

REVIEW TEST

PJI3A

English for Business Studies: Unit 9

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

I. Listening: (max. 20 points)
points

II. Vocabulary: (max. 34 points)
points

A. Translate the following expressions into English: (2 points each)

klesající tržby a ziskovost –

zaplňit skulinu na trhu – _____

oslabovat maloobchodníky –

rostoucí podíl na trhu –

uvést výrobek na trh –

získávat finanční prostředky –

nápadná podobnost – _____

využít úvěrové možnosti – _____

B. Write expressions the following definitions refer to: (2 points each)

1. consumers who buy various competing products rather than sticking to a particular brand:
2. an intermediary between producers and retailers; a business that buys, stores, and resells goods to retailers or organizational buyers:

C. Complete the sentence with one of the following phrases; translate the selected phrase into Czech. (2 points each)

LINE-STRETCHING, BRAND, MARKETER, GUARANTEE, NICHE, RETAILER, LINE-FILLING, PROFITABILITY

1. We have to focus on _____ by offering more types and variations of our current products.
In Czech: _____
2. Our _____ is falling; we'll have to rationalize our operations.
In Czech: _____
3. We are the dominant equipment seller in this _____ but we don't earn much money on it.
In Czech: _____

D. Complete the sentences with correct forms of the following verbs; some verbs are not used:

(1 point each)

**INVENT – FOLLOW – AUGMENT – SUCCEED
UTILIZE – COMPETE – BE THROUGH – DESIGN**

1. Unfortunately, our company hasn't _____ its excess capacity.
2. I choose between various _____ products so I'm not loyal to one

brand.

- I have no idea why this product _____ worldwide last year.
- This product line won't be extended but it _____ by another one next spring.

E. Complete each sentence with a word made from the word given in brackets. (1 point each)

- A logo usually contains a distinctive _____ of a trade mark. (**LETTER**)
- The _____ was given new ideas from other concerned people. (**INVENT**)
- Is there a possibility of paying for the goods over an _____ time period? (**EXTEND**)
- To be honest, I have no brand _____ in this matter. (**PREFER**)

III. Grammar: (max. 30 points)

A. Fill in the gaps with a suitable preposition or adverbial, if necessary:

(1 point each)

- Is this the company that can be found _____ the bottom of the range?
- I have never been loyal _____ any brand.
- These products are _____ different stages _____ their life cycles.
- The CEO's statement can refer _____ many different things.
- My office is _____ your disposal while I'm not here.
- The public holds _____ large negative beliefs _____ this organization.

B. Rewrite the sentences so that they mean the same as the sentence above.

(3 points each)

1. Jack didn't register for the course with us and therefore he cannot take the exam.

If Jack _____, he _____.

2. I'm leaving for a business trip tonight so I didn't come to the party yesterday.

I _____ if I _____ tonight.

3. My son isn't clever and therefore he didn't pass the university entrance exam.

My son _____ if he _____.

C. Fill the gaps with the correct form of the VERBS and other words in brackets.:

(1 point each)

Most producers _____ (not, **LIKE**) brand-switchers because these people _____ (never, **BE**) loyal to a single brand. This phenomenon _____ (not, **REPRESENT**) a big problem in the past but as the competition _____ (**BECOME**) more severe, companies _____ (**WANT, CHANGE**) this. If they _____ (**DECIDE, ACT**) a decade ago, consumers _____ (**HAVE**) the awareness of their brands at present. However, the question still remains the same: What _____ (**HAPPEN**) if the competition _____ (**BECOME**) even more severe in ten or twenty years from now?

D. Choose suitable words or phrases that can complete each sentence. The number of correct answers is 0 – 4.

(2 points

each)

1. 'Would you like to have _____ tea?' 'No, thanks, I'll have _____ biscuits instead.'

A: a little ... some
C: much ... a few

B: little ... much
D: some ... a little

2. I dislike _____ of the two proposals. _____ of them are very naive.

A: neither ... all

B: either ... all

C: either ... both

D: neither ... both

3. _____ solution was made in _____ romantic place.

A: so ... such a

B: quite ... rather a

C: such a ... quite

D: such a ... quite a

IV. Translation: (max. 16 points)

points

Translate the following sentences into English:

(8

points each)

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.

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.
