

English 1, semester 3, Autumn 2004

Assignment 4/5 – deadline: Wednesday, 15 December 2004

Review – Units 10 & 11

I. Vocabulary (20 pts.)

Translate into English.

1. upravit jisté prvky – **(to) modify certain features**
2. snažit se uspokojit potřeby – **(to) attempt/try/struggle to satisfy the needs**
3. široký výběr nábytku - **a wide selection/range of furniture**
4. zvýšit výdaje na reklamu - **(to) increase advertising spending**
5. nevěnovat pozornost klesajícím výnosům.- **(to) disregard/ignore diminishing returns**
6. zavádějící tvrzení – **a misleading statement**
7. navrhnout mimořádně trvanlivou tkaninu – **(to) design an extraordinarily durable/resistant fabric**
8. provést konečný výběr – **(to) make a final choice**
9. přilákat pozornost potenciálního zákazníka – **(to) attract a potential customer's attention**
10. zjištění průzkumu - **findings of a survey/research**

II. Prepositions (10 pts.)

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

1. There is no need **for** readvertising.
2. He had an idea **for** a new system of storage.
3. The data relevant **to** your region will not be available **before** the 30th of the month.
4. This concept, **on** the contrary, involves dividing the market **into** a number of segments.
5. I can't say it **for** sure **at** this point of campaign.
6. I don't have access **to** the company's funds.
7. How did you cope **with** reducing your budget?

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. Advertising often **persuades people to buy** (*persuade, people, buy*) unnecessary things.
2. You **were/are not supposed to help us** (*not+suppose + help + we*), so we were surprised a lot by your kind assistance.
3. Why do you think that those people **must have been compelled to sell off** (*must + compel + sell off*) their property? Was the price apparently low?
4. Please **remember to mention** (*remember + mention*) our offer to your colleagues.
5. The staff **are/have been/were proud of working for/in** (*be proud + work*) a company with a 150-year-old tradition.

IV. Translation (10 pts.)

1. Jakmile je nalezen cílový trh, společnost se musí rozhodnout, které zboží nebo služby nabídne, t.j. které neuspokojené nebo nově vytvořené potřeby uspokojí.

Once/As soon as a target market has been / is identified, a company has to / must decide which goods or services to offer, i.e. which unsatisfied or newly created needs it will fill/satisfy.

2. Jaké výhody hledají velké firmy, když spíše zadávají zakázky agenturám, než by zakládaly vlastní reklamní oddělení?

What advantages do large companies seek when they give contracts to agencies, rather than set up their own advertising departments?

Total: 55 points