

Unit 10 – Revision

- **Translate:** (2 points per expression, total 20 points)

osobitě místo prodeje – _____

spotřební zboží – _____

brát v úvahu objem prodeje – _____

dodat zboží do obchodů – _____

uvést výrobek na trh – _____

to anticipate a consumer's interest – _____

vigorous hard-selling technique – _____

to fill an unsatisfied need – _____

to identify producer goods – _____

to persuade and defeat competitors – _____

- **Give the correct terms:** (3 points per term, total 12 points)

goods intended for use as capital goods or intermediate product by producers, rather than for a direct use by a consumer =

all the companies or individuals involved in moving a particular good or service from the producer to the consumer =

a document published by companies every year including details of activities and financial statements =

a promise by a manufacturer or seller to repair or replace defective goods during a certain period of time =

- **Prepositions:** (1 point per preposition, total 6 points)

the business market exists apart _____ the consumer market

to expend one's effort _____ studying

this concept is based _____ the goal _____ satisfying consumers' needs

my ideas were exposed _____ their criticism

the product will never reach _____ the target customers

- **Translate the sentences:** (7 points per sentence, total 14 points)

'Koncepce prodeje' předpokládá, že odolávající spotřebitelé musejí být přesvědčováni důraznými technikami tvrdého prodeje, aby si koupili zbytné zboží nebo služby.

Způsob a metody distribuce a propagace vlastností výrobků je obvykle výsledkem průzkumu trhu, jenž se snaží identifikovat a uspokojovat potřeby cílových zákazníků.

Your total score: points

Maximum = 52 points

A: 48 – 52 pts

D: 36 – 39.5 pts

B: 44 – 47.5 pts

E: 32 – 35.5 pts

C: 40 – 43.5 pts

F: less than 32 pts.