

A. Complete the sentences with correct forms of the following verbs; some verbs are not used:

CONVEY, ENDORSE, STREAMLINE, REVAMP, CONSIST, SCRAP, REPEL, DECLINE, DEPICT, REPOSITION

1. The parent company intend _____ the brand as sportswear, rather than fashion.
2. We need _____ the production process.
3. He is _____ the company's web page.
4. The fabric has been treated _____ water.
5. Plans for a new staff restaurant have _____.

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

1. It is becoming _____ clear that this problem will not be easily solved. (INCREASE)
2. Her face _____ when she heard the news. (WHITE)
3. She was a model of _____ and honesty. (SOBER)
4. The floor of the warehouse had to be _____. (FORCE)
5. How is the brand _____ checked? (EFFECT)

C. Fill in the gaps with a suitable preposition or adverbial, if necessary:

1. That smell always conjures ___ memories of holidays in France.
2. We should not allow her personal difficulties to detract ___ her public achievements.
3. Gucci stands ___ more than just fine quality shoes or suits.
4. He is currently engaged ___ a dispute with his former business partner.
5. This design appeals strongly ___ the Japanese consumer.

D. Translate the following expressions into English:

1. vyhnout se nadměrné publicitě
2. padělané výrobky
3. oslabovat exkluzivitu značky
4. udržovat si nízkou publicitu
5. poskvřnit pověst firmy
6. zavedená značka
7. rozlišující faktor pokud jde o konkurenci
8. ztratit kontrolu nad cenovou politikou
9. záviset na vyloučení většiny výrobků
10. ztratit důvěryhodnost
11. zaplavit trh padělkami