big bonus we can afford to eat in **upmarket** restaurants.

In Czech: **výběrový**

3. After the aggressive advertising campaign **brand awareness** is sure to increase significantly.

In Czech: **povědomí o značce**

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

REVAMP – ENDORSE – PERCEIVE – REPOSITION – CONDUCT – STAND FOR – AFFECT – GENERATE – RESULT

1. How would you cope with unemployment and the **resulting** loss of income?

2. They **repositioned** the brand by placing easy recipes on each package.

3. The program would **generate** a lot of new jobs.

4. Is it really necessary to **conduct** experiment on animals?

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

1. Despite her **persistent** efforts, the government never let her see the documents. (PERSIST)

2. Marketing **techniques** are becoming increasingly sophisticated. (INCREASE)

3. Computer changed the workplace **dramatically**. (DRAMA)

4. Designer clothes are not a passport to instant **glamour**. (GLAMOROUS)

5. The **identity** of the writer is still unknown. (IDENTIFY)

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I. Listening: (max. 20 points) points

II. Vocabulary: (max. 34 points) points

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

Prodávát prostřednictvím přímo řízených prodejen – _____

Dosáhnout zamýšleného cíle – _____

Dodavatel vysoce módního a luxusního zboží – _____

být překvapivě dobrý v budování značky – _____

profitovat z chytře navrženého loga – _____

navrhnout neuvěřitelně jednoduché řešení – _____

vybírat maloobchodníky uvážlivěji – _____

převést hotely na investiční fondy s nemovitostmi – _____

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

1. a place where people work for low wages in poor conditions:

2. a name, symbol or design that a company uses for its products and that cannot be used by anyone else:

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

ELITE- BRAND AWARENESS – DOWNMARKET– UPMARKET – BRICKS AND MORTAR – CONGLOMERATE – FRANCHISE – CORPORATE IDENTITY

1. Mc Donald is a typical example of a company operating under _____

In Czech: _____

2. With such a big bonus we can afford to eat in _____ restaurants.

In Czech: _____

3. After the aggressive advertising campaign _____ is sure to increase significantly.

In Czech: _____

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

REVAMP – ENDORSE – PERCEIVE – REPOSITION – CONDUCT – STAND FOR – AFFECT – GENERATE – RESULT

1. How would you cope with unemployment and the _____ loss of income?

2. They _____ the brand by placing easy recipes on each package.

3. The program would _____ a lot of new jobs.

4. Is it really necessary _____ experiments on animals?

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

1. Despite her _____ efforts, the government never let her see the documents.

(PERSIST)

2. Marketing _____ are becoming increasingly sophisticated. (INCREASE)

3. Computer changed the workplace _____. (DRAMA)

4. Designer clothes are not a passport to instant _____. (GLAMOROUS)

5. The _____ of the writer is still unknown. (IDENTIFY)

III. Grammar: (max. 30 points)

points

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

1. The figures refer _____ our sales in Europe.
2. This is an example of a poor decision that resulted _____ the bankruptcy of the company.
3. Pensions will be increased _____ line with inflation.
4. Happiness does not consist _____ how many possessions you own.
5. Do you know what ATM stands _____?
6. The President is very popular _____ young voters.

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

1. There has been a slow recovery in sales over the past 6 months.
Sales _____
2. Energy prices will probably drop considerably.
There _____
3. Customer loyalty has fallen so much that the top managers are rather nervous.
There _____ the top managers are rather nervous.

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

1. I am really not a brand-conscious person. Why to spend huge amounts of money on _____ (huge, expensive) goods only to find out that they were made in the same factory as _____ (low, price) goods from a department store? I must admit, though, that some models are _____ (real, good, look) and I also like reading lifestyle magazines with pictures of _____ (luxury, furnish) flats.
2. What I do understand is the ambition to study at a _____ (high, prestige) university. It is _____ (true, admire) how much students are aware of the _____ (increase, important) role of good education in today's _____ (rapid, develop) environment.

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

1. KFC is _____ fast food restaurant chain in the world.
A: the biggest
B: far more successful
C: by far the most expensive
D: fairly successful
2. If A costs € 25 and B costs € 26, their prices are _____.
A: rather the same
B: virtually the same
C: only slightly different
D: just the same
3. He earns \$ 15000 p.a., she earns \$ 28000 p.a. She earns _____.
A: by far the most money
B: more than twice as much as him
C: nearly as much money as him
D: slightly less than twice his salary

IV. Translation: (max. 16 points)

points

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

Existence padělaných výrobků vede nevyhnutelně k oslabování značky, stejně jako podcenění důležitosti stanovení nejlepší ceny, která je klíčovým faktorem pro umístění výrobku na trh. Účinnost značky se nejlépe zjišťuje provedením tzv. optického auditu.

Podle nedávno publikované studie je jen málo společností v oděvním průmyslu ziskových; daleko více jich je ztrátových, obzvláště výrobci luxusního zboží. Středně velké podniky buď bankrotují, slučují se nebo zefektivňují svůj provoz snížením nákladů a počtu zaměstnanců.
