

Зразки завдань для модульних робіт та самостійної роботи

до курсу «Іноземна мова професійного спрямування» для студентів спеціальності 6.075 «Маркетинг»

Speaking

In the speaking task, you need to give a well-structured and clear no less than 1-minute monologue on ONE of the issues mentioned below. Your performance is evaluated according to the following criteria: relevance of the content, accuracy of the language and vocabulary, fluency of expression, coherence and cohesion of the monologue produced. You should be able to comment on the following issues:

1. What is the role of giveaways in building the company's image? What items should be selected as giveaways? What does this choice depend on? Provide examples.
2. What information do you need to know before deciding on taking part in a trade fair? Be specific and practical.
3. What are tradeshows for and about? What strategy is recommended at a trade fair?
4. What are the opportunities and costs that tradeshows offer? Be specific.
5. What are the requirements for locating and setting up a company's booth at a trade fair? How should the booth staff communicate with your booth visitors at a trade fair?
6. What should be taken into account when preparing print materials for a trade fair?
7. How should a company prepare before a trade show?
8. How can a company generate sales and leads at a trade fair? Give examples.
9. Why should the show participant do the follow-up? What does it mean to learn lessons?
10. During trade fairs, many companies organise special events for their customers and business partners. What event would you organise? With what purpose and content? Whom would you invite and how would you entertain your guests?
11. Describe a real-life marketing activity you took part in: what was it? when and where did it happen? who were you with? what professional skills did you experience? what knowledge was useful for you to succeed? Was there any setback? What lesson did you learn? Why is it important to identify what motivates you and your core skills when building a personal brand?
12. How can aligning your personal values with your organization's goals enhance your professional growth and personal brand? What role do influencers and stakeholders play in the process of building a personal brand within an organization?
13. What are some effective strategies for making yourself visible and reaching out to individuals on your stakeholder map? In what ways can a personal brand align with organizational values and contribute to the success of the organization?
14. Would you prefer to be a freelance worker or to be employed with a fixed salary? What are the advantages and disadvantages of each situation?
15. In what ways can successful leaders win the respect of subordinates and exercise authority over them? Provide examples.
16. Which factors do you think a company considers when it undergoes the strategic planning process?
17. What is important when making a short business presentation? What is the purpose of mastering this business skill? What should you remember about being a successful presenter?
18. Some cultures place a lot of importance on punctuality. Others believe things should take as long as they need and are flexible with itineraries and schedules. What effect could this have on meetings, presentations and appointments? What is normal in Ukraine?
19. How much say should the stakeholders have in executive pay deals? What should the amount of the top executives' salary depend on?
20. Objectives-focused cultures clearly define objectives and detail roles and tasks in writing. Flexible cultures build relationships first and let goals develop with the relationship. What is common in your culture? How might this difference cause misunderstanding in multicultural teams?

Reading Comprehension

Look at the statements and the extract from a report to staff by the Davis Group, a human resources consultancy in the USA. Which paragraph (A, B, C or D) does each statement (1-8) refer to? You will need to use some of these letters more than once. [0.5 x 8=4]

1. The company has had limited success in convincing customers that it can offer a variety of human resources solutions.
2. It has been necessary to monitor expenditure carefully.
3. Expertise in different cultures is a major selling point for the company.
4. The company's performance is strongly linked to its reputation.
5. The company is confident of its ability to expand.
6. The company makes ongoing efforts to improve the standard of its service provision.
7. Many consulting businesses have performed badly in this period.
8. The competitive advantage of this company is the ability to meet their individual requirements.

REPORT FOR STAFF

- A It has been a challenging year, with the global economy contributing to increased market competition. However, the end results were fairly respectable, especially considering the industry's generally poor financial results. The Davis Group has always focused on growing revenue, solving client problems, identifying new opportunities and winning new clients. Although the company had to spend more time than usual this year on cost control, our people continued to listen to their clients and deliver appropriate consulting solutions.
- B Although we have changed our name and introduced a new global brand, many clients still do not regard us as a broad-based human resources consultancy. We hope that our new international campaign, which explains to clients the wide range of services we offer, will help change that perception. It is significant that 50% of our revenue this year came from outside the USA, making us a truly global player. We have enormous growth potential, especially in emerging markets such as Asia and Latin America.
- C These days, most of our clients, even those with operations in only one country, compete in a global marketplace. As a result, they see the value of working with us. Our strength on the ground in many countries has allowed us to share knowledge to develop and deliver world-class solutions. For those clients who are global firms, our worldwide presence has allowed us to build international networks to address their special needs. They appreciate that our intellectual capital is based on a deep understanding of local needs and conditions.
- D We continually aim to maximise our revenue and enhance professionalism across the solutions offered by the firm. Obviously, winning new clients is always important, but we should remember that it is often easier and more cost-effective to broaden relationships with existing clients. By providing a wider range of solutions, we add value, strengthen our clients' view of us as a trusted advisor and build long-term partnerships. Our success is based on being known as the most professional and highest quality firm in the human resources consultancy business.

Language and Structure

Read the texts below. For questions (1-15) choose the correct answer (A, B, C or D).

The on-off talks between Microsoft and the parent company of TikTok are back on again. Microsoft (1) _____ in buying part of TikTok for many months. The tech giant (2) _____ in talks with the parent company ByteDance Ltd. Discussions between the two companies (3) _____ to a halt last week (4) _____ US President Donald Trump suggested that he (5) _____ ban TikTok from the USA. He (6) _____ that the personal details of over 100 million Americans (7) _____ get into the wrong hands. President Trump changed his mind at the weekend after the CEO of Microsoft phoned him. Microsoft said it "(8) _____ that all private data of TikTok's American users is transferred to and remains in the United States."

TikTok is (9) _____ social media platform (10) _____ hugely popular around the globe. Users upload very short videos of (11) _____ lip-syncing to well-known songs, dancing, making funny faces or doing other humorous things. TikTok's owner ByteDance is a Beijing-based Internet company (12) _____ in 2012 by Chinese entrepreneur Zhang Yiming. It now has over 800 million users worldwide. Microsoft (13) _____ ByteDance \$50 billion for operations in the US, Canada, Australia and New Zealand. (14) _____, the business website Bloomberg (15) _____ with that valuation. It said: "The idea that TikTok - without the UK, India or dozens of other emerging markets - is worth \$50 billion today is fanciful.

- | | | | | |
|----|--------------------|--------------------|------------------|-----------------------|
| 1 | A has interested | B interested | C was interested | D has been interested |
| 2 | A had been | B has been | C was | D would be |
| 3 | A had come | B have come | C was coming | D came |
| 4 | A how | B where | C that | D when |
| 5 | A might | B should | C must | D ought |
| 6 | A has been worried | B worried | C was worried | D had worried |
| 7 | A must | B would have to | C could | D should |
| 8 | A will ensure | B had ensured | C would ensure | D ensure |
| 9 | A the latest | B later | C the late | D latest |
| 10 | A to becoming | B having become | C to become | D to have become |
| 11 | A themselves | B themself | C himself | D ourselves |
| 12 | A was founded | B founded | C founding | D has been founded |
| 13 | A is being offered | B has been offered | C is offering | D is offered |
| 14 | A Although | B However | C While | D Besides |
| 15 | A disagrees | B is disagreeing | C would disagree | D had disagreed |

Professional Vocabulary

Read the article below about claiming business travel expenses. Choose the best word to fill each gap from A, B, C, or D on the opposite page. For each question 1-16, mark one letter (A, B, C, or D).

BUSINESS TRAVEL EXPENSES

British business travellers need to work as many as 3.5 million extra days every year to (1) the cost of unaccounted-for travel expenses, according to Visa International. Business travellers from six European countries (2) that they were left out of pocket by nearly £23 per month through forgetting to (3) back business travel expenditure, or losing expense (4) Visa (5) interviews with European business travellers in order to ascertain their (6) towards travel expenditure and expense reporting. The research (7) that executives find it easier to (8) their expenses if they use a company payment card for most of their expenditure. The survey found that many British business travellers have to fund their (9) completely out of their own pockets and wait to be (10) by their company. Around half said that they were not given cash prior to going away on business, and over 80% said that they had to (11) on using their personal credit cards.

In contrast, Spanish and Italian companies generally (12) their executives with cash. Approximately two thirds of business travellers from these countries said their company gave them cash in (13) Getting your money back is further (14) by the fact that almost 20% of European companies refuse to give a refund to employees who cannot produce valid evidence of expenditure.

Companies are losing out too. The survey shows that British business travellers (15) 7.8 million working days every year filling out their expense forms! But a solution is in sight. The present situation requires the business traveller to take cash to pay for incidental expenses. However, leading card providers are developing 'plastic cash', a card which can be used like a debit card. In this way, the (16) of using cash can be avoided.

1	A accept	B cover	C solve	D deduct
2	A assessed	B valued	C estimated	D analyzed
3	A claim	B ask	C demand	D require
4	A invoices	B bills	C tickets	D receipts
5	A conducted	B produced	C led	D caused
6	A opinion	B behaviour	C conduct	D attitude
7	A exposed	B displayed	C revealed	D uncovered
8	A run	B manage	C control	D adopt
9	A trips	B tours	C voyages	D excursions
10	A returned	B rewarded	C recompensed	D reimbursed
11	A count	B call	C decide	D rely
12	A supply	B equip	C involve	D treat
13	A advance	B case	C settlement	D arrears
14	A prevented	B hindered	C interrupted	D obtained
15	A pass	B bring	C spend	D use
16	A embarrassment	B discomfort	C inconvenience	D disturbance

Listening Comprehension

- 1) What is taking hold across the world?
 - a) phenomena
 - b) raw materials
 - c) shrinkflation
 - d) stagflation
- 2) What are small numbers of items being put into?
 - a) larger boxes
 - b) tactics
 - c) illusions
 - d) strategies
- 3) What does the article say manufacturers are relying on?
 - a) psychology
 - b) economic recovery
 - c) intuition
 - d) money
- 4) What are we more sensitive to than the quality of goods and services?
 - a) quantity
- 5) What has Cadbury shrunk by 10 per cent?
 - a) the size of cocoa beans
 - b) its flagship product
 - c) the chocolate market
 - d) its profits
- 6) What does Cadbury want to absorb?
 - a) costs
 - b) heat
 - c) milk
 - d) taste
- 7) What did Cadbury do in 2012?
 - a) it launched a new product
 - b) it merged with a hotel chain
 - c) it reduced the weight of chocolate bars
 - d) it became competitive
- 8) What does the article say is trying to be inventive?
 - a) inventors
 - b) the chocolate market

- | | |
|---------------------------|-------------------------|
| b) price | c) guests |
| c) changes in the weather | d) the service industry |
| d) quality | |
-
- | | |
|--|--|
| 5) What must happen for shoppers to continue making regular purchases? | 10) What does the article say we have taken for granted? |
| a) life | a) free services |
| b) shops must open | b) delicious chocolate |
| c) consumer confidence | c) hotel beds |
| d) prices do not rise | d) being on the wane |

Самостійна робота

Завдання № 1

I. READING COMPREHENSION TASK [= 20 points]

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

ON THE DOLE

The dole authorities require that I sign my name on two afternoons of each week. This action apparently proves two things: first, that I am alive; second, that I am open for offers in the line of work.

This I find an intriguing situation in view of the fact that they haven't any work to offer me, nor is it probable they will have any in the foreseeable future because of the desperate nature of things in this part of the country. When I talk about work, of course, I mean work here at home where my roots are and where, if I have any rights at all, I surely have the right to expect it...

Have a brief look at a day in my life on the dole, which, except for slight unobtrusive variations, is much the same as any other day.

Up at 7.15 a.m., a smoke and a cuppa, the fire lit, the kids downstairs. See they're washed, given their bit of breakfast, properly turned out, packed off to school. Another cuppa, another smoke, switch on Housewives' Choice, relax, reflect a little on this and that, perhaps play myself a hand at bridge and after about an hour of this lot switch off Housewives' Choice. Get washed, dressed, take dog for a walk by way of the railway line and along by the pit where I pick up whatever bits of coal I can find and put them in a small sack carried for that purpose. Back to the house, dump coal, tell dog to be good, then off down the road to the Miners' Institute where I read *The Express, Morning Star, Scotsman, The Guardian*, and, if it happens to be Tuesday, change my library books...

After leaving the Institute I do my shopping, then back up the road, fix fire, brew another cuppa, this time with a slice of bread and marmite (my usual midday repast), another smoke, then start in on the household chores. When the dishes are washed, beds made, etc., down in chair for a bit of a doze which lasts about half an hour...

When the kids've been fed, there's dinner to fix for self and wife - who by the way, is earning a welcome shilling or two at the potato harvesting - and then, after we've eaten, got selves and dishes washed, it's down in front of the telly for the remainder of the night, except, round about 9 o'clock, for another short walk for a dog...

Hectic, isn't it! Lovely life if you happen to be a turnip. But I am not a turnip, mate. I am a thoughtful, sensitive, widely-read man, with cultivated tastes in music and the various arts of disputation.

Am I filled with bitterness? Yes indeed! Do I tend to be anarchistic in outlook? Unquestionably! Why am I like this? Is it natural with me, or does environmental conditioning account for most of it? The short answer is, of course, because I am such a bloody pointless waste of a good citizen...

1. What are the main features of the author's attitude to work in the second paragraph? [4]
2. Comment on the effect of the phrases 'slight unobtrusive variations', 'my usual midday repast', and 'earning a welcome shilling or two'. [4]
3. Explain what the author means when he says 'Hectic, isn't it! Lovely life if you happen to be a turnip.' Why do you think he chooses this way of saying it? [4]
4. What evidence can you find in the passage, both in what is said and the way in which it is said, to support the author's description of himself in the last but one paragraph? [4]
5. What is the point of the questions and answers in the final paragraph? [4]

II. STRUCTURE AND WRITTEN EXPRESSION [= 10 points]

Complete the following passage to make it grammatically and structurally correct.

Dear Sirs,

We (to receive - 1) your letter dated 5th June 1997. We (to write - 2) to inform you that we (to wish - 3) to obtain your authority for selling your cotton in Great Britain. We appreciate that you already (to appoint - 4) a representative in this country, but we (to feel - 5) that the chances of (to sell - 6) your product in the British market (to increase - 7) at present. May we point out that we (to sell - 8) direct to the British mills.

Your consideration (to appreciate - 9) by us and we (to look - 10) forward to your favorable reply in due course.

Yours faithfully,...

III. SPECIALIZED VOCABULARY CHECK [= 10 points]

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

DRAFT CONTRACT between

WIDGETRY Ltd (hereafter known as 'the seller')
and MERCURY plc (hereafter known as the buyer')

The seller undertakes to supply the buyer with 120,000 super widgets, to BSI specification 999 and to pay all (1)_____ and insurance (2)_____.

The terms of (3)_____ and immediate payment of (4) _____ charges by confirmed and irrevocable (5) _____ are to be standard.

A (6) _____ clause will be included in the contract. It will be (7) _____ against the seller for late delivery or (8)_____ quality; against the buyer for late payment.

In the event of non-payment, the seller shall be entitled to (9)_____ the goods.

In case of a dispute between the parties to the contract, the matter will be taken to independent (10)_____.

A. Reclaim	B. arbitration	C. payment	D. charges
E. freight/loading	F. invoked	G. delivery	H. penalty
I. substandard	J. letter of credit	K. terms	L. specification

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

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

Завдання № 2

I. READING COMPREHENSION TASK. [= 20 points]

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

To what extent are the unemployed failing in their duty to society to work, and how far has the State an obligation to ensure that they have work to do?

It is by now increasingly recognized that workers may be thrown out of work by industrial forces beyond their control, and that the unemployed are in some sense paying the price of the economic progress of the rest of the community. But concern with unemployment and the unemployed fluctuates sharply. The issues of duty and responsibility were re-opened and revitalized by the unemployment scare of 1971-2. Rising unemployment and increased sums paid out in benefits to the workless had reawakened controversies which had lain dormant during most of the period of fuller employment since the war ended the Depression. It looked as though in future there would again be too little work to go round, so there were arguments about how to produce more work, how the available work should be shared out, and who was responsible for unemployment and the unemployed.

In 1972 there were critics who said that the State's action in allowing unemployment to rise was a breach of faith, a breaking of the social contract between society and the worker. Yet in the main any contribution by employers to unemployment - such as laying off workers in order to introduce technological changes and maximize profits - tended to be ignored. And it was the unemployed who were accused of failing to honour the social contract, by not fulfilling their duty to society to work. In spite of general concern at the scale of the unemployment statistics, when the unemployed were considered as individuals they tended to attract scorn and threats of punishment. Their capacities and motivation as workers and their value as members of society became suspect. Of all the myths of the Welfare State, stories of the work-shy and scroungers have been the least well-founded on evidence, yet they have proved the most persistent. The unemployed were accused of being responsible for their own workless condition, and doubts were expressed about the State's obligation either to provide them with the security of work or to support them through Social Security.

Underlying the arguments about unemployment and the unemployed is a basic disagreement about the nature and meaning of work in society. To what extent can or should work be regarded as a service, not only performed by the worker for society but also made secure for the worker by the State, and subsidized if necessary? And apart from cash are there social pressures and satisfactions which cause individuals to seek and keep work, so that the workless need work rather than just cash?

1. *What does the author propose to examine?* [4]
2. *What was the effect of the 1971-2 unemployment scare?* [4]
3. *What was the reaction to the role of employers in creating unemployment?* [4]
4. *How were the unemployed regarded in that period?* [4]
5. *What problem underlies the basic disagreement about the nature and meaning of work in society?* [4]

II. STRUCTURE AND WRITTEN EXPRESSION [= 10 points]

Complete the following passage to make it grammatically and structurally correct.

It is only recently that doctors have begun to realize how dangerous stress is to people. They (1____) discovered that stress is perhaps the single (2____) dangerous cause of illness that we (3____) to face. According to an American study, most visits to the doctor are due (4____) stress.

Humans have always had to live with stress. From the beginning (5____) time, in the jungle, when Man had to hunt for food and face the danger of (6____) hunted by wild animals, (7____) was part of his life.

(8____) today's modern world, Man doesn't have that choice. He can neither fight (9____) escape.

Stress isn't always visible on the surface, but if we look at the sales of medicines, we can see what (10____) happening.

III. SPECIALIZED VOCABULARY CHECK

[= 10 points]

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

The official examination, the audit, is made of the accounts of a business; this is usually done once each year. Independent (1)____ descend on a company and examine all the company's accounts for the previous year; this is known, colloquially, as 'checking the (2)____'. The auditors attempt to (3)____ all the bank statements, checking them against the (4)____ and (5)____. They check all the company's (6)____; if the value of any of them has decreased during the year, they write down its value to a realistic one - many items (7)____ with time and use. Although (8)____ returns have to be submitted to the Customs and Excise authorities every three months, they are checked again during the audit.

The (9)____ audit is a legal requirement in Britain; many professional (10)____ of accountants only do this work and do not need to undertake any other type of work.

A. Accounts	B. stocks	C. reconcile	D. books
E. invoices	F. auditors	G. receipts	H. depreciate
I. VAT	J. Firms	K. public	L. annual

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

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

Завдання № 3

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.

The day starts with stress as soon (1____) we step into our cars to go to work. Daily we have(2____) fight ever-worsening traffic, not to mention the fear of being (3____) for work and the boss who makes our lives miserable. These are just a (4____) of the situations that cause pressure and stress. We (5____) escape from any of these situations. (6____) we want to keep our jobs, the (7____) thing we can do is to keep quiet. We say (8____), but damage is nevertheless done (9____) our bodies. It all happens inside, where nobody notices, (10____) it is too late.

III. SPECIALIZED VOCABULARY CHECK [= 10 points]

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

The Sales (1)____ had to go to a Board meeting, so the new manager saw the (2)____ instead. The agent said that the (3)____ did not visit his customers after enough, so his campaign for the (4)____ of the new line had to be changed, and it was difficult to cover the (5)____ properly. He wanted the authority to (6)____ a rep to cover the northern part of his area. If he could get this help, he could find new customers, (7)____ new accounts if the customers were (8)____, and the service or close existing accounts. He also wanted to replace his telex machine by a (9)____ machine, because it would be much better for reproducing order (10)____ so that he and the warehouse could see exactly what was needed and could also get the information much more quickly.

A. Director	B. promotion	C. appoint	D. reps
E. agent	F. forms	G. territory	H. open
I. credit-worthy	J. letter	K. memo	L. fax

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 № 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.

A HARD LESSON FOLLOWS THE SOFT SELL

This is an account of an experiment to test after-sales service in the computing world. It is also an unremitting tale of woe. The saga begins at the end of November last year when, needing some extra equipment for a computer, I placed an order with a specialist company for the goods. The add-on duly arrived but proved not to be working properly.

This, in itself, was not a terrible event. Electronic goods can become temperamental when shunted through the postal process and are normally promptly replaced. Less reasonable, however, was the fact that the gadget had arrived together with a sheet of paper detailing several facilities which were featured in the manual but NOT implemented in the model I had received. In fact, I, and everyone else who had placed a similar order, had been sent a pre-production unit for the full price of the advertised item.

For a computer journalist this was no real problem. A quick call to the company's public relations firm would certainly have produced immediate apologies and the required product. But, on the basis that this is not a route open to most users, I decided to proceed more conventionally, returning the goods and requesting both full working model and an explanation.

An initial telephone query to the company had resulted in the claim that most customers would not mind (which translates 'would not notice') the missing features and anyone who did could always send it back for replacement. My letter (recorded delivery) pointed out that to expect the recipients of substandard goods to go to the added expense of having to post them back in order to get what they had paid for was adding insult to inquiry.

It was a detailed and courteous letter from an unsatisfied customer. Over a month later it had received no reply. A telephone call to the managing director (still as from an aggrieved customer) established that he was in a meeting from which he would never emerge and that it was necessary to speak to an official who expressed shocked surprise that I had not received a reply to my original letter. Their computer showed, he said, that the reply was sent out on December 28.

I was impressed, and said so. After all, my letter, although dated several days earlier, had not been posted until December 29 as the recorded delivery slip confirmed. Asked to read out this prophetic reply, the employee was somehow

unable to bring it to his screen. But at least I was promised that the replacement peripheral would be sent to me, 'next Friday or Monday'.

Several Fridays and Mondays duly arrived. the goods, however, did not. Suppressing the temptation to end experiment, I wrote again to the invisible managing director requiring, within a week, the return of my property plus reasonable compensation for expenses incurred, lost interest on my money over some three months and the amount of time spent trying to sort out the situation.

Ten days later, silence having continued to prevail, I received another telephone call, this time from the company's public relations firm. They knew nothing of the problem, having called to ask me if I was interested in a new computer program. At this point my resolve weakened and I revealed all. The result was predictably rapid. The vanished add-on arrived by courier the next morning. A week later came a deeply apologetic letter from the managing director together with some software in lieu of compensation.

The names of the guilty parties have been left out of this sorry saga because it is a small company, producing some admirable products, which fell victim to a common problem of success in the computing industry. The sheer volume of that success took the management's eye off the ball - which is the service given to customers - while it developed its range. In a industry this competitive, that can be a fatal error.

Computer goods must meet the same standards as other consumer products, and unless you agree in advance to buy a product with some features missing, you have been shortchanged if that is what you get. If the company will not either refund your money or replace the goods immediately, do not follow my example and allow correspondence to drag on indefinitely. Report the matter to the local Trading Standards Office - always a good way of getting a quick response from an otherwise sluggish business.

1. *What was the purpose of the journalistic experiment? [4]*
2. *What happened when the extra equipment arrived? [4]*
3. *Explain the meaning and the implication of the following as they are used in the article: a)unremitting tale of woe; [2] b) become temperamental when shunted through the postal process; [2] c) silence having continued to prevail; [2] d) my resolve weakened. [2]*
4. *What advice does the author give to the common customers? [4]*

II. STRUCTURE AND WRITTEN EXPRESSION [= 10 points]

Complete the following passage to make it grammatically and structurally correct.

Technology is a threat to 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:

Marketing and (1)___ involve letting potential customers know about a new product both before it is made and after it becomes available for sale. (2)___ in the local and national press and (3)___ in areas where there is likely to be a good market are among the ways in which this is done; the choice of (4)___ - magazines, newspapers, radio and TV - for the advertisements and of locations for exhibitions is made as a result of thorough (5)___ research, so that money (all marketing departments have tightly controlled (6)) ___ is spent where it is most likely to produce results. The advertising (7)___, usually provided by a specialist (8)___ and set out by a (9)___ to have the most impact, is probably the most common form of promotion, although the way in which stands are (10) ___ at exhibition is also extremely important.

A. set up	B. promotion	C. designer	D. advertisements
E. copy	F. exhibitions	G. copy-writer	H. budgets
I. media	J. market	K. trade	L. production

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 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 № 5

I. READING COMPREHENSION TASK [= 20 points]

Read the following text and answer the questions given 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.

With the new technology, young (1____) have 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 completely (6____) 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:

The choice of locations for exhibitions is made as a result of thorough market research, so that money (all marketing departments have tightly controlled (1)) ___ is spent where it is most likely to produce results. The advertising (2)___, usually provided by a specialist (3)___ and set out by a (4)___ to have the most impact, is probably the most common form of promotion, although the way in which stands are (5) ___ at exhibition is also extremely important. 'News' items leaked to (6)___ ___ are also important - and they are free! (7)___ Associations and Chambers of (8)___ can provide advice about the size of markets, their location, and also about such things as (9)_____ and import (10)___ in specific areas.

A. Media	B. controls	C. market	D. designer
E. budgets	F. Commerce	G. Copy	H. Trade
I. copy-writer	J. trade magazines	K. set up	L. price sensitivity

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 № 6

I. READING COMPREHENSION TASK. [= 20 points]

Read the following text and answer the questions given 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 from the letter to make it grammatically and structurally correct.

I regret (1____) inform you that the position mentioned has already (2____) filled by someone (3____) wider experience than (4____). I can inform you, though, that (5____) will be a further vacancy opening up (6____) six months. Although that opening won't (7____) for assistant chef, it (8____) allow you to gain experience by working in our restaurant (9____), as you know, has a reputation for excellence, not (10____) in this town but also throughout the country.

III. SPECIALIZED VOCABULARY CHECK

[= 10 points]

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

The (1)___ carried by a ship is listed in the (2)___, which is a list of the bills of lading covering all the (3)___ on that vessel for that voyage. It is just one of the (4)___ that are involved in the shipping of goods; the insurance policy and commercial invoice are among the others. The Customs and (5)___ authorities will examine all these.

Clearing and (6)___ agents are often used to handle the transportation of goods. They will arrange for the loading and unloading of the goods and arrange all the dock (7)___ that are needed.

The (8)___ marks, which are stenciled on the cases, provide an easy way of identifying the items in a consignment when they are unloaded. The marks are described in the manifest, which is again inspected when the goods are (9)___ through Customs on reaching their (10)___.

A. Cargo	B. forwarding	C. shipping	D. consignments
E. documents	F. Excise	G. manifest	H. services
I. bill of lading	J. destination	K. cleared	L. agent

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 № 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.

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 from the letter to make it grammatically and structurally correct.

(1____) you are interested, I (2____) able to offer you that position. I am always (3____) for people who have potential and are willing (4____) learn. It is worth bearing (5____) mind that there is a good chance (6____) further vacancies will be opening here (7____), and I am sure that we will eventually be able to offer you something that you will be (8____) in. Please telephone me as (9____) as possible in order to arrange (10____) interview.

III. SPECIALIZED VOCABULARY CHECK [= 10 points]

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

The auditors attempt to (1)____ all the bank statements, checking them against the (2)____ and (3)____. They check all the company's (4)____; if the value of any of them has decreased during the year, they write down its value to a realistic one - many items (5)____ with time and use. Although (6)____ returns have to be submitted to the Customs and Excise authorities every three months, they are checked again during the audit.

A (7)____ company - one of which the shares are quoted on the Stock (8)____ - must lodge its accounts in (9)____ House, where they are available to the public, and to possible investors.

The annual audit is a legal requirement in Britain; many professional (10)____ of accountants only do this work and do not need to undertake any other type of work.

A. Companies	B. stocks	C. reconcile	D. books
E. invoices	F. auditors	G. receipts	H. depreciate
I. VAT	J. firms	K. public	L. Exchange

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

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 № 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.

THESE BOOTS ARE MADE FOR EXPORT

Every walker wants waterproof boots. They are the key to comfort, progress and even survival. Nick Brown, the creator of Nikwax, realized this at 15, cooked up his own solutions in the kitchen and at 21 discovered he had a viable product.

'I actually sold my first tin of Nikwax in 1977. I was going to Scotland and needed new boots. The guy at Alpine Sports in London sold me a pair and tried to sell me some wax too I told him I made my own and why it was better. He took six dozen tins.'

Nick's company now sells a whole range of rub-in, spray-on and wash-in waterproofing products as well as waterproof clothing. Sales have increased at a steady 10 to 15 per cent a year and today the company employs five people, who all spend around 30 per cent of their time on research.

'When we started, the biggest problem was getting customers to buy large enough quantities. So I offered them advertising by printing their logo on the lid in exchange for a minimum order. Two things happened. First, the shops bought more, and second, because people who were satisfied with the product knew where to buy it, the shops, with logos outsold the others.'

In the second year, he had a turnover of 50,000 units. He moved from his kitchen into a small workshop, making wax by night and selling it by day. He sold to outdoor shops all over the UK and he interrailed around the mountain centres in Europe, winning orders from the big names in boots, Fjellraven, Edelweiss and Kaufmann, Van de Sport. Le Trappeur, France's biggest manufacturer, ordered 60,000 tins. European sales outstripped those in UK.

Nick believes strongly in research and international marketing. He is a linguist (an ex-student of the School of African and Oriental Studies) and he makes sure his foreign language publicity material is accurate to the last accent. Unlike most British companies, he invoices in local currency. 'I'd rather risk losing money on individual deals than losing a customer because exchange rates have changed.'

The big question now is whether outdoor shops can survive the recession. Four years of drought on top of economic decline have been bad for business. 'Now, thank God, it is raining,' says Mr. Brown.

1. *What are the causes of Nick's success?* [4]
2. *What is characteristic of his management style?* [4]
3. *Comment on how you understand Mr Brown's statement in the last paragraph.* [4]
4. *Explain the meaning of the following words and phrases from the text:*
a) *rub-in, spray-on, wash-in waterproof wax;* [2] b) *outsold;* [2] c) *outstrip* [2] d) *interrailed;*[2]

II. STRUCTURE AND WRITTEN EXPRESSION [= 10 points]

Complete the following passage to make it grammatically and structurally correct.

You (1____) get a job today without knowing (2____) to handle a computer. The computer may have (3____) forced upon us, but it is here to stay, (4____) we do and wherever we go. Because we are being (5____) to use computers, many of us resent them, just as we (6____) anything that we have no choice about. We can't 'take (7____) or leave it' the way we (8____) with television. If we (9____) want a television set at home, we don't bring one (10____). No one is forcing us to be 'television literate', aren't they?

III. SPECIALIZED VOCABULARY CHECK

[= 10 points]

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

INTERPRETING DATA: INVOICES AND STATEMENTS

When goods are sold on _____(1) (in other words they are to be paid for at a later date) an _____(2) is sent by the seller to the buyer. This document details the goods purchased and shows the price (less any discount) to be charged. There are two basic types of discount allowed to _____(3). _____(4) are given to purchasers as an _____(5) to buy larger quantities of merchandise. The larger the quantity the higher the _____(6) of discount. _____(7), by contrast, act as an incentive for the purchaser to pay the account within the stated time span. _____(8) is a government tax which the seller has to add on to the _____(9) and pay over to the tax collector in due course. Monthly _____(10) are sent by the sellers to their customers to remind them of any outstanding amounts.

A. Purchasers	B. statements	C. cash discounts	D. bill
E. value added tax	F. credit	G. trade discounts	H. rate
I. purchasers	J. incentive	K. invoice	L. pay

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 № 9

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 the right people, and not investing in the wrong products.

Apart from picking the 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 and structurally correct.

In many of the major cities in the U.S.A., violence (1____) accepted as a part of daily life. (2____) is so common in cities such (3____) New York, Detroit, Miami and Chicago that it is hardly (4____) in the newspapers. Even murders hardly get mentioned, and (5____) a killing is reported, it (6____) usually confined to only one or (7____) lines on the back page. But violence is (8____) not only in the streets. It is present in the home and in school. Because so (9____) young people carry guns, (10____) are no more safe areas.

III. SPECIALIZED VOCABULARY CHECK [= 10 points]

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

DRAFT CONTRACT between

WIDGETRY Ltd (hereafter known as 'the seller')
and MERCURY plc (hereafter known as 'the buyer')

The seller undertakes to supply the buyer with 120,000 super widgets, to BSI specification 999 and to pay all (1)____ and insurance (2)_____.

The terms of (3)_____ and immediate payment of (4) ___ charges by confirmed and irrevocable (5) _____ are to be standard.

A (6) ___ clause will be included in the contract. It will be (7) _____ against the seller for late delivery or (8)___ quality; against the buyer for late payment.

In the event of non-payment, the seller shall be entitled to (9)___ the goods.

In case of a dispute between the parties to the contract, the matter will be taken to independent (10)_____.

A. Reclaim	B. Arbitration	C. payment	D. charges
E. freight/loading	F. invoked	G. delivery	H. penalty
I. substandard	J. letter of credit	K. terms	L. specification

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.

Japan's Workweek Slips Below 40 Hours

Bloomberg Business News

- I TOKYO - The Labour Ministry said Wednesday that the average number of hours worked weekly by Japanese employees fell below 40 last year for the first time since its survey began nearly two decades ago.
- II The average workweek in 1993 was down 12 minutes from 1992, at 39 hours and 5 minutes. The figures were based on a survey of 5,300 businesses.
- III When the ministry began the survey in 1975, the average time worked each week was 42 hours and eight minutes. Ten years later, the workweek was down to 41 hours and 45 minutes, and it has fallen steadily since.
- IV The shorter workweek partly reflects government efforts to emphasize leisure time and improve the Japanese quality of life. But while government attempts to trim the workweek have had some effect, economists said Japan's longest economic slump since the end of World War II was a major factor.

- V The so-called lifetime employment system characteristic of Japanese labor practices has prevented many companies from making major cuts in their work forces. As a result, companies have had to try to reduce costs by cutting down the hours worked by each employee.
- VI The average workweek in the financial, insurance, and real estate sectors was among the lowest of all fields included in the survey. These are the same sectors that have suffered the most from the recession.
- VII Meanwhile, employees in fields that have proven more resilient to the recession have experienced less of a drop in hours on the job.
- VIII The Labour Ministry also said Japanese workers' average number of days off rose to 19.9 in 1993 and 19.5 a year earlier. Still, old habits die hard: Last year, paid vacation days rose to an average of 16.3, the ministry said; but only 9.1 or 56 percent, of those days marked for vacation were actually taken.

International Herald Tribune

1. Which verb in the first paragraph could replace the verb 'to slip' on the title of the article? [2p]
2. How many times has the average workweek in Japan slipped below 40 hours in the past 20 years? [2p]
3. How do we know that the average workweek has declined? [2p]
4. What two reasons are given for the decrease in the hours worked per week in Japan? [6p]
5. Which sectors have the shortest working hours and why? [4p]
6. What is ironic about the rise in the number of paid vacation days in Japan? [4p]

II. STRUCTURE AND WRITTEN EXPRESSION [= 10 points]

Complete the following passage to make it grammatically and structurally correct.

Because violence has become a way of life in the States, it means nothing for a young (1____) to carry a gun and to use (2____). That means that even the (3____) argument can end in death. School, which (4____) to be a place for study, is now a (5____) of danger. The home is just as (6____). Many domestic arguments nowadays are ended with a bullet. Too many guns are available and it is (7____) easy to pull trigger. Even (8____) shocking than this are the victims of 'casual violence'. A (9____) months ago, a baby was killed in bed (10____) a bullet that had come through the window from a gun fired by a young person aiming at somebody else outside.

III. SPECIALIZED VOCABULARY CHECK {= 10 points}

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

Many companies open a branch office to improve distribution in countries where a good market exists. The first step, of course, is to found suitable (1) ___ in a good (2) ___, where the (3) ___ is reasonable and (4)___ to retailers and distributors is fast and easy to arrange. Local (5) ___, including (6) ___ precautions and (7) ___ regulations, must be met; a manager must be (8) ___ and staff must be found. A decision must be made about whether the branch office is to (9) _____ or not. The success or failure of this enterprise will depend on the relationship of the branch office to the (10) ___, and that must be established before any of the details are considered.

A. branch office	B. fire	C. rent	D. safety
E. location	F. hold stock	G. premises	H. appointed
I. conditions	J. Head office	K. transport	L. infrastructure

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