

English 1, semester 3, Autumn 2005

**Assignment 4/4 – deadline: Wednesday, 14 December 2005**

Review – Units 10 & 11

### I. Vocabulary (20 pts.)

*Translate into English.*

1. upravit jisté prvky – **(to) modify/adapt 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/selection**
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 30<sup>th</sup> 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**