REVISION II (LESSONS 6-10)


LESSON 6 – TRADE

Finish the following sentences.

a) Opposite of export is i__________.
b) Trade can be domestic or i__________.
c) Another word for limitations are r__________.
d) Another word for shipment is a__________.
e) You have to pay for duties and t__________.

Score ___ / 5

LESSON 7 – SALES

Are the following statements true or false?

a) Sell is a regular verb. T / F
b) Sales rep is a sales person. T / F
c) To do money means to earn. T / F
d) Customers and clients are synonyms. T / F
e) Ice call is a sudden call to potential client. T / F

Score ___ / 5

LESSON 8 – ADVERTISING

Fill in the sentences with the correct form of the given word.

a) We have conducted market _____________. (analyse)
b) Newspapers are full of bad _____________. (advertise)
c) We have ____________ our products. (exhibition)
d) Diesel has launched its new _____________ campaign. (market)
e) We need to find a better way to _____________ our products. (promotion)

Score ___ / 5
LESSON 9 – BRANDS

Fill in the sentences with the appropriate words.

<table>
<thead>
<tr>
<th>market leader</th>
<th>must-have item</th>
<th>brand loyalty</th>
<th>brand awareness</th>
<th>target audience</th>
</tr>
</thead>
</table>
| a) Iphone 6 is the latest _______________________.
| b) Our ______________________ are young people aged 16-25.
| c) Coca-Cola is the ______________________ among soft drink companies.
| d) We need to raise our _______________________.
| e) One way to increase _______________________ is to offer discounts to our regular customers. |

Score ___ / 5

LESSON 10 – EMPLOYMENT

Finish the text with the missing words.

Finding job is not easy nowadays. U________________ rate is very high. If you are a j________________, you are probably looking for a v________________. Don’t forget – you have to fill in the a________________ form properly, and send it together with your CV and c________________ letter.

Score ___ / 5

TOTAL: ___ / 25


Rješenja zadataka iz prvog ponavljanja Business English – Revision I – Lessons 1-5.

Lesson 1
My name is Sarah Jones. I work for System Industries Ltd. I am the Head of the Sales Department. I am in charge of five sales teams. I am also responsible for coordination among team leaders. My job does not involve a lot of travelling.

Lesson 2
a) plant  
b) Plc.  
c) branch  
d) warehouse  
e) subsidiary

Lesson 3
a) Plc.  
b) stock exchange  
c) CEO  
d) Management Board  
e) Supervisory Board

Lesson 4
a) capital  
b) profit  
c) turnover  
d) assets  
e) liabilities

Lesson 5
a) current  
b) notes  
c) gross  
d) loan  
e) funds.