

## Revision Exercises. Market Leader Upper-Intermediate Unit 1, Unit 2.

### 1. Insert the words from the box into the following sentences.

*Hinder, upmarket, profile, update, regulations, trade-in, mark-up, data, roll out, screen, homogeneous, engage with, allocate, repercussions, phase out.*

- 1) This 3-star hotel, recently opened in October 2008, features modern amenities, and is situated in a pleasant ..... area.
- 2) Some Member States noted the need to take action to ..... environmentally harmful projects.
- 3) Countries are now receiving grants to ..... national training and improve treatment and care services.
- 4) That strategy could include aid guidelines for relatively ..... groups of developing countries.
- 5) Practical issues still ..... progress in resolving problems.
- 6) We continued to .....our partners and contributed to the development of their new three-year work programme on new technologies.
- 7) We also offer you a ..... on your existing car which we will replace with new Renault car.
- 8) In that regard, we would like to express our concern about the ..... of the financial crisis in international markets.
- 9) Therefore, the ..... of the company includes both service and trade.
- 10) The Office of Human Resources Management receive applications online, ..... them on the basis of established criteria and automatically rank candidates in accordance with job requirements.
- 11) The World Bank will ..... the Task Force agencies on progress in the implementation of this initiative.
- 12) Average ..... in software enterprises has been measured to 19%.
- 13) Preliminary ..... and final result are likely to differ.
- 14) Countries can .....these resources according to their national priorities.
- 15) New ..... with severe punishments have been adopted.

### 2. Translate the bracketed parts of the following sentences.

- 1) Lastly he noted that Switzerland's response to the Committee's concluding observations constituted an *e*----- (*красноречивый*) example of what could be achieved through constructive dialogue.
- 2) Another suggestion was that key objectives should be clear, simple and *s*----- (*краткий, лаконичный*).
- 3) Lastly, it was unclear how the Advisory Committee's *s*-----(*сокращающий расходы*) proposals would be implemented.
- 4) We're using the budget to get another *v*----- *t*----- (*торговый автомат*).
- 5) New roles and opportunities will *e*-----(*появляться, возникать*) for all sector stakeholders.
- 6) This is just a little *t*----- *r*----- (*пробный выпуск*) to make sure the merchandise is up to snuff.
- 7) Although commodity prices had risen continuously since 2002, they remained *v*----- (*изменчивый, непостоянный*).
- 8) I can only *e*----- (*одобрить, поддержать*) that welcome proposal.
- 9) Average national incomes *p*--- *s*----- (*на душу населения*) became increasingly unequal throughout the twentieth century.
- 10) People have a tendency to *r*----- (*говорить несвязно*) when they are nervous.
- 11) For those young people not immediately able to *g*----- *a* f----- (*занять место*) on the labour market by their own efforts, it is essential to ensure good cooperation between care and education sector.
- 12) Now, the *q*----- (*анкета, опросник*) is essential to our research.
- 13) Such an approach would provide general equality in the treatment of tangible *a*----- (*активы*) and intellectual property.
- 14) As a result of the efforts of its staff, the programme is now operating at the *b*----- *p*----- (*безубыточный режим, точка безубыточности*) after experiencing losses in the two previous years.
- 15) Brazil will soon *l*----- (*запустить, начинать*) its own national plan to combat climate change.

**3. Insert the preposition if necessary.**

- 1) Women receive considerably lower pay than men ... average.
- 2) Excessive regulation, ... contrast, impedes economic performance and slows growth.
- 3) I would like to digress ... the topic at hand to look at a parallel process.
- 4) Weaknesses in financial management can increase costs, reduce value ... money and put service delivery at risk.
- 5) More than most countries, we have been prepared to back ... our words with action.
- 6) Renewable energy subsidies can help new technologies penetrate ... markets and create economies of scale.
- 7) Completing the project on time and within budget is put ... risk by the usual procedures for cross-organizational consultations and decision-making.

**4. Make up word combinations using the words of two columns.**

1) list	advertising
2) product	line
3) loyalty	channel
4) pricing	programme
5) word of mouth	trial
6) distribution	store
7) free	strategy
8) marketing	manager
9) specialty	mix
10) line	price

**5. Translate the bracketed parts of the sentences, using idioms.**

- 1) (*Короче говоря*), we believe that we can improve the performance and achieve better results.
- 2) I'm unfortunately in a hurry so, if you'll allow me, I'll (*перейти прямо к делу*).
- 3) I'm not going to (*ходить вокруг да около*), this idea is utterly brilliant.
- 4) I can't (*понять, разобраться*) of your report, you'll have to rewrite it.
- 5) I thought Bob had (*ввести в курс дела*), but he didn't do it.
- 6) Our competitors must have (*слышать из неофициальных источников*) about our new product.
- 7) They're (*на одной волне*) and both can see an opportunity when it's standing in front of them.
- 8) I (*получил ошибочное представление, не так понял*) about his role in this project, but now I've had time to reconsider and I really don't think he had anything to do with it.
- 9) I know, we (*неправильно поняли друг друга*), but now we need to correct it and find common language.

**6. Write synonyms to the following words. Use the first letter as a prompt.**

1) Unwilling, a	r-----
2) Illogical, a	c-----
3) Explain, v	c-----
4) Tailor, v	c-----
5) Responsive, a	s-----
6) Concise, a	s-----
7) Hinder, v	i-----

**7. Write antonyms to the following words. Use the first letter as a prompt.**

1) Import, n	e-----
2) Retailer, n	w-----
3) Mass market	n----m-----

**8. Write word combinations that correspond to the following definitions.**

- 1) the extent to which consumers are familiar with the distinctive qualities or image of a particular brand of goods or services;
- 2) a product manufactured specially for a retailer and bearing the retailer's name;
- 3) practice of using an established brand name or trademark on new products, so as to increase sales;
- 4) selling goods directly to consumers rather than through retailers, usually by mail order, newspaper advertising, telephone selling, the internet, or television home-shopping channels;
- 5) communication within a particular company;
- 6) a wholesaler, who sells to retailers and others at discounted prices on condition that they pay in cash, collect the goods themselves, and buy in bulk;
- 7) small and packaged portions of merchandise distributed free especially as an introduction to potential customers;
- 8) the degree to which demand for a good or service varies with its price;
- 9) a small area of trade within the economy, often involving specialized products;
- 10) the efforts of a company or a third-party marketing company to increase awareness for a particular product or service;
- 11) a marketing strategy used by firms to attract customers to a new product or service by offering a low price for a new product or service.