

REVIEW TEST

PJI1A

Intelligent Business: Unit 6 – Advertising

Name:			
Teacher:		TOTAL (60 points to pass)	MARK
Number of points (max. 100 points)			
I. Listening:			
II. Vocabulary:		III. Grammar:	
		IV. Translation:	

I. Listening: (max. 20 points)

points

II. Vocabulary: (max. 34 points)

points

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

přitáhnout pozornost k předvedení výrobku – _____

matoucí, ale vynalézavé agresivní prodejní techniky – _____

dávat na odiv obecně vžitý názor – _____

přesvědčovat maloobchodníky o zvýšení dodávek – _____

představovat velkou výzvu v období krize – _____

podléhat akčnímu snížení ceny – _____

poukázat na měřitelný čistý obrat – _____

vytvořit povědomí o rafinované značce (výrobku) – _____

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

1. when the maker of a product arranges for it to appear or be used in a film or television programme, as a form of advertising:
2. the act of making a company, a product or a service known to the public; the notices, pictures, and short films that a company uses to tell people about itself and its products:

C. Complete the sentence with one of the following phrases; translate the selected phrase into

Czech: (2 points each)

**DIRECT MAIL, SHARE, IN-STORE DISPLAYS,
POP-UPS, INTRUSIVENESS, FINDINGS, PERSUASION**

1. There's been a thorough study on the _____ of advertising.
In Czech: _____
2. The _____ of this advertising medium accounts for 4% of the total advertising pie.
In Czech: _____
3. Our _____ will soon be transformed into a full value report.
In Czech: _____

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

(1 point each)

**PERSUADE – TARGET – RUN – ANTICIPATE
BAN – ENDORSE – ACCUSE – PUBLICISE**

1. The company _____ the new advertisement in a local newspaper recently.

2. We are going to _____ the campaign with one of our celebrities.
3. _____ our products in all media is our main objective.
4. The commercial _____ a different type of audience last month than expected.

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

1. Some _____ think that the commercial won't be successful.
(AD)
2. Internet as an advertising medium has several _____.
(WEAK)
3. Advertising is an _____ part of marketing.
(SEPARATE)
4. The "distribution effect" can lead to _____ sales.
(ADD)

III. Grammar: (max. 30 points)

A. Fill in the gaps with a suitable preposition or adverbial, if necessary: (1 point each)

1. The management has been exposed _____ a series of unpleasant questions.
2. This advertisement has very little relevance _____ me.
3. Have you seen the newest ad _____ Vodafone?
4. Spending _____ product promotion will go up this year.
5. I hope that the return _____ our investment will be really high.
6. They say that none of them is liable _____ the goods they sell.

B. Rewrite the sentences with the given words so that they mean the same as the original

sentences; make sentences with infinitives or gerunds of the underlined verbs:

(3 points each)

1. It is useless to mention the fact that we'll miss the deadline.
There's no point _____.

2. Jeff stopped because he wanted to promise us that he wouldn't lie any more.
Jeff stopped _____ any more.

3. Do you remember how you proposed that you would be used as the "famous face"?
Do you remember _____ as the "famous face"?

C. Put the VERBS and other words in brackets into their correct forms, add prepositions, particles or auxiliary verbs if necessary. You may need to use the passive forms of the verbs:

(1 point each)

Many employees in our company _____
(ADMIT, AVOID, SPEND) most of their working time by _____
(FULFILL) assigned tasks. The management _____
(PERMIT, they, TAKE) a break every four hours but their attempt
_____ (MAKE, the working environment, LOOK) more friendly has failed. However, if the staff
_____ (CONTINUE, FINISH, WORK) sooner than allowed, the CEO will not _____ (OBJECT, POSTPONE, PAY) financial benefits to the staff. They have to _____ (GET USED, SUPERVISE) by their bosses. They will _____ (WARN, CARRY OUT) their duties responsibly because it wouldn't _____ (BE, easy, LET, they, DO) what they want.

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

(2 points)

each)

1. Why didn't you ask us _____ the behaviour of consumers?
A: help monitoring B: help to monitor
C: to help to monitor D: helping to monitor
2. We used to _____ home often before we got used to _____ without parents.
A: go ... live B: going ... living
C: go ... living D: going ... living
3. She didn't even bother to continue playing the piano although I asked her for it.
A: to continue playing B: continuing to play
C: continuing playing D: to continue to play

IV. Translation: (max. 16 points)
points

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

Je více nákladově efektivní využít PR agenturu, aby pozvala novináře na spuštění reklamní kampaně a přesvědčila je, aby o výrobku napsali článek, než si zaplatit za reklamu v novinách, ve kterých tito novináři pracují.

Nedávná studie Deutsche Bank zkoumala efektivnost televizní reklamy na desítkách nových a zavedených značkách baleného zboží a zjistila, že mladší publikum odmítá tradiční média a obrací se k internetu.
