**Перелік питань**

з навчальної дисципліни Іноземна мова професійного спрямування

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

освітнього ступеню «бакалавр»

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| №  п/п | Текст завдання |
| 1. | A: I bought this phone here, but it doesn’t work.  B: OK. Leave it here and I \_\_\_\_ at it as soon as I have time. |
| 2. | It's all arranged. We \_\_\_\_ at 2 p.m. in the market square. |
| 3. | We've discussed it and we \_\_\_\_ married! |
| 4. | I don’t think I \_\_\_\_ anything on Monday. Can we meet then? |
| 5. | A: What do you intend to do about Lillian?  B: We \_\_\_\_ her an extension on the essay. |
| 6. | I haven't made up my mind yet, but I \_\_\_\_ to the lesson tonight. |
| 7. | You should go to the party. I'm certain that Frank \_\_\_\_ there. |
| 8. | Thanks for the offer, but I think I \_\_\_\_ at home tonight. |
| 9. | If we \_\_\_\_ more, we'd sell more. |
| 10. | What \_\_\_\_ if we put a poster up? |
| 11. | If I knew the number I \_\_\_\_ them a call. |
| 12. | If I \_\_\_\_ you, l'd find a new USP. |
| 13. | Could you do it if I \_\_\_\_ you? |
| 14. | You \_\_\_\_ what this advert is for if you looked at it. |
| 15. | \_\_\_\_ you \_\_\_\_ us a bigger budget if we needed it? |
| 16. | If we used the internet more, the company \_\_\_\_. |
| 17. | He is the person \_\_\_\_ I told you about. |
| 18. | Is this the place \_\_\_\_ you grew up? |
| 19. | She is the one \_\_\_\_ sister goes to the same school as us. |
| 20. | Do you still remember the day \_\_\_\_ we went there? |
| 21. | Did you still remember the first house \_\_\_\_ you lived in? |
| 22. | We need to hire someone \_\_\_\_ can really help the business grow. |
| 23. | It's the story of a man \_\_\_\_ life changes forever the day he meets a stranger in a café. |
| 24. | We launched the second version once we \_\_\_\_ how successful the first one was. |
| 25. | By the time he \_\_\_\_, the job had already gone. |
| 26. | He called while I \_\_\_\_ to finish this essay. |
| 27. | After he \_\_\_\_ more money, the business took off. |
| 28. | The entrepreneur \_\_\_\_ another billion dollars to charity after he had already given three billion. |
| 29. | We didn't need to clean the house because he \_\_\_\_ it. |
| 30. | I studied business in the evening while I \_\_\_\_ in a kitchen. |
| 31. | She left before anyone \_\_\_\_ a chance to explain the situation. |
| 32. | We never have \_\_\_\_ money for holidays. |
| 33. | \_\_\_\_ people could not come this evening. |
| 34. | The business \_\_\_\_ bankrupt last month and they couldn't save it. |
| 35. | \_\_\_\_ of you need to stay late, but most of you can leave. |
| 36. | All last year, the company \_\_\_\_ for ways to survive the crisis. |
| 37. | \_\_\_\_ of customers – about 80 percent - complained about the price, so I suggest we lower it. |
| 38. | My exam results weren't \_\_\_\_ than yours, so don’t worry. |
| 39. | We can make the product \_\_\_\_ cheaper than it is now, but not much. |
| 40. | His new book isn’t \_\_\_\_ his first one. |
| 41. | Organized and logical people find it easy to learn \_\_\_\_ rules. |
| 42. | Words that look like the same or familiar in different languages but have different meanings are called \_\_\_\_. |
| 43. | People who are \_\_\_\_ know two languages so learning one more is very easy. |
| 44. | Learners of languages should make an effort to learn informal phrases, everyday expressions and even \_\_\_\_. |
| 45. | Flexible people can adapt to different \_\_\_\_. (The way a language is spoken in different areas). |
| 46. | \_\_\_\_ is using colours to make art. |
| 47. | Researchers have found that learning to play \_\_\_\_ can enhance verbal memory, spatial reasoning and literacy skills. |
| 48. | She is an athletic girl who loves \_\_\_\_. |
| 49. | Guests can also enjoy playing such \_\_\_\_ as chess or Monopoly, or relax next to a fireplace in the garden. |
| 50. | An advert on TV or radio is \_\_\_\_. |
| 51. | \_\_\_\_ is a short phrase that is easy to remember. |
| 52. | \_\_\_\_ is a short, easy to remember phrase with music. |
| 53. | Giving the wrong idea or impression is \_\_\_\_. |
| 54. | Special designs / symbol that a company puts on all its products or adverts is \_\_\_\_. |
| 55. | \_\_\_\_ is a means of communication with the users of a product or service. |
| 56. | The synonym for word-combination "funny and clever" is \_\_\_\_. |
| 57. | The synonym for word-combination "not interesting or exciting" is \_\_\_\_. |
| 58. | \_\_\_\_ is the organization of the [sale](https://www.collinsdictionary.com/dictionary/english/sale) of a product, for [example](https://www.collinsdictionary.com/dictionary/english/example), [deciding](https://www.collinsdictionary.com/dictionary/english/decide) on its [price](https://www.collinsdictionary.com/dictionary/english/price), the areas it should be [supplied](https://www.collinsdictionary.com/dictionary/english/supply) to, and how it should be [advertised](https://www.collinsdictionary.com/dictionary/english/advertise). |
| 59. | \_\_\_\_ is plan or drawing produced to show the look and function or workings of a building, garment, or other object before it is made. |
| 60. | \_\_\_\_ is money provided to [enable](https://www.collinsdictionary.com/dictionary/english/enable) an organization to [continue](https://www.collinsdictionary.com/dictionary/english/continue). This money is usually provided by the government. |
| 61. | \_\_\_\_ is about learning skills and knowledge. |
| 62. | An \_\_\_\_ is a formal test that you take to show your knowledge or ability in a particular subject. |
| 63. | Some of the most common \_\_\_\_ at school are English, history, mathematics, physical education and science. |
| 64. | Advertising helps people to \_\_\_\_ from reality. |
| 65. | When you \_\_\_\_ a cheque, you write your name on the back of it so that it can be paid into someone's [bank](https://www.collinsdictionary.com/dictionary/english/bank) [account](https://www.collinsdictionary.com/dictionary/english/account). |
| 66. | A \_\_\_\_ of something such as a way of [thinking](https://www.collinsdictionary.com/dictionary/english/think) or [behaving](https://www.collinsdictionary.com/dictionary/english/behave) is a particular kind of it. |
| 67. | If you \_\_\_\_ something that [requires](https://www.collinsdictionary.com/dictionary/english/require) skill, such as a [complicated](https://www.collinsdictionary.com/dictionary/english/complicate) [piece](https://www.collinsdictionary.com/dictionary/english/piece) of [equipment](https://www.collinsdictionary.com/dictionary/english/equipment) or a [difficult](https://www.collinsdictionary.com/dictionary/english/difficult) [idea](https://www.collinsdictionary.com/dictionary/english/idea), you [operate](https://www.collinsdictionary.com/dictionary/english/operate) it or process it. |
| 68. | If you \_\_\_\_ a [statement](https://www.collinsdictionary.com/dictionary/english/statement), fact, or [idea](https://www.collinsdictionary.com/dictionary/english/idea), you [report](https://www.collinsdictionary.com/dictionary/english/report) or represent it in an [untrue](https://www.collinsdictionary.com/dictionary/english/untrue) way. |
| 69. | I graduated from \_\_\_\_ last year. |
| 70. | Even Japanese can make \_\_\_\_ when they speak Japanese. |
| 71. | If you look like a \_\_\_\_ dollars, you look wonderful. |
| 72. | You can [deal](https://www.collinsdictionary.com/dictionary/english/deal) with [money](https://www.collinsdictionary.com/dictionary/english/money) in a [calm](https://www.collinsdictionary.com/dictionary/english/calm) way that [gets](https://www.collinsdictionary.com/dictionary/english/get) the best \_\_\_\_. |
| 73. | If you \_\_\_\_ to do something that you were [trying](https://www.collinsdictionary.com/dictionary/english/try) to do, you are unable to do it or do not [succeed](https://www.collinsdictionary.com/dictionary/english/succeed) in doing it. |
| 74. | If a [parent](https://www.collinsdictionary.com/dictionary/english/parent) or other person in authority is \_\_\_\_, they regard many actions as [unacceptable](https://www.collinsdictionary.com/dictionary/english/unacceptable) and do not allow them. |
| 75. | If you \_\_\_\_ a period of time in a particular way, you spend it in that way. |
| 76. | If you \_\_\_\_ someone, you give them confidence, for [example](https://www.collinsdictionary.com/dictionary/english/example) by [letting](https://www.collinsdictionary.com/dictionary/english/letting) them [know](https://www.collinsdictionary.com/dictionary/english/know) that what they are doing is [good](https://www.collinsdictionary.com/dictionary/english/good) and [telling](https://www.collinsdictionary.com/dictionary/english/tell) them that they should [continue](https://www.collinsdictionary.com/dictionary/english/continue) to do it. |
| 77. | We will be exploring different \_\_\_\_ to gathering information. |
| 78. | It was a good job because he was \_\_\_\_. |
| 79. | You can [describe](https://www.collinsdictionary.com/dictionary/english/describe) another country or their government as \_\_\_\_ when they have good [relations](https://www.collinsdictionary.com/dictionary/english/relation) with your own country [rather](https://www.collinsdictionary.com/dictionary/english/rather) than being an [enemy](https://www.collinsdictionary.com/dictionary/english/enemy). |
| 80. | If you are \_\_\_\_, you do something or arrive [somewhere](https://www.collinsdictionary.com/dictionary/english/somewhere) at the right time and are not late. |
| 81. | At school you may have found foreign language learning confusing, but don't worry - our fully-supported courses will teach you the language you need for every situation. Our accelerated learning system means that we can guarantee that within six weeks you will pick up the basics of any language you choose.  *How long does it take to pick up the basics of any language?* |
| 82. | Pretty soon you will be able to do much more than just get by. You will become fluent and able to hold intelligent conversations with native speakers. Soon your language level will really take off as you begin to master the language.  *What will the person be able to do after the courses?* |
| 83. | All aspects of the language are covered - reading and listening, grammar and vocabulary development and pronunciation work to perfect your accent. An online tutor and workbook will answer your grammar questions, and there are also regular tests as part of the course.  *What is a regular part of the course?* |
| 84. | Slow to catch on? Not with our special system which is designed with the non­ language learner in mind. We offer a series of online resources and apps for mobile learning, together with a writing skills support package. Extensive notes in English make learning easier and faster.  *Who is the special system designed in mind with?* |
| 85. | Now, more than ever is the time *to take up* a new language. It will open up a new world for you and help you keep up with the bilingual high flyers. This is an investment which will pay off immediately and for the rest of your life.  *What is the meaning of “to take up”?* |
| 86. | English is the native language of about 400m people and is spoken, with some degree of fluency, by perhaps another 600m. The number actively engaged in learning it is rapidly heading towards 2bn. And though there are more people on the planet who speak no English than there will be fluent speakers, the vitality of the language seems obvious.  *How many people in the world learn English?* |
| 87. | There are certain inescapable facts about the global role of English.It dominates diplomacy, trade and shipping, as well as the entertainment in dustry and youth culture . It is the lingua franca of computing and technology, of science and medicine and it is prominent in international business and academia. It is the working language of the United Nations.  *What language is used in United Nations?* |
| 88. | China has the longest continuous culture surviving from ancient times and will soon become the largest economy in the world. China is the world’s largest nation and Mandarin Chinese is spoken by over one billion people, making it the most widely-spoken first language in the world.  Mandarin Chinese is not only spoken in the People’s Republic of China and Taiwan. It is also spoken in the Chinese communities of Brunei, Indonesia, Malaysia, Mongolia, the Philippines, Singapore and Thailand.  *What is the name of Chinese dialect which is also spoken the Philippines?* |
| 89. | A friend of mine posted photos of us on holiday. He put them on Facebook with some inappropriate comments, and they were very embarrassing. I'm friends with my boss and she saw them. She was not impressed at all. A lot of young people post embarrassing pictures for fun, but I know someone who lost their job because of this.  *What can possibly happen to a person who posts embarrassing pictures?* |
| 90. | My son was not careful about posting and sharing personal information. He revealed his date and place of birth, phone number and home address. He even told his friend where the spare set of keys were hidden. Needless to say, our home was broken into! If you share personal information online, be careful and don't share information that can help people steal your identity or find out where you live. Don't accept every request to become a friend.  *What type of information is considered to be private?* |
| 91. | Be careful when you click 'Reply to all'. If you reply to everyone in a message group, then everyone in that group will read that email. This is quite a common mistake and can ruin relationships with friends and colleagues. I once included my boss on an email she should not have seen.  So, take extra care when you respond, and on Facebook do not get confused between posting on a wall and sending a private message.  *Why should people be careful when click 'Reply to all'?* |
| 92. | Every site allows you to choose your privacy settings. Decide how visible you want your profile, contacts, photos and videos to be and then learn how to set the the right level of control. Familiarise yourself with the sites' policies about information you post. My sister had her boss on her Linkedln site but showed herself as LOOKING FOR WORK on the site.  *What should everyone familiarize themselves with?* |
| 93. | If you include letters, numbers and punctuation in a password, it will be hard to break. Use different passwords for different accounts and don't choose your birthday like my friend did. Never share your password with anyone. If someone wants to steal your identity, they might look at your social media pages. So do not post a picture with your pet's name on your Facebook page if this is a secret word you share with your bank.  *Why sholdn`t you post your pet`s name?* |
| 94. | If you want to create a good impression, proofread your writing. Even better, get someone else to check what you have written. There's nothing worse than a silly spelling or grammar mistake. And check that your language is appropriate. I usually reject candidates if they make spelling mistakes on their job applications.  *Why do you need to proofread your writing?* |
| 95. | In recent years, digitally manipulating images, or ‘photoshopping’, has become increasingly common, particularly in the advertising industry. It is now usual practice for the photos of celebrities and models to be retouched and altered to make them look more physically ‘perfect’ than they really are. Photoshopping has caused a great deal of controversy over the years, with those against it arguing that it promotes an unrealistic and distorted image of what people, particularly women, look like.  *What does the word ‘photoshopping’ mean?* |
| 96. | She argues that adult women and men are well aware that images of celebrities are retouched. She quotes Christine Loiritz, editor of French Marie Claire, to supportl her opinion, ‘Our readers are not idiots, especially when they see those celebrities who are 50 and look 23.’ Her point is that young people have seen programmes about airbrushing on television and in the newspapers. They are not without knowledge of the techniques advertisers use.  *What are the adult people aware of?* |
| 97. | Fortini also points out that images of famous people have been altered and exaggerated for many years - this technique is not new. Ever since advertising began, images of a beautiful, wealthy and youthful world have been used to sell products.  We should accept that airbrushed images are a fiction, a fantasy. We should enjoy them, not criticise them.  *What kind of images is used to sell products?* |
| 98. | Advertising has changed over the years. Adverts are no longer purely informative and focused on the product. Many of the adverts that we see today are short stories telling inspirational tales that are often witty, humorous and sophisticated. People do not want to remember that life can be dull. They want to see something original and creative. The adverts take away the ordinanaries of everyday life and take us to somewhere exotic or romantic.  *What do the advertisements do?* |
| 99. | First of all, an advert has to be attention-grabbing and powerful. You need a strong image that is eye-catching, a catchy slogan, a joke or something shocking. In advertising, we talk about the AIDA formula. A is for attention, I is for interest. D is for desire. A is for action. An ad needs to do more than to get our attention. It also has to be effective and persuasive. It must get us interested, make us want the product and motivate us to go out and buy it.  *What does “D” mean in AIDA formula?* |
| 100. | Many people talk about advertisements that are exciting and intriguing. But for me, an instantly recognisable logo is really important. Good logos have been built up so they are recognisable. Part of what makes a good advert is a clear symbol that people immediately identify with the company. A good slogan also helps you make a connection. 'The real thing' makes you think of Coca-Cola immediately. It's also important that your slogan does not become irritating.  *What makes company recognizable?* |
| 101. | A new report has concluded that advertising managers are becoming increasingly interested in children. Studies show that children influence about 50 percent of things that families buy, so they are an attractive target for advertisers. Unfortunately, some companies have increased their advertising to children for many of their least nutritious products.  *Which fact is true?* |
| 102. | John Taylor, the author of the report and a lecturer at the Department of Media and Communications at the University of West London, says: «Advertisers can reach their target in many ways. They can, for example, show an advert many times during school holidays, they can make the TV commercials a little louder than the programmes to attract attention, or they can sponsor programmes and show their commercials just before the programme begins.»  *Which fact is true?* |
| 103. | Most advertisements aimed at children are short, imaginative and often in the form of animated cartoons. «Children love the adverts and watch them in the same way as any entertainment programme.» Taylor says. There are concerns about advertising aimed at young people. The concerns are shared by Sarah Durham, a writer and journalist specialising in media analysis.  *Which sentence corresponds to the text best?* |
| 104. | France has banned adverts for mobile phones to the under 12s. The UK has now banned junk food adverts in shows aimed at children under 15, and Germany has banned adverts making “direct offers” to children.  *What country has banned adverts for mobile phones?* |
| 105. | Greece bans television advertisements for children's toys between 7 a.m. and 10 p.m. Other countries, such as Denmark and the Netherlands, also have legal controls whereas France, Britain and Germany prefer self-regulation, arguing that the television industry should regulate itself.  *Television advertisements are banned between 7 a.m. and 10 p.m. in…* |
| 106. | Maria Montessori (1870- 1952) is a famous Italian educationalist whose method of teaching has influenced people all over the world. Born in the province of Ancona, Italy in 1870, Montessori became the first female doctor in her country after she graduated from medical school in 1896.  *Maria Montessori was…* |
| 107. | The Montessori philosophy is simple. Children are unique individuals who must be free to learn without being criticised or restricted. It is the child that controls the pace, topic and lessons, not the rest of the class or the teacher. As a result, children enjoy learning and this gives them confidence and makes them happy.  *What is the Montessori philosophy?* |
| 108. | Shekema Silveri is the chair of the English Department and at Mt. Zion High School in Jonesboro, USA. Opponents of distance learning give several problems with it, like a lack of face-to-face student-teacher relationships, inconsistent access to technology resources for low-income and rural students, and even lack of sufficient teacher training.  *Which fact is true?* |
| 109. | Government approaches to controlling advertising to children vary. In Sweden, one of the strictest countries where advertising is concerned, TV advertising to children under the age of 12 is banned.  *TV advertising to children under the age of …. is banned.* |
| 110. | Maria Montessori travelled all over the world, training teachers to use her method, but it was only in her final years when she established the teacher-training centres that would take her work forward. There are now many schools in Europe and North America which use the Montessori curriculum and methods. She wrote The Montessori Method in 1912 and The Secret of Childhood in 1936.  *Which fact is true?* |
| 111. | B-Kool is a soft drinks manufacturer, based in New Orleans, USA. The company is going to introduce a new drink to the market, which will appeal to the 8-14-year-old age group. The drink has a high sugar content and an unusual taste because it is made with a mixture of exotic fruit.  *Which fact is true?* |
| 112. | When the drink was tested with young people, the children used three words to describe it: fresh, delicious, healthy. The drink will be sold all over the world, so there will be an international advertising campaign.  *Which fact is true?* |
| 113. | In the United States the food industry spends over 33 billion dollar per year to advertise food products that are considered junk food.  *How much money spend the food industry to advertise junk food?* |
| 114. | Lakeside College is located in Switzerland. It is a private university with a board of managers led by the Principal, Marie Laforet. There are four student representatives on the board and four staff representatives. During the last three years, serious problems have arisen. The number of students at Lakeside College has fallen from over 5000 to 2600, while complaints from students have greatly increased.  *Which statement is not correct?* |
| 115. | A typical room in a Montessori school has many things children can use, for example, books, objects and games. The furniture is light so they can arrange it as they wish, and the cabinets are low, so the children can reach them. Because the environment offers a range of activities, children like to work together and they develop a social life based on cooperation rather than competition.  *Which statement is not correct?* |
| 116. | In most western countries, there are a lot more advertisements during children's TV for food than any other type of product, and these are mainly for confectionery, sweetened breakfast cereals and fast food restaurants.  *What is advertised most often?* |
| 117. | Because some countries are much more relaxed than others about advertising to children, the European Union is unable at present to have a common approach to the problem. Until the majority of member states are as sure as the Swedes of the harmful nature of advertising, the current indecision will continue.  *Which fact is true?* |
| 118. | A Montessori teacher observes children closely in order to provide them with individual learning programmes. The teacher is a guide, not a leader of the classroom, helping to open students’ eyes to the wonders around them..  *What is the role of the teacher?* |
| 119. | The marketing department has asked three advertising agencies to present their ideas for the campaign. B-Kool will choose one of the agencies to plan and carry out the campaign.  *Which fact is true?* |
| 120. | Students can complete the majority of their course requirements outside of class, eliminating down time for sickness or vacations. Our blog also has a ClustrMap that shows us that students from all over the world are visiting our course blog and accessing our classroom from the comfort of their own homes.  *Which statement is not correct?* |