

UNIT 6

Choose the right expression:

1. One of the factors of production is *employment / work / labour / job*.
2. People working in a certain enterprise are its *jobbers / staff / payroll / population*.
3. Undeservedly poor people need *incentives / bonuses / benefits / extra pay*.
4. The law rules regulating working conditions in the Czech Republic are called *job legislative / labour code / work rules / job regulations*.
5. Having worked overtime, a worker gets *an allowance / benefits / extra pay / take-home pay*.

UNIT 7

Labour unions or 1. _____ unions are organizations that attempt to 2. _____ workers' interests. They negotiate with employers about the wages, working 3. _____ and working 4. _____ of their members. They can defend members who have individual grievances. If dissatisfied, they can take 5. _____ action such as going on 6. _____ or operating a 7. _____ or a 8. _____. During strike they can 9. _____ their place of work and try to prevent other workers or delivery drivers entering the premises.

UNIT 9

1. Study the passage and complete the sentences:

TO INTRODUCE A PRODUCT
TO LAUNCH A PRODUCT
TO RECALL A PRODUCT - VZÍT Z OBĚHU VADNÝ VÝROBEK
TO WITHDRAW A PRODUCT

A PRODUCT INTRODUCTION
A PRODUCT LAUNCH
A PRODUCT RECALL
A PRODUCT WITHDRAWAL

*New products are **introduced** or **launched** onto the market.*

*If a defect is found in a product after it is launched, it may be **recalled**: customers may be asked to return the defective product for checks.*

*A product that a company no longer wants to make available is **withdrawn** from the market.*

1. He plans to test Prize Frize for a year in southern California and then to _____ the product nationally.
2. Dell has made its biggest _____ so far, with 18 new PCs to replace its current line.
3. Rumors about the new _____ have been pushing Compaq stock prices higher.
4. Coping with the _____ of a defective product (eg defective brakes on cars) is an example of a tactical planning problem.
5. If a drug receives complaints from doctors who have prescribed its product, should it then _____ the product or warn other doctors of the problem?
6. The hypothesis is, that after the launch of a new product, its sales will tend to follow a pattern or cycle that features phases of introduction, growth, maturity and decline, resulting in death or _____ from the marketplace.

**2. Match the numbered definitions and the *FOLLOWING* expressions:
product placement, product mix, product lifecycle, product line, product positioning,
product range, product portfolio**

1. the product that a company has to offer, considered as a group
2. the life of a product considered in terms of the phases from its development and launch to its withdrawal
3. the way a product is designed to be perceived in relation to other products.
4. a company paying for its product to be used or seen in a film or tv programme

Unit 10

Complete the definition:

give away, interview, launch, measure, carry out

Market research - study 1. _____ by a company before 2. _____ a new product, into the needs, lifestyles, incomes, etc of potential buyer and 3. _____ the success of similar products that are already available. It may involve 4. _____ people in the street or 5. _____ sample products.

GRAMMAR – VERB PATTERNS – 30.11.2005

Put the verbs and other words in brackets into the correct form, add prepositions, particles, pronoun or auxiliary verbs if necessary.

1. The shop owner refused (accept) payment, (insist) that he (honour) that we (visit) his shop.
2. He persuaded (invest) in International Polymers Works and promised them extraordinary returns.
3. In times of low inflation, companies can raise prices (maintain) their profit margin (lose) market share.
4. If small and medium sized businesses are worried (go bust) then they should (charge) less their goods (attract) more business.