

**Зразки завдань для самостійної роботи  
до курсу «Іноземна мова за професійним спрямуванням»  
для магістрів «Бізнес-адміністрування»**

**Завдання № 1**

**I. READING COMPREHENSION TASK** [= 20 points]

Read the following text and answer the questions below. For quoting the text 1 point is deducted.

**RICHARD BRANSON: 10 secrets of success**

Richard Branson became famous as a 'hippy' businessman in the 1960s when he set up a record company. Today he runs the successful Virgin airline and he's still breaking many of the traditional rules of management. So how does he do it?

He regularly works an eleven-hour day, starting around eight and finishing around seven at night. He spends a lot of time talking to people on the telephone but he never sends memos. He rarely holds board meetings. He makes decisions on the phone or on the tennis court.

He has a good memory and he writes people's names on his hand so he doesn't forget them. He invites every of his employees to a party at his home every year.

He continually questions his employees about every aspect of the business and he tries to pick holes in their arguments to find out whether their ideas will work.

If he becomes annoyed in meetings, he leaves the room. He hardly ever loses his temper. He employs people he likes personally. This is more important to him than qualifications.

He has had several failures in the past and he nearly went bankrupt several times but he has always survived. He puts his success down to good ideas, good people and good luck. He didn't go into business to make money. He went into business because he wanted a challenge.

1. Explain what is meant by the words "hippy' businessman." [4]
2. What is the meaning of the phrase "he tries to pick holes in their arguments"? [4]
3. Explain the meaning of the phrase "He puts down his success to good ideas". [4]
4. Is there anything unusual about Branson's management style? [4]
5. Would like to work for him? [4]

**II. STRUCTURE AND WRITTEN EXPRESSION** [= 10 points]

Complete the following passage with ONE WORD in each gap to make it grammatically and structurally correct. Read the whole passage through before doing the task.

The job sounded interesting: with a fashion house\_\_\_ (1) the city centre. The telephone conversation I\_\_\_ (2) had with them were relaxed and friendly, and the letter from the boss had also been a friendly\_\_\_ (3) He invited me to visit the office and the appointment was\_\_\_ (4) twelve o'clock. I thought long about \_\_\_ (5) to wear. The question was \_\_\_ (6) to be businesslike or fashionable. \_\_\_(7) the end, I decided\_\_\_(8) my most expensive clothes. In fact, I realized \_\_\_(9) my arrival that I had chosen exactly the wrong clothes. The men in the office\_\_\_(10) wearing dark suits and ties. The women were in business suits.

**III. BUSINESS VOCABULARY** [=10 points]

Choose from the list of words below the terms to fill in the blanks in the following passage. There are three options you do not need to use.

Most customers of a bank have \_\_\_(1). \_\_\_(2) is not paid on these accounts but withdrawals can be made by \_\_\_(3). The other type of bank account is the\_\_\_(4). Interest is paid on these accounts but notice of \_\_\_(5) is required. Banks lend \_\_\_(6) money to their customers in two ways. They grant \_\_\_(7) or \_\_\_(8). Loans are for a fixed sum. By means of an overdraft it is possible for cheques to be drawn in \_\_\_(9) of the sum standing to the customer's \_\_\_(10) in the current account.

A. interest	D. deposit accounts	G. withdrawal	I. surplus	L. overdrafts
B. cheque	E. current accounts	H. excess	K. loans	M. credit
C. statement	F. commission	J. discount		

**IV. BUSINESS CORRESPONDENCE** [= 10 points]

Complete the following letter choosing from the words given in the box below. There are two options you needn't use.

Dear Mr Chan

Thank you for your (1) \_\_\_\_\_ of 16 August concerning our earth-moving equipment displayed at the International Farm Machinery Fair in Bonn.

In answer to specific questions in your email, first let me say we are willing to consider substantial (2) \_\_\_\_\_ on orders over €300,000. All our machinery is guaranteed for three years against normal use, and we have several (3) \_\_\_\_\_ in your country with mechanics trained to (4) \_\_\_\_\_ all our products.

With regard to the (5) \_\_\_\_\_ of payment, which you mentioned, we would consider payment by 30-day (6) \_\_\_\_\_ of exchange, documents against acceptance, provided you could offer two (7) \_\_\_\_\_.

I confirm that we can fulfil order within three months, unless there are unusual (8) \_\_\_\_\_, and you can buy equipment from us (9) \_\_\_\_\_ or through our agents in your country.

As requested, I am sending our current (10) \_\_\_\_\_ and price list to you by express mail. I think you will find the equipment on pages 101-15 particularly interesting for the work you have in mind. If you require any further information, please contact me.

Yours sincerely  
Gustav Fest

Sales Director  
Hubner GmbH  
Tel: +49 40 237618  
Fax: +49 40 237619  
Email: [festg@hubnatta.de](mailto:festg@hubnatta.de)

<b>A.</b> discounts	<b>B.</b> direct	<b>C.</b> lists	<b>D.</b> catalogue
<b>E.</b> interests	<b>F.</b> service	<b>G.</b> terms	<b>H.</b> enquiry
<b>I.</b> agencies	<b>J.</b> bill	<b>K.</b> referees	<b>L.</b> specifications

**Завдання № 2**

**I. READING COMPREHENSION TASK** [= 20 points]

Read the following text and answer the questions below. For quoting the text 1 point is deducted.

**TOTAL QUALITY MANAGEMENT**

Total Quality Management (TQM) is a management philosophy. At its heart is the principle that a job should be done right first time. It's the key to quality. Most organizations do jobs approximately. They make mistakes that they have to fix later so they incur higher costs. TQM organizations believe that it's cheaper if the job is done right in the first place.

This means you must not waste resources; no wasted materials, no wasted time and no wasted space. And it means you have to throw out outdated processes. It's constant and never-ending process and it has to involve everyone in the organization.

Responsibility should be pushed to the employees. It's your operating employees that have to make the important decisions because they are closest to the customers. And this means you have to stand the traditional management hierarchy on its head.

You must give employees more decision-making powers. Instead of giving them orders from above, your administration should support them and try to make their life easier. This can't be done in an atmosphere of conflict. It can only be done through a creative team.

1. What principles are behind TQM? [3]
2. What does "doing the job right" involve? [3]

3. Guess the meaning of the word "incur" from the context. [4]
4. Explain what is meant by the phrase "To stand the traditional management hierarchy on its head". [2]
5. How are the operating staff encouraged to make improvements to processes and systems? [4]
6. How does TQM benefit the organization? [4]

**II. STRUCTURE AND WRITTEN EXPRESSION** [= 10 points]

Complete the following passage to make it grammatically and structurally correct. Read the whole passage through before doing the exercise.

Our society \_\_\_(1) made up of all \_\_\_(2) of organizations, \_\_\_(3) as companies, government departments, unions, hospitals, schools, libraries, and the \_\_\_(4). They are \_\_\_(5) to our existence, helping to create our standard of \_\_\_(6) and our quality of life. In all these organizations there are people carrying \_\_\_(7) the work of a manager although they \_\_\_(8) have that title. The vice-chancellor of a university, the president of a students' union or a chief librarian are \_\_\_(9) managers. They have a responsibility to \_\_\_(10) the resources of their or organization effectively and economically to achieve its objectives.

**III. SPECIALIZED VOCABULARY CHECK** [= 10 points]

Choose from the list of words below the terms to fill in the blanks in the following passage:

Jane Sadler opened her \_\_\_ (1) with the Medway Bank on 28<sup>th</sup> January, with a cash \_\_\_(2) of \$300. On 15<sup>th</sup> February she wrote a \_\_\_ (3) for \$53.25 and this appeared as a \_\_\_(4) on the bank statement on 20<sup>th</sup> February. On 22<sup>nd</sup> February she took out \$60 in \_\_\_ (5) from a cash point machine. In the following day the bank debited her account by \$33.50 for a \_\_\_(6) she had made using her \_\_\_(7). Her monthly salary was paid directly into her account and this appeared as a \_\_\_(8) for 802.20 on 29<sup>th</sup> February. There were no further \_\_\_(9) on her account and she finished the month with a \_\_\_(10) of \$955.45.

A. credit	B. balance	C. debit card	D. payment	E. transaction
F. debit	G. cheque	H. cash	I. account	J. deposit
K. interest	L. loan	M. bill		

**IV. BUSINESS CORRESPONDENCE.** [= 10 points]

Complete the following letter choosing from the words given in the box below. There are two options you needn't use.

October 12, 20--

Tom Atkinson  
COMANY Bank  
14 Edith Street,  
Hackney West,  
53002

(1) \_\_\_\_\_ Mr. Atkinson,

I (2) \_\_\_\_\_ that you close the following (3) \_\_\_\_\_ I have at your (4) \_\_\_\_\_:

TYPE	ACCOUNT #
Savings	2342342-234
Checking	2343433-432

Kindly prepare a money order in the (5) \_\_\_\_\_ of the balance (6) \_\_\_\_\_ for me to (7) \_\_\_\_\_ up on Monday, October 16, 20--. (8) \_\_\_\_\_ me to thank you in (9) \_\_\_\_\_ for your consideration.

(10) \_\_\_\_\_,  
Tony Montana

A. Accounts	B. request	C. amount	D. Hello
E. Outstanding	F. Pick	G. Branch	H. Dear
I. Sincerely	J. Advance	K. Collect	L. Allow

**Завдання № 3**

**I. READING COMPREHENSION TASK** [= 20 points]

Read the following text and answer the questions below. For quoting the text 1 point is deducted.

**I'D LIKE TO TEACH THE WHOLE WORLD TO SELL**

Coca Cola was the first company to break into global advertising. The most memorable of these early international adverts was "I'd like to teach the world to sing ...Coca Cola...the real thing", made in 1971. The ad featured a crowd of young people, ostensibly from all corners of the world, learning to sing the words "Coca Cola" in perfect harmony while smiling through even more perfect white teeth.

"It's the Real Thing" is a global message. It translates perfectly into many languages and stands for an instantly recognizable product everywhere. This advertising technique is now being taken up by more and more companies and advertising agencies. The idea behind the advertising is that we are part of some global village: we all want the same things, we all have access to them and we all respond to the same imagery. Coca Cola sells itself as democratic, international and liberating. Such companies as Coca Cola want to be seen as worldly, altruistic giants, linking people of the world in one warm and smiling embrace – all the better to sell them things. An added bonus is that the company needs to produce only one idea. This means the advertisement itself can be more spectacular, and the campaign less expensive. By making just one key, desirable and homogeneous product, Coca Cola's advertising agencies promote a drink with messages so simple that they can be posted around the world without confusion, upset or censure. Simplicity is the key; they are easy to understand, easy to translate, and after being repeated enough times, become synonymous with the product.

1. Decide who or what the word in italics refers to in the sentence "...we all have access to *them*." [4]
2. Explain what is meant by phrase: "Becomes synonymous with the product." [4]
3. Guess the meaning of the word "worldly" from the context. [4]
4. Why more and more companies take up global advertising? [4]
5. State the main advantage of global advertising. [4]

**II. STRUCTURE AND WRITTEN EXPRESSION** [= 10 points]

Complete the following passage to make it grammatically and structurally correct. Read the whole passage through before doing the exercise.

Some friends from Caribbean remarked\_\_\_(1) the tobacco I was smoking. They offered to send me some as it was much cheaper in their country. Some weeks\_\_\_(2) an official letter arrived. It was from the customs office, informing me that they had intercepted a package with my name and address\_\_\_(3) it. The package was found to \_\_\_(4) a letter and some contraband: four packets of tobacco. If I wanted the package, I\_\_\_(5) have to pay customs duty, tax and a penalty. If they didn't hear \_\_\_(6) me, they would destroy it. It was going to turn\_\_\_(7) to be rather expensive tobacco. On the other\_\_\_(8) I couldn't get the letter\_\_\_(9) paying the duty, the tax and \_\_\_(10) on. I sent the money.

**III. SPECIALIZED VOCABULARY CHECK** [= 10 points]

Choose from the list of words below the terms to fill in the blanks in the following passage:

Managing exchange rates

When banks and\_\_\_(1) offer\_\_\_(2), or cheap\_\_\_(3) at low\_\_\_(4), consumer spending rises and\_\_\_(5) go up. High\_\_\_(6) creates pressure to increase wages. High consumer spending also creates more demand for imports. This causes problems for the \_\_\_(7). Imports also cost more when the exchange rate is high. A high exchange rate also means lower\_\_\_(8). Together these factors can make a worse balance of payments\_\_\_(9) and higher inflation. Higher inflation usually leads to higher\_\_\_(10).

A. balance of payments	B. deficit	C. interest rates	D. account
E. building societies	F. recession	G. exchange rates	H. exports
I. unemployment	J. credit	K. consumer spending	L. loans

**IV. BUSINESS CORRESPONDENCE.** [= 10 points]

Complete the following letter choosing from the words given in the box below. There are two options you needn't use.

October 12, 20--

Tom Atkinson  
COMANY Bank  
14 Edith Street,  
Hackney West,  
53002

Dear Mr Atkinson,

Our (1) \_\_\_\_\_ indicate that (2) \_\_\_\_\_ on your account is (3) \_\_\_\_\_ in the amount of \$ 250.

If the amount has already been paid, please (4) \_\_\_\_\_ this notice. If you have not yet mailed your (5) \_\_\_\_\_, please make out your (6) \_\_\_\_\_ and place it in the (7) \_\_\_\_\_ envelope.

Thank you in (8) \_\_\_\_\_ for your anticipated (9) \_\_\_\_\_ in this matter.

Very (10) \_\_\_\_\_ yours,  
Tony Montana

A. Truly	B. Check	C. payment	D. records
E. enclosed	F. advance	G. disregard	H. overdue
I. sincerely	J. decision	K. cooperation	L. payment

**Завдання № 4**

**I. READING COMPREHENSION TASK** [= 20 points]

Read the following text and answer the questions given below. For quoting the text 1 point is deducted.

**PETER WOOD'S EMPIRE**

It's taken ten years for Peter Wood to create a 1.5 billion empire in the shape of Direct Line, which is now more than just a motor insurance company. It has gone into household insurance, opened a life assurance division and launched pilot schemes for mortgages and personal loans.

One thing for certain is that the Wood style of management won't be changing whatever he goes into. Detail is not his forte, and he professes never to rule by fear.

Wood goes to great lengths to praise his staff. His main skill is, he says, picking he right people, and not investing in the wrong products.

Apart from picking he right people, Wood's other criteria for success is running the company in as relaxed a style as possible. He has joined a growing trend of chief executives to ban all internal memos and unnecessary meetings. And he hates people blowing their own trumpet. The magic formula is to run a company with positive energy.

Wood quite freely discusses his management style, dismisses the critics and rivals. He says that most of the successful entrepreneurs are not great academics, and there's a danger in having too many brains.

Wood doesn't believe in looking up to somebody. "You should be proud of your own achievements and not try and copy someone else's," he says. Proud he can certainly be, having created a company from an idea borne out of boredom into one of the most successful ever, in the space of just ten years.

1. Guess the meaning of the word "forte" from the context. [4]
2. Explain what is meant by the phrase "Wood goes to great lengths to praise his staff." [4]
3. Explain the meaning of the phrase "to blow one's own trumpet". [4]
4. What does Wood mean saying: "There's a danger in having too many brains". [4]
5. State in your own words characteristic features of Wood's management style. [4]

**II. STRUCTURE AND WRITTEN EXPRESSION** [= 10 points]

Complete the following passage to make it grammatically correct. Read the whole passage through before doing the exercise.

Technology is a threat for many people, especially to those who \_\_\_(1) born before the computer became a \_\_\_(2) of everyday life. The trouble is that the \_\_\_(3) is not something that you can “decide to live without.” You \_\_\_(4) to be “computer literate” in order to survive. You \_\_\_(5) get a job today without knowing \_\_\_(6) to handle a computer. The computer may have \_\_\_(7) forced upon us, but it is here to stay, \_\_\_(8) we do and wherever we go. Because we are being \_\_\_(9) to use computers, many of us resent them, just as we \_\_\_(10) anything that we have no choice about.

**III. SPECIALIZED VOCABULARY CHECK** [= 10 points]

Choose from the list of words below the terms to fill in the blanks in the following passage.

**Advertising Plan**

Our plan to sell products through a \_\_\_(1) and mail order services. We will use a high pressure, \_\_\_(2) approach. We can attract customers to order the goods by offering special \_\_\_(3) prizes. Once the catalogue arrives, consumers will order goods which have an instant appeal: we will depend on \_\_\_(4).

Another approach is to run a long advertising \_\_\_(5) to increase \_\_\_(6) of our products. We plan a variety of advertising techniques: this \_\_\_(7) will consist of television \_\_\_(8), newspaper advertisements, and street advertising. We have a good target database, so we will use \_\_\_(9). We plan to do a \_\_\_(10) twice, to put extra pressure on those who do not answer the first time.

<b>A.</b> Advertisement	<b>B.</b> catalogue	<b>C.</b> consumer awareness	<b>D.</b> impulse buying
<b>E.</b> advertising mix	<b>F.</b> commercials	<b>G.</b> direct mail	<b>H.</b> mail shot
<b>I.</b> campaign	<b>J.</b> competition	<b>K.</b> hard sell	<b>L.</b> strategy

**IV. BUSINESS CORRESPONDENCE.** [= 10 points]

Complete the following letter choosing from the words given in the box below. There are two options you needn't use.

**Sampson's Stationary**

30 Silverstone Ave  
Kamloops, BC  
V2A 8B1  
Tel:250-429-0002

February 21st, 20--

Mr. Ken Davis  
Hanson's Montessori School  
15 Main St.  
Kamloops, BC  
V2A 7B5  
Our ref: #223

Dear Mr. Davis:  
Outstanding Invoice

Our records show that you have an (1) \_\_\_\_\_ balance dating back to January, 20--. Your January (2) \_\_\_\_\_ was for \$445.00 and we have yet to (3) \_\_\_\_\_ this payment. Please find a copy of the invoice (4) \_\_\_\_\_.

If this (5) \_\_\_\_\_ has already been paid, please disregard this notice. Otherwise, please (6) \_\_\_\_\_ us the amount (7) \_\_\_\_\_ in full by March 1st, 20--. As our contract indicates, we begin charging 5% (8) \_\_\_\_\_ for any outstanding balances after 30 days.

Thank you in (9) \_\_\_\_\_ for your cooperation. We hope to continue doing (10) \_\_\_\_\_ with you in the future.

Sincerely,

Maria McPhee  
Maria McPhee  
Accountant  
Enclosure: Invoice #223

A. business	B. enclosed	C. amount	D. outstanding
E. forward	F. advance	G. contract	H. invoice
I. owed	J. payment	K. receive	L. interest

Завдання № 5

**I. READING COMPREHENSION TASK** [= 20 points]

Read the following text and answer the questions below. For quoting the text 1 point is deducted.

**THE AMERICANS ARE COMING**

In the past few years several big firms from Wall Street have been racing to build a network of offices abroad, but especially in the emerging markets. They fear they may have missed the chance to enter a bigger race: to be one of an elite of global financial firms set to dominate the business.

That is the clear ambition of the biggest firms, for a variety of reasons. Most obviously they want to be physically present in markets which they believe will need large amounts of investment capital, what, they think, will add to their credibility with their domestic customers and give them the chance to build new local reputations.

They also want to reduce their vulnerability to the economic cycles and hope that if they diversify their operations across different markets, they will be less affected when a particular market turns down.

Another motive is the wish to avoid a repetition of mistakes made in the 1970s, when security firms were slow to recognize the importance of the Euromarkets as a serious alternative to America's domestic debt market. They had to spend some years and many millions catching up. This time they are determined to be in the vanguard of a global market which they believe will overtake the Euromarket. The broader is your product line, the easier it is to get your foot in the door.

1. Guess the meaning of the word "vulnerability" from the context. [2]
2. Explain the meaning of the phrase: "When a particular market turns down." [4]
3. Explain the meaning of the "Such a presence will add to their credibility with their domestic customer". [4]
4. What is meant by the phrase "to get your foot in the door". [5]
5. State in your own words the reasons for American security firms to expand abroad. [5]

**II. STRUCTURE AND WRITTEN EXPRESSION** [= 10 points]

Complete the following passage to make it grammatically and structurally correct. Read the whole passage through before doing the exercise.

John and Mary are in many ways typical of young entrepreneurs today. They have their \_\_\_(1) business, a hamburger restaurant. They already have a \_\_\_(2) of over 40 people. They bought the business a couple of years \_\_\_(3) and spent the first few months working \_\_\_(4) hard that they rarely saw any of \_\_\_(5) friends. Since then they \_\_\_(6) improved efficiency by installing a new computer system. The restaurant has been very successful, and \_\_\_(7) the competition from another fast food restaurants nearby, the \_\_\_(8) of customers \_\_\_(9) increased steadily. As a \_\_\_(10) they are planning to enlarge the restaurant.

**III. SPECIALIZED VOCABULARY CHECK** [= 10 points]

Choose from the list of words below the terms to fill in the blanks in the following passage.

In a bank you usually have a \_\_\_(1), which is one where you pay in your salary, then \_\_\_(2) money to pay your everyday \_\_\_(3). The bank sends you a regular \_\_\_(4) telling you how much money is in your account. You may also have a \_\_\_(5) where you deposit any extra money.

You usually try to avoid having an \_\_\_(6) when you end up paying a lot of \_\_\_(7). If your account is overdrawn, you can be said to be \_\_\_(8). Sometimes the bank may lend you money – this is called a bank \_\_\_(9). If the bank lends you money to buy a house, that money is called a \_\_\_(10).

A. bill	B. deposit	C. saving account	D. loan
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E. interest	F. withdraw	G. mortgage	H. in credit
I. current account	J. statement	K. in the red	L. overdraw

**IV. BUSINESS CORRESPONDENCE** [= 10 points]

Complete the following letter choosing from the words given in the box below. There are two options you needn't use.

**PJ Party**

22 Yew Street, Cambridge, Ontario

Tel: 416-223-8900

April 7th, 20--

Dear Valued Customer:

Our records show that you have been a customer of PJ Party Inc. since our grand (1) \_\_\_\_\_ last year. We would like to thank you for your business by inviting you to our (2) \_\_\_\_\_ customer Spring Extravaganza this Saturday.

Saturday's (3) \_\_\_\_\_ event is by invitation only. All of our stock, including pajamas and bedding will be marked down from 50-80% off.\* Doors open at 9:00 AM (4) \_\_\_\_\_. Complimentary coffee and donuts will be served. Public (5) \_\_\_\_\_ will commence at noon.

In addition, please accept the enclosed \$10 gift (6) \_\_\_\_\_ to use with your (7) \_\_\_\_\_ of \$75 or more.

We look (8) \_\_\_\_\_ to seeing you at PJ's on Saturday. Please bring this (9) \_\_\_\_\_ with you and present it at the door.

Sincerely,

Linda Lane

Linda Lane

Store Manager

\*All sales are final. No exchanges.

Enclosure: Gift Certificate #345 (not redeemable for (10) \_\_\_\_\_)

A. purchase	B. forward	C. sales	D. opening
E. invitation	F. admission	G. sharp	H. cash
I. remarkable	J. certificate	K. service	L. preferred

**Завдання № 6**

**I. READING COMPREHENSION TASK** [= 20 points]

Read the following text and answer the questions below. For quoting the text 1 point is deducted.

**NOT SO BRAVE VENTURES**

In 1994 venture capitalists in the UK really came into their own. The staggering sums raised showed just how important venture capitalists have become in funding British industry. But the figures also hide a worrying fact: that venture capitalists like backing only what they already know – they don't like putting money on risky ventures: new star-up companies. In fact, by far the most popular vessel for venture capitalists is still the management buy-out.

Investment from the US in venture capital houses continues to grow but unfortunately most of this investment and the funding from UK sources, is going into established companies which need substantial cash injections to boost an already growing business. Entrepreneurs who are looking for smaller amounts of money find the sources of finance to be extremely limited. Even finding information on potential investor is difficult, as many of the agencies which claim to be able to arrange "marriages" between investors and entrepreneurs are overstating their capabilities.

Britain's venture capitalists might be the engine of growth to help small companies get off the ground, but sometimes they fail to back viable business and strangle their development. Generally it is a fear of backing the wrong idea which prevents them going out on a limb to support a new project or unawareness of the product which leaves them sitting on their hands.

1. Explain what is meant by phrase "Venture capitalists came into their own." [3]
2. Guess the meaning of the word "viable" from the context. [3]

3. Explain the meaning of the phrase "out on a limb". [5]
4. Explain your understanding of the phrase "Unawareness of the product leaves them sitting on their hands". [4]
5. State in your own words the reasons why Britain's venture capitalists are sometimes slow to invest. [5]

**II. STRUCTURE AND WRITTEN EXPRESSION** [= 10 points]

Complete the following passage to make it grammatically and structurally correct. Read the whole passage through before doing the exercise.

I read recently that within the next decade money as we\_\_\_(1) it will probably cease to exist.\_\_\_(2) to Prof. Montague the familiar\_\_\_(3) and banknotes will soon be replaced\_\_\_(4) credit cards and the shop will be\_\_\_(5) to the network of banking computers. You may not even have a\_\_\_(6) for your\_\_\_(7), as the computer will be able to read your handprint. But I am afraid that I shall\_\_\_(8) money. I have felt strongly attached to it, \_\_\_(9) since I received my first\_\_\_(10) money when I was five and kept it in the money-box.

**III. SPECIALIZED VOCABULARY CHECK** [= 10 points]

Choose from the list below the terms to fill in the blanks in the following passage.

PUBLIC FINANCE

The government collects money from citizens through taxes.\_\_\_(1) is the tax on wages and salaries. \_\_\_(2) is collected on what people inherit from others. \_\_\_(3) is a tax paid on most goods and services when they are bought. Companies pay\_\_\_(4) on their profits. If you pay too much tax, you should be given a \_\_\_(5).The government also sometimes pays out money to people in need, e.g.\_\_\_(6). A company may sell\_\_\_(7) to members of the public who are then said to have invested to that company. They should be paid a regular\_\_\_(8) on their investment, depending on\_\_\_(9) or\_\_\_(10) made by the company.

A. income tax	B. VAT	C. investment	D. currency	E. unemployment benefit
F. tax rebate	G. shares	H. corporation tax	I. profit	J. inheritance tax
K. dividend	L. loss	M. excise duties		

**IV. BUSINESS CORRESPONDENCE** [= 10 points]

Complete the following letter choosing from the words given in the box below. There are two options you needn't use.

**Pino's Pizzeria**

Viale Silvani  
10, 2345 Bologna, Italy  
Tel:051 520799

November 30th, 20--

Joanne Montague  
Via Belmeloro 18  
40123 Bologna

Dear Ms Montague,

As you are probably aware, the recent smoking ban has had a (1) \_\_\_\_\_ impact on our business. Our sales have (2) \_\_\_\_\_ 40 percent in the last six months. Though we do not expect this to be a long-term concern for our (3) \_\_\_\_\_, we don't expect sales to (4) \_\_\_\_\_ to normal until the summer when our patio opens for the tourist season.

Due to the loss in business we regret to inform you that we are (5) \_\_\_\_\_ all of our hosts and hostesses for the winter and spring. With business being so (6) \_\_\_\_\_ our servers can handle the task of greeting and seating (7) \_\_\_\_\_ on their own.

You are entitled to two week's severance (8) \_\_\_\_\_, which will be paid in full on your next (9) \_\_\_\_\_. Please come in for any scheduled shifts next week.

Thank you for your hard work and (10) \_\_\_\_\_ at Pino's Pizzeria. Please apply again for our next summer season.

Sincerely,  
Franco Bellini  
Franco Bellini  
Owner  
[pinopizza@italia.com](mailto:pinopizza@italia.com)

A. laying-off	B. dedication	C. application	D. pay
E. paycheck	F. payroll	G. customers	H. return
I. profound	J. business	K. dropped	L. slow

Завдання № 7

**I. READING COMPREHENSION TASK** [= 20 points]

Read the following text and answer the questions given below. For quoting the text 1 point is deducted.

**PILE IT HIGH, POUR IT CHEAP**

The supermarket wars have shifted battlefields. Now they're taking on the oil companies as well as each other. Forecourt filling stations run by the supermarkets have been wiping the floor with their oil company rivals. Leading the way have been Sainsbury, Asda and Tesco, who have made a point of introducing loss-leading petrol stations at every new out-of-town superstore they open.

But so far, the oil companies haven't come up with anything to combat the twin appeals of low price and convenience to a large supermarket. The oil companies say that they are after the same customers, and there's just about no money to be made selling petrol these days. The only place you make money is on the items on sale in the station shop. But there's more at stake for supermarkets. The oil companies supply petrol both to their own sites and supermarkets – losing retail market share hurts, but it isn't the end of the world. Supermarkets meanwhile have been slashing prices to below cost level to attract the food shopper – the latest incarnation of the supermarket wars. So far the oil companies have just been the victims of “collateral damage” rather than a concerned effort to run them out of retailing.

1. Explain what is meant by phrase “They have been wiping the floor with their oil company rivals”. [4]
2. Explain the phrase “the latest incarnation of the supermarket wars.” [4]
3. Guess the meaning of the word “collateral” from the context. [2]
4. What gives supermarkets an edge over the oil companies at the moment? [5]
5. What do supermarkets risk in their war with oil companies? [5]

**II. STRUCTURE AND WRITTEN EXPRESSION** [= 10 points]

Complete the following passage to make it grammatically and structurally correct. Read the whole passage through before doing the exercise.

Ambermold International\_\_\_(1) founded 30 years\_\_\_(2) as\_\_\_(3) one-man manufacturing company. The group now\_\_\_(4) five companies and is represented worldwide\_\_\_(5) a comprehensive network of\_\_\_(6). This dramatic expansion was\_\_\_(7) to its founder's foresight\_\_\_(8) patenting his invention of a roller bearing system which reduced friction by 50% and at the\_\_\_(9) time increases the system's working life by a \_\_\_(10) amount.

**III. SPECIALIZED VOCABULARY CHECK** [= 10 points]

Choose from the list of words below the terms to fill in the blanks in the following passage:

**SAWA IN LOW PRICE GAME**

The Japanese computer games company SAWA is planning a launch for a new game Zappo. Its development has taken two years but\_\_\_(1) are impressive. The company expects the product to\_\_\_(2) within one year. \_\_\_(3) are low now. \_\_\_(4) in computer games are high, but SAWA has promised a\_\_\_(5) strategy, with a competitive\_\_\_(6). This a change of policy for SAWA whose products have always carried a\_\_\_(7). The\_\_\_(8) price is expected to be \$45, with the\_\_\_(9) price being around 33% of that. Such low price may create a\_\_\_(10) in the computer games market.

A. recommended retail	B. high penetration	C. break even	D. price war
E. factory gate	F. production costs	G. brand	H. interest
I. advanced orders	J. premium price	K. discount	L. overheads

**IV. BUSINESS CORRESPONDENCE** [= 10 points]

Complete the following letter choosing from the words given in the box below. There are two options you needn't use.

**A.N.Y. Company Ltd**  
 69 Any Street, Anyville, Anystate  
 Tel: 0123456789  
 Date

To whom it may (1) \_\_\_\_\_:

Reference for Mr James Blond

James Blond joined the A.N.Y. Company in July 1998. Since then he has proved to be a most reliable and effective member of the sales team.

James is professional and efficient in his (2) \_\_\_\_\_ to work and very well-liked by his colleagues and (3) \_\_\_\_\_ clients. He is well-presented and able to work both independently and as part of a (4) \_\_\_\_\_.

His (5) \_\_\_\_\_ to all areas of company activity in which he has been (6) \_\_\_\_\_ have been much appreciated.

I believe that James will make a (7) \_\_\_\_\_ addition to any organization that he may join. We deeply regret his (8) \_\_\_\_\_ to move on and I recommend him without (9) \_\_\_\_\_.

I would gladly answer any request for (10) \_\_\_\_\_ information.

Sincerely,

*Penny Farthing*

Penny Farthing

Managing Director

penny.farthing@a-n-y.com

A. decision	B. hesitation	C. concern	D. effectiveness
E. involved	F. team	G. business	H. contribution
I. executive	J. approach	K. valuable	L. further

**Завдання № 8**

**I. READING COMPREHENSION TASK** [= 20 points]

Read the following text and answer the questions given below. For quoting the text 1 point is deducted.

**THE BEST JOB IN THE WORLD**

John Templeton is one of the all time greats of business world. Not only is he a great investor, he is also recognized as a man who has only ever done good. Templeton has sold his business what is really surprising for a man who has immersed himself in business and investment for nearly thirty years, but he says he doesn't miss it at all. Now his whole energy is devoted to progress in spiritual knowledge and research. Templeton puts his money where his mouth is: Nobel Prize, smaller prizes in Britain, business college in Oxford.

His business successes have been achieved worldwide. He has no idea what his secret is but thinks it is common sense and hard work, open-mindedness and willingness to study and consider any opportunity. Common sense approach helped him at the very start of his carrier. He finds common sense a rare commodity. He has always tried to look for opportunities, spread his risk widely and did not put too many assets in any one choice. Common sense always tells him that there is only one thing that allows a share go down to a very low price and that is other people selling. If you don't buy shares when they are depressed, you don't get a very low price. Where in the world people are extremely pessimistic, then if there's a change you can make a lot of money. Clients who put their money with Templeton have enjoyed startling returns and that has made him happy. Templeton is a legend of business. Now he is embarked on a second carrier, one far more important: to make the world a better place.

1. What is the meaning of the phrase "all time greats" in the sentence "John Templeton is one the all time greats of the business world." [4]
2. Explain what is meant by phrase "He puts his money where his mouth is." [4]
3. Guess the meaning of the verb "embark on" in the sentence "Now he is embarked on a second carrier." [3]
4. Explain what is meant by words "Common sense is a rare commodity." [4]
5. State in your own words the secrets of Templeton's success. [5]

**II. STRUCTURE AND WRITTEN EXPRESSION** [= 10 points]

Complete the following passage to make it grammatically and structurally correct. Read the whole passage through before doing the exercise.

With the new technology, young\_\_\_(1) a distinct advantage over older people. This\_\_\_(2) never happened before. Until now, the young\_\_\_(3) to learn from the old; the older\_\_\_(4) used to pass on\_\_\_(5) knowledge to the next generation. Things are\_\_\_(6) completely nowadays; the young teach\_\_\_(7) old. The trouble is that the old don't necessarily want to be\_\_\_(8). With technology advancing faster and\_\_\_(9), the experts are becoming younger and younger. Youngsters of fifteen often understand more\_\_\_(10) "oldsters" of twenty-five. This is a new kind of generation gap.

**III. SPECIALIZED VOCABULARY CHECK** [= 10 points]

Choose from the list of words below the terms to fill in the blanks in the following passage:

**SAM AIR GROUNDED**

Sam Air is going to call in the\_\_\_(1). The aircraft company does not have a serious\_\_\_(2), after inviting\_\_\_(3) to join a recruiting plan.

Sam Air's major\_\_\_(4), Credit Bank International, refused to reschedule\_\_\_(5) and has called in the\_\_\_(6). The company will probably go into\_\_\_(7) soon. A\_\_\_(8) failed three years ago when\_\_\_(9) refused to put in more\_\_\_(10).

A. Bidder	B. interest	C. capital	D. liquidation
E. partners	F. investment	G. creditor	H. receivers
I. debt	J. payments	K. shareholders	L. right issue

**IV. BUSINESS CORRESPONDENCE** [= 10 points]

Complete the following letter choosing from the words given in the box below. There are two options you needn't use.

Symphony of Sound  
12 Main Street, Arrington, Tennessee, 37014  
Tel: (615) 395-8765

November 21st, 20--

Alicia Hathoway  
14 Sparks Rd  
Arrington, Tennessee, 37014

Dear Ms. Hathoway:

Forthcoming Price Change

Season tickets for this year's symphony are going on (1) \_\_\_\_\_ next month and we wanted you to be among the first to know.

As you probably know, rental prices have (2) \_\_\_\_\_ throughout Tennessee this year. Due to our increase in (3) \_\_\_\_\_ at the Arrington Forum, we are finding it necessary to (4) \_\_\_\_\_ the price of our season tickets from \$228 to \$275. Single viewing tickets will also be (5) \_\_\_\_\_ to a price increase.

We hope that you will consider (6) \_\_\_\_\_ season tickets for next year despite this change. The Arrington Symphony has been together for 23 years, and relies on season-ticket holders to fill 25% of the seating at

each event. Without your support the Arrington Symphony could be forced into (7) \_\_\_\_\_ before its 25th anniversary.

To purchase tickets for the 20-- season, please (8) \_\_\_\_\_ our website at www.arringtonsymphony.net, or call the ticket agent representative at (615) 395-8750.

We look (9) \_\_\_\_\_ to having you in our audience again next year.

Yours (10) \_\_\_\_\_,

Colin Fairchild

Colin Fairchild

Promotional Director

A. forward	B. visit	C. rise	D. follow
E. retirement	F. rent	G. truly	H. sale
I. raise	J. purchasing	K. skyrocketed	L. subject

### Завдання № 9

#### **I. READING COMPREHENSION TASK** [= 20 points]

Read the following text and answer the questions given below. For quoting he text 1 point is deducted.

#### **ENTREPRENEUR SCIENTIST**

Chris Evans is an entrepreneur scientist who floats companies on the stock market at whim. He has created three successful companies. He is motivated by two things – ethics and creativity, and is involved in companies which are making useful things for society. He's selling products to some of the leading healthcare companies.

But developing products which are socially useful can be an entirely different ballgame from being a commercial success because most people think that a scientist's world is only a dusty lab. Though while nearly all biotech companies have been loss-makers, the break-up of his Enzymatics netted him a fortune of \$30mln. He thinks that business is as creative as scientific research. He believes in seeing the big picture what helps him become a link between the scientists and the managers in his companies. His first concern, he says, is towards his shareholders. He does all he can to ensure that they are given handsome returns on their investment. Money creates enemies, and such a flamboyant person as Evans is inevitably attracts his fair share. Fortunately the genes that he claims blessed him with scientific and business genius also gave him a thick skin.

1. Explain what is meant by the phrase "He floats companies on the stock market at whim." [3]
2. What is meant by the words "big picture" in the sentence "He believes in seeing the big picture." [4]
3. Explain in your own words Evans' philosophy in business. [5]
4. Guess the meaning of the word "flamboyant" from the context. [3]
5. What motivates Evens in his business? [5]

#### **II. STRUCTURE AND WRITTEN EXPRESSION** [= 10 points]

Complete the following passage to make it grammatically and structurally correct. Read the whole passage through before doing the exercise.

#### **INTERNATIONAL COOPERATION**

The UN economists\_\_\_(1) discussing the financing of\_\_\_(2) number\_\_\_(3) projects in North Africa. International credit markets\_\_\_(4) already financed\_\_\_(5) important part of the gas pipeline network, and it\_\_\_(6) reported that the loans will be guaranteed\_\_\_(7) the central\_\_\_(8) of the countries concerned. The World Bank has arranged a long-term loan\_\_\_(9) the construction of a dam in the north east, and World Bank experts are at\_\_\_(10) surveying the site.

#### **III. SPECIALIZED VOCABULARY CHECK** [= 10 points]

Choose from the list of words below the terms to fill in the blanks in the following passage:

#### **MUTUAL FUNDS**

\_\_\_(1) are companies set up to invest capital for investors. \_\_\_(2) are a type of mutual fund common in the UK and English-speaking countries. They are a safe, easy investment. \_\_\_(3) is the legal framework which governs the management of \_\_\_(4). Unit trust investments are easily \_\_\_(5) or turned into \_\_\_(6). When capital is \_\_\_(7) in unit trusts, more \_\_\_(8) are created. \_\_\_(9) have a share which is constant - new investments buy existing

shares, they do not create new shares. Both mutual trusts and investment trusts have low \_\_\_(10) costs, which means buying into or selling out is not expensive.

A. mutual funds	B. trust law	C. insurance	D. private trusts	E. redeemed
F. transaction	G. cash	H. unit trusts	I. shares	J. price
K. investment trusts	L. equity	M. invested		

**IV. BUSINESS CORRESPONDENCE** [= 10 points]

Complete the following letter choosing from the words given in the box below. There are two options you needn't use.

October 12, 20--

Tom Atkinson  
COMANY Ltd.  
14 Edith Street,  
Hackney West,  
53002

Dear Mr. Atkinson

This letter will serve to confirm our agreement regarding your (1) \_\_\_\_\_ of, and payment for, certain merchandise from our (2) \_\_\_\_\_.

We have agreed to (3) \_\_\_\_\_ the following merchandise to you:  
AJ556 Office filing cabinets 10 pcs

You agree to abide by our printed (4) \_\_\_\_\_ and conditions, and you additionally agree to pay for the merchandise in three (5) \_\_\_\_\_ payments. The first payment shall be sent so as to be received by my office not later than November 1, 20--. The second payment shall be received not later than thirty days later, and the third payment shall be received not later than thirty days after the second payment. In no (6) \_\_\_\_\_ shall payment be received later than February 15, 20--.

Please sign a (7) \_\_\_\_\_ of this letter and return it to me.

Upon receipt of your (8) \_\_\_\_\_ of our agreement, I shall (9) \_\_\_\_\_ shipment of the aforementioned (10) \_\_\_\_\_.

Sincerely,  
John Smith,  
Sales Manager

A. <u>business</u>	B. <u>contract</u>	C. <u>merchandise</u>	D. <u>ship</u>
E. <u>terms</u>	F. <u>copy</u>	G. <u>confirmation</u>	H. <u>purchase</u>
I. <u>release</u>	J. <u>company</u>	K. <u>equal</u>	L. <u>event</u>

**Завдання № 10**

**I. READING COMPREHENSION TASK** [= 20 points]

Read the following text and answer the questions given below. For quoting the text 1 point is deducted.

**COMPETING ON KNOWLEDGE**

If two heads are better than one, what is the value of collective knowledge of a hundred heads or an entire enterprise? These simple questions lie at the heart of the knowledge management revolution. In a global economy driven by relentless innovation, what a company knows has become as important as what it produces. Success in the marketplace is linked to an organisation's ability to manage and leverage its intellectual capital, which doesn't show up directly on the bottom line but is as valuable as financial assets. Successful companies

of the 21<sup>st</sup> century will be those who do the best job of capturing, storing and leveraging what their employees know.

A corporation is like a tree with its visible and hidden parts. If you concentrate only on the fruit – the financial performance – and ignore the hidden values, the company will not endure over the long time. Managing knowledge cuts to the heart of the quality issue. A company's intellectual capital is divided into the individual skills needed to meet customers' needs, the organizational capital demanded by the market, and the strength of its franchise, and is very important in providing an accurate picture of an enterprise true worth.

1. Explain what is meant by phrase "hidden value." [4]
2. Guess the meaning of the word "leverage" from the context. [3]
3. Explain your understanding of the sentence "Managing knowledge cuts to the heart of the quality issue." [4]
4. State in your own words the reasons why intellectual capital is as important as financial assets. [5]
5. Which companies are likely to be a success in future? [5]

## **II. STRUCTURE AND WRITTEN EXPRESSION** [= 10 points]

Complete the following passage to make it grammatically and structurally correct. Read the whole passage through before doing the exercise.

In the world\_\_\_(1) global telecommunications, understanding\_\_\_(2) needs of multinational customers\_\_\_(3) essential. Many of \_\_\_(4)needs are obvious: to keep\_\_\_(5) with changing business conditions. Multinationals\_\_\_(6) global, seamless voice, data and image services\_\_\_(7) leave nothing\_\_\_(8) chance. They need to be able \_\_\_(9) connect instantaneously with major business centres and some of the\_\_\_(10) far-flung outposts.

## **III. SPECIALIZED VOCABULARY CHECK** [= 10 points]

Choose from the list of words below the terms to fill in the blanks in the following passage:

### **AFTER-SALES ASSISTANCE**

Since the TT150 was\_\_\_(1), it has been an outstanding success. Well known for\_\_\_(2), it does, however, come with a full two-year\_\_\_(3) and \_\_\_(4)\_\_\_(5). Utilizing the very latest technology, this\_\_\_(6) product is supported by our extensive\_\_\_(7) \_\_\_(8). Call our \_\_\_(9) \_\_\_(10) for free advice on how to solve any problem you may have.

- |                       |                    |                       |                            |                              |
|-----------------------|--------------------|-----------------------|----------------------------|------------------------------|
| <b>A.</b> after-sales | <b>B.</b> service  | <b>C.</b> purchase    | <b>D.</b> state-of-the art | <b>E.</b> warranty           |
| <b>F.</b> parts       | <b>G.</b> helpline | <b>H.</b> manufacture | <b>I.</b> customer         | <b>J.</b> product life cycle |
| <b>K.</b> network     | <b>L.</b> labour   | <b>M.</b> launched    |                            |                              |

## **IV. BUSINESS CORRESPONDENCE** [= 10 points]

Complete the following letter choosing from the words given in the box below. There are two options you needn't use.

October 12, 20--

Tom Atkinson  
COMANY Ltd.  
14 Edith Street,  
Hackney West,  
53002

Dear Mr. Atkinson

Attached is an accepted (1) \_\_\_\_\_ of your Purchase Security Agreement for the desktop computers CA889-33.

There are three remaining quarterly (2) \_\_\_\_\_. Your first quarterly payment will be (3) \_\_\_\_\_ on January 23, 20--, and we will mail you an (4) \_\_\_\_\_ for it approximately one month prior to that date. Please return the (5) \_\_\_\_\_ portion of the invoice with your check.

Under the Agreement, this (6) \_\_\_\_\_ is non-cancelable during the term of the contract. The balance, however, can be paid off at any time prior to the (7) \_\_\_\_\_ of the contract.

We would like to take this (8) \_\_\_\_\_ to express our appreciation for your business. If you have any questions (9) \_\_\_\_\_ your contract, or if we can be of (10) \_\_\_\_\_ to you in any way, please let us know.

Sincerely,  
John Smith  
Sales Manager

<b>A.</b> shipments	<b>B.</b> prolongation	<b>C.</b> concerning	<b>D.</b> copy
<b>E.</b> contract	<b>F.</b> service	<b>G.</b> opportunity	<b>H.</b> payments
<b>I.</b> due	<b>J.</b> expiration	<b>K.</b> invoice	<b>L.</b> remittance