

# CREDIT TEST

PJI/3 – winter semester, regular term, DD/MM YYYY

Model Test

Name:			
Teacher:		TOTAL (60 points to pass)	MARK
Number of points (max. 100 points)			
I. Listening:		IV. Definition:	
II. Vocabulary:		V. Translation:	
III. Grammar:			

## I. Listening: (max. 16 points)

points

### 1. část produktivní

zahrnuje: odpověď na otázky **nebo** doplňování výrazů do pozměněného textu poslechu

1. Listen to the first part of an interview with the CEO of the JMP company talking about a successful merger with the ABC company and answer the following questions.

(4 pts per item; total: 12 pts)

1. Why did JMP decide to merge with ABC?

-  
-

2. What is the main mission of the newly created company?

-  
-

3. How did employees of both companies mentioned behave before and after the merger took place?

-  
-

### 2. část receptivní

zahrnuje: multiple choice (A/B/C) **nebo** výroky TRUE/FALSE **nebo** seřazování bodů zmíněných v poslechu do správného (chronologického) pořadí; pro těžší variantu může být zahrnut i např. jeden bod, který vůbec zmíněn nebyl

2. Now, listen to the second part of the same interview about the history of the JMP company and decide which of the following statements are true (T) and which are false (F).

(1 pt per item; total: 4 pts)

1. In the 1970s the JMP company was taken into public ownership. T/F

2. When Margaret Thatcher came to power, the company was nationalized. T/F

3. When the JMP company was acquired by A.J. Holland, it went through a very rapid period of growth. T/F

4. Immediately after the merger with the ABC company took place, many people lost their jobs at a day's notice with no compensation. T/F

## II. Vocabulary: (max. 25 points)

points

A. Translate the following expressions into English:

(2 pts per item; total: 16 pts)

neuctivý postoj - \_\_\_\_\_

vlastnit prodejní automaty - \_\_\_\_\_

dlouhodobá poptávka - \_\_\_\_\_

pokusné uvedení (na trh) - \_\_\_\_\_

menšinová účast - \_\_\_\_\_

žalovat subdodavatele - \_\_\_\_\_

záměrně narušovat stávku - \_\_\_\_\_

odhalit nepřiměřený nátlak - \_\_\_\_\_

B. Complete the sentences using the following phrases; some phrases are not used; 1 phrase per gap:

(2 pts per item; total: 6 pts)

**PRODUCTION RUNS, PRICE-CONSCIOUS BRAND-SWITCHERS,  
INTANGIBLE ASSETS, PRODUCTION PORTFOLIO,  
COUNTER-CYCLICAL ADVERTISING, BRAND PREFERENCE**

1. Companies have also \_\_\_\_\_ whose value is difficult to quantify or turn into cash, such goodwill, patents etc.

2. If factories are equipped so that set-up times are short, very small \_\_\_\_\_ are possible.

3. Reduced-price packs in supermarkets can be used to attract \_\_\_\_\_ and also to counter a promotion by competitor.

C. Complete the sentences with the correct forms of the following verbs; some verbs are not used; 1 verb per gap:  
(1 pt per item; total: 3 pts)

**ANTICIPATE, UNDER-UTILIZE, FAIL, AIM, AVOID, UNDER-STAFF**

1. You may be \_\_\_\_\_ your workforce.

2. Sales promotions can also be \_\_\_\_\_ at distributors, dealers and retailers.

3. Conglomerates can become unmanageable and \_\_\_\_\_ to achieve synergy.

**III. Grammar:** (max. 34 points) points

A. Put the **verbs** and **other words** in brackets into their correct forms, add prepositions, particles or auxiliary verbs if necessary. You may need to use the passive forms of the verbs:

(4 pts per item; total: 16 pts)

1. She \_\_\_\_\_ (joke, become) her father's boss.
- 2.-3. My brother has \_\_\_\_\_ (always, dream, work) a financial institution, and he \_\_\_\_\_ (hesitate + not, apply) any job advertised by such institutions.
4. I would \_\_\_\_\_ (accept, punish, leak) some confidential information.

B. Finish each of the following sentences in such a way that it means the same as the sentence printed above it:

(4 pts per item; total: 12 pts)

1. Is it possible to get this machine serviced before the guarantee expires next week?  
I wonder \_\_\_\_\_.
2. The consignment got damaged on the way to the warehouse and we had to complain.  
If \_\_\_\_\_.
3. The MD said to us: "Do not underestimate our competitors because they are more able and flexible than they seem."  
The MD told \_\_\_\_\_.

C. Fill in the gaps in the following sentences with suitable prepositions, or adverbials, if necessary:

(1 pt per item; total: 6 pts)

1. Advanced countries no longer depend \_\_\_\_\_ industry \_\_\_\_\_ the extent they once did.
2. How much are you willing to spend \_\_\_\_\_ accessories?
3. Although the companies could easily set \_\_\_\_\_ their own advertising departments, they tend to use the services of large advertising agencies.
4. If the limited company goes bankrupt, it is wound \_\_\_\_\_ and its assets are liquidated to pay debts.
5. In this type of company, the owners have to put \_\_\_\_\_ the capital themselves or borrow from a bank.

**IV. Definitions:** (max. 9 points) points

Give the terms the following definitions refer to:

(3pts per item)

1. a company that is only liable for the amount of capital that shareholders have invested and not for debts greater than this amount =
2. to protest outside the factory or other workplace, and try to persuade workers and delivery drivers not to enter =
3. a loan, usually to buy a property, which serves as a security for the loan =

**V. Translation:** (max. 16 points) points

Translate the following sentences:

(8pts per sentence)

1. Abyste dosáhli co nejvyšší produktivity, tvořivosti, inovace a bohatství, měli byste svůj podnik rozdělit do několika skupin, které si budou vzájemně konkurovat.
2. Firmy mohou zaplňovat své výrobní řady, aby využily volné výrobní kapacity nebo aby obsadily mezery na trhu.