

**ДЕРЖАВНА СЛУЖБА СТАТИСТИКИ УКРАЇНИ  
НАЦІОНАЛЬНА АКАДЕМІЯ СТАТИСТИКИ, ОБЛІКУ ТА  
АУДИТУ**

**Кафедра іноземних мов**

**МЕТОДИЧНІ РЕКОМЕНДАЦІЇ  
ДО ВИКОНАННЯ КОНТРОЛЬНИХ РОБІТ**

з дисципліни

**«Ділова іноземна мова (англійська)»**

для студентів II курсу заочної форми навчання

спеціальності 073 «Менеджмент»

**Київ**

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Методичні рекомендації до виконання контрольних робіт з дисципліни «Ділова іноземна мова (англійська)» для студентів II курсу заочної форми навчання

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### **Пояснювальна записка**

Мета викладання дисципліни «Ділова іноземна мова (англійська)» у закладах вищої освіти полягає у формуванні комплексу знань та вмінь мовного, мовленнєвого, організаційного та методичного характеру, який є фундаментом розвитку у студентів іншомовної міжкультурної та професійно-комунікативної компетенції.

Результатом засвоєння студентами дисципліни має стати: сформованість лінгвістичної, соціокультурної та соціолінгвістичної компетенції; здатність застосовувати іноземну мову в усній і письмовій формах для вирішення завдань міжособистісної, міжкультурної та професійної взаємодії; підвищення рівня навчальної автономії та здатності до самоосвіти.

Методичні рекомендації до виконання контрольних робіт з дисципліни «Ділова іноземна мова (англійська)» передбачені для студентів II курсу заочної форми навчання спеціальності 073 «Менеджмент» Національної академії статистики, обліку та аудиту.

Завданням методичних рекомендацій є визначення рівня сформованості у студентів заочної форми навчання умінь і навичок роботи з базовими мовними компонентами: лексичним (знання слів, словосполучень, фразових зворотів, що вивчаються), семантичним (читання, розуміння, тлумачення змісту автентичних текстів загального та професійного характеру) та граматичним (засвоєння морфологічних та синтаксичних способів словотвору та побудови речень).

Методичні рекомендації, які включають контрольні роботи для III та IV навчальних семестрів, представлені у двох варіантах. Кожна контрольна робота містить три блоки завдань текстового та лексичного характеру; четвертий блок складається з граматичних тестів з множинним вибором на застосування часових форм дієслова.

Контрольні роботи включають автентичні текстові матеріали та тестові завдання, що відповідають вимогам чинної Робочої навчальної програми «Ділова іноземна мова (англійська)» для 2 курсу спеціальності 073 «Менеджмент».

Система оцінювання робіт здійснюється за 100-бальною шкалою. За кожен блок завдань бали нараховуються наступним чином:

Завдання 1 – 10 балів

Завдання 2 – 20 балів

Завдання 3 – 30 балів

Завдання 4 – 40 балів

Виконані контрольні роботи перевіряються викладачами кафедри іноземних мов та надають можливість виявити рівень підготовки студентів за програмним матеріалом.

### **Контрольна робота, варіант I (I семестр)**

**1. Read and translate the following words and word combinations into Ukrainian:**

collective rules, customs, expectations, business interactions, to encompass, business etiquette, to vary, offensive, a handshake, to look down, communication, to reflect individuality, interpersonal skills, to encourage, behaviour, positive qualities, to make a good impression, a good reputation, body language, to conduct meetings.

*0,5 points for each correct answer*

*Score \_\_\_\_\_ / 10*

**2. Read the text and complete the task after it**

**Intercultural Communication: Business Etiquette**

Business etiquette refers to the collective rules, customs and expectations governing social and business interactions. Business etiquette is concerned strictly with those customs and expectations in the context of business and is more than simply saying please or thank you. It encompasses the way you behave with another person throughout all business interactions.

Etiquette applies to all sorts of events and exchanges, including emails, telephone calls and shared meals.

The importance of business etiquette is clearly demonstrated when two people from different cultures interact with each other for business purposes for the first time.

Cultural and social norms can vary widely from country to country. What is considered good etiquette in one country can prove offensive in another. For example, an interaction as simple as a handshake can cause unnecessary trouble. In many countries, including the United States, a firm handshake is the ideal.

However, a firm handshake may be looked down upon in France, where light handshakes are expected.

Good business etiquette is simply good for business. Exhibiting comfort in business meetings, communications and other interactions opens up doors, both

individually and for your company. People with strong interpersonal skills are highly prized and respected in most business cultures.

Your character reflects your individuality and your behaviour exhibits your personality. Business etiquette encourages revealing your positive qualities. This helps your reputation.

Always be honest and remember that it takes a long time to develop trust and a good reputation and only one small mistake to lose it.

Business etiquette instructs on you how to present yourself professionally in different cultures. The keys for making a good impression are dressing appropriately, your body language, presenting your business cards, gift giving, conducting meetings and many other important elements.

**Define which of the sentences are true (T) or false (F)**

- a. Cultural and social norms never vary widely from country to country.
- b. In many countries, including the United States, a firm handshake is the ideal.
- c. Etiquette applies some sorts of events and exchanges, including emails, telephone calls and shared meals.
- d. Business etiquette encourages revealing your positive qualities.
- e. This never helps your reputation.
- f. Business etiquette instructs on you how to present yourself professionally in your own culture.
- g. Firm handshakes are expected in France.
- h. It takes a short time to develop good reputation.

*2,5 points for each correct answer*

*Score \_\_\_\_\_/ 20*

**3. Fill in the gaps in the text with the following words and word combinations:**

the turning point , to share, a character, leading positions, empire, well-educated, team up, founders, coffee beans, company CEO.

## The History of Starbucks Coffee Brand

The company Starbucks was founded in 1971 by three gentlemen who decided to \_\_\_\_\_ and open the first ever shop in Seattle to sell \_\_\_\_\_. None of those three had ever thought of creating the biggest coffee shop \_\_\_\_\_ in the world. They really loved coffee beans and wanted \_\_\_\_\_ their love with others by means of their newly-established store.

Starbucks \_\_\_\_\_ were \_\_\_\_\_ and knew the literature well. So, they decided to name their shop after \_\_\_\_\_ from the "Moby-Dick" novel. Character's last name was Starbuck and he loved coffee as well.

The year 1981 appeared to be \_\_\_\_\_ for the Starbucks company. This is when Howard Shultz stepped into the first ever Starbucks shop as the \_\_\_\_\_ and brought the brand to the \_\_\_\_\_ on the coffee market.

*3 points for each correct answer*

*Score \_\_\_\_\_/ 30*

### 4. Choose the correct variant

1. She \_\_\_\_\_ her exam two days ago.

- a) passed
- b) have passed
- c) has passed
- d) had passed

2. A plate slipped out of my hands when I \_\_\_\_\_ the washing up.

- a) was doing
- b) did
- c) had done
- d) was done

3. It's nine o'clock. The students \_\_\_\_\_ a lecture.

- a) will be having
- b) are having
- c) have
- d) have had

4. He \_\_\_\_\_ ill twice so far this year.

- a) is
- b) has been
- c) was
- d) is being

5. By the 8th of April my mother \_\_\_\_\_ in the company for twenty years.

- a) will work
- b) will be working
- c) will have worked
- d) is working

6. I \_\_\_\_\_ these sentences for one hour.

- a) am writing
- b) have written
- c) have written

- b) 've been writing                      d) was writing
7. We \_\_\_\_\_ it for half an hour when the teacher entered.
- a) have discussed                      c) discussed  
b) were discussing                      d) had been discussing
8. She \_\_\_\_\_ her work already.
- a) hasn't finished                      c) finished  
b) has finished                      d) is finished
9. My sister learns French and she \_\_\_\_\_ very well.
- a) does                      c) is doing  
b) do                      d) did
10. My nephew is at college now, and my son \_\_\_\_\_ to college next year.
- a) is going                      c) will go  
b) is going to go                      d) goes
11. His friend \_\_\_\_\_ two English articles into Ukrainian.
- a) translated                      c) has translated  
b) have translated                      d) translates
12. They \_\_\_\_\_ us several telegrams lately.
- a) send                      c) sent  
b) 've sent                      d) are sending
13. Don't worry! The child \_\_\_\_\_ better.
- a) get                      c) have got  
b) gets                      d) is getting
14. He \_\_\_\_\_ under treatment for two months but there are no signs of improvement.
- a) 's been                      c) was  
b) is                      d) is being
15. Our family doctor \_\_\_\_\_ people for heart trouble.
- a) is treating                      c) treats  
b) has treated                      d) treat
16. This dictionary \_\_\_\_\_ much and is very valuable to me.
- a) costed                      c) cost  
b) is costing                      d) had cost
17. I wonder why John \_\_\_\_\_ a job yet.
- a) finds                      c) didn't find  
b) hasn't found                      d) found
18. The company \_\_\_\_\_ now for building workers.
- a) advertised                      c) was advertised  
b) has advertised                      d) is advertising
19. The hard work \_\_\_\_\_ on his health.



- a) tells    c) is telling  
b) is told                                         d) was telling  
20. Peter\_\_\_\_\_ up photography as a hobby.  
a) took     c) has taken  
b) was taken                                      d) takes

*2 points for each correct answer*

Score \_\_\_\_\_/ 40

Total score \_\_\_\_\_/100

### **Контрольна робота, варіант II (I семестр)**

**1. Read and translate the following words and word combinations into Ukrainian:**

to pollute, pollutants, environment, rural areas, acid rains, global warming, overpopulation, threaten, oxygen to breathe, industrial and nuclear wastes, chemical fertilizers, to die out, species, extinct, to emit, disastrous consequences, greenhouse effect, modern technologies, recycle litter, damaging polluting activities.

*0,5 points for each correct answer*

*Score \_\_\_\_\_ / 10*

## **2. Read the text and complete the task after it**

### **Environmental protection**

The planet Earth is only a tiny part of the universe, but it's the only place where human beings can live. People always polluted their environment. But until now pollution hasn't been such a serious and devastating problem. People lived in uncrowded rural areas and did not have pollution caused by enterprises and machines. With the development of crowded industrial cities, which created huge amounts of pollutants, the problem has become more serious. Today our planet is in great danger. Acid rains, global warming, air and water pollution, and overpopulation are the problems that threaten human life on Earth.

Our forests are disappearing because they are cut down or burnt. If this trend continues, one day we won't have enough oxygen to breathe.

The seas and oceans are in great danger too. They are filled with poison: industrial and nuclear wastes, chemical fertilizers and pesticides. The Mediterranean is already nearly dead; the North Sea is following its fate. If people are indifferent and keep silent, one day nothing will be able to live in the seas. Every ten minutes one kind of animal, plant or insect dies out forever.

If nothing is done about it, one million species that are alive today may soon become extinct.

Factories emit tons of harmful chemicals. These emissions have disastrous consequences for our planet. They are the main reason for the greenhouse effect and acid rains.

Fortunately, it's not too late to solve these problems. We have the time, money and even modern technologies to make our planet a better, cleaner and safer place. We can plant trees and create parks for endangered species. We can recycle litter. Individuals and groups of people can work together to persuade big enterprises to stop damaging polluting activities.

**Define which of the sentences are true (T) or false (F)**

- a. People lived in small towns and did not have pollution caused by enterprises and machines.
- b. Our forests are disappearing because they are cut down or burnt.
- c. The seas and oceans are clean and safe.
- d. Every ten minutes one kind of animal, plant or insect is born.
- e. Factories emit tons of harmful chemicals.
- f. We have no time, money and even modern technologies to make our planet a better, cleaner and safer place.
- g. We cannot recycle litter.
- h. Overpopulation is the main reason for the greenhouse effect and acid rains.

*2,5 points for each correct answer*

*Score \_\_\_\_\_/ 20*

**3. Fill in the gaps in the text with the following words and word combinations:**

the mixture, special bottles, a businessman, pharmacist, products, imitations, enthusiastically, headaches, the drink, the company.

**A history of a company success: Coca-Cola**

In 1886 an American \_\_\_\_\_ named John Pemberton, was looking for a quick cure for \_\_\_\_\_ and tiredness. He mixed a couple of ingredients, added carbonated water and took the mixture to Jacobs' Pharmacy in Atlanta, Georgia. People reacted \_\_\_\_\_ so the pharmacy decided to sell \_\_\_\_\_ for 5 cents a glass and named it 'Coca-Cola'. The pharmacy sold 9 glasses in that first year.

Pemberton sold the Coca-Cola Company in 1888 to \_\_\_\_\_ who started to promote the drink by giving pharmacists clocks, calendars and other \_\_\_\_\_ with the Coca-Cola brand on it so visitors got familiar with the drink and the \_\_\_\_\_. In 1895 \_\_\_\_\_ was put into bottles so customers could enjoy Coca-Cola everywhere. Because of many \_\_\_\_\_, Coca-Cola was put into \_\_\_\_\_ in 1916, the same bottles we still use nowadays when the company sells its nearly 400 beverage brands in over 200 countries.

*3 points for each correct answer*

*Score \_\_\_\_\_ / 30*

#### **4. Choose the correct variant**

1 .When Mark arrived, the Johnsons\_\_\_\_\_dinner, but stopped in order to talk to him.

- a) were having                      c) be having
- b) had                                      d) was having

2. While Tom\_\_\_\_\_ football, Marhta\_\_\_\_\_TV.

- a) was playing, watched      c) was playing, was watching
- b) played, watched              d) played, was watching

3. The food that Ann is cooking in the kitchen\_\_\_\_\_ really delicious.

- a) is smelling                      c) smelt
- b) smells                                  d) will smell

4. We called our friends in Paris yesterday to tell them about the vacation that we\_\_\_\_\_.

- a) will plan                              c) plan
- b) were planning                      d) have planned

5. Catherine studies law at the university, and so\_\_\_\_\_Nick.

- a) is    c) was
- b) does                                      d) were

6. I feel terrible. I think I\_\_\_\_\_to be sick.

- a) will    c) am going

b) go

d) will be going

7. My colleagues usually \_\_\_\_\_ four days a week, but once a month they \_\_\_\_\_ five days.

a) work, work

c) are working, are working

b) are working, work

d) work, are working

8. It \_\_\_\_\_ outside; I do not like to walk in such weather.

a) rains

c) is raining

b) is rain

d) is rained

9. I \_\_\_\_\_ a very difficult day tomorrow. I need to prepare for the exam.

a) will have

c) have

b) am having

d) had

10. I \_\_\_\_\_ to the cinema with my friends but my parents asked me to stay home.

a) am not going

c) did not go

b) was going

d) had been going

11. Water \_\_\_\_\_ at 100 degrees.

a) boils

c) will boil

b) is boiling

d) will be boiling

12. The weather \_\_\_\_\_ hotter and hotter.

a) gets

c) is getting

b) be getting

d) get

13. The first modern Olympics \_\_\_\_\_ in Athens more than a hundred years ago.

a) were taking place

c) have taken place

b) took place

d) are taking place

14. We \_\_\_\_\_ 20 new buildings this year.

a) built

c) had built

b) were building

d) have built

15. I \_\_\_\_\_ always \_\_\_\_\_ if the service is bad in restaurants.

a) -, complain

c) was complaining

b) am complaining

d) will complain

16. I \_\_\_\_\_ to the news on television at nine o'clock last night.

- a) was listening                      c) have been listening  
b) listened                              d) am listening

17. After they \_\_\_\_\_ they cleared the table.

- a) ate                                      c) have eaten  
b) eating                                d) were eating

18. I \_\_\_\_\_ for a whole hour!

- a) am waiting                          c) have been waiting  
b) was waiting                        d) waiting

19. I \_\_\_\_\_ John's mobile phone because I left mine at home.

- a) use                                      c) used  
b) was using                            d) have been using

20. This juice \_\_\_\_\_ good.

- a) is tasting                              c) has been tasting  
b) tastes                                 d) was testing

*2 points for each correct answer*

*Score \_\_\_\_\_ / 40*

*Total score \_\_\_\_\_ / 100*

### **Контрольна робота, варіант I (II семестр)**

**I. Read and translate the following words and word combinations into Ukrainian:**

Population, attractive, department stores, residents, to offer, a variety, crowded, public transport, the city council, a mayor, police force, citizens, heating, wastes, a skyscraper, to settle, a suburb, a standard of living, unemployed, to get rid of poverty.

*0,5 points for each correct answer*

*Score \_\_\_\_\_ / 10*

### **1. Read the text and complete the task after it**

#### **What Makes Cities Attractive**

A city is a place where thousands or even millions of people live in a very small area. Today, about half of the world's population live in cities.

Cities have become very attractive places because they offer people not only jobs and work but also many things they can do in their free time. You can go to museums or art exhibitions, relax in public parks, listen to music at concerts or eat out at expensive restaurants that offer food from all over the world. Big department stores give you the pleasure of buying many things without leaving the building.

Cities offer their residents and the people who work there a variety of ways of getting around. Many people walk or ride a bike, which is often the fastest way to get around in a crowded city.

All cities offer at least some forms of public transport: buses, trains or trams. Large cities have subways that travel underground.

A city has its own government, called the city council. The head of a city is its mayor. City governments have many things to care for. They must organize their own police force to protect the citizens and fight crime. They must provide residents with drinking water, electricity, heating, hospitals and services to get rid of wastes. The city council must decide in which parts of the city new factories or houses can be built.

In the 20<sup>th</sup> and 21<sup>st</sup> centuries cities grew more than ever before. Architects discovered a new way to get more space in the city. They built skyscrapers.

As time went on more and more people moved away from the inner parts of the city and settled down in the suburbs, which were the places where it was quieter and where the quality of life was better. These suburbs became small towns with their own office buildings and shopping centres. Even though residents of cities have a higher standard of living there remain many poor people. Cities of today face many social problems. Crime, alcoholism and drug addiction is especially high in cities. Many young people are unemployed . Government organizations work hard to get rid of poverty. They try to give such people better education and jobs.

**Define which of the sentences are true (T) or false (F)**

- a. Today, about 10% of the world's population live in cities.
- b. Big department stores give you the pleasure of buying many things without leaving the building
- c. A city doesn't have its own government.
- d. Citizens must organize their own police force to fight crime.
- e. Architects discovered a new way to get more space in the city.
- f. Cities of today have never faced many social problems.
- g. Cities offer their residents and the people who work there a variety of noisy streets.
- h. In the 20<sup>th</sup> and 21<sup>st</sup> centuries cities grew more than ever before.

*2, 5 points for each correct answer*

*Score \_\_\_\_\_/ 20*

**3. Fill in the gaps in the text with the following words and word combinations:**

circular shape, cost, a horse-drawn coach, tunnels, means of transport, sights, double-decker , underground line, the Tube, “omnibus”.

**Transport in London**



When you are in London you choose from four different \_\_\_\_\_; bus, train, underground or taxi. The typical bus in London is a red \_\_\_\_\_. Traveling on the upper deck gives you the opportunity of seeing London's best \_\_\_\_\_. The first London bus started running between Paddington and the City in 1829. It was \_\_\_\_\_ called \_\_\_\_\_, a Latin word meaning "for all". It carried 40 passengers and \_\_\_\_\_ a shilling for 6 kms. The next to arrive were trains; now there are twelve main railway stations in use in London. The world's first \_\_\_\_\_ was opened between Baker St. and the City in 1863. Now there are ten underground lines and 273 underground stations in use. The London underground is also called \_\_\_\_\_ by londoners, because of the \_\_\_\_\_ of its deep \_\_\_\_\_.

*3 points for each correct answer*

*Score \_\_\_\_\_ / 30*

#### **4. Choose the correct variant**

1. She was nervous because she \_\_\_\_\_ never \_\_\_\_\_ before.

- a) has flown                      c) had flown
- b) hasn't flown                 d) hadn't flown

2. Mary is disappointed because her son \_\_\_\_\_ exams.

- a) failed                         c) fails
- b) has failed                    d) had failed

3. You can't \_\_\_\_\_ after having such a big meal.

- a) hunger                        c) be hungry
- b) hungry                        d) to be hungry

4. I didn't know his name. But I was sure I \_\_\_\_\_ him before.

- a) saw                             c) haven't seen
- b) have seen                    d) had seen

5. Mike is a beggar now but he \_\_\_\_\_ always \_\_\_\_\_ poor.

- a) was not                        c) hasn't been
- b) hadn't been                  d) has been

6. When I got home I was hungry. I \_\_\_\_\_ anything to eat

all day.

- a) haven't had                      c) have had
- b) hadn't had                        d) had had

7. Jack wants a new job. He\_\_\_\_\_ in the same job for three years.

- a) has been                          c) is
- b) was                                d) is being

11. He is broke. He\_\_\_\_\_ all his money on entertainment.

- a) spent                              c) had spent
- b) has spent                        d) spend

8. How much money\_\_\_\_\_ you\_\_\_\_\_ for your retirement?

- a) do save                            c) have saved
- b) are saving                        d) had saved

9. You\_\_\_\_\_ work hard at your English, if you want to know it.

- a) may                                c) should
- b) must                                d) are to

10. How long\_\_\_\_\_ he\_\_\_\_\_ his friend?

- a) has known                        c) do know
- b) had known                        d) is knowing

11. This is the first time I\_\_\_\_\_ bread with honey.

- a) ate                                 c) am eating
- b) eat                                 d) have eaten

12. What\_\_\_\_\_. you\_\_\_\_\_ last night?

- a) have done                        c) were doing
- b) did do                              d) had done

13. He\_\_\_\_\_ his hair. He looks nice.

- a) has cut                            c) is cutting
- b) cut                                 d) had cut

14. When\_\_\_\_\_ he\_\_\_\_\_ his hair cut?

- a) has got                                      c) did get  
b) had got                                      d) does get  
15. \_\_\_\_\_. you \_\_\_\_\_ Peter? - I \_\_\_\_\_ him yesterday.

- a) did see, saw                               c) have seen, have seen  
b) were seen, saw                          d) have seen, saw

16. He \_\_\_\_\_ at me and \_\_\_\_\_ into silence.

- a) had looked, fell                         c) was looking, fell  
b) looked, fell                               d) looked, had fallen

17. The train \_\_\_\_\_ just now.

- a) leaves                                      c) left  
b) had left                                    d) was leaving

18. We do not have much time. We \_\_\_\_\_ hurry.

- a) should to                                 c) must  
b) have                                        d) might to

19. We had many difficulties but we \_\_\_\_\_ them.

- a) have overcome                         c) had overcome  
b) overcame                                 d) 'll overcome

20. We \_\_\_\_\_ their family for long.

- a) knew                                        c) have known  
b) are knowing                               d) had known

*2 points for each correct answer*

*Score \_\_\_\_\_/40*

*Total score \_\_\_\_\_/100*

### **Контрольна робота, варіант II (II семестр)**

**1. Read and translate the following words and word combinations into Ukrainian:**

Tools, a customer, to coin, a decision, profitable, strengths, weaknesses, collaboration, the four P's, to purchase, a customer, production, the life cycle of the product, advertising, promotion, TV commercials, Internet ads, billboards, public relations, distribution.

*0,5 points for each correct answer*

*Score \_\_\_\_\_ / 10*

## **2. Read the text and complete the task after it**

### **Marketing Mix**

A marketing mix is the set of marketing tools that a business uses to sell products or services to its target customers.

Businesses have technically always used marketing tools to promote and sell their work, but the term "marketing mix" was coined in the middle of 20th century.

Identifying and arranging the elements of its marketing mix allows a business to make profitable marketing decisions at every level. These decisions help a business:

- a. Develop its strengths and limit its weaknesses
- b. Become more adaptable in its market
- c. Improve profitable collaboration between departments and partners.

Since the 1960s of the 20<sup>th</sup> century, marketing mix has been associated with the four P's: price, product, promotion, and place.

**Price.** The cost to purchase a product. Price depends on the customer's perceived value of the product. A lower price makes a product accessible to more customers, while a higher price appeals to customers seeking exclusivity. The price must be greater than the cost of production so your business can make a profit.

**Product.** What is being sold. Marketers must consider the life cycle of the product to address any challenges that may arise once it's in the hands of the consumer. For example, the earliest version of the iPod had a battery life problem that was only noticeable after a certain amount of time, and Apple needed to develop ways to combat that problem.

**Promotion** includes advertising, direct marketing, and sales promotion. TV commercials, Internet ads, catalogs, trade fairs, billboards, and even ads on the top of taxi cabs are all types of promotion. This category also includes public relations, such as the distribution of press releases or ongoing relationships with the media.

**Place.** Any physical location where the customer can use, access, or purchase a product. This includes distribution centers, supermarkets etc. Nowadays buyers can purchase products either from physical markets or from virtual markets.

Lately three more P's have been added to the marketing mix: people, process and physical evidence.

**Define which of the sentences are true (T) or false (F)**

- a. Businesses have never used marketing tools to promote and sell their work.
- b. Price depends on the customer's perceived value of the product.
- c. The price mustn't be greater than the cost of production.
- d. Marketers shouldn't consider the life cycle of the product.
- e. Promotion includes advertising, direct marketing, and sales promotion.
- f. Nowadays buyers cannot purchase products from virtual markets.
- g. Promotion is the cost to purchase a product.
- h. Place includes TV commercials, Internet ads, catalogs, trade fairs and billboards.

*2,5 points for each correct answer*

*Score \_\_\_\_\_/ 20*

**2. Fill in the gaps in the text with the following words and word**

**combinations:** connected to, charter flights, a couple of, the Channel Tunnel, reach, a couple of, to cross, steamers and ferry-boats, operates, lorries and coaches.

**Transport in Britain**

You can reach Great Britain either by plane, by train, by car or by ship. The fastest way is by plane. You can leave from an Italian airport, usually Milan or Rome and you can \_\_\_\_\_ London in \_\_\_\_\_ hours, but with \_\_\_\_\_ it will be much quicker by

train, too. London has three international airports: Heathrow, the largest, \_\_\_\_\_ the city by underground; Gatwick, south of London, with frequent train service; Luton, the smallest, used for \_\_\_\_\_. If you go to England by train or by car you have \_\_\_\_\_ the Channel. There is a frequent service of \_\_\_\_\_ which connect the continent, mostly France, to the south-east of England. The organization \_\_\_\_\_ passenger service between France and England is called SEALINK. The Chunnel (tunnel under the English Channel) is a 31-mile-long tunnel linking France and England. Double-decker trains carry cars, \_\_\_\_\_. Trains depart every 15 or 20 minutes.

*3 points for each correct answer*

*Score \_\_\_\_\_ / 30*

#### **4. Choose the correct variant**

1. She left for the South and I \_\_\_\_\_ her since.

- a) didn't see                      c) hadn't seen  
b) haven't seen                  d) don't see

2. I \_\_\_\_\_ the title of the book.

- a) 've forgotten                  c) forgot  
b) 'd forgotten                    d) am forgetting

3. Mary \_\_\_\_\_ French before she came to France.

- a) learned                          c) has learned  
b) was learning                  d) had learned

4. \_\_\_\_\_ you speak any foreign languages?

- a) could                            c) must  
b) can                                d) might

5. He \_\_\_\_\_ miss the exam because he is hardworking.

- a) can't                            c) must  
b) shouldn't                      d) can

6. His car is broken down. He \_\_\_\_\_ an accident.

- a) must have                      c) should have had

b) must be having                      d) must have had

7. When oil and water mix, oil \_\_\_\_\_ to the top.

a) rise                                      c) rises

b) rose                                      d) is risen

8. The old dog just \_\_\_\_\_ on the grass, watching the playing child.

a) is lying                                c) lied

b) laid                                      d) lie

9. There has not been a great response to the sale, \_\_\_\_\_?

a) does there                            c) hasn't it

b) hasn't there                          d) has there

10. When he was going away to the weekend he \_\_\_\_\_ his neighbour to water the lawn.

a) got                                      c) asked

b) has                                      d) had

11. I \_\_\_\_\_ an interesting book at the moment. I'll return it to the library when I've finished.

a) read                                    c) shall read

b) am reading                          d) would read

12. \_\_\_\_\_ to the cinema tomorrow evening.

a) am going                              c) is going

b) go                                        d) has gone

13. I saw John in the park. He \_\_\_\_\_ on the grass and \_\_\_\_\_ a book.

a) were sitting, reading              c) was sitting, reading

b) sitting, reading                      d) sitting, was reading

14. I \_\_\_\_\_ my textbook. Can you help me look for it?

a) has lost                                c) lost

b) have lost                              d) lose

15. \_\_\_\_\_ you ever been to Canada?

a) have                                    c) did

b) has

d) do

16. The story is so funny. We all \_\_\_\_\_ when we were listening to it.

a) are laughing

c) laugh

b) have laughed

d) were laughing

17. The batteries in the recorder must \_\_\_\_\_ every month if you want it to work properly.

a) change

c) to change

b) changing

d) be changed

18. We hope that they \_\_\_\_\_ yesterday.

a) came

c) have come

b) had come

d) come

19. Did you \_\_\_\_\_ all the homework?

a) make

c) do

b) done

d) made

20. Please, don't disturb me while I \_\_\_\_\_.

a) am eating

c) ate

b) eat

d) was eating

*2 points for each correct answer*

*Score \_\_\_\_\_ / 40*

*Total score \_\_\_\_\_ / 100*

Додаток

## **КОНТРОЛЬНА РОБОТА**

### **з дисципліни**



# Ділова іноземна мова (англійська)

**Виконав (ла):**

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**(ПІБ студента (ки) у Р.в.)**

**Перевірив (ла):**

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**(ПІБ викладача у Н.в.)**

**Київ**

**20 \_\_**

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