

REVIEW TEST

PJI1A

Intelligent Business: Unit 6 – Advertising

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)

přitáhnout pozornost k předvedení výrobku – _____

matoucí, ale vynalézavé agresivní prodejní techniky – _____

dávat na odiv obecně vžitý názor – _____

přesvědčovat maloobchodníky o zvýšení dodávek – _____

představovat velkou výzvu v období krize – _____

podléhat akčnímu snížení ceny – _____

poukázat na měřitelný čistý obrat – _____

vytvořit povědomí o rafinované značce (výrobku) – _____

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

1. when the maker of a product arranges for it to appear or be used in a film or television programme, as a form of advertising:

2. the act of making a company, a product or a service known to the public; the notices, pictures, and short films that a company uses to tell people about itself and its products:

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

**DIRECT MAIL, INTRUSIVENESS, IN-STORE DISPLAYS,
POP-UPS, SHARE, FINDINGS, PRODUCT PLACEMENT**

1. There's been a thorough study on the _____ of advertising.

In Czech: _____

2. The _____ of this advertising medium accounts for 4% of the total advertising pie.

In Czech: _____

3. Our _____ will soon be transformed into a full value report.

In Czech: _____

D. Complete the sentences with correct forms of the following verbs; some verbs are not used: (1 point each)

**TURN OUT – TARGET – RUN – ANTICIPATE
LIAISE – ENDORSE – ACCUSE – PUBLICISE**

1. The company _____ the new advertisement in a local newspaper recently.

2. We are going to _____ the campaign with one of our celebrities.

3. _____ our products in all media is our main objective.

4. The commercial _____ a different type of audience last month than expected.

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

1. Some _____ think that the commercial won't be successful.
(AD)

2. Internet as an advertising medium has several _____.
(WEAK)

3. Advertising is an _____ part of marketing.
(SEPARATE)

4. The "distribution effect" can lead to _____ sales.
(ADD)

III. Grammar: (max. 30 points)

points

A. Fill in the gaps with a suitable preposition or adverbial, if necessary: (1 point each)

1. The management has been exposed _____ a series of unpleasant questions.
2. This advertisement has very little relevance _____ me.
3. Have you seen the newest ad _____ Vodafone services?
4. Spending _____ product promotion will go up this year.
5. I hope that the return _____ our investment will be really high.
6. They say that none of them is liable _____ the goods they sell.

B. Rewrite the sentences with the given words so that they mean the same as the original sentences; make sentences with infinitives or gerunds of the underlined verbs: (3 points each)

1. It is useless to mention the fact that we'll miss the deadline.
There's no point _____.
2. Jeff stopped because he wanted to promise us that he wouldn't lie any more.
Jeff stopped _____ any more.
3. Do you remember how you proposed that you would be used as the "famous face"?
Do you remember _____ as the "famous face"?

C. 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: (1 point each)

Many employees in our company _____ (**ADMIT, AVOID, SPEND**) most of their working time by _____ (**FULFILL**) assigned tasks. The management _____ (**PERMIT, they, TAKE**) a break every four hours but their attempt _____ (**MAKE, the working environment, LOOK**) more friendly has failed. However, if the staff _____ (**CONTINUE, FINISH, WORK**) sooner than allowed, the CEO will not _____ (**OBJECT, POSTPONE, PAY**) financial benefits to the staff. They have to _____ (**GET USED, SUPERVISE**) by their bosses. They will _____ (**WARN, CARRY OUT**) their duties responsibly because it wouldn't _____ (**BE, easy, LET, they, DO**) what they want.

D. Choose suitable words or phrases that can complete each sentence. The number of correct answers is 0–4. (2 points each)

1. Why didn't you ask us _____ the behaviour of consumers?
A: help monitoring
C: to help to monitor
B: to help monitor
D: helping to monitor
2. We used to _____ home often before we got used to _____ without parents.
A: go ... live
C: go ... living
B: going ... live
D: going ... living
3. She didn't even bother _____ the piano although I asked her for it.
A: to continue playing
C: continuing playing
B: continuing to play
D: to continue to play

IV. Translation: (max. 16 points)

points

Translate the following sentences into English: (8 points each)

Je více nákladově efektivní využít PR agenturu, aby pozvala novináře na spuštění reklamní kampaně a přesvědčila je, aby o výrobku napsali článek, než si zaplatit za reklamu v novinách, ve kterých tito novináři pracují.

Nedávná studie Deutsche Bank zkoumala efektivnost televizní reklamy na desítkách nových a zavedených značkách baleného zboží a zjistila, že mladší publikum odmítá tradiční média a obrací se k internetu.
