

# WZÓR



WARSAW UNIVERSITY OF TECHNOLOGY  
BUSINESS SCHOOL EXAMINATION  
OCTOBER 2005

I VIEWING COMPREHENSION (20 POINTS)

*Watch the video.*

*a. In points 1-10, complete the notes, which summarise what the speakers say. You will need to write a word or a short phrase in each gap (10 points):*

1. Tim Coghlan used to be.....
2. He used to live .....
3. Coghlan sold his .....
4. The stock market crash is known .....
5. Tim Coghlan bought Brauston Marina  
.....ago.
6. Brauston Marina is becoming .....
7. Coghlan paid for BM over .....
8. People are pleased to see .....
9. There was ..... on Thursday.
10. The City Stock Exchange was actually closed on Friday  
because .....

*b. Now write a five sentence summary of what you've watched (10 points)*

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## II VOCABULARY (20 POINTS)

*Write definitions of the words or expressions below (ONE FULL SENTENCE for each word):*

**1. E-COMMERCE**

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**2. TARGET CUSTOMERS**

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**3. PRESENTATION**

.....

**4. GLOBALISATION**

.....

**5. RISK**

.....

**6. MARKETING**

.....

**7. PUBLIC RELATIONS**

.....

**8. TEAM BUILDING**

.....

**9. CONFLICT**

.....

**10. PROMOTION**

.....

## II READING COMPREHENSION (20 points)

*You are going to read a text about E-commerce. Ten parts of the sentences have been removed from the text. Find the most suitable place for them. Mark tick with the number.*

### **E-commerce.**

How do you like to shop? Do you take all day and browse around until something catches your eye? Or do you "I need a cheap widget with a blablabla. Got one?"

you're looking for, right? I rarely find myself wandering and seeing which ones strike my fancy. And only once or twice and said, "I'm looking for a brownish butter-like substance made out of peanuts — perhaps something You got any of that?"

See, the product that you're seeking often defines how you shop for it. when creating your online presence. What exactly is your product? Who is your target audience? How will they want to and how can your site enhance this interaction?

Many Web-based stores allow you to search through their stock by category or by keyword. These methods are, derivatives of the technologies that make the software work; databases and file systems are quite effective at categorizing things. But are the customers at by category intuitive? Is that the best approach for you?

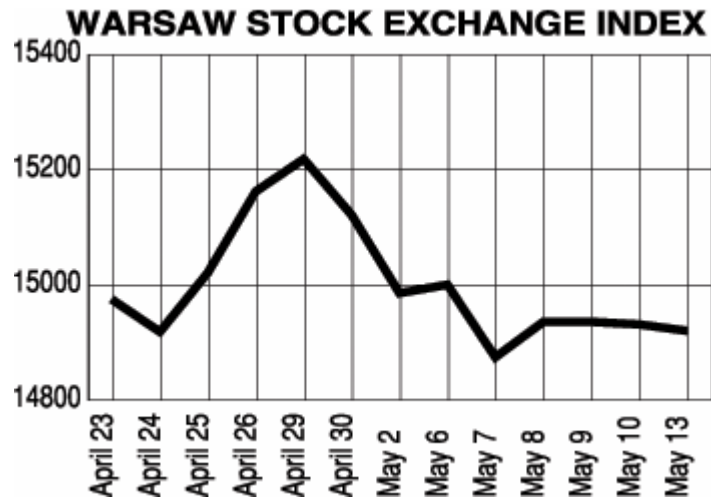
Let's take a look at the different kinds of products that are out there and how actual companies for maximum effectiveness.

1. for the most part,
2. It probably depends on what
3. interact with your company,
4. This is an important concept to remember
5. your site going to find shopping
6. march right up to the clerk and say,
7. I could spread on bread with jelly.
8. trying out different spark plugs
9. are custom-fitting their websites
10. have I gone to the checkout stand at Safeway

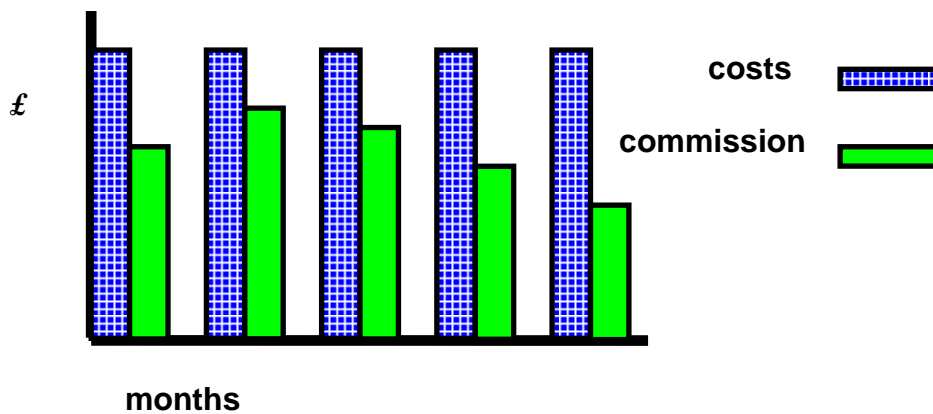
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## IV DIRECTED WRITING

In five sentences describe ONE of the following graphs. (10 points)



### Costs versus sales commission - first 5 months.



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