

REVIEW TEST – KEY

PJI4A

Market Leader: Unit 8 – Consultants

I. Listening: (max. 20 points)

points

II. Vocabulary: (max. 34 points)

points

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

- propracovaná procedura jmenování generálního ředitele – **a sophisticated procedure of appointing a CEO**
- problém odvíjející se od shody se specifikacemi – **a problem revolving around the conformity to specifications**
- ustoupit ve způsobu měření manažerského výkonu – **to concede in the way of measuring managerial performance**
- milníky obsažené v časovém rámci – **milestones contained in a timescale**
- amatérští a úmyslně bezohlední vyjednávači – **amateur and deliberately unscrupulous negotiators**
- ostranění odchylek s přesností na zlomek milimetru – **elimination of variations with the accuracy of a fraction of a millimetre**
- nadbytečná, ale uspokojivá požadovaná cena – **a redundant but satisfactory asking price**
- instrukce obsažené ve smlouvě za pevně stanovenou cenu – **a brief contained in a fixed-price contract**

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

- the act of balancing two things that you need or want but which are opposed to each other:
trade-off
- something that you allow or do, or allow somebody to have, in order to end an argument or to make a situation less difficult:
concession

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

**COMMITMENT – MONEY FOR OLD ROPE – CUSTOMER DELIGHT – HINDSIGHT
MONEY SPINNER – RETAIL BANKING – INCREMENTAL IMPROVEMENTS**

- Writing up the report was very easy, so it was **money for old rope** for me.
In Czech or Slovak: snadné / snadno vydělané peníze
- The Windows operating system has been a **money spinner** for Microsoft because so many people use it on their computers.
In Czech or Slovak: výrobek přinášející spoustu peněz / zlatý důl
- Let's focus on **incremental improvements** of our computer systems rather than doing everything from the beginning.
In Czech or Slovak: přírůstkové / postupné zlepšení / zlepšení po malých částech

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

**WALK AWAY – CONCEDE – TOUT FOR – TAKE OUT – GRANT
HOLD BACK – PARE BACK – APPOINT – JACK IN – TAKE ON**

- My friend has promised me **to tout for** an additional business which could bring me more money.
- The bad economic situation forces us **to pare back** our organizational structure and dismiss several workers.
- Stop **holding back** the process of restructuring – we need to start the production as quickly as possible.
- Toyota is considering **jacking in** the development of their new model because the demand seems to be falling rapidly.

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

- Removing levels of management is sometimes referred to as **delaying**. (**LAYER**)
- Every decision you make is subject to the boss's **approval**. (**APPROVE**)
- Don't forget to mention all the **deliverables** the project includes. (**DELIVER**)
- There are many young and ambitious **achievers** in this company. (**ACHIEVE**)

III. Grammar: (max. 30 points)

points

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

- Stop holding back **on** producing your reports, we need them.
- Our commitment **for** change is obvious and well visible.
- A trade-**off** means offering something in exchange for something else.
- I'm not going to fulfill your needs one **by** one.
- Let me run this **by** my superior and then I'll let you know.
- This project will not get **off** the ground because it is too costly.

B. Rewrite the sentences with the given words and use conditional clauses: (3 points each)

- It is unfortunate that they didn't offer me the job a month ago.
I wish I **had been offered the job a month ago**.
- Unfortunately, the financial crisis didn't start two months later. It wouldn't be necessary for us to dismiss 200 workers in these days.
If **the financial crisis had started two months later**, we **wouldn't have to dismiss 200 workers in these days**.
- Fortunately expense reports are filed via the intranet, so they can be paid within 48 hours.
If expense reports **weren't filed via the intranet**, they **couldn't be paid within 48 hours**.

C. Put the **VERBS** and other words in brackets into their correct forms, add prepositions, particles or auxiliary verbs if necessary. You may need to use the passive forms of the verbs: (1 point each)

The consultants **have lately postponed dealing with** (late, **POSTPONE, DEAL**) the major issues of their client. Instead of **recommending writing** (**RECOMMEND, WRITE**) a report on the development of production, the consultants **have urged the client to leak** (**URGE**, the client, **LEAK**) some confidential information about their foreign operations. The consultants **have tried to make their employees give out** (**TRY, MAKE**, their employees, **GIVE OUT**) this information, which **has been considered as** (**CONSIDER**) unethical behavior by the management. Managers **have been disappointed to hear** (**DISAPPOINT, HEAR**) such news and have reacted quickly. They **have refused to go on cooperating with** (**REFUSE, GO ON, COOPERATE**) the consultancy. They **have avoided proposing suing them** (**AVOID, PROPOSE, SUE**, they) because settlement out of court **seems to be** (**SEEM, BE**) a better idea.

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

1. If I _____ you, I _____.
A: was ... would accept the offer B: had been ... would have gone there
C: **were ... would have sold the car** D: was ... could do it
2. If you _____ a ball, it _____ because of gravity.
A: drop ... will fall B: will drop ... will fall
C: had dropped ... would fall D: **drop ... falls**
3. If Jack _____, he _____.
A: **had been born earlier ... could vote now**
B: **hadn't been killed ... wouldn't be dead now**
C: **was clever ... would have passed the entrance exam**
D: **was a woman ... couldn't have been interested in football**

IV. Translation: (max. 16 points)

points

Translate the following sentences into English:

Přes zákazníkův záměr nepřijmout první nabídnutý ústupek firma uspěla ve vyjednávání o požadované ceně. Zástupci společnosti si však uvědomili, že procesy nastavené na efektivní jednání se zákazníky se staly již zastaralými. Následně se rozhodli najmout poradenskou firmu, jejíž experti by měli zrevidovat (přezkoumat) metody používané v komunikaci s koncovými zákazníky a navrhnout účinná opatření vedoucí k vyšší míře úspěšnosti ve vyjednávání.

In spite of a customer's intention not to accept the first offered concession, the firm (has) succeeded in negotiating/negotiation for/about the asking price. However, the company's representatives (have) realized that processes set for effective dealings with customers have become obsolete. Consequently, they (have) decided to hire a consultancy (firm) whose experts should review the methods used in communication with end customers/users, and suggest/propose effective measures leading to a higher success rate at/in negotiation/negotiating.