

REVIEW TEST

PJI1A

IB: Unit 6

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 cílového publika – **to draw attention of the target audience**
platit maloobchodníkovi za pronájem regálu – **to pay a retailer for shelf space**
plýtvat obrovskými sumami za neúčinnou reklamou – **to waste huge sums of money on ineffective a.**
být dobrý v budování značky – **to be good at building a brand**
být vystaven velkému množství reklamní pošty – **to be exposed to a lot of direct mail**
chystat se odstartovat reklamní kampaň – **to be about to launch an advertising campaign**
být obviněn ze spáchání trestného činu – **to be accused of committing a criminal offence**
zaujímat malou část rozpočtu – **to account for a small part of the budget**

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

- featuring a product in a film or a TV series: **product placement**
- 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: **a pop-up**

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**

- Conventional wisdom** in the industry is that once the campaign is over, you will hardly increase sales again.
In Czech: **obecně vžitý názor**
- Persuading a celebrity to contribute to the **brand endorsement** by connecting his/her star status with the product may be tricky.
In Czech: **posílení, podpora značky**
- I hate being addressed by these telemarketing companies. The **hard sell** approach, which is so typical of them, really infuriates me.
In Czech: **agresivní prodejní techniky**

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**

- Not many people would **associate** his name with the invention.
- The negative publicity is likely to **endanger** the goodwill of the company.
- Will you **display** the posters in the front shop window so that people notice it?
- The PR manager **was sacked** due to repeatedly providing misleading information.

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

- The affects of advertising have become more **measurable**. (MEASURE)
- Guarantee is a(n) **inseparable** part of any product these days. (SEPARATE)
- Diversification** of media has enabled companies to address more customers. (DIVERSIFY)
- Increasingly** more people feel fed up with ads in all their forms. (INCREASE)
- Not to lose the public, we will have to **add** 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 of communicating messages orally.
2. Sales are expected to grow this year by 5 per cent.
3. There was an increase of 5 per cent, which is considered a great success.
4. The ad makes a direct appeal to customers' sense of adventure.
5. The money we splurged on the series of commercials was really worth it.
6. The latest issue of the catalogue is now available from 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 **must remember to mention buying the ad space.**

2. He was talking to a client, but he stopped because he had to pick up his mobile.

He stopped **talking to a client to pick up his mobile.**

3. We spend a lot on advertising, but it is not very effective.

There is no point **spending so much on advertising.**

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 to eat in such expensive restaurants. Do you mind going somewhere less posh? I enjoy going to those new multi-cuisine takeaways the centre is full of. Of course it means having the meal standing or eating it at home, but it is worth trying, you will see.

2. I expect my superior to call up a meeting next week as there have been a lot of delays and glitches people keep refusing to deal with. Everybody denies being responsible and I can't imagine the boss solving 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.

American media used to be a powerful tool used to increase brand awareness in times

when 90 per cent of households were sitting in front of screens. Today, promoting a

brand has become a much more competitive environment thanks to new media.

Společnost hledá nové způsoby, jak oslovit zákazníky a zvýšit obrát. 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.

The company is looking for new ways of addressing customers and increasing

turnover. Recently they have come up with the idea of setting up a Tremor group. They

recruit young people to discuss their products and spread the message about their

advantages further. In return, they can use the new products before their peers.

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II. Vocabulary: (max. 34 points) points

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

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- platit maloobchodníkovi za pronájem regálu –
- plytvat 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 –
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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.
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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.

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