

# REVIEW TEST

## PJ11A

### IB: Unit 6

<b>Name:</b>			
<b>Teacher:</b>		<b>TOTAL</b> (60 points to pass)	<b>MARK</b>
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 cílového publika –

platit maloobchodníkovi za pronájem regálu –

plýtvat obrovskými sumami za neúčinnou reklamu –

být dobrý v budování značky –

být vystaven velkému množství reklamní pošty –

chystat se odstartovat reklamní kampaň –

být obviněn ze spáchání trestného činu –

zaujímat malou část rozpočtu –

**B.** Write expressions the following definitions refer to:

(2 points each)

1. featuring a product in a film or a TV series:

2. something that appears suddenly on a computer screen when you are looking at the Internet, or when you click the mouse or press a key:

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

**HARD SELL - PUBLIC RELATIONS - BRAND ENDORSEMENT - PIE CHART -  
PRODUCT DEMONSTRATION - CONVENTIONAL WISDOM**

1. \_\_\_\_\_ in the industry is that once the campaign is over, you will hardly increase sales again.

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

2. Persuading a celebrity to contribute to the \_\_\_\_\_ by connecting his/her star status with the product may be tricky.

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

3. I hate being addressed by these telemarketing companies. The \_\_\_\_\_ approach, which is so typical of them, really infuriates me.

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

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

**DIVERSIFY - DISPLAY - ASSOCIATE - ENDANGER -  
LIAISE - SACK - MAINTAIN - SPLURGE**

1. Not many people would \_\_\_\_\_ his name with the invention.

2. The negative publicity is likely to \_\_\_\_\_ the goodwill of the company.

3. Will you \_\_\_\_\_ the posters in the front shop window so that people notice it?

4. The PR manager \_\_\_\_\_ due to repeatedly providing misleading information

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

1. The affects of advertising have become more \_\_\_\_\_. (**MEASURE**)

2. A guarantee is a(n) \_\_\_\_\_ part of any product these days. (**SEPARATE**)

3. \_\_\_\_\_ of media has enabled companies to address more customers.

(**DIVERSIFY**)

4. \_\_\_\_\_ more people feel fed up with ads in all their forms. (**INCREASE**)

5. Not to lose the public, we will have to \_\_\_\_\_ more money to continue advertising. (**ADDITIONAL**)

**III. Grammar:** (max. 30 points)

points

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

1. Originally advertising consisted \_\_\_\_\_ communicating messages orally.
2. Sales are expected to grow this year \_\_\_\_\_ 5 per cent.
3. There was an increase \_\_\_\_\_ 5 per cent, which is considered a great success.
4. The ad makes a direct appeal \_\_\_\_\_ customers' sense of adventure.
5. The money we splurged \_\_\_\_\_ the series of commercials was really worth it.
6. The latest issue of the catalogue is now available \_\_\_\_\_ all local sales representatives.

**B.** Rewrite the sentences so that they mean the same as the sentence above. (3 points each)

**Use gerunds and infinitives.**

1. It is vital for you not to forget to tell him about buying the ad space.  
(use the verbs REMEMBER and MENTION)  
You \_\_\_\_\_.
2. He was talking to a client, but he stopped because he had to pick up his mobile.  
He stopped \_\_\_\_\_.
3. We spend a lot on advertising, but it is not very effective.  
There is no point \_\_\_\_\_.

**C.** Fill the gaps with the appropriate form of the verbs in brackets. Add prepositions if necessary: (1 point each)

1. I really can't afford \_\_\_\_\_ (**EAT**) in such expensive restaurants. Do you mind \_\_\_\_\_ (**GO**) somewhere less posh? I enjoy \_\_\_\_\_ (**GO**) to those new multi-cuisine takeaways the centre is full of. Of course it means \_\_\_\_\_ (**HAVE**) the meal standing or eating it at home, but it is worth \_\_\_\_\_ (**TRY**), you will see.
2. I expect my superior \_\_\_\_\_ (**CALL UP**) a meeting next week as there have been a lot of delays and glitches people keep \_\_\_\_\_ (**REFUSE, DEAL**) with. Everybody denies \_\_\_\_\_ (**BE**) responsible and I can't imagine the boss \_\_\_\_\_ (**SOLVE**) the situation on his own.

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

1. The boss suggested \_\_\_\_\_ the meeting.  

A: to cancel	B: cancelling
C: that we could cancel	D: that we cancelled
2. They \_\_\_\_\_ without \_\_\_\_\_ the reasons.  

A: made me to resign, explaining	B: made me resigning, explaining
C: made me resign, explaining	D: made me resign, explain
3. He admitted \_\_\_\_\_ the money, which he intended \_\_\_\_\_.  

A: to have stolen, hiding	B: having stolen, to hide
C: to steal, to hide	D: stealing, to hide

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

points

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

Americká média bývala mocným nástrojem používaným ke zvyšování povědomí o výrobních značkách v době, kdy v hlavním vysílacím čase sedělo u obrazovek až 90 procent domácností. Dnes se díky novým médiím stala propagace mnohem soutěživějším prostředím.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Společnost hledá nové způsoby, jak oslovit zákazníky a zvýšit obrat. Nedávno přišla s nápadem na založení skupiny Tremor. Nabírají mladé lidi, aby diskutovali o výrobcích, a šířili se dále o jejich výhodách. Na oplátku si mohou nové produkty vyzkoušet dříve než jejich vrstevníci.

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