

## KEY

English 1, semester 3, Autumn 2004

**Assignment 3/6 – deadline: Wednesday, 8 December 2004 (to be collected in seminars)**

Review – Units 8-10

### I. Vocabulary (20 pts.)

*Translate into English.*

1. agentura pro průzkum trhu – **market research agency**
2. vést (si) záznamy o prodeji – **(to) keep record of sales**
3. suroviny a polotovary - **raw materials and manufactured parts**
4. svolat krizovou schůzku – **(to) call a crisis/an emergency meeting**
5. nedostatečně využívat svých výhod – **(to) under-utilize one's advantages**
6. stáhnout celou výrobní sérii – **(to) recall the entire production run**
7. zjistit příčinu - **(to) establish/identify/find out the cause**
8. předjímat nové potřeby - **(to) anticipate new needs**
9. výrobní řada - **product line**
10. rozmělnit (dobrou) pověst firmy - **(to) dilute a company's image**

### II. Prepositions (15 pts.) (+ New International Business English, Units 1-3)

*Fill the gaps with suitable prepositions or adverbials, if necessary.*

1. A shelf is the surface **in** a store **on** which goods are displayed.
2. Who do you want to talk **to**?
3. Line-stretching is carried **out** in order to reach **—** new customers and to enter **—** more profitable market segments.
4. Hold **on** a moment, please, I'll put you **through**.
5. If you are interested **in** our products, please fill **in/out** the order form.
6. Whose fault is it **in** these circumstances?
7. You can't really object **to** the quality of service.
8. Are you serious **about** the proposed campaign?
9. The data are relevant **to** the specific products introduced **onto** the market.

### III. Grammar (15 pts.)

*Put the verbs and other words in brackets into the correct forms. Add auxiliary verbs, prepositions or particle to where necessary.*

1. A lot of goods **have not been sold** (not + *sell*) yet.
2. What **(has) made them try to diversify** (*make* + *they* + *try* + *diversify*) their production?
3. She **doesn't/didn't mind working** (not + *mind* + *work*) hard, but she usually **hesitates/hesitated to run** (*hesitate* + *run*) the risk.
4. The car **is being repaired** (*repair*) at the moment.