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| I vezbanje  I primer | | |
| Spin doctor | a person responsible for ensuring that others interpret an event from a particular point of view |
| Spot check | To sample or investigate quickly or at random |
| Peripheral | Devices for input, output and storage attached to the computer |
| PDA | A hand-held computer that can be used as a telephone, a web, explorer and a personal organizer |
| Loss leader | An article sold cheaply to attract consumers to buy other products of the same brand |
| Sample | A small part of anything intended as representative of the whole |
| Share ware | A “try before you buy” computer program |
| Port | A socket into which a peripheral device can be plugged in |
| Six sigma | A quality methodology that is aimed at eliminating defects in manufacturing |
| Commercial | A public promotion of a product or a service |

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| I vezbanje  II primer | | |
| Tolerance | The allowable deviation from the standard |
| Hotspot | Indoor or outdoor space(hotels, caffes, airports…) where internet is available for public use |
| Batch | A group of persons or things |
| TQM | A business approach that put quality rather than production in centre of organizational process |
| Press | News reporters, publishers and broadcasters |
| Waste | Damaged material produced by or rejected during manufacturing process |
| CEO | The highest ranking executive in a company in charge of making major corporate decisions |
| Cyberslacking | Activities performed at work that require Internet access but are not work-related |
| Malware | A computer program designed to infiltrate or damage a computer |
| Jingle | A short tune used in advertising and for other commercial uses |

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| I vezbanje  III primer | | |
| Benchmarking | Measuring a company’s business performance against business leaders in the field |
| Spyware | A computer program designed to monitor the actions of your computer |
| Line manager | A person with direct managerial responsibility for a particular employee |
| CPU | The microprocessor chip that processes date and coordinates activities of all other computer units |
| Scrap | A fragment or a small piece of something |
| Teleconferencing | The use of telephones and video equipment to have a meeting with people who are in different places |
| e-zine | An online paper or magazine |
| Chairperson | The head of the Board of Directors |
| JIT | An organizational approach that focuses on producing with the minimum of time, effort and materials |
| Shareholder | A person that owns a share in property |

II Vezbanje

1. Circle the correct option:

1) Any socket into which a peripheral device may be connected is called **a port**/ a drive/ a CPU

2) CEO stands for Central Economic Organization/ **Chief Executive Officer**/ Central European Office

3) The newspaper offers free commercials/ **classified ads**/ displays online in many categories such as real estate, employment, dating & personals, miscellaneous etc.

4) She was influenced by ***word-of-mouth****/verb-of-lips/say-of-teeth* recommendations from friends, rather than the company’s PR announcements.  
5) The aim of quality assurance is to achieve ***zero defects****/random sampling/spot checks*6)Program made to monitor the actions of a computer and send this data via the Net are called *hardware/adware/****spyware***

7) You can easily **update**/ debug/ encrypt your files by adding or deleting information

8) If someone uses or tries the **hard**/ tough/ strong sell, they try to sell something by being very forceful

9) In the department there are six sales representatives and their line director/ **line manager**/ line deputy

10) Sony has always been an innovator in consumer electronics = Sony has always been on the cutting board/ cut and paste/ **cutting edge**

1. Circle the correct option:

1)Outdoor and indoor places such as hotels, caffes, airports, campuses, parks… where WLANs are available for public use are called access point/ wireless adapters/ **hotspots**

2) The Sales Director for Sweeden coorganizes/ coordinates/ **cooperates** closely with the chief Marketing officer at Head Office in the states

3) Advertisements sometimes send superluminal/ supplemental/ **subliminal** messages, that is the ones that we are not aware of

4) A disk that is completely blank, so information can’t be recorded onto it is *non-volatile/* ***unformatted****/teleconferenced*  
5) *Benchmarking/Compliance/Spot check* is measuring your company’s performance against competitors

III vezbanje

1. Add a prefix or suffix to the word in brackets to form the appropriate word:
2. The program ran so slowly, I had to \_\_\_\_\_\_\_\_ it. (install) **reinstall, uninstall**
3. Bluetooth is a \_\_\_\_\_\_\_ technology designed to connect computers, mobile phones and other devices, replacing direct cable links.(wire) **wireless**

3) Hard disks are storage devices (magnet). **Magnetic**4) A disk is a data storage device which can be written to (record). **Recordable**

5) Internet \_\_\_\_\_\_ software provides automated web protection.(secure) **security**

1. Add a prefix or suffix to the word in brackets to form the appropriate word:

1)An \_\_\_\_\_\_\_ is a computer network that uses Internet Protocol technology to share information, operational systems or computing services within an organization.(net) **intranet**

2) The internet consist of millions of computers \_\_\_\_\_\_\_\_ in a global network.(connect) **interconnected**

3) An \_\_\_\_\_\_\_\_ disk which is completely blank, so information can’t be recorded into it.(format) **formated**

4) I’ll email you the information as an (attach). **Attachment**5) Great efforts sre being made to education (computer). **Computerize**

IV vezbanje  
  
1. Match each word on the left with one on the right to match common word partnerships. Then use the word partnerships to fill in the following sentences:

|  |  |
| --- | --- |
| Media | memory |
| Main | kit |
| Best | service |
| Spot | before |
| Special | offer |
| Economy | doctor |
| Product | recalls |
| Assembly | packs |
| Spin | check |
| Newswire | line |

1) A \_\_\_\_\_\_\_ is a set of promotional materials of a person, company or organization distributed to members of the media for promotional use. **Media kit**

2) Everything that your computer is working with is kept in the \_\_\_\_\_. **Main memory**

3) One of the methods used by quality control to detect defect is a . **Spot check**4) TANJUG is one of the best known in Serbia. **Newswire service**5) In 1927, Ford installed its first for car production. **Assembly line**  
6) Parents offen buy of baby diapers because this is more cost-effective. **Economy packs**7) The Hyatt Hotel for the following weekend: 10% off the regular price and a complimentary breakfast for two! **Special offer**

8) Most packaged goods have a date stamped on the box, wrapper or bottle: the date tells us how long the food will last.  **Spin before**

9) The company had to hire a \_\_\_\_ to restore their reputation in the public. **Best doctor**

10) A \_\_\_\_\_\_ is the return of a product because it is faulty or dangerous. **Product recalls**

2. Match each word on the left with one on the right to match common word partnerships. Then use the word partnerships to fill in the following sentences:

|  |  |
| --- | --- |
| Lobby | releases |
| Meet | machine |
| Press | assurance |
| Just | and great |
| Vending | sampling |
| Peak | certificate |
| Digital | dresser |
| Quality | group |
| Window | in time |
| Random | time |

1)\_\_\_\_\_\_\_\_\_\_\_ often try to influence legal institution and government bodies on behalf of people who hire them to protect their interests **lobby group**

2) She enjoyed her job of a\_\_\_\_\_\_ and found making window displays creative and fulfilling. **Window dresser**

3) Madonna organized a \_\_\_\_\_\_\_ reception before the contert to socialize with her fans and members of the media. **Meet and great**

4) It is a PR’s job to write \_\_\_\_\_\_, distribute them, to the media and thus generate a lot of free publicity for their clients.  **Press releases**

5) \_\_\_\_\_\_\_\_ is a quality control method performed by taking small quantities for testing. **Random sampling**

6) Advertising is very expansive during television \_\_\_\_\_\_\_, since the most people are at home watch TV at the time. **Peak time**

7) I wanted to get a cup of coffe from the \_\_\_\_\_\_\_\_ in the hall, but it didn’t work because a coin get stuck in it. **Vending machine**

8) The company has recently adopted the Japanese production method and has been very successful since. **Just in time**9) A is an eletronic “credit card” that should be used when doing business or other transactions on the Web. **Digital certificate**10) Unlike quality control, is focused on prevention rather than detection of defects. **Quality assurance**

3. Match each word on the left with one on the right to match common word partnerships. Then use the word partnerships to fill in the following sentences:

|  |  |
| --- | --- |
| Zero | media |
| Board | improvement |
| Access | ads |
| Classified | of directors |
| Warranty | quality |
| Total | software |
| News | agency |
| Malicious | point |
| Mass | defects |
| Continuous | claim |

1) The aim of quality assurance is to achieve i.e. production without any failures. **Zero defects**  
2) The is a group of people who make big decisions about a company, but are not involved in day-to-day running of the company. **Board of directors**  
3) are short advertisements in newspapers that are sorted out in different sections or classes, e.g “for sale”, “wanted” , “services”, etc **Classified ads**

4) In computer networking, a wireless is a device that allows wireless devices to connect to a wired network using Wi-Fi. **Access point**

5) Computer programs designed to infiltrate or damage computer are knownas **. Malicious software**6) The information on price reduction was first announced by a Serbian called Beta. **News agency**7) managements is an intergrative management approach aimed at continuous improvement of quality of product and process, calssified into several industries. **Total quality**

8) In the late 20th century, the was books, newspapers, magazines, radio, movies, television, etc. **Mass media**9) are groups of workers that are encouraged to contribute ideas on improving the products that they made. **Continuous improvement**  
10) I returned the product because I wasn’t satisfied with it. My is being processed at the moment. **Warranty claim**