ISPIT IZ PRVOG STRANOG POSLOVNOG JEZIKA 3 – ENGLESKOG 2017 (1-6)

Ime i prezime:......................................................

Broj indeksa: ........................................................

Datum: ................................................................

I INSERT THE CORRECT ANSWER 10

*cancellations stuff cost-cutting policy boom bottom staff upgrade supply stretching samples delays politics*

1. India is currently experiencing an economic ..................................
2. A launch of a new product into a completely different categor is an example of brand ....................................
3. Relocating production to China, saves costs, but complicates the management of the ........................ chain.
4. The company’s ............................................ line showed a net profit of 173 million euros.
5. Passengers complained as there were too many flight .............................. and ...............................
6. The sales took off after we decided to .................... the image of the product.
7. We have adopted a strict no-smoking ............................................
8. If you are in cosmetics, free............................ are an excellent advertising method.
9. It is hard to believe, but the more junior ................... does not know who the CEO is.
10. We need to implement.......................................measures and improve efficiency.

II COMPLETE THE TEXT USING SOME OF THE WORDS GIVEN 5

post losses works pattern jobs quality outset providing turnaround successes breaking fall

The company suffered a dramatic ............................ and saw its ............................. slip. It was making huge ...............................Then, Mr B. was appointed to the ............................. of the company’s CEO and in no time at all there was a remarkable turnaround.

III COMPLETE THE TEXT 10

A live skydiving jump which was .......................... attempt by advertisers to find alternatives .......................... the 30-second spot was described as the first live advertisement in modern times.Catch up TV .............................. allows ads to be skipped, .................................. forced advertising agencies and channels’ sales teams to collaborate on ......................... innovative attempts to .................................. the viewer’s attention. The live advertisement ...................................... designed to show the power of TV advertising, was backed .......................................... by a comple multimedia campaign. A poster campaign and teaser advertisements and press ............................. are building up ................................................ a traditional advertising campaign.

III COMPLETE THE PRESENTATION AND THE DIALOGUES using some of the words given. Use each word only once. 15

OPPORTUNITY ACTIVITY CONTACTS TRIP QUEUE FREE LONG

WITH ANYTHING TALK’S KICK OFF ALL EVERYONE PROJECTS MOVE ON

A: This................................................... doesn’t seem to moving, does it?

B: Definitely not.

A: How ............................... is the journey?

B: Two hours.

A: So you’re main ............................... is civil engineering?

B: Yes, we work on very big ..................................................

A: I hear your .................................. was very successful.

B: We certainly made a lot of useful ........................................

Hello .............................. I’m Rick Smith. Good to see you .............................. Thank you for this ........................... to talk to you about our new products. My .............................. in three parts. I’ll ................................ with the findings of the market researh that led to the develpment of our new games, then I’ll ............................ to a demo. I’ll finish ................................. your feedback and your suggestions for our advertising campaign. If there’s ................................ you’re not clear about, fee ......................................... to stop me and ask any questions.

 ..................... /40