

Тест ::: 8_сем_ЕКОНОМІЧНИЙ (Екзамен)

Тема :: Дефініції

1. *Встановіть відповідність між дефініцією та словом:*

- the money someone receives for the job they do
- the way that someone does their job and how well they do it
- Ilook for information or facts on the internet
- a current medium of exchange
- an unknown or unspecified person

Відповідність: PERFORMANCE ; PAY ;

2. *Встановіть відповідність між дефініцією та словом:*

- an extra amount of money added to an employee's salary for doing difficult or good work
- willingness and enthusiasm to do something without being told to do it
- something that you do, or something that a company does
- a person employed for wages or salary
- a statement of the exact meaning of a word, especially in a dictionary

Відповідність: MOTIVATION ; BONUS ;

3. *Встановіть відповідність між дефініцією та словом:*

- to give payment for excellent work, high performance or special service
- having a high position in an organization or company
- a definite or clear expression of something in speech or writing
- the action of making known one's thoughts or feelings
- the fact or process of doing something

Відповідність: TO REWARD ; SENIOR ;

4. *Встановіть відповідність між дефініцією та словом:*

- a feeling of happiness or pleasure in doing your job or achieving something in your job
- to give someone a better paid, more responsible job in a company or organization
- a series of actions or steps taken in order to achieve a particular goal
- having a high position in an organization or company
- a number of events, objects or people of a similar or related kind

Відповідність: PROMOTE ; JOB SATISFACTION ;

5. *Встановіть відповідність між дефініцією та словом:*

- a way of dealing with a problem or difficult situation
- the ability to make decisions and take action without waiting for someone to tell you what to do
- an arithmetical value expressed by a word, symbol or a figure
- a small group of words standing together as a conceptual unit
- an individual thing or person regarded as single and complete

Відповідність: SOLUTION ; INITIATIVE ;

6. *Встановіть відповідність між дефініцією та словом:*

- a way of doing something that has existed for a long time
- the ability or right to control people
- a single human being as distinct from a group
- recognizably different in nature from something else
- in addition, besides, anything else

Відповідність: TRADITION ; POWER ;

7. *Встановіть відповідність між дефініцією та словом:*
- producing or using new and interesting ideas
 - the introduction of new ideas or methods
 - the action or process of adding something to something
 - a way of doing something that has existed for a long time
 - the fact or process of doing something

Відповідність: INNOVATION ; CREATIVE ;

8. *Встановіть відповідність між дефініцією та словом:*
- something you learn or find out that was hidden or not known about before
 - to use more of something, especially time or money, than you need to or to use it in a way that is not economical
 - have objective reality or being
 - a method, style or manner of doing something
 - the state of things as they actually exist

Відповідність: DISCOVERY ; WASTE ;

9. *Встановіть відповідність між дефініцією та словом:*
- something difficult that you feel determined to solve or achieve
 - to provide goods or services to customers, especially regularly over a long period of time
 - kept out of sight, concealed
 - a way in which a thing is done or happens
 - a greater or additional amount or degree

Відповідність: SUPPLY ; CHALLENGE ;

10. *Встановіть відповідність між дефініцією та словом:*
- the amount of something that a factory can produce
 - the process of putting the parts of a product together in manufacturing
 - a quantity of something
 - a quality of something
 - an article or substance that is manufactured for sale

Відповідність: CAPACITY ; ASSEMBLY ;

11. *Встановіть відповідність між дефініцією та словом:*
- one part used in making a machine, vehicle, etc
 - the act or process of bringing goods to the place or person who has ordered them
 - a particular kind of matter with uniform properties
 - remaining the same in all cases and at all times
 - a group of people or things having similar characteristics

Відповідність: DELIVERY ; COMPONENT ;

12. *Встановіть відповідність між дефініцією та словом:*
- how well an industrial process, factory or business works so that it produces as much as possible from the time, money and resources that are put into it
 - the process of making or growing things to be sold as products, usually in large quantities
 - having a resemblance in appearance, character or quality
 - typical of a particular person, place or thing
 - the state of being alike

Відповідність: EFFICIENCY ; PRODUCTION ;

13. *Встановіть відповідність між дефініцією та словом:*
- the relationship between the amount of goods that a factory produces and the resources needed to produce them
 - money, buildings, machinery, materials, skills and workforce that a company has available
 - a particular position, point or area in space, a location
 - a region or part of a town, a country or the world
 - a nation with its own government, occupying a particular territory

Відповідність: PRODUCTIVITY ; RESOURCES ;

14. *Встановіть відповідність між дефініцією та словом:*
- a supply of finished goods that are kept before being sold
 - the process of teaching someone the skills and knowledge needed for a particular job
 - a place where someone or something is located or has been put
 - a structure with a roof and walls, such as a house or factory
 - facts, information and skills acquired through experience or education

Відповідність: STOCK ; TRAINING ;

15. *Встановіть відповідність між дефініцією та словом:*
- something that you say or write to show you are sorry for doing something wrong
 - to give someone their money back, for example, because they are not satisfied with the goods or services they have paid for
 - a thing that is known or proved to be true
 - possessions and personal property
 - a supply of finished goods that are kept before being sold

Відповідність: REFUND ; APOLOGY ;

16. *Встановіть відповідність між дефініцією та словом:*
- a written or spoken statement by someone saying that they are unhappy about something
 - when customers who have paid for a product or service feel happy with it
 - a person who buys goods or services from a shop or business
 - a building or part of a building where goods or services are sold
 - an act of selling

Відповідність: COMPLAINT ; CUSTOMER SATISFACTION ;

17. *Встановіть відповідність між дефініцією та словом:*
- advice or criticism about products, services or ideas
 - an amount of money that must be paid, or has been paid, or the act of paying it
 - a statement that something is unsatisfactory or unacceptable
 - pay back, typically to a customer who is not satisfied with the goods or services bought
 - something that usually happens in the way that you are describing

Відповідність: FEEDBACK ; PAYMENT ;

18. *Встановіть відповідність між дефініцією та словом:*
- used to talk about how good or bad something is
 - a formal written promise to repair or replace a product if it has a fault within a period of time after you buy it
 - a length or portion of time
 - a method, style or manner of doing something
 - restore to a good condition

Відповідність: QUALITY ; GUARANTEE ;

19. *Встановіть відповідність між дефініцією та словом:*
- the possibility of a particular type of damage against which you are covered
 - the amount paid for insurance during a particular period of time
 - communication by spoken words, conversation or discussion
 - quantity of something
 - say something in order to convey information or to express a feeling

Відповідність: RISK ; PREMIUM ;

20. *Встановіть відповідність між дефініцією та словом:*
- one of the conditions of an agreement, contract or legal document
 - an insurance contract covering a particular risk, and the document that gives details of this
 - a situation involving exposure to danger
 - transport or carry to a place
 - relating to the law

Відповідність: INSURANCE POLICY ; TERM ;

21. *Встановіть відповідність між дефініцією та словом:*

- an arrangement in which a company collects money regularly in premiums from a person or organization, and in return agreed to pay them a sum of money if they are involved in an accident, have something stolen, etc
- a method of getting money illegally from a person or organization often in a clever way
- come or go back to a place or person
- discussed or negotiated and then accepted by all parties
- difficult to understand, complicated

Відповідність: FRAUD ; INSURANCE ;

22. *Встановіть відповідність між дефініцією та словом:*

- physical harm caused to something
- when an insurance policy covers someone or something, the insurance company will pay out if the person is injured; or if something is damaged, stolen
- obtain or bring about by discussion
- quick to understand, learn and apply ideas; intelligent
- moving fast or doing something in a short time

Відповідність: DAMAGE ; COVER ;

23. *Встановіть відповідність між дефініцією та словом:*

- request for payment for damage, injury, theft, etc. for which you are insured
- all the people who work in a particular country, industry or workplace
- moving at a high speed
- physical harm caused to something
- relating to the body as opposed to the mind

Відповідність: WORKFORCE ; CLAIM ;

24. *Встановіть відповідність між дефініцією та словом:*

- the amount of money that you have to pay to buy or produce something
- an agreement or arrangement, especially one that involves the sale of something
- disagree with and attempt to prevent, especially by argument
- keep something from happening
- have or express a different opinion

Відповідність: DEAL ; COST ;

25. *Встановіть відповідність між дефініцією та словом:*

- the amount of money for which something is bought, sold or offered
- the general way in which a particular situation is changing or developing
- request for payment for damage, injury, theft, etc. for which you are insured
- the action or crime of stealing
- the fact or process of doing something

Відповідність: TREND ; PRICE ;

26. *Встановіть відповідність між дефініцією та словом:*

- the difference between the price a product or service is sold for and the cost of producing it
- a plan for achieving a goal; the best way for a company to develop in the future
- grow or cause to grow and become more mature, advanced or elaborate
- far on or ahead in development or progress
- a general direction in which something is developing or changing

Відповідність: STRATEGY ; PROFIT MARGIN ;

27. *Встановіть відповідність між дефініцією та словом:*

- a reduction in the price of something for a short time, to encourage people to buy it
- a person or company that sponsors something
- a plan of action designed to achieve a long-term or overall goal
- The edge or border of something
- a financial gain

Відповідність: SPONSOR ; SPECIAL OFFER ;

28. *Встановіть відповідність між дефініцією та словом:*

- a person who sells a company's products or services by speaking to customers on the phone or travelling to meet them
- a reduction in the cost of a product or service, usually to encourage people to buy something
- give support, confidence or hope to someone
- the outside limit of an object, area or surface
- a detailed proposal for doing or achieving something

Відповідність: DISCOUNT ; SALES REPRESENTATIVE ;

29. *Встановіть відповідність між дефініцією та словом:*

- a person who buys goods or services for their own use, not for business or to re-sell
- the employees of an organization
- a deduction from the usual cost of something
- in the ordinary course of events
- with no special or distinctive features

Відповідність: STAFF ; CONSUMER ;

30. *Встановіть відповідність між дефініцією та словом:*

- a person or organization that buys goods or services from a shop or company
- the department in a company that deals with recruitment, training and helping employees
- a distinctive attribute or aspect of something
- relating to or characteristic of humankind
- the external side or surface of something

Відповідність: CUSTOMER ; HUMAN RESOURCES ;

Тема :: Прийменник

31. *Оберіть правильний прийменник:*

WHEN IT IS HOT, THE MEN OFTEN TAKE _____ THEIR JACKETS AND TIES.

- off
- with
- on
- under

32. *Оберіть правильний прийменник:*

I WOULD LIKE TO APPLY _____ A JOB IN ENGINEERING.

- for
- in
- under
- from

33. *Оберіть правильний прийменник:*

HE WAS ACCUSED _____ STEALING MONEY.

- of
- at
- out
- on

34. *Оберіть правильний прийменник:*

HE WILL HAVE TO ANSWER _____ WHAT HE HAS DONE.

- for
- between
- over
- at

35. *Оберіть правильний прийменник:*

HIS PARENTS DO NOT APPROVE _____ HIS BAD HABITS.

- of
- in
- on
- at

36. *Оберіть правильний прийменник:*

I AM INTERESTED _____ BUSINESS ENGLISH.

- in
- for
- with
- above

37. *Оберіть правильний прийменник:*

AS A FUTURE ACCOUNTANT YOU WILL BENEFIT A LOT _____ MATHEMATICS.

- from
- on
- upon
- between

38. *Оберіть правильний прийменник:*

THE COMPANY HAD TO BORROW MONEY _____ THE BANK TO SET UP A NEW BUSINESS.

- from
- under
- on
- below

39. *Оберіть правильний прийменник:*

I CALLED HIM AT 6, BUT HE WASN'T IN. HE CALLED ME _____ AT 7.

- back
- from
- out
- to

40. *Оберіть правильний прийменник:*

THE PLANT WAS CLOSED _____ RECENTLY AND THE WORKERS LOST THEIR JOBS.

- down
- without
- at
- back

41. *Оберіть правильний прийменник:*

SHE IS CONSTANTLY COMPLAINING _____ HER JOB.

- about
- around
- for
- with

42. *Оберіть правильний прийменник:*

THEY CONCENTRATED THEIR EFFORT _____ GETTING THE CONTRACT.

- on
- from
- beyond
- from

43. *Оберіть правильний прийменник:*

HE CONTRIBUTED A LOT OF TIME, MONEY, AND EFFORT _____ THIS RESEARCH

- to
- over

- with
 - above
44. *Оберіть правильний прийменник:*

SHE CONGRATULATED HIM _____ HIS EXCELLENT SPEECH AT THE CONFERENCE.

- on
 - with
 - about
 - in
45. *Оберіть правильний прийменник:*

WATER CONSISTS _____ HYDROGEN AND OXYGEN.

- of
 - in
 - with
 - at
46. *Оберіть правильний прийменник:*

I HOPE I CAN COPE _____ THIS PROBLEM.

- with
 - on
 - in
 - at
47. *Оберіть правильний прийменник:*

YOUR INFORMATION CORRESPONDS _____ THE FACTS I HAVE.

- to
 - over
 - after
 - for
48. *Оберіть правильний прийменник:*

THE PRICE OF THE PRODUCT DEPENDS _____ ITS QUALITY.

- on
 - of
 - in
 - at
49. *Оберіть правильний прийменник:*

FILL _____ YOUR NAME AND ADDRESS, PLEASE.

- in
 - back
 - at
 - with
50. *Оберіть правильний прийменник:*

HE INSISTS _____ SELLING THE BUSINESS.

- on
 - in
 - to
 - at
51. *Оберіть правильний прийменник:*

THEY LAUGHED _____ HIS TERRIBLE ACCENT.

- at
- on
- in
- under

52. *Оберіть правильний прийменник:*

YOU SHOULD LISTEN _____ YOUR TEACHER ATTENTIVELY.

- to
- at
- on
- over

53. *Оберіть правильний прийменник:*

WE APOLOGISE _____ THE INCONVENIENCE WE HAVE CAUSED YOU.

- for
- to
- in
- on

54. *Оберіть правильний прийменник:*

SHOPPERS ARE WILLING TO PAY MORE _____ FAMOUS BRANDS.

- for
- behind
- between
- over

55. *Оберіть правильний прийменник:*

WE ARE INSURED _____ FIRE AND THEFT.

- against
- to
- with
- in

56. *Оберіть правильний прийменник:*

HE MADE A LOT OF MONEY BY INVESTING _____ IBM SHARES.

- in
- under
- to
- above

57. *Оберіть правильний прийменник:*

WE NEED TO INCREASE SPENDING _____ RESEARCH AND DEVELOPMENT.

- on
- with
- back
- out

58. *Оберіть правильний прийменник:*

THE NEW LAW WAS AIMED _____ REDUCING CRIME IN THE STREETS.

- at
- under
- below
- in

59. *Оберіть правильний прийменник:*

I HATE LONG MEETINGS THAT GO _____ FOR HOURS.

- on
- in
- to
- away

60. *Оберіть правильний прийменник:*

MR. GREEN CHECKED _____ OF THE HOTEL AND TOOK A TAXI TO THE AIRPORT.

- out
- away
- from
- to

Тема :: Текст

61. Заповніть пропуски цифрами, які відповідають правильному пропущеному фрагменту у тексті:

Multimedia is any computer application that integrates text, graphics, animation, video, audio or other methods of communication. Multimedia is different from television, books or cassettes _____. You can click on a word to make a picture appear, or click on a picture to start a video. Multimedia became more popular after the mid-1990's _____. Then people started using it in industry, business, education, entertainment and for other purposes. Today, we can find multimedia at home, in school, at work, in public places. Such as libraries, and on the internet. In business, advertisers use virtual reality in multimedia applications _____. Using multimedia for graphs and tables is now the best way for managers to present company results. In industry, pilots learn to fly using multimedia simulations of real situations, and scientists simulate experiments with dangerous chemicals in safety. Publishers are also producing interactive magazines, caned e-zines, and e-books online. In education, students study interactive cd-roms at their own speed and explore topics creatively _____. Teenagers have played computer games for years, but many multimedia applications combine education and entertainment and they let them visit virtual worlds or _____.

1. when the price of hardware began to fall
2. started falling around 1995
3. to advertise their products in three dimensions
4. because it lets you interact with the application
5. by clicking on related links
6. look at it from all sides
7. change the ending of films

62. Заповніть пропуски цифрами, які відповідають правильному пропущеному фрагменту у тексті:

Motivation means different things to different people. Some people are motivated by money and competition; _____, or being able to have fun. Most people feel motivated when they know they are making a contribution, _____. People need to receive praise. They want to feel that others listen to their problems or suggestions. And most want _____. It is important for managers to stimulate and encourage their staff to get the best from them. Staff will be more motivated _____, and the work is interesting. But they also need to believe that they can do the job. So it is important for managers _____, listen to their problems and help them feel more confident. People only get satisfaction from work if they feel they can do it well.

1. others are motivated by working in a friendly environment
2. and doing something useful
3. to develop their skills and learn new things
4. if they have a challenge
5. to support their staff
6. it is no use to be scared

7. you have to be ok

63. *Заповніть пропуски цифрами, які відповідають правильному пропущеному фрагменту у тексті:*

To feel motivated, workers have four kinds of needs called four cs. The first c is connection. To feel connected to the company, people need _____, the company goals. The second c is content. Workers need to enjoy the job in order to get satisfaction from it. The third c is context: _____. This can include the it networks, machine maintenance, or the pay system. If things don't work smoothly – _____ – workers will soon become demotivated because they can't do a good job. The final c is climate, or company culture. It depends on the relationships between management and staff. In order to create a good climate, _____. They should encourage staff to have ideas and use their initiative, and support their team when they need help. Employees may feel angry or stressed when the climate is poor. So it is very important to create a good climate. Companies _____ so that their staff will be more productive.

1. the company's systems and organization
2. because the computer system is out-of-date, for example
3. should pay close attention to these factors
4. one-way communication
5. to understand their role and feel that they are helping to achieve
6. just-in-time production
7. managers need to listen to the staff and respond to their suggestions

64. *Заповніть пропуски цифрами, які відповідають правильному пропущеному фрагменту у тексті:*

Any insurance company has three main departments: _____. Each department has a manager who is in charge of the staff and takes care of general administration. Each department also has clerical staff, _____. They handle most applications and claims. But when there are special cases, they bring them to the underwriters, _____. When there is a question about an application for insurance cover, the underwriters make the decision to accept or decline the risk. If someone is applying for insurance, on the application form they are asked a question: _____ when someone has made three claims or more in a four-year period, _____ and they are usually not offered a cover. But in some cases the situation can be reviewed.

1. healthy life style
2. life products, commercial insurance and private insurance
3. they simply don't know
4. who answer the phone and deal with online applications and claims
5. «Have you made any previous claims in the last four years?»
6. that person is considered as «high risk»
7. who are experts on the products handled by that department

65. *Заповніть пропуски цифрами, які відповідають правильному пропущеному фрагменту у тексті:*

It is very important _____, and to see things from the customer's point of view. If a customer is very angry about a mistake, stay calm. _____. You may think: «I didn't make the mistake. This isn't my responsibility.» Dealing with customers' complaints often means solving problems that aren't your fault. The answer is to solve the problem professionally as part of the job. When the customer explains the problem, _____. Often the customer just wants to

express his feelings. If he doesn't demand any action, you'll have to suggest the solution. Sometimes you can't do exactly what the customer would like you to do. In this situation, _____. It is essential to use the right language. Of course there are times when you just can't win. For example, _____, then you probably won't find a solution. But you'll know that you have done your best.

1. let us hope for the better
2. Don't get angry yourself
3. to be polite and helpful at all times
4. listen carefully and repeat to check that you have understood
5. Can I post your letters for you?
6. you have to say what you can do
7. if it's a very difficult person who will not cooperate

66. *Заповніть пропуски цифрами, які відповідають правильному пропущеному фрагменту у тексті:*

At some point, everyone in business has to deal with an upset customer. The challenge is _____ that leaves the customer thinking you operate a great company. If you're lucky, you can even _____ for your brand. When it comes down to it, many customers don't even bother to complain. _____. Research suggests that up to 80 percent of customers who leave were, in fact, «satisfied» with the original company. Obviously, customer satisfaction is not enough. Businesses nowadays need to positively delight customers if they want to earn their loyalty. It may seem counter-intuitive, but a business owner's ability _____ provides a great opportunity to turn dissatisfied customers into active promoters of the business. Research indicates that customers prefer the person they are speaking with to instantly solve their problem. When complaints are moved up the chain of command, _____ and only add to the customer's frustration.

1. to effectively deal with customer complaints
2. they simply leave and buy from your competitors
3. they become more expensive to handle
4. to store large amounts of data
5. encourage him or her to serve as a passionate advocate
6. future belongs to the young
7. to handle the situation in a way

67. *Заповніть пропуски цифрами, які відповідають правильному пропущеному фрагменту у тексті:*

Customer-oriented tips. Listen carefully _____, and let them finish. Don't get defensive. The customer is not attacking you personally; he or she has a problem and is upset. Ask questions in a caring and concerned manner. The more information you can get from the customer, _____. It's easier to ask questions than to jump to conclusions. Put yourself in their shoes. The customer needs to feel _____ and that you empathize with the situation. Apologize without blaming. Don't blame another person or department. Just say, _____ ask the customer, "what would be an acceptable solution to you?" whether or not the customer knows what a good solution would be, _____ to alleviate his or her pain. Become a partner with the customer in solving the problem.

1. it's best to propose one or more solutions
2. the better you will understand his or her perspective

3. the first event of a typical day is
4. to what the customer has to say
5. «I'm sorry about that»
6. like you're on his or her side
7. Young people refuse to work long hours

68. *Заповніть пропуски цифрами, які відповідають правильному пропущеному фрагменту у тексті:*

If a customer is unhappy _____ that he or she has received from your organization, he is perfectly entitled to express his dissatisfaction. And if he remains calm and civil, _____, you'll most likely be willing to help him with his grievances. You'll try hard to put things right, whether it's replacing a faulty toaster or _____ because of an over-booked flight. Occasionally, though, despite your welcoming manner, expert knowledge and willingness to help, there are people _____ and turn to verbal abuse, offensive language, _____. When you're confronted by these rude customers, it can be difficult to know how to respond or defuse the situation.

1. compensating him for a missed family holiday
2. permanent or long-term situations
3. despite his frustration or anger
4. on the other hand
5. about the quality of goods or services
6. who can't control their anger
7. and even threatening words or behavior

69. *Заповніть пропуски цифрами, які відповідають правильному пропущеному фрагменту у тексті:*

Remain respectful and courteous at all times _____. Look them in the eye, listen to their concerns and be sure you understand _____. Do not raise your voice or show anger, and try to keep the situation from escalating. Display empathy and offer a sincere apology. Ask the customer politely _____. If his request is within your ability to fulfill, tell him you will take care of it, and then do so immediately. If not, _____, but you are able to offer an alternative solution. Attempt to come to agreement on a satisfactory response to his concerns. Offer to bring in your supervisor or the manager to help the customer, _____. Some demanding customers are soothed simply by having someone in authority hear them out or handle their concerns personally.

1. why they are dissatisfied
2. when dealing with difficult customers
3. searches for information on the internet
4. what he would like you to do to resolve the problem
5. if you're unable to calm him or offer a solution he considers acceptable
6. tell him you cannot do what he is asking,
7. stores records in a database

70. *Заповніть пропуски цифрами, які відповідають правильному пропущеному фрагменту у тексті:*

Most famous companies have their own strategies that make their business successful. Good reputation and remarkable commercial _____ that contribute to their success in business. In reality, a company's reputation and their commercials _____, and there are many good examples of how these two factor effect companies' growth. Companies' reputation is _____, and it can directly affect people interest in the companies. Besides good reputation, companies' commercials are also the crucial factor to succeed. People have to learn about the products first before they buy the products, and that is what commercials do: _____. The more people know the products, the better profit companies can make. Therefore, most of successful companies _____ because they know even a short commercial can make the huge difference.

1. are the two important factors
2. other people can read your emails
3. what people know about the companies
4. invest a great amount of money on their commercials
5. to introduce products and to attract people to buy them
6. modern life is not very private
7. are tightly related to customers' interest in their products

71. *Заповніть пропуски цифрами, які відповідають правильному пропущеному фрагменту у тексті:*

Price is important to everyone. How should companies set the price for a product? One method is _____. You calculate what it costs to produce an item and then you add the profit margin you'd like to have. And that's your price. Another method is to find out what your customers are ready to spend on that product. _____ And a third way is to look at the competition. You see what your competitors are asking for the same kind of product and you set your price at about the same, or lower _____. Pricing is really difficult to get right and companies have to think carefully about the different factors. For example, ask: «Who are your target customers and is price important for them?» A second question is: _____. Because if it is a quality product or service that no one else can offer, then asking a lower price won't help your sales. _____. You shouldn't develop a product and then say: «OK, now let's think of a price.»

1. a cookie is a small file
2. a simple «cost-plus» strategy
3. new technology offers substantial benefits
4. Then you set the price to match
5. Pricing should be part of your plan
6. if you want to be competitive
7. «What kind of product or service are you selling?»

72. *Заповніть пропуски цифрами, які відповідають правильному пропущеному фрагменту у тексті:*

If you apply for a job in the UK, it may be better to write your CV in the way that UK employers expect. For example, keep it short – _____. Make sure that you put your personal details and qualifications at the top – where you studied and your exam results. Don't write your date of birth and _____. When you describe your work experience, it's essential to say _____. Say what you contributed to the job, and what skills you demonstrated. It's a good idea to write something about _____. And don't forget to say which foreign languages you can speak. Finally, remember to give the contact details of two references – _____ to find out more about you.

1. type in a keyword or phrase
2. don't say if you are married or not
3. internet shopping is not for me
4. don't write more than two pages
5. what you have learnt from your previous jobs
6. yourself and any interests or hobbies that you have
7. most British employers will contact them

73. *Заповніть пропуски цифрами, які відповідають правильному пропущеному фрагменту у тексті:*

Before setting up an office in another country, _____. There are a number of things to consider. To start with, you want to be sure that the country has a strong economy. And that means _____. If the prospects for growth are good, then so much the better. Then you need to consider other factors. For example, _____ – a modern airport, good roads and perhaps shipping facilities if you need them? And _____ is the financial side. How much will it cost to rent office space? Does the government of the region offer special encouragement to foreign business such as low taxation? _____ and the costs are low, then obviously these are going to be big advantages.

1. the third main area to research
2. If the local government has a positive attitude to foreign business
3. does the location have a good infrastructure
4. There is a camera in reception
5. low inflation and stable currency
6. Can you repeat it, please?
7. you'll need to do quite a lot of research

74. *Заповніть пропуски цифрами, які відповідають правильному пропущеному фрагменту у тексті:*

Companies don't just sell products. _____. Nearly everything you buy says something about you: _____ all show what kind of life you have. Customers choose brands _____, or the lifestyle they want to have. Through advertising, companies try to promote an image of the kind of people their customers want to be. For example, Rey-Ban – the sunglasses producer – ran an advertising campaign with photos of strong, dynamic men. The idea was that men _____ wear Rey-Bans. Another example is Gap. They have a range of clothing for men called Stress Free. You can drop something on your trousers and it cleans off immediately. _____ You can be relaxed and stylish at the same time. The company advertised the clothing with the song «I'm free.»

1. They sell a lifestyle
2. So you have no worries
3. being polite is very important
4. your clothes, your car, your mobile
5. who are leaders and heroes
6. that represent their lifestyle

7. politeness helps to improve the working environment

75. *Заповніть пропуски цифрами, які відповідають правильному пропущеному фрагменту у тексті:*

There are different opinions about what is polite or impolite. Different cultures _____. Even in the same country, there may be different views _____ or bad manners. But the same rules apply everywhere. Politeness is about showing respect for others. It means thinking about other people's feelings. In formal situations, we follow standard rules for politeness. In business, _____ when we make new contacts, meet customers or people from other companies. Politeness is often linked to status. We are usually more polite _____. In today's working environment, most managers show respect for their workers. They might say, «We really need to send the report as soon as possible. Could you please do it today?» _____, they are usually more willing to work hard, to help and to cooperate.

1. we are usually polite
2. If you consider other people's feelings
3. express politeness in different ways
4. making dishonest claims is fraudulent
5. about what are good manners
6. to claim for the medical expenses
7. to people above us in the organizational hierarchy

76. *Заповніть пропуски цифрами, які відповідають правильному пропущеному фрагменту у тексті:*

Many companies employ teams who work together across borders and time zones. We call them virtual teams _____. Modern technology makes communication very simple and fast – but there can be problems. There is a big risk of misunderstanding. With team members speaking different languages _____, small problems can become big problems. When you work together in a virtual team, _____. It's important to build a relationship. When you join a virtual team, write an email to the others to introduce yourself. Tell your colleagues about your job, your work experience, and your interests. When you write an email, _____. Make conversation – ask about the weather or mention something that is going on at the moment. You need to explain things clearly to make sure there is no chance of misunderstanding. If you have to say something negative, be careful. _____. A written message can sometimes seem very strong to the other person. Using polite phrases helps a lot! When you often write to the same colleagues, you usually develop an informal, friendly style. But if you write to people in business that you don't know well, you need to be more formal.

1. a complaint is a gift
2. and belonging to different cultures
3. Remember, you can't smile in an email
4. don't just focus on work
5. because they communicate almost entirely by email
6. the company should respond immediately
7. you have to know and trust each other

77. *Заповніть пропуски цифрами, які відповідають правильному пропущеному фрагменту у тексті:*

Lots of people have to manage large amounts of information. You may be a manager, a secretary, or a student. When you have information _____, you have to store it where you can find it again. The first step is to decide how to structure your filing system. Ask yourself: _____ Then divide them into sub-categories. The second step is to create files for each kind of material. Give each file a name. Ask yourself: _____ The third step is to arrange your files for easy access. Ask yourself: Which files do I use often? Which are important? Put these files at the front of the filing area. Or on a computer, _____ Finally, keep your filing system up-to-date. _____ File new information immediately in the right place. And review your system often. Ask yourself: Does this system work for me? Can I organize it better? Finding information takes time. A good filing system can save you a lot of time.

1. make an apology
2. that you may want to use in the future
3. Delete or throw away old material
4. is angry about the mistake
5. Is this name helpful when I want that file again?
6. What are the main categories of information that I deal with?
7. create a short-cut to those files

78. *Заповніть пропуски цифрами, які відповідають правильному пропущеному фрагменту у тексті:*

Companies can be divided into sectors – _____ (manufacturers), provide services (service providers), sell goods to the public (retailers), _____ (media). Some companies concentrate on one main activity, while others are involved in more than one sector. It is possible to classify business activity into three sections: primary, secondary and tertiary. Primary business activity describes extractive areas such as agriculture, mining, fishing, etc. This type of activity generally focuses on extracting and utilizing resources provided by nature. Secondary business activity _____ (those that make, build or assemble products, e.g. car production). Tertiary activity includes businesses that provide services (e.g. banking, public transport, consultancy, web design, etc.). Services can be divided into direct services _____ and commercial services, _____. However, many businesses (e.g. banking) offer services which are used by the public as well as by other commercial companies.

1. it is not easy to find a solution
2. those that produce goods
3. are involved in TV, film and publishing
4. that are offered directly to the general public
5. which deal with other businesses
6. includes manufacturing and construction industries
7. listen carefully and repeat

79. *Заповніть пропуски цифрами, які відповідають правильному пропущеному фрагменту у тексті:*

The most effective way to promote products to a large number of people is to advertize. There are several different advertizing media that we can use, for example TV and radio. There's also the press – _____ – and the cinema. And of course, the internet is extremely important now. Advertising is a good way to reach a lot of potential customers – but there are other selling techniques as well. There's personal selling, for example. This means _____ to customers and potential customers. Then there are sales promotions, _____. Another method of promotion is public relations. This involves creating news and getting information about the company or its products in the press or on TV. For example, when a pop star launches a new album, people write about it in music magazines. And this brings publicity to the company. There is also direct marketing, which includes all sales activities _____. And finally, we have sponsorship. A company pays money _____ such as a sports personality.

1. role-play the situation
 2. to have its name linked to an event or a person
 3. improve staff training
 4. that's newspapers and magazines
 5. employing sales representatives to make regular sales visits
 6. which include special offers, competitions and free gifts
 7. where consumers can buy the product immediately
80. *Заповніть пропуски цифрами, які відповідають правильному пропущеному фрагменту у тексті:*

Being successful in business means accomplishing your set goals. Success does not come that easy, you have to work hard and be determined to get up there. There are a number of factors that contribute to the success of businesses. One of the most important tools for success in business is planning. Planning is important _____ and it is also a guide for the business in terms of decision making. Organizing is also significant because it helps you to get on top of things to be done. The best way to do this is _____ to prioritize the tasks. This will ensure all essential tasks are done that keeps your business going. Most businesses fail because _____. They start up thinking they will succeed but as time goes by, they turn to realize that they are not making any money and the business fails. Book keeping is important in any business because it records all the transactions taking place in the business. As an owner of the business, _____ because cash is very important in the business. In addition, most businesses succeed because they have the right employees working for them. Employees are the important asset for the business. Therefore, the company or business owners _____ they need by conducting internal staff training.

1. should look after their employees well and help them enhance the necessary skills
2. as it outlines your main aim to go into business
3. you have to monitor your cash flow
4. the results of the survey
5. they are not organized
6. to create a «things to do» list
7. if you invest in a strong company

Тема :: Часова форма

81. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

IN THE LAST THREE MONTHS OUR PRICES (TO REVIEW).

82. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

HE WILL HANDLE THE PROBLEM BETTER IF YOU (TO GIVE) HIM ALL THE INFORMATION THIS AFTERNOON.

83. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

WE WILL GIVE YOU A REFUND IF YOU (TO RETURN) RETURN THE PRODUCT IN THE ORIGINAL BOX.

84. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

IF HE LISTENED TO OTHER PEOPLE'S OPINIONS, HE (TO LEARN) MORE.

85. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

SALES WOULD INCREASE IF WE (TO IMPROVE) THE DESIGN.

86. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

IT WOULD BE EASIER IF WE (TO DISCUSS) THE PROBLEM TOGETHER.

87. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

TWO PEOPLE (TO INJURE) WHEN THE MACHINE FELL.

88. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

THE GOODS (TO REPLACE) BY THE INSURANCE COMPANY NEXT WEEK.

89. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

HOW MANY INSURANCE QUOTES (TO PROCESS) EACH MONTH?

90. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

OUR CAR (TO DAMAGE) IN THE ACCIDENT LAST YEAR.

91. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

THE DATA (TO PROCESS) AT THE MOMENT.

92. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

MANY NEW HOUSES ALREADY (TO BUILD) IN OUR CITY THIS YEAR.

93. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

A NEW HEAD OFFICE (TO BUILD) AT THE MOMENT.

94. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

THE NEW BUILDING (TO COMPLETE) NEXT MONTH.

95. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

THE PRICE (TO FALL) IN THE LAST TWO DAYS AND IT IS NOW 5 PER CENT LOWER THAN BEFORE.

96. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

IN RECENT YEARS WE (TO SEE) BIG INCREASE IN THE PRICE OF OIL.

97. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

WE (TO REVIEW) OUR PRICES RECENTLY.

98. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

THE PRICE OF OUR SHARES (TO INCREASE) FROM \$12 TO \$16 IN THE LAST THREE MONTH.

99. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

SHE (TO DRIVE) FOR YEARS AND HAS NEVER HAD AN ACCIDENT.

100. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

HE (TO TEACH) ENGLISH SINCE 1999.

101. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

THE STUDENTS (TO WRITE) THEIR ENGLISH TEST AT THIS TIME YESTERDAY.

102. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

CHARLES (TO TAKE) EXAMINATION AT 5 O'CLOCK YESTERDAY.

103. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

WHEN I CAME INTO THE OFFICE THE SECRETARY (TO TALK) ON THE TELEPHONE.

104. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

MORE THAN THOUSAND NEW BUSINESSES (TO CREATE) EACH YEAR IN AMERICA.

105. *Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)*

TWO YEARS AGO OUR COMPANY (TO GO) BANKRUPT AND MANY PEOPLE LOST THEIR JOBS.

106. Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)

AT FIRST THE COMPANY MADE A LOSS, BUT LAST YEAR, IT (TO MAKE) A GOOD PROFIT.

107. Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)

IN THE NEAREST FUTURE, MOST PEOPLE (TO WORK) FROM HOME.

108. Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)

ANALYSTS EXPECT THAT THE MARKET FOR DIGITAL CAMERAS (TO DOUBLE) IN THE NEXT YEAR.

109. Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)

THE BUSINESS (TO GROW) AND THE SALES INCREASED REACHING \$2,5 BILLION IN 2002.

110. Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)

A HUMAN RESOURCES DEPARTMENT USUALLY (TO DEAL) WITH HIRING EMPLOYEES.

111. Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)

CURRENTLY WE (TO UPDATE) OUR CUSTOMERS' FILES ON THE DATABASE.

112. Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)

ABOUT FIVE HUNDRED PEOPLE (TO BROWSE) OUR COMPANY WEBSITE EACH DAY.

113. Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)

OUR TEAM LEADER IS BUSY NOW. HE (TO HAVE) A BUSINESS LUNCH WITH HIS BUSINESS PARTNER.

114. Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)

-WHAT ARE YOU DOING? – I (TO SORT) OUT INFORMATION FOR THE MANAGER.

115. Впишіть дієслово, що в дужках, у правильній часовій формі (всі літери малі)

MANY PEOPLE OFTEN (TO DECIDE) TO START A BUSINESS BECAUSE THEY HAVE A GOOD IDEA.
