

# MASARYKOVA UNIVERZITA

Centrum jazykového vzdělávání na Ekonomicko-správní fakultě

MPJ\_JII2Ab Jazyk II/2 - Angličtina

## Model test

NAME:		UČO:	
Listening:		<b>Subtotal</b> (39 points out of 65 to pass)	<b>TOTAL</b>
Grammar & Vocabulary:			
Reading:			<b>MARK</b>
Writing:		(9 points out of 15 to pass)	
Speaking:		(12 points out of 20 to pass)	

Space for your notes:

## LISTENING

(TASKS 1 – 2) \_\_\_\_\_ points

### TASK 1

(1 point per item; total: 5 points)

You will hear a talk about electric cars. Listen and decide whether statements 1. – 5. are true (T) or false (F). You will hear the recording twice:

1. Some people criticise Newcastle for installing charging points for electric cars. T F
2. Currently, Prius has electric batteries, a petrol motor and solar panels. T F
3. The first all-electric cars were made by big car makers. T F
4. Employees of Nissan sold information about Leaf to the Chinese. T F
5. Electric car owners in the UK don't have to pay some taxes and charges. T F

## TASK 2

(1 point per item; total: 10 points)

You will hear Skip and Dez talk about Facebook's initial public offering (IPO). Use up to 5 words to answer questions 6. – 15. You will hear the recording twice:

6. What is the broad definition of IPO that Dez mentions?

The process of determining \_\_\_\_\_ when they are sold for the first time.

7. What details have to be included in a public company's financial reporting?

Assets, \_\_\_\_\_, revenue and names of people providing capital.

8. What do public companies, unlike private ones, tend to focus on?

The results in \_\_\_\_\_.

9. What sources of capital do private companies have?

Their own profits, \_\_\_\_\_, bank loans.

10. What does a company going public lose in exchange for capital?

Its \_\_\_\_\_

11. What was the development of Google's share price after its IPO?

It \_\_\_\_\_ to \$200.

12. What is the maximum prediction of how much Facebook will get from its IPO?

\$ \_\_\_\_\_

13. What does Skip say about Facebook's revenue?

85% of it comes from \_\_\_\_\_.

14. Why doesn't Dez want to invest in Facebook?

Because companies in the tech sector are \_\_\_\_\_.

15. How is Facebook expected to change after its IPO?

Focus might shift from \_\_\_\_\_ to stockholders' financial expectations.

Space for your notes:

# GRAMMAR & VOCABULARY

(TASKS 3 – 8) \_\_\_\_\_ points

## TASK 3 (1 point per item; total: 5 points)

Rewrite each sentence and keep its original meaning; use the expression given without changing its form:

Example: Susan may not leave home before 3 o'clock. **ALLOWED**  
Susan **is not allowed to leave** home before 3 o'clock.

16. "I'll give you a ring tomorrow," she assured me. **THAT**  
She assured me \_\_\_\_\_ the following day.
17. The government should give people more information about the pension system. **BE**  
People \_\_\_\_\_ about the pension system.
18. He joined the company four years ago. **FOR**  
He \_\_\_\_\_ four years.
19. People eat too much junk food, therefore they are fat. **LESS**  
If people \_\_\_\_\_ junk food, they \_\_\_\_\_ so fat.
20. There is no need for you to go to the meeting. **NOT**  
You \_\_\_\_\_ to the meeting.

## TASK 4 (1 point per item; total: 6 points)

Translate the following expressions into English as faithfully and accurately as possible:

21. ochrana duševního vlastnictví – \_\_\_\_\_  
\_\_\_\_\_
22. nabídka a poptávka – \_\_\_\_\_  
\_\_\_\_\_
23. zrušit cla – \_\_\_\_\_  
\_\_\_\_\_
24. vést k informačnímu přetížení – \_\_\_\_\_  
\_\_\_\_\_
25. povědomí veřejnosti – \_\_\_\_\_  
\_\_\_\_\_
26. záruka a poprodejní výhody – \_\_\_\_\_  
\_\_\_\_\_

## TASK 5 (1 point per item; total: 5 points)

Fill in the appropriate preposition or adverbial, if necessary. If you decide that no preposition or adverbial is necessary, put "—" into the gap:

Examples: The book focuses **on** new trends in marketing.  
We discussed **==** the topic last week.

27. The prizes of local and national competitions range \_\_\_\_\_ £10 and £5000.
28. The money should be spent on something that will benefit \_\_\_\_\_ everyone.
29. The most serious threat \_\_\_\_\_ security is irresponsible employees.
30. Businesses can innovate \_\_\_\_\_ improving existing products and services.
31. She resigned \_\_\_\_\_ personal reasons.

## TASK 6 (1 point per item; total: 5 points)

Complete each sentence with a word made from the word given in brackets. The word must be spelled correctly. Do not form new words using **-ing**:

Examples: The factory is very **uneconomic** as it makes absolutely no profit. (**ECONOMY**)  
The shop may **replace** the broken computer. (**REPLACEMENT**)

32. He complained that the interviewer's questions were an invasion of his \_\_\_\_\_. (**PRIVATE**)
33. Recently, teaching has become more project and \_\_\_\_\_ oriented. (**ASSIGN**)
34. This way, our company may \_\_\_\_\_ a reputation for dishonesty. (**ACQUISITION**)
35. Why do you think that every \_\_\_\_\_ wants to stop all technological progress? (**ENVIRONMENT**)
36. The company entered the Asian markets \_\_\_\_\_ and without any extra costs. (**SUCCESS**)

## TASK 7 (1 point per item; total: 3 points)

Make questions asking about the word or words that have been underlined:

Example: We finished the work really quickly.  
**How did you finish the work?**

37. Investors should be aware of all the risks involved.  
\_\_\_\_\_?
38. The founder of the company came up with some revolutionary ideas.  
\_\_\_\_\_?
39. They weren't allowed to raise prices in the following year.  
\_\_\_\_\_?

## TASK 8

(1 point per item; total: 6 points)

Complete the sentences with the correct form of the **VERB** and other words in brackets:

Example: Jack **has never worked** (never, **WORK**) in a different company so far.

40. There is no point \_\_\_\_\_ (**RAISE**) the question again.
41. He set up his company soon after \_\_\_\_\_ (**DROP**) out of the college.
42. The shelves are empty because the goods \_\_\_\_\_ (not, **DELIVER**) yet.
43. The company \_\_\_\_\_ (**TRY**) to get funding for its research from the EU since last summer but without success.
44. First he offered \_\_\_\_\_ (**HELP**) us find suitable premises, but later he backed out of it.
45. My colleague is a TV addict. He doesn't even mind \_\_\_\_\_ (**WATCH**) boring TV commercials.

# READING

(TASKS 9 – 11) \_\_\_\_\_ points

## TASK 9:

(1 point per item; total: 10 points)

Read the following text and fill the gaps by choosing one correct option in each case:

### The Second Russian Revolution

In a recent survey of the Forty richest people aged under 40, five of the ten richest people came from Russia. This may seem surprising for a country that spent most of the last century under communist rule. But (46.) \_\_\_\_\_ who has been following developments in Russia since the fall of communism in 1991 won't be too surprised.

Even before 1991 it was legal for people to start private companies and co-operatives. (47.) \_\_\_\_\_ the values of capitalism and a market economy have been emerging. In the mid-1990s, Russia's vast state oil and mining companies were sold off and many young (48.) \_\_\_\_\_ took the opportunity to start successful businesses. Those companies have now expanded into other areas of industry, (49.) \_\_\_\_\_ banking, telecommunications, retail, and the arts.

(50.) \_\_\_\_\_, the number of smaller businesses has increased a lot. More money has been coming into the economy. The devaluation of the rouble after the 1998 economic crisis actually helped promote a mini-boom. Real (51.) \_\_\_\_\_ fell, which encouraged small enterprises to expand. Imports became too expensive for the average Russian, so local production increased. (52.) \_\_\_\_\_, a new middle class has emerged with money to (53.) \_\_\_\_\_ on consumer goods. It's all part of the new market economy.

International companies have also been investing in Russia since the fall of communism. Companies like McDonald's, Rolls Royce, Ferrari, and IKEA have opened businesses such as shops, showrooms, and factories. Russian entrepreneurs themselves have made significant investments outside Russia – for example Roman Abramovich, who has invested some of his (54.) \_\_\_\_\_ in the London football club Chelsea.

As one observer put it: "The speed of what's been happening in Russia since 1991 is (55.) \_\_\_\_\_ – in many ways they've seen a "second Russian revolution"."

- |                         |                    |                    |                   |
|-------------------------|--------------------|--------------------|-------------------|
| 46. A: every            | B: anyone          | C: either          | D: each           |
| 47. A: Despite          | B: As well         | C: Since then      | D: Regardless     |
| 48. A: entrepreneurs    | B: representatives | C: purchasers      | D: economics      |
| 49. A: as               | B: as for          | C: such as         | D: so as          |
| 50. A: At the same time | B: In contrast     | C: While           | D: Whereas        |
| 51. A: refunds          | B: wages           | C: claims          | D: prospects      |
| 52. A: As a result      | B: Though          | C: On the contrary | D: In addition to |
| 53. A: gain             | B: withdraw        | C: pay off         | D: spend          |
| 54. A: worth            | B: fortune         | C: liabilities     | D: figures        |
| 55. A: complying        | B: trustworthy     | C: remarkable      | D: random         |

## TASK 10:

(1 point per item; total: 5 points)

Read the following email, decide whether the following statements are true (T) or false (F), and write down the information that supports or denies a given statement:

### EXECUTIVE SUMMARY

We have been contacted by Lenz AG, a German manufacturer of mobile telephones, and asked about the possibility of a co-operation agreement. We would adapt our business software for use in their products. Tests show that their product is a good one and popular with our target market.

### Introduction

This report will look at:

- the hardware manufacturer and their equipment
- software that could be used on their mobile phones
- the advantages of working together

### Findings

Lenz has been developing cheap, small-scale electronic devices for thirty-five years. In the last five years, they have focused on more expensive mobile phones for businesspeople and been very successful. One in four mobile phones for the business market is a Lenz.

Our new 'Executive Organizer' software has a lot of attractive features for the travelling businessperson (e.g. address book, e-mailware, voice recorder, street finder function, etc.).

There is a big interest in our products being used on machines part from computers.

### Recommendation

We should have a meeting with representatives from Lenz as soon as possible to discuss a joint venture between our companies, with the aim of putting our software onto their mobile phones.

*Tracy Cruickshank*

Research and Development Director

Model: Lenz AG makes software for mobile phones.

F

**No, Lenz AG makes mobile phones.**

- |   |   |   |
|---|---|---|
| 56. The company's customers are interested in Lenz AG's product.    | T | F |
| 57. The report will analyze disadvantages of the cooperation.       | T | F |
| 58. Recently, Lenz AG started making more costly products.          | T | F |
| 59. More than half of all business people use Lenz's mobile phones. | T | F |
| 60. A joint venture between the companies has been agreed.          | T | F |

## TASK 11

(1 point per item; total: 5 points)

Read the following text and choose one correct option for each item:

### E-TAILING: IT'S ALL ABOUT SERVICE

**Turning surfers into shoppers requires new levels of help online. The trick is providing it without seeming to be too pushy.**

Today, most websites are easy to use and provide reliable and cost-effective shipping. But despite e-tailers' best efforts, a lot of the virtual viewing still isn't necessarily translating into sales. According to Jupiter Research, less than 5% of people visiting a Website ever turn into paying customers. And if the rest have clicked through a paid search ad without buying anything, bringing them to the site actually costs the website money.

#### DEMONSTRATING LOVE

How to convert these window shoppers into paying customers? Overstock.com believes in customer service. It now has 60 highly-trained customer-service representatives, about 20 to 30 of whom staff a 24-hours-a-day department to answer customer questions via live web chats on the site. When a customer engages in a live chat with a sales rep, the average purchase doubles in value, Overstock has found. 'It's all about demonstrating our love for the customer,' says Overstock CEO Patrick Byrne.

Then there's LivePerson, a publicly-traded New York firm that makes customer-tracking software. What's most cool about LivePerson's technology is that it follows what customers are doing and can automatically flag and offer help to e-customers based on rules individual e-tailers set.

#### ANIMATED CHARACTERS

Other small, private companies, like Oddcast in New York and Pulse in San Francisco, offer animated characters who act as sales reps on e-tail sites, drawing from a databank of voice answers to commonly asked questions. Oddcast's 'SitePal' has been adopted by many smaller retailers who can't afford as many live customer-service reps as Overstock. Software e-tailer Goldish credits its animated sales reps with converting 33% more of its browsers into buyers.

#### OPPOSITES ONLINE

Other sites are closely watching how people navigate a site, and testing out what pages or promotions work best with different customer groups. But sellers beware: research done by New York University's Stern School of Business has found most shoppers consider tracking without their consent a violation of their privacy. When in a store, a customer has no expectation of privacy. But when someone is shopping online, he or she is usually at home or at work. A sales rep invading your shopping experience can feel like an invasion of privacy. 'This is a lot about expectations,' says NYU Marketing Professor Eric Greenleaf. 'You feel like it's private when you're at home, as opposed to being in a store.'

#### RULES FOR CHATTING

Overstock limits chats to about 10% of its customers, even though sales rise briskly with customers who are engaged in an interactive discussion. Says Tad Martin of Overstock: 'we're taking the conservative approach right now. We don't want to be intrusive.'

61. Compared with the number of people browsing websites, the volume of sales is  
A: much lower.  
B: much higher.  
C: proportionate.  
D: difficult to estimate.
62. Overstock.com increases sales by  
A: developing customer-tracking software.  
B: showing customers that they love them.  
C: changing opening hours to 24-hour-a-day.  
D: offering live online chats to help customers.
63. Animated characters  
A: can answer all kinds of questions.  
B: are mainly used by large companies.  
C: can persuade most browsers to buy.  
D: use answers from a database.
64. When shopping online people feel that their privacy  
A: can be tracked under certain conditions.  
B: is not something to worry too much about.  
C: must be respected more than when shopping in stores.  
D: should be protected as much as when shopping in stores.
65. The main aim of the text is to  
A: inform about new possibilities of shopping online.  
B: show that well-chosen online help can boost revenue.  
C: complain that few people actually purchase online.  
D: persuade customers to trust online companies more.

# WRITING

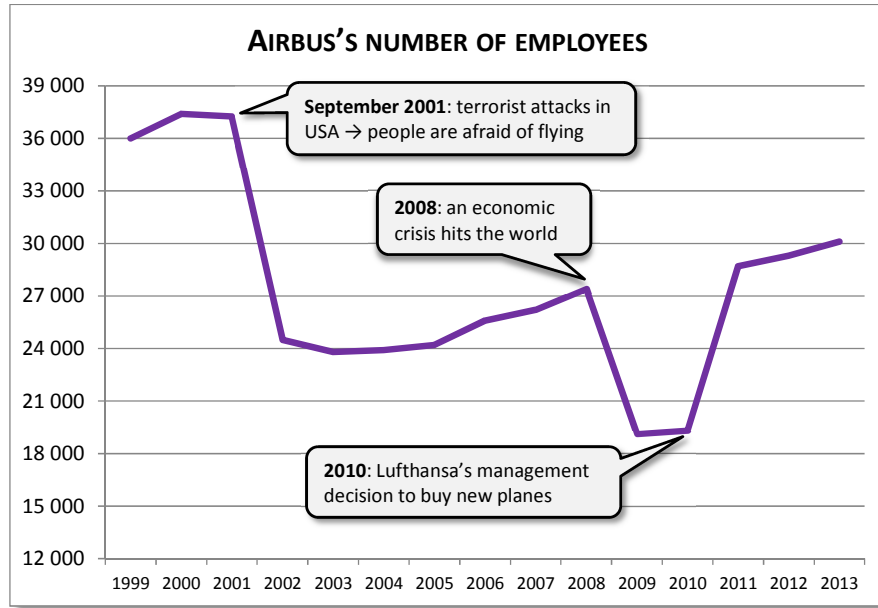
## (TASK 12)

\_\_\_\_\_ points

### TASK 12

(total: 15 points)

Look at the graph showing the development of Airbus's number of employees over the last 15 years and giving reasons for sudden changes. Use the graph to describe the development considering the events mentioned in 150 – 200 words:



\_\_\_\_\_  
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Model test

**KEY**

## LISTENING

(maximum: 15 points)

### TASK 1

(1 point per item; total: 5 points)

Source: Electric cars, Down to Business English,  
<http://www.speakeasytokyo.net/downtobusinessenglish/wordpress/2011/04/electric-cars/>

Length: 3:22

1. T
2. F
3. F
4. F
5. T

### TASK 2

(1 point per item; total: 10 points)

Source: Facebook IPO, Down to Business English,  
<http://www.speakeasytokyo.net/downtobusinessenglish/wordpress/2012/03/facebook-ipo/>

Length: 4:19

6. the price of shares/stocks
7. employee salaries
8. the next quarter / short term
9. private investors
10. independence/control
11. increased/rose/went up/...
12. 10 billion
13. advertising
14. difficult to price
15. users' experience

## GRAMMAR & VOCABULARY

(maximum: 30 points)

### TASK 3

(1 point per item; total: 5 points)

16. that she would give me a ring/call me
17. should be given more information
18. has been working/has worked in our/the company for
19. ate less ... wouldn't be
20. don't have/need to go / you needn't go

### TASK 4

(1 point per item; total: 6 points)

21. intellectual property | protection
22. supply | and demand
23. to lift/cancel/abolish | duties
24. to lead to | information overload
25. public | awareness
26. warranty / guarantee and | after-sales benefits

### TASK 5

(1 point per item; total: 5 points)

27. between
28. ---
29. to
30. by/without
31. for

### TASK 6

(1 point per item; total: 5 points)

32. privacy
33. assignment
34. acquire
35. environmentalist
36. successfully

### TASK 7

(1 point per item; total: 3 points)

37. What should investors be aware of?
38. Who came up with some revolutionary ideas?
39. What weren't they allowed (to do) (in the following year)?



## TASK 8

(1 point per item; total: 6 points)

40. (in) raising
41. dropping / having dropped
42. haven't been delivered
43. has been/have been trying
44. to help
45. watching

## TASK 11

(1 point per item; total: 5 points)

Source: The Business Intermediate, Student's Book, Unit 5  
Number of words: 465

61. A
62. D
63. D
64. C
65. B

## READING

(maximum: 20 points)

### TASK 9

(1 point per item; total: 10 points)

Source: New International Express Intermediate, SB, p. 100  
Number of words: 292

46. B
47. C
48. A
49. C
50. A
51. B
52. A
53. D
54. B
55. C

### TASK 10

(1 point per item; total: 5 points)

Source: Market Leader Intermediate, New Edition, SB, str. 136  
Number of words: 238

56. T  
Yes, the product is popular with our target market.
57. F  
No, advantages of working together.
58. T  
Yes, they have focused on more expensive mobile phones.
59. F  
No, one in four mobile phones for the business market is a Lenz.
60. F  
No, a meeting to discuss the joint-venture should be held as soon as possible.