

# REVIEW TEST

## PJI1A

### IB: Unit 6

<b>Name:</b>					
<b>Teacher:</b>		<b>TOTAL</b>		<b>MARK</b>	
Number of points (max. 100 points)		(60 points to pass)			
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?

#### 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. Guarantee is an \_\_\_\_\_ 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 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 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.