

**НАЦІОНАЛЬНА АКАДЕМІЯ СТАТИСТИКИ, ОБЛІКУ ТА АУДИТУ**

**Кафедра іноземних мов**

**МЕТОДИЧНІ РЕКОМЕНДАЦІЇ  
ДО ВИКОНАННЯ КОНТРОЛЬНИХ РОБІТ  
З ДИСЦИПЛІНИ**

**«Іноземна мова (англійська)»**

**для студентів I курсу заочної форми навчання**

спеціальності:

072 «Фінанси, банківська справа та страхування»

071 «Облік і оподаткування»

051 «Економіка»

Фінансово-економічний факультет

**Київ**

**2021**

**Кафедра іноземних мов**

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**Київ**

**2021**

МЕТОДИЧНІ РЕКОМЕНДАЦІЇ ДО ВИКОНАННЯ КОНТРОЛЬНИХ РОБІТ з дисципліни «Іноземна мова (англійська)» для студентів I курсу заочної форми навчання, спеціальності 072 «Фінанси, банківська справа та страхування», 071 «Облік і оподаткування», 051 «Економіка» / уклад. С.В. Волох., І. В. Стогній Київ: НАСОА, 2021. 33 с.

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## Пояснювальна записка

Головна мета навчання іноземної мови у закладах вищої освіти нефілологічного спрямування полягає у формуванні в студентів комунікативної компетенції, базою для якої є комунікативні вміння, засновані на мовних знаннях і навичках, що забезпечують входження молодого фахівця у професійний соціум. З огляду на цю мету в основу «Методичних рекомендацій до виконання контрольних робіт з дисципліни «Іноземна мова (англійська)» для студентів I курсу заочної форми навчання, укладених для студентів Національної академії статистики, обліку та аудиту, покладено такі комунікативні вміння:

**лінгвістичні** – коректування, уніфікація та розвиток системи базових мовних знань з фонетики, граматики, лексики іноземної мови; розвиток умінь і навичок з усіх видів мовленнєвої діяльності (читання, говоріння, аудіювання, письма) у межах загальнонавчаної та загальноекономічної мови;

**прагматичні** – вміння користуватися мовою для досягнення функціональних цілей залежно від особливостей соціальної й професійної взаємодії – від ситуації, статусу співрозмовників й адресата мови й інших факторів, що стосуються прагматики ділового спілкування;

**професійні** – здатність ставити й вирішувати прикладні завдання на іноземній мові відповідно до сучасних професійних вимог.

Зміст завдань «Методичних вказівок» відповідає чинній Робочій програмі навчальної дисципліни «Іноземна мова (англійська) для спеціальностей 072 «Фінанси, банківська справа та страхування», 071 «Облік і оподаткування» 051 «Економіка».

«Методичні вказівки» містять контрольні роботи для I та II навчальних семестрів і представлені у двох варіантах для виконання. Кожна контрольна робота складається з двох частин – лексичної (перевірка навичок читання англійських текстів та вміння користуватись професійною лексикою) та граматичної, що містить 5 завдань.

Схеми нарахування балів за виконання завдань контрольної роботи:

Завдання 1 – 0-5 балів;

Завдання 2 – 0-20 балів;

Завдання 3 – 0-20 балів;

Завдання 4 – 0-10 балів;

Завдання 5 – 0-10 балів.

Завдання 6 – 0-10 балів;

Завдання 7 – 0-10 балів;

Завдання 8 – 0-10 балів.

Максимальна кількість балів, яку можна набрати, правильно виконавши всі завдання контрольної роботи – **100**.

Зміст тестових завдань подається на автентичних зразках нормативного мовлення, прийнятого у країнах, мова яких вивчається та відповідає сферам і тематиці професійного спілкування.

## **Теми навчальної дисципліни ЗМІСТОВИЙ МОДУЛЬ 1**

### **Тема 1. Виробництво**

- 1.1. Знайомство. Академія, у якій я навчаюся.
- 1.2. Виробництво. Означений та неозначений артикль.
- 1.3. Економіка в історичному розрізі

### **Тема 2. Що таке економіка**

- 2.1. Що таке економіка?
- 2.2. З історії економіки. Вказівні займенники. Дієслово “to be”

### **Тема 3. Економічні системи**

- 3.1. Функції економічних систем
- 3.2. Економічне зростання. Дієслово “to have”

### **Тема 4. Натуральне господарство**

- 4.1. Натуральне господарство
- 4.2. Сімейні традиції. Цінність родини. Дієслово “to do”  
Конструкція “there + to be”

## **ЗМІСТОВИЙ МОДУЛЬ 2**

### **Тема 5. Ведення бізнесу**

- 5.1. Бізнес
- 5.2. Різновиди бізнесу. Числівники. Неозначені займенники
- 5.3. Звичай та традиції. Теперішній неозначений час. Типи питальних речень

### **Тема 6. Компанії**

- 6.1. Види компаній. Минулий неозначений час
- 6.2. Структура компаній. Теперішній тривалий час
- 6.3. Місце України в сучасному світі

### **Тема 7. Статистика**

- 7.1. Що вивчає статистика. Минулий тривалий час
- 7.2. Бізнес та статистика. Теперішній перфектний час
- 7.3. Київ – столиця України

### **Тема 8. Реклама**

- 8.1. Реклама, види реклами
- 8.2. Кар’єра та реклама. Вживання теперішнього перфектного та минулого неозначеного часів
- 8.3. Гроші, функції грошей. Майбутні часи англійського дієслова

**1<sup>st</sup> SEMESTER**  
**CONTROL TEST №1**  
**VARIANT - I**

**LEXICAL PART**

**Task 1. Read the text “What is economics?”. Are the sentences True or False? For each correct answer you can get 1 point. The total score for this exercise is 5 points.**

**What is economics?**

The development of modern economics began in the 17th century. Since that time economists have developed methods for studying and explaining how individuals, business and nations use their available economic resources. Large corporations use economists to study the way they do business and to suggest methods for making more efficient use of their employees, equipment, factories, and other resources.

Economists have two ways of looking at economics and the economy. One is macro approach, and the other is the micro. Macroeconomics is the study of the economy as a whole. Microeconomics is the study of individual consumers and the business firm.

The resources that go into the creation of goods and services are called the factors of production. The factors of production include natural resources, human resources, capital and entrepreneurship. Each factor of production has a place in our economic system, and each has a particular function. Our country is rich in natural resources. Economists also use the term «land» when they speak of natural resources as a factor of production.

1. The development of modern economics began in the 19th century. T/F
2. Large corporations use economists to study the way they do business. T/F
3. Macroeconomics is the study of the economy as a whole. T/F
4. Microeconomics is the study of individual businessman and the business firm. T/F
5. Our country isn't rich in natural resources. T/F

**Task 2. Match the word with its definition. For each correct answer you can get 2 points. The total score for this exercise is 20 points.**

1. manufacture	a) something such as useful land, or minerals such as oil or coal, that exists in a country and can be used to increase its wealth;
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2. appropriation	b) a phrase or sentence that says exactly what a word, phrase, or idea means;
3. property	c) the fact of someone being paid to work for a company or organization;
4. trade	d) to produce goods in large numbers, usually in a factory using machines;
5. commercial	e) the group of people who govern a country or state;
6. employment	f) to share things among a group of people, especially in a planned way;
7. resources	g) the activity of buying and selling, or exchanging, goods and/or services between people or countries;
8. distribute	h) an object or objects that belong to someone;
9. government	i) the act of taking something for your own use, usually without permission;
10. definition	j) related to business and the buying and selling of goods and services;

**Answer:** 1\_\_\_\_, 2\_\_\_\_, 3\_\_\_\_, 4\_\_\_\_, 5\_\_\_\_, 6\_\_\_\_, 7\_\_\_\_, 8\_\_\_\_, 9\_\_\_\_, 10\_\_\_\_\_.

**Task 3. Write one of these words to complete each sentence. There are 3 extra words, you don't need to use them. For each correct answer you can get 2 points. The total score for this exercise is 20 points.**

*sole proprietorship, raw materials, profit, agreement, expenses, natural economy, stockholders, property, distribution, partners, economics, manufacturing, economy*

1. \_\_\_\_\_ is moving things from the place of production to the marketplace.
2. \_\_\_\_\_ is a new academic discipline.
3. The individuals who own stock certificates are called\_\_\_\_\_.
4. According to the\_\_\_\_\_ Ukrainian exports to Poland increased.
5. \_\_\_\_\_ is a system under which the village produced all the necessities of life for consumption and not for sale.
6. Secondary production is the\_\_\_\_\_ of products such as clothing, cars from raw materials or other products.



7. The \_\_\_\_\_ means to go into business for oneself.
8. In any business activity making a \_\_\_\_\_ is the major aim.
9. Our \_\_\_\_\_ are satisfied with your progress.
10. Profit is defined as the money that remains after paying all the \_\_\_\_\_ in business.

## GRAMMAR PART

**Task 4. Fill in the blanks with *am*, *is* or *are*. For each correct answer you can get 1 point. The total score for this exercise is 10 points.**

1. Taras \_\_\_\_\_ a student. Who \_\_\_\_\_ a student? Taras \_\_\_\_\_.
2. \_\_\_\_\_ you a student? Yes, I \_\_\_\_\_.
3. \_\_\_\_\_ Nina a student? No, she \_\_\_\_\_ not. What \_\_\_\_\_ she? She \_\_\_\_\_ an economist.
4. \_\_\_\_\_ they managers? Yes, they \_\_\_\_\_.
5. \_\_\_\_\_ you a financier? No, I \_\_\_\_\_ not. What \_\_\_\_\_ you? I \_\_\_\_\_ a student.
6. \_\_\_\_\_ they teachers? No, they \_\_\_\_\_ not. What \_\_\_\_\_ they? They \_\_\_\_\_ businessmen.
7. Where \_\_\_\_\_ your friend? He \_\_\_\_\_ in the library.
8. A lot of students \_\_\_\_\_ already here.
9. Is English Grammar easy? No, it \_\_\_\_\_.
10. Are these books yours? Yes, they \_\_\_\_\_.

**Task 5. Choose whether *was* or *were* is correct in these sentences. For each correct answer you can get 1 point. The total score for this exercise is 10 points.**

1. You \_\_\_\_\_ my best friend when we \_\_\_\_\_ children.
  - a) were / was
  - b) were / were
  - c) was / were
  - d) was / was
2. They \_\_\_\_\_ not in Los Angeles when I \_\_\_\_\_ there.
  - a) were / were
  - b) was / was
  - c) was / were
  - d) were / was
3. Where \_\_\_\_\_ Mary yesterday?
  - a) were
  - b) was
4. Kate \_\_\_\_\_ not at university yesterday.
  - a) was
  - b) were
5. I \_\_\_\_\_ very surprised because all my books \_\_\_\_\_ on the floor.

- a) were / were
  - b) was / were
  - c) was / was
  - d) were / was
6. Mandy and Tim \_\_\_\_\_ on holiday in August.
- a) were
  - b) was
7. \_\_\_\_\_ you ill last week?
- a) Were
  - b) Was
8. Your parents \_\_\_\_\_ angry with me.
- a) was
  - b) were
9. I \_\_\_\_\_ very happy to meet Jane.
- a) was
  - b) were
10. Jim \_\_\_\_\_ in the bedroom when the match \_\_\_\_\_ on TV.
- a) were / was
  - b) were / were
  - c) was / were
  - d) was / was

**Task 6. Fill in the blanks with *have* or *has*. For each correct answer you can get 1 point. The total score for this exercise is 10 points.**

1. I \_\_\_\_\_ a sister. She \_\_\_\_\_ a very interesting profession.
2. Hurry up! We \_\_\_\_\_ no time for tea.
3. Do you \_\_\_\_\_ a rest after lunch? No, I \_\_\_\_\_ not.
4. John and Mary \_\_\_\_\_ a baby.
5. \_\_\_\_\_ you got a grammar book? Yes I \_\_\_\_\_.  
It \_\_\_\_\_ twelve chapters.
6. My friend \_\_\_\_\_ a brother. He \_\_\_\_\_ a Bachelor's degree.
7. \_\_\_\_\_ the students many lectures and seminars during the week?  
Yes, they \_\_\_\_\_.
8. Does he \_\_\_\_\_ his tea every evening?
9. He \_\_\_\_\_ classes three times a week.
10. Where do you \_\_\_\_\_ visitors?

**Task 7. Choose *There is* or *There are*, *Is there* or *Are there* in the following sentences. For each correct answer you can get 1 point. The total score for this exercise is 10 points.**

1. \_\_\_\_\_ a Spanish girl in my class.
2. \_\_\_\_\_ a pencil on the table.
3. \_\_\_\_\_ a message for me?
4. \_\_\_\_\_ a jumper on the chair.

5. \_\_\_\_\_ enough markers?
6. \_\_\_\_\_ six forks next to the plate.
7. \_\_\_\_\_ a restaurant?
8. \_\_\_\_\_ five apples in the basket.
9. \_\_\_\_\_ any water left?
10. \_\_\_\_\_ some people in the house.

**Task 8. Put the articles into the gaps if it's necessary. For each correct answer you can get 1 point. The total score for this exercise is 10 points.**

1. \_\_\_ Russia occupies \_\_\_ eastern half of \_\_\_ Europe and \_\_\_ northern third of \_\_\_ Asia.
2. Is Australia \_\_\_ island or \_\_\_ continent?
3. \_\_\_ Thames is \_\_\_ short river.
4. There are many small islands in \_\_\_ Pacific Ocean.
5. That is \_\_\_ largest city in Canada?
6. Let's go out for dinner tonight.
7. We live in \_\_\_ old house near \_\_\_ station. It's two miles from \_\_\_ centre.
8. My sister was always good at \_\_\_ math.
9. Can you turn on \_\_\_ light, please. It's too dark.
10. Please give me \_\_\_ ice cube.

# CONTROL TEST №1

## VARIANT - II

### LEXICAL PART

**Task 1. Read the text and choose the headings to the passages. For each correct answer you can get 1 point. The total score for this exercise is 5 points.**

Economics is the science that concerns itself with economies; that is, it studies how societies produce goods and services and how they consume them. Adam Smith used the ideas of French writers to create a thesis on how economies should work, while Karl Marx and Thomas Malthus expanded on his work—focusing on how scarcity drives economies. Leon Walras and Alfred Marshall used statistics and mathematics to express economic concepts, such as economies of scale. John Maynard Keynes' economic theories are still used today by the Federal Reserve to manage monetary policy. Most modern economic theories are based on the work of Milton Friedman, which suggests that more capital in the system lessens the need for government involvement.

Market-based economies allow goods to flow freely through the market, according to supply and demand. Producers own what they make and decide their own prices, while consumers own what they buy and decide how much they're willing to pay. Command-based economies are dependent on a central political agent, which controls the price and distribution of goods. Supply and demand cannot play out naturally in this system because it is centrally planned, so imbalances are common. Green economies depend on renewable, sustainable forms of energy. These systems operate with the end goal of cutting carbon emissions, restoring biodiversity, relying on alternative energy sources and generally preserving the environment. Green economies tend to focus on technological innovations that increase energy efficiencies.

Macroeconomics is a branch of economics that studies how an overall economy behaves — the market or other systems that operate on a large scale. Macroeconomics studies economy-wide phenomena such as inflation, price levels, rate of economic growth, national income, gross domestic product (GDP), and changes in unemployment.

Microeconomics is the social science that studies the implications of incentives and decisions, specifically about how those affect the utilization and distribution of resources. Microeconomics describes the pricing of products and money, causes of different prices to different people, how it can provide more or less benefit to producers, consumers and others, and how individuals best coordinate and cooperate.

Generally speaking, microeconomics provides a more complete and detailed understanding than macroeconomics.

1. Statistics and mathematics were used by Leon Walras and Alfred Marshall to express economic concepts, such as economies of scale. T/F
2. Command-based economies are dependent on free flow of goods through the market. T/F
3. Green economies operate with the end goal of cutting carbon emissions, restoring biodiversity, etc. T/F
4. Microeconomics studies economy-wide phenomena such as inflation, price levels, rate of economic growth, etc. T/F
5. Microeconomics provides a more complete and detailed understanding than macroeconomics. T/F

**Task 2. Match the word with its definition. For each correct answer you can get 2 points. The total score for this exercise is 20 points.**

1. fair	a) someone whose job is to change what someone else is saying into another language;
2. employer	b) a person or organization that supplies goods to shops and companies;
3. salary	c) to receive a particular amount of money for the work that you do;
4. interpreter	d) a large public event where goods are bought and sold;
5. employment	e) one of a group of people who work together;
6. exhibition	f) a person or organization that employs people;
7. earn	g) a person or business that sells goods to customers in a shop;
8. retailer	h) a show of paintings, photographs, or other objects that people can go to see;
9. colleague	i) the condition of having a paid job;
10. distributor	j) a fixed amount of money agreed every year as pay for an employee, usually paid directly into his or her bank account every month;

**Answer: 1 \_\_\_\_\_, 2 \_\_\_\_\_, 3 \_\_\_\_\_, 4 \_\_\_\_\_, 5 \_\_\_\_\_, 6 \_\_\_\_\_, 7 \_\_\_\_\_,  
8 \_\_\_\_\_, 9 \_\_\_\_\_, 10 \_\_\_\_\_.**

**Task 3. Choose the correct word in a sentence. For each correct answer you can get 2 points. The total score for this exercise is 10 points.**

1). 1200 people are going to \_\_\_\_\_ the meeting.

- a) introduce
- b) earn
- c) meet
- d) attend

2). Good \_\_\_\_\_ is vital in a large organization.

- a) ferry
- b) communication
- c) email
- d) hard-working

3). Happiness is more \_\_\_\_\_ than money.

- a) sightseeing
- b) busy
- c) important
- d) understand

4). Fifty percent of the men in this town are \_\_\_\_\_.

- a) appointed
- b) pleased
- c) enjoyed
- d) unemployed

5). June, let me \_\_\_\_\_ you to Bob.

- a) meet
- b) introduce
- c) estimate
- d) see

6). All the money received by person or a company is known as \_\_\_\_\_.

- a) income
- b) wages
- c) aid
- d) debt

7). Factory representatives \_\_\_\_\_ products to wholesalers and retailers.

- a) grow
- b) profit
- c) sale
- d) distribute

8). The farm is a highly \_\_\_\_\_ business.

- a) allocation
- b) responsibility
- c) profitable
- d) distribution

9). The resources to be \_\_\_\_\_ are scarce.

- a) repaired
- b) allocated
- c) sell
- d) monitor

10). Money in coins and notes is called \_\_\_\_\_.

- a) fund
- b) debt
- c) cash
- d) deposit

## GRAMMAR PART

**Task 4. Fill in the blanks with *am*, *is* or *are*. For each correct answer you can get 2 points. The total score for this exercise is 10 points.**

1. You \_\_\_\_\_ late.

- a) is
- b) has
- c) are
- d) does

2. John and Ann \_\_\_\_\_ good friends.

- a) are
- b) is
- c) has
- d) was

3. I think my father \_\_\_\_\_ tired.

- a) are
- b) is
- c) have
- d) does

4. Who \_\_\_\_\_ your English teacher?

- a) are
- b) does
- c) is

- d) have
5. It \_\_\_\_\_ winter, but it \_\_\_\_\_ cold.
- a) is / are  
b) are / is  
c) are / aren't  
d) is / isn't
6. What size \_\_\_\_\_ your shoes?
- a) is  
b) are  
c) was  
d) does
7. My brother and I \_\_\_\_\_ in the classroom now.
- a) are  
b) am  
c) was  
d) were
8. Where \_\_\_\_\_ the station?
- a) are  
b) is  
c) does  
d) were
9. How old \_\_\_\_\_ your brother?
- a) are  
b) do  
c) does  
d) is
10. Sorry, I \_\_\_\_\_ interested in your problems.
- a) amn't  
b) 'm not  
c) 'mn't  
d) amnot

**Task 5. Choose the correct answer in these sentences. For each correct answer you can get 2 points. The total score for this exercise is 10 points.**

1. In summer 2010 I \_\_\_\_\_ in Brazil.
- a) am  
b) was  
c) were  
d) did
2. We \_\_\_\_\_ very happy to see you yesterday.
- a) were  
b) was



c) are

d) did

3. I can't find my keys. They \_\_\_\_\_ here this morning.

a) are

b) is

c) was

d) were

4. The lesson \_\_\_\_\_ boring. It \_\_\_\_\_ interesting.

a) isn't / wasn't

b) weren't / was

c) wasn't / was

d) weren't / were

5. A: When \_\_\_\_\_ your exam? B: It \_\_\_\_\_ yesterday.

a) was / was

b) were / was

c) was / were

d) were / were

6. People \_\_\_\_\_ more polite in the past.

a) are

b) were

c) was

d) did

7. Everybody \_\_\_\_\_ in the class yesterday.

a). were

b) are

c) was

d) is

8. There \_\_\_\_\_ a lot of cowboys in America in the past.

a) are

b) is

c) was

d) were

9. Where \_\_\_\_\_ you last night?

a) are

b) were

c) did

d) was

10. The weather \_\_\_\_\_ very good yesterday.

a) was

b) were

c) did

d) is

**Task 6. Fill in the blanks with *have* or *has*. For each correct answer you can get 2 points. The total score for this exercise is 10 points.**

1. I \_\_\_ blond hair and blue eyes.

a) have

b) has

2. Ann \_\_\_ to go home now.

a) have

b) has

5. The man next door \_\_\_ had an accident.

a) have

b) has

6. The new supermarket \_\_\_ everything.

a) have

b) has

7. \_\_\_\_\_ your father got a nice car?

a) Have

b) Has

8. \_\_\_\_\_ she got many friends?

a) Have

b) Has

9. \_\_\_\_\_ you got a ticket?

a) Have

b) Has

10. \_\_\_\_\_ they got any children?

a) Have

b) Has

**Task 7. Choose *There is* or *There are*, *Is there* or *Are there* in the following sentences. For each correct answer you can get 2 points. The total score for this exercise is 10 points.**

1. \_\_\_\_\_ a red car parked in our driveway?
  - a) Is there
  - b) Are there
2. There \_\_\_\_\_ six eggs in the fridge.
  - a) is
  - b) are
3. \_\_\_\_\_ many options to pick from?
  - a) Is there
  - b) Are there
4. There \_\_\_\_\_ a euro and ten cents on the counter.
  - a) is
  - b) are
5. There \_\_\_\_\_ a lot of errors on this page.
  - a) is
  - b) are
6. \_\_\_\_\_ a load of laundry to do?
  - a) Is there
  - b) Are there
7. There \_\_\_\_\_ any wine left.
  - a) isn't
  - b) aren't
8. I'm hungry. \_\_\_\_\_ there any apples in your backpack?
  - a) Is
  - b) Are
9. Sorry, Dad. \_\_\_\_\_ nothing left.
  - a) There's
  - b) There isn't
10. Help yourself. \_\_\_\_\_ coffee, tea and juice to drink.
  - a) There's
  - b) There are

**Task 8. Put the articles into the gaps if it's necessary. For each correct answer you can get 2 points. The total score for this exercise is 10 points.**

1. Denver is located at the foot of \_\_\_\_\_ Rocky Mountains.
  - a) the
  - b) no article
  - c) a
2. Toronto is located on \_\_\_\_\_ Lake Ontario.
  - a) a
  - b) the

- c) no article
3. San Diego is located near \_\_\_\_\_ Mexican border.  
a) the  
b) no article  
c) a
4. Let's go to \_\_\_\_\_ Mexico.  
a) the  
b) no article  
c) a
5. \_\_\_\_\_ Nile is the longest river in the world.  
a) The  
b) A  
c) no article
6. \_\_\_\_\_ Sahara is the world's biggest desert.  
a) no article  
b) The  
c) A
7. I spoke with \_\_\_\_\_ Swedish film director that I told you about.  
a) the  
b) no article  
c) a
8. Do you speak \_\_\_\_\_ Swedish?  
a) a  
b) no article  
c) the
9. I need \_\_\_\_\_ bottle of water.  
a) no article  
b) the  
c) a
10. Spain is one of \_\_\_\_\_ largest European countries.  
a) the  
b) a  
c) no article

**2<sup>nd</sup> SEMESTER**  
**CONTROL TEST №2**  
**VARIANT - I**

**LEXICAL PART**

**Task 1. Read the text “Different methods of promotion”. Read the sentences and choose the correct answers (a-c). For each correct answer you can get 1 point. The total score for this exercise is 5 points.**

**Different methods of promotion**

Perhaps the most effective way to promote products to a large number of people is to advertise. There are several different advertising media that we can use, for example TV and radio. There's also the press - that's newspapers and magazines - and the cinema. And of course, the internet is extremely important now. Advertising is a good way to reach a lot of potential customers - but there are other selling techniques as well.

There's personal selling, for example. This means employing sales representatives to make regular sales visits to customers and potential customers. Then there are sales promotions. These include special offers, for example: 'Ten per cent reduction in price'; or 'Buy satellite TV and get free installation' and discounts that encourage people to buy.

Other examples of sales promotions include competitions and free gifts. Another method of promotion is public relations. This involves creating news and getting information about the company or its products in the press or on TV. For example, when a pop star launches a new album, people write about it in the music magazines. And this brings publicity for the company.

The next method is direct marketing. This includes all sales activities where consumers can buy the product immediately. An example is direct mail - where you send information to potential customers by post. We can also include TV and internet shopping in this category. And then there's telephone selling, where sales staff telephone people and try to sell products over the phone.

And finally, we have sponsorship. A company pays money to have its name linked to an event or a person such as a sports personality. The person wears clothing with the name of the company on it.

1. The most effective way to help a large number of people to know about new products is
  - a) to sell them;
  - b) to advertise them;
  - c) to purchase them.
2. Advertising helps us to reach a lot of potential
  - a) people;

- b) entrepreneurs;
  - c) buyers.
3. Personal selling means that sales representatives have to
- a) see the customers;
  - b) invite the customers;
  - c) leave the customers.
4. If you get something free it is called
- a) a discount;
  - b) a special offer;
  - c) a reduction.
5. Public relations involve creating news and getting information about the company or its products
- a) to the other partners;
  - b) in advertising;
  - c) in the press.

**Task 2. Match the word with its definition. For each correct answer you can get 2 points. The total score for this exercise is 20 points.**

1. corporation	a) an arrangement or promise to do something, made by two or more people, companies, organizations;
2. market	b) a person or organization that owns shares in a particular company;
3. distribution	c) the activity of buying, selling, or exchanging goods within a country or between countries;
4. agreement	d) money that you gain by selling things or doing business, after your costs have been paid;
5. stockholder	e) a big company, or a group of companies acting together as a single organization;
6. partnership	f) the act of giving someone something and receiving something else from them
7. trade	g) a business owned by two or more people;
8. production	h) when goods are supplied to shops and companies for them to sell;
9. profit	i) the process of making or growing things to be sold, especially in large quantities;
10.exchange	j) a particular country or area where a company sells its goods or where a particular type of goods is sold;

**Answer: 1 \_\_\_\_\_, 2 \_\_\_\_\_, 3 \_\_\_\_\_, 4 \_\_\_\_\_, 5 \_\_\_\_\_, 6 \_\_\_\_\_, 7 \_\_\_\_\_, 8 \_\_\_\_\_, 9 \_\_\_\_\_, 10 \_\_\_\_\_.**

**Task 3. Write one of these words to complete each sentence. There are 3 extra words, you don't need to use them. For each correct answer you can get 2 points. The total score for this exercise is 20 points.**

*Action, market share, misleading, launched, desire, earn, attention, original, paid, strong, persuasive, advertisement, profit*

1. Advertising that gives the wrong idea or impression is \_\_\_\_\_.
2. I don't think many TV commercials are \_\_\_\_\_. They've never convinced me to buy anything.
3. A good advert shows normal things in an \_\_\_\_\_ and completely new way.
4. An advert has to get your interest and create a \_\_\_\_\_ for the product.
5. A good \_\_\_\_\_ sells the product.
6. Doctors \_\_\_\_\_ lots of money.
7. How much \_\_\_\_\_ did Berkshire Hathaway make?
8. I \_\_\_\_\_ €150 for the flight.
9. We \_\_\_\_\_ several new models.
10. One model now has 6% \_\_\_\_\_.

## **GRAMMAR PART**

**Task 4. Choose the appropriate Pronouns to complete the sentences. For each correct answer you can get 2 points. The total score for this exercise is 10 points.**

1. I didn't buy ..... in the end.
  - a) nothing
  - b) something
  - c) everybody
  - d) anything
  
2. It's not good if everyone ..... to get ..... own license.
  - a) want / their
  - b) wants / their
  - c) wants / there
  - d) want / theirs
  
3. He was an only child, so he had to learn how to amuse .....
  - a) himself
  - b) him
  - c) anybody
  - d) each other

4. They always defend..... If you blame one, the other will spring to her aid.
- a) them
  - b) one another
  - c) him
  - d) themselves
5. He claimed to be an expert, but he knew almost..... about it.
- a) everything
  - b) nothing
  - c) anything
  - d) something
6. If .....had called, they would have left a message.
- a) anybody
  - b) nobody
  - c) everybody
  - d) no one
7. No one can find Alice and David .....
- a) everywhere
  - b) somewhere
  - c) anywhere
  - d) nowhere
8. Despite her father's complaints, she decided to live.....in Canada.
- a) herself
  - b) of her own
  - c) by herself
  - d) her
9. The music in the house was so loud that everybody had to shout to make .....heard.
- a) herself
  - b) oneself
  - c) themselves
  - d) them
10. There was----- to help me so I had to do all the cleaning myself.
- a) anybody
  - b) no one
  - c) somebody
  - d) everyone

**Task 5. Complete these sentences with *much/many*. For each correct answer you can get 2 points. The total score for this exercise is 10 points.**



1. We'll have to hurry. We haven't got \_\_\_\_\_ time.
2. Tom drinks \_\_\_\_\_ milk - one liter a day.
3. She is a very quiet person. She doesn't say \_\_\_\_\_.
4. I put \_\_\_\_\_ salt in the soup.
5. \_\_\_\_\_ people do not like flying.
6. The man was badly injured in the accident. He lost \_\_\_\_\_ blood.
7. This car is expensive to run. It uses \_\_\_\_\_ petrol.
8. Don't disturb me. I've got \_\_\_\_\_ work to do.
9. He's got so \_\_\_\_\_ money, he doesn't know what to do with it.
10. We didn't take \_\_\_\_\_ photographs when we were on holiday.

**Task 6. Open the brackets in *Present Simple* or *Past Simple*. For each correct answer you can get 2 points. The total score for this exercise is 10 points.**

1. I (to watch) television at seven o'clock every evening.
2. I (to watch) television yesterday.
3. She (to comb) her hair every morning.
4. Yesterday she (to comb) her hair.
5. They (not to rest) yesterday.
6. I usually (to walk) to my academy but yesterday I (to take) a tram.
7. Yesterday he (to have) a holiday. He (not to go) to the office. He (to get) up at eleven o'clock, (to wash) his face, (to have) breakfast and (to go) for a walk.
8. As a rule my mother (to cook) dinner. But yesterday she (to decide) not to cook. She (to invite) us to the restaurant.
9. He (not to like) coffee. But yesterday he (to drink) a cup of coffee as he (to be) very tired.
10. You often (to take) your brother for a walk? — Yes. — Why you (not to take) him for a walk the day before yesterday? — He (to be) ill.

**Task 7. Complete the sentences using *will ('ll)* or *going to*. For each correct answer you can get 2 points. The total score for this exercise is 10 points.**

1. A: Why are you turning on the TV?  
B: \_\_\_\_\_ the news. (I/ watch)
2. A: Oh, I've just realised. I haven't got any money.  
B: Haven't you? Well, don't worry. \_\_\_\_\_ you some.  
(I/ lend)
3. A: I've got a headache.  
B: Have you? Wait a second and \_\_\_\_\_ an aspirin for you. (I/get)
4. A: Why are you filling that bucket with water?  
B: \_\_\_\_\_ the car. (I/ wash)
5. A: I've decided to repaint this room.  
B: Oh, have you? What colour \_\_\_\_\_ it? (you/ paint)
6. A: Where are you going? Are you going shopping?  
B: Yes, \_\_\_\_\_ some things for dinner. (I/ buy)
7. A: I don't know how to use the washing machine.  
B: It's easy. \_\_\_\_\_ you. (I/ show)
8. A: What would you like to eat?  
B: \_\_\_\_\_ a pizza, please. (I/ have)
9. A: Did you call Lisa?  
B: Oh, no. I completely forgot. her now. (I/ call)

10. A: Has Dan decided what to do when he leaves school?  
B: Yes. Everything is planned. \_\_\_\_\_ a holiday for a few weeks.  
(he/have) Then \_\_\_\_\_ a management training course. (he/ do)

**Task 8. Put the verb into the correct form *Present Perfect* or *Past Simple*. For each correct answer you can get 2 points. The total score for this exercise is 10 points.**

1. 'What's Madrid like?' 'I don't know \_\_\_\_\_ (I / not / be) there.'
2. When \_\_\_\_\_ (I / get) home last night, \_\_\_\_\_ (I / be) very tired and \_\_\_\_\_ (I / go) straight to bed.
3. A: \_\_\_\_\_ (you / see) Lisa recently?  
B: Yes, \_\_\_\_\_ (I / saw) her a few days ago.
4. I'm tired \_\_\_\_\_ (I / not / sleep) well last night.
5. The bus drivers were on strike Last week. \_\_\_\_\_ (there / be) no buses.
6. Mr Lee \_\_\_\_\_ (work) in a bank for 15 years. Then \_\_\_\_\_ (he / give) it up. Now he works as a gardener.
7. Mary lives in Dublin \_\_\_\_\_ (she / live) there all her life.
8. I don't know Karen's husband. \_\_\_\_\_ (I / never / meet) him.
9. It's nearly lunchtime, and \_\_\_\_\_ (I / not / see) Martin all morning. I wonder where he is.
10. 'Where do you live?' 'In Boston.' 'How long \_\_\_\_\_ (you / live) there?' 'Five years. 'Where \_\_\_\_\_ (you / live) before that?' 'In Chicago.' 'And how long \_\_\_\_\_ (you / live) in Chicago?' 'Two years.'

## CONTROL TEST №2

### VARIANT - II

#### LEXICAL PART

**Task 1. Read the text “Business Organization”. Are the sentences True or False? For each correct answer you can get 1 point. The total score for this exercise is 5 points.**

#### Business Organization

The economic system is made up of people with basic needs that they must satisfy to survive. As most people cannot produce all the goods and services they need, we depend on other people or businesses to make them for our consumption.

Business is the activity of producing, buying and selling goods and services.

A business organization is a firm, a company or a business that makes, buys or sells goods, or provides services, to make a profit.

Businesses vary in size.

Large companies are referred to as corporations. Many consider the corporation the ideal way to organize business. Large companies operating in many countries are multinationals.

Big business can refer to large business organizations or to any business activity that makes a lot of money.

Small companies are referred to as small business or small firms.

When we start a business, we talk about setting up a business or establishing a business. New businesses are called start-ups. Once a business has been established, we talk about beginning a business or running a business.

To do business means to trade or deal with a company or country.

It is not easy to organize a business and to operate it successfully.

When a company is not successful, it may go out of business.

The economic situation, as well as decisions taken by the owners of a company, affect how it grows and changes. You may expand your business, specialize in something, you may also diversify your business.

1. We don't depend on other people or businesses. T/F
2. Multinational companies operate in different countries. T/F
3. A new business is called a start-up. T/F
4. If the company is successful it may go out of business. T/F
5. The economic situation doesn't affect how the business grows and changes. T/F

**Task 2. Match the word with its definition. For each correct answer you can get 2 points. The total score for this exercise is 20 points.**

1. effective	a) to make a strong decision;
2. advertising	b) the amount or degree of something, compared to another amount or degree;
3. give-away	c) one of the groups of people who work together in a particular part of a large organization such as a hospital, university, company, or government;
4. determine	d) successful or achieving the results that you want;
5. consumption	e) the amount of money needed to buy, do, or make something;
6. divide	f) something that is given free to a customer;
7. level	g) the act of buying and using products;
8. employee	h) the business of trying to persuade people to buy products or services;
9. department	i) someone who is paid to work for someone else;
10. costs	j) to separate something into parts and share them between people;

Answer: 1 \_\_\_\_\_, 2 \_\_\_\_\_, 3 \_\_\_\_\_, 4 \_\_\_\_\_, 5 \_\_\_\_\_, 6 \_\_\_\_\_, 7 \_\_\_\_\_,  
8 \_\_\_\_\_, 9 \_\_\_\_\_, 10 \_\_\_\_\_.

**Task 3. Write one of these words to complete each sentence. There are 3 extra words, you don't need to use them. For each correct answer you can get 2 points. The total score for this exercise is 20 points.**

*development, deal with, effective, own, economy, branch, economics, bank account, economist, analysis, advertisement, billboards, advertising*

1. They put an \_\_\_\_\_ in 'The Morning News', offering a high salary for the right person.
2. Around the world, some 3 billion pairs of eyes will notice their logos, slogans and \_\_\_\_\_.
3. Within a market \_\_\_\_\_, businesses seek profits.
4. John Keynes was the great English \_\_\_\_\_.
5. Spielberg has several interesting projects under \_\_\_\_\_.
6. They're planning to open a \_\_\_\_\_ in St. Louis next year.
7. Further \_\_\_\_\_ of the data is needed.
8. The council has failed to \_\_\_\_\_ the problem of homelessness in the city.

9. He used his wife's \_\_\_\_\_.
10. I had a BMW, but now I \_\_\_\_\_ an Audi.

**Task 4. Fill the gaps with personal or reflexive pronouns. For each correct answer you can get 2 points. The total score for this exercise is 10 points.**

- 1 . He is quit right, I agree with \_\_\_\_\_ completely.
- 2 . I looked at \_\_\_\_\_ in the mirror and left the house in a very good mood.
- 3 . “Who is it?” — “It’s \_\_\_\_\_ may I come in?”
- 4 . Mr. Lloyds is very fat \_\_\_\_\_ weighs over a hundred kilos?
- 5 . \_\_\_\_\_ introduced his wife to the quests.
- 6 . Where shall \_\_\_\_\_ meet, Bob?
- 7 . James took the book and opened \_\_\_\_\_.
- 8 . We don’t dress \_\_\_\_\_ for dinner here.
- 9 . I taught \_\_\_\_\_ to play the guitar.
- 10 . Selfish people only care about \_\_\_\_\_.

**Task 5. Complete these sentences with *little/a little/few/a few*. For each correct answer you can get 2 points. The total score for this exercise is 10 points.**

1. We didn't have any money but Tom had \_\_\_\_\_.
2. He doesn't speak much English. Only \_\_\_\_\_ words.
3. Nora's father died \_\_\_\_\_ years ago.
4. 'Would you like some more cake?' 'Yes, please, but only \_\_\_\_\_'.
5. This town isn't very well-known and there isn't much to see, so \_\_\_\_\_ tourists come here.
6. I don't think Jill would be a good teacher. She's got \_\_\_\_\_ patience with children.
7. This is not the first time the car has broken down. It has happened \_\_\_\_\_ times before.
8. The cinema was almost empty. There were very \_\_\_\_\_ people there.
9. There is a shortage of water because there has been very \_\_\_\_\_ rain recently.
10. Hurry! We've got \_\_\_\_\_ time.

**Task 6. Open the brackets in *Present Simple or Past Simple*. For each correct answer you can get 2 points. The total score for this exercise is 10 points.**

1. They (to be) in London last month.
2. Who of your friends (to speak) English?
3. How many lessons you (to have) every day?
4. I (not to be) at home yesterday, I (to go) for a walk.
5. He usually (to sleep) well. But last night he (to sleep) bad.
6. Your sister (to be) a doctor? — Yes, she (to become) a doctor two years ago.
7. He (not to shave) today because he (not to have) time.
8. You (to get) up early on Sunday? — Yes. But last Sunday I (to sleep) till ten o'clock.
9. When you (to leave) the meeting yesterday?
10. She (to enjoy) the film, which we (to see) last week?
11. Why your parents (to be) so angry last night? - Because my brother (to be) late.

**Task 7. Read the situations and complete the sentences using *will ('ll)* or *going to*. For each correct answer you can get 2 points. The total score for this exercise is 10 points.**

1. The phone rings and you answer. Somebody wants to speak to John.  
Caller: Hello. Can I speak to John, please?  
You: Just a moment. I \_\_\_\_\_ him. (I/ get)
2. It's a nice day, so you have decided to take a walk. Just before you go, you tell your friend.  
You: The weather's too nice to stay in. \_\_\_\_\_ a walk. (I/ take)  
Friend: Good idea! I think \_\_\_\_\_ you. (I/ join)
3. Your friend is worried because she has lost her driving license.  
You: Don't worry. I'm sure \_\_\_\_\_ it. (you/ find)  
Friend: I hope so.
4. There was a job advertised in the paper recently. At first you were interested, but then you decided not to apply.  
Friend: Have you decided what to do about that job you were interested in?  
You: Yes, \_\_\_\_\_ for it. (I/ not/ apply)
5. You and a friend are stuck in traffic. You have to be in a meeting in five minutes and you need at least another 20 minutes to get there.  
You: The meeting begins in five minutes \_\_\_\_\_. (we/ be late)
6. Ann and Sam are staying at a hotel. Their room is in very bad condition, especially the ceiling.  
Ann: The ceiling doesn't look very safe, does it?  
Sam: No, it looks as if \_\_\_\_\_ (it/ fall down)
7. Paul has to go to the airport to catch a plane tomorrow morning.  
Paul: Kate, I need somebody to take me to the airport tomorrow morning.  
Kate: That's no problem. \_\_\_\_\_ you. (I/ take) What time is your flight?  
Paul: 10.30.
8. Kate: OK, \_\_\_\_\_ you up at your house at about 8 o'clock then. (I/ pick) Later that day, Joe offers to take Paul to the airport.  
Joe: Paul, do you want me to take you to the airport?
9. Paul: No thanks, Joe. \_\_\_\_\_ me. (Kate/ take)
10. Why \_\_\_\_\_ a new mountain bike?

**Task 8. Put the verb into the correct form *Present Perfect* or *Past Simple*. For each correct answer you can get 2 points. The total score for this exercise is 10 points.**

1. \_\_\_\_\_ raining for a while, but now it's raining again. (it / stop)
2. The town where I live is very different now. It \_\_\_\_\_ a lot. (it / change)
3. I studied German at school, but \_\_\_\_\_ most of it now. (I / forget)
4. The police \_\_\_\_\_ three people, but later they let them go. (arrest)
5. What do you think of my English? Do you think \_\_\_\_\_? (it / improve)

6. A: Are you still reading the paper?

B: No, \_\_\_\_\_ with it. You can have it. (I / finish)

7. \_\_\_\_\_ for a job as a tourist guide, but I wasn't successful. (I / apply)

8. Where's my bike? \_\_\_\_\_ outside the house, but it's not there now. (it / be)

9. Quick! We need to call an ambulance. \_\_\_\_\_ an accident. (there/be)

10. A: Have you heard about Ben? \_\_\_\_\_ his arm. (he / break)

B: Really? How \_\_\_\_\_? (that / happen)

A: \_\_\_\_\_ off a ladder. (he/fall)

НАЦІОНАЛЬНА АКАДЕМІЯ СТАТИСТИКИ, ОБЛІКУ ТА АУДИТУ

Кафедра іноземних мов

**КОНТРОЛЬНА РОБОТА**  
**з дисципліни**  
**“Іноземна мова (англійська)”**

**Виконав (ла):**  
**Студент (ка) I курсу**  
**заочної форми навчання**  
**спеціальності ... «.....»**

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**(ПІБ студента (ки) у Р.в.)**

**Перевірив (ла):**

---

**(ПІБ викладача у Н.в.)**

**Київ**  
**20 \_\_**



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