

## Unit 9 – Revision

- **Translate:** (2 points per expression, total 20 points)

klesající tržby a ziskovost – \_\_\_\_\_

zaplňit skulinu na trhu – \_\_\_\_\_

oslabovat maloobchodníky – \_\_\_\_\_

prodejní automat – \_\_\_\_\_

rostoucí podíl na trhu – \_\_\_\_\_

to launch a product – \_\_\_\_\_

to raise finance – \_\_\_\_\_

to augment by benefits – \_\_\_\_\_

a striking similarity – \_\_\_\_\_

to utilize credit facilities – \_\_\_\_\_

- **Give the correct terms:** (3 points per term, total 12 points)

negotiations between unions and employers about their members' wages and working conditions =

the percentage of the total sales of a product in a particular area or country obtained by one company =

the power to give instructions to people at the level below in the chain of command =

the set of all the brands, product lines and items offered by a particular seller =

- **Prepositions:** (1 point per preposition, total 6 points)

a company \_\_\_\_\_ the bottom of the range

to be loyal \_\_\_\_\_ a brand

products are \_\_\_\_\_ different stages \_\_\_\_\_ their life cycles

it can refer \_\_\_\_\_ many different things

to be \_\_\_\_\_ your disposal

- **Translate the sentences:** (7 points per sentence, total 14 points)

Někteří marketingoví pracovníci si nedávno všimli, že firmy často prodlužují své sortimentní skupiny, aby dosáhli na nové zákazníky, ale nebyli schopni vysvětlit, proč zákazníci nejsou věrní určité značce.

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Prodejci ani kupující nemají rádi tuto formu distribuce a tudíž si myslí, že forma distribuce je největší nevýhodou a nejdůležitějším důvodem, proč tento výrobek neuspěje po celém světě.

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Your total score:  points

Maximum = 52 points

A: 48 – 52 pts	D: 36 – 39.5 pts
B: 44 – 47.5 pts	E: 32 – 35.5 pts
C: 40 – 43.5 pts	F: less than 32 pts.