Write one answer from the four possible answers.

For example:

What ___b___ you job?

a) are  
X b) is  
c) be  
d) have

1. Switzerland is one of the world’s ............ attractive M&A playgrounds.
   a) more  
b) most  
c) very  
d) much

2. I am interested .............. a marketing position in a telecommunications company.
   a) in  
b) at  
c) to  
d) on

3. I .............. telephone cards ever since they were first introduced.
   a) have collected  
b) collected  
c) collect  
d) will collect

4. .............. power needs restraint and control – or else it becomes tyranny.
   a) No  
b) All  
c) Any  
d) A

5. Some workers believe that the unions are incapable to represent the needs of the employees and choose not to join ..............
   a) it  
b) us  
c) them  
d) its

6. Marketing .............. market research, new product development, distribution, advertising, and so on.
   a) marks  
b) distributes  
c) combines  
d) contacts

7. There is more industrial .............. consumer marketing.
   a) than  
b) then  
c) in  
d) of

8. The marketing concept is that a company’s choice of what goods and services to offer .............. be based on the goal of satisfying consumers’ needs.
   a) cannot  
b) should  
c) have to  
d) ought

9. Large companies rely more and more .............. outside suppliers to produce components.
   a) in  
b) at  
c) to  
d) on

10. We’ll stop the meeting now .............. there is something else to discuss.
    a) unless  
b) if  
c) whether  
d) because

11. The merge could have succeeded if the management styles .............. so different.
    a) was not  
b) were not  
c) have not been  
d) had not been

12. We .............. get tickets for the opera – they were all sold out.
    a) might not  
b) could not  
c) will not  
d) might

13. .............. a central bank can determine the minimum lending rate for its national currency, it has no control over foreign currencies.
    a) Although  
b) Furthermore  
c) However  
d) In spite of

14. Some people are good .............. management, and others are not.
    a) in  
b) on  
c) at  
d) to
15. Intensifying international competition and high domestic costs are forcing German businesses .............. radical restructuring.
   a) at  b) on  c) in  d) into
16. You may .............. reduce prices to stimulate demand.
   a) have to  b) must  c) can  d) should
17. We must participate .............. that process on equal terms with other international brewers.
   a) at  b) on  c) in  d) to
18. Switch off the lights when you ..............
   a) will leave  b) leave  c) are leaving  d) are going to leave
19. Coming back to England was the best thing I .............. did.
   a) never  b) ever  c) always  d) yet
20. If the application .............. successful, the company will obtain a quotation in the Stock Exchange List.
   a) will be  b) would be  c) is  d) should be
21. The company .............. an increasing interest in shareholders in recent years.
   a) takes  b) will take  c) took  d) has taken
22. Sales promotions can also be .............. at distributors and dealers to encourage them to stock new items or larger quantities.
   a) aimed  b) launched  c) produced  d) reduced
23. If people are worried about the possibility of losing their jobs in the near future, they will probably start .............. money and consume less.
   a) spending  b) saving  c) supplying  d) increasing
24. There are .............. new models on the market now.
   a) some  b) any  c) none  d) a
25. I have asked the manufacturers for some information but I haven’t received any replies ..............
   a) yet  b) still  c) already  d) never
26. Companies develop good products, and make them accessible to their .............. customers.
   a) advertising  b) channel  c) target  d) medium
27. He decided to come back to England in 1997 .............. spending ten years in France.
   a) since  b) for  c) in order to  d) after
28. The opportunity to be a general manager seemed .............. good to be true.
   a) to  b) no  c) too much  d) too
29. The news .............. good.
   a) was  b) were  c) are  d) to be
30. All the people in the organization know what decisions they are able to ........
   a) do  b) make  c) have  d) decide