**Hacıyeva Aygün\_İngilis dili-5**

1. **Choose the correct verb**

1 Houston, Texas is conveniently located in the southern US and our objective is to make it the gateway for Latin American technology companies that want to .. . ........ .......... (abandon / withdraw from / penetrate) the US market by opening an office there.

2 Las Vegas has ....... ............... .................... (enter /corner / get out of) the market on US tourists looking for a wild escape for adults.

3 Foreign pharmaceutical firms are .............................................. (enter / leave / monopolize) the market for the first time to target the country's growing and increasingly health-conscious middle class.

4 Listeners now have numerous stations to choose from, whereas in the past the market was............ (monopolize /dominate / withdraw) by All-India Radio network.

5 As Swiss bankers . . . . . . . . . . . .. . (penetrate / leave / get out of) markets abroad, they are facing like-minded competitors from elsewhere in the world.

**2. Choose the verb in the correct form.**

I'm Olinka and I'm marketing manager for a soft drink company in the Czech Republic. In this market, we (1) sell more drinks than any other company. In fact, we (2) have 55 per cent of the market. (3) Sales are increasing at seven to eight per cent per year. There are two main (4) groups of consumers: those who drink them in cafes, bars and restaurants, and those who buy them to drink at home. Of course, many consumers belong to both groups, but this is our (5) way of dividing our consumers.

3**. Choose the correct variant**

1. Are you **adding / bumping / checking** any bags today?

2. Hello, I need to change the dates of my hotel **district / layover / reservation**.

3. I always try to get a window **chair / seat / spot** on long flights.

4. I won't be in the office next week - I'll be on a business **flight / travel / trip**.

5. On their honeymoon, Will and Cassie spent a week at **a five-star / ten-point / gold-star hotel.**

6. Sorry, sir, but your **bring-in / carry-on / take-up** bag is too heavy.

7. The gate number is printed on your **boarding / checking / entering pass**.

8. The **checkout / layover / stop-off** was only 30 minutes – I had to run to catch my attaching / connecting / linking flight!

9. The rooms of the hotel were nice, but the fitness center was rather **dingy / red-light / one-star.**

10. The travel **agency / organization / department** is offering a great deal on a 5-day package in Miami.

**4. Choose the correct variant**

**Under budget, budget, overspending, budget for, spend,expenditure**

1. She felt the organization was ............................ ............ on entertainment and luxury travel, which was a waste of money.

2 Dallas-Fort Worth airport's expenses were running $10.9 million ..... .. ... ........ ........................ .. at $343.3 million, with lower maintenance costs providing the majority of the savings.

3 In planning the concert, they found they had forgotten to …………………………………………………..the singers, and only had money to pay the orchestra.

4 The Chinese government has poured large amounts of money into innovation, doubling its …………………. ..... (2 possibilities) on research and development.

 5 The film Are We There Yet? with Ice Cube earned $82 million in ticket sales on a

............................. ....... .... of $32 million.

**5. Complete these extracts using expressions from B opposite. Use each expression once.**

**trade credit, discount, upfront, payment terms, cashflows, credit policy**

1. ………………………………is a constant problem. I'm getting my materials from different suppliers on a 30-day payment basis and supplying large companies who pay me on a 60-day payment term.

2 With some new wines, you can pay a special price …………………………….delivered in about ten months' time.

3 Small businesses often complain that larger companies abuse \_\_\_\_\_\_\_\_\_ \_\_\_\_\_ .\_\_\_\_\_ \_\_ \_\_ \_\_\_\_\_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_\_\_ by paying invoices more and more slowly.

4 We offer a 2 per cent\_\_ ........................ for payment within ten days.

5 We have a very strict ………………– our…………………………. are that everyone pays within 30 days.

**6. Complete this text with the present simple or the present continuous form of the verbs in brackets.**

The Google brand ..... ....... ' (grow) rapidly. According to the Millward Brown Brandz report, it .. .......... ' (hold) first place in the list of top 100 brands. In fact, the IT field ......... J (dominate) the top-ten corporate brands. Google ............ ' (operate) websites at many international domains, the most popular being www.google.com. and ... 5 (generate) revenue by providing effective advertising opportunities. Google always .. ......... 6 (focus) on the user, and consumers usually ............ 7 (see) Google as quite trustworthy. Nowadays, companies ............ 8 (begin) to recognise that brands are amongst their most valuable assets. They understand that brands ..... . . ... 9 (become) ever more powerful in driving business growth. Strong brands . . ...... "10 (generate) superior returns and protect businesses from risk.

**7.Complete the sentences.**

Vietnam ........... .' (go) through many changes in its history and ........... . ' (experience) many economic changes recently. It is currently experiencing an economic boom. In 1986, the government .. .......... ' (introduce) economic reforms or doi moi (doi meaning change and moi new). The reforms . ......... ' (permit) the setting up of free market enterprises and ........... .' (abolish) the practice of collective farm ing. However, agriculture remains the most important part of the economy. Vietnam ........... ' (recently/become) the second largest producer of rice in the world after Thailand. The industrial seclor ........... ' (show) dramatic improvement and expansion as well. In 1993, the World Bank ......... .. .' (declare) 58% of the population to be living in poverty. By 2005, this figure was less than 20%. Vietnam ............ ' (also/make) great strides on the international stage in the last decade or so. It ........... " (become) a full member of ASEAN in 1995, and of the WTO in 2006.

**8.** Match the words and phrases (1-5) to their definitions (a-e)

1 subsidiary a) an office where people answer questions and make sales over the phone

2 factory/plant b) a place where faulty products are mended

3 call centre c) a company which is at least half-owned by another company

4 service centre d) the main office or building of a company

5 headquarters e) a large building or group of buildings where goods are made (using machinery)

**9. Choose the correct variant**

1. I agree in **basis / foundation / principle** that we need to spend less time on our iPhones... but I can't seem to stop using mine!

2. I am worlds **along / apart / away from** my parents when it comes to our religious views.

3. I **highly / totally / very** agree with the company's decision to relax the dress code for employees. 4. I'm **afraid / fearful / scared** I disagree with your analysis; I think you've overlooked some important points.

5. My best friend and I have always been able to **conclude / satisfy / settle** our disagreements without fighting.

6. My roommates and I **arrived / entered / reached** a compromise about cleaning the apartment.

7. She agreed **comprehensively / generously / wholeheartedly** with my suggested changes to the design.

8. Some people prefer to argue indefinitely rather than trying to **answer / resolve / resume** the conflict.

9. The other students **combine / divide / share** my opinion that the teacher is not very knowledgeable.

10. The soccer players had a **large-scale / major / principal** disagreement with the referee.

**9. Choose the correct variant.**

1. Unlike traditional product .............................................. (line /mix / placement), under which companies provided goods at no cost in exchange for the exposure, TV advertisers will pay a lot of money for their products to get worked into the actual storyline.

2 At this food shop, the product . . ..... ....... ... ............... (lifecycle / mix / positioning) includes local produce as well as nuts shipped from California, wine from France and olive oil from Italy.

3 The new product .. ....... .................................. (lines / range / placement) are Mr Ballmer's answer to the most difficult questions about Microsoft's future: Where will it find new growth as the Windows and Office businesses continue to mature?

4 There needs to be a tough cost-control policy throughout the different stages of the product

................... .................. (catalogue/ lifecycle / mix) in order to keep costs down.

5 The firm must define its markets, position ranges of brands and identify gaps which offer

opportunities for expansion or new product ............................................... (line / mix / positioning).

6 Ford's CEO Alan Mulally wants to streamline the company's product .. ....................

(lifecycle / portfolio / positioning) so more cars and trucks are produced in fewer plants.

**10. Complete the sentences**

1 A standard tank with enough helium gas to fill 400 average-size balloons cost $40 five years

ago but $88 today, Kaufman said. And there will be another 50 per cent price

------------------------------------------------before Christmas.

2 Share prices of firms related to the corn industry have closely followed the recent corn price

-----------, which has been largely fuelled by an increase in ethanol production.

3 The price \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_ \_\_\_ have made the televisions, which are manufactured in Asia and Mexico, affordable to many more families.

4 Government price \_\_ \_\_ \_\_\_\_\_ . ----------------------------------- make Alcon's pharmaceutical products less profitable.

 11**. Match the sentences (1-5) with the correct expressions (a--e)**

a free gift b loyalty card c product placement d promotions e special offer

1.Many supermarkets run competitions and offers to encourage people to buy from them.

2 Yesterday, I bought two kilos of oranges for half the usual price.

3 I bought .some coffee that came with a free mug.

4 Cars in Bond films have ranged from an Aston Martin to a BMW.

5 I sometimes forget to take it when I go shopping, but you can add the points later.

 **12. Complete the sentences**

1 Can your four cleaners clean 30 hotel rooms in five hours at 45 minutes per room? Your

answer to this will affect your . ( unit sales / costings)

2 The bank's CEO said operating (expenses / sales) rose due to a new wages

agreement and higher staff numbers in Australia.

3 Last Christmas, many people realized they could get far better value if they waited until

................................................................................................ (the sales / sales forecast) in January to buy their presents.

4 Our (costings / sales) department specializes in organizing holidays and

conferences tailored to individual group requirements.

5 The costs for external consultants are (fixed / variable) as they change with

the number of consulting days. The costs for internal consultancy, by contrast, comprise a

large proportion of (fixed / variable) costs because setting up the internal

consultancy - hiring permanent staff, renting offices, etc. - and maintaining it involves

................................................ (fixed / variable) costs.

**13.Complete these sentences**

Redevelop ,Downsized ,Relocating ,Retrain ,Upgrade ,Relaunch Decentralise ,Update ,Restructure

1. The most successful change in our company was the decision to company. Now there is more opportunity for promotion. ..... the

2 It is now so expensive to rent offices in the city centre that many companies are ............ their operations to purpose-built business parks at the city limits.

3 The company has recently ............ its workforce. Reducing the number of employees is the best way to stay profitable in the current economic climate.

4 To improve efficiency, the company has introduced new working practices. The HR department will ... .. all sales staff.

5 One of our products hasn't been selling well recently. The marketing team has decided to take it off the market and ............ it next year with new packaging.

6 The IT department report recommended that the company ........... the computer system as soon as possible.

7 The CEO thinks that too many decisions are made at Head Office. She wants to ...... the decision-making process so that branch managers are more involved at an earlier stage.

8 The company has finalised the plans to ............ the disused car-park site. It is going to become a fitness centre for employees.

9 The logo and slogan are very old-fashioned. We need to . of the product and bring it into the 21st century. . .. the whole image

14**. Complete the two conversations with the words in brackets. Use the past simple or present perfect as appropriate.**

A: How long ........... ' (your offices / be) in this area?

B: Since April 2007.

 A: Where ............ ' (you / be) before that?

 B: In the city centre. But the rent .......... .' (be) outrageously expensive, so we . (decide) to relocate to the suburbs.

A: And . ...' (you / ever /regret) your decision?

B: Frankly, we .. . .. ... ' (be) slightly worried about all the changes in the first couple of months, but we ............ ' (soon / realise) that it was the right move. This part of town is extremely attractive, and in fact, it ........ .... ' (develop) enormously over the last two or three years.

A: So it seems you ........ ... 9 (have) a very good year so far.

B: Absolutely! Sales ... ..." 10(stand) at €14m at the end of the last quarter, and they ...... " 11(already /increase) by 6%.

**15. Choose the suitable expressions to complete the marketer’s description of his works.**

1. product manager

2. branded

 3. recognition

4. brand

 5. brand image

6. own-brand

7. generic products

My name is Tomas. I am Portuguese, and I’ve been (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_for Woof dog food for the whole of Portugal and Spain since I left business school last summer. The Woof (2)\_\_\_\_\_\_\_\_\_\_\_\_\_ is owned by a big international group. The market for pet food in Portugal and Spain is growing very fast, as more and more people own dogs and cats, and we’re trying to increase (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of Woof through TV advertisements and hoardings in the streets. Research shows that people have very positive ideas about it: it has a very positive (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. But the supermarkets have their (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ dog food, usually sold cheaper than our product, which is a problem. There are even (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_sold just under the name “dog food”. We have to persuade people that it’s worth paying a bit more for a (7) \_\_\_\_\_\_\_\_\_\_\_\_product like Woof, which is far better, of course.

**16. Read the article and answer the questions.**

**Most people and many managers do not understand the role of marketing in moders business.**

Marketing is two things. First, it is a strategy and set of techniques to sell an organization’s product or services. This involves choosing target customers and designing a persuasive marketing mix to get them to buy. The mix may include a range of brands, tempting prices, convenient sales outlets and a battery of advertising and promotions. This concept of marketing as selling and persuasion is by far the most popular idea among both managers and the public.

The second, and by far more important concept of marketing, focuses on improving the reality of what is on offer. It is based on understanding customers’ needs and developing new solutions which are better than those currently available. Doing this is not a marketing department prob,em, but one which involves the whole organization. For example, for Rover to beat Mercedes for the consumer’s choice involves engineering new models, developing lean manufacturing processes, and restructuring its dealer network.

Creating company-wide focus on the customer requires the continual acquisition of new skills and technology. Marketing is rarely effective as a business function. As the chief executive of Hewlett Packard put it: ‘Marketing is too important to leave to the marketing department”. Such companies understand that everybody’s task is marketing. This concept of marketing offering real customer value is what business is all about.

1. Which of the four Ps are mentioned here?

2. Does the auther think the four Ps are a complete definition of marketing?

3. Does the auther think that marketing is only for markets?

**17. Match the sentence beginnings (1-10) with correct endings (a-j)**

1 Farms are now more market-oriented

2 Since the 1980s, Britain has had a much more market-led

3 Many market-led growth businesses,

4. Lack of investment and market orientation

5 American TV is a market-driven industry,

a such as Microsoft and Sony, are in several markets at once.

b and the audience decides the direction it takes.

c led to falling sales and profits.

d and less dependent on government money.

e approach to economics.

6. Banks are adding new types of accounts

7. Apple is going to simplify its product line

8. Consumers have mixed feelings about supermarkets

9. When BMW bough Rover,

10. The new law will ban product placement

f it changed its product range towards more expensive cars.

g of cigarettes in movies.

h extending their product portfolio into financial services.

i and deliver fewer but more competitive models.

j to their product mix.

**18. Use either present simple or present continuous of the verbs in brackets.**

1. Diana cannot come to the phone because she (wash) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ her hair.

2. Diana (wash) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ her hair every other day.

3. Kathy (sit, usually)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the front row during class.

4. Kathy today (sit) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the last row.

5. Please be quiet! I (try) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to concentrate.

6. After six days of rain, I’m glad that the sun (shine) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ again today.

7. Every morning the sun (shine) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in my bedroom window.

8. Look. It is (snow) \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

9. It is beautiful. It is the first time I’ve ever seen snow. It (snow, not) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in my country.

10. I wrote to my friend last week. She hasn’t answered my letter yet. I (wait, still) \_\_\_\_\_\_\_\_\_\_\_\_ for a reply.

**19. Complete the sentences with the verb describing change from the list in the correct form. There are four verbs you will not need.**

deregulate

downsize

reassess

redevelop

relocate

restructure

retrain

update

upgrade

1 The current economic climate is making people . . . ……………………. . all of the purchases they make.

2 If your company . . . ………... . and you are over 50, your working life may be over.

3 Could you perhaps . . . ……… . . . us on how the project is progressing?

4 The government will soon . . . . . . . . . . . . all internal flights, so the industry will probably become more competitive.

5 We bought new software and had to . . . . . . . . . . . everyone to use the database.

**20. Complete the two conversations with the words in brackets. Use the past simple or present perfect as appropriate.**

A: How long . . . . . . . . . . .1 (your offices / be) in this area?

B: Since April 2007.

A: Where . . . . . . . . . . . .2 (you / be) before that?

B: In the city centre. But the rent . . . . . . . . . . .3 (be) outrageously expensive, so we…………..….…….. 4(decide) to relocate to the suburbs.

A: And . . …………….. . . .5 (you / ever / regret) your decision?

B: Frankly, we . . ... . …….. . .6 (be) slightly worried about all the changes in the first couple of months, but we . . . . . . …….. . .7 (soon / realise) that it was the right move. This part of town is extremely attractive, and in fact, it . . . . ……... . . . . . . .8 (develop) enormously over the last two or three years.

A: So it seems you . . . . . . . . . . . . . . . .9 (have) a very good year so far.

B: Absolutely! Sales . . . . . ………….10 (stand) at €14m at the end of the last quarter, and they have already increased by 6%.

**21. Look at the information about Vaclav’s products and answer the questions.**



**22. Complete the sentences with the verb describing change from the list in the correct form. There are four verbs you will not need.**

deregulate

downsize

reassess

redevelop

relocate

restructure

retrain

update

upgrade

1 We need to . . . . . . . . . . . the situation before taking any decisions.

2 As the car industry . . . . , many are leaving the country in search of work.

3 We continuously . . . . . . . . the files with new information.

4 They plan to . . . . . . . . . . . . the capital markets and privatise most state-owned companies.

5 Our agency has seen a huge increase in the number of adults looking to change careers, either as a result of job loss or a desire to . . . . . . . . . . . . in a different field.

**23. Complete this short business brief about Vietnam using the past simple or the present perfect forms of the verbs in brackets.**

Vietnam . . . . . . . . . . . .1 (go) through many changes in its history and . . . . . . . . . . . .2 (experience) many economic changes recently. It is currently experiencing an economic boom.

In 1986, the government . . . . . . . . . . . .3 (introduce) economic reforms or doi moi (doi meaning

change and moi new). The reforms . . . . . . . . . . 4 (permit) the setting up of free market enterprises and . . . . . . . . . . . .5 (abolish) the practice of collective farming. However, agriculture remains the most important part of the economy. Vietnam . . . . . . . . . . . 6 (recently/become) the second largest producer of rice in the world after Thailand. The industrial sector . . . . . . . . . . . 7 (show) dramatic improvement and expansion as well. In 1993, the World Bank . . . . . . . . . . . .8 (declare) 58% of t h e population t o b e living in poverty.

By 2005, this figure was less than 20%. Vietnam . . . . . . . . . . . .9 (also/make) great strides on

the international stage in the last decade or so. It . . . . . . . . . . .10 (become) a full member of

ASEAN in 1995, and of the WTO in 2006.

**24. Say if the statements are TRUE or FALSE**



**25 Replace the underlined expressions. You may need to add a verb in the correct form.**

I am Khalil. I am marketing manager for CrazyCola in Newmarket. In this market , we (1) sell more than any other cola. In fact we (2) have 50 per cent of the market. (3) Sales are increasing at seven to eight per cent per year. There are two main (4) groups of users: those who drink in the cafes, bars and restaurants, and those who buy it to drink at home. Of course, many users belong to both groups, but this is our (5) way of dividing our consumers.

**25 Read the text and answer the questions.**

In Paris, 500 organizations offer language training to companies. However, 90 per cent of sales are made by the top five language training organizations. The market is not growing in size overall. Organization A has 35 per cent of the market, and faces stiff competition from B, which has about 25 per cnt of the market, and from C, D and E, who each have 10 per cent, but who are trying to grow by charging less for their courses.

1. How many competitors are there in this market?
2. Is the competition in the market strong?
3. Who is the market leader?
4. Who are the key two players?
5. If one competitor increases its market share, can the others keep their market share at the same level?

**27. Choose the correct word.**

1. The gate number is printed on your **boarding / checking / entering** pass.

2. Hello, I need to change the dates of my hotel **district / layover / reservation**.

3. I always try to get a window **chair / seat / spot** on long flights.

4. I won't be in the office next week - I'll be on a business **flight / travel / trip.**

5. Sorry, sir, but your **bring-in / carry-on / take-up** bag is too heavy.

6. Are you **adding / bumping / checking** any bags today?

7. On their honeymoon, Will and Cassie spent a week at a **five-star / ten-point / gold-star** hotel.

8. The travel **agency / organization / department** is offering a great deal on a 5-day package in Miami.

9. We felt sick on the plane because the flight was really **bumpy / seedy / messy**.

10. You should **book / make / set** your flight now, before prices go up

**28. Complete this text with the present simple or the present continuous form of the verbs in brackets.**

The Google brand (1) . . . . . . . . . . . . (grow) rapidly. According to the Millward Brown Brandz report, it (2) . . . . . . . . . . . . (hold) first place in the list of top 100 brands. In fact, the IT field (3) .............. (dominate) the top-ten corporate brands. Google (4) . . . . . . . . . . . . (operate) websites at many international domains, the most popular being www.google.com. and (5)………….... (generate) revenue by providing effective advertising opportunities. Google always (6) . . . . . . . . . . . (focus) on the user, and consumers usually (7) . . . . . . . . . . . . (see) Google as quite trustworthy.

Nowadays, companies (8) . . . . . . . . . . . . (begin) to recognise that brands are amongst their most valuable assets. They understand that brands (9) . . . . . . . . . . (become) ever more powerful in driving business growth. Strong brands (10) . . . . . . . . (generate) superior returns and protect businesses from risk.