

English 1, semester 3, Autumn 2004

Assignment 5/5 – deadline: Wednesday, 5 January 2005

Review – Units 12 & 13

I. Vocabulary (30 pts.)

Translate into English.

1. přilákat pozornost – **(to) attract attention**
2. dočasné snížení ceny – **temporary price reduction**
3. podpora prodeje - **sales promotion(s)**
4. nabídnout vyzkoušení (*výrobku*) zdarma - **(to) offer a free trial**
5. krátkodobé pohledávky - **current/short-term receivables**
6. aktiva a pasiva – **assets and liabilities**
7. přeměnit na hotovost - **(to) turn into cash**
8. tok hotovosti z provozních činností – **flow of cash / cash flow from operating activities**
9. pořízení dlouhodobého majetku – **purchase/acquisition of fixed assets**
10. účetní výkazy - **financial statements**
11. obrovský dopad na veřejnost - **a huge impact on the public**
12. podmínky úvěru - **credit terms**
13. vyjma počátečního stádia - **excluding the initial stage/phase**
14. zamaskovat skutečný úmysl - **(to) disguise the real intention**
15. nedokončená výroba (*účetně*) - **work in progress/process**

II. Prepositions (10 pts.)

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

1. This field is still owned **by** a co-operative.
2. All transactions are entered both as a credit and a debit **in** two different accounts.
3. We sold shares **at/above/below** their nominal value.
4. He'll be punished **for** filing the return late.
5. I expect everything **about/in** the campaign to be perfect.
6. How can we best attract attention **to** our products?
7. **In** my opinion, promotion should be related **to** currently marketed products.
8. They are fond **of** trying new things, but, on the other hand, are doubtful **about** the planned profit.

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. I apologize for this inconvenience. But if you **had allowed us to discuss** (you, allow, we, discuss) the design earlier, no modification to the assembly **would have been needed** (need).
2. He **is/was not capable of suspecting his boss of being** (not + be capable, suspect, his boss, be) dishonest.
3. Can you **imagine thirty graduates struggling to get** (imagine, thirty graduates, struggle, get) the job?
4. We **hope to succeed in gaining** (hope, succeed, gain) control.

IV. Translation (10 pts.)

1. Vlastní jmění firmy zahrnuje její akciový kapitál, emisní ažio, nerozdělený zisk uplynulých let a rezervy.

A company's owner's equity includes its share capital, share premium / paid-in surplus / additional paid-in capital, retained profits/earnings from previous years, and reserves.

2. Zákazník, který dostane skvělé služby, avšak nijak úžasný výrobek, se spíše vrátí a bude věrný značce, než kdyby výborný výrobek byl provázen mizernými službami.

A customer receiving / that receives excellent service, but not very outstanding/superb product, is more likely to return and be loyal to the brand than if an excellent product was/is accompanied by poor/miserable/lamentable/pitiful service.

Total: 65 points