Mock mid-term exam – Prvi strani poslovni jezik 3 – engleski, TR

Ime i prezime i br. indeksa: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_/\_\_\_\_\_\_\_\_\_\_\_\_\_\_poeni: \_\_\_\_\_/ 30

I **Match these word partnerships to their meanings**: /10

1. Brand loyalty a) the length of time people continue to buy a product

2. Brand stretching b) when products are used in films

3. Product lifecycle c) using an existing name on another type of product

4. Product placement d) belief people have about a brand

5. Brand awareness e) the tendency to always buy a particular brand

II **Circle the correct answer a), b) or c)**: /10

1. The company had to ………………………… its workforce. Reducing the number of employees is the best way to stay profitable in the current economic climate.

a) decentralize b) relaunch c) downsize

2. I ………………………… (receive) the year’s results yesterday.

a) am receiving b) received c) have received

3. Recently, we ………………………… into negotiations with Macy’s department stores.

a) entered b) have entered c) has entered

4. It is common practice to exchange business ………………………… when meeting new clients.

a) plan b) cards c) virus

5. How about…? is an example of

a) asking for opinions. b) making suggestions. c) giving opinions.

III **Underline the most suitable noun combination in each group**. /5

1. a) the meeting of today b) today’s meeting c) today meeting

2. a) a letter of credit b) a credit’s letter c)a letter’s credit

3. a) a business card b) a card of business c) a businesses’ card

4. a) a data’s base b) a base of data c) a database

5. a) a ten-year plan b) ten years plan c) a plan for ten years

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IV **Give 3 examples of words in British and American English**: /5