

## Tenses, Prepositions, Word-building

### I. Select the correct option

1. Large companies \_\_\_\_\_ advertising campaigns two or three times a year.

launched                      launch                      have launched

2. We \_\_\_\_\_ development of an innovative product.

have completed recently                      have recently completed

3. This offer is very \_\_\_\_\_ for small and medium-sized companies.

attractive                      attracted                      attract

4. Our manager knew how to attract customers but he didn't \_\_\_\_\_ them.

retained                      retain                      has retained

5. The \_\_\_\_\_ on the market is fierce.

compete                      competitive                      competition

6. It is always possible to make any necessary \_\_\_\_\_.

adjusted                      adjust                      adjustment

7. Oil prices \_\_\_\_\_ over the last two months.

doubled                      have doubled                      has doubled

8. There was a significant growth \_\_\_\_\_ semi-conductor production.

in                      of                      at

9. Our sales revenue peaked \_\_\_\_\_ \$ 5m last November.

of \_\_\_\_\_ in \_\_\_\_\_ at \_\_\_\_\_

## II. Put the verbs in the correct form:

Dear boss

You \_\_\_\_\_ (**always/try**) to attract young and youngish consumers, and our consultants \_\_\_\_\_ (**always/come up**) with new ways to label them. I don't need to remind you that "millennials" and, increasingly, "GenZ" are the most important markets. Together they \_\_\_\_\_ (**make up**) a majority of the world's population and a third of America's. I'm here to tell you that much of what is written about marketing to today's most prized consumers is a myth.

Start with the idea that, glued to smartphones, Gen Z barely \_\_\_\_\_ (**notice**) the physical world and \_\_\_\_\_ (**follow**) the latest hype from Instagram or TikTok. It's true that the days of marketing chiefly through television, newspapers and magazines are long gone. Yet social media \_\_\_\_\_ (**not/just/change**) the ways in which people discover brands; it \_\_\_\_\_ (undermine) the power of marketing as a whole. Digital natives can fact-check our marketing claims and swipe left on our ads so it is getting harder to build brand loyalty. Online, talk is cheap and prices are readily Googled. Surveys \_\_\_\_\_ (**suggest**) that young Americans are among the most price-sensitive food shoppers. It \_\_\_\_\_ (**not/help**) that they \_\_\_\_\_ (**accumulate**) less wealth than earlier generations \_\_\_\_\_ (**have**) by the same age.

### **III. Fill the gaps with the correct prepositions if required:**

1. I started my business \_\_\_\_\_ 2018.
2. We are going to launch a meeting \_\_\_\_\_ 10 am \_\_\_\_\_ Monday.
5. I can call you \_\_\_\_\_ the morning.
6. She likes to stay at home \_\_\_\_\_ a cold evening.
7. They are coming home \_\_\_\_\_ Christmas.
8. Our competitors did not succeed \_\_\_\_\_ last year.
9. Their advertising campaign will start \_\_\_\_\_ December.
10. They have contacted us \_\_\_\_\_ this week.

### **IV. Put the words in brackets in the correct form or select the correct option:**

#### **Great manager**

In 1999, Nissan \_\_\_\_\_ (**be**) near bankruptcy. Renault \_\_\_\_\_ (**buy**) almost 40% percent stake in the Japanese carmaker for 5 billion euros. Carlos Ghosn, then second-in-command at Renault and dubbed “Le Cost Killer”, \_\_\_\_\_ (**be send**) to Tokyo to turn Nissan around.

Ghosn \_\_\_\_\_ (**cut**) more than 20,000 jobs, \_\_\_\_\_ (**stop**) producing unprofitable car models and shutting down plants. Nissan \_\_\_\_\_ (**return**) swiftly to profit and the young CEO \_\_\_\_\_ (**become**) an industry icon, unleashing a wave of “Ghosn mania” in Japan.

**On / In** 2002, Renault raised its controlling stake **at / by** 44.4 percent, while Nissan took a 15 percent stake in Renault - stripped of voting rights.

Ghosn returned to Renault **for / in** 2005 as chief executive, and also remained at the helm of Nissan. But with time his management style \_\_\_\_\_(**change**).

“Carlos Ghosn was, **from / at** 1999 **to / in** about 2005, a much **more collaborative boss / most collaborative** boss,” says Patrick Pélata, a former chief operating officer at Renault, who \_\_\_\_\_(**left**) the company **in / at** 2012. “But he **hugely / huge** changed as a boss over the years . He became **more/ most autocratic** and told people he \_\_\_\_\_ (**not/want**) to see problems.” People familiar with Ghosn’s thinking insist he was not overwhelmed by the four roles he played: chairman of Nissan and Mitsubishi, CEO of Renault and head of the alliance. They add that his change in management style \_\_\_\_\_(**be**) driven by necessity and time constraints rather than a fundamental shift in management philosophy or approach.