

**Masarykova univerzita**

**Ekonomicko správní fakulta**

## **CVIČENÍ K UČEBNICI**

# **FIRST INSIGHTS INTO BUSINESS**

**Program distanční formy jazykového vzdělávání**

**MODUL A**

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**BRNO 2003**

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Distanční forma jazykového vzdělávání**

## **KONTROLNÍ CVIČENÍ S KLÍČEM**

### **Modul A**

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## Obsah

Úvod .....	4
Kontrolní cvičení 1.....	5
Kontrolní cvičení 2	
Kontrolní cvičení 3	
Kontrolní test 1-3	
Kontrolní cvičení 4	
Kontrolní cvičení 5	
Kontrolní cvičení 6	
Kontrolní test 4-6	
Kontrolní cvičení 7	
Kontrolní cvičení 8	
Kontrolní cvičení 9	
Kontrolní test 7-9	
Kontrolní cvičení 10	
Kontrolní cvičení 11	
Kontrolní cvičení 12	
Kontrolní test 10-12	
Klíč ke kontrolním cvičením a testům	

# ÚVOD

Tato publikace vznikla jako doplňková studijní literatura pro uživatele učebnice autorky Sue Robbins, *First Insights into Business*. Přináší samostatný soubor cvičení sloužící k upevnění, ověření a případně rozšíření znalostí získaných studiem učebnice. Jejím cílem je zároveň příprava a obeznámení se s formou testování, která se používá při zkoušce z angličtiny na ESF MU.

## 1. Popis cvičebnice

Cvičebnice je rozdělena do čtyř částí (čtyř semestrů) po třech lekcích. Každá lekce tematicky navazuje na základní učebnici. Po každém semestru následuje kontrolní test, který shrnuje učivo předcházejících tří lekcí. Na konci cvičebnice je klíč všech cvičení a testů řazený podle chronologického výskytu.

## 2. Struktura lekce

Každá lekce obsahuje **lexikální cvičení** nejen na překlad slovní zásoby z češtiny do angličtiny a z angličtiny do češtiny, ale i na překlad jednoduchých vět. Slovíčka jsou řazena za sebou tak, jak se objevují v učebnici, což by mělo usnadnit jejich zapamatování podle kontextu. Překlad jednoduchých vět je zaměřen na slovní zásobu a mluvnici vyskytující se v příslušné lekci učebnice *First Insights into Business*.

Následují **gramatická cvičení**, jejichž cílem je procvičit gramatické jevy objevující se v příslušných lekcích (např. vyjadřování budoucnosti, modální slovesa, podmínkové věty).

## 3. Práce s cvičebnicí

Po cvičebnici *Cvičení k učebnici First Insights into Business* sáhněte tehdy, domníváte-li se, že potřebujete hlubší procvičení jednotlivých gramatických jevů a slovní zásoby. Cvičebnice je pouze doplňkovou studijní literaturou.

Slovíčka se učte zásadně nahlas, a to nejen mechanicky. Na každé slovo se snažte utvořit jednoduchou větu, např. *interest rate – úroková sazba. This bank provides very low interest rate. – Tato banka poskytuje velmi nízkou úrokovou sazbu.* apod. Slovíčka, která si nemůžete zapamatovat, doporučujeme vypsát si do zvláštního sešitu a často si je opakovat, nejlépe ve větách, které si napíšete. Při procvičování slovíček věnujte velkou pozornost také výslovnosti, která se zpravidla liší od psané podoby slova. K tomu by vám měl sloužit *Glosář k učebnici First Insights into Business*, který je vydán jako další doplňková literatura.

Narazíte-li při vypracování gramatických cvičení na neznámý jev, či budete-li mít při jejich vypracování nějaké potíže, prostudujte si příslušný výklad v cvičebnici, a teprve potom se ke cvičení znovu vraťte. Cvičení si ihned po jejich probrání zkontrolujte v klíči. Pro snadnější kontrolu je dobré udělat co nejvíce cvičení písemně. Nepostupujte dále, dokud jste celou lekci dokonale nezvládli. Příliš pomalý postup však také není žádoucí, mějte na paměti, že na zvládnutí tří lekcí máte jeden semestr, tj. půl roku.

Kontrolní testy vypracovávejte samostatně, potom opravte podle klíče a ohodnoťte podle daných pokynů. Test vám ukáže, do jaké míry jste probranou látku zvládli, a co si ještě budete muset zopakovat.

Nakonec jedna dobrá rada, chcete-li dosáhnout dobrých výsledků a učit se opravdu efektivně. Je dobré mít na paměti, že jazykové učení vyžaduje hodně času. Rozhodně nestačí věnovat se učení jednou týdně, třeba i na delší dobu, neboť bez opakování, jak bylo prokázáno, většinu probraného učiva za týden zapomenete. Učení je opravdu efektivní jen tehdy, jestliže se mu budete věnovat systematicky každý den, a to alespoň dvacet minut. Jen častým opakováním slovíček, frází a mluvnice se vám naučená látka upevní a snáze si ji zapamatujete. Přejeme vám hodně vytrvalosti, pevné vůle a pílě ve vašem úsilí.

# **KONTROLNÍ CVIČENÍ**

**Modul A1**

**angličtina, 1. semestr**

# KONTROLNÍ CVIČENÍ 1

## 1A. Fill in prepositions.

- 1) You must apologize ..... person.
- 2) What other examples of goods can you think ..... ?
- 3) Take care ..... all your banking needs.
- 4) You can purchase ..... the catalogue or ..... the complete range ..... the store.
- 5) It is available ..... request.
- 6) Listen ..... the man.
- 7) Are you doing any exercise ..... the moment?
- 8) I sit ..... my desk all day.
- 9) I visit the club ..... an introductory session.
- 10) ..... your next visit we will guide you through our new programme.
- 11) There is a discount ..... food and drinks.
- 12) The room is equipped ..... a TV set.
- 13) He must find ..... how much money he has.
- 14) Repairs can be carried ..... on our premises.
- 15) Everything is free ..... charge.
- 16) I'm fantastically loyal ..... Marks and Spencer.
- 17) Complete the gaps ..... a word from the box.
- 18) Why are these jobs popular ..... young people?
- 19) Match it ..... a picture.
- 20) We provide guarantee ..... tyres.

## 1B. Use correct forms of the expressions in brackets.

- 1) I'm **(think)** of joining the club.
- 2) They are all fully **(qualify)**.
- 3) I am afraid I **(can)** make it.
- 4) They obviously enjoy **(work)** there.
- 5) Now we **(do)** some research on customer care.
- 6) These are questions **(ask)** by guests at the Hotel Europestar.
- 7) People are **(make)** an offer.
- 8) Would you like some help? No, thanks, I'm just **(look)**.
- 9) Here **(be)** a few reasons why to do it.
- 10) Customers are happy with the services **(receive)** from the company.

## 1C. Translate.

- 1) jinými slovy
- 2) plný rozsah služeb
- 3) je to na skladě
- 4) montážní služby
- 5) můžete to zakoupit
- 6) zákazník si stěžuje
- 7) zaměstnanec společnosti
- 8) popište to
- 9) nepřímá otázka
- 10) jsem potěšen

11) rozšířená záruka

**1D. Translate.**

- 1) lifelong guarantee
- 2) tyre fitting
- 3) to take action
- 4) customer care
- 5) food hampers
- 6) soft toys
- 7) it lets you take care of it
- 8) check you balance
- 9) valuables
- 10) rate of exchange
- 11) complete the table
- 12) code of practice
- 13) free puncture repair service
- 14) fitter
- 15) wheel balance
- 16) wheel valve
- 17) exhausts

**1E. Form indirect questions.**

Could you tell me?

Who is the hotel director?

Would you like to come?

Could you make a reservation?

Can I get anything to drink?

Is this the way to the city?

Does the customer use the same service?

Why are these jobs popular with young people?

Where can I change Czech crowns into US dollars?

Where are conference rooms?

What is the procedure?

**1F. Write a short letter. Use the expressions from the menu.**

delighted	member	entitle to
membership	15% discount	

enjoy	programme	discount
-------	-----------	----------



## Superman

HEALTH AND FITNESS CENTRE  
Rushmoor hotel, Crawley, West Sussex  
phone/ fax: 011293 4000064

Mr Robert Brown  
25 Beeches Road  
Reigate

20 July 2001

Dear Mr Brown,

.....  
.....

Yours sincerely,

*Bernard Dord*

Bernard Dord  
Company manager

### 1G. Translate.

- 1) Je zdvořilá, pěkně se obléká a je loajální ke společnosti.
- 2) Každý rok mladí absolventi opouštějí univerzitu a začnou pracovat v průmyslu.
- 3) Toto jsou věci, na které se hosté hotelu ptají.
- 4) Tyto služby poskytují banky.
- 5) Přiřaďte to k obrázku.
- 6) Můžete mi říci, zda jsou tu nějaká zařízení pro děti?
- 7) Můžete mi říci, zda máte nějaké úvodní shromáždění?
- 8) Máte nějaký seznam pravidel?
- 9) Chci o pár kilo zhubnout.
- 10) Díky bohu jsem zdravý.
- 11) Udejte důvody, proč jste si to vybrali.
- 12) Dáme to do pořádku.
- 13) Opravujeme výfuky zdarma.
- 14) Chcete místo u okna nebo v uličce?
- 15) Ten telefon je pro vás. Přepojím Vás.
- 16) Uděláme všechno možné, abychom to napravili.
- 17) Poskytujeme celoživotní záruku na výfuky.
- 18) Oprava bude provedena v našem areálu.
- 19) Můžete si svobodně vybrat, co je pro vás nejlepší.
- 20) Lidé mohou kdykoliv volat o pomoc.

## KONTROLNÍ CVIČENÍ 2

### 2A. Fill in prepositions.

- 1) These companies are involved ..... many activities.
- 2) This is the largest company ..... the world.
- 3) We operate ..... a number of countries.
- 4) Due ..... expansion we are looking ..... a manager.
- 5) You will report ..... Mr Johnson.
- 6) Apply ..... writing.
- 7) We cannot reply ..... all applicants.
- 8) We believe ..... equality of opportunity.
- 9) What requirements does the company have ..... the recruits?
- 10) The company operates ..... a franchise basis.

### 2B. Present simple and present continuous.

Circle the correct form.

- 1) The problem is that my computer *is not working* / *does not work* at the moment.
- 2) This month *we are looking* / *we look* for graduates.
- 3) The chart *gives* / *is giving* information to our customers.
- 4) While your partner *is giving* / *gives* his presentation, take notes.
- 5) There are companies which *operate* / *are operating* in a number of countries.
- 6) *We lead* / *we are leading* the world in the provision of news.
- 7) *Do you think* / *are you thinking* this is an interesting job?
- 8) Granada Film *produces* / *is producing* a broad range of films for the UK.
- 9) Due to our expansion *we are looking* / *we look* for a Finance Manager.
- 10) The Financial Times Group *is planning* / *plans* to recruit up to six business graduates.
- 11) Levi Strauss *produces* / *is producing* jeans.

### 2C. Use correct form of the expressions in brackets.

- 1) Alan (**test**) cars.
- 2) Today he (**not to test**) cars.
- 3) Now he (**make**) a presentation to the senior management about the safety of the new design.
- 4) I need someone (**come**) here and examine the software.
- 5) Today Macdonald's (**close down**) an outlet in Chicago.
- 6) The Virgin Group's interests also (**include**) a model agency.
- 7) Look at the chart below which (**give**) information about Mercedes Holding.
- 8) It (**deliver**) documents and packages all over the world.
- 9) Many companies (**produce**) hamburgers.
- 10) Each word below (**refer**) to something already mentioned.

### 2D. Translate.

- 1) broadcasting
- 2) regular and current activities
- 3) food retailer
- 4) real estate

- 5) insurance
- 6) fragrances and cosmetics
- 7) selective retailing
- 8) up-market
- 9) competitive price
- 10) air express carrier
- 11) computerised ordering system

## **2E. Translate.**

- 1) dceřiná společnost, filiálka
- 2) jsme rozhodnutí to udělat
- 3) největší světový vydavatel
- 4) úzce propojený tým
- 5) užší výběr kandidátů
- 6) pokládat kabel
- 7) všimněte si toho rozdílu
- 8) vedoucí pracovníci z Japonska
- 9) uvádějí nový výrobek
- 10) výrobní náklady
- 11) oděvní průmysl

## **2F. Translate.**

- 1) Budete podřízený panu Brownovi a budete nedílnou součástí úzce propojeného týmu.
- 2) Hledáme vedoucího financí se zkušenostmi, dobrými komunikačními schopnostmi a schopností pracovat pod nátlakem.
- 3) Požádejte písemně a přiložte životopis.
- 4) Bohužel nemůžeme odpovědět všem žadatelům.
- 5) V jakých čtyřech oblastech působí vaše skupina?
- 6) Jaké nároky máte na nováčky?
- 7) Co znamená VIP?
- 8) Každý sektor zahrnuje světoznámé výrobní značky.
- 9) Jaký čas používáte, když mluvíte o pravidelné činnosti společnosti?
- 10) Podívejte se na schéma na straně 30, které uvádí informace o Sony.

## KONTROLNÍ CVIČENÍ 3

### 3A. Fill in prepositions.

- 1) They may be surprised ..... social conventions.
- 2) This department's responsible ..... accounts.
- 3) Lunch is ..... "The Major" restaurant.
- 4) Match a word .....the left with a word ..... the right.
- 5) You are going ..... a business trip to Australia.
- 6) Do you suffer ..... jet lag?
- 7) Do you sleep ..... a plane?
- 8) She cannot be promoted ..... her present position.
- 9) Take ..... your shoes when you visit somebody in Poland.
- 10) It is very kind ..... you.
- 11) Where are you going ..... holiday?
- 12) You are new ..... the office and do not know anyone.
- 13) Prepare to ask your students ..... these things.
- 14) What other responses to 'thanks and apologies' can you think ..... ?

### 3B. Use correct forms of the expressions in brackets.

- 1) When a Japanese businessman (**give**) you his business card, don't put it in your pocket.
- 2) In Poland your host (**give**) you flowers at the airport.
- 3) Let me (**introduce**) you to Marie.
- 4) They dislike (**raise**) questions.
- 5) I appreciate the more (**relax**) atmosphere.
- 6) The UK is less (**male-dominate**) than Japan.
- 7) The conference is for one day, (**start**) at 10 a.m. and (**finish**) at 5.30 p.m.
- 8) Now you and your partner (**arrange**) for three people from your company to attend a conference.
- 9) Do not be (**surprise**) by foreign social conventions.
- 10) Is this the right room for the (**plan**) meeting?

### 3C. Form questions. Ask about the expressions in bold letters.

- 1) Business today is **international**.
- 2) I'm going to **Poland** in September.
- 3) You will be surprised by **cultural differences**.
- 4) She is phoning to find out about **Rosalind's schedule**.
- 5) Dr Brook is travelling from Central London **to give a conference paper**.
- 6) He is travelling from **Dover**.
- 7) **Everyone** respects the opinion of the majority.
- 8) Everyone respects **the opinion** of the majority.
- 9) When you visit Poland, your host gives you **flowers** at the airport.
- 10) In Saudi Arabia it is **rude** to refuse a cup of coffee.

**3D. Fill in the gaps. Use the expressions from the menu in correct forms. You will not need all the items.**

well	good	in	by	go
little	word	note	promise	few
allow	let	what	which	hire
opportunity	place	look	run	see
watch	experience	live	promote	do
think	consider	book	head	what

- 1) He wants to stay for a ..... days.
- 2) This is to ..... you know about all the necessary arrangements.
- 3) Visit our ..... Office in Victoria.
- 4) Ask her to make hotel ..... and ..... a car for you.
- 5) I'm ..... a seminar next month.
- 6) Do you always ..... the in-flight film?
- 7) Have you ..... cultural differences when you travel?
- 8) You cannot be ..... above your present position.
- 9) They are allowed to go to ten cities ..... safe.
- 10) When is she ..... home?
- 11) What are her job ..... in London?
- 12) There are several ways how to get there. Decide ..... means of transport would be best for him.
- 13) Hire a car for him. Use the ..... below.
- 14) He is going ..... car.
- 15) You must make ..... use of your time.

**3E. Translate.**

- 1) it is rude
- 2) don't spill it
- 3) don't mention it
- 4) can you give me a lift?
- 5) to make good use of time
- 6) you must experience it
- 7) the agreement is definite
- 8) use this tense
- 9) new advertising campaign
- 10) it would be best for him
- 11) to give a conference paper
- 12) junior manager
- 13) she cannot be promoted
- 14) less male-dominated
- 15) in-flight film
- 16) jet lag
- 17) to attend the conference

**3F. Translate.**

- 1) dovolte, abych Vás představil

- 2) promiňte, nezaslechl jsem vaše jméno
- 3) doplňte konverzaci frázemi
- 4) bohužel je jen červené (víno)
- 5) neoslovujte Němce křestním jménem
- 6) obejměte ho
- 7) zujte si boty
- 8) nedívejte se do očí
- 9) použijte koncovky výše uvedené
- 10) je tam málo zábavy
- 11) uvolněte se
- 12) je to zřejmé
- 13) vznášet protichůdné názory
- 14) respektujte názor většiny
- 15) tímto vám oznamujeme, že ...
- 16) mám schůzku s vedoucím prodeje

### **3G. Translate.**

- 1) Musíte si naplánovat trasu (itinerář), abyste dobře využili čas.
- 2) Podívejte se na fotografie nahoře na stránce.
- 3) Odkud je?
- 4) Kolik toho můžete o Rosalindě uhádnout z fotografie?
- 5) Použijte stažené tvary.
- 6) Toto oddělení zodpovídá za účty.
- 7) Hledáme někoho s komunikačními schopnostmi.
- 8) Jsou vaše opatření konečná nebo to jsou pouze návrhy?
- 9) Itinerář má poznámkovou formu.
- 10) Co udělá nejdříve?
- 11) Vy a váš partner vyřizujete pro tři lidi účast na konferenci.
- 12) Vysvětlete svůj výběr.
- 13) Vedu příští týden seminář.
- 14) Pošlete fax svému australskému kolegovi.
- 15) Řekněte jí o těch opatřeních.

## KONTROLNÍ TEST 1-3

### Modul A1

*Maximální počet získaných bodů: 100*

*Minimální počet pro úspěšné absolvování testu: 60*

#### I. TRANSLATIONS

(celkem 54 bodů)

##### A. Translate into English.

(12 bodů)

- 1) uvádět nový výrobek na trh
- 2) výrobní náklady
- 3) oděvní průmysl
- 4) vznášet protichůdné názory
- 5) respektovat názor většiny
- 6) tímto vám oznamujeme, že ...

##### B. Translate into Czech.

(12 bodů)

- 1) to give a conference paper
- 2) junior manager
- 3) she cannot be promoted
- 4) lifelong guarantee
- 5) to check one's balance
- 6) rate of exchange

##### C. Translate the following sentences into English.

(30 bodů)

- 1) Toto oddělení zodpovídá za účty.
- 2) Hledáme někoho s komunikačními schopnostmi.
- 3) Jsou vaše opatření konečná nebo to jsou pouze návrhy?
- 4) Neposílejte ten fax do Brna dnes, pošlete ho až zítra.
- 5) Toto jsou věci, na které se hosté hotelu ptají.
- 6) Tyto služby poskytují banky.
- 7) Přiřaďte to k obrázku.
- 8) Budete podřízený panu Brawnovi a budete nedílnou součástí úzce propojeného týmu.
- 9) Hledáme vedoucího financí se zkušenostmi, dobrými komunikačními schopnostmi a schopností pracovat pod nátlakem.
- 10) Požádejte písemně a přiložte životopis.

## II. GRAMMAR.

(celkem 40 bodů)

### A. Use the words given to make sentences.

(20 bodů)

- 1) Peter / not interest / politics.
- 2) You / still / loyal /company?
- 3) What / our company employees / do / at the moment?
- 4) We / not go / bank / yesterday.
- 5) The Prime Minister / not be abroad / since January.
- 6) Why / you / not check / your balance / yet?
- 7) You / be sure / everything / here / be / free of charge?
- 8) Your current boss / respect / the opinion of the majority?
- 9) Be / any useful phrases / in the text?
- 10) A new subsidiary / be / open / in Germany / soon.

### B. Fill in the prepositions, if necessary.

(10 bodů)

- 1) Mike, I am really sorry ..... not letting you know ..... that matter! Are you angry ..... me?
- 2) My sister is not very good ..... telling stories.
- 3) We'd like to hold our next meeting ..... 23<sup>rd</sup> of March. Will that suit you?
- 4) It must have been Susan! I saw her ..... the bus!
- 5) My wife is really bored ..... her hairstyle, so she is going ..... the hairdresser's ..... Friday.
- 6) Have you ever read any books ..... D. Lodge?

### C. Write the questions for the underlined parts of the sentences.

(10 bodů)

- 1) Our supplier invited us to business lunch.
- 2) Our supplier invited us to business lunch.
- 3) Our supplier invited us to business lunch.
- 4) Our supplier invited us to business lunch.
- 5) Our supplier invited us to business lunch.

## III. COMPREHENSION.

(celkem 6 bodů)

Company A is a pharmaceuticals company. It develops and manufactures a wide range of medicines and it's currently developing a new drug against asthma. Well, as you know, more and more people are suffering from asthma so they hope to make a healthy profit from the drug, the company is currently preparing to launch a TV advertising campaign. As you know, it is illegal to show drugs on TV, so the campaign focuses on the illnesses not the drugs. It will be interesting to see public reaction to this.

The second company B is a cable operator. It provides cable television to thousands and thousands of homes but it wants to expand and it is developing a new high-speed Internet service. Now, this service uses cables not phone wires and this means it is very fast, 100 times



faster than a normal phone line. As you know, the number of people who are using the Internet is growing and growing and everyone wants instant information so this is a company with a great future.

1.
  - a) The company A concentrates on asthma only.
  - b) The company A concentrates on medicines for children.
  - c) The company A concentrates on a range of drugs and a drug against asthma is included.
  
2.
  - a) The number of people having troubles with asthma is ever increasing.
  - b) The number of people having troubles with asthma has remained the same for years.
  - c) The number of people suffering from asthma is decreasing.
  
3.
  - a) Drugs seen on TV are advertised that way.
  - b) Drugs are not allowed to be seen on TV.
  - c) Drugs are seen on TV so that people could be informed about the ways how to use them.
  
4.
  - a) The company B reduces its services.
  - b) The company B increases its services.
  - c) The company B is happy about the amount of services they provide.
  
5.
  - a) The company B provides cable television now.
  - b) The company B provides a high-speed Internet service now.
  - c) The company B produces cables now.
  
6.
  - a) The company B expects there will be more people who wish to use Internet.
  - b) The company B knows there is enough of Internet and it is necessary to find something else to produce.
  - c) The company B has developed a new product to earn money.

# **KONTROLNÍ CVIČENÍ**

**Modul A2**

**angličtina, 2. semestr**

## KONTROLNÍ CVIČENÍ 4

### 4A. Fill in prepositions.

- 1) ..... this case they have to re-plan their strategy.
- 2) We must generate more awareness ..... what the agency is all about.
- 3) The company development was ..... danger.
- 4) The company no longer has a reputation ..... being fashionable or forward looking.
- 5) Models switch ..... good agencies quickly.
- 6) Listen and put the five things they discuss ..... the order you hear them.
- 7) Are these verbs followed ..... infinitive or gerund?
- 8) They should listen ..... women.
- 9) Make sure that your voice falls ..... the end of the sentence.
- 10) Match each situation ..... a suitable recommendation or solution.
- 11) You must focus ..... excellent customer care.
- 12) They are very unhappy ..... this.
- 13) We should think ..... ways of reducing them.
- 14) Don't avoid a problem, deal ..... it.
- 15) Don't blame people, look ..... solutions.
- 16) Look ..... a problem as an opportunity to learn something.
- 17) Car manufacturers should aim their advertisements ..... male and female buyers.
- 18) Ford has set ..... a female „spy“ team.
- 19) Treat them seriously and ..... respect.
- 20) The company now buys four ..... of every ten new cars sold in Britain.
- 21) This is the highest proportion in Europe where the women buyers' share averages three ..... ten.
- 22) Reports are fed ..... to senior management.
- 23) Use a clause ..... purpose for each question.
- 24) Do you have any tips ..... solving problems?
- 25) Business is competitive ..... terms ..... time and money.
- 26) Put pressure ..... the project you run.
- 27) Are the managers' answers similar ..... yours?
- 28) Agree an order ..... priority.
- 29) Decide ..... recommendation for each point.
- 30) Offer your partner some help ..... his problem.

### 4B. Use correct forms of the expressions in brackets.

- 1) The company (**lose**) its reputation.
- 2) We should think of ways of (**reduce**) them.
- 3) The costs of (**run**) the agency are very high.
- 4) When something is important, (**deal**) with it.
- 5) Reports are then (**feed**) back to senior management.
- 6) Recommendations can be (**consider**) in future plans.
- 7) Their purpose is (**visit**) dealers (**check**) that they take women buyers seriously.
- 8) The findings show that customers are (**dissatisfy**).
- 9) What can you do (**avoid**) problems?
- 10) Do you have any tips for (**solve**) the problem?

#### 4C. Form questions. Ask about the expressions in bold letters.

- 1) **One** of your members of the staff is working until very late every evening.
- 2) Your customers are moving **to your competitors** because their prices are low.
- 3) Your customers are moving to your competitors **because their prices are low.**
- 4) **International Press Ltd** is appointing a new manager for the firm.
- 5) International Press Ltd is appointing **a new manager** for the firm.
- 6) Model agency business is **very competitive.**
- 7) Sometimes companies realise that **they are not achieving their goals.**
- 8) Mark Green is thinking of **using management consultants.**
- 9) Mark Green has re-designed **advertising.**
- 10) The panel's members also participate in **advertising clinics.**

#### 4D. Translate.

- 1) troubleshooting
- 2) trouble-shooter
- 3) realise it
- 4) strengths, weaknesses
- 5) excellent reputation
- 6) forward-looking company
- 7) awareness of what the agency is all about
- 8) they do well financially
- 9) models switch to good agencies
- 10) don't blame people, blame yourself
- 11) deal with it
- 12) quick fix

#### 4E. Translate.

- 1) váš hlavní úkol
- 2) povzbuďte je
- 3) má přes patnáct let zkušeností
- 4) snižte náklady
- 5) přilákejte výtečné modelky
- 6) buďte konkurenceschopní
- 7) přesvědčete je, aby se k nám připojili
- 8) hledáme dobré modelky
- 9) nevydělávají peníze pro společnost
- 10) srovnajte to se svým partnerem
- 11) berte je vážněji
- 12) jsou z toho nešťastní
- 13) skutečná příčina (problému)
- 14) dočasné řešení

#### 4F. Rewrite these orders to the forms of recommendations.

Use *should* and *ought to*.

- 1) Don't avoid a problem, deal with it.
- 2) Don't see all problems as other people's problems. Focus on yourself.

- 3) Don't blame people. Look for solutions.
- 4) Think ahead to prevent problems.
- 5) Don't try to change the things you can't change. Learn to accept them.
- 6) Visit your dealers to check them.
- 7) Send there your spies.
- 8) Make sure that you anticipate problems.
- 9) Put pressure on those who do not work well.
- 10) Don't have four offices in Europe, one is enough.

#### **4G. Find out solutions (recommendations) for these situations.**

Use *should* and *ought to*.

- 1) You have heard dealers do not take women car buyers sufficiently seriously.
- 2) The cars are sold only on the European market.
- 3) Customers do not know much about our services.
- 4) Not everybody on the project understands his or her role.
- 5) Managers start a project, think it's going well, walk away from it and then they are surprised it's going wrong.
- 6) People do not say anything to managers.
- 7) Sometimes projects seem to be O. K. at the beginning but later we find they are very expensive.

#### **4H. Translate.**

- 1) Nedorahují svých cílů efektivně.
- 2) V případě že máte potíže, vezměte si někoho zvenku, aby byl vaším konzultantem.
- 3) Čemu musí čelit vaše společnost?
- 4) Máme skvělou pověst jako módní, rozvíjející se společnost.
- 5) Vytvořte povědomí o vaší společnosti.
- 6) Povzbud'te je, aby přešli k IBM.
- 7) Máme mnoho zkušeností.
- 8) Má schopnosti dělat dobrá finanční rozhodnutí.
- 9) Dětské autosedačky jsou tam k dostání.
- 10) Pro ženy používejte nevtíravé reklamy.
- 11) Jakou má vaše auto spotřebu?
- 12) Měli byste naslouchat ženám.
- 13) Zkontrolujte si odpovědi.
- 14) Akcionáři jsou z toho velmi nešťastní.
- 15) Rozhodli se tato děvčata nereprezentovat.
- 16) Měli byste jmenovat někoho, kdo by přišel s novou strategií, jak vést tuto společnost.
- 17) Myslete dopředu, abyste předešli problémům.
- 18) Je to jen dočasné řešení.
- 19) Určete pravou příčinu toho problému.
- 20) Porad'te jeden druhému.
- 21) Měli byste směřovat inzerci jak na muže tak na ženy.
- 22) Vytvořili ženský „vyzvědačský“ tým.
- 23) Podíl žen, které kupují auto, je v průměru tři z deseti.
- 24) Předstírají, že jsou potenciálními kupci.
- 25) Použijte účelové věty.
- 26) Abyste se vyhnuli problémům, musíte vše naplánovat předem.

- 27) Zaměstnanci jsou ve vztahu ke klientům hrubí a nemají zájem.
- 28) Tato továrna je pobočka americké společnosti.
- 29) Náš zisk se snižuje a strategie je zastaralá a příliš tradiční.
- 30) Společnost je dobře zapsána mezi výrobci automobilů.

## KONTROLNÍ CVIČENÍ 5

### 5A. Fill in prepositions.

- 1) They have experience ..... this field.
- 2) In 1931 the first truck rolled ..... the production line.
- 3) In April 1960 the first British DMs went ..... sale.
- 4) They behaved violently ..... football terraces.
- 5) They set ..... a stall in the market to sell the shoes.
- 6) They supply them ..... the shoes.
- 7) The company was not content ..... a one-product business.
- 8) In 1998 they merged ..... British Financial Services.
- 9) The company took ..... the business in Zurich.
- 10) Prepare presentation ..... the history of the company.
- 11) Ask questions ..... the end of your presentation.
- 12) Be careful ..... past tense verbs.
- 13) They took control ..... the country.
- 14) Mr. Dalle launches the company ..... the stock market.
- 15) The company signed a production deal ..... an Indian company.

### 5B. Use correct forms of the expressions in brackets.

- 1) They (**establish**) and have experience in their field.
- 2) Mr Brown (**start**) the company in 1872.
- 3) In 1896 Henry Ford (**build**) his first horseless carriage.
- 4) The first Model AA truck (**roll off**) the line in 1931.
- 5) In 1946 Doctor Klaus Martens (**injure**) his leg.
- 6) In 1959 he (**sell**) the manufacturing rights to a traditional British boot maker.
- 7) In 1970 unemployed youth (**wear**) the shoes and (**behave**) violently.
- 8) The Police (**catch**) them yesterday.
- 9) In 1980s thousands of young people (**come**) to London's Camden market to buy the shoes.
- 10) In 1993 we (**hear**) the Dalai Lama (**like**) the shoes, too.
- 11) In the past few companies (**can say**) that they were responsible for that.
- 12) The French company Bic (**found**) in 1950.
- 13) Sales (**rise**) to a quarter of a million by 1956.
- 14) In 1999 the insurance company (**buy**) its own insurance from other insurance company.
- 15) We (**take over**) the business in 2001.

### 5C. Form questions. Ask about the expressions in bold letters.

- 1) **A sum of money** was paid to a company to take on a risk for you.
- 2) A sum of money was paid to a company **to take on a risk for you**.
- 3) A sum of money was paid **to a company** to take on a risk for you.
- 4) The company merged with **British American Financial Services**.
- 5) The company gave you **financial advice**.
- 6) **The company** gave you financial advice.
- 7) The company was founded **in 1945**.
- 8) They invented the **throwaway razor**.
- 9) The winning formula was **a combination of simplicity and reliability**.

- 10) The company used its profits to invest **in the throwaway razor**.
- 11) He negotiated **the rights** to produce and sell the pen.
- 12) He negotiated the rights **to produce and sell the pen**.
- 13) Bich was not content with a **one-product business**.
- 14) Some women wore them **as a form of protest**.
- 15) He made himself a pair of shoes from old tyres **to cushion the foot**.

#### **5D. Translate.**

- 1) sequencing word
- 2) they are established
- 3) key dates and events
- 4) they pioneered modern production
- 5) assembly plant
- 6) to roll off the line
- 7) underline the auxiliary verbs
- 8) don't injure
- 9) to develop the shoe
- 10) to sell manufacturing rights
- 11) to behave violently
- 12) customised shoes
- 13) Vatican Guard
- 14) ballpoint pen
- 15) refine and modify the product
- 16) throwaway ideas
- 17) disposable lighter
- 18) winning formula
- 19) subsequently
- 20) diversify
- 21) air soles

#### **5E. Translate.**

- 1) uveďte příklad
- 2) pravidelná a nepravidelná slovesa
- 3) výroční zpráva
- 4) péče o zákazníka
- 5) drožka bez koní
- 6) záporné věty
- 7) přijmout jako symbol
- 8) průhledná modrá plastická trubice
- 9) viditelná inkoustová náplň
- 10) udělat čáru
- 11) jednoduchost a spolehlivost
- 12) konkurenční výrobní značky
- 13) soutěží o vedení na trhu s Gillette



## 5F. Translate.

- 1) Je to zavedená firma a má zkušenosti v této oblasti.
- 2) Najdete tu informace o zakladateli a o základních datech a událostech.
- 3) Podporovalo ho 12 místních podnikatelů.
- 4) První nákladní auto sjelo z výrobní linky v roce 1931.
- 5) Když lyžoval, poranil si nohu.
- 6) Vylepšil ten patent.
- 7) Nezaměstnaní mladíci se chovali násilnicky.
- 8) To je jeho budoucí žena.
- 9) Tyto boty jsou drahé, protože jsou navrhovány pro jednotlivého zákazníka.
- 10) Tato firma mění každodenní zvyky miliónů lidí po celém světě.
- 11) Propisovací tužka je spojena s jedním maďarským vynálezcem.
- 12) Byla to malá dodavatelská firma dodávající do kanceláří.
- 13) Propisovací tužka má průhlednou plastickou trubičku s viditelnou inkoustovou náplní.
- 14) Nebyli spokojeni s tím, co měli.
- 15) Dalším hitem byl zapalovač, který se vyhodil, potom co dosloužil.
- 16) Spojte jednoduchost se spolehlivostí.
- 17) Máme další nápady na výrobky, které se po použití vyhodí.
- 18) Dnes se společnost soustřeďuje na výrobu břitvy na jedno použití.
- 19) Pojišťovna si kupuje vlastní pojištění u jiné pojišťovny.
- 20) Obdrželi licenci na provozování obchodu v Evropě.

## KONTROLNÍ CVIČENÍ 6

### 6A. Fill in prepositions.

- 1) Very large supermarkets are often located ..... the edge of towns and cities.
- 2) Which shops are popular ..... local people?
- 3) Which shops have reputation ..... quality?
- 4) Match a definition ..... each example.
- 5) The company sends goods ..... post.
- 6) They sell products or services ..... the customer at home.
- 7) British people spend a lot of money ..... year ..... mail order catalogues.
- 8) Notice the nouns ..... bold in this sentence.
- 9) The shop already referred ..... is called Xanadu.
- 10) The shops are ..... the Fifth Avenue.
- 11) You can order ..... any time of the day.
- 12) Europeans show some resistance ..... electronic commerce.
- 13) There's obvious appeal in being able to order a book, or to take ..... an insurance policy.
- 14) We take customer protection ..... granted.
- 15) Any information can be observed by a third party while ..... transit.
- 16) An 8-digit bar code is used if there is not enough space ..... the packaging.
- 17) It appears ..... the till display.
- 18) The code finishes with a check digit that makes sure the bar code has been keyed ..... correctly.
- 19) We are proud ..... home furnishing range.
- 20) I don't like door-to-door salespeople who put you ..... pressure and try to sell you things you don't want.
- 21) I like shops that let me look ..... by myself.
- 22) Begin with a description ..... the current situation.
- 23) Be careful ..... articles!
- 24) Shoppers are interested ..... weekly delivery service.
- 25) ..... the past consumers bought products direct ..... local shops.
- 26) Ask the receptionist ..... the person you want to speak ..... .
- 27) Hold the line. I'll put you ..... .
- 28) Take it ..... turns to practise the opening sentences.
- 29) Find ..... what she thinks about shopping.
- 30) She telephones you to ask ..... your experience.

### 6B. Fill the gaps with *a*, *an*, *the* or $\emptyset$ when appropriate.

- 1) On ..... second floor there is ..... electric appliance department.
- 2) On ..... ground floor of ..... Brin Bros department store there is ..... women's clothing department.
- 3) ..... department sells ..... good quality clothes at ..... reasonable price.
- 4) In ..... children's play area there are special members of ..... staff. These people look after ..... children.
- 5) The department has about ..... 10,000 customers every day.
- 6) You can buy there all ..... leading brands such as L'Oréal Paris.
- 7) Write ..... name of one of these companies in ..... first gap in each sentence.
- 8) Hold ..... line, please. I'll put you through.
- 9) One moment. ..... line is busy, will you hold?

- 10) ..... TV shopping channels employ ..... presenters to sell ..... products to ..... viewers who pay by ..... credit card.
- 11) The price is ..... amount ..... goods cost.
- 12) The stock is all ..... goods ..... retail outlet keeps to sell to its customers.
- 13) Find ..... phrases ..... *tube of toothpaste* and ..... *tin of tomatoes* in ..... paragraph five of ..... text.
- 14) Is ..... packaging for each item ..... same in your country?
- 15) Do you have cartons of ..... milk?

**6C. Fill in *which, where, who, that*.**

- 1) Bar codes are patterns of thick and thin stripes, or bars, ..... an electronic scanner reads.
- 2) The first two numbers represent the country in ..... the product was registered.
- 3) The first two numbers represent the country ..... the product was registered.
- 4) They are those ..... look after the children.
- 5) This is the paragraph ..... describes how things are packed.
- 6) The bar code finishes with a check digit ..... makes sure the bar code is correct.
- 7) The man ..... lives next door is very friendly.
- 8) Where are the eggs ..... were in the fridge?
- 9) Everything ..... happened was my fault.
- 10) What was the name of the man ..... gave you the money?

**6D. Translate.**

- 1) objednávejte přímo od výrobce
- 2) vydělávají na marži
- 3) hlavní důvod
- 4) nevhodná otevírací doba
- 5) nedostatek času
- 6) na kraji města
- 7) skupina obchodů, která je vlastněna jednou společností
- 8) samoobsluha
- 9) drobnosti pro domácnost
- 10) velmi dobře známý obchod
- 11) obrovské výhody
- 12) naléhavá žádost
- 13) sjednat pojištění
- 14) ochrana zákazníka
- 15) berte to jako samozřejmost
- 16) tuba se zubní pastou
- 17) opakované objednávání
- 18) jedna položka je odečtena
- 19) sklenička džemu
- 20) úžasně nízké ceny
- 21) přísady
- 22) to je můj oblíbený obchod
- 23) potřeby pro domácnost
- 24) elektrické spotřebiče
- 25) ložní prádlo

### 6E. Translate.

- 1) provision of goods and services
- 2) wholesaler
- 3) margin
- 4) retail outlet
- 5) bar chart
- 6) mail order
- 7) door-to-door sale
- 8) warehouse
- 9) cash and carry
- 10) jewellery
- 11) upmarket products
- 12) countable and uncountable
- 13) in bold
- 14) it is already referred to
- 15) to become out of date
- 16) up-to-date
- 17) bar code
- 18) sub heading
- 19) till display
- 20) we are proud of it
- 21) defining relative clauses
- 22) relative pronoun
- 23) shopping mall
- 24) wide variety of goods
- 25) description of current situation
- 26) weekly delivery service for foodstuffs
- 27) home delivery
- 28) switchboard
- 29) extension
- 30) women's clothes and accessories
- 31) reasonable prices

### 6F. Translate.

- 1) Zůstaňte doma a nakupujte v pohodlí.
- 2) Katalog objednávek na dobírku si můžete číst doma.
- 3) Prodáváme ledničky, pračky a televizory.
- 4) Tito lidé se starají o děti.
- 5) Plníme naše sliby.
- 6) Jsme známí tím, že prodáváme kvalitní rychlé občerstvení.
- 7) Prodávali oblečení těžce pracujícím horníkům.
- 8) Jaká jsou dva hlavní důvody, proč lidé nemají rádi nakupování?
- 9) Co podle vašeho názoru mohou udělat?
- 10) Velké supermarkety jsou na kraji města.
- 11) Velké samoobsluhy prodávají jídlo, pití a drobnosti pro domácnost.
- 12) Které obchody jsou oblíbenější u místních lidí a které u turistů?
- 13) Která z těchto podstatných jmen jsou počítatelná a která jsou nepočítatelná?
- 14) Jakákoliv informace, kterou předkládáte, je nejištěná a může ji sledovat někdo třetí.

- 15) Má to svůj zřejmý půvab, že můžete objednat knihu nebo získat pojistnou smlouvu z počítače kdykoliv během dne.
- 16) Bereme ochranu zákazníka jako samozřejmost.
- 17) Je obtížné využívat téže ochrany na nákup před Internet.
- 18) Neuvádějte hesla, čísla kreditní karty nebo jiné informace, které byste chtěli uchovat jako důvěrné.
- 19) Jsme hrdí na náš rozsah zařízení pro domácnost.
- 20) Máme funkční design, materiály dobré kvality a neuvěřitelně nízké ceny.

## KONTROLNÍ TEST 4-6 Modul A2

*Maximální počet získaných bodů: 100*

*Minimální počet pro úspěšné absolvování testu: 60*

### I. TRANSLATION

(celkem 54 bodů)

#### A. Translate the following expressions into English.

(12 bodů)

- 1) snížit náklady
- 2) dočasné řešení
- 3) jednoduchost a spolehlivost
- 4) prodat výrobní práva
- 5) samoobsluha
- 6) obrovské výhody

#### B. Translate into Czech.

(12 bodů)

- 1) troubleshooting
- 2) models switch to good agencies
- 3) disposable lighter
- 4) annual record
- 5) we are proud of it
- 6) shopping mall

#### C. Translate the following sentences into English.

(30 bodů)

- 1) Myslete dopředu, abyste předešli tomu problému.
- 2) Naše továrna je pobočka americké společnosti.
- 3) Máme mnoho zkušeností.
- 4) Velké supermarkety jsou umístěny na okraji města.
- 5) Nejsou spokojeni s tím, co mají.
- 6) Jeho první nákladní auto sjelo z výrobní linky v roce 1931.
- 7) Zůstaňte doma a nakupujte v pohodlí.
- 8) Co mohou podle vašeho názoru udělat?
- 9) Tito lidé se starají o děti.
- 10) Můžete objednávat kdykoliv během dne.

### II. GRAMMAR

(celkem 36 bodů)

#### A. Find the mistakes in the following sentences and correct them.

(5 bodů)

- 1) EBP should to use a troubleshooter.

- 2) EBP ought changing its plans.
- 1) Mark Green should change the company?
- 2) EBP ought be a strong company
- 5) EBP should not to have four offices, they need only one.

**B. Complete the gaps with *a (an)*, *the* or  $\emptyset$  article.**

(21 bodů)

- 1) Do you sell ..... wine?  
No, I'm sorry, madam, we don't. But they sell it in ..... shop across ..... road.
- 2) Can you tell me where ..... restaurant is, please?  
It's on ..... first floor, sir.
- 3) It there somewhere in ..... store where I can leave ..... children?  
Yes, sir, there is. You can take them to ..... play area on ..... third floor.
- 4) Have you got ..... catalogue that I can take home?  
Certainly, madam, here is ..... latest edition.
- 5) I want to complain about ..... service here. Can I speak to ..... manager?  
I am very sorry, madam, she's in ..... meeting now. Can I help?
- 6) Is there ..... toilet in ..... building?  
Yes, sir, it's on ..... third floor.
- 7) Can I try on ..... clothes before I buy them?  
Of course, sir, there are ..... changing rooms in ..... man's department.
- 8) When does .....shop close this evening?  
Tonight is a special late night, sir. We don't close until 10.00.

**C. Complete the gaps in the sentences with one of the relative pronouns.**

(5 bodů)

where	which	who
-------	-------	-----

- 1) A warehouse is a large building ..... goods are kept before they are put into the shops.
- 2) Consumers are the people ..... buy the products.
- 3) Retail outlets are any places ..... customers can buy things.
- 4) A supermarket is a large shop ..... sells all types of goods.
- 5) The internet has many websites ..... people can buy products.

**D. Fill in the prepositions.**

(5 bodů)

- 1) The company sells goods ..... post.
- 2) We take customer protection ..... granted.
- 3) Be careful ..... articles.
- 4) Find ..... what she thinks about it.
- 5) I don't like salespersons who put you ..... pressure and try to sell you things you don't need.

### **III.COMPREHENSION**

(celkem 10 bodů)

**Read the following article and answer the questions.**

The stripes represent the 13-digit number underneath. An 8-digit bar code is used if there is not enough space on the packing.

There are four main pieces of information on a bar code. The first two numbers represent the country in which the product was registered. This does not have to be the country of manufacture. The code for the UK and Ireland is 50. Some countries have three-digit codes: South Korea is 880 - to commemorate the 1988 Seoul Olympics.

Next comes the manufacturer's or supplier's code. Each manufacturer has a unique five-digit code. For example Cadbury is 00183. Nestle is 002243 and McVitie is 00168.

The second group of five numbers represents the product and the package size, not the price. The manufacturers can choose any number they want. Different producers can have the same number for their goods. 20389 might be a tube of toothpaste for one manufacturer and a tin of tomatoes for another. Bar codes also help shops with re-ordering. A shop's computer recognises the whole shape of a bar code when it passes across the scanner at a shop's checkout counter. It reads the bar code and the price of the product appears on the till display. At the same time one item is deducted from the stock total.

#### **Security**

Finally the code finishes with a check digit that makes sure that the bar code has been keyed in correctly. If not, the item will either not be recognized or will be shown as a totally different product.

**Answer the questions:**

- 1) What does the second group of five numbers represent?
- 2) What doesn't the second group of five numbers represent?
- 3) What is a shop computer able to recognize while reading the bar code?
- 4) Why is a bar code important for keeping the goods in the shop?
- 5) What happens if a bar code is not keyed in correctly?



# **KONTROLNÍ CVIČENÍ**

**Modul A3**

**angličtina, 3. semestr**

## KONTROLNÍ CVIČENÍ 7

### 7A. Fill in prepositions.

- 1) There are similar products ..... the market.
- 2) You should have a customer profile ..... mind.
- 3) He is the sort ..... person who will buy the product.
- 4) Give it a sense ..... fun.
- 5) They are much more aware ..... the importance of innovation.
- 6) British firms turned him ..... .
- 7) He is fluent ..... seven languages.
- 8) He has a working knowledge ..... 300,000 words.
- 9) The classic business look ..... the man who is fashionably discreet.
- 10) Look ..... the chart.
- 11) Match the description ..... the photo.
- 12) We use this vacuum cleaner in the battle ..... house dust.
- 13) Don't rely ..... American firms because they may turn you ..... .
- 14) Prepare a sales production ..... your product.

### 7B. Fill in *a*, *an*, *the* or $\emptyset$ when appropriate.

- 1) ..... company sets ..... price of ..... product too high.
- 2) What are ..... features of ..... product?
- 3) What type of ..... customer probably buys this product?
- 4) Label ..... briefcase using ..... words below.
- 5) Choose three of ..... products from the photographs below.
- 6) Write ..... list of adjectives.
- 7) It resembles ..... piece of aircraft.
- 8) James Dyson had ..... idea for inventing ..... new technology.
- 9) This is ..... biggest change in ..... battle against ..... house dust.
- 10) Dyson won ..... European Design Prize.
- 11) He went to the US for ..... development backing.
- 12) The company had ..... turnover of zero pounds three years ago.
- 13) There are hundreds of ..... first class companies to consider.
- 14) Manufacturers refused to back ..... design.
- 15) All ..... clothes are of very good quality, but ..... Sherring collection is of ..... highest quality.
- 16) Read ..... information about your product and complete ..... summary.
- 17) Put ..... following adjectives in ..... order to make ..... product description.
- 18) ..... guarantee for ..... Roughneck ZC7 isn't as long as ..... guarantee for ..... Champion 2000.
- 19) Are there any similar products on ..... market?
- 20) It is not as cheap as some ..... other perfumes, but she thinks it is sexier.
- 21) You should have ..... customer's profile in mind.

**7C. Fill in the gaps. Use the expressions from the menu in correct forms. You will not need all the words.**

durable long fluent match hard turnover turn start sales feature dust attend battle launch describe find visit delight probably put invent clean sorry bring go overtake advertisement convert different nearly
---

- 1) He had an idea for ..... new vacuum ..... technology.
- 2) How are these products ..... from most vacuum cleaners?
- 3) A good advertisement ..... the product to the public's ..... .
- 4) It is important to give information about the product's ..... .
- 5) Which type of customers ..... buys this product?
- 6) Match the ..... of the briefcases to the photo.
- 7) It became Britain's best-selling vacuum cleaner, ..... sales of Hoover and others.
- 8) I am absolutely ..... to win the award.
- 9) This vacuum cleaner is used in the ..... against house ..... .
- 10) He relied on British firms but they ..... him down.
- 11) He invented the machine by ..... an old vacuum cleaner using pieces of swimming pool hose.
- 12) The company had a ..... of millions of pounds.
- 13) Dyson wanted to ..... his new vacuum cleaner.
- 14) Some goods are fast moving, some goods are ..... .
- 15) He is ..... in seven languages.

**7D. Translate from English into Czech.**

- 1) unique selling points
- 2) label the briefcase
- 3) stylish durable leather briefcase
- 4) convenient wide carrying strap
- 5) brass lock
- 6) leather folder
- 7) top-of-the-range
- 8) machined aluminium
- 9) eye-catching
- 10) high performance
- 11) launch a product
- 12) they turned him down
- 13) suction cleaner
- 14) award
- 15) against strong competition
- 16) cause and effect
- 17) he went there to get backing
- 18) faulty product
- 19) they refused to back it
- 20) top quality
- 21) irregular adjectives
- 22) soft drinks
- 23) medium grey
- 24) canned drinks

- 25) you will never be lost for words
- 26) working knowledge
- 27) spelling correction
- 28) batteries supplied

#### **7E. Translate from Czech into English.**

- 1) inzerát
- 2) zdůrazněte přínos
- 3) černé olemování
- 4) praktické nylonové řemeny
- 5) skleněné držadlo
- 6) prostorná kabelka
- 7) zastaralý
- 8) zdůrazněte to
- 9) smysl pro legraci
- 10) americký soud
- 11) přestaňte krást
- 12) vezměte to v úvahu
- 13) ztrácejí až 50 %
- 14) majitelé luxusních aut

#### **7F. Translate from Czech into English.**

- 1) Která adjektiva udávají názory a která udávají fakta?
- 2) Mějte na paměti profil zákazníka.
- 3) Pro každý z výrobků vyplňte tabulku.
- 4) Popište každý z nich.
- 5) Jak se tyto výrobky liší od většiny vysavačů?
- 6) Pripomíná to leteckou technologii.  
(Podobá se to letecké technologii).
- 7) Žlutá se používá ke zdůraznění důležitých částí.
- 8) Přečtěte si výňatek z té brožury.
- 9) Kdo je váš hlavní konkurent?
- 10) Jsou si vědomi důležitosti inovace.
- 11) Musel bojovat u amerických soudů, aby ostatním zabránil, aby ukradli jeho nápad  
(myšlenku).
- 12) Trvá léta vyzkoumat a vyvinout nový lék.
- 13) Uvažovalo se o stovkách prvotřídních společností.
- 14) Jste potěšen, že jste vyhrál tu cenu?
- 15) Sáček se zablokuje.
- 16) Výsledkem bylo to, že odjel do Spojených států.
- 17) „So“ spojuje příčinu a následek do jedné věty.
- 18) Ten výrobek je vadný.
- 19) Stahují ho (ten výrobek) z prodeje.
- 20) Ten výrobek se dobře neprodává.
- 21) Cena výrobku je nastavena příliš vysoko.
- 22) Poptávka byla nízká.
- 23) Můžeme si dovolit cokoliv chceme.
- 24) Tato kolekce má měkčí linie než klasické kolekce.

- 25) Napište pět srovnávacích vět.
- 26) Diskutujte o následujících bodech.
- 27) Kupuji to jen příležitostně.
- 28) Kupujete nápoje v plechovkách?
- 29) Bud'te nadšení a přesvědčete je, aby to koupili.
- 30) Uved'te důvody.

## KONTROLNÍ CVIČENÍ 8

### 8A. Fill in the preposition if necessary.

- 1) Society still discriminates ..... women.
- 2) Our company is firmly committed ..... recruiting and promoting people ..... their abilities.
- 3) Job security is important ..... many employees.
- 4) I'm working ..... a respected company.
- 5) The Managing Director was pleased ..... my personal achievement.
- 6) The Advertising Executive responded ..... her suggestions ..... a stony silence.
- 7) He was very passionate ..... his growing responsibilities.
- 8) Higher confrontation can lead ..... higher productivity.
- 9) Compare your results ..... your objectives and you will see how much you have improved.
- 10) How are you getting ..... in your new job?
- 11) I am sure she will belong ..... our top managers ..... three months.
- 12) She took too much ..... and made herself ill.
- 13) My responsibilities are very similar ..... yours.
- 14) One of our secretaries deals exclusively ..... customers' complaints.
- 15) The country depends heavily ..... foreign aid.
- 16) There exists an exception ..... almost every rule.
- 17) You need to adopt a different approach ..... it.
- 18) In today's presentation we focus ..... different styles ..... management.
- 19) The Department Manager is meeting the staff to discuss ..... the company's targets.
- 20) I'm not responsible ..... the efficient running of the office.

### 8B. Will, won't, going to.

#### Use *will* or *won't*.

- 1) We ..... accept your order after October, 10.
- 2) The lecture ..... provide you with first insights into business.
- 3) ..... you be interested in how our system operates?

#### Use *going to* in the correct form.

- 1) I ..... consider all the risks of taking the job.
- 2) ..... you ..... talk to a careers consultant?
- 3) He ..... find a job that matches his experience and honours degree.

#### Underline the correct form in the following sentences.

- 1) "Why are you working so hard these days?"  
"Because *I'm going to pass* / *I'll pass* my exam soon."
- 2) "I have an appointment with the bank manager this morning."  
"Why *will you see* / *are you going to see* him?"
- 3) "I need to get these letters in the post as soon as possible."  
"*I'll go* / *I'm going* shopping soon. *I'll post* / *I'm going to post* them for you."
- 4) "Hello. Can I speak to Jim, please?"  
"Just a moment *I'm going to get* / *I'll get* him."
- 5) "Have you decided what to do about that job that was advertised?"  
"Yes, *I'm not going to apply* / *I won't apply*."

- 6) “ I don’t know how to use this computer.”  
“ It’s quite easy. *I’ll show / I’m going to show* you.”

**8C. Future plans and intentions. Write five sentences about your future plans and intentions.**

**8D. Clauses of contrast. Combine the following pairs of sentences using the conjunction given.**

- 1) The market has probably passed its peak. Computer sales are still very high. **(although)**
- 2) Packaging is expensive. Packaging can help promote the product. **(though)**
- 3) The city centre is ideal for offices. We recommend a greenfield site for production. **(but)**
- 4) Users experience difficulties with compatibility. A lot of money has been spent on this problem. **(even though)**
- 5) Greenfield sites are ideal for high-tech companies. Greenfield sites are less suited to heavy industries. **(however)**

**8E. Translate from Czech into English.**

- 1) seřadit podle důležitosti
- 2) stanovit konečný termín
- 3) nízký / průměrný / vysoký plat
- 4) odpovídat hodnotám a potřebám
- 5) široká škála
- 6) na oplátku
- 7) z důvodu pohlaví
- 8) získávat členy
- 9) sdílet zásluhy na úspěchu
- 10) cenový odhadce
- 11) mít příležitost získat odbornou kvalifikaci

**8F. Translate from English into Czech.**

- 1) do research
- 2) social interaction
- 3) personal achievement
- 4) company’s main asset
- 5) run courses
- 6) take into / leave out of account
- 7) graduate
- 8) talk about personal matters
- 9) the perks or extra benefits
- 10) ratio of counsellors to manual workers
- 11) receive training

**8G. Translate these sentences into English.**

- 1) O jaký druh práce se budete ucházet?
- 2) Nerad bych pracoval přesčas a o víkendech.
- 3) O další informace a přihlášku pište na tuto adresu.

- 4) Pro nás mají význam pouze Vaše komunikační dovednosti, silné analytické myšlení a sebejistota činit důležitá rozhodnutí.
- 5) Ženy, více než muži, mají sklon vítat názory a příspěvky druhých.

**8H. Adjectives. Which one is different? Underline the different adjective.**

- |                |               |               |               |
|----------------|---------------|---------------|---------------|
| 1) stimulating | challenging   | stereotypical | demanding     |
| 2) hands-off   | protective    | collaborative | supportive    |
| 3) aggressive  | cruel         | hurtful       | understanding |
| 4) unavailable | inspirational | invaluable    | discouraging  |



## KONTROLNÍ CVIČENÍ 9

### 9A. Fill in the preposition if necessary.

- 1) The efficiency of the economic system is affected ..... many factors.
- 2) Due ..... high interest rates, small companies are in danger.
- 3) The institute will invest five million ..... the project.
- 4) She added ..... the bill.
- 5) Students account ..... the vast majority ..... our customers.
- 6) I feel that I have benefited greatly ..... her advice.
- 7) You should try introducing a few fresh ideas ..... your old project.
- 8) The company is carrying ..... new attempts to discover what went wrong.
- 9) Production has been badly hit ..... the strike.
- 10) The increase ..... the number of unemployed was larger than expected - .....10%  
.....12.6%.

### 9B. Write these sentences in a different way using *may, may not, might, might not, can, can't, could, could not*.

- 1) Perhaps Mr. Smith is in his office.
- 2) I don't know if our director will have time to see you today.
- 3) We don't have money to improve our quality control procedure.
- 4) We probably get it done in time because we have enough staff to complete the job.
- 5) He has got a few weeks to think about their offer.
- 6) Perhaps he doesn't want to talk to you.
- 7) I think China becomes a major economic power.
- 8) Your company will probably make a loss and make staff redundant.
- 9) There is a possibility that interest rates will go down.
- 10) I'm not sure that demand for your products and services will increase.

### 9C. Rewrite these sentences in passive.

- 1) They owe a lot of money to the bank.
- 2) The department hold a meeting in the Head's office once a week.
- 3) Our company employs two thousand people.
- 4) We make the engines for these cars at our plant in Munich.
- 5) We bring in most of our microchips from the States.

### 9D. Use one of the connectors to complete the following sentences.

- 1) There are six other applicants ..... to the names on the list.
- 2) The Chairman organises and leads the board. He develops and maintains the definition of its role .....
- 3) Most working environments are improved, and ..... wages and benefits increase.
- 4) She deals with international accounts but she ..... knows a lot about the computer system.
- 5) Our company has its branches in Europe, America, Far East and Middle East ..... ..

### 9E. Translate from Czech into English.

- 1) dostupnost surovin a pracovní síly

- 2) druh zboží
- 3) vysoká poptávka
- 4) rozdílné ceny po celém světě
- 5) obchodní konkurence
- 6) oznámit obrovský zisk /ztrátu
- 7) nízké vnitřní investice
- 8) tempo růstu
- 9) nízká daň ze zisků společnosti
- 10) udržovat určitý standard
- 11) ceny se sestupnou a vzrůstající tendencí

**9F. Translate from English into Czech.**

- 1) state of economy
- 2) make cuts in the budget
- 3) highly skilled worker
- 4) pie chart
- 5) high level of trade and investment
- 6) feature
- 7) appropriate information
- 8) be hit by the impact of something
- 9) rank
- 10) suffer a downturn
- 11) source in

**9G. Explain in no more than twenty words what these terms refer to.**

- 1) labour costs
- 2) tax
- 3) wage
- 4) skilled workforce

**9H. Describing trends. The first sentences contain adjectives and nouns. Complete the second ones using verbs and adverbs.**

- 1) There was a substantial fall in the Nikkei Index in 1992.  
The Nikkei Index ..... in 1992.
- 2) There was a slight increase in the number of times Mrs. Thatcher was mentioned in late 1991.  
The number of times Mrs. Thatcher was mentioned ..... in 1991.
- 3) There was a steady growth in GDP in the Philippines from 1986 to 1988.  
GDP in the Philippines ..... from 1983 to 1988.

**9I. Fill in the space with adjectives and nouns.**

- 1) When Mrs. Thatcher lost power, the number of times she was mentioned fell dramatically.  
When Mrs. Thatcher lost power, there was ..... in the number of times she was mentioned.

- 2) The Philippine growth rate decreased rapidly in 1990.  
There was ..... in the Philippine growth rate in 1990.
- 3) The Nikkei index rose sharply in September 1992.  
There was ..... in the Nikkei Index in September 1992.

**9J. Translate these sentences From Czech into English.**

- 1) Očekáváme, že ekonomická aktivita v příštím čtvrtletí jasně poroste.
- 2) Od ledna do března prodej postupně klesal a i v první polovině dubna byl malý pokles o 2%.
- 3) Úroková sazba vzrostla ze čtyř na pět procent.
- 4) Inflace každý měsíc nepatrně vzroste o 0,6 procent.
- 5) Možná, že o tom nevědí.
- 6) Možná, že je to pravda.
- 7) Asi to pošlu doporučeně.
- 8) Možná, že se ta schůzka neuskuteční.
- 9) Můžou nám pomoci?
- 10) Mohl byste mi dát Vaše telefonní číslo?
- 11) Přesné datum oznámení zvýšení daní není známo.
- 12) Naše výrobky se každý měsíc prodávají dvěma tisícům zákazníků.
- 13) Ve kterém jazyce je tato příručka?
- 14) Kým je organizována tahle konference?
- 15) V této společnosti je příliš mnoho peněz věnováno na reklamu.
- 16) Jak jsou placeni jejich zaměstnanci?
- 17) Velký rozdíl v ceně nemůže být vysvětlen pouze těmito faktory.
- 18) Trvá dlouho než firma získá jméno a je konkurenceschopná.

## KONTROLNÍ TEST 7-9

### Modul A3

*Maximální počet získaných bodů: 100*

*Minimální počet pro úspěšné absolvování testu: 60*

#### I. TRANSLATION

(celkem 54 bodů)

##### A. Translate into English.

(12 bodů)

- 1) praktická znalost
- 2) odmítli to podporovat
- 3) stanovit poslední termín
- 4) cenový odhadce
- 5) tempo růstu
- 6) nízká daň ze zisků podniku

##### B. Translate into Czech.

(12 bodů)

- 1) consider it
- 2) old-fashioned
- 3) perks or extra benefits
- 4) ratio of councillors to manual workers
- 5) make cuts in the budget
- 6) labour costs

##### C. Translate into English.

(30 bodů)

- 1) Ten výrobek je vadný.
- 2) Můžeme si dovolit cokoliv.
- 3) Kupuji to jen příležitostně.
- 4) O jaký druh práce se budete ucházet?
- 5) Nerad bych pracoval přesčas o víkendech.
- 6) O další informace a přihlášku piště na tuto adresu.
- 7) Minulý měsíc úroková sazba vzrostla ze čtyř na pět procent.
- 8) Asi to pošlou doporučeně.
- 9) Kým je organizována tato konference?
- 10) V této společnosti je příliš mnoho peněz věnováno na reklamu.

#### II. GRAMMAR

(celkem 46 bodů)

##### A. Fill in prepositions.

(6 bodů)

- 1) We will give you an insight ..... the development of government policy.

- 2) You can take ..... the wide range of career opportunities.
- 3) Your responsibilities will grow and you will have demanding exams ..... the same time.
- 4) ..... return, you can expect a good salary.
- 5) Only your potential counts ..... us.
- 6) We are firmly committed to recruit people ..... their abilities.

**B. Put the verbs in brackets into the present passive or the present simple active.**  
(10 bodů)

At the moment AFG (**make**) clothes in two European factories. Shirts (**make**) in Liverpool and trousers and jackets (**produce**) in Lyons. In these two cities 3,450 people (**employ**) by the company and many smaller local firms (**support**) by business from AFG. In 1919 when AFG began business, it sold most of its products in Britain and France. However, now the company's products (**sell**) all over the world. Cotton (**import**) to AFG's factories in Western Europe from Russia which (**be**) very expensive. The company (**need**) to cut costs in order to compete with its rivals in Eastern Europe and Asia where garments (**manufacture**) more efficiently than in Western Europe.

**C. Change these sentences into the passive form.**  
(10 bodů)

- 1) They make clothes in Europe.
- 2) Other companies in Asia make good clothes.
- 3) New technology causes many changes to the business environment.
- 4) Before clothes leave the factory someone checks them carefully at quality control.
- 5) The company takes a lot of orders through its website.

**D. Write sentences. Use the connectors in brackets.**  
(10 bodů)

Example: Eastern Europe – benefit, low labour costs. Gain, strong economy (**too / as well**)  
*In Eastern Europe the company will benefit from low labour costs. It will gain from the strong economy too / as well.*

- 1) Eastern Europe – pay, low taxes, (**in addition**) gain, good availability of labour
- 

- 2) Western Europe – pay, high taxes. Experience, poor availability of labour (**too**)
- 

- 3) Eastern Europe – gain, good availability of labour, (**also**) benefit, easy access to raw materials.
- 

- 4) Western Europe – pay, high labour costs, Suffer, poor access to raw materials (**as well**)
- 

- 5) Eastern Europe – achieve, low labour costs (**in addition**) gain, easy access raw materials.
-

**E. Check the sentence and use the correct of the future with *will* if necessary.**

(10 bodů – 2 body za každou správnou větu)

- 1) He will not to go to Hungary.
- 2) Will she to meet the local workers when she comes back?
- 3) He will not like his new job because he hates travelling.
- 4) Will they visit the German factory when they come to Europe?
- 5) It will be not possible for us all to go on the trip.

# **KONTROLNÍ CVIČENÍ**

**Modul A4**

**angličtina, 4. semestr**

## KONTROLNÍ CVIČENÍ 10

### 10A. Fill in prepositions.

- 1) Rise or fall of interest rates depends ..... the market situation.
- 2) In 2001 the minimum wage was set ..... CZK 6 000 a month.
- 3) People in Britain spend most money ..... housing and household goods.
- 4) The bank helped me take care ..... my investments.
- 5) What can you take full advantage .....?
- 6) How can a client receive the maximum benefit ..... the investment opportunities?
- 7) This service is provided free ..... charge to our loyal customers.
- 8) The bank provides a wide range of customer services such ..... account management.
- 9) I opened a current account ..... well ..... a deposit account with the local bank.
- 10) We will raise the point ..... the next sales meeting.
- 11) The profit we made ..... ordinary activities has risen substantially since last year.
- 12) The tax ..... profit has decreased.
- 13) The shares of Coca-Cola seem to be going ..... , which will please the investors.

### 10B. Put the verbs in brackets into the correct form.

- 1) How much money you (**borrow**) from the bank last year?
- 2) Our company (**not publish**) its financial results of this year.
- 3) Who (**use**) the information in a profit and loss account?
- 4) The minimum wage (**set**) at \$ 1000 for adults.
- 5) If you (**want**) to invest into shares, I (**recommend**) you to go through a broker.
- 6) They confirmed the profit of the company (**increase**) in comparison with the last year.
- 7) You always (**receive**) a high level of friendly, personal service.
- 8) The problem (**occur**) because the machine (**not work**) properly.
- 9) I hope the problem of late payment (**not arise**) again.
- 10) We (**not see**) earnings per share increase so far.

### 10C. Translate from English into Czech.

- 1) favourable interest rate
- 2) offshore bank account
- 3) public company
- 4) to become a shareholder
- 5) annual report
- 6) profit and loss account
- 7) to borrow money
- 8) to earn and to invest money
- 9) financial result
- 10) tax year
- 11) balance sheet
- 12) total assets
- 13) cardinal and ordinal numbers
- 14) average weekly expenditure
- 15) cost of fuel
- 16) miscellaneous
- 17) investment goals



- 18) let them take care of it
- 19) interest-bearing account
- 20) current market developments
- 21) to propose sending money
- 22) in other words
- 23) account management
- 24) instant access account
- 25) interest rate
- 26) direct and indirect object
- 27) to reach a higher level
- 28) late payment
- 29) acquisitions
- 30) disposal of fixed assets
- 31) earnings per share
- 32) to announce the news
- 33) cost of living

#### **10D. Translate from Czech into English.**

- 1) daň ze zisku
- 2) celkové finanční závazky
- 3) vlastník společnosti
- 4) podíl ze zisku
- 5) odečíst náklady a režijní náklady
- 6) čistý a hrubý zisk
- 7) desetinná čísla, zlomky a procenta
- 8) určit minimální mzdu
- 9) zaměstnanci a zaměstnavatelé
- 10) jízdné za vlak
- 11) zboží a služby pro domácnost
- 12) týdenní výdaje
- 13) využít výhod
- 14) založit účet
- 15) výhody směnného kurzu
- 16) bez ohledu na měnu
- 17) zdarma
- 18) výhodná pozice
- 19) doporučit minimální vklad
- 20) výnos z investice
- 21) nést riziko
- 22) budovy, pozemky, peněžní a materiální zásoby
- 23) jinými slovy
- 24) běžný a vkladní účet
- 25) náklady na práci
- 26) zvýšit přečerpání účtu
- 27) zavést nový software
- 28) nerozdělený zisk
- 29) rozprodat podnik
- 30) bankovní účet, běžný a termínovaný (depositní) účet

### 10E. Translate the sentences.

- 1) Růst nebo pokles úrokových sazeb závisí na trhu, rozhodnutích investorů a spotřebitelů.
- 2) Kdo vlastní (je vlastníkem) společnosti?
- 3) Vždy měl problém s řadovými číslovkami v angličtině.
- 4) Celkový zisk společnosti před odečtením nákladů a režie se nazývá hrubý zisk.
- 5) Průměrná délka dovolené v Maďarsku je o trochu delší než v České republice.
- 6) Za poslední dva roky se několikrát zvýšilo jízdné za vlak.
- 7) Největší výdaje má britská rodina za jídlo a pití.
- 8) Běžný účet u komerční banky poskytuje jen malý úrok.
- 9) Hodláme zlepšit zákaznický servis (péči).
- 10) Minimální vklad, který doporučujeme pro optimální zisk, je např. £10,000.
- 11) Svých investičních cílů můžete dosáhnout snadno.
- 12) Pro další informace se obraťte na pana Veselého.
- 13) O Vaše peníze se dobře postaráme.
- 14) Vyberte si místo, které Vám bude nejlépe vyhovovat.
- 15) Můžete přecházet z jedné měny na druhou bez poplatků.
- 16) Všechny podniky mají jmění, jako např. budovy, pozemky, stroje atd.
- 17) Banka zvýšila přečerpání účtu.
- 18) Úroková sazba pro půjčování peněz je vždy vyšší než pro spoření.
- 19) Situace, která vyvstala, je velmi složitá.
- 20) Ceny spotřebního zboží možná porostou.
- 21) Obrat společnosti loni dramaticky poklesl.
- 22) Jakou informaci mohou akcionáři z výsledovky získat?
- 23) Je pravděpodobné, že ceny vzrostou?
- 24) Jaký to mělo vliv na ceny akcií?
- 25) Jsem si jistý, že nepřijdou.

## KONTROLNÍ CVIČENÍ 11

### 11A. Fill in the correct preposition.

- 1) The company should pay the suppliers ..... time.
- 2) Who benefited ..... the new technology?
- 3) We are against testing drugs ..... animals.
- 4) We will not invest our money ..... countries which break human rights.
- 5) According ..... a recent survey, interest rates vary enormously.
- 6) The book was published ..... Oxford University Press.
- 7) You shouldn't feel frustrated ..... the fact he is not able to tell him the truth.
- 8) It takes them ..... two months to pay the bills.
- 9) They owed us \$15.000 a few months .....
- 10) Do you wish to pay ..... a credit card or ..... cash?
- 11) Our headquarters are moving ..... the moment.
- 12) Decide ..... the price you are willing to pay.

### 11B. Translate the expressions into English.

- 1) chovat se zodpovědně
- 2) znečišťovat životní prostředí
- 3) země prvního a třetího světa
- 4) rozvojové země
- 5) politika / strategie stejných příležitostí
- 6) ztratit důvěru
- 7) provádět nezodpovědné marketingové operace
- 8) soběstační dodavatelé
- 9) lidská práva
- 10) platit úrok u dluhu
- 11) mít pochybnosti
- 12) mluvčí vlády
- 13) sebraný materiál
- 14) podpořit něčí názor
- 15) zpožděná platba
- 16) udělat chybu na faktuře
- 17) způsobit závažné problémy
- 18) účtovat příliš vysokou cenu, předražít
- 19) účetní oddělení, účtárna
- 20) zvážit zavedení školného
- 21) uchovávat životní prostředí
- 22) kvality dobrého vyjednavatele
- 23) omezený rozpočet

### 11C. Translate the expressions into Czech.

- 1) spending power
- 2) to pay dividends to shareholders
- 3) long-term gains
- 4) unique opportunity
- 5) to benefit from a partnership

- 6) conditional clauses
- 7) marketing operations
- 8) to delay payments
- 9) to do harm to the environment
- 10) oppressive regimes
- 11) to settle an invoice
- 12) to raise awareness
- 13) to have impact
- 14) to shame sb.
- 15) to submit a document
- 16) to pay a hotel bill in cash
- 17) to introduce strict measures
- 18) carnivores and herbivores
- 19) non-contributory pension scheme
- 20) a degree in marketing

**11D. A gerund, an infinitive or an infinitive without to? Fill in the correct form of a verb.**

- 1) My job involves **(sort)** correspondence.
- 2) Many countries postpone **(make decision)** concerning reduction of green house gases.
- 3) Don't worry, I will manage **(send)** the report in time.
- 4) You shouldn't **(risk) (delay)** the decisions any longer.
- 5) Try to avoid **(say)** what you really did.
- 6) Did you finish **(write)** the letter?
- 7) Our company might **(have a profit)** if we sign the new contract.
- 8) What do you expect me **(tell)** you now?
- 9) Do you know the reason for which they refused **(change)** their practices?
- 10) I can't promise **(do)** it tomorrow.
- 11) They have always disliked **(support)** unethical businesses.
- 12) Have you ever considered **(live)** abroad?
- 13) All tourists must **(show)** their passports at the border.
- 14) I hope **(get)** to university next year.
- 15) Do your responsibilities include **(report)** to the boss?
- 16) The sales manager arranged for us **(meet)** at the trade fare.
- 17) What might **(help) (improve)** the profit?
- 18) The management decided **(release)** ten employees.
- 19) Was it you who suggested **(go)** to the cinema?
- 20) The company wants **(know)** as much about their competitors as possible.

**11E. Translate the sentences into English.**

- 1) Mnohé společnosti se chovají vůči životnímu prostředí zodpovědně.
- 2) Slíbili, že nebudou znečišťovat řeky.
- 3) V mnohých zemích třetího světa se využívá práce dětí.
- 4) Zaplatili dodavatelé včas?
- 5) Dividendy ještě nebyly rozděleny mezi akcionáře.
- 6) Jestliže bude mít firma zisk, budeme zvažovat rozšíření výroby.
- 7) Vaše situace bude vážná, pokud ve vás veřejnost ztratí důvěru.
- 8) Jaké to bude mít důsledky, když zpozdíte placení zakázek?

- 9) Podle průzkumů se průměrný plat za poslední rok zvýšil.
- 10) Kolik mu dlužíš?

## KONTROLNÍ CVIČENÍ 12

### 12A. Fill in the preposition if necessary.

- 1) I never feel ..... ease in his company.
- 2) The report relates high wages ..... labour shortages.
- 3) The company is successful ..... the world.
- 4) Can you find ..... what time the meeting starts?
- 5) A survey done ..... the Department of Research and Development shows several interesting facts.
- 6) Our new model is already ..... the stocks.
- 7) Several companies are competing ..... each other to gain the contract.
- 8) The big market share ..... the new product has been achieved by good company's policy.

### 12B. Use the prompts to write sentences about the Nera company. Use present perfect or past simple.

Nera is one of the world's leading telecommunications manufacturer.

- 1) Nera / increase sales considerably / 5% / 1985.
- 2) Nera / attract new customers / over 50 years.
- 3) Nera / maintain customers loyalty / for 50 years.
- 4) Nera / enter markets / in Asia / 1992.
- 5) Nera / introduce ethical policy / 1980s.
- 6) Nera / update the code of practice / last year.

### 12C. Complete the article about Nera using the correct form of the verb in brackets.

Nera (**expand**) rapidly in recent years. It (**achieve**) a 34% market share and in 1982, it (**become**) the market leader, ahead of EC at 15%. Once part of the Swedish-Swiss multinational ABB, NERA (**be**) quoted on the Oslo stock exchange since January 1995. Sales (**increase**) sharply from 1996 to 1998. The company's revenues (**grow**) by 20% since 1997 and orders in key areas (**show**) strong growth. Pre- tax profits (**rise**) dramatically. Much of its growth (**result**) from its Saturn Miniphone, a lightweight global satellite phone. Only orders for land- earth stations (**fall**), but this sector is expected to recover in the near future.

### 12D. Write at least 6 parts of your Curriculum Vitae (CV).

### 12E. Choose from the words in the box and fill in the sentences below. Use the words in the correct form.

compete	competition	competitive	competent	competence	competing
competitively	competitors				

- 1) Our department came first in the sales .....
- 2) He is not ..... to be responsible for that kind of job.
- 3) We have limited funds and several ..... claims, so it is hard to choose between them.
- 4) We have ..... in the Grand National four times.

- 5) No one doubts his ..... as a manager.
- 6) Our firm is no longer ..... in world markets.
- 7) The firm has better products than its .....
- 8) They sell ..... priced goods.

**12F. Choose one word from the box to complete the sentences. Do not forget to use the correct form.**

<b>prediction</b>	<b>fierce</b>	<b>chairman</b>	<b>claim</b>	<b>supremacy</b>	<b>beverages</b>
<b>skill</b>	<b>degree</b>		<b>rival</b>	<b>loyalty</b>	

- 1) She was the ..... of the planning committee.
- 2) Our secretary has a great ..... at dealing with complaints.
- 3) Do you take seriously his ..... of a government fall?
- 4) She has no ..... in the field of managing the others.
- 5) Our company ..... the lead in the market.
- 6) His plans met with ..... opposition.
- 7) Our state has gained military ..... over neighbouring countries.
- 8) I have received a ..... in Economics.
- 9) We all have a ..... to the company.
- 10) What kind of ..... can you get there?

**12G. Match the words from A with the words from B.**

**A**

- 1) work
- 2) bottling
- 3) essential
- 4) military
- 5) domestic
- 6) best-known
- 7) exclusive
- 8) well-structured
- 9) cost
- 10) soft
- 11) overseas
- 12) market

**B**

- a) race
- b) cargo
- c) share
- d) plant
- e) experience
- f) trademark
- g) business
- h) drink
- i) interview
- j) franchisee
- k) focus
- l) information

**12H. Translate the verbs from Czech into English and then write their past participles. (e.g. mluvit – speak, spoken)**

- 1) držet
- 2) rozdělit
- 3) být
- 4) po/udržet
- 5) najít
- 6) psát
- 7) koupit
- 8) dělat

- 9) zaplavit, uvést do oběhu
- 10) předstihnout
- 11) rozšířit
- 12) předčít v prodávání

**12I. Translate the phrases from Czech into English.**

- 1) Zvýšili jsme prodej o 4.5%.
- 2) Nera předstíhá v prodejnosti CCE 13:1.
- 3) Její tržní podíl vzrostl z 28% na 33%.
- 4) Nera má podíl na trhu 33%.
- 5) Poměr je 41 ku 33% ve prospěch Nery.



## KONTROLNÍ TEST 10 -12

### Modul A4

**Maximální počet získaných bodů: 100**

**Minimální počet pro úspěšné absolvování testu: 60**

#### I. TRANSLATION

(celkem 54 bodů)

##### A. Translate these expressions from Czech into English.

(12 bodů)

- 1) výnos z investice
- 2) celkové finanční závazky
- 3) nerozdělený zisk
- 4) založit účet
- 5) znečišťovat životní prostředí
- 6) zvážit zavedení školného

##### B. Translate these expressions from English into Czech.

(12 bodů)

- 1) total asset
- 2) annual report
- 3) profit and loss account
- 4) miscellaneous
- 5) to raise awareness
- 6) non-contributory pension scheme

##### C. Translate the sentences.

(30bodů)

- 1) Nechme je, aby se o to postarali.
- 2) Velký podíl na trhu byl dosažen dobrou firemní politikou.
- 3) Největší výdaje má britská rodina za jídlo a pití.
- 4) Běžný účet u komerční banky poskytuje jen malý úrok.
- 5) Jaké to bude mít důsledky, když zpozdíte placení zakázek?
- 6) Podle průzkumů se průměrný plat za poslední rok zvýšil.
- 7) Kolik mu dlužíš?
- 8) Zvýšili jsme prodej o 4.5 %.
- 9) Nera předstíhá v prodejnosti CCE 13:1.
- 10) Poměr je 41% ku 33% ve prospěch Nery.

#### II. GRAMMAR

(celkem 46 bodů)

##### A. Complete the gaps with the correct tense of one of these verbs: *rise, raise, arise*.

(6 bodů)

After the Nightingale retail group published its annual report last week questions ..... in

the financial and business newspapers about the quality of the group's management because of the poor financial results. I hope this situation ..... again. Although in the previous year turnover ..... dramatically the company did not ..... returns to shareholders. Managing Director promises that the profits ..... next year but some difficulties may ..... any time.

**B. Join these simple sentences to make compound sentences. Use the words in brackets.**  
(10 bodů)

Example. I can leave now. I can stay for another hour. **(either ... or)**  
*I can either leave now or stay for another hour.*

- 1) She didn't write. She didn't phone. **(neither ... nor)**
- 2) The general manager is on holiday. So is his secretary. **(both ... and)**
- 3) You can give me some advice. Your colleague can. **(either ... or)**
- 4) It was a very boring speech. It was very long too. **(both ... and)**
- 5) This candidate doesn't speak English and he doesn't speak French. **(neither ... nor)**

**C. Conditional 1: events and consequences**

**Put the verbs in brackets into the correct tense.**

(5 bodů)

- 1) If Eco Save's campaign **(be)** successful, UCG **(adopt)** an ethical policy.
- 2) If UGC **(adopt)** an ethical policy, it **(pay)** its suppliers on time.
- 3) If people **(be)** concerned about environment, they **(support)** the campaign against UCG.
- 4) If consumers **(support)** the campaign, UCG's new products **(not be)** successful.
- 5) If the Nimrod and Achilles brands **(not be)** successful, UCG's profits **(fall)**.

**D. Put the verbs in brackets in the correct form, -ing or the infinitive.**

(10 bodů)

- 1) I didn't expect **(pass)** the exam.
- 2) Did you manage **(solve)** the problem?
- 3) I dislike **(wait)** in airport lounges.
- 4) I may **(help)** you if you want.
- 5) He had made his decision and refused **(change)** his mind.
- 6) I'll delay **(leave)** until I hear the weather forecast.
- 6) We arrange **(meet)** in the hotel lobby at 7 pm.
- 7) Which plane do you suggest **(take)**?
- 8) We postponed **(launch)** the product until New Year.
- 9) We hope **(cooperate)** with you soon.

**E. Put the verbs in brackets in the correct tense (present perfect or simple past).**

(15 bodů)

Giorgio Populo **(join)** Chemicals in 1991. Since he **(be)** with the company it **(be)** more successful than at any time in its history. Profits **(begin)** to rise two years after he **(join)** and the **(rise)** every year since then. This **(happen)** as a result of two things that he **(be)** able to do. Firstly, he **(reduce)** production costs: he **(close)** the firm's old factory in 1993 and **(invest)** in new technology at a cheaper site. Secondly, he **(increase)** the firm's market share dramatically. In 1995 he **(begin)** a new policy of very low pricing that **(force)** many

Chemicals' competitors to close. Chemicals **(be)** the market leader in the UK for several years and is continuing to expand.

# **KLÍČ KE KONTROLNÍM CVIČENÍM**

**Modul A**

**angličtina**

## KLÍČ: KONTROLNÍ CVIČENÍ 1

### 1A. Fill in prepositions.

- 1) You must apologize **in** person.
- 2) What other examples of goods can you think **of**?
- 3) Take care **of** all your banking needs.
- 4) You can purchase **from** the catalogue or **from** the complete range **in** the store.
- 5) It is available **on** request.
- 6) Listen **to** the man.
- 7) Are you doing any exercise **at** the moment?
- 8) I sit **at** my desk all day.
- 9) I visit the club **for** an introductory session.
- 10) **On** your next visit we will guide you through our new programme.
- 11) There is a discount **on** food and drinks.
- 12) The room is equipped **with** a TV set.
- 13) He must find **out** how much money he has.
- 14) Repairs can be carried **out** on our premises.
- 15) Everything is free **of** charge.
- 16) I'm fantastically loyal **to** Marks and Spencer.
- 17) Complete the gaps **with** a word from the box.
- 18) Why are these jobs popular **with** young people?
- 19) Match it **with** a picture.
- 20) We provide guarantee **on** tyres.

### 1B. Use correct forms of the expressions in brackets.

- 1) I'm **thinking** of joining the club.
- 2) They are all fully **qualified**.
- 3) I am afraid I **can't** make it.
- 4) They obviously enjoy **working** there.
- 5) Now we **are doing** some research on customer care.
- 6) These are questions **asked** by guests at the Hotel Europestar.
- 7) People are **making** an offer.
- 8) Would you like some help? No, thanks, I'm just **looking**.
- 9) Here **are** a few reasons why to do it.
- 10) Customers are happy with the services **received** from the company.

### 1C. Translate.

- |                            |  |
|----------------------------|--|
| 1) jinými slovy            | <b>in other words</b>                      |
| 2) plný rozsah služeb      | <b>a full range of services</b>            |
| 3) je to na skladě         | <b>it is in the store / it is on stock</b> |
| 4) montážní služby         | <b>assembly services</b>                   |
| 5) můžete to zakoupit      | <b>you can purchase it</b>                 |
| 6) zákazník si stěžuje     | <b>a customer makes a complaint</b>        |
|                            | <b>a customer complains</b>                |
| 7) zaměstnanec společnosti | <b>a company employee</b>                  |
|                            | <b>an employee of a company</b>            |
| 8) popište to              | <b>describe it</b>                         |

- 9) nepřímá otázka
- 10) jsem potěšen
- 11) rozšířená záruka

**indirect question**  
**I am delighted / I am pleased**  
**extended guarantee / warranty**

#### **1D. Translate.**

- 1) lifelong guarantee
- 2) tyre fitting
- 3) to take action
- 4) customer care
- 5) food hampers
- 6) soft toys
- 7) it lets you take care of it
- 8) check you balance
- 9) valuables
- 10) rate of exchange
- 11) complete the table
- 12) code of practice
- 13) free puncture repair service
- 14) fitter
- 15) wheel balance
- 16) wheel valve
- 17) exhausts

**doživotní garance / záruka**  
**montáž pneumatiky**  
**podniknout kroky**  
**péče o zákazníka**  
**košíky s potravinami (dárkové)**  
**měkké hračky (zvířátko atd.)**  
**umožňuje vám to postarat se o to**  
**zkontrolujte si váš zůstatek**  
**cennosti**  
**směnný kurz**  
**doplňte tabulku**  
**seznam pravidel**  
**když píchnete, oprava zdarma**  
**montér**  
**vyvážení kola**  
**ventilek u kola**  
**výfukové plyny**

#### **1E. Form indirect questions.**

**Could you tell me**    **who the hotel director is?**  
**if you would like to come?**  
**if you could make a reservation?**  
**if I can get anything to drink?**  
**if this is the way to the city?**  
**if the customer uses the same service?**  
**why these jobs are popular with young people?**  
**where I can change Czech crowns into US dollars?**  
**where conference rooms are?**  
**what the procedure is?**

**1F. Write a short letter to Mr. Brown, who applied for membership in Health and Fitness Centre. Use the expressions from the menu. (for an example of a letter see the next page).**

**Superman**

HEALTH AND FITNESS CENTRE  
Rushmoor hotel, Crawley, West Sussex  
phone/ fax: 011293 4000064

Mr Robert Brown  
25 Beeches Road  
Reigate

20 July 2001

Dear Mr Brown,

We are **delighted** to receive your letter in which you ask us for **membership**. We are sure you will like our **programme** very much. Our **members enjoy** a lot all our activities namely our summer parties. All our **members** are **entitled to a 15% discount** on food and drink. We are looking forward to seeing you soon.

Yours sincerely,  
*Bernard Dord*  
Bernard Dord  
Company manager

**1G. Translate.**

- 1) She is courteous, well-dressed and loyal to the company.
- 2) Every year young graduates leave the university / universities and start working in industry.
- 3) These are the things asked by guests of the hotel. These are the things hotel guests ask about.
- 4) These services are provided by banks. Banks provide these services.
- 5) Match it with a picture.
- 6) Can you tell me if there are any facilities for children?
- 7) Can you tell me if you have/there is any introductory session?
- 8) Do you have a code of practice? I want to lose a few kilos.
- 9) Thank goodness I am healthy.
- 10) Give reasons for choosing it. Give reasons why you have chosen it.
- 11) We'll put the matter right.
- 12) We repair exhaust pipes free of charge.
- 13) Do you want a window seat or an aisle seat?
- 14) The phone is for you. I'll put you through.
- 15) We'll do everything possible to put the matter right.
- 16) We provide lifelong guarantee on exhausts pipes.
- 17) The repair will be carried out on our premises.
- 18) You have the freedom to choose what is best for you. You can choose what is best for you.
- 19) People can call for help at any time.

## KLÍČ: KONTROLNÍ CVIČENÍ 2

### 2A. Fill in prepositions.

- 1) These companies are involved **in** many activities.
- 2) This is the largest company **in** the world.
- 3) We operate **in** a number of countries.
- 4) Due **to** expansion we are looking **for** a manager.
- 5) You will report **to** Mr Johnson.
- 6) Apply **in** writing.
- 7) We cannot reply **to** all applicants.
- 8) We believe **in** equality of opportunity.
- 9) What requirements does the company have **of** the recruits?
- 10) The company operates **on** a franchise basis.

### 2B. Present simple and present continuous.

- 1) The problem is that my computer **is not working** at the moment.
- 2) This month **we are looking** for graduates.
- 3) The chart **gives** information to our customers.
- 4) While your partner **is giving** his presentation, take notes.
- 5) There are companies, which **operate** in a number of countries.
- 6) We **lead** the world in the provision of news.
- 7) **Do you think** this is an interesting job?
- 8) Granada Film **produces** a broad range of films for the UK.
- 9) Due to our expansion **we are looking** for a Finance Manager.
- 10) The Financial Times Group **is planning** to recruit up to six business graduates within a month.
- 11) Levi Strauss **produces** jeans.

### 2C. Use correct form of the expressions in brackets.

- 1) Alan **tests** cars.
- 2) Today he **is not testing** cars.
- 3) Now he **is making** a presentation to the senior management about the safety of the new design.
- 4) I need someone **to come** here and examine the software.
- 5) Today Macdonald's **is closing down** an outlet in Chicago.
- 6) The Virgin Group's interests also **include** a model agency.
- 7) Look at the chart below which **gives** information about Mercedes Holding.
- 8) It **delivers** documents and packages all over the world.
- 9) Many companies **produce** hamburgers.
- 10) Each word below **refers** to something already mentioned.

### 2D. Translate.

- |                                   |                                      |
|-----------------------------------|--------------------------------------|
| 1) broadcasting                   | <b>vysílání</b>                      |
| 2) regular and current activities | <b>pravidelná a současná činnost</b> |
| 3) food retailer                  | <b>maloobchodník potravinami</b>     |
| 4) real estate                    | <b>nemovitosti</b>                   |



- 5) insurance
- 6) fragrances and cosmetics
- 7) selective retailing
- 8) up-market
- 9) competitive price
- 10) air express carrier
- 11) computerised ordering system

**pojištění**  
**parfémy a kosmetika**  
**maloobchod s vybraným druhem zboží**  
**obchod s luxusním zbožím**  
**konkurenceschopná cena**  
**převpravce letecké pošty**  
**systém objednávání přes počítač**

## 2E. Translate

- 1) subsidiary
- 2) we are committed / determined to do it
- 3) the world's largest publisher
- 4) closely knit team
- 5) shortlisted / shortlist of candidates
- 6) to put down / lay a cable
- 7) notice the difference
- 8) executives from Japan
- 9) they are launching a new product
- 10) production costs
- 11) clothing industry

**dceřiná společnost, filiálka**  
**jsme rozhodnuti to udělat**  
**největší světový vydavatel**  
**úzce propojený tým**  
**užší výběr kandidátů**  
**pokládat kabel**  
**všimněte si toho rozdílu**  
**vedoucí pracovníci z Japonska**  
**uvádějí nový výrobek**  
**výrobní náklady**  
**oděvní průmysl**

## 2F. Translate.

- 1) You will report to / will be subordinate to Mr Brown and you will be an integral part of a closely knit team.
- 2) We are looking for a Finance Manager with experience, good communication skills and the ability to work under pressure.
- 3) Apply in writing and enclose your CV.
- 4) Regrettably / We are sorry / We regret we cannot reply to all applicants.
- 5) Which four activities does your group operate in?
- 6) What requirements do you have of the recruits?
- 7) What does VIP stand for?
- 8) Each sector includes world-famous brand names.
- 9) Which tense do you use to talk / when you talk about regular activities of a company?
- 10) Look at the chart on page 30, which gives information about Sony.

## KLÍČ: KONTROLNÍ CVIČENÍ 3

### 3A. Fill in prepositions.

- 1) They may be surprised **by** social conventions.
- 2) This department's responsible **for** accounts.
- 3) Lunch is **at** "The Major" restaurant.
- 4) Match a word **on** the left with a word **on** the right.
- 5) You are going **on** a business trip to Australia.
- 6) Do you suffer **from** jet lag?
- 7) Do you sleep **on** a plane?
- 8) She cannot be promoted **above** her present position.
- 9) Take **off** your shoes when you visit somebody in Poland.
- 10) It is very kind **of** you.
- 11) Where are you going **on** holiday?
- 12) You are new **to** the office and do not know anyone.
- 13) Prepare to ask your students **about** these things.
- 14) What other responses to thanks and apologies can you think **of**?

### 3B. Use correct forms of the expressions in brackets.

- 1) When a Japanese businessman **gives** you his business card, don't put it in your pocket.
- 2) In Poland your host **gives** you flowers at the airport.
- 3) Let me **introduce** you to Marie.
- 4) They dislike **raising** questions.
- 5) I appreciate the more **relaxed** atmosphere.
- 6) The UK is less **male-dominated** than Japan.
- 7) The conference is for one day, **starting** at 10a.m. and **finishing** at 5.30 p.m.
- 8) Now you and your partner **are arranging** for three people from your company to attend a conference.
- 9) Do not be **surprised** by foreign social conventions.
- 10) Is this the right room for the **planned** meeting?

### 3C. Form questions. Ask about the expressions in bold letters.

- 1) What is business today like?
- 2) Where are you going in September?
- 3) What will you be surprised by?
- 4) Why is she phoning?  
What does she want to find out?
- 5) Why is Dr Brook travelling?
- 6) Where is he travelling from?
- 7) Who respects the opinion of the majority?
- 8) What does everyone respect?
- 9) What will you be given at the airport in Poland?
- 10) What is rude in Saudi Arabia?

**3D. Fill in gaps. Use the expressions from the menu in correct forms. You will not need all the items.**

- 1) He wants to stay for a **few** days.
- 2) This is to **let** you know about all the necessary arrangements.
- 3) Visit our **Head** Office in Victoria.
- 4) Ask her to make hotel **bookings** and **hire** a car for you.
- 5) I'm **running** a seminar next month.
- 6) Do you always **watch** the in-flight film?
- 7) Have you **experienced** cultural differences when you travel?
- 8) You cannot be **promoted** above your present position.
- 9) They are allowed to go to ten cities **considered** safe.
- 10) When is she **going** home?
- 11) What are her job **opportunities** in London?
- 12) There are several ways how to get there. Decide **which** means of transport would be best for him.
- 13) Hire a car for him. Use the **notes** below.
- 14) He is going **by** car.
- 15) You must make **good** use of your time.

**3E. Translate.**

- |                                |   |
|--------------------------------|---|
| 1) it is rude                  | <b>je to hrubé / nezdvořilé</b>         |
| 2) don't spill it              | <b>nerozlij to</b>                      |
| 3) don't mention it            | <b>rádo se stalo</b>                    |
| 4) can you give me a lift?     | <b>můžete mě svézt?</b>                 |
| 5) to make good use of time    | <b>dobře využít času</b>                |
| 6) you must experience it      | <b>to musíte zažít</b>                  |
| 7) the agreement is definite   | <b>smlouva je konečná</b>               |
| 8) use this tense              | <b>použijte tohoto času</b>             |
| 9) new advertising campaign    | <b>nová reklamní kampaň</b>             |
| 10) it would be best for him   | <b>bude to pro něj nejlepší</b>         |
| 11) to give a conference paper | <b>přednášet na konferenci</b>          |
| 12) junior manager             | <b>služebně mladší; podřízený</b>       |
| 13) she cannot be promoted     | <b>nemůže být povýšena</b>              |
| 14) less male-dominated        | <b>méně ovládáno muži</b>               |
| 15) in-flight film             | <b>film promítaný při letu</b>          |
| 16) jet lag                    | <b>únava z přestupu světových pásem</b> |
| 17) to attend the conference   | <b>zúčastnit se konference</b>          |

**3F. Translate.**

- |   |  |
|---|--|
| 1) dovolte, abych Vás představil        | <b>let me introduce you</b>                    |
| 2) promiňte, nezaslechl jsem vaše jméno | <b>sorry, I didn't catch your name</b>         |
| 3) doplňte konverzaci frázemi           | <b>complete the conversation with phrases</b>  |
| 4) bohužel máme jen červené (víno)      | <b>I'm afraid there's only red</b>             |
| 5) neoslovujte němce křestním jménem    | <b>don't call Germans by their first names</b> |
| 6) obejměte ho                          | <b>embrace him</b>                             |
| 7) zujte si boty                        | <b>take off your shoes</b>                     |
| 8) nedívejte se do očí                  | <b>don't look in the eyes</b>                  |

9) použijte koncovky výše uvedené	<b>use the endings above</b>
10) je tam málo zábavy	<b>there are few amusements</b>
11) uvolněte se	<b>relax</b>
12) je to zřejmé	<b>it is obvious</b>
13) vznášet protichůdné názory	<b>to raise opposite opinions</b>
14) respektujte názor většiny	<b>respect the opinion of the majority</b>
15) tímto vám oznamujeme, že ...	<b>this is to let you know that ...</b>
16) mám schůzku s vedoucím prodeje	<b>I have a meeting with the Sales Manager</b>

### **3G. Translate.**

- 1) You must plan an itinerary to make good use of your time.
- 2) Look at the photos at the top of this page.
- 3) Where is she from?
- 4) How much can you guess about Rosalind from the photo?
- 5) Use contract forms.
- 6) This department is responsible for the accounts.
- 7) We are looking for someone with communication skills.
- 8) Are your arrangements definite or only suggestions?
- 9) The itinerary is in note form.
- 10) What is she doing first?
- 11) You and your partner are arranging for three people to attend a conference.
- 12) Explain your choice.
- 13) I am running a seminar next week.
- 14) Send a fax to your Australian colleague.
- 15) Tell her about the arrangements.

# KLÍČ: KONTROLNÍ TEST 1-3

## Modul A1

*Maximální počet získaných bodů: 100*

*Minimální počet pro úspěšné absolvování testu: 60*

### I. TRANSLATIONS

(celkem 54 bodů)

#### A. (celkem 12 bodů)

- |                                 |   |
|---------------------------------|---|
| 1) uvádět nový výrobek na trh   | <b>to launch a new product on the market</b>  |
| 2) výrobní náklady              | <b>production costs</b>                       |
| 3) oděvní průmysl               | <b>clothing industry</b>                      |
| 4) vznášet protichůdné názory   | <b>to raise opposite opinions</b>             |
| 5) respektovat názor většiny    | <b>to respect the opinion of the majority</b> |
| 6) tímto vám oznamujeme, že ... | <b>this is to let you know that ...</b>       |

#### B. (celkem 12 bodů)

- |                               |                                      |
|-------------------------------|--------------------------------------|
| 1) to give a conference paper | <b>přednášet na konferenci</b>       |
| 2) junior manager             | <b>služebně mladší; podřízený</b>    |
| 3) she cannot be promoted     | <b>nemůže být povýšena</b>           |
| 4) lifelong guarantee         | <b>doživotní záruka</b>              |
| 5) to check one's balance     | <b>zkontrolovat si svůj zůstatek</b> |
| 6) rate of exchange           | <b>směnný kurz</b>                   |

#### C. (celkem 30 bodů)

- 3) This department is responsible for the accounts.
- 4) We are looking for someone with communication skills.
- 3) Are your arrangements definite or only suggestions?
- 4) Don't send the fax to Brno today, send it tomorrow.
- 5) These are the things asked by guests of the hotel.
- 6) These services are provided by banks / Banks provide these services.
- 7) Match it with a picture.
- 8) You will report to Mr Brawn and (you will) be an integral part of a closely knit team.
- 9) We are looking for a Finance Manager with experience, good communication skills and the ability to work under pressure.
- 10) Apply in writing and enclose your CV.

### II. GRAMMAR

(celkem 40 bodů)

#### A. (celkem 20 bodů)

- 1) Peter is not interested in politics.
- 2) Are you still loyal to the company?
- 3) What are our company employees doing at the moment?

- 4) We didn't go to the bank yesterday.
- 5) The Prime Minister hasn't been abroad since January.
- 6) Why haven't you checked your balance yet?
- 7) Are you sure that everything here is free of charge?
- 8) Does your current boss respect the opinion of the majority?
- 9) Are there any useful phrases in the text?
- 10) A new subsidiary is opening in Germany soon.  
A new subsidiary will be opened in Germany soon.  
A new subsidiary is going to be opened in Germany soon.

**B.** (celkem 10 bodů)

- 1) Mike, I am sorry **for** not letting you know **about** the matter! Are you angry **with** me?
- 2) My sister is very good **at** telling stories.
- 3) We'd like to hold our next meeting **on** 23<sup>rd</sup> of March. Will that suit you?
- 4) It must have been Susan! I saw her **on** the bus!
- 5) My wife is really bored **with** her hairstyle, so she is going **to** the hairdresser's **on** Friday.
- 6) Have you ever read any book **by** D. Lodge?

**C.** (celkem 10 bodů)

- 1) Who invited us to business lunch?
- 2) What did our supplier do?
- 3) Who did our supplier invite to business lunch?
- 4) Where did our supplier invite us?
- 5) Whose supplier invited us to business lunch?

**III. COMPREHENSION**

(celkem 6 bodů)

1c, 2a, 3b, 4b, 5a, 6a

## KLÍČ: KONTROLNÍ CVIČENÍ 4

### 4A. Fill in prepositions.

- 1) **In** this case they have to re-plan their strategy.
- 2) We must generate more awareness **of** what the agency is all about.
- 3) The company development was **in** danger.
- 4) The company no longer has a reputation **for** being fashionable or forward looking.
- 5) Models switch **to** good agencies quickly.
- 6) Listen and put the five things they discuss **in** the order you hear them.
- 7) Are these verbs followed **by** infinitive or gerund?
- 8) They should listen **to** women.
- 9) Make sure that your voice falls **at** the end of the sentence.
- 10) Match each situation **with** a suitable recommendation or solution.
- 11) You must focus **on** excellent customer care.
- 12) They are very unhappy **about** this.
- 13) We should think **of** ways of reducing them.
- 14) Don't avoid a problem, deal **with** it.
- 15) Don't blame people, look **for** solutions.
- 16) Look **at** a problem as an opportunity to learn something.
- 17) Car manufacturers should aim their advertisements **at** male and female buyers.
- 18) Ford has set **up** a female „spy“ team.
- 19) Treat them seriously and **with** respect.
- 20) The company now buys four **out** of every ten new cars sold in Britain.
- 21) This is the highest proportion in Europe where the women buyers' share averages three **in** ten.
- 22) Reports are fed **back** to senior management.
- 23) Use a clause **of** purpose for each question.
- 24) Do you have any tips **for** solving problems?
- 25) Business is competitive **in** terms **of** time and money.
- 26) Put pressure **on** the project you run.
- 27) Are the managers' answers similar **to** yours?
- 28) Agree an order **of** priority.
- 29) Decide **on** recommendation for each point.
- 30) Offer your partner some help **with** his problem.

### 4B. Use correct forms of the expressions in brackets.

- 1) The company **loses / has lost** its reputation.
- 2) We should think of ways of **reducing** them.
- 3) The costs of **running** the agency are very high.
- 4) When something is important, **deal** with it.
- 5) Reports are then **fed** back to senior management.
- 6) Recommendations can be **considered** in future plans.
- 7) Their purpose is **to visit** dealers **to check** that they take women buyers seriously.
- 8) The findings show that customers **are dissatisfied**.
- 9) What can you do **to avoid** problems?
- 10) Do you have any tips for **solving** the problem?

#### 4C. Form questions. Ask about the expressions in bold letters.

- 1) Who is working very late every evening?
- 2) How many members of the staff are working late every evening?
- 3) Where are your customers moving?
- 4) Why are your customers moving to your competitors?
- 5) Who is appointing a new manager for the firm?
- 6) Who(m) is International Press Ltd appointing?
- 7) What is model agency business like?
- 8) What do the companies realise?
- 9) What are the companies realising?
- 10) What is Mark Green thinking of?
- 11) What has Mark Green re-designed?
- 12) What do panel's members participate in?

#### 4D. Translate.

- |  |   |
|--|---|
| 1) troubleshooting                           | <b>odstraňování (závažných) problémů</b>                                      |
| 2) trouble-shooter                           | <b>osoba (často povoláná zvenčí podniku), která má za úkol řešit problémy</b> |
| 3) realise it                                | <b>uvědom si to</b>   |
| 4) strengths and weaknesses                  | <b>silné a slabé stránky</b>  |
| 5) excellent reputation                      | <b>výborná pověst</b>   |
| 6) forward-looking company                   | <b>perspektivní společnost</b>  |
| 7) awareness of what the agency is all about | <b>vnímat to, o co v agentuře jde</b>   |
| 8) they do well financially                  | <b>finančně se jim daří</b>   |
| 9) models switch to good agencies            | <b>modelky přecházejí k dobrým agenturám</b>                                  |
| 10) don't blame people, blame yourself       | <b>neobviňujte lidi, obviňujte sebe</b>                                       |
| 11) deal with it                             | <b>zabývejte se tím</b>   |
| 12) quick fix                                | <b>rychlé, ale nedostatečné řešení problému</b>                               |

#### 4E. Translate.

- |   |   |
|---|---|
| 1) váš hlavní úkol                        | <b>your main task</b>                             |
| 2) povzbud'te je                          | <b>encourage them</b>                             |
| 3) má přes patnáct let zkušeností         | <b>he has over fifteen years of experience</b>    |
| 4) snižte náklady                         | <b>cut costs</b>                                  |
| 5) přilákejte výtečné modelky             | <b>attract excellent models</b>                   |
| 6) buďte konkurenceschopní                | <b>be competitive</b>                             |
| 7) přesvědčete je, aby se k nám připojili | <b>persuade them to join us</b>                   |
| 8) hledáme dobré modelky                  | <b>we are looking for good models</b>             |
| 9) nevydělávají peníze pro společnost     | <b>they are not earning money for the company</b> |
| 10) srovnajte to se svým partnerem        | <b>compare it with your partner</b>               |
| 11) berte je vážněji                      | <b>take them more seriously</b>                   |
| 12) jsou z toho nešťastní                 | <b>they are unhappy about it</b>                  |
| 13) skutečná příčina (problému)           | <b>real cause (of the problem)</b>                |
| 14) dočasné řešení                        | <b>temporary solution</b>                         |



#### **4F. Possible answers:**

- 1) You should not avoid a problem, deal with it.
- 2) You should not see all problems as other people's problems. You should focus on yourself.
- 3) You should not blame people. You should look for solutions.
- 4) You should think ahead to prevent problems.
- 5) You should not try to change the things you can't change. You should learn to accept them.
- 6) You should visit your dealers to check them.
- 7) You should send there your spies.
- 8) You should make sure that you anticipate problems.
- 9) You should put pressure on those who do not work well.
- 10) You should not have four offices in Europe, one is enough.

#### **4G. Possible answers:**

- 1) You should visit your dealers and make sure that they take women car buyers seriously.
- 2) You should improve your advertising in Asia namely in China.
- 3) You should use mass media to inform about your services.
- 4) You should start planning as early as possible.
- 5) It can be a problem of communication. You should make sure a project team communicates well within itself and also to people outside the team.
- 6) You should try to have a democratic spirit in a project, allowing people to speak openly.
- 7) You should be realistic in the number of people working on the project, the cost of the project and the size of the project.

#### **4H. Translate.**

- 1) They are not achieving their goals / objectives effectively.
- 2) In case you have troubles get an outsider to be your consultant.
- 3) What must your company face?
- 4) We have an excellent reputation as a fashionable, forward-looking company.
- 5) Generate awareness of your company.
- 6) Encourage them to switch to IBM.
- 7) We have a lot of experience.
- 8) He has ability to make good financial decisions.
- 9) Children's car seats are available there.
- 10) Use soft-sell advertising technique for women.
- 11) What is the consumption of your car?
- 12) You should listen to women.
- 13) Check your answers.
- 14) Shareholders are very unhappy about this.
- 15) They decided not to represent these girls.
- 16) You should appoint somebody who would come with a new strategy how to run the company.
- 17) Think ahead to prevent problems.
- 18) It is only a temporary solution.
- 19) Identify the real cause of the problem.

- 20) Give each other advice.
- 21) You should aim your advertisements both at male and female buyers.
- 22) They have set up a female „spy“ team.
- 23) Women's car buyers' share averages three in ten.
- 24) They pose as prospective buyers.
- 25) Use clauses of purpose.
- 26) In order to avoid all problems you must plan everything ahead.
- 27) Staff's attitude to clients is rude and uninterested.
- 28) This factory is a subsidiary of an American company.
- 29) Our profits are falling and our strategy is old-fashioned and too traditional.
- 30) The company has a good record among car producers.

## KLÍČ: KONTROLNÍ CVIČENÍ 5

### 5A. Fill in prepositions.

- 1) They have experience **in** this field.
- 2) In 1931 the first truck rolled **off** the production line.
- 3) In April 1960 the first British DMs went **on** sale.
- 4) They behaved violently **on** football terraces.
- 5) They set **up** a stall in the market to sell the shoes.
- 6) They supply them **with** the shoes.
- 7) The company was not content **with** a one-product business.
- 8) In 1998 they merged **with** British Financial Services.
- 9) The company took **over** the business in Zurich.
- 10) Prepare presentation **on** the history of the company.
- 11) Ask questions **at** the end of your presentation.
- 12) Be careful **with** past tense verbs.
- 13) They took control **of** the country.
- 14) Mr Dalle launches the company **on** the stock market.
- 15) The company signed a production deal **with** an Indian company.

### 5B. Use correct forms of the expressions in brackets.

- 1) They **are established** and have experience in their field.
- 2) Mr Brown **started** the company in 1872.
- 3) In 1896 Henry Ford **built** his first horseless carriage.
- 4) The first Model AA truck **rolled off** the line in 1931.
- 5) In 1946 Doctor Klaus Maertens **injured** his leg.
- 6) In 1959 he **sold** the manufacturing rights to a traditional British bootmaker.
- 7) In 1970 unemployed youth **wore** the shoes and **behaved** violently.
- 8) The Police **caught** them yesterday.
- 9) In 1980s thousands of young people **came** to London's Camden market to buy the shoes.
- 10) In 1993 we **heard** the dalai Lama **liked** the shoes, too.
- 11) In the past few companies **could say** that they were responsible for that.
- 12) The French company Bic **was founded** in 1950.
- 13) Sales **rose** to a quarter of a million by 1956.
- 14) In 1999 the insurance company **bought** its own insurance from other insurance company.
- 15) We **took over** the business in 2001.

### 5C. Questions:

- 1) What was paid to the company?
- 2) Why was a sum of money paid to the company?
- 3) What was the sum of money paid to?
- 4) What did the company merge with?
- 5) What did the company give you?
- 6) Who gave you the financial advice?
- 7) When was the company found?
- 8) What did they invent?
- 9) What was it a combination of?
- 10) What did the company invest to? / Where did the company invest in?)

- 11) What did he negotiate?
- 12) What rights did he negotiate?
- 13) What wasn't Bitch content with?
- 14) Why did some women wear them?
- 15) Why did he make himself a pair of shoes from old tyres?

#### 5D. Translate.

- |                                     |  |
|-------------------------------------|--|
| 1) sequencing words                 | <b>slova po sobě jdoucí</b>                              |
| 2) they are established             | <b>jsou zavedení</b>                                     |
| 3) key dates and events             | <b>základní údaje a události</b>                         |
| 4) they pioneered modern production | <b>stáli v čele moderní výroby</b>                       |
| 5) assembly plant                   | <b>montážní závod</b>                                    |
| 6) to roll off the line             | <b>být vyroben (sjet z montážní linky)</b>               |
| 7) underline the auxiliary verbs    | <b>podtrhněte pomocná slovesa</b>                        |
| 8) don't injure                     | <b>nezraň se, nezraňte se</b>                            |
| 9) to develop the shoe              | <b>zdokonalit tu botu</b>                                |
| 10) to sell manufacturing rights    | <b>prodat výrobní práva</b>                              |
| 11) to behave violently             | <b>chovat se násilnicky</b>                              |
| 12) customised shoes                | <b>boty navržené pro jednotlivého<br/>zákazníka</b>      |
| 13) Vatican Guard                   | <b>stráž ve Vatikánu</b>                                 |
| 14) ballpoint pen                   | <b>propisovací tužka</b>                                 |
| 15) refine and modify the product   | <b>zlepšit a změnit výrobek</b>                          |
| 16) throwaway ideas                 | <b>nápady na výrobky, které se po použití<br/>vyhodí</b> |
| 17) disposable lighter              | <b>zapalovač na jedno použití</b>                        |
| 18) winning formula                 | <b>vítězný návrh</b>                                     |
| 19) subsequently                    | <b>následně</b>  |
| 20) diversify                       | <b>rozšířit</b>  |
| 21) air soles                       | <b>podrážky z mechové gumy</b>                           |

#### 5E. Translate.

- |   |  |
|---|--|
| 1) uveďte příklad                       | <b>give an example</b>                                 |
| 2) pravidelná a nepravidelná slovesa    | <b>regular and irregular verbs</b>                     |
| 3) výroční zpráva                       | <b>annual record</b>                                   |
| 4) péče o zákazníka                     | <b>customer care</b>                                   |
| 5) drožka bez koní                      | <b>horseless carriage</b>                              |
| 6) záporné věty                         | <b>negative sentences</b>                              |
| 7) přijmout jako symbol                 | <b>to adopt as a symbol</b>                            |
| 8) průhledná modrá plastická trubice    | <b>clear blue plastic tube</b>                         |
| 9) viditelná inkoustová náplň           | <b>visible ink supply</b>                              |
| 10) udělat čáru                         | <b>to draw a line</b>                                  |
| 11) jednoduchost a spolehlivost         | <b>simplicity and reliability</b>                      |
| 12) konkurenční výrobní značky          | <b>competing brands</b>                                |
| 13) soutěží o vedení na trhu s Gillette | <b>it contests market leadership with<br/>Gillette</b> |

## **5F. Translate.**

- 1) It is an established firm and has experience in this field.
- 2) You will find here information about the founder and key dates and events.
- 3) He was backed by 12 local businessmen.
- 4) The first truck rolled off the line in 1931.
- 5) While skiing he injured his leg.
- 6) He developed the patent.
- 7) Unemployed youth behaved violently.
- 8) This is his wife-to-be.
- 9) These shoes are expensive because they are customised.
- 10) This company changes everyday habits of millions of people throughout the world.
- 11) The ballpoint pen is connected with a Hungarian inventor.
- 12) It is a small office supplies company.
- 13) The ballpoint pen has a clear plastic tube with a visible ink supply.
- 14) They were not content with what they had.
- 15) A disposable lighter was another success story.
- 16) Combine simplicity with reliability.
- 17) We have other throwaway ideas.
- 18) Now the company focuses on producing disposable razors.
- 19) An insurance company buys its insurance from another insurance company.
- 20) They obtained a licence to conduct business in Europe.

## KLÍČ: KONTROLNÍ CVIČENÍ 6

### 6A. Fill in prepositions.

- 1) Very large supermarkets are often located **on** the edge of towns and cities.
- 2) Which shops are popular **with** local people?
- 3) Which shops have reputation **for** quality?
- 4) Match a definition **to** each example.
- 5) The company sends goods **by** post.
- 6) They sell products or services **to** the customer at home.
- 7) British people spend a lot of money **per** year **through** mail order catalogues.
- 8) Notice the nouns **in** bold in this sentence.
- 9) The shop already referred **to** is called Xanadu.
- 10) The shops are **on** the Fifth Avenue.
- 11) You can order **at** any time of the day.
- 12) Europeans show some resistance **to** electronic commerce.
- 13) There's obvious appeal in being able to order a book, or to take **out** an insurance policy.
- 14) We take customer protection **for** granted.
- 15) Any information can be observed by a third party while **in** transit.
- 16) An 8-digit bar code is used if there is not enough space **on** the packaging.
- 17) It appears **on** the till display.
- 18) The code finishes with a check digit that makes sure the bar code has been keyed **in** correctly.
- 19) We are proud **of** home furnishing range.
- 20) I don't like door-to-door salespeople who put you **under** pressure and try to sell you things you don't want.
- 21) I like shops that let me look **around** by myself.
- 22) Begin with a description **of** the current situation.
- 23) Be careful **with** articles!
- 24) Shoppers are interested **in** weekly delivery service.
- 25) **In** the past consumers bought products direct **from** local shops.
- 26) Ask the receptionist **for** the person you want to speak **to**.
- 27) Hold the line. I'll put you **through**.
- 28) Take it **in** turns to practise the opening sentences.
- 29) Find **out** what she thinks about shopping.
- 30) She telephones you to ask **about** your experience.

### 6B. Fill the gaps with *a, an, the* or $\emptyset$ when appropriate.

- 1) On **the** second floor there is **an** electric appliance department.
- 2) On **the** ground floor of  $\emptyset$  Brin Bros department store there is **a** women's clothing department.
- 3) **The** Department sells  $\emptyset$  good quality clothes at **a** reasonable price.
- 4) In **the** children's play area there are special members of  $\emptyset$  staff. These people look after **the** children.
- 5) The department has about  $\emptyset$  10,000 customers every day.
- 6) You can buy there all **the** leading brands such as L'Oréal Paris.
- 7) Write **the** name of one of these companies in **the** first gap in each sentence.
- 8) Hold **the** line, please. I'll put you through.
- 9) One moment. **The** line is busy, will you hold?

- 10) Ø TV shopping channels employ Ø presenters to sell Ø products to Ø viewers who pay by Ø credit card.
- 11) The price is **the** amount **the** goods cost.
- 12) The stock is all **the** goods a retail outlet keeps to sell to its customers.
- 13) Find **the** phrases Ø *tube of toothpaste* and Ø *tin of tomatoes* in Ø paragraph five of **the** text.
- 14) Is **the** packaging for each item **the** same in your country?
- 15) Do you have cartons of Ø milk?

### 6C. Which, where, who, that.

- 1) Bar codes are patters of thick and thin stripes, or bars, **which** an electronic scanner reads.
- 2) The first two numbers represent the country in **which** the product was registered.
- 3) The first two numbers represent the country **where** the product was registered.
- 4) They are those **who** look after the children.
- 5) This is the paragraph **which** describes how things are packed.
- 6) The bar code finishes with a check digit **which** makes sure the bar code is correct.
- 7) The man **who** lives next door is very friendly.
- 8) Where are the eggs **which** were in the fridge?
- 9) Everything **that** happened was my fault.
- 10) What was the name of the man **who** gave you the money?

### 6D. Translate.

- |   |   |
|---|---|
| 1) objednávejte přímo od výrobce                          | <b>order directly from the manufacturer</b>       |
| 2) vydělávají na marži                                    | <b>they make their income from the margin</b>     |
| 3) hlavní důvod   | <b>main reason</b>                                |
| 4) nevhodná otevírací doba                                | <b>inconvenient opening hours</b>                 |
| 5) nedostatek času  | <b>not enough time</b>                            |
| 6) na kraji města   | <b>on the edge of a city</b>                      |
| 7) skupina obchodů, která je vlastněna jednou společností | <b>a group of shops owned by the same company</b> |
| 8) samoobsluha  | <b>self-service shop</b>                          |
| 9) drobnosti pro domácnost                                | <b>small household items</b>                      |
| 10) velmi dobře známý obchod                              | <b>well-known shop</b>                            |
| 11) obrovské výhody                                       | <b>huge benefits</b>                              |
| 12) naléhavá žádost                                       | <b>appeal</b>                                     |
| 13) sjednat pojištění                                     | <b>to take out insurance policy</b>               |
| 14) ochrana zákazníka                                     | <b>customer protection</b>                        |
| 15) berte to jako samozřejmost                            | <b>take it for granted</b>                        |
| 16) tuba se zubní pastou                                  | <b>tube of toothpaste</b>                         |
| 17) opakované objednávání                                 | <b>re-ordering</b>                                |
| 18) jedna položka je odečtena                             | <b>one item is deducted</b>                       |
| 19) sklenička džemu                                       | <b>jar of jam</b>                                 |
| 20) úžasně nízké ceny                                     | <b>amazingly low prices</b>                       |
| 21) přísady   | <b>ingredients</b>                                |
| 22) to je můj oblíbený obchod                             | <b>this is my favourite shop</b>                  |
| 23) potřeby pro domácnost                                 | <b>household goods</b>                            |

- 24) elektrické spotřebiče
- 25) ložní prádlo

**electrical appliances**  
**bedding**

### **6E. Translate.**

- 1) provision of goods and services
- 2) wholesaler
- 3) margin
- 4) retail outlet
- 5) bar chart
- 6) mail order
  
- 7) door-to-door sale
- 8) warehouse
- 9) cash and carry
- 10) jewellery
- 11) upmarket products
  
- 12) countable and uncountable
- 13) in bold
- 14) it is already referred to
- 15) to become out of date
- 16) up-to-date
- 17) bar code
- 18) sub heading
- 19) till display
- 20) we are proud of it
- 21) defining relative clauses
- 22) relative pronoun
- 23) shopping mall
- 24) wide variety of goods
- 25) description of current situation
- 26) weekly delivery service for foodstuffs
- 27) home delivery
- 28) switchboard
- 29) extension
- 30) women's clothes and accessories
- 31) reasonable prices

**poskytování zboží a služeb**  
**velkoobchodník**  
**marže**  
**maloobchodní prodejna**  
**sloupcový diagram / graf**  
**zásilkový prodej, objednávání**  
**zboží poštou**  
**podomní obchod**  
**sklad**  
**velkoobchodní prodej za hotové**  
**klenoty**  
**výběrové výrobky**  
**výrobky pro náročného**  
**zákazníka**  
**počítatelný a nepočítatelný**  
**tučně (písmo)**  
**už se o tom mluvilo**  
**vycházet z módy**  
**aktuální**  
**číselný kód**  
**podtitulek**  
**pokladní displej**  
**jsme na to hrdí**  
**definující vztažné věty**  
**vztažné zájmeno**  
**nákupní středisko**  
**široký rozsah zboží**  
**popis současné situace**  
**týdenní rozvážka potravin**  
**rozvoz do domu**  
**telefonní centrála**  
**klapka (telefonní číslo)**  
**dámské oděvy a doplňky**  
**přijatelné ceny**

### **6F. Translate.**

- 1) Stay at home and shop in comfort.
- 2) A mail-order catalogue can be read at home.
- 3) We sell fridges, washing machines and TVs.
- 4) These people look after the children.
- 5) We keep our promises.
- 6) We have a good reputation for providing good quality fast food.
- 7) They sold clothes to hard-working miners.



- 8) What are the two main reasons people don't like shopping?
- 9) What can they do in your opinion?
- 10) Large supermarkets are located on the edge of a city.
- 11) Large self-service shops sell food, drink and small household items.
- 12) Which shops are more popular with local people and which are more popular with tourists?
- 13) Which of these nouns are countable and which are uncountable?
- 14) Any information you submit is insecure and can be observed by a third party.
- 15) There is obvious appeal in being able to order a book, or take out an insurance policy at any time of day from your computer.
- 16) We take consumer protection for granted.
- 17) It is difficult to apply the same protection to shopping on Internet.
- 18) Do not submit passwords, credit card numbers or other information, which you would like to keep private.
- 19) We are proud of our home furnishing range.
- 20) We have a functional design, good quality materials and amazingly low prices.

## KLÍČ: KONTROLNÍ TEST 4-6

### I. TRANSLATION

(celkem 54 bodů)

#### A. (12 bodů)

- |                                |                                   |
|--------------------------------|-----------------------------------|
| 1) snížit náklady              | <b>cut costs</b>                  |
| 2) dočasné řešení              | <b>temporary solution</b>         |
| 3) jednoduchost a spolehlivost | <b>simplicity and reliability</b> |
| 4) prodat výrobní práva        | <b>sell manufacturing rights</b>  |
| 5) samoobsluha                 | <b>self-service-shop</b>          |
| 6) obrovské výhody             | <b>huge benefits</b>              |

#### B. (12 bodů)

- |                                   |  |
|-----------------------------------|--|
| 1) troubleshooting                | <b>odstraňování závažných problémů</b>       |
| 2) models switch to good agencies | <b>modelky přecházejí k dobrým agenturám</b> |
| 3) disposable lighter             | <b>zapalovač na jedno použití</b>            |
| 4) annual record                  | <b>výroční zpráva</b>                        |
| 5) we are proud of it             | <b>jsme na to hrdí</b>                       |
| 6) shopping mall                  | <b>nákupní středisko</b>                     |

#### C. (30 bodů)

- 1) Think ahead to prevent the problem.
- 2) Our factory is a subsidiary of an American company.
- 3) We have a lot of experience.
- 4) Large supermarkets are located on the edge of the city.
- 5) They are not content with what they have.
- 6) His first truck rolled off the line in 1911.
- 7) Stay at home and shop in comfort.
- 8) What can they do in your opinion?
- 9) These people look after the children.
- 10) You can order at any time of the day.

### II. GRAMMAR

(celkem 36 bodů)

#### A. (5 bodů)

- 1) EBP should use a troubleshooter.
- 2) EBP ought to change its plans.
- 3) Should Mark Green change the company?
- 4) EBP ought to be a strong company
- 5) EBP should not have four offices, they need only one.

**B. (21 bodů)**

- 1) Do you sell **Ø** wine?  
No, I'm sorry, madam, we don't. But they sell it in **the** shop across **the** road.
- 2) Can you tell me where **the** restaurant is, please?  
It's on **the** first floor, sir.
- 3) Is there somewhere in **the** store where I can leave **the** children?  
Yes, sir, there is. You can take them to **the** play area on **the** third floor.
- 4) Have you got **a** catalogue that I can take home?  
Certainly, madam, here is **the** latest edition.
- 5) I want to complain about **the** service here. Can I speak to **the** manager?  
I am very sorry, madam, she's in **the** meeting now. Can I help?
- 6) Is there **a** toilet in **the** building?  
Yes, sir, it's on **the** third floor.
- 7) Can I try on **Ø** clothes before I buy them?  
Of course, sir, there are **Ø** changing rooms in **the** man's department.
- 8) When does **the** shop close this evening?  
Tonight is a special late night, sir. We don't close until 10.00.

**C. (5 bodů)**

- 1) Warehouse is a large building **where** goods are kept before they are put into the shops.
- 2) Consumers are the people **who** buy the products.
- 3) Retail outlets are any places **where** customers can buy things.
- 4) A supermarket is a large shop **which** sells all types of goods.
- 5) The internet has many websites **where** people can buy products.

**D. (5 bodů)**

- 1) The company sells goods **by** post.
- 2) We take customer protection **for** granted.
- 3) Be careful **with** articles.
- 4) Find **out** what she thinks about it.
- 5) I don't like salespersons who put you **under** pressure and try to sell you things you don't need,

**III. COMPREHENSION**

(celkem 10 bodů)

Suggested answers:

- 1) The second group of five numbers represents the product and the product size.
- 2) The second group of five numbers does not represent the price.
- 3) A shop's computer recognizes the whole shape of a bar code, it reads the bar code and the price appears on the till display.
- 4) After reading the bar code one item is deducted from the stock total.
- 5) If a bar code is not keyed correctly either the item will not be recognized or a totally different product will appear on the till display.

## KLÍČ: KONTROLNÍ CVIČENÍ 7

### 7A. Fill in prepositions.

- 1) There are similar products **on** the market.
- 2) You should have a customer profile **in** mind.
- 3) He is the sort **of** person who will buy the product.
- 4) Give it a sense **of** fun.
- 5) They are much more aware **of** the importance of innovation.
- 6) British firms turned him **down**.
- 7) He is fluent **in** seven languages.
- 8) He has a working knowledge **of** 300,000 words.
- 9) The classic business look **for** the man who is fashionably discreet.
- 10) Look **at** the chart.
- 11) Match the description **to** the photo.
- 12) We use this vacuum cleaner in the battle **against** house dust.
- 13) Don't rely **on** American firms because they may turn you **down**.
- 14) Prepare a sales production **on** your product.

### 7B. Fill in *a, an, the* or $\emptyset$ when appropriate.

- 1) **The** company sets **the** price of **the** product too high.
- 2) What are **the** features of **the** product?
- 3) What type of  $\emptyset$  customer probably buys this product?
- 4) Label **the** briefcase using **the** words below.
- 5) Choose three of **the** products from the photographs below.
- 6) Write **a** list of adjectives.
- 7) It resembles **a** piece of aircraft.
- 8) James Dyson had **an** idea for inventing  $\emptyset$  new technology.
- 9) This is **the** biggest change in **the** battle against  $\emptyset$  house dust.
- 10) Dyson won **the** European Design Prize.
- 11) He went to the US for  $\emptyset$  development backing.
- 12) The company had **a** turnover of zero pounds three years ago.
- 13) There are hundreds of  $\emptyset$  first class companies to consider.
- 14) Manufacturers refused to back **the** design.
- 15) All **the** clothes are of very good quality, but **the** Sherring collection is of **the** highest quality.
- 16) Read **the** information about your product and complete **the** summary.
- 17) Put **the** following adjectives in  $\emptyset$  order to make **a** product description.
- 18) **The** guarantee for **the** Roughneck ZC7 isn't as long as **the** guarantee for **the** Champion 2000.
- 19) Are there any similar products on **the** market?
- 20) It is not as cheap as some  $\emptyset$  other perfumes, but she thinks it is sexier.
- 21) You should have **a** customer's profile in mind.

### 7C. Fill in the gaps. Use the expressions from the menu in correct forms. You will not need all the words.

- 1) He had an idea for **inventing** new vacuum **cleaning** technology.
- 2) How are these products **different** from most vacuum cleaners?

- 3) A good advertisement **brings** the product to the public's **attention**.
- 4) It is important to give information about the product's **features**.
- 5) Which type of customers **probably** buys this product?
- 6) Match the **description** of the briefcases to the photo.
- 7) It became Britain's best-selling vacuum cleaner, **overtaking** sales of Hoover and others.
- 8) I am absolutely **delighted** to win the award.
- 9) This vacuum cleaner is used in the **battle** against house **dust**.
- 10) He relied on British firms but they **turned** him down.
- 11) He invented the machine by **converting** an old vacuum cleaner using pieces of swimming pool hose.
- 12) The company had a **turnover** of millions of pounds.
- 13) Dyson wanted to **launch** his new vacuum cleaner.
- 14) Some goods are fast moving, some goods are **durable**.
- 15) He is **fluent** in seven languages.

#### 7D. Translate from English into Czech.

- |                                      |   |
|--------------------------------------|---|
| 1) unique selling points             | <b>výhradní prodejní místo</b>                    |
| 2) label the briefcase               | <b>označte tu aktovku</b>                         |
| 3) stylish durable leather briefcase | <b>módní kožená aktovka, která dlouho vydrží</b>  |
| 4) convenient wide carrying strap    | <b>pohodlný široký řemen na nošení</b>            |
| 5) brass lock                        | <b>mosazný zámek</b>                              |
| 6) leather folder                    | <b>kožené desky (pořadač)</b>                     |
| 7) top-of-the-range                  | <b>na špici daného rozsahu</b>                    |
| 8) machined aluminium                | <b>strojově opracovaný hliník</b>                 |
| 9) eye-catching                      | <b>poutavý</b>                                    |
| 10) high performance                 | <b>vysoká výkonnost</b>                           |
| 11) launch a product                 | <b>uvést nový výrobek na trh</b>                  |
| 12) they turned him down             | <b>zklamali ho</b>                                |
| 13) suction cleaner                  | <b>sací čistič</b>                                |
| 14) award                            | <b>cena, ocenění</b>                              |
| 15) against strong competition       | <b>proti silné konkurenci</b>                     |
| 16) cause and effect                 | <b>příčina a následek</b>                         |
| 17) he went there to get backing     | <b>jel tam, aby se mu dostalo podpory</b>         |
| 18) faulty product                   | <b>vadný výrobek</b>                              |
| 19) they refused to back it          | <b>odmítli to podporovat</b>                      |
| 20) top quality                      | <b>špičková kvalita</b>                           |
| 21) irregular adjectives             | <b>přídavná jména s nepravidelným stupňováním</b> |
| 22) soft drinks                      | <b>nealkoholické nápoje</b>                       |
| 23) medium grey                      | <b>středně šedá</b>                               |
| 24) canned drinks                    | <b>nápoje v plechovkách</b>                       |
| 25) you will never be lost for words | <b>nikdy se vám nebude nedostávat slov</b>        |
| 26) working knowledge                | <b>praktická znalost</b>                          |
| 27) spelling correction              | <b>oprava pravopisu</b>                           |
| 28) batteries supplied               | <b>baterie dodány</b>                             |

## 7E. Translate from Czech into English.

1) inzerát	<b>advertisement</b>
2) zdůrazněte přínos	<b>emphasise the benefit</b>
3) černé olemování	<b>black trim</b>
4) praktické nylonové řemeny	<b>practical nylon straps</b>
5) skleněné držadlo	<b>glass handle</b>
6) prostorná kabelka	<b>spacious handbag</b>
7) zastaralý	<b>old-fashioned</b>
8) zdůrazněte to	<b>highlight it</b>
9) smysl pro legraci	<b>sense of fun</b>
10) americký soud	<b>American court</b>
11) přestaňte krást	<b>stop stealing</b>
12) vezměte to v úvahu	<b>consider it</b>
13) ztrácejí až 50 %	<b>they lose up to 50 %</b>
14) majitelé luxusních aut	<b>luxury car owners</b>

## 7F. Translate from Czech into English.

- 1) Which adjectives give opinions and which give facts?
- 2) You should have a customer profile in mind.
- 3) For each of the products complete the table.
- 4) Describe each one. / Describe each of them.
- 5) How are these products different from most vacuum cleaners?
- 6) It resembles aircraft technology.
- 7) Yellow is used to highlight important parts.
- 8) Read the extract from the brochure.
- 9) Who is your main competitor?
- 10) They are aware of the importance of innovation.
- 11) He had to fight in the American courts to stop others stealing his idea.
- 12) It takes years to research and develop a new drug.
- 13) There were hundreds of first class companies considered.
- 14) Are you delighted to win the award?
- 15) The bag becomes blocked.
- 16) As a result he left for the United States.
- 17) „So“ links cause and effect within one sentence.
- 18) The product is faulty.
- 19) They withdraw it from shops.
- 20) The product is not selling well.
- 21) The price of the product is set up too high.
- 22) Demand was low.
- 23) We can afford whatever we want.
- 24) This collection has softer lines than a classical collection.
- 25) Write five sentences of comparison.
- 26) Discuss the following points.
- 27) I buy it only occasionally.
- 28) Do you buy canned drinks?
- 29) Be enthusiastic and convince them to buy it.
- 30) Give reasons.

## KLÍČ: KONTROLNÍ CVIČENÍ 8

### 8A. Fill in the preposition if necessary.

- 1) Society still discriminates **against** women.
- 2) Our company is firmly committed **to** recruiting and promoting people **on** their abilities.
- 3) Job security is important **to** many employees.
- 4) I'm working **for** a respected company.
- 5) The Managing Director was pleased **with** my personal achievement.
- 6) The Advertising Executive responded **to** her suggestions **with** a stony silence.
- 7) He was very passionate **about** his growing responsibilities.
- 8) Higher confrontation can lead **to** higher productivity.
- 9) Compare your results **with** your objectives and you will see how much you have improved.
- 10) How are you getting **on** in your new job?
- 11) I am sure she will belong **to** our top managers **in** three months.
- 12) She took too much **on** and made herself ill.
- 13) My responsibilities are very similar **to** yours.
- 14) One of our secretaries deals exclusively **with** customers' complaints.
- 15) The country depends heavily **on** foreign aid.
- 16) There exists an exception **to** almost every rule.
- 17) You need to adopt a different approach **to** it.
- 18) In today's presentation we focus **on** different styles **of** management.
- 19) The Department Manager is meeting the staff to discuss – the company's targets.
- 20) I'm not responsible **for** the efficient running of the office.

### 8B. Will, won't, going to.

Use *will* or *won't*.

- 1) We **won't** accept your order after October, 10.
- 2) The lecture **will** provide you with first insights into business.
- 3) **Will** you be interested in how our system operates?

Use *going to* in the correct form.

- 1) I **am going to** consider all the risks of taking the job.
- 2) **Are you going to** talk to a careers consultant?
- 3) He **is going to** find a job that matches his experience and honours degree.

Underline the correct form in the following sentences.

- 1) "Why are you working so hard these days?"  
"Because **I'm going to pass** my exam soon."
- 2) "I have an appointment with the bank manager this morning."  
"Why **are you going to see** him?"
- 3) "I need to get these letters in the post as soon as possible."  
"**I'm going** shopping soon. **I'll post** them for you."
- 4) "Hello. Can I speak to Jim, please?"  
"Just a moment **I'll get** him."

- 5) “ Have you decided what to do about that job that was advertised?”  
 “ Yes, **I’m not going to apply.**”
- 6) “ I don’t know how to use this computer.”  
 “ It’s quite easy. **I’ll show** you.”

**8C. You should use *going to* for your future plans and intentions.**

**8D. Clauses of contrast.**

- 1) **Although** the market has probably passed its peak, computer sales are still very high.
- 2) **Though** packaging is expensive, it can help promote the product.
- 3) The city centre is ideal for offices **but** for production we recommend a greenfield site.
- 4) **Even though** a lot of money has been spent on this problem, users experience difficulties with compatibility.
- 5) Greenfield sites are ideal for high-tech companies, **however** they are less suited to heavy industries.

**8E. Translate from Czech into English.**

- |   |   |
|---|---|
| 1) seřadit podle důležitosti                    | <b>prioritise</b>   |
| 2) stanovit konečný termín                      | <b>set the deadlines</b>                                      |
| 3) nízký / průměrný / vysoký plat               | <b>low / average / high / salary</b>                          |
| 4) odpovídat hodnotám a potřebám                | <b>match the values and the needs</b>                         |
| 5) široká škála                                 | <b>wide range</b>   |
| 6) na oplátku                                   | <b>in return</b>  |
| 7) z důvodu pohlaví                             | <b>on grounds of gender</b>                                   |
| 8) získávat členy                               | <b>recruit</b>  |
| 9) sdílet zásluhy na úspěchu                    | <b>share the credit for a success</b>                         |
| 10) cenový odhadce                              | <b>appraise</b>   |
| 11) mít příležitost získat odbornou kvalifikaci | <b>have the opportunity to get professional qualification</b> |

**8F. Translate from English into Czech.**

- |  |   |
|--|---|
| 1) do research                             | <b>provádět výzkum</b>                            |
| 2) social interaction                      | <b>vzájemný součinnost</b>                        |
| 3) personal achievement                    | <b>osobní úspěch</b>                              |
| 4) company’s main asset                    | <b>hlavní aktivum společnosti</b>                 |
| 5) run courses                             | <b>organizovat kurzy</b>                          |
| 6) take into / leave out of account        | <b>brát / nebrat v úvahu</b>                      |
| 7) graduate                                | <b>absolvent</b>                                  |
| 8) talk about personal matters             | <b>mluvit o osobních záležitostech</b>            |
| 9) the perks or extra benefits             | <b>zvláštní požítky a výhody</b>                  |
| 10) ratio of counsellors to manual workers | <b>poměr mezi poradci a manuálními pracovníky</b> |
| 11) receive training                       | <b>zaškolit se</b>                                |



**8G. Translate these sentences into English.**

- 1) What type of job are you going to apply for?
- 2) I would not like to work overtime or at weekends.
- 3) For further information and an application form, write to this address.
- 5) Only your communication skills, your strong analytical mind and the confidence to make crucial decisions counts with us.
- 6) Women, mote than men, tend to welcome others' opinions and contributions.

**8H. Adjectives. Which one is different? Underline the different adjective.**

- 1) stereotypical
- 2) hands-off
- 3) understanding
- 4) inspirational

## KLÍČ: KONTROLNÍ CVIČENÍ 9

### 9A. Fill in the preposition if necessary.

- 1) The efficiency of the economic system is affected **by** many factors.
- 2) Due **to** high interest rates, small companies are in danger.
- 3) The institute will invest five million **in** the project.
- 4) She added **up** the bill.
- 5) Students account **for** the vast majority **of** our customers.
- 6) I feel that I have benefited greatly **from** her advice.
- 7) You should try introducing a few fresh ideas **into** your old project.
- 8) The company is carrying **out** new attempts to discover what went wrong.
- 9) Production has been badly hit **by** the strike.
- 10) The increase **in** the number of unemployed was larger than expected - **from** 10% **to** 12.6%.

### 9B. Write these sentences in a different way using *may, may not, might, might not, can't, could, could not*.

- 1) Mr. Smith **might** be in his office.
- 2) Our director **may / might not** have time to see you today.
- 3) We **may / might not** have money to improve our quality control procedure.
- 4) We **might** get it done in time because we have enough staff to complete the job.
- 5) He **can** think about their offer for a few weeks.
- 6) He **may / might not** want to talk to you.
- 7) I think China **can** become a major economic power.
- 8) Your company **can / could** make a loss and **can / could** make staff redundant.
- 9) Interest rates **can** go down.
- 10) Demand for your products and services **may / might not** increase.

### 9C. Rewrite these sentences in passive.

- 1) A lot of money is owed to the bank.
- 2) A meeting is held in the Head's office once a week.
- 3) Two thousand people are employed by our company.
- 4) The engines for these cars are made at our plant in Munich.
- 5) Most of our microchips are brought in from the States.

### 9D. Use one of the connectors to complete the following sentences.

- 1) There are six other applicants **in addition** to the names on the list.
- 2) The Chairman organises and leads the board. He develops and maintains the definition of its role **too**.
- 3) Most working environments are improved, and **also** wages and benefits increase.
- 4) She deals with international accounts but she **in addition** knows a lot about the computer system.
- 5) Our company has its branches in Europe, America, Far East and Middle East **as well**.

### 9E. Translate from Czech into English.

- 1) dostupnost surovin a pracovní síly **availability of raw materials and labour**

2) druh zboží	<b>an item of goods</b>
3) vysoká poptávka	<b>high demand</b>
4) rozdílné ceny po celém světě	<b>varyng prices throughout the world</b>
5) obchodní konkurence	<b>competition</b>
6) oznámit obrovský zisk /ztrátu	<b>announce massive profit / loss</b>
7) nízké vnitřní investice	<b>little inward investment</b>
8) tempo růstu	<b>rate growth</b>
9) nízká daň ze zisků společnosti	<b>low corporate tax</b>
10) udržovat určitý standard	<b>maintain a certain standard</b>
11) ceny se sestupnou a vzrůstající tendencí	<b>prices with downward / upward tendency</b>

### 9F. Translate from English to Czech.

1) state of economy	<b>stav ekonomiky</b>
2) make cuts in the budget	<b>udělat škrty v rozpočtu</b>
3) highly skilled worker	<b>vysoce kvalifikovaný pracovník</b>
4) pie chart	<b>grafické zobrazení procentuálních poměrů výšečemi v rozděleném kruhu</b>
5) high level of trade and investment	<b>vysoká úroveň obchodu a investic</b>
6) feature	<b>uvést, charakterizovat</b>
7) appropriate information	<b>příslušná informace</b>
8) be hit by the impact of something	<b>být zasažen vlivem něčeho</b>
9) rank	<b>se / řadit</b>
10) suffer a downturn	<b>utrpět pokles</b>
11) source in	<b>pocházet z</b>

### 9G. Explain in no more than twenty words what these terms refer to.

- 1) labour cost – how much it costs to employ people
- 2) tax – money paid to the government, usually a percentage of personal income of the cost of goods or services bought
- 3) wage – a fixed amount of money that is paid, usually every week, to an employee who doesn't need a college education
- 4) skilled workforce - people who are qualified for a job and were professionally trained

### 9H. Describing trends. The first sentences contain adjectives and nouns. Complete the second ones using verbs and adverbs.

- 1) The Nikkei Index **fell substantially** in 1992.
- 2) The number of times Mrs. Thatcher was mentioned **slightly increased** in 1991.
- 3) GDP in the Philippines **grew steadily** from 1983 to 1988.

### 9I. Fill in the space with adjectives and nouns.

- 1) When Mrs. Thatcher lost power, there was **a dramatic fall** in the number of times she was mentioned.
- 2) There was **a rapid decrease** in the Philippine growth rate in 1990.
- 3) There was **a sharp rise** in the Nikkei Index in September 1992.

**9J. Translations. Translate these sentences from Czech into English.**

- 1) We expect economic activity to increase sharply in the next quarter.
- 2) There was a steady rise in sales from January to March and also in the first half of April there was a small decrease of two percent.
- 3) Rate of interest rose considerably from four to five percent last month.
- 4) Inflation is slightly rising by 0.6% a month.
- 5) They may / might not know about it.
- 6) It may / might be truth.
- 7) I may / might send it registered.
- 8) The appointment may / might not take place.
- 9) Can they help us?
- 10) Could you give me your telephone number?
- 11) The exact day of the announcement about the rise in the taxes is not know.
- 12) Our products are sold to two thousand customers each / every month.
- 13) Which language is this manual written in?
- 14) Who is this conference organised by?
- 15) Too much money is spent by this company on advertising.
- 16) How much are their employers paid?
- 17) The wide variation in prices can not be explained by these factors.
- 18) It takes a long time to gain a reputation and be competitive.

# KLÍČ: KONTROLNÍ TEST 7-9

## Modul A3

*Maximální počet získaných bodů: 100*

*Minimální počet pro úspěšné absolvování testu: 60*

### I. TRANSLATION

(celkem 54 bodů)

#### A. (12 bodů)

- |                               |                                |
|-------------------------------|--------------------------------|
| 1) praktická znalost          | <b>working knowledge</b>       |
| 2) odmítli to podporovat      | <b>they refused to back it</b> |
| 3) stanovit poslední termín   | <b>to set the deadline</b>     |
| 4) cenový odhadce             | <b>appraiser</b>               |
| 5) tempo růstu                | <b>growth rate</b>             |
| 6) nízká daň ze zisků podniku | <b>low corporate tax</b>       |

#### B. (12 bodů)

- |   |   |
|---|---|
| 1) consider it                            | <b>vezměte to v úvahu</b>                         |
| 2) old-fashioned                          | <b>zastaralý</b>                                  |
| 3) perks or extra benefits                | <b>požitky a výhody</b>                           |
| 4) ratio of councillors to manual workers | <b>poměr mezi poradci a manuálními pracovníky</b> |
| 5) make cuts in the budget                | <b>udělat škrty v rozpočtu</b>                    |
| 6) labour costs                           | <b>náklady na pracovní sílu</b>                   |

#### C. (30 bodů)

- 1) The product is faulty.
- 2) We can afford whatever we want.
- 3) I buy it only occasionally.
- 4) What type of job are you going to apply for?
- 5) I would not like to work overtime at weekends.
- 6) For further information and an application form, write to this address.
- 7) Rate of interest rose considerably from four to five percent last month.
- 8) I may / might send it registered.
- 9) Who is the conference organised by?
- 10) Too much money is spent on advertising by this company.

### II. GRAMMAR

(celkem 46 bodů)

#### A. (6 bodů)

- 1) We will give you an insight **into** the development of government policy.
- 2) You can take **on** the wide range of career opportunities.
- 3) Your responsibilities will grow and you will have demanding exams **at** the same time.

- 4) **In** return, you can expect a good salary.
- 5) Only your potential counts **with** us.
- 6) We are firmly committed to recruit people **on** their abilities.

**B.** (10 bodů)

At the moment AFG **makes** clothes in two European factories. Shirts **are made** in Liverpool and trousers and jackets **are produced** in Lyons. In these two cities 3,450 people **are employed** by the company and many smaller local firms **are supported** by business from AFG. In 1919 when AFG began business, it sold most of its products in Britain and France. However, now the company's products **are sold** all over the world. Cotton **is imported** to AFG's factories in Western Europe from Russia which **is** very expensive. The company **needs** to cut costs in order to compete with its rivals in Eastern Europe and Asia where garments are **manufactured** more efficiently than in Western Europe.

**C.** (10 bodů)

- 1) Clothes are made in Europe.
- 2) Good clothes are made by other companies in Asia.
- 3) Many changes to the business environment are caused by new technology.
- 4) Before clothes leave the factory they are checked carefully at quality control.
- 5) Lots of orders are taken through the company's website.

**D.** (10 bodů)

- 1) In Eastern Europe the company will pay low taxes, and **in addition** it will gain good availability of labour.
- 2) In Western Europe the company pays high taxes, it experiences poor availability of labour **too**.
- 3) In Eastern Europe the company will gain from good availability of labour. It will **also** benefit from easy access to raw materials.
- 4) In Western Europe the company pays high labour costs, it suffers poor access to raw materials **as well**.
- 5) In Eastern Europe the company will achieve low labour costs, and **in addition** it will gain easy access to raw materials.

**E.** (10 bodů – 2 body za každou správnou větu)

- 1) He will not go to Hungary.
- 2) Will she meet the local workers when she comes back?
- 3) He will not like his new job because he hates travelling.
- 4) Will they visit the German factory when they come to Europe?
- 5) It will not be possible for us all to go on the trip.

## KLÍČ: KONTROLNÍ CVIČENÍ 10

### 10A. Fill in the prepositions.

- 1) Rise or fall of interest rates depends **on** the market situation.
- 2) In 2001 the minimum wage was set **at** CZK 6 000 a month.
- 3) People in Britain spend most money **on** housing and household goods.
- 4) The bank helped me take care **of** my investments.
- 5) What can you take full advantage **of**?
- 6) How can a client receive the maximum benefit **from** the investment opportunities?
- 7) This service is provided free **of** charge to our loyal customers.
- 8) The bank provides a wide range of customer services such **as** account management.
- 9) I opened a current account **as well as** a deposit account with the local bank.
- 10) We will raise the point **at** the next sales meeting.
- 11) The profit we made **on** ordinary activities has risen substantially since last year.
- 12) The tax **on** profit has decreased.
- 13) The shares of Coca-Cola seem to be going **up**, which will please the investors.

### 10B. Put the verbs in brackets into the correct form.

- 1) How much money **did** you **borrow** from the bank last year?
- 2) Our company **has not published** its financial results of this year.
- 3) Who **uses / used / will use** the information in a profit and loss account?
- 4) The minimum wage **was set** at \$ 1000 for adults.
- 5) If you **wanted** to invest into shares, I **would recommend** you to go through a broker.
- 6) They confirmed the profit of the company **had increased** in comparison with the last year.
- 7) You **will** always **receive** a high level of friendly, personal service.
- 8) The problem **occurred** because the machine **was not working** properly.
- 9) I hope the problem of late payment **will not arise** again.
- 10) We **have not seen** earnings per share increase so far.

### 10C. Translate the expressions.

- |                                  |  |
|----------------------------------|--|
| 1) favourable interest rate      | <b>příznivá úroková sazba</b>                                    |
| 2) offshore bank account         | <b>bankovní účet v zahraničí (resp. na pevnině pro Británii)</b> |
| 3) public company                | <b>veřejná obchodní společnost</b>                               |
| 4) to become a shareholder       | <b>stát se akcionářem</b>  |
| 5) annual report                 | <b>výroční zpráva</b>  |
| 6) profit and loss account       | <b>výsledovka, účet hospodářského výsledku</b>                   |
| 7) to borrow money               | <b>vypůjčit si peníze</b>  |
| 8) to earn and to invest money   | <b>vydělávat a investovat peníze</b>                             |
| 9) financial result              | <b>finanční výsledek</b>   |
| 10) tax year                     | <b>daňový/fiskální rok</b>                                       |
| 11) balance sheet                | <b>rozvaha, bilance</b>  |
| 12) total assets                 | <b>celková aktiva/jmění</b>                                      |
| 13) cardinal and ordinal numbers | <b>základní a řadové číslovky</b>                                |
| 14) average weekly expenditure   | <b>průměrné týdenní výdaje</b>                                   |
| 15) cost of fuel                 | <b>náklady za palivo</b>   |

16) miscellaneous	<b>různé</b>
17) investment goals	<b>cíle investice</b>
18) let them take care of it	<b>nechte je, aby se o to postarali</b>
19) interest-bearing account	<b>úročitelný / nesoucí úroky účet</b>
20) current market development	<b>současný rozvoj / vývoj trhu</b>
21) to propose sending money	<b>navrhnout poslat peníze</b>
22) in other words	<b>jinými slovy</b>
23) account management	<b>vedení účtu</b>
24) instant access account	<b>účet s okamžitým přístupem</b>
25) interest rate	<b>úroková sazba</b>
26) direct and indirect object	<b>přímý a nepřímý předmět (gramaticky)</b>
27) to reach a higher level	<b>dosáhnout vyšší úrovně</b>
28) late payment	<b>opožděná platba</b>
29) acquisitions	<b>přírůstek, akvizice</b>
30) disposal of fixed assets	<b>odprodej základních prostředků</b>
31) earnings per share	<b>výdělek z akcie</b>
32) to announce the news	<b>oznámit zprávu</b>
33) cost of living	<b>náklady na živobytí</b>

#### **10D. Translate from Czech into English.**

1) daň ze zisku	<b>tax on profit</b>
2) celkové finanční závazky	<b>total liabilities</b>
3) vlastník společnosti	<b>company owner</b>
4) podíl ze zisku	<b>share on profit</b>
5) odečíst náklady a režijní náklady	<b>to subtract costs and overheads</b>
6) čistý a hrubý zisk	<b>net and gross profit</b>
7) desetinná čísla, zlomky a procenta (procentuální podíl)	<b>decimals, fractions and percentage</b>
8) určit minimální mzdu	<b>to set a minimum wage</b>
9) zaměstnanci a zaměstnavatelé	<b>employees and employers</b>
10) jízdné za vlak	<b>train fare</b>
11) zboží a služby pro domácnost	<b>household goods and services</b>
12) týdenní výdaje	<b>weekly expenditures</b>
13) využít výhod	<b>to take advantage of benefits</b>
14) založit účet	<b>to open an account</b>
15) výhody směnného kurzu	<b>exchange rate advantages</b>
16) bez ohledu na měnu	<b>regardless of change</b>
17) zdarma	<b>free of charge</b>
18) výhodné umístění/pozice	<b>suitable location</b>
19) doporučit minimální vklad	<b>to recommend a minimum deposit</b>
20) výnos z investice	<b>return on investment</b>
21) nést riziko	<b>to bear a risk</b>
22) budovy, pozemky, peněžní a materiální zásoby	<b>buildings, land, cash and stocks</b>
23) jinými slovy	<b>in other words</b>
24) běžný a vkladní účet	<b>current and deposit account</b>
25) náklady na práci	<b>labour cost</b>
26) zvýšit přečerpání účtu	<b>to raise an overdraft</b>
27) zavést/nainstalovat nový software	<b>to install new software</b>



28) nerozdělený zisk	<b>retained profit</b>
29) rozprodat podnik	<b>to sell off the business</b>
30) bankovní účet, běžný a termínovaný (depositní) účet	<b>bank account, current and deposit account</b>

### 10E. Translate the sentences.

- 1) Rise or fall in interest rates depends on the market, investors' and consumers' decisions.
- 2) Who owns / is the owner of the company?
- 3) He has always had difficulties / problems with ordinal numbers in English.
- 4) The total profit before subtracting costs and overheads is called gross profit.
- 5) The average length of holiday in Hungary is a bit longer than in the Czech Republic.
- 6) Train fares have increased / rose / went up... a couple of times / several times / a few times over the last two years.
- 7) The highest expenditure of a British family is on food and drinks.
- 8) A current account at the Commercial bank provides only a low interest.
- 9) We are planning to (going to) improve the customer service /care.
- 10) To receive the maximum benefit / profit, we recommend a minimum deposit of £ 10,000.
- 11) You can reach / achieve / attain your investment goals easily.
- 12) For further information, please contact Mr. Veselý.
- 13) We will take a good care of your money.
- 14) Choose a location that suits you best.
- 15) You can switch between currencies free of charge.
- 16) All businesses have assets such as buildings, land, machinery etc.
- 17) The bank raised the overdraft.
- 18) The rate of interest for borrowing is always higher than for saving.
- 19) The situation that arose is very difficult.
- 20) Prices of consumer goods might rise.
- 21) The company turnover decreased dramatically last year.
- 22) What information do shareholders get from the profit and loss account?
- 23) Is it likely for the prices to rise? / Are prices likely to rise?
- 24) What effect did it have on the share price?
- 25) I am sure they will not come.

## KLÍČ: KONTROLNÍ CVIČENÍ 11

### 11A. Fill in the correct preposition.

- 1) The company should pay the suppliers **on** time.
- 2) Who benefited **from** the new technology?
- 3) We are against testing drugs **on** animals.
- 4) We will not invest our money **in** countries which break human rights.
- 5) According **by** a recent survey, interest rates vary enormously.
- 6) The book was published **by** Oxford University Press.
- 7) You shouldn't feel frustrated **by** the fact he is not able to tell him the truth.
- 8) It takes them **up to** two months to pay the bills.
- 9) They owed us \$15.000 a few months **ago**.
- 10) Do you wish to pay **by** a credit card or in cash?
- 11) Our headquarters are moving **at** the moment.
- 12) Decide **on** the price you are willing to pay.

### 11B. Translate the expressions into English.

- |   |  |
|---|--|
| 1) chovat se zodpovědně                       | <b>to behave responsibly</b>                                     |
| 2) znečišťovat životní prostředí              | <b>to pollute the environment</b>                                |
| 3) země prvního a třetího světa               | <b>countries of the first and third world</b>                    |
| 4) rozvojové země                             | <b>developing countries</b>                                      |
| 5) politika/strategie stejných příležitostí   | <b>equal policy opportunities</b>                                |
| 6) ztratit důvěru                             | <b>to lose confidence</b>  |
| 7) provádět nezodpovědné marketingové operace | <b>to conduct (carry out) irresponsible marketing operations</b> |
| 8) soběstační dodavatelé                      | <b>self-sufficient suppliers</b>                                 |
| 9) lidská práva                               | <b>human rights</b>  |
| 10) platit úrok u dluhu                       | <b>to pay interest on the debt</b>                               |
| 11) mít pochybnosti                           | <b>to have doubts</b>  |
| 12) mluvčí vlády                              | <b>spokesman for the government</b>                              |
| 13) sebraný materiál                          | <b>compiled material</b>   |
| 14) podpořit něčí názor                       | <b>to support one's opinion</b>                                  |
| 15) zpožděná platba                           | <b>late payment</b>  |
| 16) udělat chybu na faktuře                   | <b>to make a mistake on an invoice</b>                           |
| 17) způsobit závažné problémy                 | <b>to cause serious problems</b>                                 |
| 18) účtovat příliš vysokou cenu, předražít    | <b>to overcharge</b>   |
| 19) účetní oddělení, účtárna                  | <b>accounts department</b>                                       |
| 20) zvážit zavedení školného                  | <b>to consider introducing a school fee</b>                      |
| 21) uchovávat životní prostředí               | <b>to preserve environment</b>                                   |
| 22) kvality dobrého vyjednavatele             | <b>qualities of a good negotiator</b>                            |
| 23) mezený rozpočet                           | <b>limited budget</b>  |

### 11C. Translate the expressions into Czech.

- |                                     |                                    |
|-------------------------------------|------------------------------------|
| 1) spending power                   | <b>kupní síla</b>                  |
| 2) to pay dividends to shareholders | <b>platit dividendy akcionářům</b> |
| 3) long-term gains                  | <b>dlouhodobé zisky</b>            |
| 4) unique opportunity               | <b>jedinečná příležitost</b>       |

5) to benefit from a partnership	<b>těžít, mít výhodu ze spolupráce</b>
6) conditional clauses	<b>podmínkové věty</b>
7) marketing operations	<b>marketingová operace, transakce</b>
8) to delay payments	<b>opožd'ovat se s platbou</b>
9) to do harm to the environment	<b>škodit životnímu prostředí</b>
10) oppressive regimes	<b>utlačovatelské režimy</b>
11) to settle an invoice	<b>vyrovnat fakturu</b>
12) to raise awareness	<b>zvýšit povědomí</b>
13) to have impact	<b>mít dopad</b>
14) to shame sb.	<b>zostudit někoho</b>
15) to submit a document	<b>předložit dokument</b>
16) to pay a hotel bill in cash	<b>zaplatit účet za hotel v hotovosti</b>
17) to introduce strict measures	<b>zavést přísná opatření</b>
18) carnivores and herbivores	<b>masožravci a býložravci</b>
19) non-contributory pension scheme	<b>nepříspěvkové penzijní schéma</b>
20) a degree in marketing	<b>mít univerzitní titul z oboru marketing</b>

**11D. A gerund, an infinitive or an infinitive without to? Fill in the correct form of a verb.**

- 1) My job involves **sorting** correspondence.
- 2) Many countries postpone **making decisions** concerning reduction of green house gases.
- 3) Don't worry, I will manage **to send** the report in time.
- 4) You shouldn't **risk delaying** the decisions any longer.
- 5) Try to avoid **saying** what you really did.
- 6) Did you finish **writing** the letter?
- 7) Our company might **have a profit** if we sign the new contract.
- 8) What do you expect me **to tell** you now?
- 9) Do you know the reason for which they refused **to change** their practices?
- 10) I can't promise **to do** it tomorrow.
- 11) They have always disliked **supporting** unethical businesses.
- 12) Have you ever considered **living** abroad?
- 13) All tourists must **show** their passports at the border.
- 14) I hope **to get** to university next year.
- 15) Do your responsibilities include **reporting** to the boss?
- 16) The sales manager arranged for us **to meet** at the trade fare.
- 17) What might **help to improve** the profit?
- 18) The management decided **to release** ten employees.
- 19) Was it you who suggested **going** to the cinema?
- 20) The company wants **to know** as much about their competitors as possible.

**11E. Translate these sentences into English.**

- 1) Many companies behave responsibly towards the environment.
- 2) They promised that they would not pollute rivers.
- 3) Children labour force is used in many developing countries.
- 4) Have the suppliers paid on time?
- 5) Dividends have not been divided between shareholders yet.
- 6) If the company has a profit, we will consider production expansion.
- 7) Your situation will be serious if the public loses confidence in you.

- 8) What will be the consequences if you delay your order payment?
- 9) Reports show that the last year's average salary rose / increased.
- 10) How much do you owe him?

## KLÍČ: KONTROLNÍ CVIČENÍ 12

### 12A. Fill in the preposition if necessary.

- 1) I never feel **at** ease in his company.
- 2) The report relates high wages **to** labour shortages.
- 3) The company is successful **around** the world.
- 4) Can you find **out** what time the meeting starts?
- 5) A survey done **by** the Department of Research and Development shows several interesting facts.
- 6) Our new model is already **on** the stocks.
- 7) Several companies are competing **with** each other to gain the contract.
- 8) The big market share **for** the new product has been achieved by good company's policy.

### 12B. Use the prompts to write sentences about the company.

- 1) Nera considerably increased sales by 5% in 1985.
- 2) Nera has attracted new customers over 50 years.
- 3) Nera has maintained customers loyalty for 50 years.
- 4) Nera entered markets in Asia in 1992.
- 5) Nera introduced ethical policy in 1980s.
- 6) Nera updated the code of practice last year.

### 12C. Complete the article about Nera using the correct form of the verb in brackets.

Nera **has expanded** rapidly in recent years. It **achieved** a 34% market share and in **1982**, it **has become** the market leader, ahead of NEC at 15%.

Once part of the Swedish-Swiss multinational ABB, NERA **has been** quoted on the Oslo stock exchange since January 1995. Sales **increased** sharply from 1996 to 1998. The company's revenues **have grown** by 20% since 1997 and orders in key areas **have shown** strong growth. Pre- tax profits **have risen** dramatically. Much of its growth **has resulted** from its Saturn Miniphone, a lightweight global satellite phone. Only orders for land- earth stations **have fallen**, but this sector is expected to recover in the near future.

### 12D. CURRICULUM VITAE (CV)

**Personal details, education, work experience, positions of responsibility, skills, interests, referees.**

### 12E. Competition.

- 1) Our department came first in the sales **competition**.
- 2) He is not **competent** to be responsible for that kind of job.
- 3) We have limited funds and several **competing** claims, so it is hard to choose between them.
- 4) We have **competed** in the Grand National four times.
- 5) No one doubts his **competence** as a manager.
- 6) Our firm is no longer **competitive** in world markets.
- 7) The firm has better products than its **competitors**.
- 8) They sell **competitively** priced goods.

## 12F. Vocabulary.

- 1) She was the **chairman** of the planning committee.
- 2) Our secretary has a great **skill** at dealing with complaints.
- 3) Do you take seriously his **prediction** of a government fall?
- 4) She has no rivals in the **field** of managing the others.
- 5) Our company **claims** the lead in the market.
- 6) His plans met with **fierce** opposition.
- 7) Our state has gained military **supremacy** over neighbouring countries.
- 8) I have received a **degree** in Economics.
- 9) We all have a **loyalty** to the company.
- 10) What kind of **beverages** can you get there?

12G. 1e, 2d, 3l, 4b, 5a, 6f, 7j, 8i, 9k, 10h, 11g, 12c.

## 12H. Translate.

1) držet	<b>keep, kept</b>
2) rozdělit	<b>split, split</b>
3) být	<b>be, been</b>
4) po/udržet	<b>retain, retained</b>
5) najít	<b>find, found</b>
6) psát	<b>write, written</b>
7) koupit	<b>buy, bought</b>
8) dělat	<b>do, done</b>
9) zaplavit, uvést do oběhu	<b>float, floated</b>
10) předstihnout	<b>overtake, overtaken</b>
11) rozšířit	<b>expand, expanded</b>
12) předčít v prodávání	<b>outsell, outsold</b>

## 12I. Translate.

- 1) We have increased sales by 4.5%.
- 2) Nera outsells CCE by 13:1.
- 3) Its market share has increased from 28% to 33%.
- 4) Nera has a market share of 33%.
- 5) There is a 41% to 33% ratio in Nera's favour.

# KLÍČ:KONTROLNÍ TEST 10-12

## Modul A4

*Maximální počet získaných bodů: 100*

*Minimální počet pro úspěšné absolvování testu: 60*

### I. TRANSLATION

(celkem 54 bodů)

#### A. (12 bodů)

- |                                  |   |
|----------------------------------|---|
| 1) výnos z investice             | <b>return on invest</b>                     |
| 2) celkové finanční závazky      | <b>total liabilities</b>                    |
| 3) nerozdělený zisk              | <b>retained profit</b>                      |
| 4) založit účet                  | <b>to open an account</b>                   |
| 5) znečišťovat životní prostředí | <b>to pollute the environment</b>           |
| 6) zvážit zavedení školného      | <b>to consider introducing a school fee</b> |

#### B. (12 bodů)

- |                                    |                                      |
|------------------------------------|--------------------------------------|
| 1) total asset                     | <b>celková aktiva / jmění</b>        |
| 2) annual report                   | <b>výroční zpráva</b>                |
| 3) profit and loss account         | <b>výsledovka</b>                    |
| 4) miscellaneous                   | <b>různé</b>                         |
| 5) to raise awareness              | <b>zvýšit povědomí</b>               |
| 6) non-contributory pension scheme | <b>nepříspěvkové penzijní schéma</b> |

#### C. (30 bodů)

- 1) Let them take care of it.
- 2) The big market share has been achieved by good company's policy.
- 3) The highest expenditure of a British family is on food and drinks.
- 4) A current account at the commercial bank provides only a low interest.
- 5) What consequences will there be if you delay payment of orders?
- 6) According to surveys, an average pay has increased over the last year.
- 7) How much do you owe him?
- 8) We have increased sales by 4.5 %.
- 9) Nera outsells CCE by 13:1.
- 10) There is a 41% to 31% in Nera's favour.

### II. GRAMMAR

(celkem 46 bodů)

#### A. (6 bodů)

After the Nightingale retail group published its annual report last week questions **arose** in the financial and business newspapers about the quality of the group's management because of the poor financial results. I hope this situation **will not arise** again. Although in the previous year turnover **rose** dramatically the company did not **raise** returns to shareholders. Managing Director promises that the profits **will rise** next year but some difficulties may **arise** any time.

**B.** (10bodù)

- 1) She **neither** wrote **nor** phoned.
- 2) **Both** the general manager **and** his secretary are on holiday.
- 3) **Either** you **or** your colleague can give me some advice.
- 4) The speech was **both** boring **and** long.
- 5) This candidate speaks **neither** English **nor** French.

**C.** (5 bodù)

- 1) If Eco Save's campaign **is** successful, UCG **will adopt** an ethical policy.
- 2) If UGC **adopts** an ethical policy, it **will pay** its suppliers on time.
- 3) If people are concerned about environment, they **will support** the campaign against UCG.
- 4) If consumers **support** the campaign, UCG's new products **will not be** successful.
- 5) If the Nimrod and Achilles brands **are not** successful, UCG's profits **will fall**.

**D.** (10 bodù)

- 1) I didn't expect **to pass** the exam.
- 2) Did you manage **to solve** the problem?
- 3) I dislike **waiting** in airport lounges.
- 4) I may **help** you if you want.
- 5) He had made his decision and refused **to change** his mind.
- 6) I'll delay **leaving** until I hear the weather forecast.
- 7) We arrange **to meet** in the hotel lobby at 7 pm.
- 8) Which plane do you suggest **taking**?
- 9) We postponed **launching** the product until New Year.
- 10) We hope **to cooperate** with you soon.

**E.** (15 bodù)

Giorgio Populo **joined** Chemicals in 1991. Since he **has been** with the company it **has been** more successful than at any time in its history. Profits **began** to rise two years after he **joined** and they **have risen** every year since then. This **has happened** as a result of two things that he **has been** able to do. Firstly, he **has reduced** production costs: he **closed** the firm's old factory in 1993 and invested in new technology at a cheaper site. Secondly, he **has increased** the firm's market share dramatically. In 1995 he began a new policy of very low pricing that **has forced** many Chemicals' competitors to close. Chemicals **has been** the market leader in the UK for several years and is continuing to expand.



