

# REVIEW TEST

## PJI2A

### Intelligent Business: Unit 8 – Brands

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

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**II. Vocabulary:** (max. 34 points)  points

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

padělané výrobky oslabující značku (*výrobku*) – \_\_\_\_\_

dosáhnout u zákazníků věrnost značce – \_\_\_\_\_

uvážlivě se vyhnout nadměrné publicitě (*výrobku*) – \_\_\_\_\_

čelit značně velkým výzvám v umění jednat s lidmi – \_\_\_\_\_

vybudovat si renomé za renovaci (*vytěpšení*) zboží – \_\_\_\_\_

odlišit oděvy na zakázku od konfekce – \_\_\_\_\_

úspěšně na sebe neupozorňovat jako firma – \_\_\_\_\_

ztrátové středně velké firmy jdoucí ke dnu – \_\_\_\_\_

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

- using a successful brand name to sell new types of products; a new product that is sold using an existing brand name:
- the act of making changes to the form of something in order to improve its appearance, how efficiently it works, etc.:

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

**CLIENT BASE, PRICE, CUSTOMERS,  
LOLLIPOPS, PURVEYORS, ACCOLADE**

- Guccio Gucci deserved at least one \_\_\_\_\_ for building his successful company.

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

- We have to fight against the diminishing of our \_\_\_\_\_.

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

- None of our \_\_\_\_\_ was accused of contractual failure.

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

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

**STREAMLINE – DETRACT – EXPAND – ANTICIPATE  
REVIVE – REINFORCE – SUSTAIN – CONVEY**

- IBM has decided \_\_\_\_\_ the idea of producing colorful laptops.

- The message \_\_\_\_\_ to the public through mass media.

- In my opinion, potential conflicts should always \_\_\_\_\_, if possible.

- Celebrity endorsement should \_\_\_\_\_ our main message in the campaign.

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

- We came \_\_\_\_\_ to the theater – the performance had already started. (**LATE**)

- The \_\_\_\_\_ of our products is accompanied with an identifier. (**SIGN**)

- Retailers \_\_\_\_\_ prefer checking their brand effectiveness. (**INCREASE**)

- The company wants to \_\_\_\_\_ its production overseas. (**SOURCE**)

### 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 approved \_\_\_\_\_ all our suggestions.
2. Bad news concerning the firm will result \_\_\_\_\_ the decrease in sales.
3. Brand extension can detract \_\_\_\_\_ your exclusivity image.
4. The new logo conjures \_\_\_\_\_ the idea of a strong and wealthy firm.
5. Coca-Cola is the biggest rival \_\_\_\_\_ Pepsi.
6. A few years ago the market was crowded \_\_\_\_\_ small firms.

**B.** Rewrite the sentences with the given words so that they mean the same as the original ones: (3 points each)

1. The taste of the soup was great although its appearance was quite bad.  
The soup tasted \_\_\_\_\_ although it looked \_\_\_\_\_.
2. The successful promotion of this product caused that people started buying it.  
The \_\_\_\_\_ product started being bought by people.
3. We have had a very friendly talk.  
We talked \_\_\_\_\_.

**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)

Hugo Boss \_\_\_\_\_ (**DECIDE, RISK, LAUNCH**) a new advertising campaign recently. There was no point \_\_\_\_\_ (**WAIT**) it because the competitors were likely \_\_\_\_\_ (**MAKE, attempt, ATTACK**) HB's position on the market. And they could \_\_\_\_\_ (**SUCCEED, THREATEN**) HB by using celebrity endorsement. D'Orsay, for example, \_\_\_\_\_ (**LOOK FORWARD, COOPERATE**) Jennifer Lopez, who is going to be their main star. Although JLo \_\_\_\_\_ (lately, **DENY, USE**) as the brand-attraction, rumours still spread. Other companies \_\_\_\_\_ (even, **TRY, TARNISH**) the reputation of HB. It is obvious that HB always \_\_\_\_\_ (**OBJECT, USE**) such techniques but it is not always possible \_\_\_\_\_ (**EXPECT, competitors, BEHAVE**) in a fair way.

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

1. I think your speech was \_\_\_\_\_.  
A: extremely dramatical  
C: made extremely dramatically  
B: extremely dramatic  
D: made extremely dramaticly
2. The teacher was very \_\_\_\_\_ and the students were \_\_\_\_\_.  
A: confusing ... boring  
C: boring ... bored  
B: confused ... bored  
D: bored ... depressing
3. The idea which came too \_\_\_\_\_ seems \_\_\_\_\_.  
A: late ... silly  
C: soon ... lovely  
B: lately ... interesting  
D: fast ... well

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

points

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

Hlavní příčiny neúspěchu firem v podnikání zahrnují slabou cenovou politiku, příliš mnoho rozmanitých výrobků nebo poskytování licencí příliš mnoha obchodníkům; na druhou stranu může vysoké povědomí o identitě značky udělat zázraky.

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Vytrvalý růst cen elektřiny a rostoucí mzdové náklady nutí firmy snižovat výrobu nebo ji přesunovat do zahraničí, protože pokud chtějí masoví producenti přežít, nemohou si dovolit mít přetrvávající ztrátu.

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