Tenses, Prepositions, Word-building

I. Select the correct option

1. Large companies _____ advertising campaigns two r 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

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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.

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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.

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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.

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