

НАРОДНАЯ УКРАИНСКАЯ АКАДЕМИЯ

**ПРАКТИКУМ К УЧЕБНИКУ PROFILE 2
INTERMEDIATE**

Практикум для студентов II–III курсов факультета
«Бизнес-управление», обучающихся по специальности
«Экономика предприятия»

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П 69

*Утверждено на заседании общеакадемической кафедры английского языка
Народной украинской академии.*

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Практикум містить завдання до підручника Profile 2 Intermediate Student's Book, by John Hughes. Вправи спрямовані на закріплення активного лексичного матеріалу та формування навичок коректного вживання активних лексичних одиниць в підготовленому та спонтанному усному мовленні. Завдання укладено згідно з чинною програмою курсу «Ділова іноземна мова» для студентів факультету «Бізнес-управління».

Навчальний посібник розрахований на студентів II–III курсів факультету «Бізнес-управління».

П 69

Практикум к учебнику Profile 2 Intermediate : практикум для студентов II–III курсов фак. «Бизнес-упр.», обучающихся по специальности «Экономика предприятия» / Нар. укр. акад., [общеакад. каф. англ. языка. ; сост.: Л. А. Артеменко, В. С. Полина]. – Х. : Изд-во НУА, 2019. – 56 с.

Практикум содержит задания к учебнику Profile 2 Intermediate Student's Book, by John Hughes. Задания направлены на закрепление активного лексического материала и формирование навыков корректного использования активные лексические единицы в подготовленной и спонтанной устной речи. Задания составлены согласно действующей программе курса «Деловой иностранный язык» для студентов факультета «Бизнес-управление».

Практикум предназначен для студентов II–III курсов факультета «Бизнес-управление».

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ПРЕДИСЛОВИЕ

Практикум к учебнику Profile 2 содержит упражнения и задания для аудиторной и самостоятельной внеаудиторной работы студентов. Целью практикума является усвоение лексических единиц, используемых в профессиональной среде, приобретение навыков их использования в разнообразных речевых ситуациях и формирование у студентов необходимых коммуникативных компетенций в сферах профессионального и ситуативного общения.

Практикум Profile 2 содержит 12 разделов. К каждому разделу составлены задания лексического характера в соответствии с требованиями методики.

Задания базируются на действующей программе курса «Деловой иностранный язык» для студентов факультета «Бизнес-управление». Предлагаемые в учебном пособии задания могут быть использованы во время отработки соответствующего раздела учебника и модульного контроля.

UNIT 1. COMMUNICATION

Task I. Vocabulary work

Translate into Ukrainian\Russian

1. surf (v) the Net	1.
2. attachment	2.
3. extension	3.
4. fluent	4.
5. costs	5.
6. leaflet	6.
7. advertisement	7.
8. washing powder	8.
9. customer	9.
10. staff	10.
11. improve	11.
12. annual	12.
13. middleman	13.
14. committed	14.
15. requirement	15.
16. packaging	16.
17. approach (n)	17.
18. double (v)	18.
19. appoint (v)	19.
20. reward (n)	20.

Task II

Match the words with their definitions

1. join (n)
 2. accommodation
 3. accountant
 4. handle
 5. deal with (v)
 6. booking
 7. queue
 8. software
 9. training
 10. response (n)
- a. to take the necessary action, especially in order to solve a problem
 - b. something that is done as a reaction to something that has happened or been said
 - c. a line of people waiting to enter a building, etc.
 - d. a place for someone to stay, live, work
 - e. to do the things that are necessary to complete a job
 - f. someone whose job is to keep and check financial account
 - g. to do the things that are necessary to complete a job
 - h. an arrangement to travel by train, use a hotel room, etc. at a particular time in the future
 - i. to become a member of an organization, society, or group
 - j. the process of teaching or being taught the skills for a particular job or activity

Task III

Fill in the correct word from the list below

accommodation customers fluent handled double packaging
leaflets staff responsible middleman

1. He is for the efficient running of the office.
2. Much attention is being paid to grading and
3. The job is being by a top lawyer.
4. Students were handing out electing at the station.
5. The price for the holiday includes flights and
6. A promise was given to the number of police on duty.
7. The entire has done an outstanding job this year.
8. He acts as a for British companies seeking contrasts in this area.
9. We aim to offer good value and service to all our
10. He was a and rapid prose writer.

Task IV

Word building. Complete the table by forming other words using appropriate suffixes if necessary. Consult the dictionary.

Noun	Verb	Adjective / Participle	Adverb
1. requirement			
2.	attach		
3.		appointed	
4.			annually
5.	double		
6.		fluent	
7.	improve		
8. training			
9. enquiry			
10. approach			

Task V

Translate from Russian into English

1. В течение двух лет компания удвоила свой штат.
2. Водители такси должны пройти интенсивную подготовку.
3. Открытые люди – это те, кто дружелюбны и с кем легко говорить.
4. Был назначен комитет для рассмотрения планов.
5. Что требуется, так это полная реорганизация системы.
6. Школьная поездка стала ежегодным событием.
7. Я пришло вам эти фотографии как приложение к электронному письму.
8. Сотрудники всех уровней могут сейчас справиться с простыми телефонными запросами на французском, испанском и итальянском языках.
9. Я пишу в ответ на вашу рекламу в журнале Business.
10. Языковые курсы следует проводить на территории компании.

UNIT 2. CAREERS

Task I. Vocabulary work.

Translate into Ukrainian\Russian

1. application	1.
2. reference	2.
3. lay off	3.
4. turn down	4.
5. set up	5.
6. put down	6.
7. take on	7.
8. fringe benefits	8.
9. deprive of	9.
10. work load	10.
11. sacrifice	11.
12. salary	12.
13. current	13.
14. responsibility	14.
15. executive	15.
16. awareness	16.
17. trainee	17.
18. retail	18.
19. applicant	19.
20. complaint	20.

Task II

Match the words with their definitions

1. executive
 2. awareness
 3. lay off
 4. salary
 5. shift
 6. promotion
 7. reference
 8. turn down
 9. set up
 10. application
- a. money that you receive as payment from the organization you work for, usually paid every month
 - b. move to a more important job or position in an organization
 - c. to refuse an offer, request or invitation
 - d. a manager in an organization or company who helps make important decisions
 - e. to start a company, organization, committee
 - f. to stop employing someone because there is no work for them to do
 - g. work for a particular period of time during the day or night
 - h. knowledge or understanding of a particular subject or situation
 - i. a formal, usually written request for something such as a job, place at university, or permission to do something
 - j. a letter containing information about you written by someone who knows you well and is usually intended for a new employer

Task III

Fill in the correct word from the list below

deprived trainees workload retail responsibilities put down secure
sacrificed taking on applicants

1. They themselves for a training course.
2. We're 50 new staff this year.
3. A lot of these children have been of a normal home life.
4. She's struggling to cope with the heavy
5. She a promising career to look after the kids.
6. The Health Minister has overall for Britain's hospitals.
7. The start working next week.
8. There are fewer jobs now.
9. Successful will be expected to travel extensively.
10. We are looking for more outlets for our products.

Task IV

Word building. Complete the table by forming other words using appropriate suffixes if necessary.

Noun	Verb	Adjective / Participle	Adverb
1.	promote		
2. applicant			
3. nature			
4.	inform		
5. reference			
6.	complain		
7.	train		
8.	deprive		
9. employment			
10.		advertising	

Task V

Translate from Russian into English

1. Его теория не имела успеха.
2. Сотрудникам компании предоставляют дополнительное вознаграждение (оплаченный отпуск, страховка, бесплатная парковка).
3. В то время бытовали две широко распространенные теории.
4. Я хочу получить работу с хорошими перспективами повышения.
5. Нам будут нужны рекомендации от ваших предыдущих работодателей.
6. Ей предложили работу, но она отказалась.
7. Продавцов обучают, как разбираться с жалобами покупателей.
8. Как только они узнали, что я доктор, их отношение изменилось.
9. Вам следует перечислить школы и учебные заведения, которые вы посещали, в хронологическом порядке.
10. Будьте готовы принять на себя больше ответственности и работать допоздна на вашей теперешней работе.

UNIT 3. EMPLOYMENT

Task I. Vocabulary work

Translate into Ukrainian/Russian

1. accompany	1.
2. covering letter; cover letter	2.
3. purpose	3.
4. draw attention (to)	4.
5. key points	5.
6. highlight	6.
7. suitability	7.
8. apply for	8.
9. relevant skills	9.
10. re (reference)	10.
11. placement/job placement agency	11.
12. day-to-day	12.
13. currently	13.
14. available	14.
15. commence	15.
16. appropriate	16.
17. reference book	17.
18. applicant	18.
19. be keen; to be keen as mustard	19.
20. consequently	20.

Task II

Match the words with their definitions

1. covering letter (cover letter)
 2. response
 3. relevant
 4. edition
 5. awareness
 6. contribution
 7. currently
 8. available
 9. consequently
 10. flexible
- a. published form of a book, etc.
 - b. adaptable to circumstances
 - c. at the present time
 - d. related to the matter in hand
 - e. at one's disposal capable of being used
 - f. a letter that you send with a document, package that gives more information about it
 - g. logically consistent
 - h. act of contributing
 - i. having knowledge or realization
 - j. an answer given in word or act

Task III

Fill in the correct word from the list below

purpose available highlight contribution consequently covering letter
awareness key points reference flexible

1. You can increase your monthly to the pension scheme.
2. Consumer means that consumers are aware of products or services.
3. These good are not currently
4. In academic literature, a is previously published written work that has been used as a source.
5. If you something, you make it more noticeable or obvious.
6. There has been a great deal of rain and the reservoirs are full.
7. Finding a job with hours is an important consideration for increasing number of people.
8. is a letter of introduction attached to, or accompanying another document such as a resume or curriculum vitae.
9. There are five on Customer Service Seminar.
10. The protection of children is the primary of this legislation.

Task IV

Word building. Complete the table by forming other words using appropriate suffixes if necessary. Consult the dictionary.

Noun	Verb	Adjective / Participle	Adverb
1.		covering	
2.	suit		
3. applicant			
4.		responsive	
5. edition			
6.	contribute		
7.		consequent	
8. doubt			
9.	consume		
10.		lost	

Task V

Translate from Russian into English

1. Вы можете увеличить свои ежемесячные вклады в пенсионный фонд.
2. Потребительская осведомленность означает, что потребители знают о продукте или услугах.
3. Все заявители на получение визы должны прийти лично в консульский отдел на интервью.
4. Мой друг согласился сопровождать меня в поездке в Лондон.
5. Он не напомнил о двух моих опозданиях на прошлой неделе.
6. Существуют хорошие и плохие пути привлечь внимание других.
7. Выберите самые соответствующие навыки из вашего перечня, которые требуются на выбранной вами работе.
8. Вы можете поискать работу в кадровом агентстве.
9. Какую роль играет деловое общение в вашей повседневной работе?
10. Он ищет работу на неполный рабочий день, которая подходит его образу жизни.

UNIT 4. IMPORT-EXPORT

Task I. Vocabulary work

Translate into Ukrainian/Russian

1. seafaring trade	1.
2. cargo	2.
3. textile	3.
4. BC	4.
5. deal with	5.
6. dumping	6.
7. customs	7.
8. crude oil	8.
9. garments	9.
10. USP (unique selling points)	10.
11. ensure	11.
12. establish	12.
13. settle disputes	13.
14. trade barriers	14.
15. rounds	15.
16. accept a decision	16.
17. take for granted	17.
18. cause	18.
19. retail outlet	19.
20. claim	20.

Task II

Match the words with their definitions

1. access
 2. destination
 3. dumping
 4. protectionism
 5. cargo
 6. ensure
 7. customs
 8. garment
 9. cause
 10. retail
- a. selling goods in a particular country at prices that are unfairly low
 - b. the goods carried in a ship, plane or lorry
 - c. a person, event or thing that makes something happen
 - d. the place at a port, air port or frontier where officials check incoming goods, travelers or luggage
 - e. a piece of clothing
 - f. selling of goods through shops
 - g. a means of approaching or entering a space
 - h. to make certain that something will happen properly
 - i. the principle or practice of protecting a county's own industry by taxing foreign goods
 - j. a place which is set for the end of a journey or to which something is sent

Task III

Fill in the correct word from the list below

deal with customs cargo dumping retail garment cause
protectionism luxury destination

1. They claim the of steel below the cost of production is harming the domestic industry.
2. The system of aims to preserve jobs.
3. The have seized large quantities of cigarettes.
4. The ship can carry 40 passengers plus
5. The store combines food with home products.
6. A new should be washed carefully.
7. There is no for alarm.
8. He was leading a life of in Australia.
9. It takes a lot of time to get to your
10. Don't worry, I'll this.

Task IV

Word building. Complete the table by forming other words using appropriate suffixes if necessary. Consult the dictionary.

Noun	Verb	Adjective / Participle	Adverb
1.	trade		
2.	deal		
3. protectionism			
4.	accept		
5. cause			
6. favour			
7.	establish		
8.	negotiate		
9. claim			
10. nature			

Task V

Translate from Russian into English

1. Мы обеспечим равные возможности для всех.
2. Надеемся, что фракции сумеют уладить свои разногласия мирным путем.
3. Ведутся переговоры.
4. Они жили в роскоши.
5. Не слишком загружай машину, когда отправляешься в дальнее путешествие.
6. Нужно 3 часа, чтобы добраться до места назначения.
7. Вы должны подать иск против компании, страхующей автомобили.
8. Обе страны хотели защитить интересы производителей в своих бывших колониях, особенно Вест-Индии.
9. ВТО решила спор в пользу США, но европейцы отказались признать это решение.
10. Страны Центральной Америки имеют сравнительное преимущество по климату, земле и стоимости рабочей силы.

UNIT 5. MARKETING

Task I. Vocabulary work

Translate from Russian into English

1. доступ	1.
2. загружать, скачивать	2.
3. музыкальный автомат	3.
4. розничная торговля	4.
5. спрос	5.
6. цитата	6.
7. подход	7.
8. обращаться, притягивать	8.
9. входить, проникать	9.
10. опрос, анкетирование	10.
11. срок, термин	11.
12. уникальные специфические характеристики товара	12.
13. капот	13.
14. вкладывать, прилагать	14.
15. лично	15.
16. образец	16.
17. бесплатный	17.
18. отрасль, подразделение, филиал	18.
19. доля, часть, квота	19.
20. запрашивать цену	20.

Task II

Match the words with their definition

- | | |
|----------------|---|
| 1. share | a. the act of bringing goods, letters etc to a particular person or place |
| 2. currently | b. the right to enter a place, use something |
| 3. delivery | c. at the present time |
| 4. leaflet | d. the need or desire that people have for particular goods or services |
| 5. hospitality | e. a small book or piece of paper advertising something or giving information on a particular subject |
| 6. brand | f. a number of people or things that are all different but are all of the same general type |
| 7. demand | g. one part of something that is divided between two or more people, businesses, etc. |
| 8. access | h. to start something, usually big or important |
| 9. range | i. a type of product made by a particular company that has a particular name or design |
| 10. launch | j. friendly behavior towards visitors |

Task III

Fill in the correct word from the list below

demand enclosed shares appeal delivery complimentary brand
share hospitality currently

1. The universities are having to to the government for more money.
2. A key was in the envelope.
3. All guests will receive a bottle of champagne.
4. They hope to increase their of the market.
5. People who own become owners of the company and receive part of the company's profits.
6. These products are available.
7. The restaurant pays cash on for fish which the local fishermen like.
8. Thanks for your over the past few weeks.
9. What of detergent do you use?
10. We rely on new sources of energy to meet

Task IV

Word building. Complete the table by forming other words using appropriate suffixes if necessary. Consult the dictionary.

Noun	Verb	Adjective\Participle	Adverb
1. appeal			
2.	enclose		
3. compliment			
4.			currently
5.		deliverable	
6.		demanding	
7. penetration			
8.		approachable	
9.		sharing	
10. brand			

Task V

Translate from Russian into English

1. Эти новые идеи проникают в общество.
2. К нашему письму прилагался чек.
3. Вас представлять некому. Вам придется идти самому.
4. Он сейчас работает над своим новым проектом.
5. Большинство индийских ресторанов предлагают бесплатную доставку.
6. Производство все еще растет быстрее, чем спрос.
7. Довольно ограниченный круг людей отвечает за ключевые решения.
8. Пресса начала серьезную кампанию по охране окружающей среды.
9. Эти игры можно скачать бесплатно из Интернета.
10. Пожалуйста, приложите чек к вашей заявке.

UNIT 6. RETAIL

Task I. Vocabulary work

Translate into Ukrainian/Russian

1. be responsible for	1.
2. chain store	2.
3. shopping mall	3.
4. corner shop	4.
5. convenience store	5.
6. persuade	6.
7. specialist retail	7.
8. groceries	8.
9. middleman	9.
10. bar code	10.
11. etailer (electronic retailer)	11.
12. stock	12.
13. appliance	13.
14. branch	14.
15. particular goods	15.
16. item	16.
17. aisle	17.
18. checkout	18.
19. embrace	19.
20. supermarket trolley	20.

Task II

Match the words with their definition

1. retailer
2. check-out
3. nationwide
4. swipe
5. till
6. suburb
7. trolley
8. urban
9. device
10. attachment

- a. happening or existing in every part of the country
- b. a machine used in shops for calculating the amount you have to pay for
- c. a large basket on wheels used for carrying bags, shopping, etc.
- d. a machine or tool that does a special job
- e. business that sells products or services on the Internet
- f. pull a plastic card through a machine that can read the electronic information on it
- g. a document or file that is sent with an email message
- h. an area where people live which is away from the centre of a town
- i. relating to towns and cities
- j. the place in the supermarket where you pay for the goods you have chosen

Task III

Fill in the correct word from the list below

impulse family-owned middlemen checkout displayed
persuaded designer designed chain store retailing

1. He was fairly easily
2. These may be many job loses in
3. A supermarket is just a huge trap to make us spend more money.
4. The checkout is a danger area for buys like sweets and chocolates.
5. Five years ago the shop had big sales.
6. is one of a group of shops, all of which are owned by one organization.
7. Companies sell goods to who keep them in large storerooms.
8. Boutiques sell clothes often with labels.
9. If you have not more than 10 items you can go directly to points.
10. The goods are and stock is kept at the retail.

Task IV

Word building. Complete the table by forming other words using appropriate suffixes if necessary. Consult the dictionary.

Noun	Verb	Adjective\Participle	Adverb
1.		serving	
2.	contain		
3.		cleaning	
4.			directly
5. package			
6.			selectively
7.		requiring	
8.	distribute		
9.		presentable	
10.	identify		

Task V

Translate from Russian into English

1. Много внимания уделяется сортировке, упаковке и сбыту.
2. Какие их требования?
3. Это хорошая возможность для него продемонстрировать свою силу.
4. Самые дорогие шампуни выставлены на высоте 120-150 см.
5. Товары поставляют в количестве необходимом для предприятий различной торговли.
6. Супермаркет – это большая ловушка, заставляющая нас тратить больше денег.
7. Интернет изменил способ покупки товаров.
8. Покупателям не нужно будет больше стоять в очереди.
9. Использование Интернета в личных целях не разрешается.
10. Если вы увидите что-нибудь подозрительное, вы должны позвонить охране немедленно.

UNIT 7. COMPETITION

Task I. Vocabulary work

Translate into Ukrainian/Russian

1. range	1.
2. deal with	2.
3. rival	3.
4. turn around	4.
5. competitiveness	5.
6. competitive	6.
7. cut costs	7.
8. fare	8.
9. overstaffed	9.
10. low-cost airline	10.
11. obsolete	11.
12. non-stick	12.
13. break even	13.
14. TQM	14.
15. JIT	15.
16. production line	16.
17. stockroom	17.
18. versus	18.
19. opportunities in disguise	19.
20. SWOT	20.

Task II

Match the words with their definition

1. down-market
 2. obsolete
 3. eventually
 4. replacement
 5. turnover
 6. stuff
 7. lubricant
 8. tyre
 9. fabric
 10. steering
- a. the parts of a car, boat, etc., that allow you to control its direction
 - b. when we get something that is never on better than the one you had before
 - c. things such as substances, materials or groups of objects
 - d. a thick rubber ring that fits around the wheel of the car
 - e. goods or services are cheap and not of very good quality
 - f. happening at the end of a long period of time
 - g. cloth used for making clothes, curtains, etc.
 - h. a substance such as oil that you put on surface that rub together
 - i. the amount of business done during a particular period
 - j. no longer useful

Task III

Fill in the correct word from the list below

loss invented competitive obsolete production line fares versus
tyres non-stick cut costs

1. Kevlar make taking off and landing much safer.
2. This huge chemical corporation Teflon, Lycra and Kevlar.
3. You should know that weight must be gradual.
4. Air have shot up by 20 %.
5. These new managers come up with ideas to turn the airlines into more efficient and operations.
6. Teflon is coating used in cooking equipment.
7. Computer hardware quickly became
8. The finance minister must weigh up the benefits of a tax cut those of increased public spending.
9. We have to in order to remain competitive.
10. A line of machines and workers in a factory, each doing one job in the process of making a product before passing it to the next machine or worker is referred to

Task IV

Word building. Complete the table by forming other words using appropriate suffixes if necessary.

Noun	Verb	Adjective / Participle	Adverb
1.		damaged	
2.		reluctant	
3. problem			
4. origin			
5.			regularly
6.	satisfy		
7.	qualify		
8. retailer			
9. expression			
10. market			

Task V

Translate from Russian into English

1. Отбор кандидатов производился по результатам конкурсного экзамена.
2. В последний раз стремительный рост доллара по отношению к другим валютам наблюдался в 1997 году, во время азиатского финансового кризиса.
3. Наша старая машина нуждается в замене.
4. Наш единственный выход – находиться впереди, опережать конкурентов.
5. Вы спасли нашу фирму от множества проблем.
6. Впервые за четыре года фирма достигла уровня безубыточности.
7. Снижение цены означает, что некоторые известные отечественные производители могут не выжить.
8. Необходимо постоянно искать пути улучшения качества, улучшения производства и сокращения ненужных расходов.
9. Основную часть своей сельскохозяйственной продукции они отправляют на экспорт.
10. Мы можем заверить вас, что эта проблема сейчас разрешена.

UNIT 8. INNOVATION

Task I. Vocabulary

Translate into Ukrainian\Russian

1. commercially viable	1.
2. entrepreneur	2.
3. breakthrough	3.
4. phototype	4.
5. appliance	5.
6. breakthrough	6.
7. copyright	7.
8. catch on	8.
9. come across	9.
10. bring out	10.
11. come up	11.
12. puncture	12.
13. removable	13.
14. brainwave	14.
15. chart	15.
16. quotation	16.
17. inspiration	17.
18. perspiration	18.
19. cut-throat	19.
20. turnover	20.

Task II

Match the words with their definition

1. spread
 2. spring
 3. keyboard
 4. testimonial
 5. urgent
 6. share
 7. royalty
 8. breakthrough
 9. chart
 10. entrepreneur
- a. a formal written statement describing someone's character and abilities
 - b. one of the equal parts into which ownership of a company is divided
 - c. someone who arranges deals in order to make money
 - d. a twisted piece of metal that will return to its previous shape after it has been pressed down
 - e. share of profit, payment made to someone whose idea, invention is used by someone else to make money
 - f. information that is clearly arranged in the form of a simple picture, set of figures, graph
 - g. when something affects or is known about by more people or involves a larger area
 - h. very important and needing to be dealt with immediately
 - i. an important new discovery in something you are studying, especially one made after trying for a long time
 - j. a board with buttons marked with letters that are pressed to put information into a computer

Task III

Fill in the correct word from the list below

came across come up royalty urgent brainwaves
spring share caught on inspiration brought out

1. This movement has already in other states.
2. The first candidate really well.
3. He has another new book.
4. I hope you can with a new plan.
5. She was always the one who had the
6. Her example was an to young people.
7. The mattress had lost its
8. He was in need of medical attention.
9. All of us had a in this business.
10. The publisher paid them on their dictionaries.

Task IV

Word building. Complete the table by forming other words using appropriate suffixes if necessary.

Noun	Verb	Adjective / Participle	Adverb
1. innovation			
2.			commercially
3.		successful	
4.	develop		
5. license			
6.	cycle		
7.	support		
8. sponsor			
9.			demonstratively
10.		covered	

Task V

Translate from Russian into English

1. Не думаю, что это странная новая мода завоюет популярность.
2. Мне пришла в голову блестящая идея, мы должны сделать следующее.
3. Вдохновение черпается из многих источников.
4. Они смогли продать свои акции по более высокой цене.
5. Ученые добились большого прогресса в лечении этой болезни.
6. Комитет выступил с одним важным / жизнеспособным решением.
7. Официальный письменный документ, описывающий характер и способности человека, называется характеристика.
8. Не следует держать цену высокой.
9. Они перевели завод и отдел исследований и развития в страну, где труд дешевле.
10. Мы заключили неофициальный договор и пообещали дать ему акции позже.

UNIT 9. MONEY/NEGOTIATION

Task I. Vocabulary work

Translate into Ukrainian/Russian

1. negotiable	1.
2. haggle	2.
3. swap	3.
4. refund	4.
5. bargain	5.
6. repayment	6.
7. persuasive	7.
8. technique	8.
9. luxury	9.
10. expenditure	10.
11. supply	11.
12. loan	12.
13. security	13.
14. retire	14.
15. concession	15.
16. chase	16.
17. invoice	17.
18. solicitor	18.
19. reminder	19.
20. overdue	20.

Task II

Match the words with their definition

1. haggle
 2. discount
 3. questionnaire
 4. reminder
 5. bargain
 6. investment
 7. account
 8. term
 9. van
 10. delivery
- a. something you buy cheaply or for less than its usual price
 - b. something that makes you notice, remember or think about something
 - c. an arrangement in which a bank keeps your money safe
 - d. a reduction in the usual price of something
 - e. the act of bringing goods, letters etc to a particular person or place
 - f. the use of money to get profit or to make a business activity successful
 - g. a fixed period of time during which someone does something or something happens
 - h. a vehicle used especially for carrying goods, which is smaller than a truck and has a roof and usually no windows at the sides
 - i. to argue when you are trying to agree about the price of something
 - j. a formulated series of questions put to a number of people, especially as part of a survey

Task III

Fill in the correct word from the list below

reminder allowance refunded savings haggling trial
commitment discount supply bargain

1. The price of your ticket will be to you if you cannot make your journey as planned.
2. Ted was with the street vendors.
3. Members get a 15%
4. The drop in stock prices serves as a that investing is a form of gambling.
5. If you fail to pay your bill, you run the risk of having your electricity cut off.
6. That second-hand table was a real
7. His father gives him a monthly of 200 £.
8. The defendant has a right to a fair
9. Buying a house had taken all their
10. Banks will want to see your own financial to the success of your business.

Task IV

Word building. Complete the table by forming other words using appropriate suffixes if necessary.

Noun	Verb	Adjective / Participle	Adverb
1. reduction			
2.		convenient	
3.	complete		
4. approval			
5. quality			
6.	invest		
7.		unpaid	
8.	intent		
9. equipment			
10.	recover		

Task V

Translate from Russian into English

1. Он предупредил, что его программа экономического развития не подлежит обсуждению.
2. Давайте не будем торговаться из-за нескольких долларов.
3. Нам нужно обменяться идеями.
4. Мы больше не будем участвовать в этой неравноправной сделке.
5. Можем мы себе позволить роскошь иметь вторую машину?
6. Его отправили в отставку по состоянию здоровья.
7. Мы получили письмо с напоминанием о том, что пришло время платить за аренду.
8. Сотрудники могут покупать книги со скидкой.
9. Большинство малых бизнесов успешны.
10. Вы можете потерять вашу квартиру, если не выплатите ваш кредит.

UNIT 10. MARKETING RESEARCH

Task I. Vocabulary work

Translate into Ukrainian/Russian

1. to mailshot	1.
2. questionnaire	2.
3. down-market	3.
4. consumer	4.
5. ambient	5.
6. a focus group	6.
7. market research	7.
8. perceive	8.
9. survey	9.
10. on behalf of	10.
11. jingle	11.
12. gimmick	12.
13. promotion	13.
14. campaign	14.
15. token	15.
16. voice-over	16.
17. sample	17.
18. blind testing	18.
19. dustbin survey	19.
20. attitude	20.

Task II

Match the words with their definition

1. jingle
 2. gimmick
 3. promotion
 4. campaign
 5. token
 6. voice-over
 7. sample
 8. blind testing
 9. dustbin survey
 10. attitude
- a. a move to a more important job in a company or an organization
 - b. an example of a product that is given to somebody to look at or try
 - c. the way a person thinks about something
 - d. a form of market research based on consumers keeping the wrappers and packaging of products they have bought
 - e. a series of planned activities with a particular aim, for example to market a product
 - f. a piece of paper that you can collect when you buy a particular product and then exchange for something
 - g. a trick to attract attention or to persuade people to buy something
 - h. a spoken commentary for an advertisement, a TV programme, etc. that is given by a person who is not seen on the screen
 - i. a market research technique where people try products without knowing what they are, and make comments
 - j. a short and memorable song or piece of music used in advertisement

Task III

Fill in the correct word from the list below

questionnaires consumer focus group perceive down-
market market research survey on behalf of mailshot ambient

1. To find out why those 3 000 customers prefer your competitors you should them.
2. The most common method what the public thinks about your product is to ask the passers-by to complete
3. means moving towards the cheaper end of the market.
4. A buyer of goods and services is called a
5. I advise you to launch advertising to grab the attention of consumers by spraying perfume at them on an overpacked bus.
6. If a research encourages a to express their opinion about a product the discussion is often filmed.
7. We know the product will sell well because we've done a lot of on it.
8. We were unable to where the problem lay.
9. The latest shows a majority in support of government policy.
10. everyone here. I'd like to thank our special guest for his entertaining speech.

Task IV

Word building. Complete the table by forming other words using appropriate suffixes if necessary.

Noun	Verb	Adjective / Participle	Adverb
1.	imagine		
2.	insure		
3. provider			
4.		promoting	
5. consumption			
6.		organized	
7. server			
8.	complete		
9. observatory			
10.	compete		

Task V

Translate from Russian into English

1. Эта книга основывается на опросе тысячи выпускников мужчин и женщин.
2. Они соглашаются с нашим отношением к жизни.
3. Я возьму образцы воды здесь и в столице их сравню.
4. Потребитель имеет право на товар, который адекватен его денежной стоимости.
5. Они не смогли понять, что это было то, против чего я возражаю.
6. Я получил 3 талона на книги на свой день рождения.
7. Каковы возможности продвижения по службе здесь?
8. Производителям был нужен новый рекламный трюк для увеличения продаж.
9. Реклама шампуня идет на фоне запоминающегося музыкального сопровождения.
10. Студент бизнес-факультета изучил материалы глобального исследования рынка.

UNIT 11. INVESTMENT

Task I. Vocabulary work

Translate into Ukrainian/Russian

1. yield	1.
2. blue-chip	2.
3. bond	3.
4. equities	4.
5. portfolio	5.
6. commission	6.
7. stockbroker	7.
8. share	8.
9. up-and-coming	9.
10. to bet on / against	10.
11. volatile market	11.
12. balanced portfolio	12.
13. drop in share price	13.
14. minutes	14.
15. agenda	15.
16. confident	16.
17. recover	17.
18. remain steady	18.
19. plummet	19.
20. soar	20.

Task II

Match the words with their definition

1. issue (v)
 2. share
 3. stockbroker
 4. commission
 5. portfolio
 6. dividend
 7. equities (pl)
 8. bond
 9. blue-chip
 10. yield
- a. any of the units of equal value into which a company is divided and sold to raise money
 - b. a part of a company's profit paid to shareholders for each share they own
 - c. a well-established company with a good reputation which is thought to be safe and whose shares are likely to make a profit
 - d. a person who buys and sells shares for other people
 - e. shares in a company which do not pay a fixed amount of interest but whose value may rise or fall and pay dividends
 - f. to allow somebody to have an official document or shares in a company
 - g. a collection of different business shares owned by a particular person or company
 - h. the amount of profit an investment produces
 - i. a document from a company or government promising to repay with interest a sum borrowed from an investor
 - j. an amount of money that is paid to somebody for selling goods and which increases with the amount of goods that are sold

Task III

Fill in the correct word from the list below

below the poverty line shareholders bear market float
plummet popped stock (s) bull market day-trader fee

1. It was decided to the pound because having a fixed value was damaging exports.
2. At the annual general meeting the who have invested in the company hear a statement from the chairman.
3. During the and buy as many shares as possible, their price will rise very soon and you will get a big profit.
4. They are in the and are selling shares because they expect the prices to fall.
5. In a crash prices usually in a matter of days or weeks.
6. She put all her money into government and hopes to get interest.
7. Jerry is a he buys and sells shares on-line to make money for himself.
8. I do realize you didn't expect me but I've just in to return your book.
9. What do you call the money for a professional service? – Oh, it's
10. A tenth of the population are underpaid by a quarter of business and live

Task IV

Word building. Complete the table by forming other words using appropriate suffixes if necessary.

Noun	Verb	Adjective / Participle	Adverb
1.	invest		
2. economy			
3.	finance		
4.		capitalist	
5.	float		
6. agreement			
7.	succeed		
8.		failed	
9.		favourite	
10.			completely

Task V

Translate from Russian into English

1. Цены неуклонно возрастали и достигли рекордного уровня.
2. Уровень инфляции быстро падает.
3. Уровень безработицы держится на 46%.
4. В этом месяце объем продаж достиг новых вершин.
5. За последние недели цены на бензин стремительно возросли.
6. Бюджет на исследование вырос с 175 тыс. фунтов в 2005 году до 22, 5 миллионов фунтов в 2010 году.
7. Доходы стремительно снизились с 49 миллионов до 11 миллионов фунтов стерлингов.
8. Сегодня важность навыков работы с компьютером возрастает и дома, и на работе.
9. Туристический бизнес в стране выравнивается, достигая довоенного уровня.
10. Компания уверена в успехе.

UNIT 12. ETHICS

Task I. Vocabulary work

Translate into Ukrainian/Russian

1. lay off	1.
2. quit	2.
3. retire	3.
4. sack	4.
5. dismiss	5.
6. probationary	6.
7. get over	7.
8. a catalogue of mistakes	8.
9. solely	9.
10. humiliate	10.
11. testify	11.
12. premises	12.
13. industrial tribunal	13.
14. prosecute	14.
15. discriminate against	15.
16. accuse somebody of somebody	16.
17. bribe	17.
18. tamper with somebody	18.
19. withdraw	19.
20. copycat	20.

Task II

Match the words with their definition

- | | |
|----------------------------|--|
| 1. escorted | a. a court which decides on employment issues |
| 2. probationary period | b. the stretch of time during which employers have to decide if a new employee is suitable |
| 3. get over | c. give evidence as a witness |
| 4. a catalogue of mistakes | d. a long series of bad actions |
| 5. solely | e. recover |
| 6. humiliated | f. closely accompanied |
| 7. rude and patronizing | g. impolite and superior |
| 8. testify | h. based on one thing |
| 9. premises | i. made to feel ashamed and stupid in front of other people |
| 10. industrial tribunal | j. a building used by a company or business |

Task III

Fill in the correct word from the list below

solely dishonest dismissed ethical laid off sacked
illegal quit retired unfair

1. It was very of you to lie to them about your qualifications.
2. My father from his job in the Civil Service at the age of 60.
3. He was for being drunk at his working place.
4. It's to park your car here. You will be fined.
5. Her friendship with the director gave her an advantage at the interview.
6. I am concerned for your welfare.
7. During the recession they us for 3 months.
8. The job appeared too demanding for me. So I just working and started looking for a new position.
9. The teacher the class early.
10. The article questions the conduct of certain journalists who are claimed to have used threats in order to obtain interviews.

Task IV

Word building. Complete the table by forming other words using appropriate suffixes if necessary.

Verb	Noun	Adjective / Participle	Adverb
1.			completely
2.	probation		
3.		dismissive	
4.		humiliating	
5.		employed	
6. occur			
7.			frequently
8.	approval		
9. accept			
10.		devastative	

Task V

Translate from Russian into English

1. У вас есть выбор или уволиться по собственному желанию или мы отправим вас в отставку.
2. Полиция приняла решение не возбуждать дело против него.
3. Этот закон направлен против низкооплачиваемых рабочих.
4. Отчет обвинил правительство в уклонении от своих обязанностей.
5. Он вошел в комитет с помощью подкупа.
6. Великобритания построила свое благосостояние с помощью торговли с другими странами.
7. После аварии было установлено, что его водительские права были подделаны.
8. Лекарство было изъято с рынка.
9. Если вы тяготеете к какому-то бренду, опасайтесь подделок.
10. Огромные участки суши загрязнены из-за утечек из ядерного реактора.

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