

# VOCABULARY – UNIT 15 (max. 30 points)

\_\_\_\_\_ points

**A.** Translate the following expressions from Czech into English:

(2 pts per item; total: 14 pts)

zdůraznit odlišnosti a vylepšení ve srovnání s ostatními výrobky – \_\_\_\_\_

investovat až 3 miliardy do začínajících společností – \_\_\_\_\_

neočekávaně snížit předpovědi prodeje – \_\_\_\_\_

specifikovat dlouhodobé požadavky na financování – \_\_\_\_\_

stručně popsat, jak výrobek vyplní mezeru na trhu – \_\_\_\_\_

akcie firem uvedených na burze – \_\_\_\_\_

získat požadované manažerské dovednosti – \_\_\_\_\_

**B.** Complete the sentences with correct forms of the following verb:

(1 pt per item; total: 5 pts)

**MAKE, SEEK OUT, LEND, HAVE, LOSE,  
OVERCOME, GIVE, REVIEW, RUN, APPEAR**

1. Some of these more risky strategies have a high probability of \_\_\_\_\_ high returns, with a lower probability of very large losses.
2. Ensure equal time is given for \_\_\_\_\_ weaknesses and threats and consider how these can be addressed or overcome.
3. She was one of the first women \_\_\_\_\_ a hedge fund.
4. Our company continuously \_\_\_\_\_ opportunities for expansion and growth.
5. Microcredit refers to small amounts of money \_\_\_\_\_ to poor people to help them start or expand businesses.

**C.** Complete each sentence with a word made from the words given in brackets:

(1 pt per item; total: 5 pts)

1. The current state pension age of 65 is already the normal pension age for most new \_\_\_\_\_ to public service pension schemes. (**ENTER**)
2. Mexico has approved its first pilot project to grow genetically \_\_\_\_\_ maize. (**MODIFICATION**)
3. In 2011 we plan to continue investing in future growth as we execute our \_\_\_\_\_ strategies and we believe we are well-positioned for continued success. (**OPERATE**)
4. We need to adopt measures to ensure \_\_\_\_\_ of fish stocks. (**SUSTAIN**)
5. They have been accused of providing \_\_\_\_\_ services for their students. (**ADEQUACY**)

**D.** Give the terms the following definitions refer to:

(2 pts per item; total: 6 pts)

1. an investor who seeks opportunities involving businesses that are growing or are in risky market segments
2. the sales or revenues necessary to cover costs and prevent a firm from operating at a loss
3. superiority gained by a firm when it can provide the same value as other firms but at a lower price, or can charge higher prices by providing greater value through differentiation