

REVIEW TEST

PJI1A

IB: 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 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 the image of the product with the star status 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 position of the company.
- Will you ***display*** the posters in the front shop window so that people notice it?

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 an ***inseparable*** part of any product these days. (SEPARATE)
- Diversification*** of media has enabled companies to gain more customers. (DIVERSIFY)
- Increasingly*** more people feel fed up with ads in all their forms. (INCREASE)
- Not to lose the interest of 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)

1. It is vital for you not to forget to tell him about buying the ad space. (use the verb REMEMBER)

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 refuse **to deal** with. Everybody denies **being** responsible and I can't imagine the boss **solving** the situation to everybody's satisfaction.

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, explain

C: made me resign, explaining

D: made me resign, explain

3. You 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 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 akcí Tremor. Nabírají mladé lidi, kteří diskutují o výrobcích, a dále se šíří 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 increase turnover. Recently they have come up with a Tremor activity. They recruit young people who are discussing their products and spread the message about their advantages. In return, they can use the new products before their peers.