

## UNIT 5 – VOCABULARY

### *1. Complete each sentence with a word made from the word given in brackets.*

1. The job offers great opportunities for career \_\_\_\_\_. (DEVELOP)
2. PPE refers to \_\_\_\_\_ clothing, helmets or goggles designed to protect the wearer's body from injury. (PROTECT)
3. Owing to the hilly terrain of Hong Kong, it is not practicable to provide 100% mobile phone \_\_\_\_\_ to the country parks. (COVER)
4. The company's dedicated to developing \_\_\_\_\_ new products. (INNOVATE)
5. This article is only available to \_\_\_\_\_ of New Scientist magazine. (SUBSCRIBE)
6. Which web \_\_\_\_\_ do you use? (BROWSE)

### *2. Complete the sentences using the following phrases and write their translations into Czech.*

***BOOST REVENUE, HOUSEHOLD APPLIANCES, MARKET SHARE, MASS MARKET, MAXIMISE POTENTIAL, SATURATED MARKET, UNIQUE SELLING FEATURES***

1. IBM is the market leader with 44 percent \_\_\_\_\_.

*In Czech:* \_\_\_\_\_

2. Moulinex is a French manufacturer of small \_\_\_\_\_.

*In Czech:* \_\_\_\_\_

3. Before designing any brochure, the \_\_\_\_\_ should be determined (based on customer needs and desires).

*In Czech:* \_\_\_\_\_

4. Why in heaven's name would you want to start a business in an already \_\_\_\_\_?

*In Czech:* \_\_\_\_\_