

## BS – F2 – Angličtina

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1. She's been working for four hours and she ..... 2  
• hasn't finished
2. He isn't used to ..... up so early. 2  
• waking
3. While you ..... in the bar all day, your wife was working like a slave. 2  
• were drinking
4. I'm not surprised you failed the exam. You ..... have worked harder. 2  
• should
5. The policeman stated that he ..... the thief standing near the shop two days earlier. 2  
• had seen
6. Write your name and address on your bag in case you ..... it. 2  
• lose
7. People often laugh at stories ..... told by seamen. 2  
• which have been
8. I don't know what to do this weekend. Perhaps I ..... at home and do some work. 2  
• will stay
9. "Is there any milk in that jug?" "Not ..... ." 2  
• much
10. Harold and Emily love ..... and they are going to get married. 2  
• each other
11. In a shop, ..... customers. 2  
• it is important to please
12. Whatever ..... buy that old car? 2  
• made him
13. The car had a big boot, into ..... we managed to put all our cases. 2  
• which
14. ....he comes, don't forget to phone me. 2  
• If
15. Last summer was ..... that the pond in the wood actually dried up. 2  
• so hot

16. You must always ..... us the truth. 2  
• tell
17. As there was a power cut in the hospital, the surgeon had to ..... the operation. 2  
• call off
18. I'm leaving because I am tired of waiting ..... him. 2  
• for
19. I have to leave before seven and ..... . 2  
• so do you
20. I'm ..... too many mistakes when I try to speak Czech. 2  
• making
21. Does this package belong to ..... or is it yours? 2  
• us
22. The most popular sporting activity in Britain is ..... walking. 2  
• -
23. I wish we ..... it tomorrow. 2  
• would finish
24. .... he was nearly 75, he could still beat me at tennis. 2  
• Although
25. The applicant for the job must have a ..... driving licence. 2  
• clear
26. I'd better ..... one of my pills. I think I've got a headache coming on. 2  
• take
27. He asked me ..... to stay. 2  
• how long I was going
28. Pat and Jane are ..... she. 2  
• as clever as
29. You didn't know I was an artist, .....? 2  
• did you
30. Are you afraid ..... snakes? 2  
• of

31. Most companies spend a rather large proportion of their budgets persuading us to buy their products, and it is 250

their <sup>1</sup> executives who have to decide how to make consumers aware of brand new products. To do this, they usually set up an advertising <sup>2</sup> of some kind. Generally, <sup>3</sup> a new product involves TV and radio commercials, Internet advertising and there may also be large advertisements on <sup>4</sup> along motorways and major roads.

In the past, companies usually employed people to sell the product <sup>5</sup> but nowadays there is a far more popular technique which uses the telephone. Staff in large call-centres telephone potential <sup>6</sup>, tell them about the product and try to convince them that it is definitely worth buying.

Another technique is to <sup>7</sup> the new product by post. The company sends colourful <sup>8</sup> to every house even though people have not asked for them. They are so unpopular that people started to call them <sup>9</sup> mail – and although they may contain free <sup>10</sup> or discount vouchers, many people just put them straight into the rubbish bin!

- <sup>1</sup> a) marketing
- <sup>2</sup> a) campaign
- <sup>3</sup> a) launching
- <sup>4</sup> a) billboards
- <sup>5</sup> a) in person
- <sup>6</sup> a) customers
- <sup>7</sup> a) promote
- <sup>8</sup> a) catalogues
- <sup>9</sup> a) junk
- <sup>10</sup> a) samples