REVIEW TEST PJI1A

IB: Unit 8

Name:			
Teacher:		TOTAL	MARK
Number of p	points (max. 100 points)	(60 points to pa	ass)
I. Listening:	III. Grammar:		
II. Vocabulary:	IV. Translation:		
I Listening (m	nov 20 noints)	· 	points
I. Listening: (m	nax. 20 points)		points
II. Vocabulary:	(max. 34 points)		points
A. Translate the following	` '	L	(2 points each)
Drodávat prostřadnistvím	n přímo řízených prodejen – <u>to sell</u>	through directly one	erated stores
	cíle – <u>to reach the intended ta</u>		erateu stores
•	ho a luxusního zboží – <u>a purveyor c</u>	C	urv ands
-	v budování značky – <u>to be surpr</u>	_	
	rženého loga – <i>to benefit from</i>		_
	ž jednoduché řešení – to <u>propose</u> /	-	_
	xy uvážlivěji – <u>to choose/select</u>		
_	tiční fondy s nemovitostmi – to_		-
trusts	den rondy s nemovitosum – to_	minici notos mio ica	come mresiment
<u> </u>			
B. Write expressions the f	following definitions refer to:		(2 points each)
1. a place whe	ere people work for low wages in	poor conditions: swe	<u>atshop</u>
2. a name, syn	nbol or design that a company us else: trademark	ses for its products and	I that cannot be

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 <u>franchise</u>

 In Czech: <u>franšíza</u>, <u>podnik s licencí</u>
- 2. With such a big bonus we can afford to eat in **upmarket** restaurants. In Czech: **výběrový**
- *3.* After the aggressive advertising campaign <u>brand awareness</u> 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)

- Despite her <u>persistent</u> efforts, the government never let her see the documents.
 (PERSIST)
- 2. Marketing techniques are becoming increasingly sophisticated. (INCREASE)
- 3. Computer changed the workplace <u>dramatically</u>. (DRAMA)
- 4. Designer clothes are not a passport to instant **glamour**. (GLAMOROUS)
- 5. The <u>identity</u> 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 to our sales in Europe. 2. This is an example of a poor decision that resulted in the bankruptcy of the company. 3. Pensions will be increased in line with inflation. 4. Happiness does not consist in how many possessions you own. 5. Do you know what ATM stands for?

B. Rewrite the sentences so that they mean the same as the sentence above.

The President is very popular with young voters.

(3 points each)

- 1. There has been a slow recovery in sales over the past 6 months. Sales have been recovering slowly over the past six months
- Energy prices will probably drop considerably.
 There will probably be a considerable drop in energy prices.
- Customer loyalty has fallen so much that the top managers are rather nervous.
 There has been such a big fall in customer loyalty that 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 hugely expensive (huge, expensive) goods only to find out that they were made in the same factory as low-priced (low, price) goods from a department store? I must admit, though, that some models are really good-looking (real, good, look) and I also like reading lifestyle magazines with pictures of luxuriously furnished (luxury, furnish) flats.
- 2. What I do understand is the ambition to study at a <u>highly prestigious</u> (high, prestige) university. It is <u>truly admirable</u> (true, admire) how much students are aware of the <u>increasingly important</u> (increase, important) role of good education in today's <u>rapidly developing</u> (rapid, develop) environment.

D.	Choose suitable words or phrases that can comp	blete each sentence. The number of correct answer	
			(2 points each)
1.	KFC is fast food re	estaurant 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	r 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 \$ 28	3000 p.a. She earns	
	,	B: more than twice as much as him D: slightly less than twice his salar	\underline{V}

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.

The existence of counterfeit products inevitably leads to weakening of a brand, just like underestimating the importance of setting/fixing the right price which is a key factor for positioning the product on the market. The effectiveness of the brand is best found out by carrying out a visual audit.

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 snižováním nákladů a počtu zaměstnanců.

According to a recently published study only a few companies in rag trade are profitable; much more of them are loss-making, particularly luxury-goods producers.

Medium-sized companies either go bankrupt, merge or streamline their operations by cutting costs and (the number of) staff.

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Teacher:		TOTAL	MARK
Number of p	oints (max. 100 points)	(60 points to pass)	
I. Listening:	III. Grammar:		
II. Vocabulary:	IV. Translation:		
I. Listening: (m	ax. 20 points)		points
II. Vocabulary:	(max. 34 points)		points
A. Translate the following	expressions into English:		(2 points each)
Prodávat prostřednictvím	přímo řízených prodejen –		
	cíle –		
Dodavatel vysoce módníh	o a luxusního zboží –		
být překvapivě dobrý v	budování značky –		
profitovat z chytře navr	rženého loga –		
navrhnout neuvěřitelně	jednoduché řešení –		
vybírat maloobchodník	y uvážlivěji –		
převést hotely na invest	tiční fondy s nemovitostmi –		
B. Write expressions the fe	ollowing definitions refer to:		(2 points each)
1. a place whe	re people work for low wages in	n poor conditions:	
2. a name, symused by anyone	bol or design that a company uselse:	ses for its products and that	cannot be

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 _____ 2. With such a big bonus we can afford to eat in restaurants. 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) D. Choose suitable words or phrases that can	complete each sentence. The number of correct answers is	s 0 – 4 . (2 points each)	
A. Fill in the gaps with a suitable preposition or adverbial, if necessary: (1 point each) 1. KFC is fast foology. A: the biggest	B: far more successful		
1. The figures refer our sales in Europe.	D: fairly successful		
2. This is an example of a poor decision that resulted the bankruptcy of the company. 2. If A costs € 25 and B costs € 26,	their prices are		
3. Pensions will be increased line with inflation. A: rather the same	B: virtually the same		
4. Happiness does not consist how many possessions you own.	D: just the same		
5. Do you know what ATM stands? 3. He earns \$ 15000 p.a., she earns	\$ 28000 p.a. She earns		
6. The President is very popular young voters. A: by far the most money C: nearly as much money as l	B: more than twice as much as him him D: slightly less than twice his salary		
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 IV. Translation: (max. 16 pe	oints)	points	
2. Energy prices will probably drop considerably. Translate the following sentences into English.		8 points each)	
	evyhnutelně k oslabování značky, stejně jako p	odcenění	
3. Customer loyalty has fallen so much that the top managers are rather nervous. důležitosti stanovení nejlepší ceny, která je klíčovým faktorem pro umístění výrobku na trh.			
There the top managers	ovedením tzv. optického auditu.		
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, Podle nedávno publikované studie je j	jen málo společností v oděvním průmyslu zisk	ových; daleko	
though, that some models are (real, good, look) and I also like reading více jich je ztrátových, obzvláště výrok	bci luxusního zboží. Středně velké podniky bu	ď bankrotují,	
lifestyle magazines with pictures of (luxury, furnish) flats.	oz snižováním nákladů a počtu zaměstnanců.		
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.			