

ENGLISH LANGUAGE II
PRACTICE TEST 2B + ANSWER KEY

I Complete this news report with the words below. Use the words once only. There are some extra words which you do not need to use.

stake / share / takeover / target / refused/ bid / merger / alliance / assign/ venture / acquisition / reach/
unveiled

Talks to agree the deal for a (1)_____ between LNO and the struggling pharmaceutical company Ambex-Nutro ended without agreement last night. LNO which already has a ten percent (2)_____ in the company had made an earlier (3)_____ for a further forty percent which would have prevented the possibility of a hostile (4)_____. However, one representative emerging from the failed talks said that they couldn't (5) _____ an agreement related to money issues.

The failure of the two to form an (6)_____ leaves the door open to Ambex-Nutro's biggest rival , the North American giant Salgon. Salgon's CEO (7)_____ to comment on the rumour that the corporation was considering the (8) _____ of its smaller competitor.

II Underline the correct option. (Conditionals)

1. We *would have won/would win* the contract if we *had offered/will offer* a bigger discount.
2. Imagine what *would happen/would have happened* if all the world's stock exchanges *crashed/crash* tomorrow.
3. If you *don't have/would not have* persistence, you *won't be/would not be* a good salesmen.
4. "You know, if you *used/had used* public transport instead of driving to work every day last year, I'm sure you *would save/would have saved* a lot of money."
5. Sarah hates cars. I *will be/would be* amazed if she *have/had* one.
6. If the staff *had wanted/would want* to work all night, the job *will be finished/would have been finished* before the deadline.

III Complete the sentences using the correct form of the words in brackets.

1. Recent campaigns have led to a dramatic increase in (AWARE) of environmental issues.
2. They (ACQUISITION) a chain of about 20 phone shops last year.
3. They are hoping to make a major (SPONSOR) deal.
4. What did you think of the BBC's election (COVER)?
5. It would be (RESPONSIBILITY) not to turn up for work without calling.
6. We hope to end the conflict through (DIPLOMATIC) rather than force.
7. Goal (SET) will only be successful if there is a collaborative approach between an (EMPLOY) and a manager.
8. The administration wants to promote economic(GROW).

IV Match words from column A with words from column B to form word partnerships, and use them in the sentences below. There is one word which you do not need to use.

A	B
Brand	Takeover
Friendly	Endorsement
Terms	Conditions
Added	Purchase
Hire	Equity
Product	Faire
Labour	Stretching
Laissez	Market
Overdraft	Limit
	Value

1. Acquisition of one firm by another where the owners of both firms agree to the terms of the takeover transaction is called a
2.the process of using an existing brand name for new products or services that may not seem related.
3. Some athletes get contracts for worth millions of dollars.
4. In marketing, is something which makes a product more appealing to customers.
5. Economic recovery had encouraged many people to enter the
6. Terms of service, also known asand, are the legal agreements between a service provider and a person who wants to use that service.
7. management means letting employees work on their own and allowing them to set their own goals, processes and deadlines.
8.is a method of paying for something in which the buyer pays part of the cost immediately and then makes small regular payments until the debt is completely paid. The buyer can use the product.
9. We often reached our because of cashflow problems.

V Translate the following terms from English into Serbian:

- Indemnity
- Takeover bid
- Headhunter (HR)
- Provide feedback
- Tax burden

Translate the following terms from Serbian into English:

- Planirana zastarelost (proizvoda).....
- Oporavak
- Svetska zdravstvena organizacija
- Jedinstvena prodajna ponuda (marketing)
- Lansirati proizvod

ANSWER KEY

I merger, stake, bid, takeover, reach, alliance, refused, acquisition

II would have won, had offered; would happen, crashed; don't have, won't be; had used, would have saved; would be, had; had wanted, would have been finished

III AWARENESS, ACQUIRED, SPONSORSHIP, COVERAGE, IRRESPONSIBLE, DIPLOMACY, SETTING, EMPLOYEE, GROWTH

IV friendly takeover (dobrovoljno preuzimanje); brand stretching (ektenzija brenda); product endorsement (reklamiranje proizvoda od strane poznate ličnosti); added value (dodata vrednost); labour market (tržište rada), terms and conditions (uslovi), laissez-faire (management) (UK /,leɪ.seɪ'feər/ US /,leɪ.seɪ'fer/) laissez-faire (stil rukovođenja); hire purchase (finansijski lizing); overdraft limit (dozvoljeni minus)

V odšteta, ponuda za preuzimanje, lovac na talente, pružiti povratnu informaciju, poresko opterećenje
built-in obsolescence, recovery, the World Health Organisation, unique selling point, launch a product