Перелік питань

на тестові завдання для складання іспиту

з навчальної дисципліни Англійська мова професійного спрямування

за спеціальністю: 172 «Телекомунікації та радіотехніка»

Освітній ступінь «бакалавр»

|  |  |
| --- | --- |
| №п/п | Текст завдання |
| 1. | Do you normally check your \_\_\_\_ when shopping? |
| 2. | Equal parts into which the capital or ownership of a company is divided is |
| 3. | A part of a company’s profits paid to the owners of shares |
| 4. | A financial gain, especially the difference between the amount earned and the amount spent in buying, operating, or producing something. |
| 5. | Money owed by one person or organization to another person or organization |
| 6. | An amount paid by a borrower to a lender, for example to a bank by someone borrowing money for a loan |
| 7. | The list of points to be discussed at a meeting |
| 8. | There was a sharp drop \_\_\_ profit. |
| 9. | Profit decreased \_\_\_ $3m. |
| 10. | Profit now stands \_\_\_ $4,5m. |
| 11. | Small talk is one way to break the \_\_\_ when meeting someone for the first time. |
| 12. | I get on like a house on \_\_\_ with our Polish agent; we like the same things and the same sense of humor. |
| 13. | When I visited China for the 1st time, I was like a fish out of \_\_\_ . Everything was so different, and I couldn’t read any of the signs.  |
| 14. | My first meeting with our overseas clients was a real \_\_\_-opener. I hadn’t seen that style of negotiation before. |
| 15. | It is increasingly common for multinational business to send employees on international assignments, but without the right \_\_\_ skills staff will often struggle. |
| 16. | What can you say in the first five minutes of meeting someone? Match the question to the answer. Oh, really! What do you do?  |
| 17. | What can you say in the first five minutes of meeting someone? Match the question to the answer. Have you been to Tokyo before? |
| 18. | What are good topics of conversation in France, say, if you are asked out for dinner? |
| 19. | What are good topics of conversation in Russia, say, if you are asked out for dinner? |
| 20. | What are good topics of conversation in Spain, say, if you are asked out for dinner? |
| 21. | What are good topics of conversation in Germany, say, if you are asked out for dinner? |
| 22. | When replying to job advertisements candidates often fill in an application form and write a(n) \_\_\_. |
| 23. | After considering the CVs the employer will then invite the best candidates to attend a(n) \_\_\_.  |
| 24. | Sometimes candidates will take a(n) \_\_\_ before the interview to assess their mental ability and reasoning skills. |
| 25. | A chain of health clubs needs to find a new manager. \_\_\_ the right person is essential for the success of the business. |
| 26. | Give the synonym: Promotion prospects  |
| 27. | Give the synonym to the underlined word:A job advertisement in most cases is supposed to include a description of the job, the company, the requirements, the location, the salary, benefits, and the promotion prospects. |
| 28. | Guess the word:a job or position that is available to be taken |
| 29. | Give the synonym:to hir |
| 30. | Give the synonym:to employ |
| 31. | Starbucks' Chief Executive Jim Donald - who has presided over a 50 per cent decline in the retailer's 5 share price in the last 12 months - is to be replaced by … and Chairman Howard Schultz. |
| 32. | It's not a level ....any more. As a small family-owned company, it's very difficult for us to compete with the big multinationals in terms of price. |
| 33. | How much can you "dress up" your resume to make yourself as strong a candidate as possible without crossing the ethical line of deception? |
| 34. | L'Oreal is a curious destination for a man who had 'no intention' of taking … in the consumer goods industry. |
| 35. | We now need to encourage investment in new high-technology industries such as clean energy and environmental … . |
| 36. | “The key to successful … today is influence, not authority.” K. Blanchard |
| 37. | Universal Pharmaceuticals (UP) is based in Atlanta, Georgia. During the 1990s it was highlySuccessful thanks to effective treatment it developed for people suffering from … . |
| 38. | The Internet has already proved to be vital to entrepreneursand America’s small businesses, generate up to 80 per cent of new … in the US. |
| 39. | McDonald's is also trying to demystify the at times confusing Starbucks … to coffee, replacing sizes such as 'venti' and 'grande' with a simplistic small, medium and large. |
| 40. | How close do you like to be when speaking with a business colleague? How much eye contact are you comfortable with? Are you comfortable with long periods of silence? And how do you feel about interruptions? These are some of the questions we will be looking at in today's workshop on communication styles and cultural … . |
| 41. | Earth Watch is an international research and conservation and education organization, and we have over 100 field research projects around the world. That involves scientists looking at how animals and plants arc coping in their natural … . |
| 42. | So, for example, we work with HSBC, the global bank, on a climate partnership which is … with other key conservation organizations such as WWF and the Smithsonian Institute. |
| 43. | The Competition Commission is a public body which carries out … into particular mergers and markets in the UK, as well as other matters related to what they call the regulated industries, water and energy and the communications sector. |
| 44. | A business leader needs to know where they're planning to go to and how they're planning to … there. |
| 45. | Competition between companies can be tough, aggressive, even ferocious or cut-… . |
| 46. | Firms may price aggressively in order to build market share, perhaps selling at a loss. They hope to recoup their losses later when, having … themselves to benefit from economies of scale (producing in larger quantities so that the cost of each unit goes down), they are able to charge market prices with a healthy profit margin on each unit sold. This is one way of becoming a cost leader. |
| 47. | Competition can also be gentlemanly or even cosy. Companies of similar size in a particular industry may have similar costs and charge similar prices. But then one competitor reduces its prices, hoping to increase its unit sales (the number of goods it sells), bringing in more money to cover its fixed costs and thereby increase profit.The word “cosy” here means: |
| 48. | Competitors may enter into forms of co-operation, such as joint ventures for specific projects. They may even talk about strategic alliances. But these can go wrong and lead to recrimination between the partners.The word combination “joint venture” here means: |
| 49. | Emerging industries are very attractive. Companies want to get in before the rules of the game become set in stone and be able to influence how they are fixed. “Get in” here is close to:  |
| 50. | When the strain of competing gets too much, competitors may go for the easier option of price fixing, so that each can maintain a reasonable profit margin. Competitors who do this form a cartel. This is an area where outsiders may only find out what is going on if one of the managers involved contacts the authorities. Someone doing this is a whistleblower.A whistleblower is a person who:  |
| 51. | Some organizations are their leaders. Amazon is identified with Jeff Bezos, eBay with Pierre Omidyar and Google with Larry Page and Sergey Brin. Entrepreneurs and founders of their organizations, they are perceived to have … . They are often asked to pronounce on the issues of the day. They are often held up as role models. |
| 52. | The mercurial leadership that is characteristic of many entrepreneurs means that they might found and then sell a series of start-ups, not guiding them to the next, more mature stage themselves.The mature is close to: |
| 53. | Failing companies require yet another kind of leadership: the type of leader who can turn them round and this third species of leader may not be suited to managing other types of change, preferring to move on to another company in crisis.“Turn round” here means: |
| 54. | Companies are increasingly thinking about how to nurture future leaders. In the US, corporate governance - the way that a company is run at the highest level - has become a key issue with shareholders. They have rejected the previous cosy arrangements, where directors appointed people they knew to the board, and now shareholders demand much greater scrutiny over who is chosen and how.Employees were appointed to:  |
| 55. | The qualities of the chief executive cannot be seen in isolation. There must be the right chemistry between the chief executive and other top people and they must have the right mix of complementary skills.Complementary skills are: |
| 56. | Even so, picking the successor to the current CEO is an extremely sensitive task. Will it be someone from within the company, perhaps someone groomed to take over by the current boss? Or do you use headhunters (specialised, highly paid recruiters) to track down someone, perhaps from a completely different industry, and bring them in to shake up the existing order? If your new CEO leaves after six months in the job, perhaps after what the papers describe as 'irreconcilable differences' or as a boardroom battle, the company and perceptions of it will suffer, and so, probably, will its share price.The letters CEO here stand for: |
| 57. | The word-combination 'irreconcilable differences' here describes the differences which: |
| 58. | The word ’groomed’ here is close to: |
| 59. | Whether persuading key officials to give authorization to set up in business, grant government contracts or just let your goods through customs, the alternatives for the word bribe are many and varied: kickback, sweetener (AmE), backhander (BrE), baksheesh and the greasing of palms (international). The law courts, if it gets that far, will refer more prosaically to illicit payments, and defendants in such cases may just talk about commissions. If payments go to a slush fund to finance a political party, this form of corruption may be referred to as sleaze, especially by journalists.The word-combination ‘illicit payments’ here describes the money that is: |
| 60. | The word ‘bribe’ changes its meaning depending on: |
| 61. | Working on the noisy, frenetic trading desk at Goldman Sachs's London offices on Fleet Street earlier this decade, Kieran Prior and John Yeatts, two bright and ambitious twenty somethings from very different worlds, became close friends.Which statement corresponds to the text? |
| 62. | When traders ordered lunch deliveredto their desks,Yeatts cut upPrior's food and fed him one small bite at a time. Prior was born with a rare condition that affects his movement and impairs his speech. He cannot get out of his wheelchair unaided, and has never been able to walk.Which statement is true? |
| 63. | Gary Williams, the former head of European equity trading, who hired Prior nearly eight years ago, has enormous respect for his determination.'He is an exceptionally smart, perceptive guy who haspurposefully risen to – and overcome – so many challenges,' said Williams. 'The noise and hurly-burly of thetrading floor make trading moredifficult for someone in Kieran's position, but the challenge actuallyappeals to him.'Which statement is true? |
| 64. | Intellectually, Prior, now 29, hasfew limits. Since joining Goldman as afinancial analyst in the equity divisionin 2000, Prior – whose IQ score of238 puts him in the top 1 % of the world's population – has risen from performing basic research analysisand trading Euro Stoxx futures torunning a $50m (£25m) group ofEuropean equities and derivatives.The paragraph is about: |
| 65. | Prior joined Goldman just four daysafter he graduated from university.Early on, he caught the attention ofJohn Thornton, Goldman's then-president, as Thornton was walking across the trading floor. Thorntonstopped for a brief chat – andwas amazed. 'I couldn't help but be impressed,'said Thornton. 'First of all, Kieran's sheer, raw talent is impressive, and when you add to that the determinationhe shows getting through the day in aplace like Goldman Sachs, which is so demanding, it is just breathtaking.'Which sentence is true? |
| 66. | Prior is free to invest in almost anybusiness sector, but recently narrowedhis focus to just 20 companiesbecause of the extreme volatility inthe markets. 'I joined Goldman in a bear market,’ he said, 'but thesemarkets are the most difficult I'veever seen, so I’ll just using this periodof volatility to learn as much as I can.'Which sentence corresponds to the text? |
| 67. | Tate and Lyle, the sugar andsweeteners group, lost 5.2 percent to 402 ¼p after CityGroup lowered its forecasts becauseof rising corn prices. Followingrecent floods in the US, the costof corn has risen 25 per cent.Which statement is true? |
| 68. | BNT is an American TV channel specialising in business news. Currently, it has a weekly programmecalled *Make your pitch*. In the programme, entrepreneurs of any age can make a pitch (a persuasivesales presentation) to two wealthy business people (tycoons) asking for money to help them developa business idea, product or service. If the tycoons think the idea will be profitable, they invest someof their own money in the project. However, they usually ask for a large stake in the entrepreneurs'business in return for their investment.Which statement is true? |
| 69. | It is increasingly common formultinational businesses to sendemployees on international assignments,but without the right cross-cultural skills, staff will often struggle.Which statement is true? |
| 70. | Wayne Mullen, Head of Learningand Development at Standard Bank,discusses the impact that culturalchallenges can have on employees relocating to another country. In order to be successfully transferred, employees must understand thehost-country culture, he argues.Which statement corresponds to the text? |
| 71. | Colleagues from different countries might share similar professionalknowledge and skills within a singleinternational organisation, but theirways of working, social skills,body language and ways of doing business are likely to be completelydifferent. They may have differentpatterns of behaviour which needto be understood and appreciated inorder for everyone to work together successfully.Which statement corresponds to the text? |
| 72. | For Chinese officeworkers in Hong Kong it may be acceptable to use the door-closebutton on a lift no matter how many people are also getting in, doing such a thing in London would makepeople extremely angry. Which statement is true? |
| 73. | It is commonfor South Africans to ask personalquestions of their counterparts shortlyafter being introduced, while a British colleague may perceive this asimpolite and inappropriate. LatinAmericans' need for personal spaceis much less than that of theirBritish colleagues.Which statement is true? |
| 74. | Global companies should neverunderestimate the effect thatculture can have on international assignments. Cultural awareness ismuch more than simply knowing about a country's history andgeography. It is about understandinghow and why cultures work differently.It is also important to understandyour own cultural make-up in order to work more effectively, maximize teamwork and strengthen globalcompetence.Which statement is true? |
| 75. | The Standard Bank group operatesin 38 different countries, and its London office alone has 56nationalities. This wide range ofnationalities needs to communicateeffectively in order to work as oneteam. The bank recognised that inorder to harmonise working practiceswithin its culturally diverse office, **it**needed to provide foreign workers witha meaningful understanding of Britishbusiness culture and communication styles. What does ‘**it**’ in bold refer? |
| 76. | Understanding of Britishbusiness culture and communication styles also needed to offer practicalsupport which allowed employees tocope with the challenges of living andworking in an unfamiliar environment;their reactions to day-to-day issues such as the weather, public transportand social etiquette are often the mostvisible manifestations of culture shock.Which statement is true? |
| 77. | 'Women are much happier thanbefore. They have a good educationand careers of their own,'says the 39·year-old who lives and worksin Hanoi. 'And, of course, theyare more respected in the family and society.' Hang, who carriesa sleek laptop in her hand, gets out of an elegant black Mercedesand enters a building where sheworks as the General Director ofViet Hoang Trade and InvestmentCompany, which specialises in construction and real estate.Which statement is true? |
| 78. | Many Vietnamese women pursuecareers these days and have stormedthe corporate boardroom to affirm their increasingly important roles.Whether in remote farms or incompanies, they have becomemuch more self-confident andare discovering their worth andfulfilling their potential.Which statement is true? |
| 79. | Women account for nearly 52 percent of the workforce in the servicesector, 50 per cent in the agriculturaland fisheries sector and 37 per centin industry and construction. Almosta quarter of all companies are runby women, many of whom are alsothe driving forces behind them. Which statement is true? |
| 80. | Asfor women’s status in the family,their position hasimproved remarkably. 'We jointlydecide important issues in our life,such as work or education forour children. My husband alwaysrespects my opinions,’ Hang said.Which statement is true? |
| 81. | Women's own efforts to acquireknowledge and education have,of course, been a major factor intheir advancement. They make upover 40.2 per cent of all universitygraduates, including nearly 9.8per cent of PhDs and 30.5 per cent of Master's degree recipients.Which statement is true? |
| 82. | 'The US shouldfocus on improvingits overall economiccompetitiveness insteadof seeking protectionismto combat its economicslowdown,' said thelatest 2008 WhitePaper: American Business in China.Which statement is true? |
| 83. | The US economy iscurrently slowing, whileits trade deficit withChina remains high, standing at $163.3 billionlast year. The deficithas led to protectionismagainst Chinese goodsand investment in the US.**The two** should make 'defendingand preserving theopenness of the traderelationship a corecommitment,' the White Paper said.What does ‘the two’ mean? |
| 84. | The US trade deficit with China cost2.3 million American jobs over six years, the Economic Policy Institute said on Wednesday. Even when **they** found new jobs,workers who had lost jobs to Chinesecompetition saw their earnings decreaseby an average of $8,146 each year becausethe new jobs paid less, according to the report, funded in part by labor unions.What does ‘they’ mean? |
| 85. | US manufacturers, labor unions,and many lawmakers have long accusedChina of manipulating its currency to giveChinese companies an unfair advantage in international trade, and are pressingChina to continue to allow the yuan to rise against the US dollar.Which statement is true? |
| 86. | The Pampas Leather Company is based in BuenosAires, Argentina. This well-established businessexports leather and fur jackets, as well asaccessories such as handbags, belts and wallets,to world markets. **It** uses the best quality leather,introduces creative designs in its collections,has excellent quality control and a reliabledelivery service.What does ‘it’ mean? |
| 87. | The Pampas Leather Company is based in BuenosAires, Argentina. This well-established businessexports leather and fur jackets, as well asaccessories such as handbags, belts and wallets,to world markets. It uses the best quality leather, introduces creative designs in its collections,has excellent quality control and a reliabledelivery service.Which statement is true? |
| 88. | A major US distributor in Seattle, West Coast Apparel (WCA), has contacted Pampas Leatherabout marketing a range of Pampas's men's leatherjackets under the WCA brand name. WCA has achain of stores in all the large cities on the WestCoast of the US.Which statement is true? |
| 89. | Fast Fitness owns and operates a chain of health andleisure clubs in the United States. Two years ago, thecompany decided to enter the South American market.**It** began by opening six clubs in Sao Paulo, Brazil.The clubs appeal mainly to people aged 20-40. All theclubs have a gymnasium, with the latest equipment,an aerobics studio, a swimming pool, sun decks, a cafe,bar and clubroom. Four of the clubs are located in areaswhere large numbers of Japanese, Spanish, Chineseand Italian immigrants live.What does ‘it’ mean? |
| 90. | The performance of the Fast Fitness clubs has been disappointing,and none of them has reached their turnover andprofit targets. Many members have not renewed theirmembership, and the clubs have not attracted enoughnew members. Which statement is true? |
| 91. | International markets provide … for people to work abroad |
| 92. | International markets promote … of working conditions |
| 93. | International markets increase … and broaden the choice of goods and services |
| 94. | International markets create … and job losses in richer countries |
| 95. | International markets exploit … in poorer countries |
| 96. | My first meeting with our company’s main rivals was a real eye-… . |
| 97. | It was extremely difficult to see eye to … with a new business partner. |
| 98. | I was thrown in at the… water when my company sent me to the British office. |
| 99. | When I visited Japan for the first time, I was startled and felt like fish … water. |
| 100. | Our new business partner managed to break the…by offering a cup of coffee. |
| 101. | **Match the term to the definition:**investment is … . |
| 102. | **Match the term to the definition:**debt is… |
| 103. | **Match the term to the definition:**recession is … . |
| 104. | **Match the term to the definition:**annual turnover is … . |
| 105. | **Match the term to the definition:**bankruptcy is … . |
| 106. | **Match the term to the definition:**shareholder is … . |
| 107. | **Match the term to the definition:**stock market is … . |
| 108. | **Match the term to the definition:**equity is … . |
| 109. | **Match the term to the definition:**loan is … . |
| 110. | **Match the term to the definition:**interest is … . |
| 111. | **Match the term to the definition:**probationary period is … . |
| 112. | **Match the term to the definition:**covering letter is … . |
| 113. | **Match the term to the definition:**job interview is … . |
| 114. | **Match the term to the definition:**psychometric test is … . |
| 115. | **Match the term to the definition:**HR manager is … . |
| 116. | **Match the term to the definition:**application form is … . |
| 117. | **Match the term to the definition:**perksare … . |
| 118. | **Match the term to the definition:**vacancy is … . |
| 119. | **Match the term to the definition:**post is … . |
| 120. | **Match the term to the definition:**severance payment is … . |