REVIEW TEST PJI1A

IB: Unit 8

Name:				
Teacher:		TOTAL	MA	MARK
Number of p	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)		poi	nts
A. Translate the following expressions into English: (2 points			each)	
Prodávat prostřednictvím přímo řízených prodejen – <u>to sell through directly operated stores</u>				
	cíle – to reach the intended ta			
Dodavatel vysoce módního a luxusního zboží – <u>a purveyor of high-fashion and luxury goods</u>				
být překvapivě dobrý v budování značky – <u>to be surprisingly good at building a brand</u>				
profitovat z chytře navrženého loga – <u>to benefit from a cleverly designed logo</u>				
navrhnout neuvěřitelně jednoduché řešení – to <u>propose/come up with an incredibly simple solution</u>				ion
vybírat maloobchodníky uvážlivěji – <u>to choose/select retailers more judiciously</u>				
převést hotely na investiční fondy s nemovitostmi – to transfer hotels into real estate investment				
<u>trusts</u>				
B. Write expressions the j	following definitions refer to:		(2 points	each)
1. a place who	ere people work for low wages in	poor conditions: swe	eatshop	
2. a name, synused by anyone	nbol or design that a company us else: trademark	ses for its products and	d that cannot l	be

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

ELITE- BRAND AWARENESS – DOWNMARKET – UPMARKET – BRICKS AND MORTAR – CONGLOMERATE – FRANCHISE – CORPORATE IDENTITY

- 1. Mc Donald is a typical example of a company operating under <u>franchise</u>
 In Czech: <u>franšíza</u>, <u>podnik s licencí</u>
- 2. With such a big bonus we can afford to eat in **upmarket** restaurants. *In Czech*: **výběrový**
- 3. After the aggressive advertising campaign **brand awareness** is sure to increase significantly.

In Czech: povědomí o značce

D. Complete the sentences with correct forms of the following verbs; some verbs are not used:

(1 point each)

REVAMP – ENDORSE– PERCEIVE – REPOSITION – CONDUCT – STAND FOR – AFFECT – GENERATE - RESULT

- 1. How would you cope with unemployment and the **resulting** loss of income?
- 2. They <u>repositioned</u> the brand by placing easy recipes on each package.
- 3. The program would **generate** a lot of new jobs.
- 4. Is it really necessary to **conduct** experiment on animals?
- E. Complete each sentence with a word made from the word given in brackets.

(1 point each)

- Despite her <u>persistent</u> efforts, the government never let her see the documents. (PERSIST)
- 2. Marketing techniques are becoming increasingly sophisticated. (INCREASE)
- 3. Computer changed the workplace <u>dramatically</u>. (DRAMA)
- 4. Designer clothes are not a passport to instant **glamour**. (GLAMOROUS)
- 5. The identity of the writer is still unknown. (IDENTIFY)

III. Grammar: (max. 30 points) A. Fill in the gaps with a suitable preposition or adverbial, if necessary: (1 point each) 1. The figures refer to our sales in Europe. 2. This is an example of a poor decision that resulted in the bankruptcy of the company. 3. Pensions will be increased in line with inflation. 4. Happiness does not consist in how many possessions you own.

5. Do you know what ATM stands **for**?

6. The President is very popular with young voters.

B. Rewrite the sentences so that they mean the same as the sentence above.

(3 points each)

- 1. There has been a slow recovery in sales over the past 6 months. Sales have been recovering slowly over the past six months
- Energy prices will probably drop considerably.
 There will probably be a considerable drop in energy prices.
- 3. Customer loyalty has fallen so much that the top managers are rather nervous.

 There has been such a big fall in customer loyalty that the top managers are rather nervous.

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

- 1. I am really not a brand-conscious person. Why to spend huge amounts of money on **hugely expensive** (huge, expensive) goods only to find out that they were made in the same factory as **low-priced** (low, price) goods from a department store? I must admit, though, that some models are **really good-looking** (real, good, look) and I also like reading lifestyle magazines with pictures of **luxuriously furnished** (luxury, furnish) flats.
- 2. What I do understand is the ambition to study at a <u>highly prestigious</u> (high, prestige) university. It is <u>truly admirable</u> (true, admire) how much students are aware of the <u>increasingly important</u> (increase, important) role of good education in today's <u>rapidly developing</u> (rapid, develop) environment.

D. Choose suitable words or phrases that can con	mplete each sentence. The number of correct answers is $0-4$. (2 points each)	
1. KFC is fast food	restaurant chain in the world.	
A: the biggest C: by far the most expensive	·	
2. If A costs € 25 and B costs € 26, th A: rather the same	eir prices are <u>B: virtually the same</u>	
C: only slightly different D: just the same 3. He earns \$ 15000 p.a., she earns \$ 28000 p.a. She earns		
A: by far the most money	B: more than twice as much as him D: slightly less than twice his salary	

Translate the following sentences into English:

(8 points each)

Existence padělaných výrobků vede nevyhnutelně k oslabování značky, stejně jako podcenění důležitosti stanovení nejlepší ceny, která je klíčovým faktorem pro umístění výrobku na trh. Účinnost značky se nejlépe zjišťuje provedením tzv. optického auditu.

The existence of counterfeit products inevitably leads to weakening of a brand, just like underestimating the importance of setting/fixing the right price which is a key factor for positioning the product on the market. The effectiveness of the brand is best found out by carrying out a visual audit.

Podle nedávno publikované studie je jen málo společností v oděvním průmyslu ziskových; daleko více jich je ztrátových, obzvláště výrobci luxusního zboží. Středně velké podniky buď bankrotují, slučují se nebo zefektivňují svůj provoz snižováním nákladů a počtu zaměstnanců.

According to a recently published study only a few companies in rag trade are profitable; much more of them are loss-making, particularly luxury-goods producers.

Medium-sized companies either go bankrupt, merge or streamline their operations by cutting costs and (the number of) staff.

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I. Listening:	III. Grammar:			
II. Vocabulary:	IV. Translation:			
I. Listening: (max. 20 points)			points	
II. Vocabulary: (max. 34 points) poin			points	
A. Translate the following expressions into English: (2 points each)				
Prodávat prostřednictvím přímo řízených prodejen –				
Dosáhnout zamýšleného cíle –				
Dodavatel vysoce módního a luxusního zboží –				
být překvapivě dobrý v budování značky –				
profitovat z chytře navrženého loga –				
navrhnout neuvěřitelně jednoduché řešení –				
vybírat maloobchodníky uvážlivěji –				
převést hotely na investiční fondy s nemovitostmi –				
B. Write expressions the following definitions refer to: (2 points)			(2 points each)	
1. a place where people work for low wages in poor conditions:				
2. a name, symbol or design that a company uses for its products and that cannot be used by anyone else:				

C. Complete the sentence with one of the following phrases; translate the selected phrase into Czech. (2 points each) ELITE- BRAND AWARENESS – DOWNMARKET – UPMARKET – BRICKS AND MORTAR – CONGLOMERATE – FRANCHISE – CORPORATE IDENTITY					
1. Mc Donald is a typical example of a company operating under					
2. With such a big bonus we can afford to eat in restaurants. In Czech:					
3. After the aggressive advertising campaign is sure to increase significantly. In Czech:					
D. Complete the sentences with correct forms of the following verbs; some verbs are not used: (1 point each)					
REVAMP - ENDORSE- PERCEIVE - REPOSITION -					
CONDUCT – STAND FOR – AFFECT – GENERATE - RESULT					
1. How would you cope with unemployment and the loss of income?					
2. They the brand by placing easy recipes on each package.					
3. The program would a lot of new jobs.					
4. Is it really necessary experiments on animals?					
E. Complete each sentence with a word made from the word given in brackets. (1 point each)					
1. Despite her efforts, the government never let her see the documents.					
(PERSIST)					
2. Marketing techniques are becoming sophisticated. (INCREASE)					
3. Computer changed the workplace (DRAMA)					
4. Designer clothes are not a passport to instant (GLAMOROUS)					

5. The _____ of the writer is still unknown. (IDENTIFY)

III. Grammar: (max. 30 points) points	D. Choose suitable words or phrases that can complete each sentence. The number of correct answers is $0-4$. (2 points each)		
A. Fill in the gaps with a suitable preposition or adverbial, if necessary: (1 point each)	KFC is fast food restaurant chain in the world. A: the biggest B: far more successful		
1. The figures refer our sales in Europe.	C: by far the most expensive D: fairly successful		
2. This is an example of a poor decision that resulted the bankruptcy of the company.	2. If A costs € 25 and B costs € 26, their prices are		
3. Pensions will be increased line with inflation.	A: rather the same C: only slightly different B: virtually the same D: just the same		
4. Happiness does not consist how many possessions you own.	C. Only signify different 15. just the same		
5. Do you know what ATM stands?	3. He earns \$ 15000 p.a., she earns \$ 28000 p.a. She earns		
6. The President is very popular young voters.	A: by far the most money B: more than twice as much as him C: nearly as much money as him D: slightly less than twice his salary		
B. Rewrite the sentences so that they mean the same as the sentence above. (3 points each)			
1. There has been a slow recovery in sales over the past 6 months.			
Sales	IV. Translation: (max. 16 points) points		
2. Energy prices will probably drop considerably.	Translate the following sentences into English: (8 points each)		
There	Existence padělaných výrobků vede nevyhnutelně k oslabování značky, stejně jako podcenění		
3. Customer loyalty has fallen so much that the top managers are rather nervous. důležitosti stanovení nejlepší ceny, která je klíčovým faktorem pro umístění výrobku na			
There the top managers	Účinnost značky se nejlépe zjišť uje provedením tzv. optického auditu.		
are rather nervous.			
C. Fill the gaps with the appropriate form of the verbs in brackets. Add prepositions if necessary: (1 point each)			
1. I am really not a brand-conscious person. Why to spend huge amounts of money on			
(huge, expensive) goods only to find out that they were made in the			
	Podle nedávno publikované studie je jen málo společností v oděvním průmyslu ziskových; daleko		
same factory as (low, price) goods from a department store? I must admit,			
though, that some models are (real, good, look) and I also like reading	více jich je ztrátových, obzvláště výrobci luxusního zboží. Středně velké podniky buď bankrotují,		
lifestyle magazines with pictures of (luxury, furnish) flats.	slučují se nebo zefektivňují svůj provoz snižováním nákladů a počtu zaměstnanců.		
2. What I do understand is the ambition to study at a (high, prestige)			
university. It is (true, admire) how much students are aware of the			
(increase, important) role of good education in today's			
(rapid, develop) environment.			