

1. Which terms are defined below?

1. advertising agency
2. brand preference
3. focus group
4. word-of-mouth-advertising
5. poster
6. brand loyalty
7. brand awareness
8. brand - switchers
9. publicity
10. competitors
11. samples
12. media plan

2. Translate the following sentences from Czech into English.

1. Ke kterému typu podpory prodeje bývají lidé, podle vašeho názoru, nejvnímavější – ke kupónům nabízejícím snížení ceny, k rozdáváním vzorků zdarma nebo k množstevním slevám?

Which type of sales promotion are people, in your opinion / in your view / from your point of view, the most perceptive / receptive – to coupons giving price reduction, giving away / distributing / giving out free samples or discounts for buying a large quantities / bulk discounts?

2. Firmy musí své výrobky a služby nejen neustále rozvíjet, ale musí je i přitažlivě nacenit a zpřístupnit svým cílovým zákazníkům.

Not only do the companies have to keep developing their products and services, but they have to price them attractively and make them accessible to their customers.

3. Zisk firmy se obvykle rozdělí třemi způsoby: na daň ze zisku, nerozdělený zisk a podíl ze zisku.

Company profit is usually split three ways: into corporation tax (Br.E) / income tax (US), dividends and retained earnings.

4. Tržní kapitalizace firmy zahrnuje víc, než jen hodnotu jejích čistých aktiv, protože tento údaj neobsahuje nehmotné prvky jako je dobrý pověst firmy.

A company's stock market capitalization is usually more than the value of its net assets, because this figure does not include intangible elements such as goodwill.

U14

1a/85

1. overdraft
2. credit card
3. cash dispenser
4. loan
5. standing order
6. mortgage
7. cash card
8. home banking
9. current account
10. deposit account

2c/88

1. deposit
2. foreign currencies
3. yield
4. liquidity
5. maturity date / due date
6. to underwrite
7. takeover
8. merger
9. stockbroking
10. portfolio management
11. deregulation
12. conglomerates
13. blue chip
14. solvency
15. collateral

GRAMMAR HANDOUT

A 1b; 2a; 3d; 4d; 5c

B 1A (was); 2D (will); 3c (had); 4B (get); 5C (if)

C 1 If; 2 will; 3 didn't; 4 if; 5 was; 6 throw; 7 if

D 1. Unless someone is willing to help, the party is not likely to (OR will not) happen.

2. If only she had been wearing / had worn a crash helmet, she would / might / could have escaped injury.

3. Even though she could be very difficult, I still loved her.

4. Whether you like the idea of not, we're leaving tomorrow.

5. I'm sorry, but if the traffic hadn't been so bad, I wouldn't have arrived late.

E

1. If anyone asked me
2. if he was
3. If he does that
4. if he loses
5. If that happens to him
6. If that is the result
7. If he doesn't really fight
8. unless he's an idiot

