



evropský
sociální
fond v ČR



EVROPSKÁ UNIE



MINISTERSTVO ŠKOLSTVÍ,
MLÁDEŽE A TĚLOVÝCHOVY



OP Vzdělávání
pro konkurenceschopnost

INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

Fill in the right word (or phrase) into the gap:

1) **MARKETING:** *based on, business discipline, contemporary, focus on, market research*

We know a lot of Pokemon are animals.

The students of The University of Economics must know that marketing is essential

..... .

The event was described by scientist.

..... the chart and read carefully all numbers.

..... provides relevant data to help solve marketing problems.

2) **MARKETING ENVIRONMENT:** *affect, analysis, constraint, invented, salary*

Population is a on economic growth

He received a of \$29,000 and was very satisfied.

ČSÚ provides lots of statistic

Long-term stress began to my health.

Alexander Flemming penicillin.

3) **THE PRICE:** *attracts, depends on, impact, influence, persuaded*

It wasn't easy, but I him to do the right thing.

The research had a great on the students' behaviour.

The new design new consumers.

It just you if you're successful.

The of the Internet is bigger and bigger.



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4) THE PRODUCT: *brands, decline, immaterial, marking, supply*

The birth rate continued to

Coca-cola belongs to the most famous in the world.

Do black and white on the box.

The of material was delayed so we couldn't start work.

Services (e.g. hairdresser) are typical products.

5) THE PLACE: *department store, items, store, tailor, wholesaler*

Where can I find the nearest?

Makro ČR is not retailer.

Her body has unusual shape so she must often her new clothes.

Write 3 into the table: name, surname and age.

..... in dry and dark place!

6) THE PROMOTION: *advertisement, awareness, leaflets, press release, suitable*

These toys are not for children under three.

The government issued a

This is a very interesting for shower gel.

I have some about this problem but I'm not an expert.

We are looking for a person for part-time job: distributing



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7) MANAGEMENT: *allocated, grant, led (lead), resource, skills*

List of : analytics, communication, computer and business

This company is by a very intelligent and young woman.

They must a visa before your visiting Australia.

Do you bring us your CV? Find our human manager.

The authorities 50.000 dollars to refugees.

8) MICROECONOMICS: *branches, demand, household, increase, significantly*

The whole was asleep.

Our company will salaries by 5 %.

We study a few of economy: microeconomics, marketing and statistic.

The student drawn a wrong curve.

Energy bills have increased this year.

9) MACROECONOMICS: *dealing, foreign trade, inflation, payment, tax*

..... is exchange of capital, goods, and services across international borders or territories.

The rate In the Euro Area was recorded at 0.30 % in November of 2014.

Each employee must pay income

It was not a fair, he cheated him.

Ask for a discount for by cash.

10) BUSINESS LETTERS: attachment, colleague, letterhead, polite, space

I can find holiday photos in

They thought she was wrong but she was too to say it.

Don't forget write in your letter!

This table takes up much of the

It's very important to speak with your during the working day.