

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ
«ХАРКІВСЬКИЙ ПОЛІТЕХНІЧНИЙ ІНСТИТУТ»

КОНТРОЛЬНІ ЗАВДАННЯ
З АНГЛІЙСЬКОЇ МОВИ
ДЛЯ СТУДЕНТІВ ЕКОНОМІЧНИХ СПЕЦІАЛЬНОСТЕЙ
1-го та 3-го курсів
ЗАОЧНОЇ ФОРМИ НАВЧАННЯ

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Контрольні завдання з англійської мови для студентів економічних спеціальностей 1-го та 3-го курсів заочної форми навчання. / Уклад. : Гребінник Г.Ю., Нетецька Т.М. – Харків: НТУ «ХПІ», 2006. – 52 с.

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Кафедра міжкультурної комунікації та іноземної мови

Дані методичні вказівки призначені для студентів 1-го та 3-го курсів економічних спеціальностей заочної форми навчання. Методичні вказівки складаються з чотирьох розділів. Кожен розділ містить в собі 5 варіантів контрольних завдань. Завдання розроблено згідно з програмою навчання англійської мови на заочному факультеті. При підготовці завдань використано сучасну оригінальну літературу економічного напрямку.

I КУРС

ОСІННІЙ СЕМЕСТР

Для того щоб правильно виконати контрольне завдання, необхідно засвоїти наступні розділи курсу англійської мови:

- Іменник. Утворення множини іменників. Присвійний відмінок. Вживання іменників у функції означення.
- Прикметник. Утворення ступенів порівняння прикметників.
- Числівник.
- Форми дієслова в активному стані дійсного способу (Present Simple, Continuous, Perfect; Past Simple, Continuous, Perfect; Future Simple, Continuous, Perfect).
- Словотворення.

ВАРІАНТ 1

I. Визначте, до яких частин мови належать наведені нижче слова:

- а) іменник,
- б) прикметник,
- в) прислівник.

Advertisement, competitive, manager, slightly, considerably, production, customer, international

Перекладіть ці слова.

II. Перекладіть словосполучення, звертаючи увагу на особливості перекладу означень, визначених іменником:

- car manufacturer –
- management style –
- shopping centre –

III. Визначте, яку граматичну функцію виконує закінчення - s.

Чи є воно:

- а) показником 3-ї особи однини в Present Simple;
- б) ознакою множини іменника;
- в) показником присвійного відмінка іменника?

Перекладіть ці речення.

1. Their company provides news and financial data to the business community.
2. Tim arranges people's holidays for them.
3. The number of Internet users in Latin America grows fast.

IV. Перекладіть речення, у яких прикметники вживаються в різних ступенях порівняння.

1. The grey suit is smarter than the brown suit.
2. He is one of the richest men in the world.
3. My salary isn't as high as yours.

V. Перекладіть речення, звертаючи увагу на особливості перекладу речень зі зворотом *there is/there are*.

1. There are different types of companies.

2. There were three key inventions in the company history.
3. There will be an interview for applicants.

VI. 1) Перекладіть англійською мовою:

15 менеджерів, 7 філій, 234 магазини.

2) Запишіть словами дати:

28 червня 1996 року; 2 квітня 1887 року; 25 грудня 2002 року.

VII. Перекладіть речення, звертаючи увагу на переклад дієслів *to be* та *to have*.

1. The staff aren't very friendly.
2. McDonald's has over 19,000 restaurants in 100 countries.
3. The product was too expensive, so sales were poor.

VIII. Прочитайте, перепишіть та письмово перекладіть текст.

What is money?

The answer which many people would give to this question would probably be "Notes, coins and cheques". However this is not a very satisfactory answer, for two reasons. Firstly, notes and coins make up quite a small part of the total money supply. Secondly, as explained later, cheques are not money.

A simple answer to the question is that money is whatever is generally acceptable in exchange for goods and services. In the past, many things have been used as money – shells, beads, ivory and salt are just a few examples. If people willingly accept something as a means of payment, then it is money. For example, we freely accept pieces of paper (banknotes) in exchange for goods and services. But banknotes are not valuable in themselves – they are simply pieces of paper! *They are valuable only because everyone accepts them as a means of payment.*

Even more remarkable is the fact that the most important form of money in use today has no physical existence – we cannot touch it or handle it, as we can notes and coins. This money is in the form of bank deposits, which consist of book-keeping entries in a bank's accounts. Nowadays these bank deposits take the form of records in a bank's computer.

Almost all the larger payments of money take the form of a transfer of bank deposit. These transfers are made by means of cheques. Clearly a cheque which is drawn on a bank deposit in which there is no money is worthless. Bank deposits may be seen as claims to cash (notes and coins) because they can be converted into cash.

Notes:

Bank account – банківський рахунок

Transfer – переказ (грошей)

Book-keeping entry – бухгалтерський запис

Deposit – депозит, вклад

Draw – виписати (чек)

Claim – вимога

IX. Дайте відповіді на запитання до тексту.

1. What is money?
2. What forms of money were used in the past?
3. Why are banknotes valuable?
4. How are larger payments of money made?

X. Знайдіть в тексті речення з дієсловом в Present Perfect та випишіть його.

XI. Знайдіть в тексті іменники у множині та запишіть їх в однині.

ВАРІАНТ 2

I. Визначте, до яких частин мови належать наведені нижче слова:

- а) іменник,
- б) прикметник,
- в) прислівник.

Management, employer, friendly, productive, economic, competition, financial, steadily.

Перекладіть ці слова.

II. Перекладіть словосполучення, звертаючи увагу на особливості перекладу означень, визначених іменником:

- corporate responsibility –
- information technology –
- exchange rate –

III. Визначте, яку граматичну функцію виконує закінчення - s.

Чи є воно:

- а) показником 3-ї особи однини в Present Simple;
- б) ознакою множини іменника;
- в) показником присвійного відмінка іменника?

Перекладіть ці речення.

1. The department store opens at 9.00 and closes at 19.00 every day.
2. I've seen some good films recently.
3. Our neighbour's garden is very beautiful.

IV. Перекладіть речення, у яких прикметники вживаються в різних ступенях порівняння.

1. Advertising laws in Europe are more complicated.
2. He is not as rich as you.
3. The black suit is the smartest.

V. Перекладіть речення, звертаючи увагу на особливості перекладу речень зі зворотом *there is/there are*.

1. There are four main pieces of information on a bar code.
2. There was political instability in this Asian country.
3. There will be a meeting at our office at 6 p.m.

VI. 1) Перекладіть англійською мовою:

22 відділи, 3 комп'ютери, 1000 клієнтів.

2) Запишіть словами дати:

24 серпня 1991 року, 1 січня 2000 року, 3 вересня 1515 року.

VII. Перекладіть речення, звертаючи увагу на переклад дієслів *to be* та *to have*.

1. We have got a new office in Paris.
2. Loyalty to one's company is very important in Japan.
3. But Internet shopping has its problems too.

VIII. Прочитайте, перепишіть та письмово перекладіть текст.

The Philips Story

The world's biggest electronics company was founded in Eindhoven, the Netherlands, in 1891. Gerard Philips established the company to manufacture light bulbs and other electrical products. In 1914 Philips established a research laboratory to stimulate product innovation.

In the 1920s, Philips decided to protect its innovations. Since then it has continued to develop new and exciting product ideas. In 1983 it introduced the compact disc onto the market. Other interesting landmarks include the production of Philips' 100-millionth TV set in 1984 and 280-millionth Philips electric shaver in 1989.

Philips' headquarters are still in Eindhoven. It employs 256,400 people all over the world. Research laboratories are located in six countries. It also has an impressive global network of some 400 designers. Philips produces monitors, shavers and color picture tubes; each day its factories turn out a total of 50 million integrated circuits.

The key to Philips' success can be described by two words. The first is innovation; the company designers are continually developing and creating new products. The second is diversification; Philips is active in about 100 businesses varying from consumer electronics to domestic appliances and from security systems to semiconductors.

Notes:

Innovation – інновація

Landmark – віха

Headquarters – штаб-квартира

Colour picture tubes – кольорові кінескопи

Integrated circuits – інтегральні схеми

Diversification – диверсифікація

IX. Дайте відповіді на запитання до тексту.

1. When was the Philips Company founded ?
2. Where is Philips headquarters ?
3. What does Philips produce ?
4. What is the key to Philips' success ?

X. Знайдіть в тексті речення з дієсловом в Present Continuous та випишіть його.

XI. Знайдіть в тексті прикметники, випишіть їх та утворіть від них вищий та найвищий ступені порівняння.

ВАРІАНТ 3

I. Визначте, до яких частин мови належать наведені нижче слова:

- a) іменник,
- б) прикметник,
- в) прислівник.

Cooperative, department, supplier, administration, sharply, bilingual, effective, dramatically

Перекладіть ці слова.

II. Перекладіть словосполучення, звертаючи увагу на особливості перекладу означень, визначених іменником:

- business trip –
- consumer goods –
- mass market –

III. Визначте, яку граматичну функцію виконує закінчення - s.

Чи є воно:

- a) показником 3-ї особи однини в Present Simple;
- б) ознакою множини іменника;
- в) показником присвійного відмінка іменника?

Перекладіть ці речення.

1. Tom's parents are very nice people.
2. George plays tennis every Saturday.
3. This company was founded ten years ago.

IV. Перекладіть речення, у яких прикметники вживаються в різних ступенях порівняння.

1. This suit is more expensive than that suit.
2. Demand for our products is high in India, higher in China but the highest demand is in Japan.
3. The more you practise your English, the faster you'll learn.

V. Перекладіть речення, звертаючи увагу на особливості перекладу речень зі зворотом *there is/there are*.

1. There is strong competition in model business.
2. There are many advantages to buying on the Internet.
3. There will be a written test for applicants.

VI. 1) Перекладіть англійською мовою:

48 офісів, 12 продавців, 180 службовців.

2) Запишіть словами дати:

9 травня 1945 року; 14 лютого 2001 року; 13 липня 1706 року.

VII. Перекладіть речення, звертаючи увагу на переклад дієслів *to be* та *to have*.

1. The financial position of our company was very weak two years ago.
2. The company has 1,000 employees worldwide.
3. The new MD (Managing Director) is a woman.

VIII. Прочитайте, перепишіть та письмово перекладіть текст.

Colgate-Palmolive Company

William Colgate founded the Colgate Company in 1806 as a starch, soap and candle business in New York City. For the first hundred years, the company did all

its business in the United States. However, in the early 1900s, the company began an expansion programme that led to the establishment of Colgate operations in countries throughout Europe, Latin America and the Far East. In more recent years it has set up operations in Turkey, Pakistan, Saudi Arabia, Eastern Europe and China. Colgate-Palmolive has become a truly global consumer products company, worth \$ 8.7 bn and selling in more than 200 countries.

Colgate-Palmolive is the world leader in toothpaste. As a result of the company's investment in research and technology, it has developed many successful toothpastes, rinses and toothbrushes. Colgate-Palmolive bought the Ora Pharm Company of Australia and the dental therapeutics business of Scherer Laboratories USA in 1990. For many years, the company has had a strong dental education programme in schools throughout the world. Recently it has created a web site for dental professionals.

Notes:

Business – компанія

IX. Дайте відповіді на запитання до тексту.

1. When did William Colgate found the Colgate Company?
2. Where did the Company do all its business for the first hundred years?
3. What did Colgate-Palmolive do in 1990?
4. What programme has the company had for many years?

X. Знайдіть в тексті речення, в якому розповідається про розширення операцій компанії в 1900-ті роки. Визначте, в якому часі вживається в цьому реченні дієслово та выпишіть його.

XI. Знайдіть в тексті іменники та прикметники, що утворені за допомогою суфіксів, выпишіть їх та перекладіть.

ВАРІАНТ 4

I. Визначте, до яких частин мови належать наведені нижче слова:

- а) іменник,

- б) прикметник,
- в) прислівник.

Investment, founder, indefinite, successful, ambitious, annually, distribution, commonly.

Перекладіть ці слова.

II. Перекладіть словосполучення, звертаючи увагу на особливості перекладу означень, визначених іменником:

unemployment level –

customer service –

training course –

III. Визначте, яку граматичну функцію виконує закінчення - s.

Чи є воно:

а) показником 3-ї особи однини в Present Simple;

б) ознакою множини іменника;

в) показником присвійного відмінка іменника?

Перекладіть ці речення.

1. She is the Managing Director's secretary.
2. My working day starts at 7 a.m.
3. Some countries have 3-digit codes.

IV. Перекладіть речення, у яких прикметники вживаються в різних ступенях порівняння.

1. Advertising on the Internet is cheaper than advertising on TV.
2. The more goods you sell, the more profit you make.
3. Yesterday was the hottest day of the year.

V. Перекладіть речення, звертаючи увагу на особливості перекладу речень зі зворотом *there is /there are*.

1. There are six key dates in the company's history.
2. Besides the language there were also cultural differences.
3. There will be more men in our department than women.

VI. 1) Перекладіть англійською мовою:

65 продуктів, 6 водіїв, 19 секретарів.

2) Запишіть словами дати:

22 лютого 2003 року; 17 квітня 1908 року; 12 серпня 1800 року.

VII. Перекладіть речення, звертаючи увагу на переклад дієслів *to be* та *to have*.

1. The Company has an office in Moscow.
2. France is a member of the European Union.
3. The group has over 30 million customers.

VIII. Прочитайте, перепишіть та письмово перекладіть текст.

The Dream Becomes a Business

Ford Motor Company entered the business world on June 16, 1903, when Henry Ford and 11 business associates signed the company's articles of incorporation. With \$28,000 in cash, the pioneering industrialists gave birth to what was to become one of the world's largest corporations. Few companies are as closely identified with the history and development of industry and society throughout the 20th century as Ford Motor Company.

Perhaps Ford Motor Company's single greatest contribution to automotive manufacturing was the moving assembly line. First it was implemented at the Highland Park plant (in Michigan, US) in 1913. The new technique allowed individual workers to stay in one place and perform the same task repeatedly on multiple vehicles that passed by them. The line proved tremendously efficient, helping the company far surpass the production levels of their competitors—and making the vehicles more affordable.

Beginning in 1903, the company began using the first 19 letters of the alphabet to name new cars. In 1908, the Model T was born. In 1925, Ford Motor Company acquired the Lincoln Motor Company. Ford Motor Company was growing.

Today, Ford Motor Company is a family of automotive brands consisting of: Ford, Lincoln, Mercury, Mazda, Jaguar, Land Rover, Aston Martin, and Volvo. The company is beginning its second century of existence with a worldwide

organization that retains and expands Henry Ford's heritage by developing products that serve the varying and ever-changing needs of people in the global community.

Notes:

Business associates – ділові партнери

Articles of incorporation – свідоцтво про реєстрацію компанії

In cash – готівкою

Assembly line – конвеєр

Competitors – конкуренти

Affordable – доступний

Heritage – спадщина

IX. Дайте відповіді на запитання до тексту.

1. When did Ford Motor Company enter the business world?
2. What is the greatest contribution of Ford Motor Company to automotive manufacturing?
3. How did the company begin to name its new cars?
4. What is Ford Motor Company today?

X. Знайдіть в тексті речення, в якому дієслово вживається в Past Continuous, та випишіть його.

XI. Знайдіть в тексті числівники, що записані цифрами, та їх запишіть словами.

ВАРІАНТ 5

I. Визначте, до яких частин мови належать наведені нижче слова:

- а) іменник,
- б) прикметник,
- в) прислівник.

Unemployment, dangerous, leadership, special, retailer, highly, position, directly
Перекладіть ці слова.

II. Перекладіть словосполучення, звертаючи увагу на особливості перекладу означень, визначених іменником:

- business plan –
- distribution system –
- market research –

III. Визначте, яку граматичну функцію виконує закінчення - s.

Чи є воно:

- а) показником 3-ї особи однини в Present Simple;
- б) ознакою множини іменника;
- в) показником присвійного відмінка іменника?

Перекладіть ці речення.

1. All investment carries some risk.
2. There are usually several different departments in a company.
3. That's my brother's wife.

IV. Перекладіть речення, у яких прикметники вживаються в різних ступенях порівняння.

1. Our products are slightly more expensive than our competitors' products.
2. He has the least demanding job.
3. The more I got to know him, the more I liked him.

V. Перекладіть речення, звертаючи увагу на особливості перекладу речень зі зворотом *there is/there are*.

1. There are 300 HMV Group stores around the world.
2. There is a limit on the amount of money you can invest.
3. There will be a discussion after the lecture.

VI. 1) Перекладіть англійською мовою:

10 компаній, 31 банк, 250 робітників.

2) Запишіть словами дати:

31 жовтня 2004 року; 8 березня 1918 року; 16 листопада 1984 року.

VII. Перекладіть речення, звертаючи увагу на переклад дієслів *to be* та *to have*.

1. Philip Morris is a very famous company.
2. She can't pay her bills. She hasn't got any money.
3. He has over 15 years of experience in the model industry.

VIII. Прочитайте, перепишіть та письмово перекладіть текст.

Coca-Cola. History of Bottling

Coca-Cola® originated as a soda fountain beverage in 1886 selling for five cents a glass. Early growth was impressive, but it was only when a strong bottling system developed that Coca-Cola became the world-famous brand it is today.

1894 ... In a candy store in Vicksburg, Mississippi, brisk sales of the new fountain beverage called Coca-Cola impressed the store's owner, Joseph A. Biedenharn. He began bottling Coca-Cola to sell, using a common glass bottle called a Hutchinson.

Biedenharn sent a case to Asa Griggs Candler, who owned the Company. Candler thanked him but took no action.

1899 ... Two young attorneys from Chattanooga, Tennessee believed they could build a business around bottling Coca-Cola. In a meeting with Candler, they obtained exclusive rights to bottle Coca-Cola across most of the United States - for the sum of one dollar. A third Chattanooga lawyer soon joined their venture.

The three pioneer bottlers divided the country into territories and sold bottling rights to local entrepreneurs. By 1909, nearly 400 Coca-Cola bottling plants were operating.

As the 1920s dawned, more than 1,000 Coca-Cola bottlers were operating in the U.S. In 1930s company began a major push to establish bottling operations outside the U.S. By the time World War II began, Coca-Cola was being bottled in 44 countries. In 1950s cans were introduced, becoming generally available in 1960.

After the fall of the Berlin Wall, the Company invested heavily to build plants in Eastern Europe. As the century closed, more than \$1.5 billion was committed to new bottling facilities in Africa.

Notes:

Fountain beverage – напій на розлив

Brand – торгова марка

Business – компанія

Exclusive rights – виключні права

IX. Дайте відповіді на запитання до тексту.

1. What was the price of a glass of Coca-Cola in 1886?
2. Who was the first to begin bottling Coca-Cola?
3. Who obtained exclusive rights to bottle Coca-Cola in the United States?
4. When were cans introduced?

X. Знайдіть в тексті речення, в яких дієслово вживається в Past Continuous, та випишіть їх.

XI. Знайдіть в тексті іменники у множині та запишіть їх в однині.

ВЕСНЯНИЙ СЕМЕСТР

Для того щоб правильно виконати контрольне завдання, необхідно засвоїти наступні розділи курсу англійської мови:

- Пасивний стан дієслова (Present Simple, Continuous, Perfect; Past Simple, Continuous, Perfect; Future Simple, Continuous, Perfect). Особливості перекладу пасивних конструкцій.
- Модальні дієслова (can/could, may/might, must, should, ought to).
- Складнопідрядні речення.
- Інтернаціональні слова.

ВАРІАНТ 1

I. Перекладіть інтернаціональні слова.

Company, seminar, computer, strategic, patent, export, candidate, deficit, personal, bank note.

II. Перекладіть речення, звертаючи увагу на пасивний стан дієслів. Визначте видо-часову форму дієслів у пасивному стані.

1. Jeans are sold all over the world.
2. A decision had already been made.
3. The company was founded in 1903.
4. Our products will be made of recycled materials.

III. Перекладіть речення, звертаючи увагу на модальні дієслова.

1. Share (акція) prices may increase.
2. I must finish this report today.
3. You ought not to postpone the meeting.
4. They should change their policy.
5. You can find information about this on the Internet.

IV. Прочитайте, перепишіть та письмово перекладіть текст.

Multinational companies

A multinational firm is one which owns and controls enterprises in several countries. Many of the larger firms in the UK are multinational companies: Ford, Hoover, Kodak, General Motors, ICI and BP are good examples.

Some of these firms are very large indeed, several multinational companies have annual outputs greater in value than the national outputs of many smaller countries. Most multinationals are based in the USA, but Britain, France, Germany and Japan are also important bases for multinational companies.

These powerful organisations exert a great influence on the economies of the countries in which they operate. Decisions to invest in Country A rather than Country B, or to close a factory in Country C and expand a factory in Country D, are obvious examples of the way in which the plans of multinational companies can affect output and employment in different countries.

These companies can carry out specialization on an international scale: a motor car manufacturer may decide to mass-produce engines in one country and gear boxes in another, and to assemble its cars in several countries, for example.

In most of the countries in which they operate, multinational companies are usually important exporters. This is because their products have world-famous

names and the companies have well-established world-wide networks of factories, agencies, distribution networks, servicing organisations and so on.

Notes:

Annual output – річний обсяг виробництва

Account for – відповідати за

Employment – зайнятість

Gear box – коробка передач

V. Дайте відповіді на запитання до тексту.

1. What is a multinational firm?
2. What multinational companies operate in the UK?
3. Where are most multinational companies based?
4. How do multinational companies influence the economies of different countries?
5. Why are multinational companies important exporters?

VI. Поставте якомога більше питань до 2-го абзацу тексту.

VII. Знайдіть в тексті складнопідрядні речення, выпишіть їх та визначте їх тип.

VIII. Знайдіть в тексті речення з модальними дієсловами та выпишіть їх.

ВАРІАНТ 2

I. Перекладіть інтернаціональні слова.

Product, marketing, protocol, commercial, import, president, broker, energy, organic, credit card.

II. Перекладіть речення, звертаючи увагу на пасивний стан дієслів. Визначте видо-часову форму дієслів у пасивному стані.

1. Is the report written in English?

2. The first branch of the shop was opened in 1976.
3. Nothing has been touched since you left.
4. Vauxhall cars are made in Zaragoza.

III. Перекладіть речення, звертаючи увагу на модальні дієслова.

1. You shouldn't try to change the things you can't change.
2. May I leave the office half an hour earlier today?
3. Could this be the reason?
4. Business people often have to travel a lot.
5. You can order at any time of the day.

IV. Прочитайте, перепишіть та письмово перекладіть текст.

Adam Smith

Adam Smith was a Scottish political economist and philosopher. He has become famous by his book "The Wealth of Nations" (1776). The exact date of his birth is unknown. However, he was baptized at Kirkcaldy on June 5, 1723.

At the age of about fifteen, Smith proceeded to Glasgow university. In 1748 he began delivering public lectures in Edinburgh. Some of these dealt with rhetoric and belles-lettres, but later he took up the subject of "the progress of opulence". About 1750 he met David Hume, who became one of the closest of his many friends.

In 1751 Smith was appointed professor of logic at Glasgow university, transferring in 1752 to the chair of moral philosophy. His lectures covered the field of ethics, rhetoric, jurisprudence and political economy.

At the end of 1763 Smith obtained a lucrative post as tutor to the young duke of Buccleuch and resigned his professorship. From 1764-66 he traveled with his pupil, mostly in France, where he came to know such intellectual leaders as Turgot, D'Alembert, André Morellet, Helvétius. On returning home to Kirkcaldy he devoted much of the next ten years to his magnum opus, which appeared in 1776. In 1778 he was appointed to a comfortable post as commissioner of customs in Scotland and went to live with his mother in Edinburgh. He died there on July 17, 1790, after a painful illness. He had apparently devoted a considerable part of his income to numerous secret acts of charity.

Shortly before his death Smith had nearly all his manuscripts destroyed.

The “Wealth of Nations“ has become so influential since it did so much to create the subject of political economy and develop it into an autonomous systematic discipline. “The Wealth of Nations” was the first and remains the most important book on the subject of political economy until this present day.

Notes:

Baptize – хрестити

Belles-lettres – художня література

Opulence – багатство, достаток

Lucrative – вигідний, прибутковий

Duke – герцог

Magnum opus – головний твір

Commissioner – уповноважений

Charity – благодійність

V. Дайте відповіді на запитання до тексту.

1. What was Adam Smith?
2. When did he begin delivering public lectures in Edinburgh?
3. Where did he travel with his pupil?
4. When did his magnum opus appear?
5. Why is “The Wealth of Nations” so important?

VI. Поставте якомога більше питань до 1-го абзацу тексту.

VII. Знайдіть в тексті речення, в яких дієслово вживається в Passive Voice, випишіть їх та визначте їх час.

VIII. Знайдіть в тексті складнопідрядні речення, випишіть їх та визначте їх тип.

ВАРІАНТ 3

I. Перекладіть інтернаціональні слова.

Conference, idea, administrative, budget, calculator, model, segment, licence, investor, fax.

II. Перекладіть речення, звертаючи увагу на пасивний стан дієслів. Визначте видо-часову форму дієслів у пасивному стані.

1. The word 'coke' is used to describe any type of cola drink.
2. The machinery wasn't being used efficiently.
3. Maria has been promoted.
4. They will be manufactured in Italy.

III. Перекладіть речення, звертаючи увагу на модальні дієслова.

1. You ought to hire a management consultant.
2. What should we do?
3. I have to attend the meeting.
4. I couldn't finish the work in time.
5. These factors can affect sales and prices.

IV. Прочитайте, перепишіть та письмово перекладіть текст.

Abraham Maslow

Abraham Harold Maslow was born April 1, 1908 in Brooklyn, New York. He was the first of seven children born to his parents, who themselves were uneducated Jewish immigrants from Russia. His parents, hoping for the best for their children in the new world, pushed him hard for academic success. Not surprisingly, he became very lonely as a boy, and found his refuge in books.

To satisfy his parents, he first studied law at the City College of New York (CCNY). After three semesters, he transferred to Cornell, and then back to CCNY. He married Bertha Goodman, his first cousin, against his parents' wishes. Abe and Bertha went on to have two daughters.

He and Bertha moved to Wisconsin so that he could attend the University of Wisconsin. Here, he became interested in psychology, and his school work began to improve. He received his BA in 1930, his MA in 1931, and his PhD in 1934, all in psychology, all from the University of Wisconsin. A year after graduation, he returned to New York. He began teaching full time at Brooklyn College.

In 1951, Maslow served as the chair of the psychology department at Brandeis for 10 years, where he met Kurt Goldstein (who introduced him to the idea of self-actualization) and began his own theoretical work. He spend his final years in semi-retirement in California, until, on June 8 1970, he died of a heart attack after years of ill health.

One of the many interesting things Maslow noticed while he worked with monkeys early in his career, was that some needs take precedence over others. Maslow took this idea and created his now famous hierarchy of needs. His theory of motivation was put forward in a book entitled “Motivation and Personality” (1954).

Notes:

Refuge – притулок, захист

BA (Bachelor of Arts) – бакалавр гуманітарних наук

MA (Master of Arts) – магістр гуманітарних наук

PhD (Doctor of Philosophy) – доктор філософії

Self-actualization – самореалізація

Semi-retirement – напівсамота

Heart attack – серцевий напад

Hierarchy of needs – ієрархія потреб

V. Дайте відповіді на запитання до тексту.

1. What were Maslow’s parents?
2. Why did Abraham begin to study?
3. Where did he receive his BA, MA and PhD?
4. When did Maslow begin his own theoretical work?
5. What theory did he put forward?

VI. Поставте якомога більше питань до 3-го абзацу тексту.

VII. Знайдіть в тексті речення, в яких дієслово вживається в Passive Voice, випишіть їх та визначте їх час.

VIII. Знайдіть в тексті складнопідрядні речення, випишіть їх та визначте їх тип.

ВАРІАНТ 4

I. Перекладіть інтернаціональні слова.

Financial, strategy, analysis, sponsor, regular, project, corporation, catalogue, diploma, creditor.

II. Перекладіть речення, звертаючи увагу на пасивний стан дієслів. Визначте видо-часову форму дієслів у пасивному стані.

1. Businesses are also affected by the state of the economy.
2. The staff were asked for their opinions about new computers.
3. It is bought mainly by women.
4. The new hotel will be opened next year.

III. Перекладіть речення, звертаючи увагу на модальні дієслова.

1. They should listen to women's views.
2. You don't have to come early tomorrow.
3. Could it be expensive because labour costs are high?
4. Our trained staff can help with everything.
5. We must put off the meeting.

IV. Прочитайте, перепишіть та письмово перекладіть текст.

Production

The word *production* is usually taken to mean the making of some physical object, such as a motor car, a piece of furniture or a pair of shoes, or the growing of some particular crop, such as wheat or potatoes.

In economics, however, the word "production" has a much wider meaning. Production takes place so that people's wants can be satisfied. Any kind of work which helps to satisfy people's wants, and for which they are prepared to pay a price, is productive work.

Production, therefore, includes the output of *services* as well as goods. If people are prepared to pay a price for a service, it must be satisfying a want in the same way as a physical object.

The people who work in service industries (such as wholesaling, retailing, banking, insurance, accountancy, transport, the law, education and health) are productive in the same way as car workers and farmers. It is clear that, in a modern economy, factories, mines, power stations, farms, etc. would find it impossible to operate without such services.

Notes:

Services – послуги

Wholesaling – оптова торгівля

Retailing – роздрібна торгівля

V. Дайте відповіді на запитання до тексту.

1. What is the usual meaning of the word “production”?
2. When does production take place?
3. What does production include?
4. When are people prepared to pay a price for a service?
5. What are the examples of service industries?

VI. Поставте якомога більше питань до 2-го абзацу тексту.

VII. Знайдіть в тексті складнопідрядні речення, выпишіть їх та визначте їх тип.

VIII. Знайдіть в тексті речення, в яких дієслово вживається в Passive Voice, выпишіть їх та визначте їх час.

ВАРІАНТ 5

I. Перекладіть інтернаціональні слова.

Programme, debit, standard, dividend, consultant, information, component, career, process, deposit.

II. Перекладіть речення, звертаючи увагу на пасивний стан дієслів. Визначте видо-часову форму дієслів у пасивному стані.

1. The company is involved in research, development, production and marketing of healthcare products.
2. Whole forests are being destroyed.
3. Every item is checked for quality.
4. The date of the meeting has been changed.

III. Перекладіть речення, звертаючи увагу на модальні дієслова.

1. I'm sure he can make a good report. Nobody can do it better.
2. Why do you have to get up early tomorrow?
3. He should solve the problem.
4. I must finish the project first.
5. The film may begin at any moment.

IV. Прочитайте, перепишіть та письмово перекладіть текст.

Supermarkets

A supermarket is defined as a self-service food store with a sales area in excess of 2000 square feet (190 m²). In this type of store, the techniques of self service and self selection have enabled retailers to obtain impressive gains in productivity.

Both the number and the average size of supermarkets have been increasing in recent years. Many of the larger ones, such as Sainsbury's, Tesco, Asda and Waitrose, are controlled by multiples.

Supermarkets, however, are now much more than grocery shops, because they have diversified into wines and spirits, electrical goods, clothing and a wide range of household goods. This has led to the development of the superstore, which is defined as a supermarket with a sales area in excess of 25,000 square feet (2300m²), in which food might occupy no more than half the selling space.

A further development of the supermarket is the hypermarket, which is defined as a single-storey retail outlet with at least 50,000 square feet (4650 m²) of selling space. These very large self-service stores are usually located on the outskirts of towns, where adequate car-parking facilities can be provided.

Notes:

In excess of – більше ніж

Multiples – мережа магазинів (однієї фірми)

V. Дайте відповіді на запитання до тексту.

1. What is the sales area of a supermarket?
2. How have supermarkets diversified?
3. What is the characteristic feature of the superstore?
4. Is the hypermarket a single-storey or a multiple-storey retail outlet?
5. Why are very large self-service stores located on the outskirts of towns?

VI. Поставте якомога більше питань до 2-го абзацу тексту.

VII. Знайдіть в тексті складнопідрядні речення, выпишіть їх та визначте їх тип.

VIII. Знайдіть в тексті речення, в яких дієслово вживається в Passive Voice, выпишіть їх та визначте їх час.

III КУРС ОСІННІЙ СЕМЕСТР

Для того щоб правильно виконати контрольне завдання, необхідно засвоїти наступні розділи курсу англійської мови:

- Інфінітив та інфінітивні звороти.
- Дієприкметник. Форми дієприкметників: Participle I (Present Participle), Participle II (Past Participle).
- Герундій.
- Умовні речення.

ВАРІАНТ 1

I. Виконайте наступні завдання:

а) Утворіть Participle I та Participle II від наступних дієслів:
to develop, to go, to spend, to present, to lend.

б) Визначте форму Participle в наступних реченнях та перекладіть ці речення.

1. Being unemployed, he hasn't got much money.
2. "Virgin" is a leading international company based in London.
3. A tariff is a tax on imported goods.

II. Перекладіть речення, звертаючи увагу на інфінітив та інфінітивні звороти.

1. I'm going to Germany to learn German.
2. Employees are given the opportunity to travel to foreign countries.
3. He appears to be waiting for someone.
4. My client needs time to consider your offer.
5. Jill wanted Ann to lend her some money.

III. Перекладіть речення, звертаючи увагу на герундій.

1. Retailing is the business of selling products to the general public.
2. I am interested in travelling abroad.
3. Before using a dictionary, it is always a good idea to see if you can work out the meaning from the text.
4. The department head proposed organising a meeting for all staff members.
5. Many British pop stars move to other countries to avoid paying high taxes.

IV. Визначте правильний варіант перекладу інфінітива в реченні:

To earn his living he became a salesman.

1. Щоб заробити
2. Заробіток
3. Заробляючи

V. Визначте тип умовних речень та перекладіть їх.

1. If I go abroad next summer I'll change some money into traveller's cheques.

2. I wouldn't do it if I were you.
3. If we had not cut costs in production, we would not have survived the last economic crisis.

VI. Прочитайте, перепишіть та письмово перекладіть текст.

McDonald's Olympic History

More than thirty years ago, McDonald's recognized the athletes' need for the familiar taste of home while competing at the Olympic Games. In 1968 – just 13 years after opening its first restaurant – McDonald's began its Olympic Support by airlifting hamburgers to U.S. athletes competing in Grenoble, France, when they reported they were homesick for McDonald's food. McDonald's began its formal relationship with the Olympic Movement by becoming an official sponsor of the 1976 Olympic Games held in Montreal.

In 1984, in addition to its regular sponsorship activities for the Olympic Games, McDonald's and its franchisees provided the funds to build the Olympic Swim Stadium in Los Angeles.

In 1996, McDonald's made history by becoming the first branded restaurant to operate inside the Olympic Village, home to more than 15,000 athletes, coaches and trainers. Over the course of 33 days that the five Village restaurants were operational, McDonald's served hundreds of thousands of meals.

McDonald's extended its support of the Olympic Games to a global level by becoming a Worldwide Olympic Sponsor for the 1997 – 2000 quadrennium. As a Worldwide Sponsor, McDonald's gained the exclusive global Olympic marketing rights in the branded restaurant category for the 1998 Winter Games in Nagano, Japan, and the 2000 Summer Games in Sydney, Australia.

McDonald's, Official restaurant of the 1998 Winter Olympic Games in Nagano, Japan, and Worldwide Sponsor for the 1997-2000 Olympic quadrennium, served thousands of meals to 3,000 athletes, coaches and officials from around the world in the Nagano Olympic Village restaurant. The menu included traditional favorites like the Big Mac sandwich, Chicken McNuggets and McDonald's World Famous Fries along with the Egg McMuffin sandwich.

McDonald's has announced its worldwide sponsorship of the Olympic Games for the 2001-2004 quadrennium, McDonald's extends its Olympic marketing rights

in the restaurant and food service category through the 2002 Olympic Winter Games in Salt Lake City, Utah, U.S.A and the 2004 Olympic Summer Games in Athens, Greece.

Notes:

Airlift – транспортувати літаком

Quadrennium – чотирирічний період

VII. Дайте відповіді на запитання до тексту.

1. When did McDonald's begin its Olympic Support?
2. When did McDonald's and its franchisees provide the funds to build the Olympic Swim Stadium?
3. How did McDonald's extend its support of the Olympic Games for the 1997-2000 quadrennium?
4. What did the menu in Nagano include?
5. What has McDonald's announced for the 2001 – 2004 quadrennium?

VIII. Знайдіть в тексті неособові форми дієслова (дієприкметник, герундій, інфінітив), випишіть їх та назвіть.

ВАРІАНТ 2

I. Виконайте наступні завдання:

- a) Утворіть Participle I та Participle II від наступних дієслів:
to ask, to become, to produce, to build, to eat.
- б) Визначте форму Participle в наступних реченнях та перекладіть ці речення.
 1. Last year we encountered a number of unexpected problems.
 2. Having spent nearly all our money, we couldn't afford to stay in a hotel.
 3. "Virgin" operates in 23 countries, including the United States, the United Kingdom, Continental Europe, Australia and Japan.

II. Перекладіть речення, звертаючи увагу на інфінітив та інфінітивні звороти.

1. Have you got a lot of work to do this evening?
2. She seems to have lost weight.
3. One day I hope to have enough money to travel around the world.
4. We expected him to return from a business trip in a fortnight.
5. It was too hot to go out into the town.

III. Перекладіть речення, звертаючи увагу на герундій.

1. Buying this franchise was a big move for us.
2. I enjoy working with people as part of a team.
3. If a company wishes to enter the Chinese market, it usually looks for a local partner who will cooperate in setting up a joint venture.
4. Before making a decision, I need time to think it over.
5. The arguments for increasing our investment in the company are not very convincing.

IV. Визначте правильний варіант перекладу дієприслівника в реченні:

When travelling we learn much interesting.

1. Подорож
2. Подорожувати
3. Подорожуючи

V. Визначте тип умовних речень та перекладіть їх.

1. If I weren't so tired I would gladly help you.
2. If you order by the end of the month we can give you a discount.
3. The employees would not have gone to strike, if the company had improved their pension scheme.

VI. Прочитайте, перепишіть та письмово перекладіть текст.

Advertising

In order to sell goods, it is not sufficient simply to move the goods to places where people can easily obtain them. Potential customers have to be made aware of what goods are available and then be persuaded to buy them.

Product advertising is an important part of the marketing mix. Its aim is to increase sales by making a product or service known to a wider audience, and by emphasising its positive qualities.

We encounter advertising in many different forms and many different places. The different media for advertising include television, radio, newspapers, magazines, the Internet and direct mail.

Television advertising is powerful and effective, since it reaches millions of people within their own homes. The press is an important advertising medium. A major part of the costs of newspapers and magazines is covered by the revenue from advertisements. Advertisements in the press have the great advantage that they can be read and reread at leisure. Posters are one of the oldest forms of advertising. Their effectiveness depends very much on their location. Advertisements also appear on the sides of buses, and many firms use the sides of their lorries and vans as a means of advertising their products.

There is no doubt that a well planned and cleverly presented advertising campaign can increase the demand for a product. Most advertising is linked to some particular brand name. Its purpose is to increase brand loyalty by trying to convince consumers that competing brands are not close substitutes.

Notes:

Marketing mix – структура маркетингу

Medium (media) – засіб

Advertising campaign – рекламна кампанія

Revenue – дохід, прибуток

VII. Дайте відповіді на запитання до тексту.

1. What is the aim of product advertising?
2. Where do we encounter advertising?
3. What is the great advantage of advertisements in the press?
4. What does the effectiveness of posters depend on?
5. How is advertising linked to brand names?

VIII. Знайдіть в тексті неособові форми дієслова (дієприкметник, герундій, інфінітив), випишіть їх та назвіть.

ВАРІАНТ 3

I. Виконайте наступні завдання:

а) Утворіть Participle I та Participle II від наступних дієслів:
to translate, to read, to waste, to make, to close.

б) Визначте форму Participle в наступних реченнях та перекладіть ці речення.

1. An increasing number of women buy cars nowadays.
2. Starting from the very beginning of the project, quite often people don't plan effectively.
3. Our company has over twenty years experience working in remote areas, not only in developing countries but also in the developed world.

II. Перекладіть речення, звертаючи увагу на інфінітив та інфінітивні звороти.

1. Employers want to evaluate candidates on their qualities.
2. Do you want me to come early?
3. The car to be used did not belong to Smith.
4. Mrs Green was considered to be an excellent teacher.
5. Not many people can afford to buy a Rolls Royce.

III. Перекладіть речення, звертаючи увагу на герундій.

1. The costs of running the agency are very high.
2. Today, choosing the wrong person for a position can have more serious consequences than ten years ago.
3. Learning English involves speaking as much as possible.
4. They launched the product without doing the necessary research.
5. This job involves analysing our sales figures.

IV. Визначте правильний варіант перекладу герундія в реченні:

Reading is his favourite pastime.

1. Читати
2. Читаючи
3. Читання

V. Визначте тип умовних речень та перекладіть їх.

1. If we'd prepared properly, we wouldn't have lost the contract.
2. What would you do if you lost your credit card?
3. We'll be able to expand if they come up with the finance.

VI. Прочитайте, перепишіть та письмово перекладіть текст.

Boeing History

In 1903, two events launched the history of modern aviation. The Wright brothers made their first flight at Kitty Hawk, North Carolina, and William Boeing, born Oct. 1, 1881, in Detroit, Michigan, left Yale engineering college for the West Coast.

After making his fortune trading forest lands around Grays Harbor, Washington, Boeing moved to Seattle in 1908 and, two years later, went to Los Angeles for the first American air meet. Boeing tried to get a ride in one of the airplanes, but not one of the dozen aviators participating in the event would oblige. Boeing came back to Seattle disappointed, but determined to learn more about this new science of aviation.

For the next five years, Boeing's air travel was mostly theoretical, explored during conversations at Seattle's University Club with George Conrad Westervelt, a Navy engineer who had taken several aeronautics courses from the Massachusetts Institute of Technology.

The two checked out biplane construction and were passengers on an early Curtiss Aeroplane and Motor Company-designed biplane that required the pilot and passenger to sit on the wing.

In the autumn of 1915, Boeing returned to California to take flying lessons from another aviation pioneer, Glenn Martin. Before leaving, he asked Westervelt to start designing a new, more practical airplane. Construction of the seaplane began in Boeing's boathouse, and they named it the B & W, after their initials.

In 1910 William Boeing buys Heath's shipyard on the Duwamish River, which will later become his first airplane factory.

Now the Boeing company is an enormous American aerospace company which manufactures civil aircraft, military airplanes and develops advanced computer technology.

Notes:

Launch – починати
Make a fortune – розбагатіти
Air meet – повітряні змагання
Oblige – зробити ласку
Seaplane – гідролітак
Boathouse – сарай для човнів
Shipyard – верф

VII. Дайте відповіді на запитання до тексту.

1. What two events launched the history of modern aviation?
2. How did William Boeing make his fortune?
3. What was George Conrad Westervelt?
4. When did Boeing take flying lessons from Glenn Martin?
5. What does the Boeing company produce today?

VIII. Знайдіть в тексті неособові форми дієслова (дієприкметник, герундій, інфінітив), выпишіть їх та назвіть.

ВАРІАНТ 4

I. Виконайте наступні завдання:

а) Утворіть Participle I та Participle II від наступних дієслів:
to work, to write, to call, to buy, to collect.

б) Визначте форму Participle в наступних реченнях та перекладіть ці речення.

1. Depending on what a country produces and needs, it can export and import.
2. Two or more people starting a business together can set up a partnership.
3. A company can be formed with a minimum of two people becoming its shareholders.

II. Перекладіть речення, звертаючи увагу на інфінітив та інфінітивні звороти.

1. They gave me some money to buy some food.

2. I hope to find a job in marketing.
3. The car seems to have broken down.
4. She agreed to stay at home with Charles.
5. His parents want him to become a good economist.

III. Перекладіть речення, звертаючи увагу на герундій.

1. We are a large department store which began trading in 1895.
2. Developing new products will be our main objective next year.
3. I remember seeing that advertisement in the newspaper last week.
4. Braking into new markets was the key to the company's success.
5. In 1978 James Dyson had an idea for inventing new vacuum cleaning technology.

IV. Визначте правильний варіант перекладу інфінітива в реченні:

To learn English is necessary for his work.

1. Вивчення
2. Щоб вивчати
3. Вивчаючи

V. Визначте тип умовних речень та перекладіть їх.

1. I'll give you a five per cent discount if you pay cash.
2. If I hadn't taken so many risks, I wouldn't have lost so much.
3. If you reduced your price by 8 %, we'd increase our order substantially.

VI. Прочитайте, переписіть та письмово перекладіть текст.

World Trade Organisation

World Trade Organisation (WTO) will continue to hit news headlines for many years to come. In January 1995 when it was formed not many people were aware of it and much less was understood about the implications of it. Seattle meet has brought it into the focus. Indeed many people are realising now that WTO is growing too big and becoming an evil institution through which "monopoly capital" or more precisely, "some" capitalist countries are going to establish their complete command over the rest of the world in all spheres, economic, political, cultural, lifestyle.

GATT (General Agreement of Tariffs and Trade) was not a world body like UN but an agreement by which non-socialist countries discussed trade matters and agreements were reached, periodically. There were 5 rounds of such agreements till 1984. The 6-th round or the Uruguay Round started in 1985 which is now famous for many reasons. The Uruguay Round of GATT ended in formation of WTO in Marrakesh (Morocco) on 1-st January 1994.

Now international monopoly capital led by the United States dictates all newly independent governments what to do and what not to do. They want all the industries, banks, insurance companies under government control to be privatised which will be finally taken over by them - the American, the British and other multinationals.

WTO, IMF, the World Bank are pushing the national governments harder to further liberalise, globalise and privatise so that whatever is still left out will be grabbed by the multinational monopoly capital.

In coming years WTO will oversee that all countries follow the new Patent Laws, the new Investment Laws that give full freedom to any to invest anywhere in the world. It will see that there is no restriction by any country on trade and all the national governments change the labour laws to give full power to MNCs to employ or dismiss workers at will. WTO is set to be more powerful than the United Nations, powered by money and trade weapons having no accountability to any government or people.

Notes:

Hit the headlines – пишуть всі газети

Implication – те, що мається на увазі; сенс

Bring to focus – ставити питання

Command – панування, влада

UN – the United Nations Organisation – Організація Об'єднаних Націй

IMF – the International Monetary Fund – міжнародний валютний фонд

MNCs – Multinational Companies – багатонаціональні компанії

VII. Дайте відповіді на запитання до тексту.

1. What does the abbreviation WTO mean?
2. When was World Trade Organisation formed?
3. How did the Uruguay Round of GATT end?

4. Why does international monopoly capital want all the industries, banks, insurance companies under government control to be privatised?
5. What power will the labour laws give to MNCs?

VIII. Знайдіть в тексті неособові форми дієслова (дієприкметник, інфінітив), випишіть їх та назвіть.

ВАРІАНТ 5

I. Виконайте наступні завдання:

а) Утворіть Participle I та Participle II від наступних дієслів:

to watch, to sell, to discuss, to do, to invent.

б) Визначте форму Participle в наступних реченнях та перекладіть ці речення.

1. The price of manufactured goods also increased.
2. A growing number of companies are no longer satisfied with traditional job interviews.
3. Marks & Spencer is a major retailer selling food, clothes and household furnishings.

II. Перекладіть речення, звертаючи увагу на інфінітив та інфінітивні звороти.

1. There will be a meeting next week to discuss the problem.
2. Jane has decided not to buy a car.
3. They agreed to share the cost of the party.
4. Bloomberg employees seem to like working for the company.
5. He expects his friends to help him.

III. Перекладіть речення, звертаючи увагу на герундій.

1. I'm responsible for recruiting people to jobs.
2. Using an English dictionary to find the meaning of a word that you do not understand is a simple way to improve your vocabulary.
3. Now that everyone has been introduced, perhaps we can start discussing business.

4. We're looking forward to meeting the new Manager.
5. Many companies avoid giving details of what they are doing.

IV. Визначте правильний варіант перекладу дієприкметника в реченні:

Having said this, they stopped speaking.

1. Сказати
2. Сказавши
3. Щоб сказати

V. Визначте тип умовних речень та перекладіть їх.

1. If I were you, I would take travellers' cheques, not cash.
2. They would have gone bust if they'd taken his advice.
3. If I order a chequebook, will I get it before the end of the week?

VI. Прочитайте, перепишіть та письмово перекладіть текст.

The European Economic Community

The European Economic Community (EEC) was established in 1957 when six countries – Belgium, France, Italy, Luxembourg, the Netherlands, and West Germany (now Germany) – signed the Treaty of Rome. It was known informally as the Common Market. The organisation was founded in order to create a common market in which tariffs and quotas between member countries would be progressively eliminated. Denmark, Ireland and the UK joined in 1973, Greece in 1981, Spain and Portugal in 1986.

The EEC was the most significant of the three treaty organizations that were consolidated in 1967 to form the European Community (EC; known since the ratification [1993] of the Maastricht treaty as the European Union). The EEC had as its aim the eventual economic union of its member nations, ultimately leading to political union. It worked for the free movement of labor and capital, the abolition of trusts and cartels, and the development of joint and reciprocal policies on labor, social welfare, agriculture, transport, and foreign trade.

One of the first important accomplishments of the EEC was the establishment (1962) of common price levels for agricultural products. In 1968, internal tariffs

(tariffs on trade between member nations) were eliminated and a common external tariff was fixed.

In 1995 membership increased to 15 countries as Austria, Finland and Sweden joined the Union. In 1999 the monetary union was reinforced by launching the single European currency, the euro.

Notes:

The European Economic Community (EEC) – Європейська Економічна Співдружність

Treaty – договір, угода

Eliminate – скасовувати

VII. Дайте відповіді на запитання до тексту.

1. When was the European Economic Community established?
2. How many countries signed the Treaty of Rome?
3. What countries joined the EEC in 1986?
4. What was the aim of the EEC?
5. How is the single European currency called?

VIII. Знайдіть в тексті неособові форми дієслова (дієприкметник, герундій, інфінітив), випишіть їх та назвіть.

ВЕСНЯНИЙ СЕМЕСТР

ВАРІАНТ 1

I. Прочитайте, перепишіть та письмово перекладіть текст.

Focus on Douglas Ivester, CEO of Coca-Cola

Ivester, a factory foreman's son and former accountant, stepped in smoothly to run Coca-Cola as CEO following the death of champion wealth creator Roberto Goizueta. Early in his job as Coke's chief, Goizueta had recognised Ivester's drive,

commenting that he was the hardest-working man he had ever met. Together the two changed the company's operations and capital structure to maximize shareholder value.

Both of Ivester's parents were factory workers from a tiny mill town in Georgia. His parents were children of the depression, he recalls, "strong savers, very strong religious values," and had very high expectations for their only son.

Doug Ivester is the guy who for nearly two years worked constantly to provide essential support to Roberto Goizueta as he not only turned Coca-Cola around but made it into a powerhouse. If you want to know just how driven Ivester is, know that more than a decade ago he set himself the goal of becoming the CEO and chairman of Coca-Cola. Then he put on paper the dates by which he intended to do that.

By comparison with Goizueta, Ivester is an accountant by training, an introvert by nature. He worked systematically to obtain the breadth needed to be a modern chief executive – getting media coaching and spending three years' worth of Saturdays, six hours at a time, being tutored in marketing. He is a straight arrow, constantly encouraging his executives to "do the right thing", yet he is fascinated with Las Vegas, which he visits once a year, gambling and people-watching.

He is big on discipline, which to him means: be where you are supposed to be. Hierarchy is out – it slows everything down; he communicates freely with people at all levels. The 'conventional' desk job is also out. Ivester prefers that employees think of themselves as knowledge workers. At Coke, business planning is no longer an annual ritual but a continual discussion. Technology is not just nice; it's *crucial*. Ivester believes that many of America's executives "are getting terribly isolated".

II. Дайте відповіді на запитання до тексту.

1. What was Roberto Goizueta?
2. What were Ivester's parents?
3. What goal did Ivester set himself?
4. How did Ivester prepare for the position he now holds?
5. What are Ivester's hobbies?

III. Визначте, чи є наступні речення правильними (за текстом):

1. Ivester is a former accountant.

2. Ivester's parents had many children.
3. Ivester is fond of travelling and sightseeing.
4. Douglas Ivester pays much attention to discipline.
5. Ivester wants employees to think of themselves as "knowledge workers".

IV. Знайдіть в тексті слова з наступними значеннями:

1. Someone who has greatly increased the company's profits.
2. A time of high unemployment and poverty.
3. A very successful, profitable company.
4. Organising people into different levels of importance.
5. Something that happens regularly each year.

V. Випишіть з тексту англійські еквіваленти наступних словосполучень:

велика енергія; дуже успішна компанія; невеличке заводське містечко; дуже ощадливий; надавати важливості дисципліні.

VI. Знайдіть в тексті іменники у присвійному відмінку та випишіть їх.

VII. Знайдіть в тексті речення, присудок якого стоїть в Past Perfect Tense (Active Voice), та випишіть його.

VIII. Знайдіть в тексті неправильні дієслова та випишіть їх у трьох формах.

IX. Випишіть з тексту 1 – 2 речення, що передають основну думку тексту.

ВАРІАНТ 2

I. Прочитайте, перепишіть та письмово перекладіть текст.

Businesses learn from past mistakes

As the UK looks for new ways to encourage entrepreneurship, Italy might be thought a good place to look for lessons. It has a highly successful scheme to help young people start businesses; entrepreneurship seems part of the culture; working for yourself commonplace. There is an assumption that if people fail – and 46 per cent do so within five years – they will learn from their mistakes and start again.

Few Italians start a business with bank support. They save their start-up capital, sometimes for years, and borrow from parents, other family members and friends. Italy has almost no merchant banks and the fragmented banking sector is tightly regulated because of past banking failures. Banks have therefore become risk-averse and reluctant to lend.

Of scores of entrepreneurs interviewed for the OECD evaluation, only two had successfully borrowed money from the bank under the government loan guarantee scheme, thus avoiding up to three years of saving to accumulate capital. The rest had started from their own or privately-borrowed resources and then used growing turnover to expand. This was found to aid survival, nurturing financially conservative entrepreneurs, who did not over-extend and calculated risks carefully.

Parallel to this is an outstandingly successful government-funded scheme to encourage young entrepreneurs under 24. Highly selective, the Youth Entrepreneurship Agency approved only 1,056 projects out of 4,603 applications in the first 10 years. Successful applicants are tutored and advised, and the survival rate is running at 82 per cent.

The agency is now allowed to take equity stakes in the most promising ventures. In addition, an unsecured “loan of honour” – voluntarily repayable from future profits – has been introduced in southern Italy to help get over the problems of financing businesses in poorer areas where the banks really could not care less.

Note:

OECD – Organization for Economic Cooperation and Development –
Організація економічного співробітництва та розвитку

II. Дайте відповіді на запитання до тексту.

1. What kind of scheme does Italy have?
2. How do most Italians start a business?

3. Why have Italian banks become risk-averse?
4. How does the Youth Entrepreneurship Agency help young entrepreneurs?
5. How many projects did the Agency approve in the first 10 years?

III. Визначте, чи є наступні речення правильними (за текстом):

1. Risk money is not readily available in Italy.
2. There are a lot of merchant banks in Italy.
3. Families often provide finance for start-up companies in Italy.
4. Italian government does not encourage young entrepreneurs.
5. The 'loan of honour' has been introduced in northern Italy.

IV. Знайдіть в тексті слова з наступними значеннями:

1. A company's business expressed as sales of goods and services over a period of time.
2. Shares that one company owns in another company.
3. A loan which is not guaranteed by the borrower's assets.
4. A bank that deals with businesses rather than the public.

V. Випишіть з тексту англійські еквіваленти наступних словосполучень:

торговий банк; початковий (стартовий) капітал; накопичувати капітал; проект, що його фінансує держава; незабезпечена позика.

VI. Знайдіть в тексті іменники в однині та запишіть їх у множині.

VII. Знайдіть в тексті речення, присудок якого стоїть в Present Perfect Tense (Active Voice), та випишіть його.

VIII. Знайдіть в тексті речення з модальними дієсловами та випишіть їх.

IX. Випишіть з тексту 1 – 2 речення, що передають основну думку тексту.

ВАРІАНТ 3

I. Прочитайте, перепишіть та письмово перекладіть текст.

Venturers who hope to be the business

In the past few years, a new generation of Japanese entrepreneurs has emerged, boosting hopes that venture businesses are poised to become a new catalyst for the enfeebled Japanese economy.

Japan's small business sector already accounts for more jobs than the big corporations, such as Sony and Toyota, but a large proportion of smaller companies are subcontractors whose fortunes are totally dependent on big companies. Only now is Japan starting to develop a business environment conducive to entrepreneurial growth.

Of the three main ingredients needed to foster venture businesses – risk money, a structural framework and an entrepreneur-friendly culture – the country has attracted the first, is improving the second, but needs to move forward on the third.

“The reason why there is a business chance for us is because the social structure is changing as a result of the Internet,” says Hiroshi Mikitani, 34-year-old founder of Rakuten Ichiba, Japan's most popular Internet shopping mall. Old skills are becoming less important than Internet expertise and money is flowing to new businesses rather than mature industries, he says. Internet entrepreneurs are also leaving the relative sanctuary of larger companies to set up on their own, something which is still rare in Japan. Meanwhile the Japanese authorities have been scrambling to make the country's legal and structural framework more venture business-friendly.

In the past, Japan's reliance on indirect financing through banks also discouraged the development of risk capital. “The head of a big bank may know what it's like to have difficulties in raising Y100bn but he doesn't know what it's like to try to raise Y500,000” points out Masao Horiba, founder and chairman of Horiba, a leading manufacturer of measuring instruments.

But while the money flows in and structural change increases, the critical question is whether Japanese culture can change sufficiently to support more entrepreneurs. “Japan's venture capital sector is like a brand new race track. The

track and stands have been built, the gamblers have arrived – but there aren't any horses,” says Mr. Horiba.

II. Дайте відповіді на запитання до тексту.

1. What can you say about jobs in Japanese business ?
2. What are the main ingredients needed to foster venture businesses ?
3. Why is the social structure changing according to Hiroshi Mikitani ?
4. Do the Japanese authorities want to encourage new businesses ?
5. What is one of the reasons that discouraged the development of risk capital in Japan ?

III. Визначте, чи є наступні речення правильними (за текстом):

1. Recently a new generation of entrepreneurs has emerged in Japan.
2. Small companies are subcontractors of big corporations.
3. Japanese government is improving an entrepreneur-friendly environment.
4. “Money is flowing to mature industries rather than new businesses,” says Hiroshi Mikitani.
5. Mr. Horiba compares Japan's venture capital with a swimming pool.

IV. Знайдіть в тексті слова з наступними значеннями:

1. Something that causes an important change or event to happen.
2. To encourage something to happen over a period of time.
3. Favouring people who want to start up new businesses.
4. A company paid to do a part of the work of another company.

V. Випишіть з тексту англійські еквіваленти наступних словосполучень:

нове покоління; японська влада; провідний виробник; збирати гроші; ділове оточення.

VI. Знайдіть в тексті прикметники різних ступенів порівняння та випишіть їх у початковій формі.

VII. Знайдіть в тексті речення, присудок якого стоїть в Present Perfect Continuous Tense (Active Voice), та випишіть його.

VIII. Знайдіть в тексті іменники в множині та випишіть їх в однині.

IX. Випишіть з тексту 1 – 2 речення, що передають основну думку тексту.

ВАРІАНТ 4

I. Прочитайте, перепишіть та письмово перекладіть текст.

Is there a place for time in corporate Utopia?

Employees of SAS Institute live in a workers' Utopia. On the company's wooded campus in North Carolina is everything a person could need: doctors, dentists, onsite childcare, masseurs...

SAS has just been chosen by *Fortune* magazine as one of the best companies to work for in the US. Like the other 99 companies singled out, SAS is not content to reward employees with a mere pay cheque. Instead, the company is dead set on making their lives easier.

Indeed, there is little these good employers will not do to take the load off their workers' shoulders. Some provide subsidized housekeepers. Some deliver ready-cooked gourmet meals to employees' doors in the evening. Others offer haircut, free Viagra, cut-price sushi, free ergonomic chairs. One company even provides \$ 10,000 (± 6, 070) towards the cost of adopting a child.

Not content with the above, some employers are helping their staff fill their leisure hours too. Many offers swimming pools and fitness centers, some arrange guitar lessons or provide garden allotments. Some even lay on company holidays, whisking workers and their partners off to luxury island locations.

And that is not all: some companies also set the standard for employees to follow in their private lives. At First Tennessee, employees get a \$ 130 cash bonus if they are seen to be practicing 10 specified healthy behavior patterns.

For these forward-looking employers the vexed problem of work / life balance – assumed to be one of the greatest workplace issues facing us - is magically eliminated. These companies are mounting a take-over bid for their employees' lives with the result that the issue of balance no longer arises.

And at these companies hardly anyone ever leaves. Which might mean everyone is gloriously happy. Or it might mean the prospect of severing one's entire life from an employer is so daunting that it seems easier to stay put.

Amid all this bounty there is just one thing that none of these companies offer. And that is time. If employers really want to show that they are helping employees balance their lives, the answer is not to do their shopping, fix their teeth and issue them with laptops so that they can work "flexibly" right through the night. It is to ensure that people do not work too hard. To write it into the company's culture that no one will be expected to work more than, say, 40 hours a week on average. And for the Chief Executive to show the way.

Certainly this would not be easy, and probably not cheap either. But an employer that tackled the long-hours culture would be reaching the parts that all the free hairdos, Viagra and guitar lessons in the world will never reach.

II. Дайте відповіді на запитання до тексту.

1. How can employees at First Tennessee earn \$130?
2. What is the problem of work/life balance?
3. What two reasons does the writer give for employees remaining with one of these companies?
4. Which benefits in the article are partly paid for by the companies?
5. Why has SAS been chosen by *Fortune* magazine as one of the best companies to work for in the US?

III. Визначте, чи є наступні речення правильними (за текстом).

1. One company even provides \$10,000 towards the cost of adopting a child.
2. Employees of SAS Institute don't live in a worker's Utopia.
3. There is little these good employers will not do to take the load off their worker's shoulders.
4. SAS is content to reward employees with a mere pay cheque.
5. Amid all this bounty there is just one thing that none of these companies offer.

IV. Знайдіть в тексті слова з наступними значеннями:

1. Person who is employed.
2. Person who employs others.

3. Payment in addition to what is usual.
4. A part of the cost paid by a company.

V. Випишіть з тексту англійські еквіваленти наступних слів та словосполучень:

масажист; досадна проблема; доставляти; відбирати; зразки поведінки; посеред.

VI. Знайдіть у тексті речення, присудок якого стоїть в Future Simple Tense (Passive Voice), та випишіть його.

VII. Знайдіть у тексті речення з модальними дієсловами та випишіть їх.

VIII. Знайдіть у тексті дієслова у формі Past Simple Tense та запишіть їх у початковій формі.

IX. Випишіть з тексту 1 – 2 речення, що передають основну думку тексту.

ВАРІАНТ 5

I. Прочитайте, перепишіть та письмово перекладіть текст.

Who would you rather work for?

Women are more efficient and trustworthy, have a better understanding of their workforce and are more generous with their praise. In short they make the best managers, and if men are to keep up they will have to start learning from their female counterparts, a report claims today.

The survey of 1,000 male and female middle and senior managers from across the UK is an indictment of the ability of men to function as leaders in the modern workplace.

A majority of those questioned believed women had a more modern outlook on their profession and were more open minded and considerate. By way of contrast, a similar number believe male managers are egocentric and more likely to steal credit for work done by others.

Management Today magazine, which conducted the research, said that after years of having to adopt a masculine identity and hide their emotions and natural behavior in the workplace, women have become role models for managers.

The findings tally with a survey of female bosses carried out in the US. A five-year study of 2,500 managers from 450 firms found that many male bosses were rated by their staff of both sexes to be self-obsessed and autocratic. Women on the other hand leave men in the starting blocks when it comes to teamwork and communicating with staff.

In Britain more than 61% of those surveyed said men did not make better bosses than women. Female managers use time more effectively, with many of those surveyed commenting that juggling commitments is a familiar practice for women with a home and a family.

Female managers also appear to make good financial sense for penny-pinching companies: most people, of either sex, would rather ask for a rise from a man.

“If men want to be successful at work they must behave more like women”, said the magazine’s editor, Rufus Olins. “Businesses need to wake up to the fact that so-called feminine skills are vital for attracting and keeping the right people. In the past women who aspired to management were encouraged to be more manly. It looks now as if the boot is on the other foot”.

II. Дайте відповіді на запитання до тексту.

1. Why are women better managers than men?
2. A similar number believe male managers are egocentric, don't they?
3. What did five-year study of 2,500 managers find?
4. How do female managers use time?
5. Did men make better bosses than women in Britain?

III. Визначте, чи є наступні речення правильними (за текстом).

1. Usually men make the best managers.

2. A minority of those questioned believed women had a more up-to-date outlook on their profession.

3. A five-year study covered 2,500 managers from 450 firms.

4. Men aren't better bosses than women.

5. To be successful managers men must behave more like women.

IV. Знайдіть в тексті слова з наступними значеннями:

1. People with the same jobs as each other.

2. A clear sign that a system isn't working.

3. Thinking only about yourself.

4. Giving orders without asking others for their opinions.

5. Wanted to achieve an important goal.

V. Випишіть з тексту англійські еквіваленти наступних слів та словосполучень:

обвинувачення; за контрастом; приховувати емоції; компанії, що заощаджують кожную копійку; життєво важливий.

VI. Знайдіть у тексті речення, присудок якого стоїть в Present Perfect Tense (Active Voice), та випишіть його.

VII. Знайдіть у тексті речення з прикметниками порівняльного та найвищого ступенів та випишіть їх.

VIII. Знайдіть у тексті дієслова у формі Past Simple Tense та випишіть їх у початковій формі.

IX. Випишіть з тексту 1 – 2 речення, що передають основну думку тексту.

Навчальне видання

КОНТРОЛЬНІ ЗАВДАННЯ

З АНГЛІЙСЬКОЇ МОВИ

ДЛЯ СТУДЕНТІВ ЕКОНОМІЧНИХ СПЕЦІАЛЬНОСТЕЙ

1-го та 3-го курсів

ЗАОЧНОЇ ФОРМИ НАВЧАННЯ

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