

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)
7. France is a _____ market for U.S. food products as interest in American culture and products is increasing there. (PROMISE)
8. Six straight months of job losses are the strongest evidence that the economy has slipped into a recession of uncertain _____ and duration. (DEEP)
9. To succeed in business, it is as important to understand the etiquette of _____ in your dining room or a restaurant as it is to know how to negotiate in the board room. (ENTERTAIN)
10. We strive to achieve a more honest, friendlier environment, a welcome change from today's rushed and _____ business market. (PERSON)

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: _____