

**COMPREHENSIVE
MATERIAL
FOR
WINTER TERM 2009**
Course: English I/1

Intelligent Business – Upper-Intermediate
Units 1-7
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UNIT ONE – ALLIANCES

COURSEBOOK, p. 8; LISTENING

Complete the following sentences with the most suitable words.

_____ = two or more companies join together to create a single company.

_____ = similar to a merger with one company taking control by buying more than half the shares.

_____ = two or more companies make a joint investment in a project without actually merging.

_____ = two people or businesses who work together.

_____ = an animal that kills and eats other animals

Description of the main picture of Unit One.

The picture shows a man _____ a lion stalking his _____ – a group of people _____ a variety of animals. The scene represents a company boss preparing to pounce on weaker companies, as potential _____.

Translate.

1 perfektní aliance =

2 oblíbený nápoj s příchutí kávy =

3 splnit strategické cíle =

4 čelit konkurenci sám =

5 silní/mocní hráči v automobilovém průmyslu =

6 nemít od začátku šanci =

7 být spojován s image Disney =

COURSEBOOK, p. 9

Create questions to these answers.

1. Hibernation.

2. Spring in someone's step.

3. Because of the dot-com boom.

4. Rapid growth of internet-based business

5. a situation in which you hurry to do something, especially because you do not have much time

Answer these questions.

1. Which attempt is more likely to succeed : acquisition of a company or creating a brand new business? What is the success rate for each of them?

2. What is it a conglomerate and why did they go out of fashion in the 1990s?

3. General Electric was a representative of what kind of company in the 1990s?

4. The attempt of Brian Roberts of Comcast, a giant cable company, to buy Disney is an example of what type of acquisition? Did this type of acquisition prove highly successful in the past?

5. What is more difficult to find a good acquisition target or to handle the future life of the newly created company?

6. Many CEOs have a tendency to overestimate or underestimate their abilities to make mergers.

COURSEBOOK , p. 9; WORDFORMATION

Complete the gaps with the correct forms of the WORDS in brackets.

1. If CEOs wish to avoid some of the _____ of the 1990s, **/FAIL/**
2. they should not forget that they are _____ to the _____ tendency of business planners to be over-confident. **/SUBJECT, ETERNITY/**
3. It is a near _____ that, if asked, almost 99% of them would describe themselves as "above average" **/CERTAIN/**
4. at making mergers and _____ work. **/ACQUIRE/**
5. They should also be aware that they will be _____ influenced by the herd instinct. **/POWER/**
6. In the coming months they will have to watch _____ to be sure that the _____ space into which the predator in front of them is _____ leaping does not lie at the edge of a cliff. **/ CARE, COMPETITION, JOY/**

COURSEBOOK, p. 9; TRANSLATION

Translate.

1. zlepšit své (oni) naděje na úspěch = _____
2. často citovaná statistika = _____
3. konglomerát jako dobrý cíl akvizic vyšel z módy = _____
4. hnát se za snem spojit zábavu s distribucí = _____
5. získat a rozdělit podhodnocenou firmu = _____
6. ovlivněn stádovým instinktem = _____

COURSEBOOK, p. 14; D+D, BREAKING THE ICE

Translate.

1. prolomit ledy =
2. učinit nabídku koupit B&J =
3. odmítnout nabídku =
4. typické znaky jejich obchodní filozofie =
5. najít společnou řeč / něco společného =
6. angažován v debatě o společenské odpovědnosti =

COURSEBOOK, p. 14; WORDFORMATION

1. What _____ or compromises do you think they would ask for? **/CONCEDE/**
2. Is it possible for two companies with _____ different cultures to merge and work together? **/SEEM/**
3. They founded a company with a \$ 12 000 _____. **/INVEST/**
4. They are recognised for fostering their company 's _____ to social _____. **/COMMIT, RESPONSIBLE/**
5. He is a practical left-_____. **/WING/**

6. He insisted, against _____, on _____ facilities. /OPPOSE, SEGREGATE/

7. Vietnam, Ghana and other parts of the _____ world. /DEVELOP/

WORKBOOK, p. 5; WORDFORMATION

1. IMS Health, a data and _____ firm. /CONSULT/

2. It's a gloves-off business compared to the _____ boxing match which is Big Pharma. /GENTLEMAN/

3. Companies need to be big enough to dominate _____ channels. /DISTRIBUTE/

1. udržovat nízké náklady =

2. omezený přístup k lékům =

3. plucky underdog business =

4. opportunity ebbs and flows =

TASK Find in the text words described by the following.

1. _____ = a) FORMAL relating to or suitable for a range or class of similar things, b) a generic drug or other product does not have a TRADEMARK and is sold without a company's name on it

2. _____ = brave and determined, especially when success is unlikely, GUTSY

3. _____ = a) a sudden attack on an area controlled by other people, b) a situation in which someone or something enters an area where they do not belong

4. _____ = a) a person, team, or group that seems least likely to win a game, competition, election etc,

b) a person or group that has very little money, power, or social status

5. _____ = to complain, especially continuously and about unimportant things, MOAN

6. _____ = a) a place where people fighting an enemy can defend or organize themselves:

b) a place where the majority of people have the same political or religious beliefs:

The area is no longer a Republican stronghold.

c) a place where something that is no longer common can still be found:

Some of the smaller birds have a stronghold in the New Forest.

WORKBOOK, p. 6; LISTENING

Complete the gaps with the words you hear. The sentences with slight modifications have been taken out of the text you will hear and have been listed in the order they appear in the original exercise.

1. Unilever has long been _____.

2. As an Anglo-Dutch multinational with two boards and two _____, it is often compared with Royal Dutch/Shell.

3. So with RD/S having decided _____, and P&G last week _____ Gillette.. for \$54 billion, expectations have been rising that Unilever would _____.
4. But there is so far _____ that would help Unilever _____ the new P&G/Gillette combination.
5. Colgate-Palmolive and Reckitt Benckiser are possible _____.
6. On February the 9th Reckitt announced an increase _____ £770m from £660m in 2003.
7. Unilever's debts are high: at the end of December _____ £9 billion.
8. The company needs to _____ its own problems before it _____ the complex integration of another business. Last year sales were _____ and operating profits _____ . In September 2004 came the first warning that it _____ a promised increase in profits. That _____ it this week to _____ it had set itself for the next five years.
9. Unilever spends 14.5% of its _____, which is more than the 12% spent by Nestlé, but far less than the 20% that P&G _____ promoting its products. The problem also _____ that the company spends its advertising budget. It made a mistake _____ longer-term advertising for short-term promotions _____ of market share.

**COURSEBOOK, p. 10, READING – TO MERGE OR NOT TO MERGE
Translate.**

1. zajistit rychlý růst =
2. diverzifikovat investiční portfolio =
3. prodej vládou vlastněných podniků =
4. získat potenciální soupeře =
5. šéfové společností na čekané =
6. stát se možným cílem převzetí =
7. neuspět ve zvýšení hodnoty pro akcionáře =
8. vytvářet bohatství pro všechny zúčastněné =
9. vedoucí oddělení fúzí a akvizic =
10. osobnostní střety =
11. vydělat obrovské jmění =

Questions to the text.

- 1 Why do companies engage in mergers and acquisitions?
- 2 Why has made this activity more possible/easier these days?
- 3 What are the chances of performing a good acquisition?
- 4 What are the main reasons behind the alliances ending in failure

COURSEBOOK, p. 12, LISTENING

Part 1:

Translate.

1. we've been rewarded for our determination = _____
2. we've been approached with the acquisition deal = _____

Complete the gaps with one suitable word.

We therefore saw the opportunity _____ an alliance with Wireless _____ a way to save the company. However, six months _____ the alliance, we didn't feel like that any more. We had really serious problems _____ to intergrate our systems and cultures.

Part 2:

1. předměty / body sporu

Well, there were so many _____ you wouldn't believe it.

2. protichůdné přístupy k; obchodování

Different companies often have _____ different aspects of _____.

3. řídit / zvládat

We _____ sales and marketing in a completely different way.

4. suitable word

To _____ an acquisition work, you have to understand how products will work together.

5. dávat přednost individuální interakci

We have always encouraged our teams to work together, but the bosses at Wireless _____ with each team.

6. Za poslední a nejdůležitější

_____, we didn't think of trying to overcome our relationship problems by having some human contact.

COURSEBOOK, p. 11, ARTICLE

Complete the below extract with the correct translation of the below Czech phrases.

- 1. až do té doby** **2. vzdát se v rámci nové smlouvy vedoucího místa (hrát druhé housle, stáhnout se do pozadí)** **3. jednoduchá fúze sobě rovných jedinců za podmínky, že se stane generálním ředitelem** **4. skončit svou kariéru na vrcholu**

... The situation only became clear after the deal was made and signed:

- 1.** _____, Dimon, the top man at Citigroup before joining Bank One, had not wanted to **2.** _____ and only agreed to **3.** _____. Harrison, who has made some disastrous acquisitions over the years, wasn't happy because he wanted to **4.** _____.

Questions related to the text.

1. What preceded a deal signed by Mr Dimon and Mr Harrison?
2. How long has Mr Dimon been the CEO at Bank One?

3. How much will Mr Dimon be paid for the privilege of keeping the post of the CEO?
4. On whose behalf has Mr Harrison made this decision?
5. which phrase in the text is used to express a situation when sb loses their control of sth?
6. What type of merger did Mr Dimon want?
7. What reputation does Mr Harrison have in the world of mergers and acquisitions?
8. How did Mr Harrison want to finish his career?
9. Are shareholders invited to participate in such big decisions?
10. What result of the merger can the shareholders expect?

WORKBOOK, p. 5; READING

1. What does the title of the article mean? Combination of what?
2. What has Novartis done?
3. What does the word generic mean?
4. What is Sandoz and How will it benefit from the acquisition?
5. What is the forecast development for the global generic drugs market?
6. What was the big pharmaceutical firms' attitude to generic drugs a few years ago?
7. Are mergers of „official“ pharmaceutical firms and generic drugs firm likely to succeed?
8. How are the two types of business described in the way they do business?
9. In generics what does success depend on?

UNIT 1 -ALLIANCES - GLOSSARY

1. _____ = when one company buys another one or part of another one
2. _____ = additional advantages, profits, etc. that are produced by two people or organisations combining their ideas and resources.
3. _____ = an offer to buy something at a stated price.
4. _____ = the creation of a new company by joining two separate companies.
5. _____ = a unit of the capital of the company. These units can be bought and sold on their special exchange called _____ exchange.
6. _____ = partnership formed as part of a plan with important aims
7. _____ = a large business organisation consisting of different companies that have joined together
8. _____ = a company which has offices, factories, activities, etc. in many different countries
9. _____ = the attitudes or beliefs that are shared by a particular organisation
10. _____ = an offer to acquire a company

11. _____ = a company whose shares are publicly tradeable, i.e. they can be bought and sold on the stock market
12. _____ = an important ability or strength that a company has that makes it successful and gives it an advantage over its competitors, the main thing it does

Grammar of Unit 1 – additional exercises

REVIEW OF TENSES

Source: Emmerson – Business Grammar Builder

I. Present Simple x Present Continuous – Přítomný prostý x Přítomný průběhový

⇒ TASK Match sentences 1-5 with their uses a)-e).

- a) permanent facts
- b) habits and repeated actions
- c) actions in progress at the moment of speaking
- d) temporary actions happening "around now"
- e) current trends and changing situations

- 1 These days we´re selling more and more of our products abroad.
- 2 Look! They´re selling malt whisky at 20% discount in duty free!
- 3 We´re selling the new model, but we don´t have any in stock right now.
- 4 We usually sell around 40% of our annual total at Christmas time.
- 5 We sell a full range of consumer electronics, from TVs to cameras.

⇒ TASK Complete the newspaper article about the Brazilian company Gerdau by using the words from the list below. Each set of words fills two spaces.

~~is becoming / companies~~ ~~is making / flexible~~ ~~is attracting / attention~~
 is approaching / market share is getting / right is raising / plants
 is beginning / expectations is modernising / law

Gerdau: a Brazilian success story

Gerdau, the Brazilian steel maker, **(1a) is becoming** one of Latin America´s most successful **(1b) companies**. It **(2a)** _____ productivity in its **(2b)** _____; it **(3a)** _____ the price and timing of its takeovers of smaller companies **(3b)** _____; and, most important, it **(4a)** _____ to understand investors´ **(4b)** _____ . Investors want a firm that´s focused and transparent, with a simple share structure, and that´s exactly what Gerdau gives them.

The only problem in the short term is a problem of success. Gerdau (5a)
 _____ **a 50% (5b)** _____ **in its domestic market, and**

so it (6a) _____ **the** (6b) _____ **of Cade, the monopolies authority.**

These days it's much easier to do business in Brazil. The government is simplifying the company-tax structure, it **(7a)** _____ the labour market more **(7b)** _____ by changing the restrictive labour laws, and it **(8a)** _____ company **(8b)** _____ in general.

📖 THEORY

State verbs:

Some verbs describe states, not actions. Verbs like this are not normally used in the continuous form of any tense.

I **notice** that you've moved your desk. (NOT ~~I'm noticing~~)

Sorry, I **don't understand**. (NOT ~~I'm not understanding~~)

How much **does it cost**? (NOT ~~is it costing~~)

It **weighs** 4kg with the packaging. (NOT ~~It is weighing~~)

These examples are in the present simple though we are talking about temporary situations. State verbs include:

- the senses: *appear, hear, look, like, notice, see, seem, smell, sound, taste (=to have a flavour)*
- feelings: *dislike, fear, hate, like, love, prefer, want, wish*
- thinking: *agree, believe, doubt, expect (=believe), feel (=believe), forget, imagine, know, realise, recognise, suppose, suspect, think (=believe), understand*
- possession: *belong to, contain, have (=possess), include, own, possess*
- being: *be, consist of, exist*
- other verbs: *cost, depend on, fit, involve, matter, measure (=have length), mean, need, satisfy, surprise, weigh*

Analysts **expect** that shares in the demerged P&O Princess Cruises will trade initially at about 400p a share, which **means** that P&O is currently undervalued. However, some analysts **think** that the arrival of new cruise ships on the market will produce a fall in profits.

Some of the verbs mentioned in the previous list can have a "state" meaning and an "action" meaning. Examples include **be, have, taste, think**.

- **Our suppliers are** usually very helpful. (state)
- **Our suppliers are being** very helpful at the moment. (action)
- **I have** two sisters. (state)
- **I'm having** problems with my computer. (action)
- This soup **tastes** salty. (state)
- I **'m tasting** the soup to see if it needs more salt. (action)
- **I think** you're right. (state)
- **I'm thinking** about changing my job. (action)

⇒ TASK Complete this article about the magazine TIME OUT by using words from the list below. Decide whether to put the verbs into the present simple or present continuous.

own; look for; move; investigate; rely; want; provide; try to

Time Out: time to expand

Time Out, the London entertainment magazine, has plans for expansion. It already **(1) owns** the monthly magazine *Paris Passion*, and now it **(2)** _____ beyond France to other markets such as Argentina and Japan. Tony Elliott, *Time Out*'s founder, says he **(3)** _____ local people to initiate and run the magazine, as *Time Out*'s London office doesn't have the cash or management time. Elliott also has plans for the website, *Timeout.com*, which was launched in 1995 and **(4)** _____ information about more than 30 cities. It **(5)** _____ on advertising revenue and a small amount of money from ticket sales to survive. But as *Time Out* changes and expands, Tony Elliott **(6)** _____ persuade advertisers in the printed version to take more space on the Internet site. Also, he **(7)** _____ the possibility of charging visitors to the site for access to some information. Despite these expansion plans, Elliott says a flotation on the stock market is out of the question. He **(8)** _____ to keep control of the business he has built up.

⇒ TASK Complete these texts with one of these set of verbs, using each verb once only. Choose either the present simple or present continuous for all the missing verbs in each text. (Hewings, *Advance grammar in use*)

say/tell/ do talk/threaten/negotiate recommend/warn/apologise
spend/recover/find- suggest/hope/promise

1 She **is** only just **recovering** from the operation and **is** still **finding** it difficult to move about. At the moment she **is spending** most of her time in bed.

2 What I _____ is that you _____ well in your job. Really! I _____ you the truth.

3 I _____ I'll do everything I can to help you to find a flat, although I _____ that you also advertise in the local newspaper. It can be difficult to find accommodation, but I _____ it won't be too long before you've got somewhere.

4 The fishing unions _____ with their employers for a pay rise. If there is no agreement by next week, they _____ to strike and even _____ about blockading ports around the country.

5 I _____ for the delay in replying to your letter. To place an order for the book you require, I _____ that you phone Mrs Jones in our sales department. I _____ you, however, that delivery time is likely to be about six weeks.

⇒ TASK Complete the sentences by putting each verb into a form of the present simple or present continuous. In each sentence the verbs may be in the same or different tenses.

1 Each time inflation _____ /go up/, people _____ /demand/ higher wages.

2 Inflation _____ /fall/ quite quickly, which _____ /mean/ that the government can keep interest rates low.

3 _____ /you, wait/ for Victoria Chambers? I _____ /not, think/ she'll be long.

4 What exactly _____ /our customers /want/? Nobody around here _____ /seem/ to know.

5 Carlo doesn't have much experience of this situation. I _____ /hope/ he _____ /know/ what he _____ /do/.

6 What exactly _____ /you, mean/? I _____ /not, understand/.

7 What exactly _____ /you, say/? _____ /you, want/ to renegotiate the whole contract?

8 _____ /your chicken, taste/ OK? The food here is usually very good, but of course it all _____ /depend/ on which particular chef _____ /work/ in the kitchen on that day.

II. Past Simple x Past Continuous = Minulý prostý x Minulý průběhový

📖 THEORY

PAST CONTINUOUS - USES

- The past continuous is used to describe a situation in progress in the past.

I was waiting in the departure lounge for more than two hours.

- There can be several situations in progress, happening at the same time:

The early 1970s was a time when IBM was beginning to lose its way and many skilled people were leaving to set up their own businesses. Computing was entering a new age.

- The past continuous is used to give information about the background situation. The separate, completed actions that happen during or after this period are in the past simple.

I came in to Oracle as it was recovering from the recession of the early 1990s. The business unit I joined had an ageing product line that was declining by 30% a year in sales. Within a year we completely turned that unit round.

- If we do not mention the background situation then the separate actions are in the past simple in the normal way:

When I arrived I registered at reception and went straight to the conference hall.

PAST CONTINUOUS – TIME EXPRESSIONS

- We can use *when*, *while* or *as* with the past continuous to mean "during the time that something was happening":

While Plattner and Dietmar Hopp were developing the first real-time order processing at SAP, Claus Wellenreuther was writing the financial software.

PAST SIMPLE OR PAST CONTINUOUS??

- Sometimes the past simple or past continuous can be used. The past simple suggests a separate, complete action or event. The past continuous emphasizes the duration of the action.

We discussed the report and agreed that Peter should prepare some detailed figures before the next meeting.

We were discussing the report for over an hour. Eventually we agreed that Peter should prepare some detailed figures before the next meeting.

⇒ **TASK** Complete the sentences by putting the verbs in brackets into either the past simple or past continuous. Sometimes the same tense is used twice; sometimes different tenses are used.

1 What did **you eat** (eat) when you **went** (go) to Paris?

2 While I **was negotiating** (negotiate) the contract, my boss **phoned** (phone) me to say that he wanted completely different conditions.

3 The last time something like this _____ (happen), she _____ (call) a press conference immediately.

4 Anne _____ (explain) her proposal when Pedro _____ (interrupt) her.

5 We never got the chance to interview him. While we _____ (investigate) the incident, he _____ (resign).

6 When he _____ (finish) reading the article, he _____ (give) it to me.

7 Everyone _____ (wait) for the meeting to begin when he _____ (call) to say that he was stuck in a traffic jam.

8 When I _____ (clean) the piece I _____ (drop) it by mistake.

9 I _____ (find) the missing file while I _____ (look) for some other documents.

10 When Tim _____ (arrive), we _____ (tell) him what had happened.

III. Past Perfect Simple and Continuous– Předminulý čas prostý a průběhový

⇒ **TASK** Complete the sentences with the proper forms of the verbs given (Past Perfect Simple, Past Perfect Continuous, Past Simple)

1 David _____ he _____ her somewhere before, but he couldn't remember where. (KNOW, SEE)

2 When I got to the office I _____ I _____ all my papers behind. (REALISE, LEAVE)

3 Ellen was sure they _____ the invoice, but she _____ one more time. (RECEIVE, CHECK)

4 I thought we _____ the name for the new product. (CHOOSE)

5 Around 1993 Korean corporations _____ turning to Park to acquire companies in the US or Europe. By this time, he _____ sufficient contacts to help them. (START, BUILD UP)

6 I _____ on the project for two months before they decided to cancel it. (WORK)

7 I _____ well, so I was quite tired. (SLEEP)

8 How long _____ on the project before they cancelled it? (you, WORK)

9 Before he _____ IBM he _____ together a software package for the UK-based chemical company ICI. He _____ on this project during 1971 and 1972. (LEAVE, PUT, WORK)

10 I _____ what to do before he called me. (already, DECIDE)

11 At the time I still _____ what to do. (not DECIDE)

12 At the time I still _____ what to do. (not KNOW)

13 We arrived at Sue's office after she _____. (LEAVE)

14 When we arrived at Sue's office, she _____. (LEAVE)

15 The economic situation was quite healthy. The central bank _____ interest rates because inflation _____ steadily for several years. (LOWER, FALL)

16 By 1997 the national debt _____ and the British economy was once again at risk of repeating the pattern of inflation followed by recession. (DOUBLE)

THEORY

USED TO/ WOULD + infinitive

Used to describes a habit or state in the past. There is no present form (for present habits we use present simple).

*"Price dictates what motorists put into their petrol tanks. Lots of people who **used to have** their doubts about diesel from biological sources are now regular users", says D. Enders, who owns an independent filling station in Germany.*

Used to normally suggests that the action or situation is no longer true and so makes a contrast with the present:

I used to work in marketing. (= but now I work in another area).

He used to be really enthusiastic about his job. (= but now he isn't)

I didn't use to work in marketing.

Would is used in the same way as used to, but it only describes repeated actions in the past, not states.

In the old days we used to / would make three copies of all documents for the files.

Our company used to belong to an American multinational. (NOT would belong)

⇒ TASK Alan is talking about his first job. Complete what he says with the best form of the verb in brackets. Choose between the past simple, past continuous or past perfect.

Interviewer: So, Alan why did you quit your last job?

Alan: Well, at the time I (1) **was working** (work) as a financial officer for an International Accountancy firm in London. I (2) _____ (be) in the same company for three years.

I: How (3) _____ (you/get) the job?

A: Just after I (4) _____ (finish) university I (5) _____ (go) to a job fair. I still (6) _____ (decide) what I wanted to do and I was interested to see what kind of jobs there (7) _____ (be) at the fair. While I (8) _____ (look) at information on one of the stands for a large international accountancy firm, someone (9) _____ (give) me an application form to fill in. I thought this might be a good career opportunity for me as I (10) _____ (already, take) some accountancy exams for my degree. So I (11) _____ (complete) the form and (12) _____ (send) it off. They (13) _____ (interview) me the following week and I got the job. At first, I (14) _____ (feel) satisfied with the job, but as time went by, things (15) _____ change and I began to hate working there.

I: So what (16) _____ (go) wrong?

A: Well, the situation was this. (17) _____ (work) for a person who was very difficult, er...very demanding...never satisfied. What's more, my job (18) _____ (become) too repetitive and I really wanted to do something more creative. So, that's why I resigned... I (19) _____ (not have) another job to go to, but I knew I (20) _____ (have) to make a change.

IV. Present Perfect Simple x Present Perfect Continuous = Předpřítomný čas prostý x Předpřítomný čas průběhový

⇒ **TASK Complete the sentences with the correct forms of the verbs in brackets.**

1 Have you _____ in front of a large audience? (ever, SPEAK)

2 We _____ in business for 37 years, so the Internet to us is just another way of collecting orders. (BE)

3 UPS became a worldwide Olympics sponsor in 1994, and since then it _____ the Atlanta games in 1996 and the 1998 Japan winter games. (HANDLE)

4 This is the first time I _____ for a job with a multinational company. (INTERVIEW)

5 She' _____ to visit our suppliers. She says everything seems to be OK. (BE)

6 She' _____ to visit our suppliers. I hope she will say everything is OK there. (GO)

7 I _____ the whole morning. I _____ one new chapter of my diploma thesis. (WRITE, WRITE)

8 Why are you so tired? I _____ for the exam. I _____ almost everything. (REVISE, REVISE)

9 I _____ on this project since December. (WORK)

10 We _____ this new boss for 3 months now. (HAVE)

11 Since she left, we _____ wonderful time. (HAVE)

12 She's lost her temper with the boss. It's the second time, it _____. (HAPPEN)

13 He is new to my colleagues but I _____ him for ages. We _____ friends since we _____ grammar school. (KNOW, BE, LEAVE)

14 I _____ in Brno for 6 years. (LIVE)

⇒ **TASK** Look at the paired sentences below. Match each one with situation a) or b).

1 Inflation has fallen by 1%. 2 Inflation fell by 1%.	a. Two years ago it was 4%. Last year it was 3%. b. Last month it was 4%. This month it is 3%.
3 I think I've lost the file. 4 Sorry, I lost the file.	a. I can't find the file. I wonder where I put it? b. The file has gone and I'll never find it.
5 Has Jane called this morning? 6 Did Jane call this morning?	a. Jane promised to call this morning. It's 11 a.m. b. Jane promised to call this morning. It's 2 p.m.
7 Sales improved. 8 Sales have improved.	a. Last year sales were poor. This year they are better. b. Sales were poor initially. A year later they were better.
9 How long have you worked here? 10 When did you start working here?	a. In 1999. b. Since 1999.

⇒ **TASK** Match the sentences and their explanations.

1 I've been waiting for an hour. Why are you so late. 2 I've been waiting for an hour and he hasn't arrived yet.	a. I will continue waiting. b. the waiting is finished.
1 I've written the report. 2 I've been writing the report.	a. the finished report is in my mind b. the act of writing is in my mind

⇒ **TASK** Complete the text with the correct forms of the verbs given in brackets.

The technology-heavy Nasdaq index _____ (FALL) for three weeks, and _____ (BE) now 34% lower than its March peak. Shares of companies announcing poor results _____ (FALL) by a third or a half after profit warnings.

REVIEW TEST

PJ11A

Intelligent Business: Unit 1 - Alliances

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

I. Listening: (max. 20 points)	<input type="text"/>	points

II. Vocabulary: (max. 34 points)	<input type="text"/>	points
A. Translate the following expressions into English: (2 points each)		
podléhat uzavřené dohodě – _____		
zvýšit podíl na trhu – _____		
dovolit si ustoupit do pozadí – _____		
hladce se přizpůsobit firemní kultuře – _____		
být posuzován za nabídku k převzetí – _____		
skončit obrovským neúspěchem – _____		
pustit se do obchodních příležitostí – _____		
oznámená fúze a navrhované převzetí – _____		
B. Write expressions the following definitions refer to: (2 points each)		
1. a company that is formed to buy shares in other companies which it then controls:		
2. an agreement between two or more organizations to work together:		
C. Complete the sentence with one of the following phrases; translate the selected phrase into Czech. (2 points each)		
REVENUES, CEO, CORPORATE ALLIANCES, COSTS, SHAREHOLDERS, MDO, ANIMAL SPIRITS		
1. Whenever two major companies announce a merger, _____ look forward to making huge fortunes. <i>In Czech:</i> _____		
2. Once a big company gets into a new market, its _____ becomes a famous player in the industry. <i>In Czech:</i> _____		
3. Many generic drugmakers are successful because they have low prices; to achieve this, they have to keep all _____ low. <i>In Czech:</i> _____		

D. Complete the sentences with correct forms of the following verbs; some verbs are not used: (1 point each)

**BUILD – ANNOUNCE – TOTAL – DO
LOOK FOR – SET UP – CONSTRUCT**

1. Have you _____ the meeting for 10 or 11 o'clock tomorrow?
2. Generic drug sales _____ \$30 billion last year in Europe and America.
3. It's clear that companies want _____ portfolios with diverse investments.

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

1. Multicultural teams have to deal with unpleasant _____ coming from differences in cultures. (**UNDERSTAND**)
2. Small but successful Czech companies are often bought by big _____ companies that operate throughout the world. (**NATION**)
3. _____ is a key ability for all companies that want to succeed on the market. (**COMPETE**)
4. Many top executives are _____ influenced by the herd instinct. (**POWER**)
5. The _____ that all big companies want to acquire small ones is simply false. (**ASSUME**)

III. Grammar: (max. 30 points)

points

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

1. There's been a dramatic increase _____ the number of mergers.
2. Miramax didn't turn _____ Disney's offer – and it was a mistake.
3. Have you been articulate enough _____ your proposed action?
4. Many travelers have recently been _____ South America for their vacation.
5. _____ behalf _____ the department I would like to thank you all.
6. I'm afraid we won't be able to sort _____ the problems soon.

B. Rewrite the sentences so that they mean the same as the sentence above. (3 points each)

1. Temporary staff work in this company. They began to work here 10 years ago.
The temporary staff _____ 10 years.
2. Coca-Cola earned \$100 million here. It was before the year 2004.
By 2004 _____.
3. The finance director plans to go for a business trip. His schedule says that he is supposed to meet his business partner on Monday afternoon.
The finance director, who is going for a business trip, _____
_____ on Monday afternoon.

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)

As you know Alcott and Eves _____ (**be**) the major players in the events industry. Well, Bev Andrews, their CEO, _____ (**call**, I) a hour ago. I'm still so surprised as she wants me to join their company. I _____ (**hear**) about their expansion recently. They _____ (**make**) a decision to become number one in their field. The company _____ (**employ**) 20 new people earlier this month since they _____ (**to be able**) to deal with the administration. But I will _____ (**refuse**, probably) the offer because I _____ (**leave**) for New York on the 15th. And I _____ (**want, stay**) there for three months!

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

(2 points each)

- The shares of car manufacturers _____ for three months.
A: have been risen
B: have been rising
C: were rising
D: are rising
- We haven't seen any improvement in the public health care sector _____.
A: yet
B: so far
C: by now
D: just
- After my arrival to Paris, I _____ in the Ritz Hotel.
A: am staying
B: will be staying
C: will have stayed
D: will stay

IV. Translation: (max. 16 points)

points

Translate the following sentences into English:

(8 points each)

Pokud se chcete vyhnout negativním pracovním vztahům se svými obchodními partnery, musíte se snažit nalézt, co s nimi máte společného, projevit zájem o to, co říkají, důvěřovat jim a také mít čas osobně se poznat.

Společnosti rády provozují akvizice a fúze, neboť je to jeden z nejjednodušších způsobů jak si zajistit rychlý růst, diverzifikovat své investiční portfolio a ovládat konkurenci.

2. What are/ will be the terminal 's main functions?
3. Why is building airports especially tricky?
4. Who is Tony Douglas? What is his previous work experience?
5. What is T5 and how is it related to BAA?
6. Does BAA normally outsource such projects or run them itself?
7. Why does most of the construction work take place off-site?
8. What is T5 Agreement?
9. What is the suppliers' attitude to glitches and delays which almost inevitably arise during the course of building works?
10. How can a building work get behind the schedule?
11. How is the BAA trying to prevent delays in the project?

COURSEBOOK, p. 21; LISTENING

Vocabulary to become familiar with before listening.

1. to take on the market research side of the project
2. to have the specifics
3. we are convinced there 's a market out there
4. to do some basic research
5. to conduct; arrange some interviews
6. to focus on the data
7. What about the dates?
8. Does that sound reasonable?
9. There 's no way we can do it by then.
10. It 's exactly the sort of thing we are good at! I 'm very happy to be involved.
11. before we draw up the final specifications
12. How much are you budgeting for your side of things?
13. a provisional budget of 50k

COURSEBOOK, p. 16; LISTENING

Vocabulary to become familiar with before listening.

1. the nature of all the projects is that they are fluid
2. guidelines which project managers have to follow
3. a number of tools to help them
4. critical phases of the project
5. to look at the project as a whole
6. the project doesn 't have solid foundations
7. a feasible project

- 8. a project that will add value
- 9. a project overview lays out the purpose and strategy behind the project
- 10. to develop contingency plans if things go wrong

WORKBOOK, p. 10; LISTENING

Complete the sentences with the words you hear.

- M: I need to _____ soon about your office workstation project and _____ if you could check I' _____.
 - J: What do you need to know?
 - M: Well, I've written that office staff will be able to control their workstation " _____ "... I mean when they enter the building ... and _____ their card, the lights in their office _____, their computer will start up and colleagues will get an e-mail so they know the person's _____ the office - all helping to save staff time and increase productivity.
 - J: Not quite. We've got rid of the email bit. _____ that people feel _____ - you know, all their comings and goings noticed by colleagues and bosses!
-
- M: and what are the key dates and stages before then?
 - J: I can't _____, but I can send it all to you though if you like along with possible dates for _____.

COURSEBOOK, p. 22; D+D, TEST CRISIS

TASK 1 Complete the following extract with the most suitable words. Then compare your choice with the original.

Well, in this case we really had to **1.** _____ very quickly. There was no way that we could deliver products that had not been tested to our customers. So the **2.** _____ was first to determine which solutions were feasible in the time we had available. That **3.** _____ the option of building a separate testing plant, simply because there wasn't enough time to complete it. The three **4.** _____ options were all equally feasible. So then it became **5.** _____ of choosing the solution that would be the most cost-effective. In fact, the one that was selected was "offloading" testing to the factories that had **6.** _____ capacity, and that was chosen mainly because it would be cheaper for the company and it would also be a solution that could be used systematically whenever the same problem occurred at any of the plants. I was the project manager and that was my job for the next six months. It was a lot of work co-ordinating all the different factors, but in the end it worked **7.** _____ fine and we still use the system today. For me, it **8.** _____ me that the most obvious solutions are not, in fact, always the best. Because, of course, we could have just **9.** _____ and bought testing machines and installed them directly.

excess/spare capacity

TASK 2 Answer the following questions

1. Who is Infineon?
2. What does each Infineon plant do?
3. Why are managers in France worried?
4. For what reason has emergency meeting been called?
5. What will the four managers present at this meeting do?

WORKBOOK, p. 11; READING

Give the words defined by the following.

- _____ = failure to give care or attention, especially when this causes harm or damage
- _____ = a small and sudden problem: HITCH
- _____ = a set of connected things that work together for a particular purpose
- _____ = COMPUTING a series of instructions that makes a computer perform an action or a particular type of work
- _____ = the amount of money a person or organization has to spend on something
- _____ - = a situation in which something happens later or more slowly than you expected
- _____ = a/to start a major activity such as a military attack, a public INVESTIGATION, or a new career or project
- _____ = a series of actions that you think about carefully to help you achieve something; *an economic/spending/corporate plan; a peace plan*
- _____ = a plan of activities or events and when they will happen

Questions to the text.

1. What happened on Sept 14 in an air-traffic control centre in Palmdale, California?
2. Was there a mid-air collision of aircraft?
3. What does the author of this articles see as the main problem: a) the fact that sb forgot to restart the system after 30 days, b) the design of the system itself
4. What does it mean *pervasive*?
5. What are the results of the survey carried out by Standish Group
6. Are delays typical only of the IT industry?
7. Whose fault is it?
8. What fact does the mention of Longhorn illustrate?

COURSEBOOK, p. 19

TASK

Based on the complete information in the book and the following hints, try to retell the contents of the article.

Bechtel Corporation • appoint • the lead contractor • the new Athens underground rail system • aim • ready for the Olympic Games • 2004 • complexity • few people • on time • concern • cost • exceed the initial budget • despite • delays • time-consuming excavations • archeological finds • glitches • Bechtel ensured • not get behind the schedule • once • project • complete • Attiko Metro SA • take over • management of the new network • 400, 000 passengers every day

Try to complete the article with the most correct verbs.

The AS project management team have **1. withdrawn / drawn up / overdrawn** the following schedule for the AS 90 project, which **2. has / is / can** due to **3. kick back/ kick off/ kick** at the beginning of January. The first phase of the project will **4. be carried out/ be carried/ be carried away** by Luke Marshall and Gianni Visconti. They will be **5. implementing / organising/ researching** a meeting with the whole team during the first week in January to discuss the needs analysis questionnaire before it is sent out to hotel managers in the United Kingdom, Belgium and the Netherlands. By mid- January, the software specifications and manpower requirements will be **6. taken over/ submitted/ trained** for approval by the project manager and work will start on the pilot programme at the end of February. In April, the B team will **7. take over/ train/ appoint** the implementation phase. This will **8. budget / require/ plan** extensive travel for the team members who will be providing training for hotel staff at a series of one-day workshops. May has **9. been fixed / outsourced / interfaced** as the deadline for handing over the complete project with all deliverables to our customer.

Grammar of Unit 2 – additional exercises

ARTICLES

⇒ TASK Complete this article with either *a/an, the* or a dash (-) to show no article.

HOW CLEAN IS THEIR MONEY??

Money laundering is (1) **the** name given to one of (2) _____ world's biggest financial problems: moving money that has been obtained illegally into (3) _____ foreign bank accounts so that (4) _____ people do not know where it has come from. Putting (5) _____ value on money laundering is of course very difficult, but the International Monetary Fund estimate that it is huge – perhaps \$1 trillion (6) _____ year, equivalent to about 4% of gross world product.

(7) _____ problem has grown hand-in-hand with (8) _____ globalisation, and particularly with (9) _____ lifting of capital controls and (10) _____ development of (11) _____ international payment systems. These allow money to be moved in (12) _____ seconds between banks in different parts of the world who know very little about each other. (13) _____ international payment system is crucial to (14) _____ stability of the world's financial markets, but it also provides (15) _____ opportunity for criminals to hide their money.

Private banking is (16) _____ best-known laundering channel. Clients of these banks are wealthy people who want their affairs handled with discretion, especially because they want to minimise (17) _____ amount of (18) _____ tax they pay. In these banks there is (19) _____ culture of "don't ask; don't tell". And (20) _____ biggest problem within (21) _____ private banking is offshore banks. There are around 5,000 offshore banks controlling about \$5 trillion in assets, and some have no physical presence in any location.

⇒ TASK Complete this interview between a journalist and the CEO of Biotec, a biotechnology company. Use either a/an, the or dash (-) to show no article.

Journalist: Can you begin by telling me (1) **a** little about (2) **the** recent changes at (3) _____ Biotec?

CEO: Well, as you know, last year we made (4) _____ decision to move our operations to (5) Cambridge, because it's very important for (6) _____ biotechnology companies to recruit (7) _____ scientists from (8) _____ best universities. We're in (9) _____ very competitive jobs market here in Cambridge, and we motivate our employees by offering them (10) _____ attractive salaries and (11) _____ excellent working conditions. We've built up (12) _____ excellent team, and we're doing some very important research in (13) _____ field of (14) _____ gene therapy.

Journalist: Many people say that (15) _____ biotechnology promises more than it delivers. Is that true at Biotec?

CEO: That may be true in general, but (16) _____ biotechnology that we do is already producing (17) _____ results. Last year we made (18) _____ small profit for (19) _____ first time, and (20) _____ revenue is increasing rapidly. Also, we've recently made (21) _____ distribution deal with (22) _____ large pharmaceutical company. They have the marketing skills that we lack, and (23) _____ partnership is working well for both sides. Our aim next year is to enter (24) _____ American market, and we're confident of (25) _____ success.

⇒ TASK Complete the following texts with either the or a dash (-) to show no article.

A

(1) _____ Argentina is one of (2) _____ most deregulated markets in (3) _____ world. (4) _____ privatisation process started in (5) _____ 1990s, and has included sectors such as (6) _____ telecommunications, (7) _____ utilities and (8) _____ financial services. (9) _____ Argentine telecoms market was fully deregulated in (10) _____ November 2000 and there are now (11) _____ five million cellular lines and six million

homes with (12)_____ cable television services. (13) _____ water was decentralised before being privatised. (14)_____ Aguas Argentinas, (15) _____ local water supply company for (16)_____ city of Buenos Aires and all (17)_____ municipalities in (18) _____ Greater Buenos Aires, is (19)____ largest water utility in (20) _____ world.

B

Imagine a country that continues for 4,200 km from (21)_____ dry deserts in (22)_____ north, through (23)_____ industrial and agricultural heartland in (24)_____ centre, to (25)_____ lakes and forestry plantations in (26) _____ south, and finally to (27)_____ ends of (28) _____ earth in (29) Patagonia and Antarctica. Welcome to (30) _____ Chile! It's a very diverse country, with (31)_____ Pacific Ocean to one side and (32) _____Andes to (33)____ other – you can swim in (34)_____ sea and ski in (35)_____ mountains all in (36)_____ same day. There are (37)_____ business opportunities in many areas, and (38)_____ financial services sector is (39)_____ most sophisticated in (40)_____ Latin America.

⇒ TASK Complete the following with *a, an, the* or – (to show no article).

- 1 ____ Lake Michigan
- 2 ____ France
- 3 _____ Hyde Park
- 4 _____ Ruzyně Airport
- 5 _____ California
- 6 _____ Globe Theatre
- 7 _____ Czech Republic
- 8 _____ Eiffel Tower
- 9 _____ White House
- 10 _____ Prime Minister
- 11 _____ Marketing Director
- 12 to play _____ piano
- 13 to play _____ tennis
- 14 _____ IMF
- 15 _____ 21 century
- 16 _____ Pacific
- 17 in _____ 1980s
- 18 _____ unemployed do not receive enough help.
- 19 Dr. M. Smith is _____ Chairman of _____ Board.

- 20 at _____ Christmas
- 21 in _____ 2001
- 22 in _____ July
- 23 on _____ Thursday
- 24 We went by _____ train.
- 25 It happened on _____ train to Rome.
- 26 My mother spent three days in _____ hospital. (it is not important in which one)
- 27 We supply equipment for _____ hospital. (one particular hospital)
- 28 in _____ north
- 29 in _____ north-west
- 30 at _____ present
- 31 in _____ future
- 32 in _____ past
- 33 at _____ moment

⇒ **TASK** In each pair of sentences, fill in one space with *the* and the other one with a *dash* (-) to show no article.

- 1 A ___ profits are increasing across every division of the company.
 B ___ profits we made last year were up in comparison to the year before.
- 2 A ___ information in your report will be very useful to us.
 B ___ information about the Kazakh market is hard to find.
- 3 A ___ visitors should sign their name in the book at reception.
 B ___ visitors from Germany will be arriving at ten.
- 4 A This magazine article gives _____ advice about which stocks to buy.
 B Thank you for _____ advice you gave me last week.
- 5 A ___ bonds I have are all long-term investments.
 B ___ bonds are a safe investment when interest rates are falling.
- 6 A _____ French exports to the rest of Europe are up 4% this year.
 B _____ French are world leaders in the luxury goods market.
- 7 A _____ management is an art, not a science.
 B _____ management are blaming the unions for the breakdown in negotiations.

REVIEW TEST

PJ11A

Intelligent Business: Unit 2 – Projects

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

I. Listening: (max. 20 points)	<input style="width: 50px; height: 20px;" type="text"/>	points

II. Vocabulary: (max. 34 points)	<input style="width: 50px; height: 20px;" type="text"/>	points
<i>A. Translate the following expressions into English: (2 points each)</i>		
maximalizovat zajišťovací sumu – _____		
předpovídat náklady spuštěného projektu – _____		
obviňovat subdodavatele ze závad a zpoždění – _____		
vypracovat proveditelný plán pro mimořádné události – _____		
odvrátit selhání záložních zařízení – _____		
schválení předložených požadavků na pracovní sílu – _____		
navrhnout a uskutečnit účinné omezení – _____		
dostatečně zhodnotit časově náročné výběrové řízení – _____		
<i>B. Write expressions the following definitions refer to: (2 points each)</i>		
3. a person or group of people who are considered to be an important part of an organization because they have responsibility within it or receive advantages from it:		
4. the process of arranging for somebody outside a company to produce goods or provide services for that company:		
<i>C. Complete the sentence with one of the following phrases; translate the selected phrase into Czech. (2 points each)</i>		
ENDEAVOUR, DEADLINES, SPECIFICS, KEY FEATURES, ENCOUNTER, SERIES		
4. One of the _____ of a well-managed project is its detailed and perfect organization.		
<i>In Czech:</i> _____		

5. The last public _____ of the two CEOs took place at the engineering trade fair in Vienna, and it was very informal.
In Czech: _____
6. The project team has to predict any difficulties and its members have to be prepared to solve a _____ of complex tasks.
In Czech: _____
- D. Complete the sentences with correct forms of the following verbs; some verbs are not used:** (1 point each)
- COST – PAY – PASS – STAY**
MOVE – FIX – HIT – BUMP UP
4. _____ the objectives means setting final goals that need to be achieved.
5. Have you ever been unfair and _____ risk to somebody else?
6. It's estimated that human errors _____ the European economy €30 billion last year.
- E. Complete each sentence with a word made from the word given in brackets.** (1 point each)
1. The management's _____ over the future development is so big that they haven't been able to reach any conclusion at all. (**AGREE**)
2. If you really want to save some money, consider _____ some of your less important business activities. (**SOURCE**)
3. A new market research will show our company what the _____ to our major difficulty is. (**SOLVE**)
4. The project has to be finished with all _____ no later than next Friday. (**DELIVER**)
5. Do all of you think that the project of the new robot is _____? (**DO**)

III. Grammar: (max. 30 points)

points

- A. Fill in the gaps with a suitable preposition or adverbial, if necessary:** (1 point each)
7. The CEO's concern _____ the future development is gone now.
8. Bob has been chosen to oversee _____ the pilot project.
9. Our company took _____ 5 new construction engineers last month!
10. Fortunately, corner-cutting is not peculiar _____ many companies here.
11. Although this supplier isn't very reliable, we have decided to get _____ with them.
12. The development points _____ more sophisticated electronic systems.
- B. Rewrite the sentences so that they mean the same as the sentence above.** (3 points each)
4. Sarah got a job in a factory. Five years later the factory closed down.
At the time the factory _____ Sarah _____ there for five years.

Předpokládejme, že se naše továrna musí vypořádat s naléhavou situací, kdy zákazník odmítl prodloužit konečný termín pro dodání zboží. Jak byste se chopili tohoto problému a jaké řešení byste navrhli?

UNIT THREE – TEAMWORKING

WORKBOOK, p. 14; READING

TASK 1 Find in the text words described by the following definitions:

- to try to persuade someone to do something, to urge = _____
- an amount, level, standard etc that you can use for judging how good or bad other things are = _____
- measuring a person's ability to think, especially in order to judge how suitable they are for a particular job (adj) = _____
- private, peaceful, and not near other people or places = _____
- a game in which two teams pull on opposite sides of a rope until one team succeeds in pulling the other team across a line between them = _____
- to develop feelings of love, friendship, or duty towards other people, or to make someone develop these feelings = _____
- if you _____ your skills, knowledge, or ability against someone, you use all your skill in order to deal successfully or compete with them = _____
- the part of a person that makes them behave in a particular way in social situations, for example in a friendly or unfriendly way, or in a confident or shy way = _____
- the process of watching someone or something carefully, in order to find something out = _____

TASK 2

1. What are managers constantly reminded of?

2. Which theory/theories has until recently ruled the way companies understood teamwork?

3. How were these theories created?

4. What conclusions did Prof Belbin draw from the results of the personality and psychometric tests conducted?

5. What roles did he identify?

TASK 3 Complete the following sentences with the correct forms of the below verbs.

**remain (2x); present; pit; make up; conduct; clarify; rule; discover;
date back; perform**

1. Until recently the way companies understood what made successful teamwork _____ rooted in the 1960s.
2. For 35 years the ideas of Professor Belbin_____.
3. His theories _____ to research in 1967, when an initiative at Henley Management College _____ him with a rare opportunity to study teamwork in a controlled environment.
4. The game _____ teams against each other.
5. It _____ a benchmark study to these days.
6. Team members _____ a series of personality tests. Professor _____ that certain combinations of personality types _____ more successfully than others.
7. He identified the nine archetypal roles required to _____ an ideal team.
8. The coordinator _____ goals and promotes decision making.

COURSEBOOK, p.26; VOCABULARY PRACTICE

Create questions to these answers.

- 1.The amount of enthusiasm a team feels about their situation at a particular time.
2. Our team morale was very low.
3. Because team spirit takes a long time to build.
4. To come up with ideas on the best way of organising a team building activity.
5. To attend a day 's training session organised by a specialist consultant.
6. Socialising and completing simple team tasks set by the consultant.

Answer the following questions.

1. Why were we particularly unhappy when three members of our team left to join another company?
2. How would you characterize team morale?
3. What takes a long time to build in a team?
4. What was the first item on the agenda of their first meeting after the these people left?
5. What was the purpose of this activity?
6. What did we agree on at this meeting?

WORKBOOK, p. 15; LISTENING

Vocabulary to become familiar with before listening.

Over to you.

his categorisation of teams is widely used

team as a whole made up of individuals

perform a role

his approach is valid

increase overall knowledge of how the team is constructed

collective competencies required to bring about effective performance

bonding

stable team

transient team
ad hoc team
short-lived team
develop a model for assessing the effectiveness
identify 16 distinct competencies
use the framework

TASK Complete the sentences with the words you hear.

1. Good evening everyone, and thank you for coming to this Baxby's _____ **(1 word)** business forum.
2. Profesor Belbin's _____ **(1 word)** of team roles is widely used. But the way companies view teams is beginning to _____ **(1 word)**.
3. Belbin's _____ **(1 word)** is _____ **(1 word)** because it enables people to understand themselves and others as team members.
4. But we would _____ **(1 word)** that effective teamworking _____ **(1 word)** from a combination of individual and collective competencies, or abilities.
5. Our research looked at which collective competencies were required to _____ **(2 words)** effective performance.
6. Business teams are very often _____ **(2 words)** formed to _____ **(4 words)**.
7. But even very _____ **(1 word)** teams share _____ **(2 words)** with stable ones.
8. In jazz sessions individuals come together for a _____ **(1 word)** performance.
9. Although _____ **(1 word)** might not be expected to be significant in such _____ **(1 word)** teams, we found that the jazz musicians _____ **(3 words)** a level of social integration.
10. The model takes into consideration the relationships between individuals - _____ **(4 words)** the team together.
11. It identified 16 _____ **(1 word)** competencies that are _____ **(1 word)** to team effectiveness. These competencies are divided into 4 _____ **(1 word)**.

COURSEBOOK, p. 25; READING

1. Why is much of the time of the corporate leaders spent in meetings?
2. All meetings are productive. T/F
3. Two% of all managers think meetings are productive. T/F
4. Whose responsibility is it to make meetings productive?
5. In what context is the Synectics company mentioned?
6. How does the article describe a successful meeting?

7. What hinders the effectiveness of the large meetings?
8. If you hog the floor in a meeting, what do you do?
9. What two basic types of meetings does the article present?
10. What is the function of the latter type?
11. Why are meetings so important to companies?

COURSEBOOK, p. 25; READING

Complete the following sentences with the correct forms of the verbs given.

**COME UP WITH; JOIN; PUT UP WITH; ESTABLISH; DROP; HOG;
FRAME; MOULD; GO**

1. The rules of teamworking _____ in meetings, which in turn are the basic building blocks of corporate existence.
2. In high-performing companies, the figure rose to 25% and in the lower performers it _____ to 2%.
3. Team leaders should do everything they can do to organise meetings properly.
4. Team members have to _____ the fact that too little thought _____ into the agenda or the location of bigger meetings.
5. Tedious speakers sometimes _____ the floor making it impossible for other to _____ in the conversation.
6. He _____ this idea during the brainstorming session.
7. Teams _____ in meetings.
8. The way to get a good decision is to _____ the questions carefully.

COURSEBOOK, p. 29; LISTENING

Complete the following dialogue with the exact phrases you hear.

- A: so here are the designs I´ve done so far – see any problems?
- B: Hmm, I´m not sure that I can. You _____ these. How long will it take to finish them, do you think?
- A: That´s one thing I _____ . Er...
- B: Go on... that´s _____ .
- A: Well, I´m _____ time. I´ve got so much to do this week, I´m afraid I might not _____ .
- B: I´m sure we can _____ . Maybe I could get some of the other stuff done and you can concentrate on these.
- A: Great – then I should be able to get these on time.
- B: If _____ !

COURSEBOOK, p. 30; D+D, LEADING THE TEAM

Listen to what Peter Drumand has to say on managing this particular situation, make notes and try to remember as much as possible. Try to retell his views.

Translate:

1. přijít s / navrhnout možnosti zlepšení komunikace se zákazníky = _____

2. shromažďování informací = _____

3. rozšířit telefonní pokrytí o hodinu týdně = _____

4. (ne)schválit dobré nápady = _____

5. předložit doporučení týmu = _____

6. Přiznal, že chyboval, když tým dostatečně neinstruoval. = _____

7. na základě sdílených informací = _____

1. According to the speaker is it clear for the leader what he should do in cases such this one?

=

2. What should team leaders be very cautious about?

=

3. In what circumstances should the team leader present the findings as the team's decision?

=

4. What should be shared fully with the team in the beginning of the task?

=

5. What should the team leader focus on ideally?

=

6. Should the teamleader influence the team's decision-making or make the decisions for the team?

=

REVIEW 1-3

31/ARTICLES

1. What is one of the most common arguments for/ in favour of the existence of mergers and acquisitions?

2. What is synergy?

3. What does it mean :

- _____ =to happen, or become real; to appear suddenly and unexpectedly
- _____ = to take action in order to prevent someone from doing something or to prevent something from happening
- _____ = a company that has complete control of the product or service it provides because it is the only company that provides it
- _____ = an organization or institution that controls something, often a public service

- _____ = an official rule that controls the way things are done
- Describe horizontal mergers.
 - Britain's Competition Commission do not like mergers. T/F
 - There is evidence to prove that mergers in the absence of state regulation lead to monopolies. T/F

Translate:

- průzkum ukazuje = _____
- předpokládané přírůstky efektivnosti = _____
- neprojevít se = _____
- větší tržní síla = _____
- vyústit / mít za následek zneužití moci = _____
- nepřítomnost regulací = _____ -

p. 32 –Translate:

- four months ahead of schedule and within its \$390 m budget
- a leading French construction company
- to manage to meet strict deadlines
- to accomplish the team's common goal
- the Italian mainland
- feasible project

Grammar of Unit 3 – additional exercises

MODAL VERBS

I. PRESENT PROBABILITY

⇒ TASK Respond to the statements or questions using the words in brackets:

- Jenny looks really unhappy. (*must, miss, her boyfriend*)
- Who is at the front door? (*will, Tim*)
- Where's Kate? It's eleven o'clock in the morning! (*can't, still, sleep*)
- Why are all the lights on in their house? (*could, have, party*).
- James had been working all night. (*must, deadline to meet*)
- Timmy can't find his little sister. (*may, hide, in the wardrobe*)

II. PAST PROBABILITY

⇒ TASK Use the table to give an explanation for each of the situations below:

He She They	needn't must have can't have might have should have	cut it	a cake.
		gone	a party last night.
		mislaid	to Andy.
		arrived home	something naughty.
		got engaged	for ages.
		have	taken it.
		had	without me.
		been doing	by now.

		been making	my number.
--	--	-------------	------------

1. Stella is wearing a beautiful diamond ring. → *She must have got engaged to Andy.*
2. Look at the length of the grass in Bill's garden.
3. The children ran away laughing and giggling.
4. There's flour on granma's nose.
5. Paul and Gary said they'd wait for me, but I can't see them.
6. Clive's flat is so clean and tidy.
7. It's after midnight. Henry and Sally left ages ago.
8. I don't know why she didn't ring.
9. She took an umbrella but it wasn't raining in the end.

⇒ **TASK Do the same thing but without using any hints:**

1. A tree has fallen across the road.
2. My white jeans have turned pink.
3. My TV has broken and I've only had it fixed.
4. David's dog has died.
5. All the flowers in the garden have died.
6. The windscreen is broken.

⇒ **TASK Translate:**

1. Určitě teď nespí.
2. Určitě to tehdy nevěděl.
3. Možná se teď dívá na televizi.
4. Určitě jsi na něho pyšná.
5. Určitě ho neměli moc rádi, protože ho nepozvali na žádný ze svých večírků.
6. Možná dáváš přednost růžové.
7. Možná ji to nezajímá.
8. Dnes ráno jsi ji vidět nemohl. Je v Dánsku.
9. Když jsem ho minulý týden viděl, určitě nebyl nemocný.
10. Určitě se zrovna vracel z tělocvičny.
11. Možná se o tom bavili, když jsi je potkal.
12. Určitě tam chodil často.
13. Určitě právě nešel do divadla, i když to říkal.
14. Určitě jsi byl hodně zklamaný.
15. Měla nám to připomenout.
16. Neměl jsi to navrhopat.
17. Měla na tom pracovat minulý týden. (*neutrální*)
18. Měli nám dát vědět.
19. Nemusel jsi přinést 3 láhve šampaňského, nikdo nepřišel. (*přinesl, nebylo potřeba*)

20. Nemusela si vzít deštník. Nepršelo. (*vzala si jej, nebylo potřeba*)

REVIEW TEST

PJI1A

Intelligent Business: Unit 3 – Teamworking

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

I. Listening: (max. 20 points) points

II. Vocabulary: (max. 34 points) points
<p>A. Translate the following expressions into English: (2 points each)</p> <p>přesná (<i>jednoznačná</i>) zpětná vazba ohledně současných projektů – _____</p> <p>pozorování typů osobností zakořeněná v 60. letech – _____</p> <p>pořádat schůze, aby se sdílely informace – _____</p> <p>věnovat řádnou pozornost zavádění řešení do praxe – _____</p> <p>překážka značně ovlivňující naše školení – _____</p> <p>zadat další kroky nově přijatým zaměstnancům (<i>1 slovo</i>) – _____</p> <p>poskytovat týmu pravidelné aktualizace a zdroje informací – _____</p> <p>chválit a podporovat pracovníky za práci přесčas – _____</p>
<p>B. Write expressions the following definitions refer to: (2 points each)</p> <p>5. a person who helps somebody or a group of people to do something more easily or reach an agreement about something by discussing problems, giving advice, etc. rather than by telling them what to do:</p> <p>6. to organize all the different parts of something to ensure an effective operation:</p>
<p>C. Complete the sentence with one of the following phrases; translate the selected phrase into Czech. (2 points each)</p> <p style="text-align: center;">PROPOSAL, MORALE, SPIRIT, OUTCOME, AGENDA, EGG-TIMER, POLICY, VENUE</p> <p>7. We've been very successful recently so the team's _____ is very high.</p>

In Czech: _____

8. "Before starting the meeting, Bill, can you review the _____ first?"

In Czech: _____

9. I'm afraid this hotel is not a good _____ for our purpose.

In Czech: _____

D. Complete the sentences with correct forms of the following verbs; some verbs are not used: (1 point each)

**REFUSE – AGREE – REFLECT – COME UP WITH
RESEARCH – ADVOCATE – TAKE ON – CONDUCT**

7. Jack _____ developing a completely new strategy at the last meeting.

8. Unfortunately I can't _____ on your proposal because I won't be here.

9. We _____ the idea of holding store meetings for more than a year.

10. Team members _____ a series of personality tests a month ago.

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

6. Our laboratory wants to carry out a new _____ study.
(**BENCH**)

7. The _____ employees will get a special bonus this year.
(**FORTUNE**)

8. It's our _____ to recommend the best solution.
(**OBLIGE**)

9. They have the knowledge and _____ to help you with your team-building. (**EXPERT**)

III. Grammar: (max. 30 points)

points

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

1. This incentive has presented me _____ an opportunity to find more information.

2. I like working in a team – a small one _____ particular.

3. Have you given us updates _____ the progress of your latest project?

4. Meetings hardly achieve what they are set _____ to do.

5. The company will invest _____ the production of laptop computers.

6. I'm not going to do this work _____ these circumstances!

B. Rewrite the sentences so that they mean the same as the sentence above. (3 points each)

7. Helen is short-sighted. She left her glasses at school and therefore she didn't see you.

Helen _____ you as she didn't have her glasses.

8. Maggie wanted to come to the party but her parents didn't let her go.
Maggie _____ to the party.

9. It was my choice to decide whether to eat the food or not. And I ate it.
I _____ the food.

C. Fill the gaps with the correct form of the **VERBS** and other words in brackets: (1 point each)

We've been preparing for the new competitor hard so I think we _____
(**SHOULD, SUCCEED**) when they start their operation here. It's true that it wasn't
necessary to hire new staff and also, we _____ (**NEEDN'T,**
INTRODUCE) the three-shift system. But we said to ourselves: "We _____
_____ (**MUSTN'T, UNDERESTIMATE**) the new company!" and I
think we didn't. We _____ (**MIGHT, even, EXPAND**) to
other countries in the future to become stronger but in my opinion we _____
_____ (**NEEDN'T, DO**) it this year. Unfortunately, we _____
_____ (**HAVE TO, DISMISS**) some office workers soon. Probably we
_____ (**MIGHT, TELL**) them before that their positions are not
certain I guess. But we _____ (**CAN, OFFER**) them really
good leaving conditions! They _____ (**MIGHT, BE**
ABLE, GET) some paid days off too.

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

1. _____ listening to our conversation?
A: Should they have been
C: Ought to have they been
B: Ought they to have been
D: Should have they been
2. I'm sorry but I _____ a year ago that the demand would be so high!
A: cannot know
C: can't have known
B: couldn't have known
D: can have known
3. My subordinates _____ leave their workplace now.
A: are not allowed to
C: can't
B: are not able to
D: mustn't

IV. Translation: (max. 16 points)

points

Translate the following sentences into English:

(8 points each)

Musím připustit, že naše společné rozhodnutí nebude předloženo vedení firmy, protože by určitě odmítli prodloužit konečný termín, a všechny důvěrné záležitosti, které hrají klíčovou roli v našem výzkumu, by byly prozrazeny.

Našemu týmu nemohl dominovat úspěch závisící pouze na vhodném rozhodovacím procesu, výkonném předsedajícím, kladném přístupu k zadaným úkolům a nepřítomnosti problémových členů naší skupiny!

UNIT FOUR – THE REAL TIME ECONOMY

COURSEBOOK, p. 35; READING

Find in the text the words which mean the same.

1. _____ = to say sb has done sth wrong, is guilty of sth or has broken the law
2. _____ = a state of mind being constantly filled with fixed ideas
3. _____ = act of seeking, search or pursuit
4. _____ = to observe, record or test sth
5. _____ = to come or be between, happen in such a way as to hinder or prevent sth from being done or happening, or to change the result
6. _____ = to make sb aware of sth; to watch for danger and be ready to act
7. _____ = strong effect or impression on sth/sb
8. _____ = action taken to resolve a difficulty; power or right to take action

Answer the following questions using the information from the text.

1. When asked a question, Gary Reiner gives a long answer with many digressions. T/F
2. What does it mean verbose?
3. How does the article characterize America's GE?
4. What initiative does Mr Reiner head?
5. What does the dashboard referred to in the article show?
6. How does Mr Reiner know sth is going wrong in the system and how does he react to solve the problem?
7. What other information does the dashboard provide him with?
8. Why do all the managers have dashboards now?
9. How important was digitalisation from the financial point of view?
10. Is the digitalisation "business" the first innovative business move of the company?

11. Will digitalisation be the trend for other companies as well?
12. What is real time enterprise?
13. How is the entire economy becoming real time?
14. Do all the companies now know exactly where they are and where they are going in the area or real time enterprise?
15. What are the real benefits of the Real-time technology for the companies?
16. What is the new software capable of doing which the previous type of software was not able to do?
17. Does this great advancement of IT mean the death of big firms?
18. How will real-time technology change the quality of economies?
19. Does the usage of real time technology pose a threat to business today?
20. What would be the function of the circuit breakers mentioned at the very end of the article and how are they related to question n. 19?

COURSEBOOK, p. 34; LISTENING

Complete the following extracts with the words you hear.

1. Intranet can **a.** _____ everybody within the company, **b.** _____ large the company is.
2. How **a.** _____ regularly use the intranet?
3. From the number of **a.** _____ we can **b.** _____ that at least 50 per cent of the company use it all the time.
4. The biggest **a.** _____ is trying to keep the information **b.** _____ and trying not to **c.** _____ the site with too much information. As our intranet has **d.** _____ from all over the different areas of the company, we don't want people to **e.** _____ information, so we have to keep **f.** _____, so that we can continually **g.** _____ anything that's unnecessary.
5. What are the main **a.** _____ issues for the intranet?
6. However, there is always the possibility of people **a.** _____ information and emailing it to people.....
7. Also we don't put photographs of people there **a.** _____ they give us permission as there is a **b.** _____ of someone actually **c.** _____ a photograph and using it for some purpose. These are very, very **d.** _____ risks but we need to take them into **e.** _____.
8. For our intranet site, we have **a.** _____ everyone within the company. We just have to **b.** _____ it like we would a newspaper and try to keep certain things, come certain **c.** _____, **d.** _____.
9. People can go **a.** _____ the intranet.

COURSEBOOK, p. 38; LISTENING

Complete the following extracts with the words you hear.

1. Business intelligence is the collection of information through any **a. _____ (1 word)** or "open" source. So that could be through trade publications, business magazines, specialist data sources or even just through **b. _____ (2 words)**.
2. On the other hand, industrial espionage is all about **a. _____ (2 words)** by illegal methods. This can be done by **b. _____ (2 words)**, by stealing **c. _____ (1 word)** information and, of course, by recruiting human agents from **d. _____ (1 word)** a business operation.
3. How should businesses go **a. _____ (1 word)** protecting their information?
4. There are two critical areas where businesses are particularly **a. _____ (1 word)** [critical files have been **b. _____ (2 words)** or have **c. _____ (2 words)**.]
5. On the human side, there are other dangers. People are not always honest and they may be prepared to communicate confidential information **a. _____ (3 words)** something they want.
6. There are quite a lot of good reasons for companies to install software and systems to **a. _____ (4 words)** their employees. These days information is too **b. _____ (1 word)**.
8. So intelligence or security **a. _____ (1 word)** can be very helpful because it's always easier for people to protect themselves **b. _____ (1 word)** something they know.
9. I can only answer the question **a. _____ (3 words)**.
10. These were mostly quite sophisticated electronic devices which **a. _____ (1 word)** telephone conversations and **b. _____ (1 word)** meetings and then **c. _____ (1 word)** that information to outsiders.
11. The first part of the job was to conduct a **a. _____ (3 words)**.

WORKBOOK, p. 19; READING

1. Characterize a blogger.
2. The two roles of Mr Scoble are not related to each other. T/F
3. Describe tablet pcs – laptop computers.
4. What is Mr Scoble extremely good at?
5. What are his attitudes towards Microsoft technology?
6. In what context is Jonathan Schwartz mentioned?

Translate.

- He was based in Silicon Valley.
- an area of expertise
- gather feedback
- disarming honesty

READING, WORKBOOK, p.19

Find in the text words defined by the following.

1. _____ = a) to put information or a message where the public can see it, for example on a wall, b) to put information on the Internet
2. _____ = a) to twist things together, or to be twisted together, b) to be closely connected with sth else
3. _____ = great skill or ability
4. _____ = making someone feel less angry or unfriendly because of the way you behave or talk to them
5. _____ = a visit by someone to a particular site on the Internet
6. _____ = done in a way to make other people suffer so that you can achieve your aims

7. _____ = qualities that someone has that make people believe or trust them
8. _____ = to admit that something is true
9. _____ = to attack sb orally or in writing
10. _____ = to hit someone repeatedly with a fist

COURSEBOOK, p. 40; D+D, SPYING ON STAFF

Find in the text the translation of the following.

1. činit něco závazným pro někoho = _____
2. mít podezření na finanční machinace = _____
3. dokument nastiňující navrhovanou horkou linku = _____
4. sdělit citlivé informace = _____
5. vyhradit si právo = _____
6. svolat mimořádnou schůzi = _____
7. vést k dalšímu zhoršení image společnosti v národním tisku = _____

While listening to the exercise try to find the translation for the following.

1. čelit dilema = _____
2. nemoci si dovolit ignorovat zákon = _____
3. uvalit zákon na = _____
4. být v přímém rozporu (**2 words**) s národním pracovním právem = _____
5. vznášet obtížné otázky = _____
6. mít nárok / právo (**1 word**) vědět vše = _____
7. systém dohledu nad zaměstnanci = _____
8. setkat se s vážným odporem = _____

Grammar of Unit 4 – additional exercises

QUESTIONS : QUESTION TAGS AND REPLY QUESTIONS

TASK Supply the question tags.

QUESTION TAGS		
You speak French,	_____ ?	
You don't speak French,	_____ ?	
You went to the conference,	_____ ?	
He is here,	_____ ?	
You had a meeting this morning,	_____ ?	
You've just been to Austria,	_____ ?	
I'm a fool,	_____ ?	
Let's break for coffee,	_____ ?	suggestion
Have a seat,	_____ ?	imperative
Give me a call,	_____ ?	imperative
Hold the lift for me,	_____ ?	request

Pass me that file,	_____ ?	request
From a dialogue		
A: You haven't got the sales figures yet,	_____ ?	request for information
B: They don't have to be ready till Friday,	_____ ?	confirmation
A: You're not going to leave it until the last minute,	_____ ?	attack
B: Well, I haven't had any time,	_____ ?	defence
A: So it wasn't you going home early, yesterday,	_____ ?	sarcasm
If we use a negative statement with an affirmative tag, we often expect the answer to be <i>no</i> .		
A: I'm going to need an interpreter. B: Of course. You don't speak French,	_____ ?	
<i>This form can also be more polite because it is easier for the other person to reply no.</i>		
A: You don't speak French,	_____ ?	
B. No, sorry, I don't.		
A negative statement with an affirmative tag can also be used to ask people for things in a polite way.		
You couldn't give me a hand,	_____ ?	
You haven't got any change for the parking meter,	_____ ?	

TASK Supply the reply questions.

REPLY QUESTIONS		
<ul style="list-style-type: none"> We can use a short question to reply to what someone says. We do this to show interest, surprise or uncertainty. The meaning is like <i>Really?</i> Or <i>Is that true?</i> 		
A: I went to Head Office last week.	B: _____ ?	interest
A: I can't install the new software.	B: _____ ?	surprise
A: I think they're arriving at ten.	B: _____ ?	uncertainty
What is it for and what was it like?		
<ul style="list-style-type: none"> We use what...for? to ask about a purpose. The meaning is "why". What is this switch for? (= Why is this switch here?) We use what... like? to ask if sth is good or bad. The meaning is "how". What was the conference like? (=How was your conference?) 		

Questions with a preposition at the end

TASK Make questions from the statements, asking about the words in italics.

A _____ ?
I'm waiting for *the postman*.

B _____ ?
He works for *Barclays Bank*.

C _____ about?
I'm thinking about *what to cook for supper*.

D _____ ?
I stayed with *some friends*.

E _____ ?
The pen belongs to *me*.

F _____ ?
The letter is from the *Tax Office*.

G _____ ?
He died of a *heart attack*.

H _____ ?
I'm worried about *the exams*.

I _____ ?
I'm staring at *the dirty mark on the end of your nose*.

J _____ ?
I'm writing to *my aunt in Australia*.

TASK We sometimes use short questions in our responses. **Write short questions with a question word and a preposition.**

Example: Ken's getting married. *Who to?*

A Come here! I want to talk to you!
_____ ?

B Bye! I'm going.
_____ ?

C Give me a cloth. Quick!
_____ ?

D I had lunch in the Café Royal yesterday.
_____ ?

E My parents were absolutely furious with me!
_____ ?

F Ssh! I'm thinking!
_____ ?

G Don't you think you should apologize to her?
_____ ?

H You'd better hand in the purse you found.
_____ ?

I Pat and I had an argument, as usual.
_____ ?

J Eat your food.
_____ ? I haven't got a knife or fork.

Translate.

- 1 Kdo tě zná?
- 2 Koho znáš?
- 3 O čem jsi mluvil?
- 4 Kdo o tobě mluvil?
- 5 Kdo se na tebe těšil?
- 6 Na co se těšíš?
- 7 Na koho jsi se těšil, až ho uvidíš?
- 8 Na co jsi se těšil, až uděláš?

REVIEW TEST

PJI1A

Intelligent Business: Unit 4 – Information

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

I. Listening: (max. 20 points) <input style="width: 40px; height: 20px;" type="text"/> points

II. Vocabulary: (max. 34 points) <input style="width: 40px; height: 20px;" type="text"/> points
A. Translate the following expressions into English: <i>(2 points each)</i>
urychlit informační tok – _____
shromažďovat informace a vkládat je do systému – _____
data představující novou obchodní příležitost – _____
analyzovat a optimalizovat dodavatelský řetězec – _____
sledovat nestálé finanční trhy – _____
podniknout kroky proti předznamenánému krachu na burze – _____
odrazovat uživatele od psaní poznámek rukou – _____
vyzradit důvěrné dokumenty průmyslové špionáži – _____

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

7. a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions:
8. a computer program that can show rows of figures and perform calculations with them; it is often used to work out sales, taxes, profits and other financial information:

C. Complete the sentence with one of the following phrases; translate the selected phrase into Czech. (2 points each)

**BLOG, GADGET, DASHBOARD, QUEST,
CREDIBILITY, SURVEILLANCE, ENTERPRISE**

10. Electronic _____ is sometimes used to obtain information about a company.

In Czech: _____

11. The awarded prize has contributed to his _____ as a business analyst.

In Czech: _____

12. This _____ is a clever electronic device for detecting sounds around you.

In Czech: _____

D. Complete the sentences with correct forms of the following verbs; some verbs are not used: (1 point each)

**HEAD – TERMINATE – ACCUSE – SPEED UP
OVERLOAD – ADOPT – COUNSEL – CONTRADICT**

11. Could you _____ your employees of being lazy and inefficient?
12. I think that _____ new computer systems will raise our efficiency.
13. Career _____ is an important part of the services our company provides.
14. _____ you ever _____ a multinational company with hundreds of employees?

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

10. The benefit is that I can get the information _____.
(**INSTANT**)
11. Please complete this _____ and return it asap.
(**QUESTION**)
12. Do you have any idea when the _____ will be finished?
(**MODIFY**)
13. Where does your _____ come from? (**ANNOY**)

III. Grammar: (max. 30 points)

points

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

1. I disagree with the practice of spying _____ staff.
2. "So, let's move _____ to the next point on our agenda."
3. We'll have to confront Jack _____ the fact that the files are missing.
4. I have to concede _____ your argument that the inflation is low now.
5. They've decided to opine openly _____ their financial problems.
6. These back-up systems are critical _____ our operations!

B. Ask questions about the underlined part of each sentence. (3 points each)

10. Bookkeeping has been managed by this program for five years.

I wonder _____.

11. Tom wants to know: "Has that terrible HR manager already been fired?"

Could you tell him _____?

12. Unfortunately, an unknown man stole all my luggage at the airport an hour ago.

All of us would like to know _____.

C. Fill the gaps with the correct form of the **VERBS** and other words in brackets: (1 point each)

A: "Please, don't ask me why _____ (I, **LEAVE**) my last job last week.

Could you imagine _____ (it, **BE**, hard, how) to cooperate with my boss? Impossible!"

B: "What _____ (your colleagues, **DO**) in the future? _____

_____ (**BE PLANNING**, they, also) to terminate their contracts like you?"

A: "No, _____ (they, *verb* + not). What _____

(they, **WOULD, DO**, it, for)? They don't have such problems."

B: "But you are not leaving the country, _____ (*question tag*)? And _____

_____ (**COME**, who) to your position?"

A: "I don't know and I don't care. Let's go home, _____ (*question tag*)?"

D. Choose suitable words or phrases that can complete each sentence. The number of correct answers is **0 – 4**. (2 points each)

1. That _____ Michael, _____?

A: couldn't have been ... could it

B: can't be ... can he

C: couldn't have been ... could he

D: is ... is it

2. _____ what _____ film have you been talking _____ with Josh _____?

A: - ... - ... about ... -

B: about ... - ... - ... -

C: - ... about ... - ... -

D: - ... - ... - ... about

3. Your brother _____ a lot of contacts to famous people, _____ he?

A: has ... hasn't

B: hasn't ... does

C: has got ... hasn't

D: has ... doesn't

IV. Translation: (max. 16 points)

points

Translate the following sentences into English:

(8 points each)

Firmy se vyhýbají tomu, aby poskytovaly podrobnosti o průmyslové špionáži a sledování, protože nikdo neví, jestli si je konkurence vědoma možných bezpečnostních rizik, a není tak důvod, proč by sdílely tyto důvěrné informace.

Ředitelka pro informační technologie odmítla zasahovat do zavádění počítačů na účetní oddělení, protože automatizované vedení účetních knih vždy bylo naším hlavním cílem a vložili jsme do něj mnoho úsilí.

UNIT FIVE – THE PACE OF CHANGE

COURSEBOOK, p. 44; READING

Using the information in the book answer the following questions.

1. What in the context of the article is a start-up?

start-ups

2. How does Pets Mobility go to the limit in the design of its mobile phones?

3. What is the idea behind PetsCell, its astounding device?

4. How would you interpret the following: The mobile-telecoms industry has become a victim of its own success.

5. In what context are China and Africa mentioned in this article?

6. In Bangladesh ladies are able to use a mobile only one minute a month. T/F

7. Who is it a subscriber?

8. What is an untapped market?

9. Apart from creating new versions for animals what are another possible approaches to boosting the demand for cell phones?
10. Describe these in more detail?
11. What does the word convergence mean?
12. What is the last phone-free environment these days?
13. What is fixed mobile convergence?
14. With the current rate of growth the market will be fully saturated by 2015. T/F
15. Explain the phrase saturated market.

COURSEBOOK, p. 45; READING

1. What will the new strategy of Motorola lead to?
2. Motorola is a market follower in the highly competitive industry of mobile phones. T/F
3. Saturated market is a market with lots of potential subscribers. T/F
4. Describe the latest development of the market share of mobile phone makers.
5. What do shareholders want the management of the mobile phone producers to do?
6. How will they achieve this?
7. What is it a revenue?
8. How has their latest model Razr V3 been described?
9. What are Motorola 's plans with the Internet?

COURSEBOOK, p. 46; READING

1. Who is Eric Drexler?
2. What is nanotechnology?
3. Find the synonymous expression for nanotechnology in the text.
4. What did Richard Feynman say of the future of nanotechnology? Who were his ideas important for?
5. At the moment there are many commercial products on the market produced using nanotechnology. T/F
6. What might slow down the arrival of new products?

WORKBOOK, p. 23; LISTENING

TASK In the listening exercise find the translations for the following.

1. náhradníci, kteří podávají zprávu svému nadřízenému =
2. co chcete z události získat (vytěžit) =
3. návratnost investice =
3. globální kritéria aplikovaná na všechny typy školení/instruktaží =
4. rozvinout své schopnosti =
4. ujasňovat cíle =
4. mít nereálné požadavky =
4. přerušit někoho, když mluví =
5. přidělit úkol zaměstnanci =

WORKBOOK, p. 21; READING

TASK Using the information in the text, answer the following questions.

1. What is WiMax? What is its main function?
2. The impact of WiMax on the world has generally been underrated or overrated?
3. What's the difference between WiMax and Wi-Fi technology?
4. Today there are no WiMax products/devices on the market these days. T/F
5. The hype about the potential impact of WiMax products has been replaced with scepticism. T/F
6. How do you understand the phrase "hot air"?

WORKBOOK, p. 22; READING

1. What is it a breakthrough?
2. What's the purpose of the described gadget?
3. Where is the gadget located and how does it operate?
4. What happens if the child doesn't walk enough?

COURSEBOOK, p. 48; D+D, TURNING IDEAS INTO REALITY

Grant proposal

Source: Microsoft Templates

1

Organization name

Grant Proposal for *Project Name*

2

Introduction

- Introduce your organization.
 - Brief background information
 - Mission statement
- Insert your organization's logo, if available

3

Project summary

- Present a concise summary of the project and its most important benefit.

4

Problem statement

- Identify the problems that the project will address.
- Back up your problem statement with statistics, if available.

5

Objectives

- State specific, measurable project objectives.
- Explain how the project objectives address the problems you have identified.

6

Key benefits

- List the key benefits of the project.
- Begin with the most important benefit.

Phrases to use when asking/applying for a grant:

- We are committed to _____ *ing sth / sth*
- We have found a novel way of dealing with _____

Phrases to use when awarding a grant:

- We are committed to _____ *ing sth / sth*
- We are delighted to be providing the seed investment to help *sb to do sth*

SKILLSBOOK – WRITING 4 – FORMAL CORRESPONDENCE, p. 60-61

TASK 1 Complete the gaps with the most suitable words. One word per gap.

Dear Mr Whitehead

1. _____ to our conversation this morning **2.** _____ the problem with the whiteboard model number 4VTZIP, I would like to confirm that you will be sending the whiteboard to us for repairs. We will **3.** _____ to return the whiteboard to you **4.** _____ the end of the week.

We apologise for the **5.** _____ caused. **6.** _____ you require any further assistance, please do not **7.** _____ to ask.

Yours sincerely,
Mrs Lowe

TASK 2 Complete the gaps with the most suitable words. One word per gap.

Dear Mr Constantine,

I work for Forest Alert, a charity which helps to **1.** _____ wildlife and trees in forests throughout the world. We are having an auction next month to **2.** _____ funds for charity.

Your company has an excellent **3.** _____ for supporting work that **4.** _____ the environment. Therefore, Forest Alert would like to ask your

company to donate a VIP visit to one of your plants, which we would **5.** _____ up for auction.

Thank you for **6.** _____ this request. It would be most helpful if we could have a response as soon as possible.

Yours sincerely
Anna Martin

TASK 3 Complete the gaps with the most suitable words. One word per gap.

Dear Ms Martin,

Thank you very much for your letter requesting a visit to one of our plants for the Forest Alert charity auction.

Unfortunately, we are unable to help you on this **1.** _____ as we have already **2.** _____ our support to another environmental charity, which is also having a charity auction next month. We regularly **3.** _____ (*examine again*) the charities which we support. Please get in **4.** _____ with us if we can be of any help with future events.

We wish you **5.** _____ success with your charity auction.

Yours sincerely,
David Constantine

Grammar of Unit 5 – additional exercises

Relative clauses

1. Identifying:

- the information provided is necessary and cannot be omitted
- it is never separated with commas

The woman **who lives next door** is a doctor.

We met some people **whose car had broken down**.

- the used relative pronoun can be – among others – **that**
Rick sold the house **that** his grandfather built.
- if the relative clause has its own subject, the relative pronoun can be left out:
We stayed at the hotel (**that/which**) Ann recommended to us.
Your brother is the person (**who**) I met yesterday.

- the preposition in the relative clause can be put either after the verb,
I brought you the book (*that/which*) **I told you about**.
or before the relative pronoun (BUT it can never be **that!**)
I brought you the book **about which I told you**.
~~I brought you the book **about that** I told you.~~

2. Non-identifying:

- the information provided is supplementary and can be omitted
- it is separated with commas
My brother Jim, **who is a doctor**, lives in London.
Colin told me about his new job, **which he's enjoying very much**.
- **that** cannot be used as a relative pronoun here
We stayed at the Grand Hotel, **which** Ann recommended to us.
~~We stayed at the Grand Hotel, **that** Ann recommended to us.~~
- the preposition in the relative clause can be put either after the verb,
Mr Gray, **who you spoke to yesterday**, is our Personnel Manager.
or before the relative pronoun
Mr Gray, **to who(m) you spoke yesterday**, is our Personnel Manager.

B: RELATIVE CLAUSES

Complete the sentences with *what*, *which* or *who* or put an *OK* next to a sentence if it is already correct.

1. There is a lot of noise from the builders working _____ next door. **OK**
2. Mike doesn't really know **what** he wants in his career.
3. I was talking to a man _____ going to the same conference as us.
4. I was talking to a man _____ is going to the same conference as us.
5. I asked her _____ she was thinking.
6. This is a new drug _____ was developed at our Cambridge laboratories.
7. This is a new drug _____ developed at our Cambridge laboratories.
8. This drug, _____ was developed at our Cambridge laboratories, is fantastic.
9. This drug, _____ developed at our Cambridge laboratories, is fantastic.
10. _____ we need now is better brand recognition.
11. The "assets" include everything _____ owned by the company.
12. I didn't really understand _____ he was talking about.

Put a bracket round a relative pronoun if you **CAN** leave it out. Put an **OK** next to the sentence if you **MUST** keep the relative pronoun.

1. The book (**that**) you lent me about e-commerce is really interesting.
2. The company which is our main competitor is ABC. **OK**
3. The name which they chose for the new model is Prima.
4. The meeting room, which wasn't very large, became hot and stuffy.
5. In the end, the sales campaign was the best that we'd ever had.
6. These are the people whose names appear on the database.
7. The people who attended the presentation found it very useful.
8. The supplier who we visited last week had better quality than this one.
9. Richard Branson, who started with almost nothing, is a typical entrepreneur.
10. Newsweek is the English-language magazine that I read most often.

TASK 1 Translate:

1. Dva muži, z nichž jsem neznal ani jednoho, přišli do mé kanceláře.
2. Mají tři auta, dvě z nichž nikdy nepoužívají.
3. Sue má hodně přátel, s mnohými z nichž chodila do školy.
4. Tom si zkusil tři saka, z nichž ani jedno mu nesedělo.
5. Můj bratr Jim, který bydlí v Londýně, je lékař.
6. Bydleli jsme v Grand Hotelu, což nám doporučila Ann.
7. Pamatuješ se ještě na den, kdy jsme se potkali?
8. Samozřejmě, že může pršet, v případě čehož bychom museli konat obřad vevnitř.

TASK 2 Complete the sentences with suitable relative pronouns, 0-x options are correct.

1. Jim passed his driving test, _____ surprised everybody.
a) which b) that c) ----- d) what e) whose f) whom
2. We have got two cars, _____ of which we use for work.
a) neither b) both c) one d) none e) either f) all
3. They asked me a lot of questions, most of _____ I couldn't answer.
a) which b),which c) them d) what e) whom f) all
4. He tried on four jackets, _____ of which fitted him.
a) none b) some c) both d) either e) all f) neither g) each h) every
5. She has many friends, many of _____ she was at school with.
a) which b) who c) whom d) them e) whose f) some
6. My brother Jim _____ lives in London ___ is a doctor.
a) ,who + , b) ,that + , c) Ø who + Ø d) Ø that + Ø
7. Amy, _____ car had broken down, was in a bad mood.
a) whom b) who c) ,which d) whose e) ,hers
8. We met some people _____ car had broken down.
a) ,whose b) whose c) theirs d) their e) who f) whom
9. Mr. Carter, _____ I spoke on the phone, is very interested in our plan.
a) to whom b) to who c) to which d) who e) whom f) -----
10. Fortunately, we had a map, without _____ we would have got lost.
a) which b) that c) it d) this e) its f) where
11. This morning I met Diane, _____ I hadn't seen for ages.
a) who b) whom c) that d) her e) hers f) which

12. Do you know anyone _____ speaks Italian?
a) who b) that
13. John, _____ speaks French, works as a tourist guide.
a) who b) that
14. Do you still remember the day _____ we met?
a) ----- b) that c) which d) on which e) when f) then
15. The reason _____ I'm phoning you is to invite you to our party.
a)----- b) that c) which d) for which e) why f) when
16. They had the choice to comply with the conditions, _____ the bombing would have stopped.
a) in which case b) in the case of which c) in case of which d) in that case

REVIEW TEST

PJ11A

Intelligent Business: Unit 5 – Technology

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

I. Listening: (max. 20 points) <input style="width: 40px; height: 20px;" type="text"/> points

II. Vocabulary: (max. 34 points) <input style="width: 40px; height: 20px;" type="text"/> points
A. Translate the following expressions into English: <i>(2 points each)</i>
podobat se výrobkům spotřební elektroniky – _____
vydávat (<i>o automatu</i>) pevný disk velikosti zapalovače – _____
podnikatelé působící na nenasyceném trhu – _____
rozšířit pokrytí mobilními telefony – _____
zařízení s vestavěným satelitním sledováním – _____
spustit strategii zaměřenou na předplatitele – _____
naladit stanici bezdrátovým přenosným rádiem – _____
nadbytečný doplněk (<i>oděvu</i>) připevněný na řemínku – _____
B. Write expressions the following definitions refer to: <i>(2 points each)</i>

9. the activity of presenting, advertising and selling a company's products in the best possible way:

10. to move computer software or information from one computing device to another especially from a local computer to a central server or network:

C. Complete the sentence with one of the following phrases; translate the selected phrase into Czech. (2 points each)

**CONVERGENCE, TRIUMPH, APPLIANCE, HYPE,
VENDORS, VISUAL AIDS, RESEARCHER, CLAMSHELLS**

13. I hope the components from different _____ will cooperate without problems.

In Czech: _____

14. Fortunately, the _____ about the technology's prospects is now moving away.

In Czech: _____

15. I'd describe this car as the _____ of ecology and manufacturing.

In Czech: _____

D. Complete the sentences with correct forms of the following verbs; some verbs are not used: (1 point each)

**LACK – DOWNLOAD – OMIT – INTEND
POSTPONE – EXAGGERATE – SHRINK – ACCREDIT**

15. Claims about WiMax _____ strongly _____.

16. The launch of the new model on to the market will have to _____.

17. The product has to _____ by a standards body.

18. Is it true that profits of many companies _____ recently?

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

14. If the networks are _____, why should we run them?
(**TAP**)

15. The new generation of mobile phones was a real _____!
(**BREAK**)

16. I don't think your invention can be _____.
(**MARKET**)

17. We sell communications devices as well as _____ devices.
(**COMPUTE**)

III. Grammar: (max. 30 points)

points

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

1. Adults shouldn't prevent children _____ using mobiles.

2. We have decided to subscribe _____ this new Internet service.

3. I'm sure some of the new technologies are already _____ the horizon.
4. Nokia wants to take part _____ the tender.
5. Your mobile can be clipped _____ a bag!
6. The store introduced a limit _____ the number of items you can buy there.

B. Join the sentences to make relative clauses. (3 points each)

13. I have one brother. His wife is a teacher. He is older than me.
My brother _____.
14. I met your mother an hour ago. We spoke about her yesterday.
I met your mother _____.
15. I was born in a city. My best friend was also born in that city.
I was born in a city _____.

C. Fill the gaps with the correct form of relative pronouns, commas and prepositions if necessary: (1 point each)

We want to carry out an online survey _____ should help us with determining consumers' needs. It asks questions about the field _____ we focus _____. The designed questionnaire _____ completion is voluntary will serve as a source of information for us. The customers _____ we hope to address will have a chance to win a coupon for 1,000 CZK. When the survey is finished, we'll be processing the information _____ can take us several months. We want to find a service with _____ our customers are most satisfied. We also plan to reconstruct our webpage _____ offers our products and services. The staff _____ provides the services should be more involved in this activity, i.e. they should try to give the customers _____ visit them as much information as they can.

D. Choose suitable words or phrases that can complete each sentence. The number of correct answers is 0 – 4. (2 points each)

1. This is the prison _____ we managed to escape _____.

A: from which ... –	B: – ... from
C: that ... from	D: from that ... –
2. We live on the Earth _____ is the third planet of the solar system.

A: which	B: that
C: , which	D: –
3. Mobiles _____ from our warehouse _____ have been found.

A: , which were stolen ... ,	B: which were stolen ... –
C: stolen ... –	D: , that were stolen ... ,

IV. Translation: (max. 16 points)

points

Translate the following sentences into English:

(8 points each)

Konkurenční společnost přišla s novým vynálezem, o kterém jsme ještě neslyšeli a který umožní výrobu energeticky úsporného displeje s nízkými náklady a vysokým výkonem, jehož výrobní technologie bude šetrná (*přátelská*) k životnímu prostředí.

Dalším možným přístupem je povzbuzovat lidi, aby využívali své stávající telefony nebo nové telefony v sítích třetí generace, nabízejících spoustu kapacity navíc stejně jako další komunikační služby.

UNIT SIX – ADVERTISING

WORKBOOK, p. 26; READING

TASK In the following article try to find the words defined by the following. The number in brackets indicate the paragraph containing the word needed.

1. /1/ _____ =

a. the ability not to be affected or harmed by something, especially a disease or a drug

2. /1/ _____ =

a. the state of interrupting a peaceful situation

intrusive noise/lights/tourists

b. situation when you are becoming involved in something in a way that is not welcome

3. /2/ _____ =

to be made experience something unpleasant

4. /2/ _____ =

to fail to be protected from sth harmful or dangerous

5. /2/ _____ =

a skill or ability

6. /2/ _____ =

to stop paying attention

7. /4,5/ _____ =

beliefs or opinions that most people accept as correct

8. /4/ _____ =

one that people disagree about or do not approve of

9. /4, 5/ _____ =

a type of product or group of products sold using a particular name, which is often the name of the company that produces them; the name that is given to the products

10. /5/ _____ =

the most popular time for watching television, which is in the middle of the evening

- 11.** /5/ _____ =
the most popular time for watching television, which is in the middle of the evening
- 12.** /5/ _____ =
a. to put your arms around someone to show love or friendship
b. to completely accept something such as a new belief, idea, or way of life
- 13.** /6/ _____ =
the amount of profit or income that you get from a particular investment
- 14.** /6/ _____ =
businesses or people that sell goods directly to the public

TASK Using the information in the article answer the following questions.

1. Resistance to the growing intrusiveness of of marketing and advertising has reached its peak. T/F
2. People are constantly given so much information that it is almost impossible for them to deal with it. Fortunately, most of the information is closely linked to their work or private problems
3. Many people today are developing the skill of being able to ignore all types of adverts. T/F
4. Why is the effectiveness of advertising a hugely controversial topic?
5. For majority of companies advertising is always the top priority. T/F
6. According to Professor Shaw less than 50% of advertisements provide a return on their investment. T/F
7. In what other way (other than direct effect) can ads affect sales?

WORKBOOK, p. 27; LISTENING 2

Tremor is:

- a. a mass of cells in your body that grow in a way that is not normal
- b. a small earthquake
- c. a slight shaking movement in your body or your voice that you cannot control, for example because you feel ill or frightened
- d. a long narrow open hole dug in the ground, used in a war by soldiers to protect themselves against the enemy attack
- e. a sudden feeling of excitement or fear
- f. a vehicle used on farms, for example to pull machines

TASK Complete the gaps inserting the identical words you hear.

Part 1 – Direct tapescript

Procter and Gamble, which helped to launch TV soap operas and as a new way to market goods, is looking once again for **1.** _____ ways to reach consumers.. Three years ago it **2.** _____ an operation called Tremor to recruit an army of several **3.** _____ American teenagers. It uses these "tremors" to discuss ideas about new products and to help **4.** _____ marketing messages. **5.** _____, the teenagers get to hear about and use new things before many of their **6.** _____.

Getting **7.** _____ to buy (or be given) new products in order to influence a broader market is hardly a new idea. So-called **8.** " _____ " are a similar group, much **9.** _____ by consumer electronics companies in order to give their product a good start. But there is a wider group which marketers sometimes call **10.** " _____ ", **11.** _____ proactive consumers. Some people in the industry believe this group is the most powerful of all.

Part 2 – Extracts

Prosumers can be found everywhere, are at the **1.** _____ / **3 words/** and what they say to their colleagues tends to become **2.** _____ / **1 word/** six to 18 months later. They often **3.** _____ / **3 words/** and half of them **4.** _____ / **1 word/** companies they cannot find on the Internet.

COURSEBOOK, p. 51; READING

TASK Using the information in the article answer the following questions.

1. What is Lord Leverhulme famous for?
2. Lord Leverhulme didn't know which of his advertising tools were effective and which were not. T/F
3. The effects of advertising are easier to quantify now than they were, let's say, 60 years ago. T/F
4. In some cases how much money spent on advertising goes down the drain?
5. The advertising industry as a whole is confused about where it is and what direction it is moving in. T/F
6. Why is the advertising industry disoriented?
7. Advertising budget is expected to grow. T/F
8. What alternatives to straightforward advertising does the article list?
9. As a famous car maker wanting to advertise his latest product what strategies will you be thinking of using?
10. What aspects will you base your decision (see question 9) on?
11. Why in your opinion does the Internet account for only a tiny slice of the overall advertising pie?
12. Rupert Howell thinks the Internet poses a serious threat to the other advertising tools. T/F

This is due to a _____ of long-term changes, such as the growing _____ of media and the _____ of new technologies, _____ the Internet. **/COMBINE, DIVERSIFY, ARRIVE, NOTE/**

These tools have become an _____ part of the industry. **/SEPARATE/**

TASK Complete the gaps with the most suitable words of your choice; one word per gap.

Creativity is at the **1.** _____ (**noun**) of advertising, which is why I've chosen this ad – you know, I think it's a great example of just that. At first **2.** _____ (**noun**), it just looks like a very straightforward shot of a group of young Maasai people, standing together out in the **3.** _____ (**noun**) of the African plains. And you're almost **4.** _____ (**verb**) wondering what this advert could be **5.** _____ (**preposition**), because there is no obvious **6.** _____ (**noun**) of anything connected with consumer society. But then when you look at it more **7.** _____ (**adverb**), you realise that, in fact, the people have been positioned to form the **8.** _____ (**noun**) of a Land Rover four wheel drive vehicle – the Freelander Maasai. I think it's a very **9.** _____ (**adjective**) ad because what it's saying to people is "Look, this is the vehicle that the Maasai have chosen, and they've done that because they know it's a **10.** _____ (**noun**) of their own qualities as a **11.** _____ (**noun**) strong, fearless, intrepid." So for the **12.** _____ (**noun used as adjective**) audience, this is an ad that's not only reassuring, it's also one that makes a very direct appeal to their **13.** _____ (**noun**) of adventure.

Glossary – terms, Units 1-5

1. _____ = additional advantages, profits, etc. that are produced by two people or organisations combining their ideas and resources.

2. _____ = an offer to buy something at a stated price.
They made a successful _____ for an established company.

3. _____ = a person or company that makes an agreement to do work or provide goods for another company.
The company has no plans to expand its use of _____.

4. _____ = to calculate what you think the value, size, amount, etc. of something will be.
The value of the deal _____ at £12m.

5. _____ = a person or group of people who are considered to be an important part of an organisation because they have responsibility within it or receive advantages from it.
When a company is new, it's easy to stay close to its _____.

6. _____ = a person or company who is paid to do part of the work of another person or company.
Always check whether a contractor is using _____, and who is liable if things go wrong.

7. _____ = to decide officially that a particular amount of money, time, etc. should be used for a particular purpose.
Du Pont has _____ funds for the design of four plants.

8. _____ = advice or criticism about how someone is doing their job.

I'm sure he'll improve if he gets positive _____ after each task.

9. _____ = to give someone a particular job or task.
The team leader will _____ tasks to all the members of the team.

10. _____ = to succeed in doing something.
We _____ all our goals on the last project.

11. _____ = information that is collected about the activities of an organisation or individual
We provide confidential reports and _____ for companies operating in the biotechnology sector.

12. _____ = the result of an evaluation of the size or dimension or something.
Precise _____ of business performance enable managers to make better decisions.

13. _____ = the act of monitoring a person or group of people.
Employees must be notified if they are under _____ at their workplace.

14. _____ = the manager with the most authority concerning technology.

15. _____ = to move computer software or information from one computing device to another.
You can _____ music and video clips from the internet onto your mobile phone.

16. _____ = a complete change in ways of thinking, methods of working, political systems, etc.
Computer technology has caused a _____ in working practices.

17. _____ = to move computer software or information from one computing device to another especially from a local computer to a central server or network.
If you _____ big files, you'll need a high-speed internet connection.

COURSEBOOK, p. 56, resp. 146; D+D, DANGER ZONE

TASK Choose the correct option to complete the gaps.

Following the **1. excess / release / application** of its new adventure game Danger Zone, the video manufacturer Wonder Image Inc has been asked by the ASC to **2. withdraw / terminate / resign** its first TV commercial support of the launch. The advertisement, which was first shown last week on national television, sparked a **3. thunder / storm / lightning** of protests from viewers and parents' associations. Bill Bradley, the director of the ASC, explained that the decision to ask the company to withdraw the commercial was **4. put / taken / done** because of its **5. obsolete / offending / offensive** nature. "The ASC **6. guidelines / guides / rulers** specify that all advertisements should be in good **7. humour / mood / taste** and should on no account **8. promote / progress / process** violent behaviour – which unfortunately was not the **9. example / case / accident** with the Danger Zone commercial. A

spokesperson for Wonder Image Inc said that the decision by the ASC to **10. ban / back / break** the commercial was an "**11. exaggerated / overrated / underrated** response to an original and creative television campaign". The launch of Danger Zone will **12. program / delay / proceed** as planned but without the support of television campaign, the spokesperson added.

COURSEBOOK, p. 52; READING

TASK Answer the following questions.

1. What standard advertising technique does the article describe?
2. Whom does Tag Heuer under contract?
3. What product did Nicole Kidman make a commercial for?
4. Is it always easy to choose a celebrity to advertise your product? What can go wrong?
5. What less risky advertising techniques (other than using a celebrity) does the article list?

Grammar of Unit 6 – additional exercises

TASK 1 Complete the sentences using the verbs in the brackets.

1. How old were you when you **learnt to drive**? (*learn, drive*)
2. I don't _____ home but I'd rather _____ a taxi. (**mind, walk**), (*get*)
3. I can't make a decision. I _____ my mind. (**keep, change**)
4. He had made his decision and _____ his mind. (**refuse, change**)
5. Why did you change your decision? What _____ your mind? (**make, you, change**)
6. It was a really good holiday. I really _____ by the sea again. (**enjoy, be**)
7. Did I really tell you I was unhappy? I don't _____ that. (**remember, say**)
8. _____ Tom tomorrow. OK, I won't forget. (**remember, phone**)
9. The water here is not very good. I'd _____ it if I were you. (**avoid, drink**)
10. I _____ in the conversation but really it was very boring. (**pretend, to be interested**)
11. I got up and looked out of the window _____ what the weather was like. (**see**)
12. I have a friend who _____ five languages. (**claim, be able, speak**)

13. At first it was difficult but now I _____ 50 hours a week. (**use, work**)
14. Steve _____ football. He had to _____ because of an injury. (**use, play**), (**stop, play**)
15. After _____ by the police, the man _____ the car but _____ at 100 miles per hour. (**stop**), (**admit, steal**), (**deny, drive**)
16. How do you _____ ? (**make, this machine, work**)
- I'm not sure, _____ that button and see what happens. (**try, press**)

TASK 2 Put the verbs and *any other words* in brackets into the correct form. You may add the necessary auxiliary verbs, prepositions and particles. Use the verbs in the brackets in the given order. Use the passive where necessary.

1. Policy makers _____ (force, think) of market pitfalls and (**consider, develop**) profitable strategies. (PRESENT CONTINUOUS)
2. We _____ (**be used, encourage, improve**) our job performance on a daily basis. (PRESENT SIMPLE)
3. The recruitment staff _____ (**object, submit**) the application form incomplete. (PRESENT PERFECT)
4. Unless they stop taking illegal steps, they _____ (**risk, repeal, and, find**) guilty. (PRESENT SIMPLE)
5. We are cautious. We _____ (**break, not**) safety regulations. (PRESENT SIMPLE)
6. His administration _____ (**neglect, protect, the citizens, attack**) on their homeland. (PRESENT PERFECT)
7. The Secretary of the State _____ (**deny, involve**) negotiations with AL-Kaida. (PAST SIMPLE)
8. His business associate _____ (**suggest, commit - not, meet**) humanitarian needs in the most corrupt areas. (PAST SIMPLE)
9. She is an admirable worker. She never _____ (**avoid, confront**) with the challenge. (PRESENT SIMPLE)
10. I will quit this job as I _____ (**can - not, get used, make**) to promote faulty products. (PRESENT SIMPLE)

REVIEW TEST

PJ11A

Intelligent Business: Unit 6 – Advertising

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

I. Listening: (max. 20 points)	<input style="width: 40px; height: 20px;" type="text"/>	points

II. Vocabulary: (max. 34 points)	<input style="width: 40px; height: 20px;" type="text"/>	points
<i>A. Translate the following expressions into English: (2 points each)</i>		
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) – _____		
<i>B. Write expressions the following definitions refer to: (2 points each)</i>		
11. 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:		
12. 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:		
<i>C. Complete the sentence with one of the following phrases; translate the selected phrase into Czech: (2 points each)</i>		
<i>DIRECT MAIL, INTRUSIVENESS, IN-STORE DISPLAYS, POP-UPS, SHARE, FINDINGS, PRODUCT PLACEMENT</i>		
16. There's been a thorough study on the _____ of advertising. <i>In Czech:</i> _____		
17. The _____ of this advertising medium accounts for 4% of the total advertising pie.		

In Czech: _____

18. 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)

**TURN OUT – TARGET – RUN – ANTICIPATE
LIAISE – ENDORSE – ACCUSE – PUBLICISE**

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

20. We are going to _____ the campaign with one of our celebrities.

21. _____ our products in all media is our main objective.

22. 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)

18. Some _____ think that the commercial won't be successful.
(AD)

19. Internet as an advertising medium has several _____.
(WEAK)

20. Advertising is an _____ part of marketing.
(SEPARATE)

21. The "distribution effect" can lead to _____ sales.
(ADD)

III. Grammar: (max. 30 points)

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 services?

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)

16. It is useless to mention the fact that we'll miss the deadline.

There's no point _____.

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

Jeff stopped _____ any more.

18. 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: to help 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 ... live

C: go ... living

D: going ... living

3. She didn't even bother _____ 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.

UNIT SEVEN – IN THE NAME OF THE LAW

COURSEBOOK, p. 60; LISTENING -PREVIEW

TASK Complete the gaps with the phrases you hear and translate them into Czech where indicated.

Marvin Hunt

I specialise in the area of **1.** _____ =
 _____ **(in Czech)**, but not just here in the UK. I work all
 over Europe and deal with a whole range of
2. _____. So, one week I could
 be advising a major corporation about their **3.** _____ =
 _____ **(in Czech)** and the next I could be involved in **4.**
 _____ between workers and employers. We've got a very **5.**
 _____ soon where a group of female employees **6.**
 _____ that they were paid less than the male employees
 for the same work.

Louise Granger

My training was in law and in life sciences. So my **1.** _____ is a
 great help in my line of business, which is the environment. These days, companies **2.**
 _____ lawyers and also
 _____ environmentalists who say that their operations may be **3.**
 _____ to the environment or even creating health problems for
 some people. So my job is to help businesses **4.** _____ that they face.
 At the moment I'm advising a **5.** _____ = _____
(in Czech) that **6.** _____ =
 _____ **(in Czech)** the local water supply.

Marsha Maspero

I'm in IP, which is our jargon for **1.** _____ =
 _____ **(in Czech)**. That refers to things like the **2.**
 _____ = _____ **(in Czech)** and the **3.**

_____ that belong to an organisation. So we have a network of associates in countries around the world who give us **4.** _____ to help companies to protect their intellectual property in international markets. My own **5.** _____ is actually the entertainment industry, which means that I'm often working with people from the music and film industry. For instance, I've just finished **6.** _____ a very famous client from the sports industry whose pictures were being used on a commercial website **7.** _____.

Samuel Chase

1. _____ = _____ **(in Czech)** is where I work. All businesses are responsible for making sure that their product do not cause harm to the consumers who use them. What we do is advise companies when they have to deal with complaints. That could involve negotiating with other lawyers or actually defending the company in court. We have a big case at the moment where we're helping a pharmaceutical company to prepare a strategy to deal with **2.** _____ = _____ **(in Czech)** one of its best-selling drugs.

WORKBOOK, p. 30; READING

TASK 1 Create questions to these answers. (Paragraph 1)

1. PCs and electrical devices are replaced every year.
2. Only a tenth or so.
3. Mercury and lead.
4. In Europe.
5. A type of refuse.
6. 8%.

TASK 2 Translate into Czech. (Paragraph 2)

Legislation to levy a surcharge on computer sales to defray recycling costs came into effect last month.

1. levy a surcharge = _____
2. defray recycling costs = _____
3. came into effect = _____
4. a European Union directive = _____
5. to be implemented in national laws = _____

TASK 3 Answer the following questions. (Paragraph 3)

1. Who is eBay?
2. What idea has eBay recently come up with and how does this idea work?

Translate.

1. zjistit hodnotu = _____
2. dát na prodej = _____
3. zjednodušit přepravu / expedici = _____

WORKBOOK, p. 31; LISTENING

TASK Complete the gaps with the words and phrases you hear.

Bernie Ebbers – the ex-boss who steered WorldCom through an \$11 billion **1.** _____ and into the bankruptcy courts – may not have been overly blessed with **2.** _____. Yet, in one crucial respect, Mr Ebbers, at least now, **3.** _____ – he refuses to use email. The ensuing lack of legal evidence, electronically **4.** _____ to the boss's door has slowed the work of **5.** _____, who until recently had secured guilty pleas only from four of his underlings. That changed this week with the capitulation of WorldCom's former finance chief, Scott Sullivan, who **6.** _____ to his role in the fraud. With Mr Sullivan now co-operating, Mr Ebbers was swiftly indicted. Developments at WorldCom **7.** _____ those at Enron, another **8.** _____ company, last month. There, a **9.** _____ indicted Jeffery Skilling, the company's former chief executive, following a **10.** _____ and a co-operation agreement from Enron's ex-finance chief....

COURSEBOOK, p. 61; READING

Vocab.

litigant = sporná strana, strana ve sporu

litigation = soudní spor

1. Who is Sealed Air?
2. What mistake did Sealed Air make 7 years ago?
3. Who is W.R. Grace?
4. How did W.R. Grace create problems for Sealed Air?
5. How did the stock market (=akciový trh) react to the problem (*the litigation*) ?

6. What consequences does the litigation have for Sealed Air?

7. Name six ways mentioned in the article in which a company can owe vast amounts of money in litigation and translate them into Czech.

i. _____

ii. _____

iii. _____

iv. _____

v. _____

vi. _____

8. Litigation risk is difficult to quantify. T/F

9. The money you pay as a result of a verdict is always higher than the money you need to spend to pay your lawyers, so called indirect costs. T/F

10. Translate into Czech: out of court settlement

11. The very existence of litigation makes the share-price go down. T/F

12. Why do actions (=žaloby) against companies whose share-price has fallen make little economic sense?

13. Lawyers fees can account for one-third of the settlement. T/F

14. There is no precise information on the cost of litigation. T/F

15. What method could be used to gather information about litigation payouts?

16 Find words in the last paragraph which mean the following:

i. a sum of money to be paid by sb who breaks a rule or contract = _____

ii. injury, damage, or problems caused by something you do = _____

COURSEBOOK, p. 63 READING

TASK In the text find the translations of the following.

1. účastnit se neúspěšné soudní pře = _____

2. dožadovat se odškodného = _____

3. zranění utrpěná v autonehodě = _____

4. kontaminovaný vodní zdroj = _____

5. učinit právní kroky proti někomu = _____

6. připojit se k hromadné žalobě = _____

7. soudce rozhodl v její prospěch = _____

8. udělit/přiznat odškodnění dosahující výše 333 milionů dolarů = _____

TASK Find in the listening exercise the translation of the following.

i.

- 1 Zpozdili jsme se. = _____
- 2 Mám na mysli tohle. = _____
- 3 odted' ka vzít na sebe odpovědnost za celý případ = _____
- 4 To je mimo diskusi/ To je nemyslitelné. = _____

ii.

- 1 Ne za tuto cenu. = _____
- 2 Má větší cenu/hodnotu. = _____
- 3 Je pořad v záruce. = _____
- 4 To je moje konečná nabídka. = _____
- 5 Ber, nebo nech být! = _____

iii.

- 1 Promiň, že se tě ptám narychlo. = _____
- 2 Zaskočím za tebe na schůzi. = _____
- 3 Vynahradím ti to kdykoliv budeš chtít. = _____

TASK Complete the gaps with the words/phrases you hear.

This is a classic dilemma. Here we have two companies that had actually both successfully **1.** _____ their businesses in more or less the same sector. The similarities probably **2.** _____ there, too, because on the one hand you have Glow Industries, which is a start-up, and on the other you have an international organisation with **3.** _____ some very big players in the beauty business. So big money meets small money, **4.** _____, because Glow by JLo has \$100 million **5.** _____ and Glow Industries just two or three million. The problem is that neither of the companies is in fact the first **6.** _____ containing the word "Glow" because other businesses are already selling product **7.** _____ similar names. And this is also where it gets even more complicated: because when Terri **8.** _____ Sweetface, they responded by **9.** _____ in one of the companies that was already using the word "Glow" and then what they did was to counterattack, **10.** _____ Terri herself _____ stealing their name. But that **11.** _____ a lot of negative publicity for Glow by JLo, and eventually the two sides **12.** _____. There are no details of exactly what that involved but Terri Williamson agreed to change the name of her products – so there is every reason to suppose that she received **13.** _____.

1. Who is Terri Williamson?
2. Describe Terri's success.
3. What did she discover two years later?

4. How did Terri react to what she had found out?

WORKBOOK, p. 31; READING

TASK 1 Answer these questions.

1. What dangers must foreign investors in America be constantly aware of?
2. American insurance firms began selling policies (= pojistky) for directors to minimize the dangers mentioned above. T/F
3. These policies managed to protect most of the companies from being sued. T/F
4. Foreign firms operating in America and registered with the SEC is more likely to face a lawsuit than an American firm. T/F
5. What does the SEC stand for?
6. What do you know about Parmalat?

TASK 2 In paragraph 4 find the words defined by the following definitions.

1. an agreement by a government or an organization to pay back the money an investor has lent plus a fixed amount of interest on a particular date; a document containing this agreement = _____
2. price that is very high, much higher than is normal or reasonable = _____
3. a company that has been bought by another company, an act of doing this = _____
4. the people or an organization who have the power to make decisions or who have a particular area of responsibility in a country or region = _____
5. owned or controlled by another company = _____

WORKBOOK, p. 28-29; READING

Translate

1. sustain terrible injuries = _____
2. to rule in favour of the defendant = _____
3. to leak confidential information = _____
4. to fail to resolve the dispute = _____
5. the worst case of copyright infringement = _____
6. litigation risks = _____
7. to take criminal proceedings = _____
8. the publication is his IP = _____
9. to settle the case out of court = _____
10. substantial amount of the final settlement = _____

11. the plaintiff was awarded damages = _____

12. the guilty verdict = _____ -

Grammar of Unit 7 – additional exercises

Passive voice

Form:

Intel produces millions of chips every year.	Millions of chips _____ every year.
Our supplier is shipping the goods next week.	The goods _____ next week.
The government raised interest rates by 1%.	Interest rates _____ by 1%.
He was asking me some difficult questions.	I _____ some difficult questions.
They have chosen the new design.	The new design _____.
Rosa will give a press briefing tomorrow.	A press briefing _____ tomorrow.
We can arrange a loan within six days.	A loan _____ within six days.
We may give you some new sales targets.	You _____ some new sales targets.

⇒ TASK 1 Complete the following text with the correct forms of the verbs in brackets.

Manchester United: just a game of football?

Manchester United **is supposed to have** 1. / SUPPOSE, HAVE/ between 10 million and 30 million supporters throughout the world. In Norway, for example, one in every 140 people 2. _____ /SAY, BE/ a registered supporter. Ticket sales and merchandising contribute over half of the club's revenue, with television contributing a further 20%.

But senior executives 3. _____ / KNOW, LOOK AT/ other ways to generate income at the moment. For example, the club 4. _____ / BELIEVE, DEVELOP/ e-commerce initiatives through a series of alliances. Costs at the club continue to increase. A few years ago the club 5. _____ / REPORT, SPEND/ £30m on a plan to expand the capacity of the stadium from 55,000 seats to 67,400 seats. But this 6. _____ / THINK, BE/ a good investment as it will generate nearly £7.5 million in additional turnover annually. The main costs at the club are the salaries for the players. Last year the team's captain 7. _____ /UNDERSTAND, NEGOTIATE/ four-year contract worth over eight figures.

⇒ TASK 2 Complete the second sentence so that it has a similar meaning to the first sentence.

1 David Gill from Marketing lent me this book.

I was given this book by DG from Marketing.

2 This sample was given to me at the Trade Fair.

_____ this sample at the Trade Fair.

3 They promised us delivery within two weeks of our order.

We _____ within two weeks of our order.

4 A textile firm near Milan made this fabric to us.

_____ for us by a textile firm near Milan.

5 This order was sent to us through our website.

_____ this order through our website.

6 My secretary booked the flight for me.

_____ for me by my secretary.

I don't like being...

⇒ **TASK Rewrite the following sentences so that the bottom one means the same as the top one.**

1 I remember somebody gave me a toy drum for my fifth birthday.

I remember _____ .

2 Mr Miller hates when people keep him waiting.

Mr Miller _____ .

3 We managed to climb the over the wall without anybody seeing us.

We managed _____ .

 Sometimes you can use *get* instead of *be* in the passive.

⇒ **TASK Using the word *get* rewrite the following sentences so that the bottom one means the same as the top one.**

1 There was a fight at the party but nobody was hurt.

There was a fight at the party but nobody _____ .

2 I'm not often invited to parties.

I don't often _____ to parties.

Practise this structure: (Murphy U 44)


He is very old. Nobody knows exactly how old he is, but:

It is said that he is 108 years old. ⇒ *He is said to be 108 years old.*

You can use this structure with a number of other verbs, especially:

thought, believed, considered, reported, known, expected, alleged, understood

<i>Cathy works very hard.</i> It is said that she works 16 hours a day.	She _____.
<i>The police are looking for a missing boy.</i> It is believed that the boy is wearing a white pullover and blue jeans.	The boy _____.
<i>The strike started three weeks ago.</i> It is expected that it will end soon.	The strike _____.
<i>A friend of mine has been arrested.</i> It is alleged that he kicked a policeman.	He _____ _____.

 Have something done (Murphy U45)

⇒TASK Complete the sentence using the verbs printed in capital letters in the last column and additional information in brackets.

Jil		the roof		yesterday.	REPAIR
Where		your hair			CUT
Your hair looks nice.		it			CUT
Julia		central heating		in her house.	(just) INSTALL
How often		your car			SERVICE
I think you should		that coat		soon.	CLEAN
I don't like		my photograph			HAVE

U7 – REVISION

Translate:

- důsledky protahující se soudní žaloby = _____
- být nucen zrevidovat své mezinárodní plány = _____
- dosáhnout vyjednaného vyrovnání = _____
- Byla na něj podána žaloba z porušování autorských práv = _____
- tvrdě zasáhnout jak akcie tak dluhopisy = _____
- neodhalit kompromitující informace o = _____
- být obviněn ze zneužívání dominantního postavení na trhu = _____

- to award compensation/damages = _____
- to fail to dismiss the case = _____
- the lack of information on the cost of litigation = _____
- no incentive for a plaintiff lawyer or jury = _____
- litigant = _____
- The three defendants have pleaded not guilty. = _____

1. MetaSoft, s.r.o. byla zažalována poté co opakovaně nedodržela termín pro instalaci nového software pro jednoho ze svých klientů.

Complete the sentences and definitions.

1. Unsuccessful _____ have the right to appeal against the decision of the court.
2. _____ is a person who makes a formal complaint against sb in court.
3. _____ is the person in a court who is being sued by another person or who is accused of committing a crime.

Wordformation.

1. Unfortunately you can never rely on the duality of the data, some data provided by federal courts can be _____. /LEAD/
2. Federal agencies routinely collect data from companies on employee benefits and pension plans for _____ surveys. /STATISTICS/
3. It is _____ whether legal actions which take money away from the accused companies make economic sense. /QUESTION/
4. The corporation's margins and _____ prospects are good, its patent _____ strong. /GROW/, /PROTECT/
5. This company should have been protected from a financial _____. /COLLIDE/
6. Product - _____ and _____ property are the most common areas. /LIABLE, INTELLECT/

Name six most common categories of litigation and translate them into Czech:

1. Antitrust (acts) = _____
2. product liability = _____
3. employee conduct = _____
4. contractual failure = _____
5. intellectual property = _____
6. shareholder actions = _____

Glossary – terms, Units 6-7

1. _____ (verb) = to take a claim or complaint against a person or organisation to a court of law.
Angry consumers have announced that they will _____.

2. _____ (noun) = an agreement to resolve a dispute before it is taken to court.
The two companies refused to disclose the financial details of their out-of-court _____.

3. _____ (noun) = an amount of money paid to a professional person or organisation for their services.

4. _____ (noun) = money that a court orders someone to pay someone else for harming them or their property, or causing them financial loss components.

The group is facing claims for _____ due to faulty components.

5. _____ , abbreviation _____ = the activity of telling the public about an organisation, person, product, etc. so that people think of them in a good way.