**Перелік питань**

з навчальної дисципліни Іноземна мова професійного спрямування

за спеціальністю: 076 «Підприємництво, торгівля та біржова діяльність»

освітнього ступеню «бакалавр»

|  |  |
| --- | --- |
| №  п/п | Текст завдання |
| 1. | Goods and services that are expensive and of good quality |
| 2. | Using an existing name on another type of product |
| 3. | The introduction of a product to the market |
| 4. | When products are used in films or TV programs |
| 5. | The use of a well-known person to advertise products |
| 6. | This hot summer reminds me \_\_\_\_ my years in Africa. |
| 7. | There were a lot of people waiting \_\_\_ the station. |
| 8. | The set of products made by a company |
| 9. | The length of time people continue to buy a product |
| 10. | The best-selling product or brand in a market |
| 11. | The second best-selling product or brand in a market |
| 12. | The percentage of sales a company has |
| 13. | Customers of a similar age, income level or social group |
| 14. | A fashion designer who launches his or her own perfume is an example of \_\_\_\_\_ |
| 15. | George Clooney advertising Nespresso is an example of \_\_\_\_ |
| 16. | The use of Aston Martin cars and Sony computers in James Bond films are examples of \_\_\_\_ |
| 17. | queue |
| 18. | City center |
| 19. | Booking |
| 20. | Bill |
| 21. | Lift |
| 22. | \_\_\_\_\_ happens at times when the largest number of people are travelling |
| 23. | When you \_\_\_ you go to desk at a hotel/airport to say you have arrived. |
| 24. | \_\_\_\_\_ are awarded by airlines to reward customer loyalty. |
| 25. | \_\_\_\_ is a change to a better seat or level of service. |
| 26. | It is now so expensive to rent offices in the city center that many companies are \_\_\_\_ their operations to purpose-built business parks at the city limits. |
| 27. | To improve efficiency, the company has introduced new working practices. The HR department will \_\_\_ all sales staff. |
| 28. | One of our products hasn’t been selling well recently. The marketing team has decided to take it off the market and \_\_\_ it next year with new packaging. |
| 29. | The IT department report recommended that the company \_\_\_ the computer system as soon as possible. |
| 30. | They are organizing a campaign \_\_\_ people’s attention to the environmentally harmful effects of using their cars. |
| 31. | Continuous wet weather \_\_\_ on my nerves. |
| 32. | There is a lot of pressure on the government from consumer groups to \_\_\_ the industry and remove controls, so customers can benefit from increased competition. |
| 33. | A company which is at least half-owned by another company. |
| 34. | An office where people answer questions and make sales over the phone. |
| 35. | A building from which goods or supplies are sent to factories, shops or customers. |
| 36. | A place through which products are sold |
| 37. | A place where faulty products are mended. |
| 38. | The main office or building of a company |
| 39. | A building for storing goods in large quantities |
| 40. | A large building or group of buildings where goods are made (using machinery) |
| 41. | The department where they deal with complaints |
| 42. | The department where they draw up contracts |
| 43. | The department where they carry out research |
| 44. | The department where they train staff |
| 45. | The department where they run advertising campaigns |
| 46. | The department where they issue press releases |
| 47. | The department where they operate assembly lines |
| 48. | The department where they prepare budgets/accounts |
| 49. | The department where they keep records |
| 50. | The department where they transport goods |
| 51. | The department where they install and maintain systems equipment |
| 52. | A short phrase that is easy to remember |
| 53. | Newspapers and magazines |
| 54. | Something done to get people’s attention |
| 55. | An important, interesting or typical part of something |
| 56. | A series of actions intended to get people’s attention |
| 57. | Selling goods and services via the Internet |
| 58. | The government and the trade unions are engaged \_\_\_ a war of words. |
| 59. | Children usually depend \_\_\_ their parents for food and clothing. |
| 60. | I am scared \_\_\_ telling her what really happened. |
| 61. | Now and then |
| 62. | To get accustomed to |
| 63. | The garage **has stopped** selling petrol. It only does repairs now. |
| 64. | The meeting **has been delayed** for a week. |
| 65. | A group of people working together for an organization |
| 66. | Substance, matter or objects, possessions |
| 67. | Fill in the gap:  If you are going to come please let me know in \_\_\_ . |
| 68. | Give the synonym:  ho employ |
| 69. | Give the synonym to the underlined word:  If you are more interested in caring for people than in influencing them, you should be looking for a career in the medical, welfare or education fields. |
| 70. | To be through with |
| 71. | Give the Ukrainian equivalent:  To cut a long story short |
| 72. | Give the Ukrainian equivalent:  In advance |
| 73. | Give the Ukrainian equivalent:  To give someone a hint |
| 74. | Give the Ukrainian equivalent:  To be on one’s way |
| 75. | Give the Ukrainian equivalent:  To keep a promise |
| 76. | Guess the word:  a strong desire to do or achieve something |
| 77. | Guess the word:  a job or profession |
| 78. | Guess the word:  an occupation undertaken for a significant period of a person's life and with opportunities for progress. |
| 79. | Didn’t she even \_\_\_ you a hint where she was going? |
| 80. | Guess the word:  occupying or using the whole of someone's available working time |
| 81. | Guess the word:  working or involving fewer hours than is considered normal or standard |
| 82. | Guess the word:  a job or position that is available to be taken |
| 83. | Give the synonym:  ho hire |
| 84. | Consumers who always buy Apple products when they need a new gadget are showing … . |
| 85. | No one recognizes our logo or slogan. We need to spend more on advertising to raise brand … . |
| 86. | Nisan Motor’s sales executives in Japan used to take cars to customer’s homes for viewing, often late in the evening. Now the … operate more regular working hours. |
| 87. | Since 2004, Nissan’s “Women in the Driver’s Seat” has more than doubled… of female engineering graduates to 17 per cent. |
| 88. | “Males are attracted by big pictures of cars and specifications about … “ says Ms Takahashi, who was previously Marketing Director in Japan. |
| 89. | As the marketing expert Philip Kotler has said, 'The most distinctive skill of professional marketers is their ability to create, maintain, protect and enhance brands.' But, despite the best efforts of professional marketers, the list of top brands of today is not so different from that of 30 or 40 years ago: Coca-Cola, IBM, Ford and Hoover are all still there. A brand is a set of associations in the mind of the consumer. Consumers tend to form emotional attachments to foods and household goods they grow up with. These brands gain mind share in consumers at an early age, and new brands find it hard to compete with the established brands. |
| 90. | One area where new brands can appear is in new categories. For example, the names Amazon, Google and Facebook have emerged as extremely strong brands on the Internet in e-commerce, search and social networking respectively.  Which is the closest in meaning to the word **respectively**? |
| 91. | We tend to think of brands in relation to consumer marketing and packaged goods, and consumer goods companies will often employ brand managers to develop their brands. But the use of brands and branding is also important in industrial or business-to-business (B2B) marketing, where companies are selling to other companies rather than to consumers. In business-to-business marketing, substitute 'buyer' for 'consumer' and there will be similar issues of brand awareness, brand image and brand equity: the value to a company of the brands that it owns.  B2B marketing is focused on: |
| 92. | The relative fragility of individual airlines all over the world has led to the growth of global alliances. Most national European airlines are now members of either Oneworld or Star Alliance, and Air France and KLM have opted for a full merger. On transatlantic routes, British Airways has long been in alliance with American Airlines. Co-operation means that airlines can feed passengers into each others' hubs for onward journeys and costs of marketing and logistics are not duplicated.  Onward journey here means: |
| 93. | The passage says airline companies prefer to: |
| 94. | Fuel costs have been another factor in the fragility of airlines' finances. They can to an extent buy fuel into the future at prices fixed with suppliers today, but the wild swings in fuel prices of recent years have made budget planning very difficult.  Fuel costs cause: |
| 95. | One of the side effects of the free food for Google staff is what is known as the ‘Google 15’.  ‘Google 15’is: |
| 96. | George Clooney advertising Nespresso is an example of |
| 97. | Focus groups and consumer surveys are ways of conducting … . |
| 98. | The letters R@D stand for: |
| 99. | A lot of cosmetics companies give away … so that customers can try the product before the buy. |
| 100. | Advertising companies spend a lot of money on creating clever … that are short and memorable, such as the message for Nike: ’Just do it!’. |
| 101. | The current buzzword is flexibility. This has a number of related meanings. One type of flexibility has existed for some time in the form of flexitime, where people can choose when they work, within certain limits. Then there is flexible working with some staff hot-desking, particularly those who are homeworking, teleworking or telecommuting and only need to come into the office occasionally. The number of teleworkers is rising rapidly, thanks partly to the decreasing cost and increasing availability of fast broadband Internet connections and mobile Internet.  Flexibility is: |
| 102. | Hot-desking here means: |
| 103. | One of the main features of globalization is that capital can flow freely to and from almost everywhere. People are always looking to place money where it will be most profitable and earn the greatest return on investment. As an individual, you can put your money on deposit in a bank and you will get interest. Your money is lent out to people, businesses and governments who need it to finance their own projects, and the bank will make its money on the difference between what it pays out in interest on deposits and what it gets in interest from loans.  Loans here mean: |
| 104. | You could buy some bonds and, as long as the organization or country you've invested in by lending it money doesn't default, you will get your interest payments, and later your bonds will eventually be repaid. Or you could buy some shares and share in the profitability of your chosen company. In good times, the dividends will be more than what you would get from bonds. In addition, the shares themselves will increase in value, giving you a capital gain if you sell them. But if the company runs into trouble and goes bankrupt, you will be among the last to be paid back and you may get only part of what you put in or you may lose all your money.  Bonds here mean: |
| 105. | Most investors are not private individuals but institutions like banks, insurance companies, mutual funds (unit trusts in Britain) and pension funds, who are, of course, investing the money of private individuals indirectly. The markets they invest in include the money and currency markets, stock markets for shares (also known as equities), commodities markets for anything from gold to pork bellies (used for making bacon), and property (buildings and land).  Most investors do not invest in: |
| 106. | Options and futures are types of derivatives. It was with derivatives that the credit crunch of 2007-8 began. Loans to borrowers in the US housing market were resold or securitized by the banks that made the original loans: interest payments on the loans were used to pay investors who were buying the related derivatives. But sub-prime borrowers were unable to repay the original loans, and this led to the collapse of a large number of banks and other financial institutions, with governments having to bail out (rescue and assist) many of the remaining banks. Following their traumatic experience, many banks are very reluctant to start lending again, leading to dire consequences for economic activity.  The described situation led to: |
| 107. | Whether or not you agree with communications guru Marshall Mcluhan that advertising was the greatest art form of the twentieth century, it is a big part of modern culture. Share references feed into it, and it in turn feeds into daily life: advertising catchphrases turn up in TV comedy sketches and everyday conversation. And we become 'ironic' about advertising, perhaps to show that we think are able to resist it. TV advertising is still glamorous, even if its heyday is over, what with the proliferation of channels and the saturation of the markets (at least in advanced economies) of the consumer goods it normally promotes. But the other media are not to be ignored - radio, cinema and the press - while hoardings (BrE) or billboards (AmE) are an integral part of the urban landscape.  TV advertising |
| 108. | Internet advertising expenditure is on the increase. Some people find banner and pop-up advertisements have become a major source of irritation, but others find them a useful source of information. Debate about the relationship between Internet advertising and search engines such as Google is intensifying. |
| 109. | Advertising can be continued by other means, such as sponsorship of particular events or product placement in films. This is where the product's makers negotiate for their products to appear and be used by the film's characters. A related phenomenon is product endorsement, where a celebrity is used in advertising a particular product. This can be dangerous if, for whatever reason, the celebrity falls from favor.  Which statement is true? |
| 110. | Automobiles were not well received initially because they were very loud and the noise scared horses and people. Also, they were a threat to the railroad and stagecoach businesses. Automobiles were essentially made only for the rich until Henry Ford started mass-producing Model T’s in 1908. He put workers on an assembly line. Each person had one specific job to do in creating the car. Cars were made more cheaply and quickly after this. Road mileage first became greater than rail mileage in 1915, and the difference has continued to grow.  Which of the following is not true? |
| 111. | On December 17, 1903, Orville Wright became the first man to take an airplane ride on the Flyer. The plane was made of wood, wire, and cloth. The plane had a gasoline engine. The pilot had to lie down in the middle and as he moved his hips, a wire attached from his waist to the wings would control the balance of the wings. Very little news came out about this flight, and at the time people did not seem to be interested.  The wing balance of the first plane was controlled by: |
| 112. | Like just about everything else that's fun in this world, the Internet is a magnet for compulsive types. Whether it's in the form of a poker site, role-playing video games or even eBay, online addiction is estimated to affect between five and 10% of the population, ruining lives and relationships along the way.  Choose the best title for this passage: |
| 113. | The diminutive keyboards on BlackBerrys, and other qwerty phones can damage one's ability to signal approval with a good old "thumbs up." Pain, numbness, swelling and tendinitis are all symptoms of what the American Physical Therapy Association officially recognizes as "BlackBerry Thumb," caused by overworking the one digit that separates us from the apes.  The keyboards mentioned in this passage are: |
| 114. | Soon people will lose the ability to: |
| 115. | For many, home computers have become synonymous with Windows and Bill Gates, but there has always been a loyal band of Apple Macintosh users, whose devotion to the Apple brand and its co-founder Steven Jobs is almost religious. Which of the following is not true? |
| 116. | Steven Jobs and Steven Wozniak dropped out of the college and got jobs in Silicon Valley, where they founded the Apple Computer Company in 1976, the name based on Job’s favorite fruit. They designed the Apple 1 computer in Job’s bedroom, having raised the capital by selling their most valued possessions – an old Volkswagen bus and a scientific calculator. |
| 117. | S. Jobs and S. Wozniak: |
| 118. | “Things are not too good at all. We’ve had quite a few redundancies lately. All departments have been told to cut costs this year. It’s not going to be easy, but we’ve got to do it.”  The speaker reports: |
| 119. | The various petroleum products are refined from the crude oil by heating and condensing the vapors. These products are so-called light oils, such as gasoline, kerosene, and distillate oil. The residue remaining after the light oils are distilled is known as heavy or residual fuel oil and is used mostly for burning under boilers. Additional complicated refining processes rearrange the chemical structure of the hydrocarbons to produce other products, some of which are used to upgrade and increase the octane rating of various types of gasoline.  Which of the following is not true? |
| 120. | Many thousands of hydrocarbon compounds are possible because |