

## **Informace o přijímacích zkouškách podle studijních programů**

### **1. Studijní program KKOVB7310 Filologie**

#### **a) Studijní obor Angličtina ve sféře podnikání (prezenční a kombinované studium)**

Forma přijímací zkoušky: písemná

#### **Test z Angličtiny ve sféře podnikání - varianta A**

Úplné zadání Zkušebních otázek či příkladů, které jsou součástí přijímací zkoušky nebo její části a u otázek s výběrem odpovědi správné řešení.

### **Část I – Test jazykové kompetence (70 bodů)**

#### **Plastic bag charge or ban 'could cut use in Europe by 80%'**

European Union member states could cut their plastic bag use by 80%, the European Commission has said, by charging for bags or even banning them. Plastic bags are a major cause of sea pollution, and some regions have already moved to cut their use through charging.

**Bag use was cut dramatically by the Republic of Ireland** after charges were introduced, a similar charge has recently come into force in Northern Ireland, and supermarkets in Wales reported a drop in use of 96% after a charging scheme was brought in two years ago.

The European Commission is proposing new legislation that would require member states to choose between three methods of reducing the waste from bags: charges, national reduction targets, or an outright ban.

EU Environment Commissioner Janez Potočnik said: "We're taking effective action to solve a very serious and highly visible environmental problem. Every year, more than 8bn plastic bags end up as litter in Europe, causing enormous environmental damage. **Some member states have already achieved great results** in reducing their use of plastic bags. If others followed suit we could reduce today's overall consumption in the EU by as much as 80%."

In the UK, major retailers have promised for some years to cut their use of bags, but the usage remains high, with about 8bn bags still given out each year. The packaging industry has responded by saying that most people use their plastic bags more than once, for instance using them as bins, but that does not cut the overall use.

1) \_\_\_ critics said 2) \_\_\_ European commission's proposals did not go far enough and allowed member states too much leeway by allowing them to set their own targets rather than EU-wide goals or 3) \_\_\_ clear measures that would cut bag use.

When plastic bags, or pieces of them, find their way into 4) \_\_\_ sea, they are 5) \_\_\_ major hazard to 6) \_\_\_ marine life. 7) \_\_\_ whale found dead on the southern Spanish coast was found to have swallowed 17 kg of plastic waste, including plastic bags. Fish, seabirds and mammals can all ingest 8) \_\_\_ plastic, which they cannot digest and which can clog up their guts or cause 9) \_\_\_ choking. 10) \_\_\_ EU estimates that there are 500 tonnes of small pieces of plastic floating in the Mediterranean alone. In the Pacific, 11) \_\_\_ massive area estimated at millions of miles across is now occupied by 12) \_\_\_ gigantic floating "garbage patch" made of small waste plastic particles.

#### **I. Pečlivě pročtěte výše uvedený text a rozhodněte, zda jsou následující tvrzení pravdivá (P) nebo nepravdivá (N). (6 bodů)**

- 1) The European Union is trying to force all member states to charge for plastic bags.

P/N

- 2) There is no evidence that charging for plastic bags causes a reduction in their use. P/N
- 3) The European Union thinks that its proposals could reduce plastic bag use to 20% of the current level. P/N

**II. Doplňte dle uvážení člen neurčitý (*a/an*), určitý (*the*) nebo nulový (0). Nevyplněné pole je automaticky považováno za nesprávnou odpověď. (12 bodů)**

1) \_\_\_ critics said 2) \_\_\_ European commission's proposals did not go far enough and allowed member states too much leeway by allowing them to set their own targets rather than EU-wide goals or 3) \_\_\_ clear measures that would cut bag use.

When plastic bags, or pieces of them, find their way into 4) \_\_\_ sea, they are 5) \_\_\_ major hazard to 6) \_\_\_ marine life. 7) \_\_\_ whale found dead on the southern Spanish coast was found to have swallowed 17 kg of plastic waste, including plastic bags. Fish, seabirds and mammals can all ingest 8) \_\_\_ plastic, which they cannot digest and which can clog up their guts or cause 9) \_\_\_ choking. 10) \_\_\_ EU estimates that there are 500 tonnes of small pieces of plastic floating in the Mediterranean alone. In the Pacific, 11) \_\_\_ massive area estimated at millions of miles across is now occupied by 12) \_\_\_ gigantic floating "garbage patch" made of small waste plastic particles.

**III. Doplňte slova opačného významu – buď antonyma (např. good – bad), nebo opozita odvozená zápornými předponami nebo příponami (např. possible – impossible). Zachovejte stejný slovní druh, jaký je použit v textu. (5 bodů)**

- 1) outright - \_\_\_\_\_
- 2) effective - \_\_\_\_\_
- 3) visible - \_\_\_\_\_
- 4) critics - \_\_\_\_\_
- 5) massive - \_\_\_\_\_

**IV. Přeformulujte větu tak, abyste při zachování významu mohli užít činný rod. Je-li třeba, využijte vhodných výrazů z textu (věta je zvýrazněna tučným písmem). (2 body)**

Bag use was cut dramatically by the Republic of Ireland.

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**V. Přeformulujte větu tak, abyste při zachování významu mohli užít trpný rod. Je-li třeba, využijte vhodných výrazů z textu (věta je zvýrazněna tučným písmem). (2 body)**

Some member states have already achieved great results.

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**VI. Přeložte následující věty do češtiny; berte přitom v úvahu jejich kontext (věty jsou podtrženy v úvodním textu). (4 body)**

- 1) Supermarkets in Wales reported a drop in use of 96% after a charging scheme was brought in two years ago.

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- 2) The packaging industry has responded by saying that most people use their plastic bags more than once, for instance using them as bins, but that does not cut the overall use.

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**VII. Podtrhněte v uvedených příkladech celé podmínky.**

**(3 body)**

European Union member states could cut their plastic bag use by 80%.

Every year, more than 8bn plastic bags end up as litter in Europe.

Fish found dead on the southern Spanish coast were found to have swallowed 17kg of plastic waste.

**VIII. Doplňte druhou větu ve dvojici tak, aby měla v textu stejný, nebo téměř stejný význam jako věta první. Použijte daný výraz, aniž byste změnili jeho tvar. (12 bodů)**

- 1) If plastic bags are not banned, the environment will be destroyed.

**UNLESS**

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- 2) Although France has introduced charges for plastic bags, bag use has not fallen.

**FAILED**

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- 3) Banning plastic bags will bring an improvement in the situation.

**ONCE**

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- 4) They had only just arrived when the bomb exploded.

**SOONER**

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- 5) We are trying to eat less sugar because it's very unhealthy.

**CONSUMPTION**

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6) I would like more people to participate in the project.

**INVOLVED**

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**IX. Doplňte vhodná slova do textu. Doplňte vždy pouze 1 slovo.**

**(8 bodů)**

Recently while working a nine-hour 1) \_\_\_\_\_ in a busy cafe in Sheffield, I jokingly offered a job to a student waiting in the queue who'd 2) \_\_\_\_\_ on how busy we were. "Oh no," he said, looking embarrassed for me. "I'm over-qualified". Obviously, because I am a complete professional and had my hands 3) \_\_\_\_\_ with a sandwich, I couldn't run home and grab my Master's certificate to show him, or cry about my dreams and ask why, oh why, hadn't I 4) \_\_\_\_\_ dentistry instead of art history?

In the current climate, it seems that what you're qualified for has much less connection with what you actually do, as more British people 5) \_\_\_\_\_ ever before are filling low-skilled jobs. As employment minister Esther McVey helpfully 6) \_\_\_\_\_ out, we young people have got to be 7) \_\_\_\_\_ to take jobs in cafes and not just expect to walk into our dream profession. In fact, graduates are likely to get a real shock when entering the world of employment, realising that there are thousands of people 8) \_\_\_\_\_ for just 300 jobs at a new supermarket.

**X. Doplňte správný tvar slovesa v závorce.**

**(8 bodů)**

1) \_\_\_\_\_ (locate) on the shores of Table Bay, Cape Town was originally  
2) \_\_\_\_\_ (found) by Dutch colonists as a supply station for ships  
3) \_\_\_\_\_ (sail) to India. Today Cape Town is one of the most multicultural cities in the world, 4) \_\_\_\_\_ (reflect) its history as a major centre of trade and immigration. Every year over 2 million tourists 5) \_\_\_\_\_ (visit) Cape Town and its surrounding region, 6) \_\_\_\_\_ (attract) by the city's beautiful architecture, nightlife, and adventure sports. Crime remains a significant problem, and some people have accused the city authorities of not 7) \_\_\_\_\_ (take) the problem seriously. However, a recent increase in the number of police officers has had some positive effects, and there are signs that the situation 8) \_\_\_\_\_ (begin) to improve.

**XI. Vytvořte nová slova z výrazů v závorce – použijte přípony a předpony. Do každé mezery doplňte pouze 1 slovo.**

**(8 bodů)**

It's a scenario familiar to any urban cyclist: you're stuck behind a bus or taxi, a choking diesel aroma 1) \_\_\_\_\_ (penetrate) deep into your lungs. You think: is this really 2) \_\_\_\_\_ (health) than driving or taking the tube? The simple answer from 3) \_\_\_\_\_ (pollute) experts is: yes. Cycling does remain many, many times better for your health than not cycling, even taking into account 4)

\_\_\_\_\_ (pollute) air and the risk of accidents. The fuller answer is, inevitably, slightly mixed. Dust particles and chemicals in the air are a very real danger, with even 5) \_\_\_\_\_ (conserve) estimates suggesting that they prematurely kill almost 30,000 Britons a year, making them the most 6) \_\_\_\_\_ (dead) public health hazard apart from smoking. And yet, experts say, there are a range of measures cyclists can take to limit their 7) \_\_\_\_\_ (expose) to these substances - whether taking quieter back routes or cycling at particular times of the day when traffic 8) \_\_\_\_\_ (dense) is lower.

## Část II – Kulturně-historický přehled (30 bodů)

**Vyberte správnou odpověď. Každá správná odpověď je za 2 body.**

1. Who was the longest serving British Prime Minister of the 20<sup>th</sup> century?  
a) Margaret Thatcher    b) Winston Churchill    c) Neville Chamberlain    d) Tony Blair
2. What is the oldest American national park?
3. In which city can you visit the Metropolitan Museum of Art?  
a) Washington, DC    b) New York City    c) Boston    d) Philadelphia
4. What is the capital of Northern Ireland?  
a) Cardiff    b) Glasgow    c) Belfast    d) Edinburgh
5. Which are the two major political parties in the USA?
6. Which of these countries is **not** a former British colony?  
a) China    b) India    c) New Zealand    d) South Africa
7. What does the Parliament of the United Kingdom consist of?
8. In which century did the Norman Conquest of England take place?
9. Which century is primarily associated with the reign of Queen Victoria?
10. What was the original name of New York City?
11. The Confederacy waged the Civil War against  
a) The Federal Republic of America    b) The Southern States of America  
c) The Northern States of America    d) the Union
12. Which time zone is indicated by this map?  
a) Mountain    b) Central    c) Standard    d) Daylight Savings



13. Which major American city is pictured here?

- a) Chicago                      b) New York                      c) San Francisco                      d) Los Angeles



14. Which state is a part of New England?

- a) Delaware                      b) Maryland                      c) Connecticut                      d) Virginia

15. Which city did the Beatles come from?

Kritéria pro vyhodnocení a postup, jakým se stanoví výsledek přijímací zkoušky nebo její části, včetně postupu vedoucího k sestavení pořadí uchazečů podle výsledků přijímací zkoušky.

## Angličtina ve sféře podnikání 2014 – test A

### Část I – Test jazykové kompetence

(70 bodů)

#### I. (6 bodů)

- 1) N
- 2) N
- 3) P

#### II. (12 bodů)

- 1) 0
- 2) the
- 3) 0
- 4) the / a
- 5) a
- 6) the / 0
- 7) A
- 8) the / 0
- 9) 0
- 10) The
- 11) a
- 12) a

#### III. (5 bodů)

- 1) partial, etc.
- 2) ineffective, useless etc.
- 3) invisible
- 4) supporters, proponents, advocates etc.
- 5) tiny, insignificant, small etc.

#### IV. (2 body)

The Republic of Ireland cut bag use dramatically.

#### V. (2 body)

Great results have already been achieved by some member states.

#### VI. (4 body)

Poté co supermarkety ve Walesu zavedly před dvěma lety poplatky za igelitové nákupní tašky, zaznamenaly 96% pokles v jejich užívání/zájem o tašky poklesl o 96%.

Producenti balicí techniky/ Výrobci obalových materiálů se brání tím/argumentují tím, že většina lidí využije igelitových tašek opakovaně/více než jednou/užívá igelitových tašek

opakovaně, např. pro odpad/do odpadkových košů, ale tato skutečnost/tohlecelkovou spotřebu tašek nesníží/takto celkovou spotřebu tašek nesnížíme/tím se celková spotřeba tašek nesníží.

### VII. (3 body)

European Union member states could cut their plastic bag use by 80%.

Every year, more than 8bn plastic bags end up as litter in Europe.

Fish found dead on the southern Spanish coast were found to have swallowed 17kg of plastic waste.

### VIII. (12 bodů)

1. The environment will be destroyed unless plastic bags are banned. etc.
2. France's introduction of charges for plastic bags has failed to reduce bag use. etc. etc.
3. The situation will improve once plastic bags are banned. etc.
4. No sooner had they arrived than / when the bomb exploded
5. We are trying to reduce our sugar consumption ... etc.
6. I would like more people to become/get/be involved in the project. etc.

### IX. (8 bodů)

- 1) shift, stint etc.
- 2) remarked, commented etc.
- 3) full, occupied etc.
- 4) studied, done, chosen etc.
- 5) than
- 6) pointed
- 7) prepared, willing, ready etc.
- 8) applying, competing, going etc.

### X. (8 bodů)

- 1) located
- 2) founded
- 3) sailing
- 4) reflecting
- 5) visit
- 6) attracted
- 7) taking
- 8) has begun, is beginning

### XI. (8 bodů)

- 1) penetrating
- 2) healthier
- 3) pollution
- 4) polluted



- 5) conservative
- 6) deadly
- 7) exposure
- 8) density

## Část II – Kulturně-historický přehled

(30 bodů)

Vyberte správnou odpověď. Každá správná odpověď je za 2 body.

1. a
2. Yellowstone
3. b
4. c
5. Democratic and Republican
6. a
7. the House of Lords and the House of Commons
8. 11<sup>th</sup> century
9. 19<sup>th</sup> century
10. New Amsterdam
11. d
12. a
13. d
14. c
15. Liverpool

### *Angličtina ve sféře podnikání (prezenční studium)*

Základní statistické charakteristiky písemné přijímací zkoušky nebo její části:

Počet uchazečů, kteří se zúčastnili písemné přijímací zkoušky: **121**

Nejlepší možný výsledek písemné přijímací zkoušky: **100**

Nejlepší skutečně dosažený výsledek písemné přijímací zkoušky: **89**

Průměrný výsledek písemné přijímací zkoušky: **47,58**

Směrodatná odchylka výsledků písemné přijímací zkoušky: **15,26**

Decilové hranice výsledku zkoušky:

**$d_1=29.0$ ,  $d_2=35.0$ ,  $d_3=40.0$ ,  $d_4=42.0$ ,  $d_5=47.0$ ,  $d_6=51.0$ ,  $d_7=54.0$ ,  $d_8=59.0$ ,  $d_9=68.0$**

### *Angličtina ve sféře podnikání (kombinované studium)*

Základní statistické charakteristiky písemné přijímací zkoušky nebo její části:

Počet uchazečů, kteří se zúčastnili písemné přijímací zkoušky: **55**

Nejlepší možný výsledek písemné přijímací zkoušky: **100**

Nejlepší skutečně dosažený výsledek písemné přijímací zkoušky: **80**

Průměrný výsledek písemné přijímací zkoušky: **49,16**

Směrodatná odchylka výsledků písemné přijímací zkoušky: **16,13**

Decilové hranice výsledku zkoušky: -

## Test z Angličtiny ve sféře podnikání - varianta B

Úplné zadání Zkušebních otázek či příkladů, které jsou součástí přijímací zkoušky nebo její části a u otázek s výběrem odpovědi správné řešení.

### Část I – Test jazykové kompetence (70 bodů)

#### Survey reveals that four out of five believe the way the media portrays ethnic minorities promotes racism

Runnymede's new survey has found that four out of 1) \_\_\_ every five people thought that 2) \_\_\_ way that 3) \_\_\_ media portrays ethnic minorities promotes 4) \_\_\_ racism. Recently, minority ethnic groups and individuals have featured heavily in 5) \_\_\_ news. 6) \_\_\_ Most prominently, it was ruled that Mark Duggan had been lawfully killed, leading to 7) \_\_\_ many news outlets publishing unbalanced descriptions of him as a "thug" who "lived by the gun".

Alongside this, Benefits Street, where 8) \_\_\_ race relations mainly consisted of abusive chants towards Eastern European migrants, took over 9) \_\_\_ Channel 4. This followed 10) \_\_\_ their program on 2 January, *Secrets of Pickpockets, Shoplifters and Scammers*, which portrayed Eastern European migrants and West Africans as 11) \_\_\_ determined criminals, 12) \_\_\_ desperate to scam hard-working Britons. These negative portrayals of minority ethnic groups are assumed to reflect public opinion, but is this really the reality? **And, do the public view these discourses as responsible journalism?** It would appear not. Before the *End Racism This Generation* campaign launched, Runnymede commissioned an attitudinal survey on race in the UK. One of the questions asked was "Do you think that the way the media portrays minority ethnic groups, promotes racism?"

Four out of five respondents agreed that media coverage of ethnic minority Britons promotes racism. **This concern was not just expressed by respondents who were from minority ethnic backgrounds.** Over two-thirds of White British respondents thought that the media's representation of minority ethnic groups fuelled racism. Quite unsurprisingly the groups who most strongly agreed with the statement were from Pakistani and Eastern European backgrounds, both of whom have been targeted by the media in Islamophobic and anti-migration narratives. Almost all Pakistani and for 89 % of Eastern Europeans thought that the media portrayals of BME groups promote racism. Over two-thirds of Indian and Black African participants agreed with the statement.

Runnymede's Director Rob Berkeley said: "Four out of five British people believe that the media's portrayal of ethnic minorities promotes racism. This is true whether you're Black, Asian or White. The vast majority of the British public questions the ability of the media to portray ethnic minorities in a fair and reasonable light... Runnymede is particularly concerned about the challenge this poses for improving relations between people of different ethnic groups. Our media must do more to respond to the real views and concerns of readers rather than promote stereotypes about Black and Asian people or immigrants."

#### I. Pečlivě přečtěte výše uvedený text a rozhodněte, zda jsou následující tvrzení pravdivá (P) nebo nepravdivá (N). (6 bodů)

4) It was pronounced legally that Mark Duggan was shot and killed by the police according to law.

P/N

2) The media often show that Eastern Europeans are trying to swindle Britons out of money. P/N

3) More Indians and Black Africans than the Eastern Europeans and Pakistanis in the UK thought that non-white communities in the UK are portrayed as criminals according to the survey. P/N

**II. Doplňte dle uvážení člen neurčitý (*a/an*), určitý (*the*) nebo nulový (0). Nevyplněné pole je automaticky považováno za nesprávnou odpověď. (12 bodů)**

Runnymede's new survey has found that four out of 1) \_\_\_ every five people thought that 2) \_\_\_ way that 3) \_\_\_ media portrays ethnic minorities promotes 4) \_\_\_ racism. Recently, minority ethnic groups and individuals have featured heavily in 5) \_\_\_ news. Most prominently, it was ruled that Mark Duggan had been lawfully killed, 6) \_\_\_ leading to 7) \_\_\_ many news outlets publishing unbalanced descriptions of him as a "thug" who "lived by the gun".

Alongside this, Benefits Street, where 8) \_\_\_ race relations mainly consisted of abusive chants towards Eastern European migrants, took over 9) \_\_\_ Channel 4. This followed 10) \_\_\_ their program on 2 January, Secrets of Pickpockets, Shoplifters and Scammers, which portrayed Eastern European migrants and West Africans as 11) \_\_\_ determined criminals, 12) \_\_\_ desperate to scam hard-working Britons.

**III. Doplňte slova opačného významu – buď antonyma (např. good – bad), nebo opozita odvozená zápornými předponami nebo příponami (např. possible – impossible). Zachovejte stejný slovní druh, jaký je použit v textu. (5 bodů)**

- 1) reveals - \_\_\_\_\_
- 2) believe - \_\_\_\_\_
- 3) lawfully - \_\_\_\_\_
- 4) responsible - \_\_\_\_\_
- 5) agreed - \_\_\_\_\_

**IV. Přeformulujte větu tak, abyste při zachování významu mohli užít trpný rod. Je-li třeba, využijte vhodných výrazů z textu (věta je zvýrazněna tučným písmem). (2 body)**  
And, do the public view these discourses as responsible journalism?

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**V. Přeformulujte větu tak, abyste při zachování významu mohli užít činný rod. Je-li třeba, využijte vhodných výrazů z textu (věta je zvýrazněna tučným písmem). (2 body)**

This concern was not just expressed by respondents who were from minority ethnic backgrounds.

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**VI. Přeložte následující věty do češtiny; berte přitom v úvahu jejich kontext (věty jsou podtrženy v úvodním textu). (4 body)**

1) Over two-thirds of White British respondents thought that the media's representation of minority ethnic groups fuelled racism.

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2) Our media must do more to respond to the real views and concerns of readers rather than promote stereotypes about Black and Asian people or immigrants.

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**VII. Podtrhněte v uvedených příkladech celé podmínky. (3 body)**

The vast majority of the British public questions the ability of the media to portray ethnic minorities in a fair and reasonable light.

These negative portrayals of minority ethnic groups are assumed to reflect public opinion.

Over two-thirds of Indian and Black African participants agreed with the statement.

**VIII. Doplňte druhou větu ve dvojici tak, aby měla v textu stejný, nebo téměř stejný význam jako věta první. Použijte daný výraz, aniž byste změnili jeho tvar. (12 bodů)**

1) These negative portrayals of minority ethnic groups are assumed to reflect public opinion. **IT IS ASSUMED**

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2) One of the questions asked was "Do you think that the way the media portrays minority ethnic groups, promotes racism?" **ONE OF THE QUESTIONS ASKED WHETHER**

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3) Almost all Pakistanis and 89 % of Eastern Europeans thought that the media portrayals of BME groups promote racism. **NOT ONLY**

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4) This is true whether you're Black, Asian or White. **IT DOES NOT MATTER**

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- 5) The vast majority of the British public questions the ability of the media to portray ethnic minorities in a fair and reasonable light. **MOST**
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- 6) Quite unsurprisingly the groups who most strongly agreed with the statement were from Pakistani and Eastern European backgrounds, both of whom have been targeted by the media in Islamophobic and anti-migration narratives. **IT IS NOT**
- 

**IX. Doplňte vhodná slova do textu. Doplňte vždy pouze 1 slovo. (8 bodů)**  
**About Glenville House**

This traditionally 1) \_\_\_\_\_ Lakeland stone house sits in its own gardens; the atmosphere is relaxed and tranquil. 2) \_\_\_\_\_ entry guests will be immediately aware that Glenville 3) \_\_\_\_\_ holds a lot of 4) \_\_\_\_\_ original character.

At the Glenville, staff believe it is important to 5) \_\_\_\_\_ the day right, and the delicious 6) \_\_\_\_\_ cooked Traditional Cumbrian Breakfast, with many locally produced 7) \_\_\_\_\_, takes some beating, vegetarians and special diets are catered for 8) \_\_\_\_\_ guests inform the hotel of their requirements upon making their booking. With over 70 restaurants and eating houses within a ten minute walk of Glenville House, guests will be spoilt for choice for dinner each evening. Please note this is an adult only property.

**X. Doplňte správný tvar slovesa v závorce. (8 bodů)**

The educational qualifications body, Ofqual, 1) \_\_\_\_\_ (want) performance in science practicals and laboratory work 2) \_\_\_\_\_ (be) separately reported so that they 3) \_\_\_\_\_ (not affect) a student's headline grade, under A-level reforms due after 2015. Ofqual 4) \_\_\_\_\_ (propose) the change in response to a call by the education secretary, Michael Gove, for a crackdown on grade inflation. There is a belief that students 5) \_\_\_\_\_ (pick up) easy marks in practical exams. In a letter to Ofqual – copies of which were also sent to Cameron, business secretary Vince Cable, Gove, universities minister David Willetts and cabinet secretary Sir Jeremy Heywood – Walport writes: "There is a risk that the proposed arrangements 6) \_\_\_\_\_ (lead) to a further downgrading of practical skills, as schools and colleges 7) \_\_\_\_\_ (conclude) that theory is all that matters 8) \_\_\_\_\_ (get) a good grade."

**XI. Vytvořte nová slova z výrazů v závorce – použijte přípony a předpony. Do každé mezery doplňte pouze 1 slovo. (8 bodů)**

If the 1) \_\_\_\_\_ (govern) had not increased flood defence spending, the 2) \_\_\_\_\_ (sure) would have pulled cover. Since you cannot get a mortgage on a property without buildings insurance, and with one in six homes at some flood risk, that would have put a torpedo through the chancellor's 3) \_\_\_\_\_ (house) market revival. The 2010 cuts were 4) \_\_\_\_\_ (entire) driven by the chancellor's 5) \_\_\_\_\_ (patient) for deficit reduction, rather than by climate scepticism. This was long before Tory wobbles on windfarms and climate science. We tackled yesterday's crisis at the cost of today's. The proof is the divergence of the two Whitehall departments with 6) \_\_\_\_\_ (responsible) for climate change. Oddly, the budget for the Department for Environment, Food and Rural Affairs (which has responsibility for 7) \_\_\_\_\_ (adapt) to the impact of climate change and for the Environment Agency) was slashed. The budget for the Department of Energy and Climate Change 8) \_\_\_\_\_ (suffer) far less.

## Část II – Kulturně-historický přehled (30 bodů)

**Vyberte správnou odpověď. Každá správná odpověď je za 2 body.**

- When did the potato famine in Ireland lead to great numbers of deaths owing to starvation and disease?
  - the mid-19<sup>th</sup> century
  - the early-17<sup>th</sup> century
  - the mid-18<sup>th</sup> century
  - the early 20<sup>th</sup> century
- Which city is the second largest city of the USA?
- Which of these was a famous American architect?
  - Frank Lloyd Wright
  - Richard Wright
  - Wilbur Wright
  - Al Wright
- What is the capital of Wales?
  - Edinburgh
  - Belfast
  - Swansea
  - Cardiff
- Which are the two major political parties in the United Kingdom of Great Britain and Northern Ireland?
- The American President is elected, together with the Vice President, to a
  - three-year term
  - four-year term
  - five-year term
  - six-year term
- What does the American Congress consist of?
- In which century were the Wars of the Roses fought?
- Who was the Prime Minister of the United Kingdom during World War II?

10. What was the name of the ship on which the Pilgrim Fathers reached Cape Cod in 1620?

11. The battles of Concord and Lexington, and the battle of Saratoga happened in the

- a) French-Indian War      b) Mexican War      c) War of Independence      d) Civil War

12. What is the highest mountain in the United States?

- a) Mt. Rainier      b) Mt. McKinley      c) Mt. Foraker      d) Mt. Whitney

13. Which American city is seen in this photograph?

- a) Louisville      b) St. Louis      c) San Antonio      d) Chicago



14. Which state is NOT a part of New England?

- a) Delaware      b) Rhode Island      c) Vermont      d) Maine

15. Who was William Turner?

Kritéria pro vyhodnocení a postup, jakým se stanoví výsledek přijímací zkoušky nebo její části, včetně postupu vedoucího k sestavení pořadí uchazečů podle výsledků přijímací zkoušky.

## Angličtina ve sféře podnikání 2014 – test B

### Část I – Test jazykové kompetence

(70 bodů)

#### I. (6 bodů)

- 1) P
- 2) N
- 3) N

#### II. (12 bodů)

- 1) 0
- 2) the
- 3) the
- 4) 0
- 5) the / 0
- 6) 0
- 7) 0
- 8) 0 / the
- 9) 0
- 10) 0
- 11) 0
- 12) 0

#### III. (5 bodů)

- 1) conceals, hides
- 2) disbelieve
- 3) lawlessly
- 4) irresponsible
- 5) disagreed

#### IV. (2 body)

Are these discourses viewed by the public as responsible journalism?

#### V. (2 body)

It was not just respondents (who were) from minority ethnic backgrounds who expressed this concern/ not only respondents from minority ethnic backgrounds expressed this concern.

#### VI. (4 body)

1. Že média vykreslují etnické menšiny rasisticky, si myslelo více než dvě třetiny bílých britských respondentů.



2. Naše média se musí snažit více reflektovat skutečné názory a zájmy čtenářů a méně propagovat stereotypy týkající se Černochoů a Asiatů či imigrantů.

### VII. (3 body)

The vast majority of the British public questions the ability of the media to portray ethnic minorities in a fair and reasonable light.

These negative portrayals of minority ethnic groups are assumed to reflect public opinion.

Over two-thirds of Indian and Black African participants agreed with the statement.

### VIII. (12 bodů)

- 1) It is assumed that these negative portrayals of minority groups reflect public opinion.
- 2) One of the questions asked whether the respondents thought/think the way (in which) the media portrays minority ethnic groups (,) promotes racism.
- 3) Not only almost all Pakistanis, but also 89 % of Eastern Europeans, thought that ...
- 4) It does not matter whether you're Black, Asian or White – this is true (in all cases).
- 5) Most of the British public question(s) the ability .../ Most people in Britain question...
- 6) It is not surprising/ a surprise at all that the groups who most...

### IX. (8 bodů)

- 1) built/designed/constructed/conceived etc.
- 2) Upon/on/after/following
- 3) still
- 4) its
- 5) start/begin/launch etc.
- 6) freshly/lovingly/expertly/professionally etc.
- 7) ingredients/products/ produce/ foods/specialities etc.
- 8) if/provided

### X. (8 bodů)

- 1) wants
- 2) to be
- 3) do not affect/ will not affect
- 4) is proposing/ proposed
- 5) have been picking up/ pick up/ are picking up/ will pick up
- 6) will lead/may lead
- 7) conclude/will conclude
- 8) to get

### XI. (8 bodů)

- 1) government
- 2) insurers

- 3) housing
- 4) entirely
- 5) impatience
- 6) responsibility
- 7) adapting/adaptation
- 8) suffered

## Část II – Kulturně-historický přehled

(30 bodů)

1. a
2. Los Angeles
3. a
4. d
5. Conservative and Labour
6. b
7. the Senate, the House of Representatives
8. 15th century
9. Winston Churchill
10. Mayflower
11. c
12. b
13. b
14. a
15. English painter

### *Angličtina ve sféře podnikání (prezenční studium)*

Základní statistické charakteristiky písemné přijímací zkoušky nebo její části:

Počet uchazečů, kteří se zúčastnili písemné přijímací zkoušky: **124**

Nejlepší možný výsledek písemné přijímací zkoušky: **100**

Nejlepší skutečně dosažený výsledek písemné přijímací zkoušky: **66**

Průměrný výsledek písemné přijímací zkoušky: **41,52**

Směrodatná odchylka výsledků písemné přijímací zkoušky: **13,18**

Decilové hranice výsledku zkoušky:

**d<sub>1</sub>=24.3, d<sub>2</sub>=29.0, d<sub>3</sub>=33.0, d<sub>4</sub>=36.0, d<sub>5</sub>=40.0, d<sub>6</sub>=46.0, d<sub>7</sub>=50.2, d<sub>8</sub>=55.0, d<sub>8</sub>=58.0**

### *Angličtina ve sféře podnikání (kombinované studium)*

Základní statistické charakteristiky písemné přijímací zkoušky nebo její části:

Počet uchazečů, kteří se zúčastnili písemné přijímací zkoušky: **39**

Nejlepší možný výsledek písemné přijímací zkoušky: **100**

Nejlepší skutečně dosažený výsledek písemné přijímací zkoušky: **67**

Průměrný výsledek písemné přijímací zkoušky: **42,13**

Směrodatná odchylka výsledků písemné přijímací zkoušky: **12,96**

Decilové hranice výsledku zkoušky: -

## Test z Angličtiny ve sféře podnikání - varianta C

Úplné zadání Zkušebních otázek či příkladů, které jsou součástí přijímací zkoušky nebo její části a u otázek s výběrem odpovědí správné řešení.

### Část I – Test jazykové kompetence (70 bodů)

#### Nudge, nudge: New tools to encourage sensible behaviour

The choice to eat a brownie is really no choice at all. The fudgy square presents an immediate reward, compared with an amorphous, uncertain threat of extra kilos some time in the future. Besides, the brownie was included in the price of your sandwich. This type of decision is part of what David Kirchoff, chief executive of Weight Watchers, calls “the intention versus action gap”. His is one of many companies hoping to fill it.

As \_\_\_ number of people gaining weight continues to grow, so does \_\_\_ number trying to lose it. America’s \$4 billion weight-loss market is \_\_\_ world’s biggest, according to Bank of America Merrill Lynch. \_\_\_ average American dieter attempts to lose weight four times \_\_\_ year. Diets are not so much a science as a cultural obsession, a craze that allows exercise studios to charge \$35 or more for \_\_\_ hour’s workout. Moreover, \_\_\_ mania is going global. “The Biggest Loser”, \_\_\_ American television series that shows contestants enduring gruelling workouts and diets, has spawned copycats from \_\_\_ Germany to \_\_\_ Brunei. Yet \_\_\_ obesity statistics suggest that none of this has had much effect on helping people lose weight. \_\_\_ few companies are hoping to change that.

Earlier this month Weight Watchers launched a new programme in which members will record their meals and exercise as usual, but the company is also offering new tools to ensure that healthy decisions become the default. First, members will be asked to use the company’s app to track three healthy routines, such as having fruit and vegetables as snacks. Weight Watchers will send automatic messages of encouragement. Second, and more tricky, Weight Watchers will try to help members create a healthy environment. Put cookies on the upper shelf not the counter, for example, or use Weight Watchers’ app to find a hotel with room service offering healthy food.

**Something similar is already being championed by Discovery, South Africa’s biggest health insurer.** The company launched its Vitality programme in 1998, in the hope of keeping patients from getting sick. Vitality members win airmile-style points for everything from screening for high blood sugar to going to the gym. They can use their points to buy electronics, jewellery or air tickets. The newest recruit, Derek Yach, will lead a new “Vitality Institute”, a think-tank on health and behaviour change. “This is not about imposing anything on anybody,” he says. “It’s about making the healthy choice the easy choice.”

#### I. Pečlivě přečtěte výše uvedený text a rozhodněte, zda jsou následující tvrzení pravdivá (P) nebo nepravdivá (N). (6 bodů)

- 1) The author of the article claims that TV shows such as “The Biggest Loser” contribute considerably to the decision of people to lose weight. P/N
- 2) The new programme introduced by Weight Watchers includes modern technology to help people eat healthily. P/N

- 3) As part of the Vitality program, patients with high blood sugar gain certain points that can be later used for buying electronics, jewellery or air tickets. P/N

**II. Doplňte dle uvážení člen neurčitý (*a/an*), určitý (*the*) nebo nulový (0). Nevyplněné pole je automaticky považováno za nesprávnou odpověď. (12 bodů)**

As 1) \_\_\_\_\_ number of people gaining weight continues to grow, so does 2) \_\_\_\_\_ number trying to lose it. America's \$4 billion weight-loss market is 3) \_\_\_\_\_ world's biggest, according to Bank of America Merrill Lynch. 4) \_\_\_\_\_ average American dieter attempts to lose weight four times 5) \_\_\_\_\_ year. Diets are not so much a science as a cultural obsession, a craze that allows exercise studios to charge \$35 or more for 6) \_\_\_\_\_ hour's workout. Moreover, 7) \_\_\_\_\_ mania is going global. "The Biggest Loser", 8) \_\_\_\_\_ American television series that shows contestants enduring gruelling workouts and diets, has spawned copycats from 9) \_\_\_\_\_ Germany to 10) \_\_\_\_\_ Brunei. Yet 11) \_\_\_\_\_ obesity statistics suggest that none of this has had much effect on helping people lose weight. 12) \_\_\_\_\_ few companies are hoping to change that.

**III. Doplňte slova opačného významu – buď antonyma (např. good – bad), nebo opozita odvozená zápornými předponami nebo příponami (např. possible – impossible). Zachovejte stejný slovní druh, jaký je použit v textu. (5 bodů)**

- 1) grow - \_\_\_\_\_  
2) global - \_\_\_\_\_  
3) encouragement - \_\_\_\_\_  
4) healthy - \_\_\_\_\_  
5) win - \_\_\_\_\_

**IV. Přeformulujte větu tak, abyste při zachování významu mohli užít trpný rod. Je-li třeba, využijte vhodných výrazů z textu (věta je zvýrazněna tučným písmem). (2 body)**

**Weight Watchers will send automatic messages of encouragement.**

---

**V. Přeformulujte větu tak, abyste při zachování významu mohli užít činný rod. Je-li třeba, využijte vhodných výrazů z textu (věta je zvýrazněna tučným písmem). (2 body)**

**Something similar is already being championed by Discovery, South Africa's biggest health insurer.**

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**VI. Přeložte následující věty do češtiny; berte přitom v úvahu jejich kontext (věty jsou podtrženy v úvodním textu). (4 body)**

- 1) Diets are not so much a science as a cultural obsession, a craze that allows exercise studios to charge \$35 or more for \_\_\_ hour's workout.

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- 2) First, members will be asked to use the company's app to track three healthy routines, such as having fruit and vegetables as snacks.

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**VII. Podtrhněte v uvedených příkladech celé podmínky. (3 body)**

The choice to eat a brownie is really no choice at all.

Yet obesity statistics suggest that none of this has had much effect on helping people lose weight.

**VIII. Doplňte druhou větu ve dvojici tak, aby měla v textu stejný, nebo téměř stejný význam jako věta první. Použijte daný výraz, aniž byste změnili jeho tvar. (12 bodů)**

- 1) You can enter the Olympic stadium only if you have a ticket. **UNLESS**

---

- 2) I'm sure Peter was in love with her when he proposed. **MUST**  
Peter \_\_\_\_\_ when he proposed.

- 3) The project probably won't succeed without the correct initial plan. **UNLIKELY**  
The project \_\_\_\_\_ without the correct initial plan.

- 4) Unfortunately we owe the bank a lot of money. **WISH**  
\_\_\_\_\_ the bank so much money.

- 5) I invited Linda to the party, but she didn't accept. **TURNED**  
Linda \_\_\_\_\_ invitation to the party.

- 6) In the end, the biology test was easier than I'd expected. **DIFFICULT**  
In the end, the biology test \_\_\_\_\_ as I'd expected.

**IX. Doplňte vhodná slova do textu. Doplňte vždy pouze 1 slovo. (8 bodů)**

Almost everyone has trouble sleeping 1) \_\_\_\_\_ in a while – worries from the day have a tendency to stick in your brain and spill over into the night. But for 15% of American

adults, 2) \_\_\_\_\_ being able to sleep is a chronic problem 3) \_\_\_\_\_ can interfere with memory and concentration. Naturally, science is looking 4) \_\_\_\_\_ solutions. For a time, Dr Guy Meadows, founder of London's Sleep School, deployed traditional methods 5) \_\_\_\_\_ as advising patients to get up when wakeful and resist negative thoughts. 6) \_\_\_\_\_, he later realised that fighting insomnia merely created a tug-of-war situation stimulating our brain, ensuring that 7) \_\_\_\_\_ situation became self-perpetuating. He is now advocating an "acceptance technique"; his axiom is that 8) \_\_\_\_\_ sleeplessness is outside our control, one can control one's reaction to it – which can, in turn, break insomnia's vicious cycle.

**X. Doplňte správný tvar slovesa v závorce.**

**(8 bodů)**

In 1418 the town fathers of Florence finally addressed a monumental problem they 1) \_\_\_\_\_ (ignore) for decades: the enormous hole in the roof of their cathedral. Season after season, the winter rains and summer sun had streamed in over Santa Maria del Fiore's high altar—or where the high altar should 2) \_\_\_\_\_ (be). Their predecessors had begun the church in 1296 to showcase the status of Florence as one of Europe's economic and cultural capitals, 3) \_\_\_\_\_ (grow) rich on the wool and silk trades. Later it 4) \_\_\_\_\_ (decide) that the structure's crowning glory would be the largest cupola on Earth, 5) \_\_\_\_\_ (ensure) the church would be more beautiful and honorable than any other ever built. Once complete, Santa Maria del Fiore 6) \_\_\_\_\_ (decorate) by artists like Donatello and Paolo Uccello, 7) \_\_\_\_\_ (make) it both the birthplace and the proving ground of the Renaissance. If this mountainous yet strangely buoyant Dome had not been built, the Renaissance 8) \_\_\_\_\_ (not be) the same.

**XI. Vytvořte nová slova z výrazů v závorce – použijte přípony a předpony. Do každé mezery doplňte pouze 1 slovo.**

**(8 bodů)**

Among Nelson Mandela's many 1) \_\_\_\_\_ (achieve), two stand out. First, he was the world's most inspiring example of fortitude, magnanimity and dignity in the face of 2) \_\_\_\_\_ (oppress), serving more than 27 years in prison for his 3) \_\_\_\_\_ (believe) that all men and women are created equal. During the bleak years of his 4) \_\_\_\_\_ (prison) on Robben Island, thanks to his own patience, humour and capacity for forgiveness, he seemed freer behind bars than the men who kept him there. No less 5) \_\_\_\_\_ (remark), once the 6) \_\_\_\_\_ (major) of citizens were able to have their say he never denied the right of his white compatriots to equality. For all the 7) \_\_\_\_\_ (humiliate) he suffered at the hands of white racists before he was released in 1990, he was never animated by a desire for revenge. He was himself 8) \_\_\_\_\_ (utter) without prejudice, which is why he became a symbol of tolerance and justice across the globe.

**Část II – Kulturně-historický přehled (30 bodů)**

**Vyberte správnou odpověď. Každá správná odpověď je za 2 body.**

**1. Which city is the second largest city of the USA?**

**2. Which of them was a famous American architect?**

- a) Frank Lloyd Wright      b) Richard Wright      c) Wilbur Wright      d) Al Wright

**3. What is the capital of Wales?**

- a) Edinburgh      b) Belfast      c) Swansea      d) Cardiff

**4. In which century did the Norman Conquest of England take place?**

**5. Which century is primarily associated with the reign of Queen Victoria?**

**6. What was the original name of New York City?**

**7. When did potato famine in Ireland lead to great numbers of deaths owing to starvation and disease?**

- a) the mid-19<sup>th</sup> century      b) the early-17<sup>th</sup> century  
c) the mid-18<sup>th</sup> century      d) the early 20<sup>th</sup> century

**8. Which state is NOT a part of New England?**

- a) Delaware      b) Rhode Island      c) Vermont      d) Maine

**9. What is the highest mountain in the United States?**

- a) Mt. Rainier      b) Mt. McKinley      c) Mt. Foraker      d) Mt. Whitney

**10. Which city did the Beatles come from?**

**11. What does the Parliament of the United Kingdom consist of?**

**12. Which are the two major political parties in the USA?**

**13. The Confederacy waged the Civil War against**

- a) The Federal Republic of America      b) The Southern States of America  
c) The Northern States of America      d) the Union

**14. Who was the Prime Minister of the United Kingdom during World War II?**

**15. Which time zone is indicated by this map?**

- a) Mountain    b) Central    c) Standard    d) Daylight Savings





Kritéria pro vyhodnocení a postup, jakým se stanoví výsledek přijímací zkoušky nebo její části, včetně postupu vedoucího k sestavení pořadí uchazečů podle výsledků přijímací zkoušky.

## Angličtina ve sféře podnikání 2014 – test C

### Část I – Test jazykové kompetence

(70 bodů)

I. (6 bodů)

- 1) N
- 2) P
- 3) N

II. (12 bodů)

- |            |            |
|------------|------------|
| 1) the     | 7) the     |
| 2) the     | 8) an      |
| 3) the     | 9) 0       |
| 4) The, an | 10) 0      |
| 5) a       | 11) 0, the |
| 6) an      | 12) A      |

III. (5 bodů)

- 1) decrease, go down, fall, drop, decline ...
- 2) local...
- 3) discouragement
- 4) unhealthy
- 5) lose

IV. (2 body)

Automatic messages of encouragement will be sent by Weight Watchers.

V. (2 body)

Discovery, South Africa's biggest health insurer, is already championing something similar.

VI. (4 body)

1) Dieta není ani tak věda jako kulturní obsese, mánie, která umožňuje fitness centřum účtovat si \$35 nebo více za hodinu cvičení.

2) např. Za prvé budou mít členové za úkol pomocí firemní aplikace zaznamenat tři zdravé návyky, např. svačit ovoce a zeleninu.

VII. (3 body)

The choice to eat a brownie is really no choice at all.

Yet obesity statistics suggest that none of this has had much effect on helping people lose weight.

VIII. **(12 bodů)**

- 1) You cannot enter the Olympic stadium unless you have a ticket.
- 2) Peter must have been in love with her when he proposed.
- 3) The project is unlikely to succeed without the correct initial plan.
- 4) I/We wish we didn't owe the bank so much money.
- 5) Linda turned down my invitation to the party.
- 6) In the end, the biology test wasn't as difficult as I'd expected/was less difficult than...

IX. **(8 bodů)**

- 1) once
- 2) not
- 3) that; which, and
- 4) for, at
- 5) such
- 6) However; Nevertheless; Nonetheless, unfortunately
- 7) the, this
- 8) while; although

X. **(8 bodů)**

- 1) had been ignoring/had ignored
- 2) have been
- 3) grown/growing/having grown
- 4) was decided
- 5) ensuring/to ensure
- 6) was decorated
- 7) making
- 8) would not have been

XI. **(8 bodů)**

- 1) achievements
- 2) oppression
- 3) belief
- 4) imprisonment
- 5) remarkably
- 6) majority
- 7) humiliation(s)
- 8) utterly

**Část II – Kulturně-historický přehled**

**(30 bodů)**

**Vyberte správnou odpověď. Každá správná odpověď je za 2 body.**

- 1) Los Angeles
- 2) a
- 3) d
- 4) 11th
- 5) 19th
- 6) New Amsterdam
- 7) a
- 8) a
- 9) b
- 10) Liverpool
- 11) House of Lords, House of Commons
- 12) Republican, Democratic
- 13) d
- 14) Winston Churchill
- 15) a

### ***Angličtina ve sféře podnikání (prezenční studium)***

Základní statistické charakteristiky písemné přijímací zkoušky nebo její části:

Počet uchazečů, kteří se zúčastnili písemné přijímací zkoušky: **3**

Nejlepší možný výsledek písemné přijímací zkoušky: **100**

Nejlepší skutečně dosažený výsledek písemné přijímací zkoušky: **59**

Průměrný výsledek písemné přijímací zkoušky: -

Směrodatná odchylka výsledků písemné přijímací zkoušky: **10,82**

Decilové hranice výsledku zkoušky: -

### ***Angličtina ve sféře podnikání (kombinované studium)***

Základní statistické charakteristiky písemné přijímací zkoušky nebo její části:

Počet uchazečů, kteří se zúčastnili písemné přijímací zkoušky: **2**

Nejlepší možný výsledek písemné přijímací zkoušky: **100**

Nejlepší skutečně dosažený výsledek písemné přijímací zkoušky: **61**

Průměrný výsledek písemné přijímací zkoušky: -

Směrodatná odchylka výsledků písemné přijímací zkoušky: **12,73**

Decilové hranice výsledku zkoušky: -

Ostrava 20. června 2014

Zpracovali: Mgr. Andrea Holešová, Ph.D., Bc. Petra Valošková

Za správnost odpovídá: Mgr. Andrea Holešová, Ph.D.