

# REVIEW TEST

## PJI2A

### IB: Unit 8

<b>Name:</b>			
<b>Teacher:</b>		<b>TOTAL</b> (60 points to pass)	<b>MARK</b>
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 – \_\_\_\_\_

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 techniques are becoming \_\_\_\_\_ sophisticated. (INCREASE)

3. Computer changed the workplace \_\_\_\_\_. (DRAMATIC)

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 words 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  
C: by far the most expensive  
B: far more successful  
D: fairly successful
2. If A costs € 25 and B costs € 26, their prices are \_\_\_\_\_.  
A: rather the same  
C: only slightly different  
B: virtually the same  
D: just the same
3. He earns \$ 15000 p.a., she earns \$ 28000 p.a. She earns \_\_\_\_\_.  
A: by far the most money  
C: nearly as much money as him  
B: more than twice as much 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 výrobců luxusního zboží. Středně velké podniky buď bankrotují, slučují se nebo zefektivňují svůj provoz snížením nákladů a počtu zaměstnanců.

---

---

---

---