## МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

## НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ

**«ХАРКІВСЬКИЙ ПОЛІТЕХНІЧНИЙ ІНСТИТУТ»**

##

**Питання, задачі, завдання для поточного та підсумкового контролю**

**з дисципліни** **«Іноземна мова за фахом»**

**Харків - 2017 р.**

**Модульна контрольна робота 1.**

**Варіант 1**

**1. Оберіть вірний варіант (a, b, c або d)**

1. The discussion . . . very interesting. It is a pity I couldn’t stay.

a) was b) will be c) would be d) were

2. I have to do some extra work now because one of my colleagues … a holiday.

a) has b) has had c) is having d) would have

3. If it … a country, California would be one with more people than Canada and an economy the size of China's.

a) would be b) has been c) will be d) were

4. So far no attempts …to improve the situation.

a) must to be made b) will make c) haven’t been made d) have been made

5. The result of this study is intriguing, and surely worth … in a larger piece of research.

a) to follow up b) to be followed up c) following up d) followed up

6. The danger of radiation for human health makes us … different means of protection.

a) develop b) to have developed c) to develop d) to be developed

7. For the first time since the industrial revolution, … than 10% of American workers are now employed in manufacturing.

a) least b) more c) as many as d) farther

8. It will take months for the new proof … thoroughly.

a) being checked b) to be checked c) checked d) to check

9. The conference was devoted to the subject they ... for two years.

a) had been investigating b) investigated c) will investigate d) investigate

10. Technological improvements are needed … wind, solar and hydrogen can be more viable parts of the energy equation.

a) lest b) because of c) so that d) unless

11. It is important that this project should be adequately financed. Then… .

a) a number of other difficulties will appear c) it will succeed

b) there is little hope that it will succeed d) it will be too late

12.… this theory may seem it does have some weak points.

 a) No matter how convincing b)In spite of convincing c) Provided it is convincing d) In order to convince

13. She hasn't begun working on her Ph.D. … working on her master's.

a) still because she is yet b) yet as a result she is still c) still while she is already d) yet because she is still

14. The more she worked, ….

a) the less she achieved b) she achieved not enough c) she did not achieve enough d) she was achieving less

15. He has received several scholarships ….

a) not only because his artistic but his academic ability c) because of his academic and artistic ability

b) for both his academic ability as well as his artistic d) as resulting of his ability in the art and the academy

16. In software construction there are some techniques that permit us to recognize ….

a) if not correct a given program is b) if a given program is correct c) or is a given program correct d) isn't a given program correct

17. The students liked that professor's course because ….

a) there was few if any homework c) there was little or no homework

b) not a lot of homework was d) of there wasn't a great amount of homework

18. There has already been mentioned the fact that scientific discoveries … .

a) which cannot be wholly dealt with on a national scale c) proving scientists’ new hypotheses

b) makes the problem far more complicated than it seems d) are greatly assisted by the developments in research techniques

19. Not only has demand been high, but … is coming from places that are hard to reach.

a) also the oil we have been finding b) unless we found oil c) finding the oil d) we have been finding oil

20. The chairman requested that … ..

a) the members studied more carefully the problem c) with more carefulness the problem could be studied

b) the problem would more carefully be studied d) the members studied the problem more carefully

21. We also have a series of public lectures given by guest speakers.

a) number b) matter c) means d) sort

22. It is now common corporate policy for a company to have a mission statement explaining the aims of the business.

a) strategic b) domestic c) international d) organizational

23. I want you to illustrate your point by providing some supporting examples.

a) receiving b) removing c) obtaining d) supplying

24. More and more students decide to study for a Master’s degree to enhance their knowledge.

a) employ b) improve c) evaluate d) apply

25. You are obliged to present an electronic version of your report.

a) informed b) known c) required d) proposed

26. The amount of money owed by some countries is so enormous that it will probably never be repaid.

a) insufficient b) huge c) tiny d) average

27. The experiments were conducted simultaneously in London and Rome.

a) at the same time b) step by step c) in the same place d) from time to time

28. When testing a hypothesis, every effort is made to eliminate subjective or biased ideas.

a) consider b) modify c) avoid d) reduce

29. People should be aware of the ecological threats caused by this kind of production.

a) ignorant b) careful c) conscious d) opposite

30. Scientists are still disputing about the origin of the Universe.

a) experimenting b) arguing c) thinking d) explaining

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

**New products for the cyclist**

Manufacturers need to keep up to speed, says Peter Marsh

 As a keen cyclist, Yoshizo Shimano knows all about the importance of keeping in touch with his company's products. Mr Shimano is president of Shimano, the world's biggest maker of bicycle components. Frequently, he borrows a bike from the company's R&D division to keep in touch with what researchers are up to.

 'We won't compete with our customers by building complete bikes. But we must keep in mind how our components are going to be used and have a vision of the product that is safe as well as being fun,' he says.

 Mr Shimano's interest in trying out bicycles containing his company's components underlines how manufacturers must pay increasing attention to bringing out new products. These must either solve a pressing customer problem or come up with an idea that breaks completely new ground within a few years.

 'For example, if the cyclist does not have to change gears, he can concentrate on other aspects of controlling the bike which is likely to lead to safer journeys,' says Mr Shimano.

 From the *Financial Times*

1 Mr Shimano often cycles.

2 Shimano makes complete bicycles.

3 Shimano pays attention to how its products are used by its customers.

4 To succeed, new products must solve a problem or be based on a completely new idea.

5 Mr Shimano talks about reducing the weight of bicycles.

**Варіант 2**

**1. Оберіть вірний варіант (a, b, c або d)**

1. Henry Ford’s introduction of the assembly line vastly reduced the time it took …

a) to make a car b) making a car c)for making car d)a car to make

2. In terms of population, Bangkok, Thailand , is … than Barcelona, Spain.

a) as large b) larger c)the largest d) more large

3.France, where this process …, took an early lead in aluminum production.

a) was developed b) will develop c) has developed d)were to develop

4.Until 1845, scientists failed to discover a process which … separate aluminum from its various alloys.

a) must b) could c)will d)ought

5.Mr Williamson … the firm soon whether or not he voluntarily turns in his resignation.

a) has left b) are leaving c)have left d)will be leaving

6. … he got the best grade on the quiz surprised everyone.

a) the fact what b) the fact that c) the fact if d) the fact when

7.That experiment demonstrates that people have trouble …more than seven digits in sequence.

a) recalled b) being recalled c c) recalling d) having recalled

8.They stated that the book … especially for the computer professional.

a) will design b) was designed c)had designed d)would design

9.That company’s electric cars … to be virtually trouble-free.

a) report b) are reporting c)reports d)are reported

10.It is essential that she … us beforehand.

a) is calling b) shall call c)should call d)was to call

11.The project faced a whole series of difficulties. Yet, despite all of them… .

a) the organizers decided to abandon their plan. c) it was a complete failure.

b**)** it proved to be a great success. d) the difficulties were impossible to overcome.

12.It is important that this project be adequately capitalized and that strict accounting procedures be applied from the beginning. Otherwise , … .

a) its success will be assured c) there are a number of further measures which should be taken

b) there is little hope that it will succeed d) nothing will go wrong

13.Scientists know that the huge Hola crater in Arizona was made by a meteorite, but do not know exactly … .

a) when did the meteorite hit the earth c) when the meteorite the earth hit

b) when the meteorite hit the earth d) when did the earth hit the meteorite

14. . . . into English, the article was published in a scientific journal.

a) To have translated b) Having been translated c) To have been translated d) Having translated

15.The number of Internet buyers in Latin America is growing fast, … .

a) while Europeans do not like electronic commerce c) though one can have a computer now

b) yet, you can always find products on the Internet d) however, there are many advantages to buying on the Internet

16. The road repairs . . . on the motorway had seriously delayed the traffic.

a) will carry out b) having carried out c) being carried out d) to carry out

17…, ozone levels in the ionosphere have dropped recently.

a) However the reason b) They are the reason c) What is the reason d) Whatever the reason

18 Our firm seems . . . a large number of outdated computers.

a) to have b) have c) has d) having

19. He didn’t know how long the staff training course . . .

a) will last b) lasts c) can last d) would last

20.While dozens of popular authors claimed to be experts on the subject, … .

a) there were much other such authors c) none of them had studied it in a systematic way

b) some of the authors are not really so popular d) there being no experts on other subjects

21. The company has experienced a number of significant changes in the last few years.

a) influenced b) undergone c) required d) implemented

22. You should speak more loudly and more slowly when you want to emphasize an important point.

a) introduce b) stress c) discover d) report

23. The North Americans consume more energy and resources than any other nation.

a) use b) generate c)make d) apply

24. One of the most important skills to learn is how to utilize your time effectively.

a) take notice of b) pay attention to c) take care of d) make use of

25. The outcome of the experiment was a complete surprise to everyone.

a) beginning b) start c) result d) launch

26. He is a pleasant colleague, and very proficient at his job.

a) skilled b) profitable c) popular d) active

27. They declared that they had been the first to discover those facts.

a) proposed b) introduced c) stated d) demonstrated

28. The theory proved to be correct and was a major breakthrough in the history of science.

a) true b) valuable c) unique d) false

29. Communication between researchers is dependent on precise definition of concepts and ideas.

a) faulty b) broad c) accurate d) standard

30. The results obtained signify that we still know very little about these phenomena.

a) convince b) disprove c) guarantee d) indicate

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

George Cole

 Norwich Union is one of the UK's leading financial services companies, dealing with life assurance, pensions, investments and insurance. When customers call Norwich Union Direct, their call may be handled by any one of four call centres. Each centre has 300 agents or, as Norwich Union Direct prefers to call them, tele-executives, and the business handles 20,000 calls a day.

 Each call centre is similar in design; with open-plan offices -15 senior management do not have separate offices. The tele-executives work in small teams of around 8 to 12 people. Between each desk is a low screen, which provides some privacy, but without making employees feel isolated.

 A team coach sits next to the employee during the first stages. 'There is a lot of hand-holding,' says Jackie Connolly, the company's customer services director. 'We try to encourage a mind-set which says that you're not just dealing with 60 accident claims a day, but with 60 different customers.'

 There are regular meetings with team coaches and the team leader, and team games are organized to promote healthy competition. 'We're more interested in quality than quantity,' says Mrs Connolly. 'We carry out a lot of customer 40 research to ensure that we are servicing their needs.'

 From the *Financial Times*

1 If you feel *isolated*, you feel lonely, with no contact with other people.

2 There is a lot *of hand-holding* of new employees at Norwich Union Direct. This means that coaches and employees literally hold each other's hands.

3 If you have a particular *mind-set*, you have a particular way of thinking about something.

4 If there is *healthy competition* between people, it damages them and makes them feel bad.

5 If customer needs are *serviced*, their needs are satisfied.

**Варіант 3**

**1. Оберіть вірний варіант (a, b, c або d)**

1. The system is dangerous, . . . must use it.

a) everything b) anybody c) no one d) somebody

2. She plans . . . to study the alternatives and to implement them soon.

a) also b) both c) either d) not only

3. . . . into English, the article was published in a scientific journal.

a) To have translated b) Having been translated c) To have been translated d) Having translated

4. The trainee . . . writing the report before the director came.

a) finished b) was finishing c) should finish d) had finished

5. They like to work in the central public library and so . . . I.

a) do b) like c) am d) work

6. . . . more attention is now being paid to environmental issues.

a) Great b) Very c) Much d) Too

7. The device is very delicate and has to . . . with great care.

a) be handled b) be handling c) handle d) being handled

8. These methods of purifying industrial wastes . . . much attention to recently.

a) was given b) have been given c) were giving d) had to been given

9. He . . . left a message for you, here it is.

a) was b) is c) will d) has

10. When you wake up tomorrow, I . . . over the Atlantic ocean.

a) would fly b) will be flying c) must fly d) can fly

11. If she … a skilled programmer, they would offer her a good position in a big company.

a) been b) being c) were d) should

12. He didn’t know if there . . . a special mechanism used in the process.

a) have existed b)were existing c) existed d) exist

13. If I had remembered his number, I would . . . him.

a) telephone b) be telephoning c) telephoning d) have telephoned

14. The European computer companies insisted that a better relationship with the public authorities . . . be built in Europe.

a) should to b) will c) had to d) are to

15. They won’t change their decision until they . . . more information.

a) got b) get c) will get d) would get

16. They discussed their points after they . . . the contract.

a) have signed b) signing c) having signed d) had signed

.17. . . at from this point the problem doesn’t seem too difficult.

a) Looking b) Having looked c) Will be looked d) Being looked

18. He was sorry because he. . . the device before.

a) not having tested b)does not test c) hadn’t tested d) isn’t testing

19. The gravitational forces do not let the planets ... the solar system.

a) leave b) leaving c) to be left d) to leave.

20. Our firm seems . . . a large number of old computers.

a) to have b) have c) has d) having

21. University regulations state that students must pass 18 modules to graduate.

a) promote b) plan c) report d) declare

22. Most economists forecast that China will become a leading world economy in the 21st century.

a) consult b) discuss c) predict d) offer

23. These countries are forced to rely on aid from richer nations in order to feed their population.

a) give up b) look after c) go on d) depend on

24. The new computer system created a lot of interest among potential users.

a) generated b) maintained c) lost d) showed

25 Employees are keen to recruit people who have at least a basic ability in computing.

a) research b) qualification c)contribution d) application

26. Preliminary results suggest that we are going in the right direction.

a) experimental b) initial c) encouraging d) ultimate

27. Don’t assume something is true until facts confirm it.

a) accept b) deny c) describe d) predict

28. The University must make sure that your English is sufficient.

a) excellent b) moderate c) huge d) adequate

29. When the government increased the tax on petrol, there was a significant rise in transport costs.

a) resultant b) considerable c) continuous d) simultaneous

30. Until the last century, this concept was regarded as a ridiculous idea.

a) suggested b) preferred c) considered d) applied

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

**Starting every day with a song**

By Virginia Matthews

 For staff and managers at Asda, each working day gets off to a raucous start. 'Give me an A!' they cry, 'Give me an S! Give me a D! 'Give me an A! What does that spell? Asda!'

 Customers of the supermarket chain may be alarmed to see and hear the company chant, but Asda insists chanting, singing or hand – clapping is one of the best motivational tools around.

 Asda's spokeswoman says she believes the daily chant unites the workforce. Asda's chant was adapted for the UK from the version sung at Wal-Mart, its parent company. The song now accompanies all sales conferences, company events and even management meetings.

 'The directors are just as happy to chant as the cashiers are and they have told us that it helps them get through the business of the day more efficiently and quickly. Chanting isn't compulsory though,' she adds, 'and if people don't want to join in, they won't be penalised. As for the customers, they love to see us enjoying our work with a good shout and sometimes they even want to join in.'

 From the *Financial Times*

1 The company chant at Asda is for staff only, not managers.

2 The chant is made up of the letters of the company's name.

3 A chant is a type of song.

4 Asda believes the chant motivates employees and makes them work better.

5 The chant is exactly the same as the one used at Wal-Mart.

**Варіант 4**

**1. Оберіть вірний варіант (a, b, c або d)**

1. Active research on genetic problems ... for about seventy years now.

1. was carried on b) has been carried on c) is being carried on d) is carried on

2. When I ... my present work, I will start writing my doctoral thesis.

1. will be completed b) shall complete c) complete d) have been completing

3.I ... through a few English papers last week but I couldn't find a spare minute.

1. should look b) had to look c) could d) have been looking

4. He usually ... his work day with checking the apparatus.

1. starts b) starting c) has started d) is starting

5. I wonder ... he will come in time.

1. weather b) what c) whether d) that

6.I am now busy ... an exhibition at the institute.

1. to arrange b) have been arranged c) arranging d) to be arranging

7.I ... a Ph.D. degree at this institute in 1984.

 a) was received b) received c) have been receiving d) had received

8. The problem is interesting enough ... much attention.

1. will attract b) for attract c) being attracted d) to attract

9. It was shown thirty years later that G. Mendel's conclusions ... correct.

1. had been b) was c) are d) have been

10. For a detailed analysis I took the data ... by my research group.

1. obtained b) obtaining c) was obtained d) having being obtained

11. The gravitational field of the Moon has influence on the life of sea animals ....

1. had, in fact, never been observed b) observations were made c) is likely to be observed d) as it proved by recent observations

12. …Prof. N emphasized the importance of direct contacts among scientists.

1. Opened the conference b) When opening the conference c) The longer the speech d) It was

13. Do you know ... ?

1. the atomic nucleus was discovered when c) when was the atomic nucleus discovered
2. when the atomic nucleus was discovered d) when was discovered the atomic nucleus

14. ... one or several electrons must leave the atom.

1. To form a positive ion b) The formation of a positive ion c) It is a positive ion that is formed d)Being a positive ion to form

15. Many sciences today are so closely linked ....

1. however difficult to draw a line between them c) that it's difficult to draw a sharp line between them
2. drawing a sharp line between them d) leads to drawing a sharp line between them

16. The interchange of information in future will be better than it is now ....

1. to take any form b) any form to be taken c) take any form d)whatever form it may take

17. It is useful to learn ... is totally dependent on the environment.

1. however changing animal behaviour c) if the change we see in animal behaviour
2. as a result of our observation d) the more we observe animal behaviour

18. ... but they also make long-range predictions.

1. Although scientists explain well-known facts c) Scientists explain not only well-known facts
2. Can't scientists only explain well-known facts d) Scientists explaining well-known facts

19. ... that attracted most attention.

1. It was Brown's report b) It being Brown's report c) Having been Brown's report d) This will being Brown's report

20. The more accurate the calculations ....

1. so the results b) are reliable results c) the more reliable are the results d) for the results to be reliable

21. We cannot view this problem on the basis of modern concepts.

1. from the point of view b) in spite of c) because of d) along with

22. The great advantage of the so-called graphic computers is in solving design problems.

1. weakness b) illustration c) strength d) discomfort

23. It is usually more economical to buy large quantities of a product than small quantities.

1. cheaper b) more common c) up-to-date d) less political

24. Human labor has the capacity to make use of the equipment and techniques available.

1. out-dated b) reliable c) accessible d) new

25. People seem to realize the potential dangers of some scientific discoveries.

1. want b) appear c) can d) try

26. Properties of any region of space depend considerably on the presence and form of matter nearby.

1. slightly b) generally c) in fact d) greatly

27. Various ideas have been proposed to examine these phenomena.

1. record b) describe c) investigate d) explain

28. Both reports predict that the temperature change will be greater in the polar regions than near the equator.

1. object b) forecast c) undergo d) compare

29. Inequality is low in unchanging, "traditional" society, but rises as economic growth accelerates.

1. speeds up b) dates back c) arranges d) begins

30. Statistics may be defined as the branch of mathematics which is concerned with the use of collected numbers representing facts or measurements.

1. cooperates with b) is opposed to c) increases d) deals with

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

**The stress-free diet**

Jerome Burne

 When a friend told Tony Cozzi that diet was the answer to the stress that he and his staff suffered from, he was sceptical. 'Massage, meditation, exercise, all seem likely to reduce stress, but not whether you eat nuts or crisps.'

 Despite his scepticism, he went to a nutritionist and signed up the staff for two months of rice, salads, fresh fruit, yoghurts and nuts in place of the usual rolls, crisps, Mars Bars and the like.

 The results at ASAP, the design and marketing company Cozzi owns, were miraculous. All the seven staff who took part lost weight; Cozzi started sleeping properly and stopped snapping at everyone. Everyone claims to have more energy, and the number of days when someone is sick has dropped from five a month to one. Only the one individual who went back to his chips and chocolate seems to get sick these days.

 'This is a very stressful job,' says Cozzi. 'It's a great place to work and we all love it, but it's deadlines, deadlines, deadlines all the time. Everyone is stretched and when one person goes off sick everyone has to work twice as hard. For some time I'd been looking for ways of helping us all deal with stress better. Now I've found the answer.'

 From the *Financial Times*

1 If you *suffer from* something it is good for you.

2 If you are *sceptical* about something, you believe it.

3 *Massage* is a type of written communication.

4 *Meditation* is when you try to relax by emptying your mind of all thoughts and feelings.

5 If you *sign someone up* to do something, you make an agreement that forces them to do it.

**Варіант 5**

**1. Оберіть вірний варіант (a, b, c або d)**

1. I think, very soon a cure for AIDS ....

1. will find b) will have found c) will be found d) will have being finding

2. Would you mind ... me a copy of your conference paper?

1. having sent b) sending c) to send d) sent

3. Your reception room is bigger than ....

1. our b) ours c) we d) us

4. We heard him ... this story yesterday.

1. to tell b) told c) tell d) has told

5. What would you write about if you ... a popular writer?

1. were b) would c) had been d) are

6. We hadn't heard from him for a long time. He ... wrote nor telephoned.

1. either b) nor c) neither d) didn't

7. Who ... in the house?

1. do live b) does live c) lives d) live

8. Have you ever been to England? - Yes, I ... there last year.

1. was been b) was c) had been d) have been

9. When ... to ionizing radiation, living cells cannot perform their normal functions.

 a) exposed b) exposing c) have exposed d) expose

10. I can't attend his today's lecture because I ... to work.

1. must b) had c) can d) have

11. These facts …. since last century.

1. have been observed b) were observed c) are observed d) are being observed

12. Very soon this work ... us many discoveries of great importance.

1. has brought b) will be brought c) brings d) will bring

13. For hundreds of years people ... of cosmic flights.

1. are dreaming b) have been dreaming c) have been dreamed d) are being dreamed

14. The head of the laboratory ... to check everything himself.

1. are b) be able c) had d) must

15. There is no doubt that radio and TV are among the … miracles of modern science.

1. most great b) more greater c) greatest d) most greatest

16 The question ... at next Thursday's meeting concerns all of the laboratory staff.

1. to be discussing b) discussed c) being discussed d) to be discussed

17. I watched them ... the equipment.

1. installed b) installing c) were installing d) had installed

18. Nobody expected them ... a discovery.

1. to make b) would make c) made d) make

19. The value of his research ... not be underestimated.

1. are b) must c) has d) is

20. He must ... his attempts to obtain better results several years ago.

1. give up b) have given up c) gave up d) has given up

21. I do believe that the problem can be split into three levels.

a) interpreted b) divided c) solved d) looked at

22. Governments should set limits for engine sizes and production.

a) approach b) introduce c) balance d) recognize

23. The book summarizes recent developments in this field.

 a) includes b) ends with c) is full of d) sums up

24. Science provides the means of profiting from knowledge of the laws of nature.

 a) keeping up-to-date with b) encouraging c) taking advantage of d) improving

25. Technology is supplying science with more and more sophisticated instruments.

 a) providing b) demanding c) joining d) competing

26. That factory is producing more and more pollution.

 a) products b) raw materials c) harmful effect d) influence

27.Estimation of a scientific discovery requires personal involvement in the research.

 a) structure b) simulation c) development d) evaluation

28. What conditions must be observed so that you may obtain the desired result?

 a) noticed b) maintained c) measured d) contained

29. Humankind can only survive by accepting responsibility and acting upon it.

 a) exchanging b) comparing c) taking on d) developing

30. The intensive study of plasma could give us in the future an inexhaustible source of power.

 a) cheap b)non-traditional c) exciting d)renewable

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

**In the bag**

Michael Skapinker

 If you want to be a hero, an engineer once told Steve Gleich, then solve the banana bag problem in Costa Rica. What, asked Mr Gleich, a researcher at DuPont, the US science group, was the banana bag problem?

 The engineer pulled a bag from his drawer. Costa Rica used millions of them to cover bunches of bananas, he said. The bags were Nappies(*AmE:* diapers) worn by babies. used as miniature hothouses to ripen the bananas while protecting them during transport. Imagine the work involved in removing them from every bunch and the financial and environmental cost of disposing of them.

 Mr Gleich had the answer: Biomax, a material that naturally decomposes. The DuPont researchers who developed Biomax had first thought of using it for disposable nappies. Nothing had come of that. Why not banana bags that would disintegrate as the fruit ripened? Del Monte's Costa Rican banana operation was interested - but then the country manager had an unrelated disagreement with his head office and refused to take any more bags. More than a decade after DuPont first came up with Biomax, it has yet to find a use for it.

 From the *Financial Times*

1) Biomax remains in the same state for many years.

2) It had been planned to use Biomax to make nappies, but this did not happen.

3) Biomax was used to make special bags for bananas.

4) The bags were not a success for the company

5) DuPont has found many other uses for Biomax.

**Варіант 6**

**1. Оберіть вірний варіант (a, b, c або d)**

1. It is important... with the task.

1. him to cope b) for him cope c) for him to cope d) he cope

2. Lasers ... in research since the early 1960's.

1. have been used b) are used c) were used d) are using

3. He said he would ring me up when he ... his work.

1. will finished b) finished c) finish d) finishes

4. ... who did it.

1. There is me b) It is mine c) There is mine d) It is me

5.I wonder ... he will come in time.

a) weather b) what c) whether d) that

6. It is necessary that applied research ... in cooperation with industrial engineers.

1. are be carried on b) to be carried on c) must be carried on d) being carried on

7. When I arrived at work I realized that I... my report at home.

1. had left b) left c) leave d) was leaving

8. If I ... him yesterday, I would have discussed the question with him.

1. saw b) had seen c) would see d) see

9. If you use pictures and slides, your report will be much ....

1. interesting b) most interesting c) the most interesting d) more interesting

10. The results of his experiments are supposed ... very interesting.

1. be b) to be c) been d) had been

11. When you ... some news let me know.

1. would get b) get c) will get d) should get

12. If business drops by 50% I think I... my job.

1. am losing b) will lose c) lose d) have been loosing

13. Before we appointed the new Chairman, our share price ... very low.

1. would be b) were being c) have been d) had been

14. He didn't study law ... he is not a prosperous lawyer.

1. so b) because c) due to d) in order that

15. ... the necessary production facilities, the company entered production.

1. Has to set up b) Having set up c) Set up d) To be set up

16. She proved ... a well-read person.

1. being b) been c) has been d) to be

17. ... a new building to be a success, it has to be the right design.

1. In order b) So as c) As well as d) With

18. She told me she ... to Milan at the end of next month.

1. came b) will come c) was coming d) would come

19. The fire ... by the electric fault.

1. was caused b) should have caused c) caused d) was causing

20. If we had any further information, we ... you immediately.

1. did contact b) would contact c) had contacted d) will contact

21 The disadvantages of this analysis of the problem have been discussed carefully.

1. advantages b) perspectives c) reasons d) drawbacks

22.Many environmentalists feel that many changes in production are necessary.

1. ecologists b) manufacturers c) educationalists d) reformists

23. The measurements are carried out with conventional equipment.

 a) modernized b) ordinary c) unique d) special

24 Have they found any direct evidence against that widely spread conception?

1. opinion b) proof c) view d) principle

25.Conservation of nature often conflicts with agriculture and industry interests.

1. observation b) explanation c) preservation d) exploration

26. This system lifetime was greatly increased due to the application of this device,

1. utilization b) demonstration c) modification d) installation

27. The development of electric cars is under way in a number of countries

1. in progress b) under discussion c) out of question d) in advance

28. Various ideas have been proposed to look into these phenomena.

 a) record b) investigate c) describe d) explain

29. From the earliest times, men have observed changes that happen in nature.

1. take place b) result c) meet d) take part

30. Articles in daily use which are made of plastics are familiar to everybody.

1. papers b) objects c) subjects d) packages

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

**Expansion in a downturn**

Harriet Arnold

 Expansion in an economic downturn is possible for smaller businesses, says Colin Barrow, director of the business growth and development programme at Cranfield School of Management. The challenges are tougher than in good times but small and medium-sized, enterprises can still grow, he says, and some of them may be better placed than bigger businesses. He says owner-managers should focus on customers and finance:

1. Hang on to customers and research how much more they could order from the business.
2. Concentrate on working capital\* - 'the smaller the business the worse they are at controlling capital,' says Mr Barrow. He says that often the money they need is already there: 'Many small companies take 90 days to collect payment. Finding ways to reduce that to days would greatly reduce the cost of capital.' The area of greatest weakness in most small businesses' strategic thinking is in finance. 'Most small companies are financed by overdraft, the worst source of money,' he says, and advises building links to other sources of finance.

 From the *Financial Times*

*\** working capital: the money a business needs to operate, for example to pay its suppliers and employees before it gets paid by its customers. t strategic thinking: how a company thinks it should develop in the long term.

1 It is not possible for small companies to grow during economic downturns.

2 Small companies are in a worse situation than big companies during downturns.

3 Small companies should look especially at their customers and their finances.

4 If small companies were paid more quickly, they would have fewer financial problems.

5 Overdrafts (= borrowing money from a bank by spending more than is in your account) are a good source of finance in case of difficulty.

**Варіант 7**

**1. Оберіть вірний варіант (a, b, c або d)**

1. Since the 17th century economists \_\_\_\_\_\_\_\_\_\_ methods for studying the use of economic resources.

a) has developed b) have been developing c) are developing d) have been developed

2. They \_\_\_\_\_\_ to start the project a month ago.

a) might b) must c) had d) should

3. The data \_\_\_\_\_\_\_\_\_\_ outweighed those that we had had before.

a) obtained b) obtaining c) to obtain d) to be obtained

4. They suggest that such results \_\_\_\_\_ very carefully considered.

a) should be b) to be c) must been d) would be

5. We had our plan \_\_\_\_\_ by the board yesterday.

a) approving b) to approve c) will be approved d) approved

6. During tomorrow’s demonstration \_\_\_\_\_\_will be an interval of fifteen minutes.

a) it b) they c) there d) here

7. This computer is so simple that it \_\_\_\_\_\_\_\_ be operated by anyone.

a) can b) is able to c) need d) ought

8. It will take months for the new proof … thoroughly.

a) being checked b) to be checked c) checked d) to check

9. The experiments show agreement with the theory \_\_\_\_\_\_\_\_ the conditions are met.

a) unless b) since c) so that d) if

10. The field tests were postponed \_\_\_\_\_ unfavorable weather conditions.

a) because of b) on account c) because d) since

11. Having been asked to speak at the symposium, \_\_\_\_\_\_\_\_\_\_\_\_\_

a) some notes were prepared for Dr Knapp. c) some notes were prepared by Dr Knapp

b) Dr Knapp prepared some notes. d) the participants were pleased to hear Dr Knapp.

12 \_\_\_\_\_\_\_\_ any further details, we will inform you immediately.

a) If we found out b) If we find out c) Should we have found out d) Had we found out

13. Only the first choice was hard to make, \_\_\_\_\_\_\_\_\_\_\_\_\_

a) no trouble weren’t causing by the rest of the choices. c) no trouble to cause by the rest of the choices.

b) the rest of the choices to be caused no trouble. d) the rest of the choices causing no trouble.

14. It is possible for computers \_\_\_\_\_\_\_\_\_\_ all types of information.

a) that they handle b) handling c) to handle d) when handling

15. \_\_\_\_\_\_\_ one of our European representatives.

a) Don’t forget to contact b) Let contact c) Miss not to contact d) Don’t let contact

16. We must admit that the old method \_\_\_\_\_\_\_\_\_ some difficulties.

a) causing b) causes c) cause d) to cause

17. France has not taken any decision yet, and

a) neither has some of the other countries. c) several other countries hasn’t either.

b) some other countries also haven’t. d) neither have several other countries.

18. I am looking forward to \_\_\_\_\_\_\_\_\_\_ with good news.

a) when you return b) when you will return c) your returning d) return you

19. He can’t recall when and where\_\_\_\_\_\_\_ that model.

a) he saw b) did he see c) does he see d) he will see

20. It was essential that we \_\_\_\_\_\_\_ fresh data to confirm our idea.

a) would obtain b) will obtain c) to obtain d) shall obtain

21. We can estimate the future growth of production.

a) guess b) value c) provide d) prove

22. The computer has a word processing facility.

a) defect b) institution c) source d) installation

23. It is a versatile material because it can be used in a great number of ways.

a) waterproof b) man-made c) scarce d) many-sided

24. Madame Curie inspired many women to do scientific research.

a) implied b) assisted c) required d) stimulated

25. The discovery was significant and paved the way for other scientists’ work.

a) important b) universal c) available d) ordinary

26.The premises can be adapted for our purposes.

a) provided b) substituted c) adjusted d) improved

27. The amount of money owed by some countries is so enormous that it will probably never be repaid.

a) insufficient b) huge c) tiny d) average

28. Although these theories were believed to be true for centuries, they were discredited by further experiments.

a) supported b) disregarded c) disproved d) satisfied

29. These materials and products are expensive partly because they are so deficient.

a) abundant b) rare c) complex d) vital

30. Success was attained after numerous experiments.

a) observed b)achieved c) produced d) occurred

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

**How to make money from internet news operations**

Nicholas George

 On the Internet since 1994, the Swedish newspaper *Aftonbladet* claims to have been Europe's first major internet newspaper. What's more, in an area characterised by financial losses, it has made a small profit for the past four years.

 But this year, things may be different. Despite huge viewing figures, *Aftonbladet's* internet operations will make a loss as advertising income, which accounts for 85 percent of its revenue, slows sharply.

 Now, along with other newspaper sites, *Aftonbladet* is looking at how to charge for its services without losing readers who have come to regard free access as a го right. 'The present business model is just not efficient, especially when advertising is falling,' explains Kalle Jungkvist, editor-in-chief of Aftonbladet New Media.

 Sweden is among the most advanced internet markets in the world with internet penetrationrates of about 58 percent. This is the highest in the EU, according to Net Figures, the UK statistics group.

 Yet high numbers of viewers have not been enough for advertisers who are doubtful about online marketing - dotcom adverts have almost disappeared. Charging provides a much-needed new source of revenue. But how to persuade people to pay for something that until now has been free?

 From the *Financial Times.*

1 *Aftonbladet* has been available on the Internet for more than six years.

2 It has made a loss each year.

3 This year it will make a profit.

4 It is looking at ways of charging for access.

5 Its editor is happy with the present situation.

**Варіант 8**

**1. Оберіть вірний варіант (a, b, c або d)**

1. They \_\_\_\_\_\_\_\_ some kind of agreement by the end of next year.

a) have reached b) are reaching c) had been reached d) will have reached

2. An experienced manager \_\_\_\_\_\_\_ think too much before taking decisions.

a) doesn’t have to b) needn’t c) won’t be able d) hasn’t to

3. \_\_\_\_\_\_\_\_\_\_\_ they do the results of their work are always good.

a) Moreover b) In view of c) Whatever d) However

4. It was important that we \_\_\_\_\_\_\_ fresh data to confirm our idea.

a) would obtain b) must obtain c) to obtain d) shall obtain

5. They are still having their computer \_\_\_\_\_\_

a) repairing b) repaired c) to repair d) to be repaired

6. \_\_\_\_\_ seems to be something wrong with my modem.

a) It b) There c) Me d) Here

7. When I finish the course next year, I \_\_\_\_\_\_\_ speak perfect French.

a) will b) can c) will been d) won’t be able

8. Cuba is \_\_\_\_\_\_\_ sugar-growing areas in the world.

a) one most largest b) one of the larger c) one of largest d) one of the largest

9. The system will not fail to perform \_\_\_ the requirements are satisfied.

a) lest b) provided c) if d) in case

10. The inspector said the safety precautions \_\_\_\_\_ inadequate.

a) will be b) are c) have been d) were

11. Having been presented with the facts, \_\_\_\_\_\_\_\_\_

a) the problem was discussed by the members of the committee. d) they proved to be very interesting.

b) the members of the committee discussed the problem. c) they were proved to be very interesting.

12. They stated that the book … especially for the computer professional.

a) will design b)had designed c) was designed d)would design

13. This computer is so simple that it \_\_\_\_\_\_\_\_ be operated by anyone.

a) can b) is able to c) need d) ought

14. The data \_\_\_\_\_\_\_\_\_\_ outweighed those that we had had before.

a) obtained b) obtaining c) to obtain d) to be obtained

15. \_\_\_\_\_\_\_\_\_\_ not only this method but also possible alternatives.

a) Don’t consider b) To consider c) Considering d) Let’s consider

16. There is a second approach to the problem that \_\_\_\_\_\_\_ a slight time saving.

a) don’t provide b) provides c) providing d) provide

17. California relies heavily on income from fruit crops, and

a) so does Florida. b) Florida too. c) Florida is as well. d) neither does Florida.

18. We are interested in \_\_\_\_\_\_\_\_\_ us about the results.

a) that she inform b) when she will inform c) her informing d) her to has informed

19. Before we appointed the new Chairman, our share price ... very low.

1. would be b)were being c) have been d) had been

20. . . . about that event, he replied nothing.

a) Asking b) Having asked c) Was asked d) Being asked

21. The small amount of water and food in this area cannot sustain the large population.

a) guarantee b) survive c) support d) decrease

22. These modern computers have only some of human traits.

a) beings d) organs c) characteristics d) qualifications

23. He performed experiments to confirm what they had proposed.

a) verify b) disprove c) contradict d) survive

24. The project was postponed due to negative economic conditions.

a) contemporary b) appropriate c) adequate d) unfavourable

25.The subject was controversial for a long time, and there will probably never be complete agreement.

a) disputed b) interesting c) discussed d) topical

26. The concept is difficult to grasp from a definition alone, but a description makes it easier to visualize.

a) depict b) understand c) explain d) verify

27.The goal of all scientific investigation is to predict the future.

a) cause b) result c) use d) aim

28.We can give other examples of scientific achievements that were a result of joint efforts.

a) competition b) conversation c)cooperation d) contradiction

29.Mathematics gives precision to science.

a) accuracy b) significance c) challenge d) prominence

30. In the 20th century, Britain developed gradually from an industrial economy into a service economy.

a) progressed b) modified c) upgraded d) evolved

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

In deciding which foreign language to study after weighing linguistic aspects, you must also consider business aspects. Partially your decision will depend on whether you are the buyer or the seller of a product. If you want to sell a product, it is in your interest to learn the language of the customer. However, other economic considerations will influence your decision also. For example, if you are the only manufacturer of a product that is in high demand, you may be able to sell and be very successful without speaking the language of your customer, at least in the short run. However, if you look ahead, you may find that even under these favourable circumstances it is in your long-term interest to adapt to the customer.

 After the World War II US business dominated the international markets. The production facilities of most other industrial countries lay in ruins. As a result, products made in the US were in high demand. Unfortunately, The Americans did not look at the long range. They acted as if the situation would continue forever and their products would remain in demand because they were somehow superior. The United States paid dearly for the unwillingness to adapt and for the shortsightedness and arrogance of its businesspeople. For example, Caterpillar Tractor did not consider as a serious competitor Komatsu until after Komatsu had established itself in international markets.

If businesses in the United States want to expand their international markets, their people must learn the languages of the potential markets. The Japanese and the Koreans are learning English, yet very few English are studying Korean or Japanese. The typical argument is that these languages are just too difficult to master. In reality, Japanese is not impossible to learn if people are determined. The attitude that Japanese is mysterious and alien and not worth the effort helps explain why comparatively few people study Japanese.

1. When choosing what language to study you should consider the role you play in the business process.
2. The author thinks you can sell your products safely in a foreign country without knowing the language of your customer.
3. In the post-war years American firms prevailed in the world markets.
4. The American companies were successful because their products were of better quality.
5. There are more Japanese and Koreans who want to learn English than Americans who’d like to learn Japanese.

**Варіант 9**

**1. Оберіть вірний варіант (a, b, c або d)**

1. The danger of radiation for human health makes us … different means of protection.

a) develop b) to have developed c) to develop d) to be developed

2. For the first time since the industrial revolution, … than 10% of American workers are now employed in manufacturing.

a) least b) more c) as many as d) farther

3. It will take months for the new proof … thoroughly.

a) being checked b) to be checked c) checked d) to check

4. The conference was devoted to the subject they ... for two years.

a) had been investigating b) investigated c) did investigate d) investigate

5. Technological improvements are needed … wind, solar and hydrogen can be more viable parts of the energy equation.

a) lest b) because of c) so that d) unless

6. The discussion . . . very interesting. It is a pity I couldn’t stay.

a) was b) will be c) would be d) were

7. I have to do some extra work now because one of my colleagues … a holiday.

a) has b) has had c) is having d) would have

8. If it … a country, California would be one with more people than Canada and an economy the size of China's.

a) would be b) has been c) will be d) were

9. So far no attempts …to improve the situation.

a) must to be made b) will make c) must be making d) must have been made

10. The result of this study is intriguing, and surely worth … in a larger piece of research.

a) to follow up b) to be followed up c) following up d) followed up

11. It is important that this project should be adequately financed. Then… .

a) a number of other difficulties will appear c) it will succeed

b) there is little hope that it will succeed d) it will be too late

12.… this theory may seem it does have some weak points.

 a) No matter how convincing b)In spite of convincing c) Provided it is convincing d) In order to convince

13. She hasn't begun working on her Ph.D. … working on her master's.

a) still because she is yet b) yet as a result she is still c) still while she is already d) yet because she is still

14. The more she worked, ….

a) the less she achieved b) she achieved not enough c) she did not achieve enough d) she was achieving less

15. He has received several scholarships ….

a) not only because his artistic but his academic ability c) because of his academic and artistic ability

b) for both his academic ability as well as his artistic d) as resulting of his ability in the art and the academy

16. In software construction there are some techniques that permit us to recognize ….

a) if not correct a given program is b) if a given program is correct c) or is a given program correct d) isn't a given program correct

17. The students liked that professor's course because ….

a) there was few if any homework c) there was little or no homework

b) not a lot of homework was d) of there wasn't a great amount of homework

18. There has already been mentioned the fact that scientific discoveries … .

a) which cannot be wholly dealt with on a national scale c) proving scientists’ new hypotheses

b) makes the problem far more complicated than it seems d) are greatly assisted by the developments in research techniques

19. Not only has demand been high, but … is coming from places that are hard to reach.

a) also the oil we have been finding b) unless we found oil c) finding the oil d) we have been finding oil

20. The chairman requested that … ..

a) the members studied more carefully the problem c) with more carefulness the problem could be studied

b) the problem would more carefully be studied d) the members studied the problem more carefully

21. We also have a series of public lectures given by guest speakers.

a) number b) matter c) means d) sort

22. It is now common corporate policy for a company to have a mission statement explaining the aims of the business.

a) strategic b) domestic c) international d) organizational

23. I want you to illustrate your point by providing some supporting examples.

a) receiving b) removing c) obtaining d) supplying

24. More and more students decide to study for a Master’s degree to enhance their knowledge.

a) employ b) improve c) evaluate d) apply

25. You are obliged to present an electronic version of your report.

a) informed b) known c) required d) proposed

26. The amount of money owed by some countries is so enormous that it will probably never be repaid.

a) insufficient b) huge c) tiny d) average

27. The experiments were conducted simultaneously in London and Rome.

a) at the same time b) step by step c) in the same place d) from time to time

28. When testing a hypothesis, every effort is made to eliminate subjective or biased ideas.

a) consider b) modify c) avoid d) reduce

29. People should be aware of the ecological threats caused by this kind of production.

a) ignorant b) careful c) conscious d) opposite

30. Scientists are still disputing about the origin of the Universe.

a) experimenting b) arguing c) thinking d) explaining

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

Sometimes different cultures use identical words that have rather different meanings. The results can be humorous, annoying, or costly depending on the circumstances. Let us look at several examples.

 An American university and its French partner discussed the possibilities of exchanges for students, professors, and administrators. Both sides agreed that it would be a good idea. The French negotiator spoke pretty good English; the American spoke good French. In the discussion they used both French and English. In both languages they used the identical word *administration* when they talked about exchanges between the two institutions. The surprise came later. For the American, *administration* in the university context meant department chair, dean, provost. For the French, *administration* meant upper-level clerical staff. What the Americans considered to be an administrator, the French considered faculty.

 The word *manager* is used worldwide, but it has different levels of importance and meaning in different cultures. The same is true of the title *director.* Many Japanese, for example, have the title *director* on their business card. In the American context, a director is a person of some importance and power. In Japan, the title may not carry the same level of authority. It may some time to determine what titles mean and where the person stands in the hierarchy. The term *director* could be a loan word from English to translate the position for use on a business card; the word is the same, but the meaning may be slightly different. The term could also reflect cross-cultural differences in organizational structure. The word *director* may be the closest translation of a job title that does not exist in the US corporate structure. An understanding of the specific title would require a more detailed explanation of the job and it’s fit in the organizational structure.

1. Similar words in two languages may mean different things.
2. ‘Administration’ means department management in the French University.
3. The word ‘manager’ is easily understandable throughout the world.
4. The Japanese use the term ‘director’ to indicate a person who has the highest authority in a company’s hierarchy.
5. Only a full description of one’s job functions will help to understand the meaning of the title.

**Варіант 10**

**1. Оберіть вірний варіант (a, b, c або d)**

1. … he got the best grade on the quiz surprised everyone.

a) the fact what b) the fact that c) the fact if d) the fact when

2.That experiment demonstrates that people have trouble …more than seven digits in sequence.

a) recalled b) being recalled c c) recalling d) having recalled

3.They stated that the book … especially for the computer professional.

a) will design b) was designed c)had designed d)would design

4.That company’s electric cars … to be virtually trouble-free.

a) report b) are reporting c)reports d)are reported

5.It is essential that she … us beforehand.

a) is calling b) shall call c)should call d)was to call

6. Henry Ford’s introduction of the assembly line vastly reduced the time it took …

a) to make a car b) making a car c)for making car d)a car to make

7. In terms of population, Bangkok, Thailand , is … than Barcelona, Spain.

a) as large b) larger c)the largest d) more large

8.France, where this process …, took an early lead in aluminum production.

a) was developed b) will develop c) has developed d)were to develop

9.Until 1845, scientists failed to discover a process which … separate aluminum from its various alloys.

a) must b) could c)will d)ought

10.Mr Williamson … the firm soon whether or not he voluntarily turns in his resignation.

a) has left b) are leaving c)have left d)will be leaving

11.The project faced a whole series of difficulties. Yet, despite all of them… .

a) the organizers decided to abandon their plan. c) it was a complete failure.

b**)** it proved to be a great success. d) the difficulties were impossible to overcome.

12.It is important that this project be adequately capitalized and that strict accounting procedures be applied from the beginning. Otherwise , … .

a) its success will be assured c) there are a number of further measures which should be taken

b) there is little hope that it will succeed d) nothing will go wrong

13.Scientists know that the huge Hola crater in Arizona was made by a meteorite, but do not know exactly … .

a) when did the meteorite hit the earth c) when the meteorite the earth hit

b) when the meteorite hit the earth d) when did the earth hit the meteorite

14. . . . into English, the article was published in a scientific journal.

a) To have translated b) Having been translated c) To have been translated d) Having translated

15.The number of Internet buyers in Latin America is growing fast, … .

a) while Europeans do not like electronic commerce c) though one can have a computer now

b) yet, you can always find products on the Internet d) however, there are many advantages to buying on the Internet

16. The road repairs . . . on the motorway had seriously delayed the traffic.

a) will carry out b) having carried out c) being carried out d) to carry out

17…, ozone levels in the ionosphere have dropped recently.

a) However the reason b) They are the reason c) What is the reason d) Whatever the reason

18 Our firm seems . . . a large number of outdated computers.

a) to have b) have c) has d) having

19. He didn’t know how long the staff training course . . .

a) will last b) lasts c) can last d) would last

20.While dozens of popular authors claimed to be experts on the subject, … .

a) there were much other such authors c) none of them had studied it in a systematic way

b) some of the authors are not really so popular d) there being no experts on other subjects

21. The company has experienced a number of significant changes in the last few years.

a) influenced b) undergone c) required d) implemented

22. You should speak more loudly and more slowly when you want to emphasize an important point.

a) introduce b) stress c) discover d) report

23. The North Americans consume more energy and resources than any other nation.

a) use b) generate c)make d) apply

24. One of the most important skills to learn is how to utilize your time effectively.

a) take notice of b) pay attention to c) take care of d) make use of

25. The outcome of the experiment was a complete surprise to everyone.

a) beginning b) start c) result d) launch

26. He is a pleasant colleague, and very proficient at his job.

a) skilled b) profitable c) popular d) active

27. They declared that they had been the first to discover those facts.

a) proposed b) introduced c) stated d) demonstrated

28. The theory proved to be correct and was a major breakthrough in the history of science.

a) true b) valuable c) unique d) false

29. Communication between researchers is dependent on precise definition of concepts and ideas.

a) faulty b) broad c) accurate d) standard

30. The results obtained signify that we still know very little about these phenomena.

a) convince b) disprove c) guarantee d) indicate

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

Culture and language are intertwined and are shaping each other. It is impossible to separate the two. Language is not neutral codes and grammatical rules. Each time we select words, form sentences, and send a message, either oral or written, we also make cultural choices. We all agree that language helps in communicating with people from different backgrounds. However, we may be less aware that cultural literacy is necessary in order to understand the language being used. If we select language without cultural implications, we may at best not communicate well and at worst send the wrong message.

 In our own environment we are aware of the implications of the choices. For example, if an American says, “How are you?” other Americans register the phrase as *Hello,* rather than the literal meaning. A foreigner, who knows some English but is not familiar with the culture and usage of English, may attribute a very different meaning to the phrase and interpret it more literally. He or she, for example, may

* consider the phrase too personal and think that it is none of your business how he is;
* think that you literally mean what you say and proceed to answer the question;
* consider you insincere because it becomes obvious that you are not really interested in the answer.

The point is that words in themselves do not carry the meaning. The meaning comes out of context. Germans who have lived in the US for many years will take on many American behavioral patterns. They may be more outgoing and enthusiastic, less formal, more optimistic. When they go back to Germany, it will be more difficult for them to establish connections and feel comfortable with Germans, who are usually more reserved.

1. Knowing language is the most important thing when dealing with people from other cultures.
2. When people want to make an inquiry about your health in English, they say “How are you?”
3. The meaning of words often depends on context.
4. It is very difficult for people living in a foreign country to change their behaviour according to local standards.
5. Relations between people in Germany are usually rather official.

**Варіант 11**

**1. Оберіть вірний варіант (a, b, c або d)**

1. . . . more attention is now being paid to environmental issues.

a) Great b) Very c) Much d) Too

2. The device is very delicate and has to . . . with great care.

a) be handled b) be handling c) handle d) being handled

3. These methods of purifying industrial wastes . . . much attention to recently.

a) was given b) have been given c) were giving d) had to been given

4. He . . . left a message for you, here it is.

a) was b) is c) will d) has

5. When you wake up tomorrow, I . . . over the Atlantic ocean.

a) would fly b) will be flying c) must fly d) can fly

6. The system is dangerous, . . . must use it.

a) everything b) anybody c) no one d) somebody

7. She plans . . . to study the alternatives and to implement them soon.

a) also b) both c) either d) not only

8. . . . into English, the article was published in a scientific journal.

a) To have translated b) Having been translated c) To have been translated d) Having translated

9. The trainee . . . writing the report before the director came.

a) finished b) was finishing c) should finish d) had finished

10. They like to work in the central public library and so . . . I.

a) do b) like c) am d) work

11. If she … a skilled programmer, they would offer her a good position in a big company.

a) been b) being c) were d) should

12. He didn’t know if there . . . a special mechanism used in the process.

a) have existed b)were existing c) existed d) exist

13. If I had remembered his number, I would . . . him.

a) telephone b) be telephoning c) telephoning d) have telephoned

14. The European computer companies insisted that a better relationship with the public authorities . . . be built in Europe.

a) should to b) will c) had to d) are to

15. They won’t change their decision until they . . . more information.

a) got b) get c) will get d) would get

16. They discussed their points after they . . . the contract.

a) have signed b) signing c) having signed d) had signed

.17. . . at from this point the problem doesn’t seem too difficult.

a) Looking b) Having looked c) Will be looked d) Being looked

18. He was sorry because he. . . the device before.

a) not having tested b)does not test c) hadn’t tested d) isn’t testing

19. The gravitational forces do not let the planets ... the solar system.

a) leave b) leaving c) to be left d) to leave.

20. Our firm seems . . . a large number of old computers.

a) to have b) have c) has d) having

21. University regulations state that students must pass 18 modules to graduate.

a) promote b) plan c) report d) declare

22. Most economists forecast that China will become a leading world economy in the 21st century.

a) consult b) discuss c) predict d) offer

23. These countries are forced to rely on aid from richer nations in order to feed their population.

a) give up b) look after c) go on d) depend on

24. The new computer system created a lot of interest among potential users.

a) generated b) maintained c) lost d) showed

25 Employees are keen to recruit people who have at least a basic ability in computing.

a) research b) qualification c)contribution d) application

26. Preliminary results suggest that we are going in the right direction.

a) experimental b) initial c) encouraging d) ultimate

27. Don’t assume something is true until facts confirm it.

a) accept b) deny c) describe d) predict

28. The University must make sure that your English is sufficient.

a) excellent b) moderate c) huge d) adequate

29. When the government increased the tax on petrol, there was a significant rise in transport costs.

a) resultant b) considerable c) continuous d) simultaneous

30. Until the last century, this concept was regarded as a ridiculous idea.

a) suggested b) preferred c) considered d) applied

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

The amount of socializing you do prior to and during a negotiation will depend both on your own and the opposing team’s negotiating styles and where the negotiation is being held. In Japan, for example, the negotiation process is long and relationship-building plays an important part. The same is true of the Middle East. In the USA things move faster and their negotiating style tends to be more informal and adversarial. In Germany there may be little time for small talk.

 Mixing with colleagues out of work-hours is an integral part of business in America where many companies are run like sports teams with the boss as both captain and coach. Elsewhere, there may be a strong dividing line between work and home.

Business people from Arab and Latin countries tend to have a more flexible, ‘polychromic’ attitude to time than their ‘monochromic’ North American and North European counterparts, for whom time really is money. Their ‘high-context’ culture also places greater emphasis on personal relationships than ‘low-context’ Northerners do.

 A good sense of humour is an admired quality in many cultures – notably British, American and most Latin countries – though the type of humour may vary from wordplay to sharp sarcasm to innuendo and even the surreal. In some cultures, however, particularly Germanic ones – humour is not usually considered appropriate in a business context.

 Different people have different ideas about where is an appropriate place to do business. For some, talking about golf all morning at the office and business all afternoon on the golf course is quite normal. Others do more business in liars than boardrooms. But these days people are more culturally aware and don’t usually expect foreigners to observe their own business customs.

1. Socializing plays a significant role when holding business talks in the Middle East.
2. Americans tend not to socialize much with their colleagues or bosses at their leisure time.
3. You should try not to seem too busy for Italians and not mess up Americans’ tight schedules.
4. When doing business with the British or Americans you are strongly advised to leave the jokes for the bar after the meeting.
5. A foreigner guest’s polite refusal to go to a Finnish sauna or a Spanish bullfight will not sound offensive to the host.

**Варіант 12**

**1. Оберіть вірний варіант (a, b, c або d)**

1. This new machine is twice . . . effective as the old one.

a) such b) more c) much d) as

2. It should . . . that difficulties can arise at any stage.

a) have remember b) be remembering c) remember d) be remembered

3. In the last few years, great progress in recycling techniques . . . by this company.

a) will be made b) was being made c) has been made d) have been made

4. The discussion . . . very interesting. It is a pity I couldn’t stay.

a) was b) have been c) will be d) has to be

5. We . . . the results of the voting by the end of the week.

a) have been computing b) will have computed c) compute d) shall be computing

6.Was . . . present from the European management teams?

a) someone b) none c) anyone d) every

7. The problem is interesting enough ... much attention.

 a)will attract b)being attracted c)for attract d)to attract

8. We couldn’t use the photocopier, it . . .

a) was repairing b)were repaired c) was being repaired d) has been repaired

9. Neither the documents . . . the letters are ready yet.

a) either b) nor c) and d) or

10. I had already worked in Research and Development before I . . . my present company.

a) joined b) would join c) join d) have joined

11. If the designers … looked for new ideas, the well-known companies would have already manufactured a modern portable computer.

a) unless b) should c) had d) could

12. He didn’t know how long the staff training course . . .

a) will last b) lasts c) can last d) would last

13. Nowadays young people ask . . . the democratic system is suitable to modern conditions.

a) what b) if c) about d) that

14. The results would improve if we . . . more time on planning.

a) shall spend b) spent c) have been spending d) spend

15. It is necessary that these techniques . . . applied in parallel.

a) must be b) has been c) has to be d) should have been

16. The road repairs . . . on the motorway stopped the traffic.

a) was carried out c) being carried out b) having carried out d) to carry out

17. When . . . about that event, he replied nothing.

a) asking b) having asked c)was asked d) being asked

18. He didn’t want to . . . any modifications to the original design.

a) making b) make c) be made d) being made

19. Such examples are too numerous . . . as exception.

a) for being treat b) to be treated c) to treatment d) for been treated

20. The region is developing successfully, with rates of investment . . . significantly.

a) growing b) will grow c) were growing d) be growing

21. This concept was not recognized until the 16th century.

a) theory b) principle c) fact d) method

22.It was obvious that there was a fact linking these events.

a) unexpected b) clear c) indistinct d) wrong

23.The lecturer concluded with a brief review of the main points.

a) started b) continued c) finished d) added

24.They have decided to start an investigation.

a) finance b) support c) assist d) initiate

25.We understand that they will be able to interpret the results correctly.

a) stress b) support c) confirm d) realize

26.It is essential that you check your research results to make sure they are correct.

a) fundamental b) secondary c) main d) ordinary

27.In some instances, there was no improvement, but generally the changes were a success.

a) causes b) processes c) tests d) cases

28.Wages and inflation are closely linked, in that as one rises or falls so does the other.

a) disconnected b) interrelated c) affected d) observed

29.The main cause of their refusal was lack of funds.

a) immediate b) reasonable c) basic d) specific

30.The results of the tests verified that our theory was correct.

a) recorded b) explained c) discovered d) proved

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

If you have decided to study a foreign language, the next question is which one? Given the number of languages on the globe, this decision is not easy and will be influenced by many factors. Experts don’t agree on exactly how many languages are spoken in the world; the figure is somewhere between 3,000 and 6,000. Estimates are that within the next 100 years half of these languages will disappear and with them some of the diversity of cultures. Since no one language can express all forms of human thought and ideas, this reduction would make all humanity poorer. One problem is a definition of what constitutes a language. An additional factor is the distinction between language and dialect.

 At what point does a person speak a different language from ours, and at what point does a person speak a dialect, or variation of our language? To a German from the north who speaks *Plattdeutsch,* the dialect called *Swabian* or *Bavarian* from the South are in many ways unintelligible and, therefore foreign languages. Officially, however, all three are dialects of German. The Japanese, even though they like to tell us they are a homogeneous culture, have dialects.

 India is the prime example of linguistic diversity with about 600 languages, of which 14 major languages are spoken by about 90 percent of the population. This diversity causes problems both domestically and internationally. The 14 languages belong to two distinct language families. Languages in the north are Indo-European; in the south, Dravidian. In order to facilitate communication in the country, India recognizes three official languages, Hindi, English, and the local language. Of course, the number of people who actually speak English fluently is small and restricted to the educated upper middle class. Among that group, many people speak English even at home. They use the local language for communication with servants.

1. The number of languages has grown from 3,000 to 6,000 over the past two centuries.
2. There are forecasts that 50% of languages won’t exist in the next century.
3. There are clear features that can help us distinguish between a language and a dialect.
4. Although people in India speak 600 languages, they don’t have problems understanding one another.
5. Not all Indians can speak English, though it’s one of the three official languages.

**Варіант 13**

**1. Оберіть вірний варіант (a, b, c або d)**

1. There is no doubt that radio and TV are among the … miracles of modern science.

1. most great b)more greater c) greatest d) most greatest

2. When ... to X - rays, this substance emits light.

 a) exposing b) to have been exposed c) exposed d) to be exposed.

3. We had a hope that these research . . . the gap in our understanding of the mechanism.

 a) will fill b) were filled c) had been filled d) would fill.

4. The gravitational forces do not let the planets ... the solar system.

 a) leave; b) leaving; c) to be left; d) to leave.

5. Have you ever been to England? - Yes, I ... there last year.

1. was been b)was c)had been d)have been

6. The seminar course in theoretical physics that... in Kharkiv is scheduled for May - June.

a) will been held b) would be held c) will be held d) will has been held.

7. Recently a considerable number of works ... on various problems of elementary particles physics.

 a) has appeared b) would appeared c) had appeared d) will be appear.

8. If I were not so busy with my thesis, I... a trip to Britain.

 a) would take b) took c) might taken d) have been taken.

9. Some of our older conceptions . . . , since they have come into conflict with new experimental findings.

a) are revising b) have revised c) revised d) are revised.

10. He suggested ... a program committee for this symposium.

 a) to set up b) having set up c) being setting up d) to be set up.

11. It is interesting to know ...

a) do they share our opinion b) if they share our opinion c)whether do they share our opinion d)if share they our opinion

12. ... man's influence is changing the biosphere and itis passing into a new state.

a) In spite of b) Progress made both in science and technology accounts for c) It is mainly due to d)With the present - day scientific progress

13. …., ultraviolet light would kill most living organisms.

1. If it reached the Earth b) To reach the Earth c)It can reach the Earth d)For the Earth to reach

14. . . . , the more reliable are the results.

1. In a better experimental technique c)The better the experimental technique is
2. For the experimental technique to be better d)It is a better experimental technique

15. I am going to complete one series of experiments by next year...

1. the more effort it takes c)why should it take so much effort
2. no matter how much effort it will take d)that it didn't take much effort

16. ... a part of the ancient art was still preserved up to the Renaissance.

1. The scientists of the Middle Ages are known It was in the Middle Ages that scientists
2. However, the scientists of the Middle Ages d) Thanks to the scientists of the Middle Ages

17. The interaction model. . . does not apply to more recent data.

1. have been discussed here b) which has been discussed here
2. have to be discussed here d) it is being discussed at the moment

18. ... that I have to skip over the introductory review.

1. Having so little time left for my paper c) For me to have so little time left for my paper
2. The less time I have for my paper d) I have so little time left for my paper

19. The zero . . . was known in Europe by the year 1000 A. D.

1. together with the rest of our «Arabic» numbers c) had been among the rest of our «Arabic» numbers
2. or the rest of our «Arabic» numbers d) isamong the rest of our «Arabic» numbers

20. ... an atom has a nucleus in its centre, which is positively charged, was discussed by Ernest Rutherford in 1911.

1. Knowing that b) When he discovered c) The fact that d) Provided

21. Transistors are used for direct transformation of heat energy into electrical energy with the help of thermal elements.

 a) through the use of b) without c) instead of d) apart from.

22. This consideration is essential for taking effective measures.

 a) similar b) sufficient c) important d) true.

23. The results obtained so far appear to confirm the idea that Mars is really a cold lifeless desert.

 a) contradict b) put forward; c) support d) put to question.

24. This direction in research is better financed compared to some other studies.

 a) in terms of b) than c) except for d) due to.

25. The problems of environmental protection have gone outside national boundaries.

 a) inside b) parallel to c) out of d) towards.

26. Vernadsky interpreted the biosphere as the global envelope produced on the Earth with the development of life.

 a) protected b) supported c) regarded d) provided.

27. For want of a better analogy we shall turn to the one given in the earlier paper.

 a) In comparison with b) In terms of c) In accordance with d) Because of the absence of

28. The studies are under way at many laboratories.

a) planned b) going on c) put off d) conducted in the underground.

29. Scientific information is growing at a very high rate.

 a) accuracy b) speed c) wave d) per cent.

30. Quantum fields are modem versions of the classical fields introduced in the 19th century to demonstrate such phenomena as electric and magnetic forces

 a) change b) reduce c) increase d) explain.

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

We have been trained throughout our business careers to suppress our individual voice and to sound like a "professional" - that is, to sound like everyone else. If you need to hear how the professional voice sounds, dig out a memo you wrote four years ago and compare it with how you’d write an e-mail about it now. A professional memo obeys rules such as one page is best, no jokes, spell-check it carefully and send it to as few people as possible.

Now we write e-mails. They’re short, they’re funny; they sound like us, and we cc the CEO whenever we feel like it. E-mail is a more immediate medium than paper. My expectation of the response time to many messages I send is today, not tomorrow or a week from now. This urgency means I’m more likely to write quickly and conversationally when I respond to a message. A lot of the spontaneity in e-mail messages comes from writers breaking through their natural caution and reserve, rushing the writing process, giving themselves permission to be blunt, honest and sincere in response to a query.

 That’s why most of us don’t want to use a word processor to write our e-mails. We want to be free of the expectation that we’ve spell-checked it or even re-read it before firing it off. We certainly don’t want to waste our time messing about with fonts and margins.

1. The rules of writing memos are stricter than the ones about e-mails.
2. People prefer writing e-mails to memos.
3. You’ll need much time for getting the response to an e-mail.
4. The professional memo should be long.
5. The author of the text waits for the answer to his e-mail for a week.

**Варіант 14**

**1. Оберіть вірний варіант (a, b, c або d)**

1. I am now busy ... an exhibition at the institute.

1. to arrange b) have been arranged c) arranging d) to be arranging

2. I ... a Ph.D. degree at this institute in 1984.

a) was received b) received c) have been receiving d) had received

3 .The problem is interesting enough ... much attention.

a) will attract b) for attract c) being attracted d) to attract

4 .It was shown thirty years later that G. Mendel's conclusions ... correct.

a) had been b) was c) are d) have been

5. For a detailed analysis I took the data ... by my research group.

1. obtained b) obtaining c) was obtained d) having being obtained

6. Active research on genetic problems ... for about seventy years now.

1. was carried on b) has been carried on c) is being carried on d) is carried on

7. When I ... my present work, I will start writing my doctoral thesis.

1. will be completed b) shall complete c) complete d) have been completing

8. .I ... through a few English papers last week but I couldn't find a spare minute.

1. should look b) had to look c) could d) have been looking

9. He usually ... his work day with checking the apparatus.

1. starts b) starting c) has started d) is starting

10. I wonder ... he will come in time.

1. weather b) what c) whether d) that

11. The gravitational field of the Moon has influence on the life of sea animals ....

1. had, in fact, never been observed b) observations were made c) is likely to be observed d) as it proved by recent observations

12. …Prof. N emphasized the importance of direct contacts among scientists.

1. Opened the conference b) When opening the conference c) The longer the speech d) It was

13. Do you know ... ?

1. the atomic nucleus was discovered when c) when was the atomic nucleus discovered
2. when the atomic nucleus was discovered d) when was discovered the atomic nucleus

14. ... one or several electrons must leave the atom.

1. To form a positive ion b) The formation of a positive ion c) It is a positive ion that is formed d)Being a positive ion to form

15. Many sciences today are so closely linked ....

1. however difficult to draw a line between them c) that it's difficult to draw a sharp line between them
2. drawing a sharp line between them d) leads to drawing a sharp line between them

16. The interchange of information in future will be better than it is now ....

1. to take any form b) any form to be taken c) take any form d)whatever form it may take

17. It is useful to learn ... is totally dependent on the environment.

1. however changing animal behaviour c) if the change we see in animal behaviour
2. as a result of our observation d) the more we observe animal behaviour

18. ... but they also make long-range predictions.

1. Although scientists explain well-known facts c) Scientists explain not only well-known facts
2. Can't scientists only explain well-known facts d) Scientists explaining well-known facts

19. ... that attracted most attention.

1. It was Brown's report b) It being Brown's report c) Having been Brown's report d) This will being Brown's report

20. The more accurate the calculations ....

1. so the results b) are reliable results c) the more reliable are the results d) for the results to be reliable

21. We cannot view this problem on the basis of modern concepts.

1. from the point of view of b) in spite of c) because of d) along with

22. The great advantage of the so-called graphic computers is in solving design problems.

1. weakness b) illustration c) strength d) discomfort

23. It is usually more economical to buy large quantities of a product than small quantities.

1. cheaper b) more common c) up-to-date d) less political

24. Human labor has the capacity to make use of the equipment and techniques available.

1. out-dated b) reliable c) accessible d) new

25. People seem to realize the potential dangers of some scientific discoveries.

* 1. want b) appear c) can d) try

26. Properties of any region of space depend considerably on the presence and form of matter nearby.

* 1. slightly b) generally c) in fact d) greatly

27. Various ideas have been proposed to examine these phenomena.

1. record b) describe c) investigate d) explain

28. Both reports predict that the temperature change will be greater in the polar regions than near the equator.

1. object b) forecast c) undergo d) compare

29. Inequality is low in unchanging, "traditional" society, but rises as economic growth accelerates.

1. speeds up b) dates back c) arranges d) begins

30. Statistics may be defined as the branch of mathematics which is concerned with the use of collected numbers representing facts or measurements.

1. cooperates with b) is opposed to c) increases d) deals with

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

**PHONE RAGE**

What drives you tolose your temper on the telephone? Being kept waiting, being connected to voice mail or being passed on to someone else are all common flashpoints. But what infuriates people most of all is talking to someone who sounds inattentive, unconcerned or insincere, according to a survey published recently.

The study by Reed Employment Services, a recruitment company, found that nearly two-thirds of people feel that ‘phone rage’ (people losing their temper on the telephone) has become more common over the past five years. The reasons for this are threefold, according to Reed. People are much more likely to express anger over the phone, rather than in writing or face-to-face. Moreover, telephone usage has been rising steeply over recent years. Increasing numbers of transactions take place entirely by phone, from arranging insurance to paying bills.

In addition, people’s expectations have risen. Nearly three-quarters of respondents to the Reed survey said they are more confident that their problems can be solved over the telephone than they were five years ago.

Companies are taking steps to improve their staff’s telephone answering techniques. The survey found that 70 per cent of organizations require their staff to answer the telephone with a formal company greeting. But a third of organizations do not give any training, or they train only their receptionists. That may not be enough, the report says. As companies move towards ‘remote working’, the need for the right tone of voice extends to every level of the organization.

1. Today the number of people who lose their temper on the phone is increasing.
2. People are more willing to express anger in writing or face-to-face.
3. People arrange insurance and pay bills by phone.
4. You couldn’t solve a lot of problems over the phone five years ago.
5. The report says companies should train only their receptionists.

**Варіант 15**

**1. Оберіть вірний варіант (a, b, c або d)**

1. We hadn't heard from him for a long time. He ... wrote nor telephoned.

1. either b) nor c) neither d) didn't

2. Who ... in the house?

1. do live b) does live c) lives d) live

3. Have you ever been to England? - Yes, I ... there last year.

1. was been b) was c) had been d) have been

4. When ... to ionizing radiation, living cells cannot perform their normal functions.

 a) exposed b) exposing c) have exposed d) expose

5. I can't attend his today's lecture because I ... to work.

1. must b) had c) can d) have

6. I think, very soon a cure for AIDS ....

1. will find b) will have found c) will be found d) will have being finding

7. Would you mind ... me a copy of your conference paper?

1. having sent b) sending c) to send d) sent

8. Your reception room is bigger than ....

1. our b) ours c) we d) us

9. We heard him ... this story yesterday.

1. to tell b) told c) tell d) has told

10. What would you write about if you ... a popular writer?

1. were b) would c) had been d) are

11. These facts …. since last century.

1. have been observed b) were observed c) are observed d) are being observed

12. Very soon this work ... us many discoveries of great importance.

1. has brought b) will be brought c) brings d) will bring

13. For hundreds of years people ... of cosmic flights.

1. are dreaming b) have been dreaming c) have been dreamed d) are being dreamed

14. The head of the laboratory ... to check everything himself.

1. are b) be able c) had d) must

15. There is no doubt that radio and TV are among the … miracles of modern science.

1. most great b) more greater c) greatest d) most greatest

16 The question ... at next Thursday's meeting concerns all of the laboratory staff.

a) to be discussing b) discussed c) being discussed d) to be discussed

17. I watched them ... the equipment.

1. installed b) installing c) were installing d) had installed

18. Nobody expected them ... a discovery.

1. to make b) would make c) made d) make

19. The value of his research ... not be underestimated.

1. are b) must c) has d) is

20. He must ... his attempts to obtain better results several years ago.

1. give up b) have given up c) gave up d) has given up

21. I do believe that the problem can be split into three levels.

a) interpreted b) divided c) solved d) looked at

22. Governments should set limits for engine sizes and production.

a) approach b) introduce c) balance d) recognize

23. The book summarizes recent developments in this field.

 a) includes b) ends with c) is full of d) sums up

24. Science provides the means of profiting from knowledge of the laws of nature.

 a) keeping up-to-date with b) encouraging c) taking advantage of d) improving

25. Technology is supplying science with more and more sophisticated instruments.

 a) providing b) demanding c) joining d) competing

26. That factory is producing more and more pollution.

 a) products b) raw materials c) harmful effect d) influence

27.Estimation of a scientific discovery requires personal involvement in the research.

 a) structure b) simulation c) development d) evaluation

28. What conditions must be observed so that you may obtain the desired result?

 a) noticed b) maintained c) measured d) contained

29. Humankind can only survive by accepting responsibility and acting upon it.

 a) exchanging b) comparing c) taking on d) developing

30. The intensive study of plasma could give us in the future an inexhaustible source of power.

 a) cheap b)non-traditional c) exciting d)renewable

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

**HOW MANY WAYS TO SAY HELLO?**

When two people meet in Tokyo they say *konnichiha* which means *hello.* But if they answer the phone, they say *moshi moshi.* Japan isn’t the only country to have its own special ‘telephone language’. The Spanish say *hola* for hello but on the phone they answer *digame*. Literally *digame* means ‘tell me’ – but this sounds very rude in English. Similarly, if a caller heard the words: *I’m ready* in London or New York, they think this was very strange. They’d ask ‘ready for what?’ But in Italy the word *pronto!* means exactly this.

 The rules for answering the phone in the international workplace seem to be more universal. Phone a business number and the receptionist is likely to say the name of the company and answer more politely or formally. For example, in English you make the polite offer of help with *How can I help you?* But even this isn’t quite as polite as the very formal Norwegian response: *var so god* literally meaning ‘be so good’.

1. Many nationalities greet people differently on the phone than they do face-to-face.
2. The Spanish are rather impolite when speaking on the phone.
3. When an Italian meets you in the street he greets you with the words meaning ‘I’m ready’.
4. At work, different nationalities use a similar approach to answering the phone.

5. Italians are always ready to speak

**Модульна контрольна робота 2.**

**Варіант 1**

**1. Оберіть вірний варіант (a, b, c або d)**

1. It is necessary that applied research ... in cooperation with industrial engineers.

1. are be carried on b) to be carried on c) must be carried on d) being carried on

2. When I arrived at work I realized that I... my report at home.

1. had left b) left c) leave d) was leaving

3. If I ... him yesterday, I would have discussed the question with him.

1. saw b) had seen c) would see d) see

4. If you use pictures and slides, your report will be much ....

1. interesting b) most interesting c) the most interesting d) more interesting

5. The results of his experiments are supposed ... very interesting.

1. be b) to be c) been d) had been

6. It is important... with the task.

1. him to cope b) for him cope c) for him to cope d) he cope

7. Lasers ... in research since the early 1960's.

1. have been used b) are used c) were used d) are using

8. He said he would ring me up when he ... his work.

1. will finished b) finished c) finish d) finishes

9. ... who did it.

1. There is me b) It is mine c) There is mine d) It is me

10 .I wonder ... he will come in time.

a) weather b) what c) whether d) that

11. When you ... some news let me know.

1. would get b) get c) will get d) should get

12. If business drops by 50% I think I... my job.

1. am losing b) will lose c) lose d) have been loosing

13. Before we appointed the new Chairman, our share price ... very low.

1. would be b) were being c) have been d) had been

14. He didn't study law ... he is not a prosperous lawyer.

1. so b) because c) due to d) in order that

15. ... the necessary production facilities, the company entered production.

1. Has to set up b) Having set up c) Set up d) To be set up

16. She proved ... a well-read person.

1. being b) been c) has been d) to be

17. ... a new building to be a success, it has to be the right design.

1. In order b) So as c) As well as d) With

18. She told me she ... to Milan at the end of next month.

1. came b) will come c) was coming d) would come

19. The fire ... by the electric fault.

1. was caused b) should have caused c) caused d) was causing

20. If we had any further information, we ... you immediately.

1. did contact b) would contact c) had contacted d) will contact

21 The disadvantages of this analysis of the problem have been discussed carefully.

a) advantages b) perspectives c) reasons d) drawbacks

22.Many environmentalists feel that many changes in production are necessary.

1. ecologists b) manufacturers c) educationalists d) reformists

23. The measurements are carried out with conventional equipment.

a) modernized b) ordinary c) unique d) special

24 Have they found any direct evidence against that widely spread conception?

a) opinion b) proof c) view d) principle

25.Conservation of nature often conflicts with agriculture and industry interests.

1. observation b) explanation c) preservation d) exploration

26. This system lifetime was greatly increased due to the application of this device,

1. utilization b) demonstration c) modification d) installation

27. The development of electric cars is under way in a number of countries

1. in progress b) under discussion c) out of question d) in advance

28. Various ideas have been proposed to look into these phenomena.

 a) record b) investigate c) describe d) explain

29. From the earliest times, men have observed changes that happen in nature.

1. take place b) result c) meet d) take part

30. Articles in daily use which are made of plastics are familiar to everybody.

1. papers b) objects c) subjects d) packages

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

**Britons beaten to City jobs by students with other languages**

Continental competitors with better language skills are beating British graduates to jobs in the City of London and jobs in commerce. Businesses are no longer prepared to accept a monolingual workforce and the inability of otherwise well-educated Britons to speak a language other than English is becoming a handicap.

 A spokesman for the London Chamber of Commerce said: “Unfortunately the British are well down the league table of linguistic ability. Companies realize that there is business to be won out there and they need the staff who can speak foreign languages.” An EU research project discovered that 14% of British firms lost trade through linguistic and cultural barriers.

 *Eurostar*, which runs trains between London, Paris, and Brussels, needs staff who can speak English, French, and Dutch. French and Belgian graduates cope much better in theses languages than their British counterparts. A spokesman said: “this is because they seem to be better at speaking second languages to a higher level, with, where necessary, appropriate technical knowledge.”

 The food and drink group *Diageo* has decided that ‘knowledge of more than one language’ demonstrated that a candidate had the ability to ‘think across cultural boundaries’, which is important in the business world.

1. Compared with their continental equivalents British graduates are poorly educated.

2. City businesses have realized that they are less competitive than before.

3. The London Chamber of Commerce suggests that the British are successful with *Eurostar* because they are the worst at learning languages.

4. French and Belgian graduates are successful with *Eurostar* because they combine languages with something extra.

5. *Diageo* suggests that languages and cultural awareness go together.

**Варіант 2**

**1. Оберіть вірний варіант (a, b, c або d)**

1. During tomorrow’s demonstration \_\_\_\_\_\_will be an interval of fifteen minutes.

a) it b) they c) there d) here

2. This computer is so simple that it \_\_\_\_\_\_\_\_ be operated by anyone.

a) can b) is able to c) need d) ought

3. It will take months for the new proof … thoroughly.

a) being checked b) to be checked c) checked d) to check

4. The experiments show agreement with the theory \_\_\_\_\_\_\_\_ the conditions are met.

a) unless b) since c) so that d) if

5. The field tests were postponed \_\_\_\_\_ unfavorable weather conditions.

a) because of b) on account c) because d) since

6. Since the 17th century economists \_\_\_\_\_\_\_\_\_\_ methods for studying the use of economic resources.

a) has developed b) have been developing c) are developing d) have been developed

7. They \_\_\_\_\_\_ to start the project a month ago.

a) might b) must c) had d) should

8. The data \_\_\_\_\_\_\_\_\_\_ outweighed those that we had had before.

a) obtained b) obtaining c) to obtain d) to be obtained

9. They suggest that such results \_\_\_\_\_ very carefully considered.

a) should be b) to be c) must been d) would be

10. We had our plan \_\_\_\_\_ by the board yesterday.

a) approving b) to approve c) will be approved d) approved

11. Having been asked to speak at the symposium, \_\_\_\_\_\_\_\_\_\_\_\_\_

a) some notes were prepared for Dr Knapp. c) some notes were prepared by Dr Knapp

b) Dr Knapp prepared some notes. d) the participants were pleased to hear Dr Knapp.

12 \_\_\_\_\_\_\_\_ any further details, we will inform you immediately.

a) If we found out b) If we find out c) Should we have found out d) Had we found out

13. Only the first choice was hard to make, \_\_\_\_\_\_\_\_\_\_\_\_\_

a) no trouble weren’t causing by the rest of the choices. c) no trouble to cause by the rest of the choices.

b) the rest of the choices to be caused no trouble. d) the rest of the choices causing no trouble.

14. It is possible for computers \_\_\_\_\_\_\_\_\_\_ all types of information.

a) that they handle b) handling c) to handle d) when handling

15. \_\_\_\_\_\_\_ one of our European representatives.

a) Don’t forget to contact b) Let contact c) Miss not to contact d) Don’t let contact

16. We must admit that the old method \_\_\_\_\_\_\_\_\_ some difficulties.

a) causing b) causes c) cause d) to cause

17. France has not taken any decision yet, and

a) neither has some of the other countries. c) several other countries hasn’t either.

b) some other countries also haven’t. d) neither have several other countries.

18. I am looking forward to \_\_\_\_\_\_\_\_\_\_ with good news.

a) when you return b) when you will return c) your returning d) return you

19. He can’t recall when and where\_\_\_\_\_\_\_ that model.

a) he saw b) did he see c) does he see d) he will see

20. It was essential that we \_\_\_\_\_\_\_ fresh data to confirm our idea.

a) would obtain b) will obtain c) to obtain d) shall obtain

21. We can estimate the future growth of production.

a) guess b) value c) provide d) prove

22. The computer has a word processing facility.

a) defect b) institution c) source d) installation

23. It is a versatile material because it can be used in a great number of ways.

a) waterproof b) man-made c) scarce d) many-sided

24. Madame Curie inspired many women to do scientific research.

a) implied b) assisted c) required d) stimulated

25. The discovery was significant and paved the way for other scientists’ work.

a) important b) universal c) available d) ordinary

26.The premises can be adapted for our purposes.

a) provided b) substituted c) adjusted d) improved

27. The amount of money owed by some countries is so enormous that it will probably never be repaid.

a) insufficient b) huge c) tiny d) average

28. Although these theories were believed to be true for centuries, they were discredited by further experiments.

a) supported b) disregarded c) disproved d) satisfied

29. These materials and products are expensive partly because they are so deficient.

a) abundant b) rare c) complex d) vital

30. Success was attained after numerous experiments.

a) observed b)achieved c) produced d) occurred

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

**Hearts of our people**

“They are loving people. Their speech is the sweetest and gentlest in the world”. Christopher Columbus wrote these words about the first Native Americans that he met in the New World. In the late 15th century, there were about one million Native Americans in North and Central America living in 650 tribes\*. They were diverse, with different cultures and as many as 2,200 languages.

Some groups lived in cities and villages; others were nomads\*. Some were farmers; others hunted animals and gathered food. Some lived in bands of between 20 and 300 people; some lived in tribes, a group of bands; some lived in nations, a group of tribes. Some tribes had democratic social structures; others had rigid class systems.

But the basic difference between the Native Americans and the European settlers was their philosophies toward the land, and it was the main cause of conflict. The Native Americans lived in harmony with nature and believed that the land could not be the private property of individuals. Instead, they were allowed to use the land. On the other hand, the European settlers believed strongly in private and individual ownership of land and came to the New World seeking land. This conflict and the efforts to resolve it shaped the history between these two groups of peoples during a 400-year period.

These conflicts formed the Native American story— the dispossession of cultures, the movement of tribes, the cession\* of millions of acres of land, and the assimilation into the "American culture." Between 1607 and 1890 the United States signed 370 peace treaties with Native American tribes and established more than 300 reservations in the various states and numerous Indian communities.

*nomad* - a member of a people or tribe who move from place to place to find pasture and food

*tribe* – a group of people of the same race, beliefs, language, etc.

*cession* - the act of transferring of rights, property, land or territory

1. Christopher Columbus had no special sympathy for the Native Americans.

2. The Native Americans groups were very much alike and they spoke the same language.

3. Tribes consist of bands and nations.

4. Land caused the majority of conflicts between the Native Americans and the European settlers.

5. The European settlers wanted the land to be the private property of individuals.

**Варіант 3**

**1. Оберіть вірний варіант (a, b, c або d)**

1. \_\_\_\_\_ seems to be something wrong with my modem.

a) It b) There c) Me d) Here

2. When I finish the course next year, I \_\_\_\_\_\_\_ speak perfect French.

a) will b) can c) will been d) won’t be able

3. Cuba is \_\_\_\_\_\_\_ sugar-growing areas in the world.

a) one most largest b) one of the larger c) one of largest d) one of the largest

4. The system will not fail to perform \_\_\_ the requirements are satisfied.

a) lest b) provided c) if d) in case

5. The inspector said the safety precautions \_\_\_\_\_ inadequate.

a) will be b) are c) have been d) were

6. They \_\_\_\_\_\_\_\_ some kind of agreement by the end of next year.

a) have reached b) are reaching c) had been reached d) will have reached

7. An experienced manager \_\_\_\_\_\_\_ think too much before taking decisions.

a) doesn’t have to b) needn’t c) won’t be able d) hasn’t to

8. \_\_\_\_\_\_\_\_\_\_\_ they do the results of their work are always good.

a) Moreover b) In view of c) Whatever d) However

9. It was important that we \_\_\_\_\_\_\_ fresh data to confirm our idea.

a) would obtain b) must obtain c) to obtain d) shall obtain

10. They are still having their computer \_\_\_\_\_\_

a) repairing b) repaired c) to repair d) to be repaired

11. Having been presented with the facts, \_\_\_\_\_\_\_\_\_

a) the problem was discussed by the members of the committee. d) they proved to be very interesting.

b) the members of the committee discussed the problem. c) they were proved to be very interesting.

12. They stated that the book … especially for the computer professional.

a) will design b)had designed c) was designed d)would design

13. This computer is so simple that it \_\_\_\_\_\_\_\_ be operated by anyone.

a) can b) is able to c) need d) ought

14. The data \_\_\_\_\_\_\_\_\_\_ outweighed those that we had had before.

a) obtained b) obtaining c) to obtain d) to be obtained

15. \_\_\_\_\_\_\_\_\_\_ not only this method but also possible alternatives.

a) Don’t consider b) To consider c) Considering d) Let’s consider

16. There is a second approach to the problem that \_\_\_\_\_\_\_ a slight time saving.

a) don’t provide b) provides c) providing d) provide

17. California relies heavily on income from fruit crops, and

a) so does Florida. b) Florida too. c) Florida is as well. d) neither does Florida.

18. We are interested in \_\_\_\_\_\_\_\_\_ us about the results.

a) that she inform b) when she will inform c) her informing d) her to has informed

19. Before we appointed the new Chairman, our share price ... very low.

1. would be b)were being c) have been d) had been

20. . . . about that event, he replied nothing.

a) Asking b) Having asked c) Was asked d) Being asked

21. The small amount of water and food in this area cannot sustain the large population.

a) guarantee b) survive c) support d) decrease

22. These modern computers have only some of human traits.

a) beings d) organs c) characteristics d) qualifications

23. He performed experiments to confirm what they had proposed.

a) verify b) disprove c) contradict d) survive

24. The project was postponed due to negative economic conditions.

a) contemporary b) appropriate c) adequate d) unfavourable

25.The subject was controversial for a long time, and there will probably never be complete agreement.

a) disputed b) interesting c) discussed d) topical

26. The concept is difficult to grasp from a definition alone, but a description makes it easier to visualize.

a) depict b) understand c) explain d) verify

27.The goal of all scientific investigation is to predict the future.

a) cause b) result c) use d) aim

28.We can give other examples of scientific achievements that were a result of joint efforts.

a) competition b) conversation c)cooperation d) contradiction

29.Mathematics gives precision to science.

a) accuracy b) significance c) challenge d) prominence

30. In the 20th century, Britain developed gradually from an industrial economy into a service economy.

a) progressed b) modified c) upgraded d) evolved

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

**Learning to combine the world of work and study**

Most university students have traditionally taken jobs in their holidays, particularly summer. The NUS survey found that students give two main reasons for working during term-time: to pay their basic living and study costs (68 per cent) and to fund their social life (65 per cent). It is clear that most work out of sheer necessity.

But there is one silver lining to this particular cloud. Working during your course not only provides you with much needed cash but can equip you with some additional skills not normally to be had from holiday work. Combining earning with learning may be onerous, but these extra skills do make you even more attractive to recruiters when you graduate and start a career.

Finding part-time jobs which are relevant to either your degree or future career can be difficult. Although the Government, the Association of Graduate Recruiters and others want every undergraduate to have "quality work experience" as part of their learning, at present only about half of all students find such work.

Casual work in university towns, particularly with the flexible hours needed to accommodate your studies is soon snapped up. Working on the campus is particularly popular, and students unions and many universities do make efforts to employ as many students as possible. But obviously they can satisfy only a minority of students.

Does working during term-time harm your studies? It depends. In the NUS survey, 48 per cent said they would have got higher grades if they were not employed. But only 15 per cent of the same sample said employment had affected their studies badly. The majority (58 per cent) said it had affected their study "slightly". Much seems to depend on the number of hours worked.

*NUS* – abbreviation for National Union of Students

*silver lining* - a comforting or hopeful aspect of an otherwise desperate or unhappy situation (esp. in the phrase every cloud has a silver lining)

*onerous* – difficult, heavy, troublesome; laborious or oppressive

*snap up* – to take or buy quickly and eagerly

1. Most University students usually work during term time only because they’re interested very much in getting special career skills.

2. Students working during their course have better career opportunities.

3. Students’ part-time job should be connected with their future career.

4. It’s easy to find a part-time job in university towns or on the campus.

5. Students would study better if they didn’t have to work during term-time.

**Варіант 4**

**1. Оберіть вірний варіант (a, b, c або d)**

1. The discussion . . . very interesting. It is a pity I couldn’t stay.

a) was b) will be c) would be d) were

2. I have to do some extra work now because one of my colleagues … a holiday.

a) has b) has had c) is having d) would have

3. If it … a country, California would be one with more people than Canada and an economy the size of China's.

a) would be b) has been c) will be d) were

4. So far no attempts …to improve the situation.

a) must to be made b) will make c) haven’t been made d) have been made

5. The result of this study is intriguing, and surely worth … in a larger piece of research.

a) to follow up b) to be followed up c) following up d) followed up

6. The danger of radiation for human health makes us … different means of protection.

a) develop b) to have developed c) to develop d) to be developed

7. For the first time since the industrial revolution, … than 10% of American workers are now employed in manufacturing.

a) least b) more c) as many as d) farther

8. It will take months for the new proof … thoroughly.

a) being checked b) to be checked c) checked d) to check

9. The conference was devoted to the subject they ... for two years.

a) had been investigating b) investigated c) will investigate d) investigate

10. Technological improvements are needed … wind, solar and hydrogen can be more viable parts of the energy equation.

a) lest b) because of c) so that d) unless

11. It is important that this project should be adequately financed. Then… .

a) a number of other difficulties will appear c) it will succeed

b) there is little hope that it will succeed d) it will be too late

12.… this theory may seem it does have some weak points.

 a) No matter how convincing b)In spite of convincing c) Provided it is convincing d) In order to convince

13. She hasn't begun working on her Ph.D. … working on her master's.

a) still because she is yet b) yet as a result she is still c) still while she is already d) yet because she is still

14. The more she worked, ….

a) the less she achieved b) she achieved not enough c) she did not achieve enough d) she was achieving less

15. He has received several scholarships ….

a) not only because his artistic but his academic ability c) because of his academic and artistic ability

b) for both his academic ability as well as his artistic d) as resulting of his ability in the art and the academy

16. In software construction there are some techniques that permit us to recognize ….

a) if not correct a given program is b) if a given program is correct c) or is a given program correct d) isn't a given program correct

17. The students liked that professor's course because ….

a) there was few if any homework c) there was little or no homework

b) not a lot of homework was d) of there wasn't a great amount of homework

18. There has already been mentioned the fact that scientific discoveries … .

a) which cannot be wholly dealt with on a national scale c) proving scientists’ new hypotheses

b) makes the problem far more complicated than it seems d) are greatly assisted by the developments in research techniques

19. Not only has demand been high, but … is coming from places that are hard to reach.

a) also the oil we have been finding b) unless we found oil c) finding the oil d) we have been finding oil

20. The chairman requested that … ..

a) the members studied more carefully the problem c) with more carefulness the problem could be studied

b) the problem would more carefully be studied d) the members studied the problem more carefully

21. We also have a series of public lectures given by guest speakers.

a) number b) matter c) means d) sort

22. It is now common corporate policy for a company to have a mission statement explaining the aims of the business.

a) strategic b) domestic c) international d) organizational

23. I want you to illustrate your point by providing some supporting examples.

a) receiving b) removing c) obtaining d) supplying

24. More and more students decide to study for a Master’s degree to enhance their knowledge.

a) employ b) improve c) evaluate d) apply

25. You are obliged to present an electronic version of your report.

a) informed b) known c) required d) proposed

26. The amount of money owed by some countries is so enormous that it will probably never be repaid.

a) insufficient b) huge c) tiny d) average

27. The experiments were conducted simultaneously in London and Rome.

a) at the same time b) step by step c) in the same place d) from time to time

28. When testing a hypothesis, every effort is made to eliminate subjective or biased ideas.

a) consider b) modify c) avoid d) reduce

29. People should be aware of the ecological threats caused by this kind of production.

a) ignorant b) careful c) conscious d) opposite

30. Scientists are still disputing about the origin of the Universe.

a) experimenting b) arguing c) thinking d) explaining

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

**Students with jobs lose out in exams**

Survey shows 50% feel forced to take term work. The most cash-strapped university students are jeopardizing their chances of exam success by combining their studies with long hours in low paid jobs, according to research.

Half of those surveyed said they combined paid work with their studies during term-time, and half focused solely on their academic work. Students who worked admitted they spent less time on academic work because of the demands of regular term-time jobs — typically in bars, pubs, cafes and shops — and often skipped lectures and handed work in late. For those working 15 hours a week the odds of obtaining a first class degree were cut by more than a third.

The results of the three-year study confirm the phenomenon of students who are forced into regular employment to pay for basics such as food and rent. It also shows that students from the poorest homes and ethnic minority backgrounds most likely to be working long hours to help pay bills.

The study, by researchers at London South Bank University and the Open University, is the first to confirm that students forced to work as a result of financial hardship suffer in terms of academic performance.

Students tended to work in low-paid jobs, and reported that their studies suffered as a direct result of their work. Many admitted missing lectures, producing poor quality assignments, and having difficulty accessing libraries and computer facilities.

More than 80% said they spent less time studying because of their term-time jobs, and nearly three-quarters spent less time preparing coursework. Many students believed that term-time working damaged academic performance — worries that were well-founded. The more students worked during term-time, the lower their average end-of-year marks or final degree results.

*jeopardize* – to put in danger; to risk

*cash-strapped* - short of money; impoverished

1. Combining studies with long hours in low-paid jobs increase students’ chances of exam success.

2. Working students often miss lectures and don’t perform their tasks in time.

3. The students want to take term work in order to fund their social life (visiting bars, pubs, cafes and shops).

4. Students tending to work in low-paid jobs produce poor academic results.

5. Most students spend less time studying and preparing coursework because the curriculum contains fewer subjects.

**Варіант 5**

**1. Оберіть вірний варіант (a, b, c або d)**

1. Henry Ford’s introduction of the assembly line vastly reduced the time it took …

a) to make a car b) making a car c)for making car d)a car to make

2. In terms of population, Bangkok, Thailand , is … than Barcelona, Spain.

a) as large b) larger c)the largest d) more large

3.France, where this process …, took an early lead in aluminum production.

a) was developed b) will develop c) has developed d)were to develop

4.Until 1845, scientists failed to discover a process which … separate aluminum from its various alloys.

a) must b) could c)will d)ought

5.Mr Williamson … the firm soon whether or not he voluntarily turns in his resignation.

a) has left b) are leaving c)have left d)will be leaving

6. … he got the best grade on the quiz surprised everyone.

a) the fact what b) the fact that c) the fact if d) the fact when

7.That experiment demonstrates that people have trouble …more than seven digits in sequence.

a) recalled b) being recalled c) recalling d) having recalled

8.They stated that the book … especially for the computer professional.

a) will design b) was designed c)had designed d)would design

9.That company’s electric cars … to be virtually trouble-free.

a) report b) are reporting c)reports d)are reported

10.It is essential that she … us beforehand.

a) is calling b) shall call c)should call d)was to call

11.The project faced a whole series of difficulties. Yet, despite all of them… .

a) the organizers decided to abandon their plan. c) it was a complete failure.

b**)** it proved to be a great success. d) the difficulties were impossible to overcome.

12.It is important that this project be adequately capitalized and that strict accounting procedures be applied from the beginning. Otherwise , … .

a) its success will be assured c) there are a number of further measures which should be taken

b) there is little hope that it will succeed d) nothing will go wrong

13.Scientists know that the huge Hola crater in Arizona was made by a meteorite, but do not know exactly … .

a) when did the meteorite hit the earth c) when the meteorite the earth hit

b) when the meteorite hit the earth d) when did the earth hit the meteorite

14. . . . into English, the article was published in a scientific journal.

a) To have translated b) Having been translated c) To have been translated d) Having translated

15.The number of Internet buyers in Latin America is growing fast, … .

a) while Europeans do not like electronic commerce c) though one can have a computer now

b) yet, you can always find products on the Internet d) however, there are many advantages to buying on the Internet

16. The road repairs . . . on the motorway had seriously delayed the traffic.

a) will carry out b) having carried out c) being carried out d) to carry out

17…, ozone levels in the ionosphere have dropped recently.

a) However the reason b) They are the reason c) What is the reason d) Whatever the reason

18 Our firm seems . . . a large number of outdated computers.

a) to have b) have c) has d) having

19. He didn’t know how long the staff training course . . .

a) will last b) lasts c) can last d) would last

20.While dozens of popular authors claimed to be experts on the subject, … .

a) there were much other such authors c) none of them had studied it in a systematic way

b) some of the authors are not really so popular d) there being no experts on other subjects

21. The company has experienced a number of significant changes in the last few years.

a) influenced b) undergone c) required d) implemented

22. You should speak more loudly and more slowly when you want to emphasize an important point.

a) introduce b) stress c) discover d) report

23. The North Americans consume more energy and resources than any other nation.

a) use b) generate c)make d) apply

24. One of the most important skills to learn is how to utilize your time effectively.

a) take notice of b) pay attention to c) take care of d) make use of

25. The outcome of the experiment was a complete surprise to everyone.

a) beginning b) start c) result d) launch

26. He is a pleasant colleague, and very proficient at his job.

a) skilled b) profitable c) popular d) active

27. They declared that they had been the first to discover those facts.

a) proposed b) introduced c) stated d) demonstrated

28. The theory proved to be correct and was a major breakthrough in the history of science.

a) true b) valuable c) unique d) false

29. Communication between researchers is dependent on precise definition of concepts and ideas.

a) faulty b) broad c) accurate d) standard

30. The results obtained signify that we still know very little about these phenomena.

a) convince b) disprove c) guarantee d) indicate

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

**BEAT THE TRAFFIC BY TELECOMMUTING**

Traditionally, people get up in the morning, get dressed, and fight through rush hour traffic to go to the office because that is where the work is. However, for many knowledge workers, work is really at a micro or terminal, whether in an office or at home. More and more employees are beginning to question the wisdom of going to the office in the traditional sense. Many would prefer telecommuting and work in the more comfortable home surroundings. Telecommuting is “commuting” to work via data communications link between home and office.

In theory, millions of people could telecommute to work at least a few days a week. People whose jobs involve considerable interactions with a computer system are perfect candidates (such as those who process insurance claims and programmers). Managers who need a few hours, or perhaps a few days, of interrupted time to accomplish tasks that do not require direct personal interaction are beginning to consider the merits of telecommuting.

At present, telecommuting is seldom an employee option. Most companies that permit telecommuting are restricting it to management and computer professionals. However, it is only a matter of time before self-motivated individuals at all levels and in variety of disciplines are given the option of telecommuting at least part of the time. Most workers would view telecommuting and the accompanying flexible work hours as “perks” of employment. The company that doesn’t offer them may be at a disadvantage in recruiting quality workers.

1. For many workers work isn’t really at micro or terminal, whether in on office or at home.
2. A lot of people understand advantages of telecommuting
3. Managers don’t consider the merits of telecommuting.
4. Nowadays telecommuting is often an employee option.
5. As a rule companies don’t restrict telecommuting to management.

**Варіант 6**

**1. Оберіть вірний варіант (a, b, c або d)**

1. The system is dangerous, . . . must use it.

a) everything b) anybody c) no one d) somebody

2. She plans . . . to study the alternatives and to implement them soon.

a) also b) both c) either d) not only

3. . . . into English, the article was published in a scientific journal.

a) To have translated b) Having been translated c) To have been translated d) Having translated

4. The trainee . . . writing the report before the director came.

a) finished b) was finishing c) should finish d) had finished

5. They like to work in the central public library and so . . . I.

a) do b) like c) am d) work

6. . . . more attention is now being paid to environmental issues.

a) Great b) Very c) Much d) Too

7. The device is very delicate and has to . . . with great care.

a) be handled b) be handling c) handle d) being handled

8. These methods of purifying industrial wastes . . . much attention to recently.

a) was given b) have been given c) were giving d) had to been given

9. He . . . left a message for you, here it is.

a) was b) is c) will d) has

10. When you wake up tomorrow, I . . . over the Atlantic ocean.

a) would fly b) will be flying c) must fly d) can fly

11. If she … a skilled programmer, they would offer her a good position in a big company.

a) been b) being c) were d) should

12. He didn’t know if there . . . a special mechanism used in the process.

a) have existed b)were existing c) existed d) exist

13. If I had remembered his number, I would . . . him.

a) telephone b) be telephoning c) telephoning d) have telephoned

14. The European computer companies insisted that a better relationship with the public authorities . . . be built in Europe.

a) should to b) will c) had to d) are to

15. They won’t change their decision until they . . . more information.

a) got b) get c) will get d) would get

16. They discussed their points after they . . . the contract.

a) have signed b) signing c) having signed d) had signed

.17. . . at from this point the problem doesn’t seem too difficult.

a) Looking b) Having looked c) Will be looked d) Being looked

18. He was sorry because he. . . the device before.

a) not having tested b)does not test c) hadn’t tested d) isn’t testing

19. The gravitational forces do not let the planets ... the solar system.

a) leave b) leaving c) to be left d) to leave.

20. Our firm seems . . . a large number of old computers.

a) to have b) have c) has d) having

21. University regulations state that students must pass 18 modules to graduate.

a) promote b) plan c) report d) declare

22. Most economists forecast that China will become a leading world economy in the 21st century.

a) consult b) discuss c) predict d) offer

23. These countries are forced to rely on aid from richer nations in order to feed their population.

a) give up b) look after c) go on d) depend on

24. The new computer system created a lot of interest among potential users.

a) generated b) maintained c) lost d) showed

25 Employees are keen to recruit people who have at least a basic ability in computing.

a) research b) qualification c)contribution d) application

26. Preliminary results suggest that we are going in the right direction.

a) experimental b) initial c) encouraging d) ultimate

27. Don’t assume something is true until facts confirm it.

a) accept b) deny c) describe d) predict

28. The University must make sure that your English is sufficient.

a) excellent b) moderate c) huge d) adequate

29. When the government increased the tax on petrol, there was a significant rise in transport costs.

a) resultant b) considerable c) continuous d) simultaneous

30. Until the last century, this concept was regarded as a ridiculous idea.

a) suggested b) preferred c) considered d) applied

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

**The au pair in Britain**

One of the ways open to a girl student of the English language to improve her linguistic knowledge is to come to Britain for a year as an au pair girl. It certainly seems to be a very popular method, for every year sees more and more girls entering English homes as au pair girls.

Forty years ago it was generally understood in Britain that the term "au pair" was only used to describe a girl who came here to perfect her linguistic or professional knowledge; lived as a member of an English family; and the family provided her with "pocket money". She was not paid a salary.

As a member of the family she helped with the housework and, if there were any, helped look after the children; but she was not asked to do more than would normally be expected of a teenage daughter of an average middle-class -— particularly professional-class — English family.

In the 1960s it was reckoned there were 9,000 au pair girls in Britain; today an estimated number is 30,000 in London alone. They are treated as cheap labour, many of them placed by agencies with no interest in their future welfare.

An article entitled “Law sought to protect au pair girls' interests" was published in one of the British newspapers recently. The author wrote: “Au pair girls in Britain need a legally binding agreement to protect them against exploitation. Little notice is taken of Home Office recommendations: not more than five hours a day domestic work, at least one free day a week, sufficient pocket money, time to study and meet people. The girls cannot go on strike; that sort of action goes against the spirit of the system, which is intended to be one of fellowship, hospitality and a good relationship between the girl and the family."

He emphasized the lack of real protection from families who overworked the girls or agencies that place them, collect a fee and forget about them.

1. The word ‘au-pair’ means a young foreigner, usually a girl, who undertakes housework in exchange for board and lodging, especially in order to learn the language.

2. The au pair is a usual well-paid job.

3. Au pair girls don’t get a salary; they’re given a small weekly sum of money for day-to-day spending, incidental expenses, etc.

4. If au pair girls feel that they’re exploited too much, they go on strike.

5. Au pair girls in Britain need legal protection as they work too much, with few free days, and little time to study.

**Варіант 7**

**1. Оберіть вірний варіант (a, b, c або d)**

1. Active research on genetic problems ... for about seventy years now.

1. was carried on b) has been carried on c) is being carried on d) is carried on

2. When I ... my present work, I will start writing my doctoral thesis.

1. will be completed b) shall complete c) complete d) have been completing

3.I ... through a few English papers last week but I couldn't find a spare minute.

1. should look b) had to look c) could d) have been looking

4. He usually ... his work day with checking the apparatus.

1. starts b) starting c) has started d) is starting

5. I wonder ... he will come in time.

1. weather b) what c) whether d) that

6.I am now busy ... an exhibition at the institute.

1. to arrange b) have been arranged c) arranging d) to be arranging

7.I ... a Ph.D. degree at this institute in 1984.

 a) was received b) received c) have been receiving d) had received

8. The problem is interesting enough ... much attention.

1. will attract b) for attract c) being attracted d) to attract

9. It was shown thirty years later that G. Mendel's conclusions ... correct.

1. had been b) was c) are d) have been

10. For a detailed analysis I took the data ... by my research group.

1. obtained b) obtaining c) was obtained d) having being obtained

11. The gravitational field of the Moon has influence on the life of sea animals ....

1. had, in fact, never been observed b) observations were made c) is likely to be observed d) as it proved by recent observations

12. …Prof. N emphasized the importance of direct contacts among scientists.

1. Opened the conference b) When opening the conference c) The longer the speech d) It was

13. Do you know ... ?

1. the atomic nucleus was discovered when c) when was the atomic nucleus discovered
2. when the atomic nucleus was discovered d) when was discovered the atomic nucleus

14. ... one or several electrons must leave the atom.

1. To form a positive ion b) The formation of a positive ion c) It is a positive ion that is formed d)Being a positive ion to form

15. Many sciences today are so closely linked ....

1. however difficult to draw a line between them c) that it's difficult to draw a sharp line between them
2. drawing a sharp line between them d) leads to drawing a sharp line between them

16. The interchange of information in future will be better than it is now ....

1. to take any form b) any form to be taken c) take any form d)whatever form it may take

17. It is useful to learn ... is totally dependent on the environment.

1. however changing animal behaviour c) if the change we see in animal behaviour
2. as a result of our observation d) the more we observe animal behaviour

18. ... but they also make long-range predictions.

1. Although scientists explain well-known facts c) Scientists explain not only well-known facts
2. Can't scientists only explain well-known facts d) Scientists explaining well-known facts

19. ... that attracted most attention.

1. It was Brown's report b) It being Brown's report c) Having been Brown's report d) This will being Brown's report

20. The more accurate the calculations ....

1. so the results b) are reliable results c) the more reliable are the results d) for the results to be reliable

21. We cannot view this problem on the basis of modern concepts.

1. from the point of view b) in spite of c) because of d) along with

22. The great advantage of the so-called graphic computers is in solving design problems.

1. weakness b) illustration c) strength d) discomfort

23. It is usually more economical to buy large quantities of a product than small quantities.

1. cheaper b) more common c) up-to-date d) less political

24. Human labor has the capacity to make use of the equipment and techniques available.

1. out-dated b) reliable c) accessible d) new

25. People seem to realize the potential dangers of some scientific discoveries.

1. want b) appear c) can d) try

26. Properties of any region of space depend considerably on the presence and form of matter nearby.

1. slightly b) generally c) in fact d) greatly

27. Various ideas have been proposed to examine these phenomena.

1. record b) describe c) investigate d) explain

28. Both reports predict that the temperature change will be greater in the polar regions than near the equator.

1. object b) forecast c) undergo d) compare

29. Inequality is low in unchanging, "traditional" society, but rises as economic growth accelerates.

1. speeds up b) dates back c) arranges d) begins

30. Statistics may be defined as the branch of mathematics which is concerned with the use of collected numbers representing facts or measurements.

1. cooperates with b) is opposed to c) increases d) deals with

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

**Learning to combine the world of work and study**

Most university students have traditionally taken jobs in their holidays, particularly summer. The NUS survey found that students give two main reasons for working during term-time: to pay their basic living and study costs (68 per cent) and to fund their social life (65 per cent). It is clear that most work out of sheer necessity.

But there is one silver lining to this particular cloud. Working during your course not only provides you with much needed cash but can equip you with some additional skills not normally to be had from holiday work. Combining earning with learning may be onerous, but these extra skills do make you even more attractive to recruiters when you graduate and start a career.

Finding part-time jobs which are relevant to either your degree or future career can be difficult. Although the Government, the Association of Graduate Recruiters and others want every undergraduate to have "quality work experience" as part of their learning, at present only about half of all students find such work.

Casual work in university towns, particularly with the flexible hours needed to accommodate your studies is soon snapped up. Working on the campus is particularly popular, and students unions and many universities do make efforts to employ as many students as possible. But obviously they can satisfy only a minority of students.

Does working during term-time harm your studies? It depends. In the NUS survey, 48 per cent said they would have got higher grades if they were not employed. But only 15 per cent of the same sample said employment had affected their studies badly. The majority (58 per cent) said it had affected their study "slightly". Much seems to depend on the number of hours worked.

*NUS* – abbreviation for National Union of Students

*silver lining* - a comforting or hopeful aspect of an otherwise desperate or unhappy situation (esp. in the phrase every cloud has a silver lining)

*onerous* – difficult, heavy, troublesome; laborious or oppressive

*snap up* – to take or buy quickly and eagerly

1. Most University students usually work during term time only because they’re interested very much in getting special career skills.

2. Students working during their course have better career opportunities.

3. Students’ part-time job should be connected with their future career.

4. It’s easy to find a part-time job in university towns or on the campus.

5. Students would study better if they didn’t have to work during term-time.

**Варіант 8**

**1. Оберіть вірний варіант (a, b, c або d)**

1. I think, very soon a cure for AIDS ....

1. will find b) will have found c) will be found d) will have being finding

2. Would you mind ... me a copy of your conference paper?

1. having sent b) sending c) to send d) sent

3. Your reception room is bigger than ....

1. our b) ours c) we d) us

4. We heard him ... this story yesterday.

1. to tell b) told c) tell d) has told

5. What would you write about if you ... a popular writer?

1. were b) would c) had been d) are

6. We hadn't heard from him for a long time. He ... wrote nor telephoned.

1. either b) nor c) neither d) didn't

7. Who ... in the house?

1. do live b) does live c) lives d) live

8. Have you ever been to England? - Yes, I ... there last year.

1. was been b) was c) had been d) have been

9. When ... to ionizing radiation, living cells cannot perform their normal functions.

 a) exposed b) exposing c) have exposed d) expose

10. I can't attend his today's lecture because I ... to work.

1. must b) had c) can d) have

11. These facts …. since last century.

1. have been observed b) were observed c) are observed d) are being observed

12. Very soon this work ... us many discoveries of great importance.

1. has brought b) will be brought c) brings d) will bring

13. For hundreds of years people ... of cosmic flights.

1. are dreaming b) have been dreaming c) have been dreamed d) are being dreamed

14. The head of the laboratory ... to check everything himself.

1. are b) be able c) had d) must

15. There is no doubt that radio and TV are among the … miracles of modern science.

1. most great b) more greater c) greatest d) most greatest

16 The question ... at next Thursday's meeting concerns all of the laboratory staff.

1. to be discussing b) discussed c) being discussed d) to be discussed

17. I watched them ... the equipment.

1. installed b) installing c) were installing d) had installed

18. Nobody expected them ... a discovery.

1. to make b) would make c) made d) make

19. The value of his research ... not be underestimated.

1. are b) must c) has d) is

20. He must ... his attempts to obtain better results several years ago.

1. give up b) have given up c) gave up d) has given up

21. I do believe that the problem can be split into three levels.

a) interpreted b) divided c) solved d) looked at

22. Governments should set limits for engine sizes and production.

a) approach b) introduce c) balance d) recognize

23. The book summarizes recent developments in this field.

 a) includes b) ends with c) is full of d) sums up

24. Science provides the means of profiting from knowledge of the laws of nature.

 a) keeping up-to-date with b) encouraging c) taking advantage of d) improving

25. Technology is supplying science with more and more sophisticated instruments.

 a) providing b) demanding c) joining d) competing

26. That factory is producing more and more pollution.

 a) products b) raw materials c) harmful effect d) influence

27.Estimation of a scientific discovery requires personal involvement in the research.

 a) structure b) simulation c) development d) evaluation

28. What conditions must be observed so that you may obtain the desired result?

 a) noticed b) maintained c) measured d) contained

29. Humankind can only survive by accepting responsibility and acting upon it.

 a) exchanging b) comparing c) taking on d) developing

30. The intensive study of plasma could give us in the future an inexhaustible source of power.

 a) cheap b)non-traditional c) exciting d)renewable

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

**Hearts of our people**

“They are loving people. Their speech is the sweetest and gentlest in the world”. Christopher Columbus wrote these words about the first Native Americans that he met in the New World. In the late 15th century, there were about one million Native Americans in North and Central America living in 650 tribes\*. They were diverse, with different cultures and as many as 2,200 languages.

Some groups lived in cities and villages; others were nomads\*. Some were farmers; others hunted animals and gathered food. Some lived in bands of between 20 and 300 people; some lived in tribes, a group of bands; some lived in nations, a group of tribes. Some tribes had democratic social structures; others had rigid class systems.

But the basic difference between the Native Americans and the European settlers was their philosophies toward the land, and it was the main cause of conflict. The Native Americans lived in harmony with nature and believed that the land could not be the private property of individuals. Instead, they were allowed to use the land. On the other hand, the European settlers believed strongly in private and individual ownership of land and came to the New World seeking land. This conflict and the efforts to resolve it shaped the history between these two groups of peoples during a 400-year period.

These conflicts formed the Native American story— the dispossession of cultures, the movement of tribes, the cession\* of millions of acres of land, and the assimilation into the "American culture." Between 1607 and 1890 the United States signed 370 peace treaties with Native American tribes and established more than 300 reservations in the various states and numerous Indian communities.

*nomad* - a member of a people or tribe who move from place to place to find pasture and food

*tribe* – a group of people of the same race, beliefs, language, etc.

*cession* - the act of transferring of rights, property, land or territory

1. Christopher Columbus had no special sympathy for the Native Americans.

2. The Native Americans groups were very much alike and they spoke the same language.

3. Tribes consist of bands and nations.

4. Land caused the majority of conflicts between the Native Americans and the European settlers.

5. The European settlers wanted the land to be the private property of individuals.

**Варіант 9**

**1. Оберіть вірний варіант (a, b, c або d)**

1. It is important... with the task.

1. him to cope b) for him cope c) for him to cope d) he cope

2. Lasers ... in research since the early 1960's.

1. have been used b) are used c) were used d) are using

3. He said he would ring me up when he ... his work.

1. will finished b) finished c) finish d) finishes

4. ... who did it.

1. There is me b) It is mine c) There is mine d) It is me

5.I wonder ... he will come in time.

a) weather b) what c) whether d) that

6. It is necessary that applied research ... in cooperation with industrial engineers.

1. are be carried on b) to be carried on c) must be carried on d) being carried on

7. When I arrived at work I realized that I... my report at home.

1. had left b) left c) leave d) was leaving

8. If I ... him yesterday, I would have discussed the question with him.

1. saw b) had seen c) would see d) see

9. If you use pictures and slides, your report will be much ....

1. interesting b) most interesting c) the most interesting d) more interesting

10. The results of his experiments are supposed ... very interesting.

1. be b) to be c) been d) had been

11. When you ... some news let me know.

1. would get b) get c) will get d) should get

12. If business drops by 50% I think I... my job.

1. am losing b) will lose c) lose d) have been loosing

13. Before we appointed the new Chairman, our share price ... very low.

1. would be b) were being c) have been d) had been

14. He didn't study law ... he is not a prosperous lawyer.

1. so b) because c) due to d) in order that

15. ... the necessary production facilities, the company entered production.

1. Has to set up b) Having set up c) Set up d) To be set up

16. She proved ... a well-read person.

1. being b) been c) has been d) to be

17. ... a new building to be a success, it has to be the right design.

1. In order b) So as c) As well as d) With

18. She told me she ... to Milan at the end of next month.

1. came b) will come c) was coming d) would come

19. The fire ... by the electric fault.

1. was caused b) should have caused c) caused d) was causing

20. If we had any further information, we ... you immediately.

1. did contact b) would contact c) had contacted d) will contact

21 The disadvantages of this analysis of the problem have been discussed carefully.

1. advantages b) perspectives c) reasons d) drawbacks

22.Many environmentalists feel that many changes in production are necessary.

1. ecologists b) manufacturers c) educationalists d) reformists

23. The measurements are carried out with conventional equipment.

 a) modernized b) ordinary c) unique d) special

24 Have they found any direct evidence against that widely spread conception?

1. opinion b) proof c) view d) principle

25.Conservation of nature often conflicts with agriculture and industry interests.

1. observation b) explanation c) preservation d) exploration

26. This system lifetime was greatly increased due to the application of this device,

1. utilization b) demonstration c) modification d) installation

27. The development of electric cars is under way in a number of countries

1. in progress b) under discussion c) out of question d) in advance

28. Various ideas have been proposed to look into these phenomena.

 a) record b) investigate c) describe d) explain

29. From the earliest times, men have observed changes that happen in nature.

1. take place b) result c) meet d) take part

30. Articles in daily use which are made of plastics are familiar to everybody.

1. papers b) objects c) subjects d) packages

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

**Britons beaten to City jobs by students with other languages**

Continental competitors with better language skills are beating British graduates to jobs in the City of London and jobs in commerce. Businesses are no longer prepared to accept a monolingual workforce and the inability of otherwise well-educated Britons to speak a language other than English is becoming a handicap.

 A spokesman for the London Chamber of Commerce said: “Unfortunately the British are well down the league table of linguistic ability. Companies realize that there is business to be won out there and they need the staff who can speak foreign languages.” An EU research project discovered that 14% of British firms lost trade through linguistic and cultural barriers.

 *Eurostar*, which runs trains between London, Paris, and Brussels, needs staff who can speak English, French, and Dutch. French and Belgian graduates cope much better in theses languages than their British counterparts. A spokesman said: “this is because they seem to be better at speaking second languages to a higher level, with, where necessary, appropriate technical knowledge.”

 The food and drink group *Diageo* has decided that ‘knowledge of more than one language’ demonstrated that a candidate had the ability to ‘think across cultural boundaries’, which is important in the business world.

1. Compared with their continental equivalents British graduates are poorly educated.

2. City businesses have realized that they are less competitive than before.

3. The London Chamber of Commerce suggests that the British are successful with *Eurostar* because they are the worst at learning languages.

4. French and Belgian graduates are successful with *Eurostar* because they combine languages with something extra.

5. *Diageo* suggests that languages and cultural awareness go together.

**Варіант 10**

**1. Оберіть вірний варіант (a, b, c або d)**

1. Since the 17th century economists \_\_\_\_\_\_\_\_\_\_ methods for studying the use of economic resources.

a) has developed b) have been developing c) are developing d) have been developed

2. They \_\_\_\_\_\_ to start the project a month ago.

a) might b) must c) had d) should

3. The data \_\_\_\_\_\_\_\_\_\_ outweighed those that we had had before.

a) obtained b) obtaining c) to obtain d) to be obtained

4. They suggest that such results \_\_\_\_\_ very carefully considered.

a) should be b) to be c) must been d) would be

5. We had our plan \_\_\_\_\_ by the board yesterday.

a) approving b) to approve c) will be approved d) approved

6. During tomorrow’s demonstration \_\_\_\_\_\_will be an interval of fifteen minutes.

a) it b) they c) there d) here

7. This computer is so simple that it \_\_\_\_\_\_\_\_ be operated by anyone.

a) can b) is able to c) need d) ought

8. It will take months for the new proof … thoroughly.

a) being checked b) to be checked c) checked d) to check

9. The experiments show agreement with the theory \_\_\_\_\_\_\_\_ the conditions are met.

a) unless b) since c) so that d) if

10. The field tests were postponed \_\_\_\_\_ unfavorable weather conditions.

a) because of b) on account c) because d) since

11. Having been asked to speak at the symposium, \_\_\_\_\_\_\_\_\_\_\_\_\_

a) some notes were prepared for Dr Knapp. c) some notes were prepared by Dr Knapp

b) Dr Knapp prepared some notes. d) the participants were pleased to hear Dr Knapp.

12 \_\_\_\_\_\_\_\_ any further details, we will inform you immediately.

a) If we found out b) If we find out c) Should we have found out d) Had we found out

13. Only the first choice was hard to make, \_\_\_\_\_\_\_\_\_\_\_\_\_

a) no trouble weren’t causing by the rest of the choices. c) no trouble to cause by the rest of the choices.

b) the rest of the choices to be caused no trouble. d) the rest of the choices causing no trouble.

14. It is possible for computers \_\_\_\_\_\_\_\_\_\_ all types of information.

a) that they handle b) handling c) to handle d) when handling

15. \_\_\_\_\_\_\_ one of our European representatives.

a) Don’t forget to contact b) Let contact c) Miss not to contact d) Don’t let contact

16. We must admit that the old method \_\_\_\_\_\_\_\_\_ some difficulties.

a) causing b) causes c) cause d) to cause

17. France has not taken any decision yet, and

a) neither has some of the other countries. c) several other countries hasn’t either.

b) some other countries also haven’t. d) neither have several other countries.

18. I am looking forward to \_\_\_\_\_\_\_\_\_\_ with good news.

a) when you return b) when you will return c) your returning d) return you

19. He can’t recall when and where\_\_\_\_\_\_\_ that model.

a) he saw b) did he see c) does he see d) he will see

20. It was essential that we \_\_\_\_\_\_\_ fresh data to confirm our idea.

a) would obtain b) will obtain c) to obtain d) shall obtain

21. We can estimate the future growth of production.

a) guess b) value c) provide d) prove

22. The computer has a word processing facility.

a) defect b) institution c) source d) installation

23. It is a versatile material because it can be used in a great number of ways.

a) waterproof b) man-made c) scarce d) many-sided

24. Madame Curie inspired many women to do scientific research.

a) implied b) assisted c) required d) stimulated

25. The discovery was significant and paved the way for other scientists’ work.

a) important b) universal c) available d) ordinary

26.The premises can be adapted for our purposes.

a) provided b) substituted c) adjusted d) improved

27. The amount of money owed by some countries is so enormous that it will probably never be repaid.

a) insufficient b) huge c) tiny d) average

28. Although these theories were believed to be true for centuries, they were discredited by further experiments.

a) supported b) disregarded c) disproved d) satisfied

29. These materials and products are expensive partly because they are so deficient.

a) abundant b) rare c) complex d) vital

30. Success was attained after numerous experiments.

a) observed b)achieved c) produced d) occurred

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

**HOW MANY WAYS TO SAY HELLO?**

When two people meet in Tokyo they say *konnichiha* which means *hello.* But if they answer the phone, they say *moshi moshi.* Japan isn’t the only country to have its own special ‘telephone language’. The Spanish say *hola* for hello but on the phone they answer *digame*. Literally *digame* means ‘tell me’ – but this sounds very rude in English. Similarly, if a caller heard the words: *I’m ready* in London or New York, they think this was very strange. They’d ask ‘ready for what?’ But in Italy the word *pronto!* means exactly this.

 The rules for answering the phone in the international workplace seem to be more universal. Phone a business number and the receptionist is likely to say the name of the company and answer more politely or formally. For example, in English you make the polite offer of help with *How can I help you?* But even this isn’t quite as polite as the very formal Norwegian response: *var so god* literally meaning ‘be so good’.

1. Many nationalities greet people differently on the phone than they do face-to-face.
2. The Spanish are rather impolite when speaking on the phone.
3. When an Italian meets you in the street he greets you with the words meaning ‘I’m ready’.
4. At work, different nationalities use a similar approach to answering the phone.

5. Italians are always ready to speak

**Варіант 11**

**1. Оберіть вірний варіант (a, b, c або d)**

1. They \_\_\_\_\_\_\_\_ some kind of agreement by the end of next year.

a) have reached b) are reaching c) had been reached d) will have reached

2. An experienced manager \_\_\_\_\_\_\_ think too much before taking decisions.

a) doesn’t have to b) needn’t c) won’t be able d) hasn’t to

3. \_\_\_\_\_\_\_\_\_\_\_ they do the results of their work are always good.

a) Moreover b) In view of c) Whatever d) However

4. It was important that we \_\_\_\_\_\_\_ fresh data to confirm our idea.

a) would obtain b) must obtain c) to obtain d) shall obtain

5. They are still having their computer \_\_\_\_\_\_

a) repairing b) repaired c) to repair d) to be repaired

6. \_\_\_\_\_ seems to be something wrong with my modem.

a) It b) There c) Me d) Here

7. When I finish the course next year, I \_\_\_\_\_\_\_ speak perfect French.

a) will b) can c) will been d) won’t be able

8. Cuba is \_\_\_\_\_\_\_ sugar-growing areas in the world.

a) one most largest b) one of the larger c) one of largest d) one of the largest

9. The system will not fail to perform \_\_\_ the requirements are satisfied.

a) lest b) provided c) if d) in case

10. The inspector said the safety precautions \_\_\_\_\_ inadequate.

a) will be b) are c) have been d) were

11. Having been presented with the facts, \_\_\_\_\_\_\_\_\_

a) the problem was discussed by the members of the committee. d) they proved to be very interesting.

b) the members of the committee discussed the problem. c) they were proved to be very interesting.

12. They stated that the book … especially for the computer professional.

a) will design b)had designed c) was designed d)would design

13. This computer is so simple that it \_\_\_\_\_\_\_\_ be operated by anyone.

a) can b) is able to c) need d) ought

14. The data \_\_\_\_\_\_\_\_\_\_ outweighed those that we had had before.

a) obtained b) obtaining c) to obtain d) to be obtained

15. \_\_\_\_\_\_\_\_\_\_ not only this method but also possible alternatives.

a) Don’t consider b) To consider c) Considering d) Let’s consider

16. There is a second approach to the problem that \_\_\_\_\_\_\_ a slight time saving.

a) don’t provide b) provides c) providing d) provide

17. California relies heavily on income from fruit crops, and

a) so does Florida. b) Florida too. c) Florida is as well. d) neither does Florida.

18. We are interested in \_\_\_\_\_\_\_\_\_ us about the results.

a) that she inform b) when she will inform c) her informing d) her to has informed

19. Before we appointed the new Chairman, our share price ... very low.

1. would be b)were being c) have been d) had been

20. . . . about that event, he replied nothing.

a) Asking b) Having asked c) Was asked d) Being asked

21. The small amount of water and food in this area cannot sustain the large population.

a) guarantee b) survive c) support d) decrease

22. These modern computers have only some of human traits.

a) beings d) organs c) characteristics d) qualifications

23. He performed experiments to confirm what they had proposed.

a) verify b) disprove c) contradict d) survive

24. The project was postponed due to negative economic conditions.

a) contemporary b) appropriate c) adequate d) unfavourable

25.The subject was controversial for a long time, and there will probably never be complete agreement.

a) disputed b) interesting c) discussed d) topical

26. The concept is difficult to grasp from a definition alone, but a description makes it easier to visualize.

a) depict b) understand c) explain d) verify

27.The goal of all scientific investigation is to predict the future.

a) cause b) result c) use d) aim

28.We can give other examples of scientific achievements that were a result of joint efforts.

a) competition b) conversation c)cooperation d) contradiction

29.Mathematics gives precision to science.

a) accuracy b) significance c) challenge d) prominence

30. In the 20th century, Britain developed gradually from an industrial economy into a service economy.

a) progressed b) modified c) upgraded d) evolved

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

**PHONE RAGE**

What drives you tolose your temper on the telephone? Being kept waiting, being connected to voice mail or being passed on to someone else are all common flashpoints. But what infuriates people most of all is talking to someone who sounds inattentive, unconcerned or insincere, according to a survey published recently.

The study by Reed Employment Services, a recruitment company, found that nearly two-thirds of people feel that ‘phone rage’ (people losing their temper on the telephone) has become more common over the past five years. The reasons for this are threefold, according to Reed. People are much more likely to express anger over the phone, rather than in writing or face-to-face. Moreover, telephone usage has been rising steeply over recent years. Increasing numbers of transactions take place entirely by phone, from arranging insurance to paying bills.

In addition, people’s expectations have risen. Nearly three-quarters of respondents to the Reed survey said they are more confident that their problems can be solved over the telephone than they were five years ago.

Companies are taking steps to improve their staff’s telephone answering techniques. The survey found that 70 per cent of organizations require their staff to answer the telephone with a formal company greeting. But a third of organizations do not give any training, or they train only their receptionists. That may not be enough, the report says. As companies move towards ‘remote working’, the need for the right tone of voice extends to every level of the organization.

1. Today the number of people who lose their temper on the phone is increasing.
2. People are more willing to express anger in writing or face-to-face.
3. People arrange insurance and pay bills by phone.
4. You couldn’t solve a lot of problems over the phone five years ago.
5. The report says companies should train only their receptionists.

**Варіант 12**

**1. Оберіть вірний варіант (a, b, c або d)**

1. The danger of radiation for human health makes us … different means of protection.

a) develop b) to have developed c) to develop d) to be developed

2. For the first time since the industrial revolution, … than 10% of American workers are now employed in manufacturing.

a) least b) more c) as many as d) farther

3. It will take months for the new proof … thoroughly.

a) being checked b) to be checked c) checked d) to check

4. The conference was devoted to the subject they ... for two years.

a) had been investigating b) investigated c) did investigate d) investigate

5. Technological improvements are needed … wind, solar and hydrogen can be more viable parts of the energy equation.

a) lest b) because of c) so that d) unless

6. The discussion . . . very interesting. It is a pity I couldn’t stay.

a) was b) will be c) would be d) were

7. I have to do some extra work now because one of my colleagues … a holiday.

a) has b) has had c) is having d) would have

8. If it … a country, California would be one with more people than Canada and an economy the size of China's.

a) would be b) has been c) will be d) were

9. So far no attempts …to improve the situation.

a) must to be made b) will make c) must be making d) must have been made

10. The result of this study is intriguing, and surely worth … in a larger piece of research.

a) to follow up b) to be followed up c) following up d) followed up

11. It is important that this project should be adequately financed. Then… .

a) a number of other difficulties will appear c) it will succeed

b) there is little hope that it will succeed d) it will be too late

12.… this theory may seem it does have some weak points.

 a) No matter how convincing b)In spite of convincing c) Provided it is convincing d) In order to convince

13. She hasn't begun working on her Ph.D. … working on her master's.

a) still because she is yet b) yet as a result she is still c) still while she is already d) yet because she is still

14. The more she worked, ….

a) the less she achieved b) she achieved not enough c) she did not achieve enough d) she was achieving less

15. He has received several scholarships ….

a) not only because his artistic but his academic ability c) because of his academic and artistic ability

b) for both his academic ability as well as his artistic d) as resulting of his ability in the art and the academy

16. In software construction there are some techniques that permit us to recognize ….

a) if not correct a given program is b) if a given program is correct c) or is a given program correct d) isn't a given program correct

17. The students liked that professor's course because ….

a) there was few if any homework c) there was little or no homework

b) not a lot of homework was d) of there wasn't a great amount of homework

18. There has already been mentioned the fact that scientific discoveries … .

a) which cannot be wholly dealt with on a national scale c) proving scientists’ new hypotheses

b) makes the problem far more complicated than it seems d) are greatly assisted by the developments in research techniques

19. Not only has demand been high, but … is coming from places that are hard to reach.

a) also the oil we have been finding b) unless we found oil c) finding the oil d) we have been finding oil

20. The chairman requested that … ..

a) the members studied more carefully the problem c) with more carefulness the problem could be studied

b) the problem would more carefully be studied d) the members studied the problem more carefully

21. We also have a series of public lectures given by guest speakers.

a) number b) matter c) means d) sort

22. It is now common corporate policy for a company to have a mission statement explaining the aims of the business.

a) strategic b) domestic c) international d) organizational

23. I want you to illustrate your point by providing some supporting examples.

a) receiving b) removing c) obtaining d) supplying

24. More and more students decide to study for a Master’s degree to enhance their knowledge.

a) employ b) improve c) evaluate d) apply

25. You are obliged to present an electronic version of your report.

a) informed b) known c) required d) proposed

26. The amount of money owed by some countries is so enormous that it will probably never be repaid.

a) insufficient b) huge c) tiny d) average

27. The experiments were conducted simultaneously in London and Rome.

a) at the same time b) step by step c) in the same place d) from time to time

28. When testing a hypothesis, every effort is made to eliminate subjective or biased ideas.

a) consider b) modify c) avoid d) reduce

29. People should be aware of the ecological threats caused by this kind of production.

a) ignorant b) careful c) conscious d) opposite

30. Scientists are still disputing about the origin of the Universe.

a) experimenting b) arguing c) thinking d) explaining

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

We have been trained throughout our business careers to suppress our individual voice and to sound like a "professional" - that is, to sound like everyone else. If you need to hear how the professional voice sounds, dig out a memo you wrote four years ago and compare it with how you’d write an e-mail about it now. A professional memo obeys rules such as one page is best, no jokes, spell-check it carefully and send it to as few people as possible.

Now we write e-mails. They’re short, they’re funny; they sound like us, and we cc the CEO whenever we feel like it. E-mail is a more immediate medium than paper. My expectation of the response time to many messages I send is today, not tomorrow or a week from now. This urgency means I’m more likely to write quickly and conversationally when I respond to a message. A lot of the spontaneity in e-mail messages comes from writers breaking through their natural caution and reserve, rushing the writing process, giving themselves permission to be blunt, honest and sincere in response to a query.

 That’s why most of us don’t want to use a word processor to write our e-mails. We want to be free of the expectation that we’ve spell-checked it or even re-read it before firing it off. We certainly don’t want to waste our time messing about with fonts and margins.

1. The rules of writing memos are stricter than the ones about e-mails.
2. People prefer writing e-mails to memos.
3. You’ll need much time for getting the response to an e-mail.
4. The professional memo should be long.
5. The author of the text waits for the answer to his e-mail for a week.

**Варіант 13**

**1. Оберіть вірний варіант (a, b, c або d)**

1. … he got the best grade on the quiz surprised everyone.

a) the fact what b) the fact that c) the fact if d) the fact when

2.That experiment demonstrates that people have trouble …more than seven digits in sequence.

a) recalled b) being recalled c c) recalling d) having recalled

3.They stated that the book … especially for the computer professional.

a) will design b) was designed c)had designed d)would design

4.That company’s electric cars … to be virtually trouble-free.

a) report b) are reporting c)reports d)are reported

5.It is essential that she … us beforehand.

a) is calling b) shall call c)should call d)was to call

6. Henry Ford’s introduction of the assembly line vastly reduced the time it took …

a) to make a car b) making a car c)for making car d)a car to make

7. In terms of population, Bangkok, Thailand , is … than Barcelona, Spain.

a) as large b) larger c)the largest d) more large

8.France, where this process …, took an early lead in aluminum production.

a) was developed b) will develop c) has developed d)were to develop

9.Until 1845, scientists failed to discover a process which … separate aluminum from its various alloys.

a) must b) could c)will d)ought

10.Mr Williamson … the firm soon whether or not he voluntarily turns in his resignation.

a) has left b) are leaving c)have left d)will be leaving

11.The project faced a whole series of difficulties. Yet, despite all of them… .

a) the organizers decided to abandon their plan. c) it was a complete failure.

b**)** it proved to be a great success. d) the difficulties were impossible to overcome.

12.It is important that this project be adequately capitalized and that strict accounting procedures be applied from the beginning. Otherwise , … .

a) its success will be assured c) there are a number of further measures which should be taken

b) there is little hope that it will succeed d) nothing will go wrong

13.Scientists know that the huge Hola crater in Arizona was made by a meteorite, but do not know exactly … .

a) when did the meteorite hit the earth c) when the meteorite the earth hit

b) when the meteorite hit the earth d) when did the earth hit the meteorite

14. . . . into English, the article was published in a scientific journal.

a) To have translated b) Having been translated c) To have been translated d) Having translated

15.The number of Internet buyers in Latin America is growing fast, … .

a) while Europeans do not like electronic commerce c) though one can have a computer now

b) yet, you can always find products on the Internet d) however, there are many advantages to buying on the Internet

16. The road repairs . . . on the motorway had seriously delayed the traffic.

a) will carry out b) having carried out c) being carried out d) to carry out

17…, ozone levels in the ionosphere have dropped recently.

a) However the reason b) They are the reason c) What is the reason d) Whatever the reason

18 Our firm seems . . . a large number of outdated computers.

a) to have b) have c) has d) having

19. He didn’t know how long the staff training course . . .

a) will last b) lasts c) can last d) would last

20.While dozens of popular authors claimed to be experts on the subject, … .

a) there were much other such authors c) none of them had studied it in a systematic way

b) some of the authors are not really so popular d) there being no experts on other subjects

21. The company has experienced a number of significant changes in the last few years.

a) influenced b) undergone c) required d) implemented

22. You should speak more loudly and more slowly when you want to emphasize an important point.

a) introduce b) stress c) discover d) report

23. The North Americans consume more energy and resources than any other nation.

a) use b) generate c)make d) apply

24. One of the most important skills to learn is how to utilize your time effectively.

a) take notice of b) pay attention to c) take care of d) make use of

25. The outcome of the experiment was a complete surprise to everyone.

a) beginning b) start c) result d) launch

26. He is a pleasant colleague, and very proficient at his job.

a) skilled b) profitable c) popular d) active

27. They declared that they had been the first to discover those facts.

a) proposed b) introduced c) stated d) demonstrated

28. The theory proved to be correct and was a major breakthrough in the history of science.

a) true b) valuable c) unique d) false

29. Communication between researchers is dependent on precise definition of concepts and ideas.

a) faulty b) broad c) accurate d) standard

30. The results obtained signify that we still know very little about these phenomena.

a) convince b) disprove c) guarantee d) indicate

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

If you have decided to study a foreign language, the next question is which one? Given the number of languages on the globe, this decision is not easy and will be influenced by many factors. Experts don’t agree on exactly how many languages are spoken in the world; the figure is somewhere between 3,000 and 6,000. Estimates are that within the next 100 years half of these languages will disappear and with them some of the diversity of cultures. Since no one language can express all forms of human thought and ideas, this reduction would make all humanity poorer. One problem is a definition of what constitutes a language. An additional factor is the distinction between language and dialect.

 At what point does a person speak a different language from ours, and at what point does a person speak a dialect, or variation of our language? To a German from the north who speaks *Plattdeutsch,* the dialect called *Swabian* or *Bavarian* from the South are in many ways unintelligible and, therefore foreign languages. Officially, however, all three are dialects of German. The Japanese, even though they like to tell us they are a homogeneous culture, have dialects.

 India is the prime example of linguistic diversity with about 600 languages, of which 14 major languages are spoken by about 90 percent of the population. This diversity causes problems both domestically and internationally. The 14 languages belong to two distinct language families. Languages in the north are Indo-European; in the south, Dravidian. In order to facilitate communication in the country, India recognizes three official languages, Hindi, English, and the local language. Of course, the number of people who actually speak English fluently is small and restricted to the educated upper middle class. Among that group, many people speak English even at home. They use the local language for communication with servants.

1. The number of languages has grown from 3,000 to 6,000 over the past two centuries.
2. There are forecasts that 50% of languages won’t exist in the next century.
3. There are clear features that can help us distinguish between a language and a dialect.
4. Although people in India speak 600 languages, they don’t have problems understanding one another.
5. Not all Indians can speak English, though it’s one of the three official languages.

**Варіант 14**

**1. Оберіть вірний варіант (a, b, c або d)**

1. . . . more attention is now being paid to environmental issues.

a) Great b) Very c) Much d) Too

2. The device is very delicate and has to . . . with great care.

a) be handled b) be handling c) handle d) being handled

3. These methods of purifying industrial wastes . . . much attention to recently.

a) was given b) have been given c) were giving d) had to been given

4. He . . . left a message for you, here it is.

a) was b) is c) will d) has

5. When you wake up tomorrow, I . . . over the Atlantic ocean.

a) would fly b) will be flying c) must fly d) can fly

6. The system is dangerous, . . . must use it.

a) everything b) anybody c) no one d) somebody

7. She plans . . . to study the alternatives and to implement them soon.

a) also b) both c) either d) not only

8. . . . into English, the article was published in a scientific journal.

a) To have translated b) Having been translated c) To have been translated d) Having translated

9. The trainee . . . writing the report before the director came.

a) finished b) was finishing c) should finish d) had finished

10. They like to work in the central public library and so . . . I.

a) do b) like c) am d) work

11. If she … a skilled programmer, they would offer her a good position in a big company.

a) been b) being c) were d) should

12. He didn’t know if there . . . a special mechanism used in the process.

a) have existed b)were existing c) existed d) exist

13. If I had remembered his number, I would . . . him.

a) telephone b) be telephoning c) telephoning d) have telephoned

14. The European computer companies insisted that a better relationship with the public authorities . . . be built in Europe.

a) should to b) will c) had to d) are to

15. They won’t change their decision until they . . . more information.

a) got b) get c) will get d) would get

16. They discussed their points after they . . . the contract.

a) have signed b) signing c) having signed d) had signed

.17. . . at from this point the problem doesn’t seem too difficult.

a) Looking b) Having looked c) Will be looked d) Being looked

18. He was sorry because he. . . the device before.

a) not having tested b)does not test c) hadn’t tested d) isn’t testing

19. The gravitational forces do not let the planets ... the solar system.

a) leave b) leaving c) to be left d) to leave.

20. Our firm seems . . . a large number of old computers.

a) to have b) have c) has d) having

21. University regulations state that students must pass 18 modules to graduate.

a) promote b) plan c) report d) declare

22. Most economists forecast that China will become a leading world economy in the 21st century.

a) consult b) discuss c) predict d) offer

23. These countries are forced to rely on aid from richer nations in order to feed their population.

a) give up b) look after c) go on d) depend on

24. The new computer system created a lot of interest among potential users.

a) generated b) maintained c) lost d) showed

25 Employees are keen to recruit people who have at least a basic ability in computing.

a) research b) qualification c)contribution d) application

26. Preliminary results suggest that we are going in the right direction.

a) experimental b) initial c) encouraging d) ultimate

27. Don’t assume something is true until facts confirm it.

a) accept b) deny c) describe d) predict

28. The University must make sure that your English is sufficient.

a) excellent b) moderate c) huge d) adequate

29. When the government increased the tax on petrol, there was a significant rise in transport costs.

a) resultant b) considerable c) continuous d) simultaneous

30. Until the last century, this concept was regarded as a ridiculous idea.

a) suggested b) preferred c) considered d) applied

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

The amount of socializing you do prior to and during a negotiation will depend both on your own and the opposing team’s negotiating styles and where the negotiation is being held. In Japan, for example, the negotiation process is long and relationship-building plays an important part. The same is true of the Middle East. In the USA things move faster and their negotiating style tends to be more informal and adversarial. In Germany there may be little time for small talk.

 Mixing with colleagues out of work-hours is an integral part of business in America where many companies are run like sports teams with the boss as both captain and coach. Elsewhere, there may be a strong dividing line between work and home.

Business people from Arab and Latin countries tend to have a more flexible, ‘polychromic’ attitude to time than their ‘monochromic’ North American and North European counterparts, for whom time really is money. Their ‘high-context’ culture also places greater emphasis on personal relationships than ‘low-context’ Northerners do.

 A good sense of humour is an admired quality in many cultures – notably British, American and most Latin countries – though the type of humour may vary from wordplay to sharp sarcasm to innuendo and even the surreal. In some cultures, however, particularly Germanic ones – humour is not usually considered appropriate in a business context.

 Different people have different ideas about where is an appropriate place to do business. For some, talking about golf all morning at the office and business all afternoon on the golf course is quite normal. Others do more business in liars than boardrooms. But these days people are more culturally aware and don’t usually expect foreigners to observe their own business customs.

1. Socializing plays a significant role when holding business talks in the Middle East.
2. Americans tend not to socialize much with their colleagues or bosses at their leisure time.
3. You should try not to seem too busy for Italians and not mess up Americans’ tight schedules.
4. When doing business with the British or Americans you are strongly advised to leave the jokes for the bar after the meeting.
5. A foreigner guest’s polite refusal to go to a Finnish sauna or a Spanish bullfight will not sound offensive to the host.

**Варіант 15**

**1. Оберіть вірний варіант (a, b, c або d)**

1. This new machine is twice . . . effective as the old one.

a) such b) more c) much d) as

2. It should . . . that difficulties can arise at any stage.

a) have remember b) be remembering c) remember d) be remembered

3. In the last few years, great progress in recycling techniques . . . by this company.

a) will be made b) was being made c) has been made d) have been made

4. The discussion . . . very interesting. It is a pity I couldn’t stay.

a) was b) have been c) will be d) has to be

5. We . . . the results of the voting by the end of the week.

a) have been computing b) will have computed c) compute d) shall be computing

6.Was . . . present from the European management teams?

a) someone b) none c) anyone d) every

7. The problem is interesting enough ... much attention.

 a)will attract b)being attracted c)for attract d)to attract

8. We couldn’t use the photocopier, it . . .

a) was repairing b)were repaired c) was being repaired d) has been repaired

9. Neither the documents . . . the letters are ready yet.

a) either b) nor c) and d) or

10. I had already worked in Research and Development before I . . . my present company.

a) joined b) would join c) join d) have joined

11. If the designers … looked for new ideas, the well-known companies would have already manufactured a modern portable computer.

a) unless b) should c) had d) could

12. He didn’t know how long the staff training course . . .

a) will last b) lasts c) can last d) would last

13. Nowadays young people ask . . . the democratic system is suitable to modern conditions.

a) what b) if c) about d) that

14. The results would improve if we . . . more time on planning.

a) shall spend b) spent c) have been spending d) spend

15. It is necessary that these techniques . . . applied in parallel.

a) must be b) has been c) has to be d) should have been

16. The road repairs . . . on the motorway stopped the traffic.

a) was carried out c) being carried out b) having carried out d) to carry out

17. When . . . about that event, he replied nothing.

a) asking b) having asked c)was asked d) being asked

18. He didn’t want to . . . any modifications to the original design.

a) making b) make c) be made d) being made

19. Such examples are too numerous . . . as exception.

a) for being treat b) to be treated c) to treatment d) for been treated

20. The region is developing successfully, with rates of investment . . . significantly.

a) growing b) will grow c) were growing d) be growing

21. This concept was not recognized until the 16th century.

a) theory b) principle c) fact d) method

22.It was obvious that there was a fact linking these events.

a) unexpected b) clear c) indistinct d) wrong

23.The lecturer concluded with a brief review of the main points.

a) started b) continued c) finished d) added

24.They have decided to start an investigation.

a) finance b) support c) assist d) initiate

25.We understand that they will be able to interpret the results correctly.

a) stress b) support c) confirm d) realize

26.It is essential that you check your research results to make sure they are correct.

a) fundamental b) secondary c) main d) ordinary

27.In some instances, there was no improvement, but generally the changes were a success.

a) causes b) processes c) tests d) cases

28.Wages and inflation are closely linked, in that as one rises or falls so does the other.

a) disconnected b) interrelated c) affected d) observed

29.The main cause of their refusal was lack of funds.

a) immediate b) reasonable c) basic d) specific

30.The results of the tests verified that our theory was correct.

a) recorded b) explained c) discovered d) proved

**2. Прочитайте текст. Визначте, чи є наступні речення вірними (True) чи ні (False) відповідно до тексту.**

Culture and language are intertwined and are shaping each other. It is impossible to separate the two. Language is not neutral codes and grammatical rules. Each time we select words, form sentences, and send a message, either oral or written, we also make cultural choices. We all agree that language helps in communicating with people from different backgrounds. However, we may be less aware that cultural literacy is necessary in order to understand the language being used. If we select language without cultural implications, we may at best not communicate well and at worst send the wrong message.

 In our own environment we are aware of the implications of the choices. For example, if an American says, “How are you?” other Americans register the phrase as *Hello,* rather than the literal meaning. A foreigner, who knows some English but is not familiar with the culture and usage of English, may attribute a very different meaning to the phrase and interpret it more literally. He or she, for example, may

* consider the phrase too personal and think that it is none of your business how he is;
* think that you literally mean what you say and proceed to answer the question;
* consider you insincere because it becomes obvious that you are not really interested in the answer.

The point is that words in themselves do not carry the meaning. The meaning comes out of context. Germans who have lived in the US for many years will take on many American behavioral patterns. They may be more outgoing and enthusiastic, less formal, more optimistic. When they go back to Germany, it will be more difficult for them to establish connections and feel comfortable with Germans, who are usually more reserved.

1. Knowing language is the most important thing when dealing with people from other cultures.
2. When people want to make an inquiry about your health in English, they say “How are you?”
3. The meaning of words often depends on context.
4. It is very difficult for people living in a foreign country to change their behaviour according to local standards.
5. Relations between people in Germany are usually rather official.

**ЗАВДАННЯ ДО ЗАЛІКУ**

**Завдання 1**

Прочитайте та перекладіть текст рідною мовою. Складіть анотацію до тексту (5-7 речень).

Guiding your presentation

By Sarah Whitney

Before you even open up PowerPoint, sit down and really think about the day of your presentation. What is the real purpose of your talk? Why is it that you were ask to speak? What does the audience expect? In your opinion, what are the most important parts of your topic for the audience to take away from your, say, 50-minute presentation? Remember, even if you've been asked to share information, rarely is the mere transfer of information a satisfactory objective from the point of view of the audience. After all, the audience could always just read your book (or article, handout, etc.) if information transfer were the only purpose of the meeting, seminar, or formal presentation.

Before you begin to formulate the content of your presentation, you need to ask yourself many basic questions with an eye to becoming the best possible presenter for that particular audience. At the very least, you need to answer the basic "W questions."

Who is the audience? What are their backgrounds? How much background information about your topic can you assume they bring to the presentation?

 What is the purpose of the event? Is it to inspire? Are they looking for concrete practical information? Do they want more concepts and theory rather than advice?

 Why were you asked to speak? What are their expectations of you?

 Where is it? Find out everything you can about the location and logistics of the venue.

 When is it? Do you have enough time to prepare? What time of the day? If there are other presenters, what is the order (always volunteer to go first or last, by the way). What day of the week? All of this matters.

No matter how great your delivery, or how professional and beautiful your supporting visuals, if your presentation is not based on solid content, you cannot succeed. Don't get me wrong, I am not saying that great content alone will carry the day. It almost never does. Great content is a necessary condition, but not a sufficient one. But your presentation preparation starts with solid content (appropriate for your audience) which you then build into a winning story that you'll use to connect with your audience.

A word of caution: Though I am emphasizing how important content is, I also am begging you to spare your audience a "data dump." A data dump — all too common unfortunately — is when a presenter crams too much information into the talk without making the effort to make the information or data applicable to the members of the audience. A data dump also occurs when data and information do not seem to build on the information that came earlier in the presentation. Sometimes it almost seems that the presenter is either showing off, or more likely, is simply afraid that if he does not tell the "whole story" by giving reams of data, the audience will not understand his message.

Do not fall into the trap of thinking that in order for your audience to understand anything, you must tell them everything which brings us to the idea of simplicity.

Simple does not mean stupid. Frankly, thinking that the notion of simplifying is stupid is just plain, well, "stupid." Simple can be hard for the presenter, but it will be appreciated by the audience. Simplicity takes more forethought and planning on your part because you have to think very hard about what to include and what can be left out. What is the essence of your message? This is the ultimate question you need to ask yourself during the preparation of your presentation. Here's a simple exercise:

I suggest you start your planning in "analog mode." That is, rather than diving right into PowerPoint (or Keynote), the best presenters often scratch out their ideas and objectives with a pen and paper. Personally, I use a large whiteboard in my office to sketch out my ideas (when I was at Apple, I had one entire wall turned into a whiteboard!). The whiteboard works for me as I feel uninhibited and freer to be creative. I can also step back (literally) from what I have sketched out and imagine how it might flow logically when PowerPoint is added later. Also, as I write down key points and assemble an outline and structure, I can draw quick ideas for visuals such as charts or photos that will later appear in the PowerPoint. Though you may be using digital technology when you deliver your presentation, the act of speaking and connecting to an audience — to persuade, sell, or inform — is very much analog.

From Economist

**Завдання 2**

Прочитайте та перекладіть текст рідною мовою. Складіть анотацію до тексту (5-7 речень).

Ford Outsells GM for First Time in a Year as Explorer Gains

April 1 (Bloomberg) – Ford Motor Co. outsold General Motors Co. for the first time in more than a year and the second time in the past 13 years in March as GM offered smaller discounts and Ford boosted sales of new or refreshed models.

Ford’s light-vehicle deliveries in the month increased to 212,295, topping GM’s sales of 206,621, the companies said today. GM’s 9.6 percent sales gain trailed five analysts’ average estimate for a 20 percent gain. Ford’s 16 percent increase topped the average estimate for a 13 percent advance.

GM reduced discounts by $600 to $800 per vehicle in March from February, dropping them below the industry average of about 10 percent of selling prices, Don Johnson, GM’s vice president of U.S. sales, said yesterday. Ford, which doubled sales of the redesigned Explorer sport-utility vehicle, last beat GM’s sales in February 2010 and during a GM strike in August 1998.

“Ford is clearly winning the overall war here,” said Mitchell Stapley, who helps oversee $17.7 billion as chief fixed-income officer at Fifth Third Asset Management in Grand Rapids, Michigan. “GM hasn’t had the organic sales growth without rebates that they need to be able to say they’ve regained momentum from Ford.”

GM rose $1.45, or 4.7 percent, to $32.48 at 2:13 p.m. in New York Stock Exchange composite trading. Ford gained 44 cents, or 3 percent, to $15.35.

Chrysler Group LLC, the third-largest U.S. automaker, reported a 31 percent increase in sales for the month, beating the 20 percent average estimate of five analysts surveyed by Bloomberg.

Japan Earthquake

The March 11 Japan earthquake that shut factories of auto manufacturers and their suppliers may not have a “significant” impact on industry sales, GM’s Johnson said today. He repeated GM’s forecast from earlier this year that U.S. auto sales may rise to 13 million to 13.5 million in 2011, including medium-and heavy-duty vehicles.

“Based on everything I see now, I just don’t see a significant slowdown happening,” Johnson said on a conference call.

Ford said today in a regulatory filing that the earthquake may “adversely affect” its financial condition. The automaker’s truck plant in Louisville, Kentucky, will be closed next week due to a parts shortage, Ford said today on a conference call. The factory makes F-Series pickups and the Lincoln Navigator and Ford Expedition SUVs, according to its website.

GM Inventory

GM ended March with inventory of about 574,000 vehicles, 57,000 more than a month earlier, according to today’s statement. The automaker’s increased sales of the Chevrolet Cruze helped double GM’s share in the compact-car segment to more than 11 percent in the first quarter, from 5.4 percent in the same period a year earlier.

Ford’s sales of the Explorer climbed to 12,482, while the new Fiesta small car set a monthly record of 9,787 deliveries. Sales of the Fusion sedan climbed 21 percent to 27,566.

“The margin is larger than we expected,” Michelle Krebs, a senior analyst at Edmunds.com, said of Ford’s victory today in an interview. “Ford has a lot of momentum right now, and GM is suffering a hangover from the aggressive incentives they offered in January and February.”

Automakers’ average incentive spending may have fallen to $2,346 per vehicle sold in March, an 8.6 percent drop from February, according to Edmunds. That’s the biggest February-to- March decline since Edmunds began tracking the data in 2002, the Santa Monica, California-based researcher said.

– With assistance from Alan Ohnsman in Los Angeles. Editors: Kevin Orland, Jamie Butters

 From the Washington Post

**Завдання 3**

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Прочитайте та перекладіть текст рідною мовою. Складіть анотацію до тексту (5-7 речень).

Mergers and Acquisitions in Telecom Sector – Telecommunications Industry mergers and acquisitions

By Fiona Lynne

The number of mergers and acquisitions in Telecom Sector has been increasing significantly. Telecommunications industry is one of the most profitable and rapidly developing industries in the world and it is regarded as an indispensable component of the worldwide utility and services sector. Telecommunication industry deals with various forms of communication mediums, for example mobile phones, fixed line phones, as well as Internet and broadband services.

Currently, a slew of mergers and acquisitions in Telecom Sector are going on throughout the world. The aim behind such mergers is to attain competitive benefits in the telecommunications industry.

The mergers and acquisitions in Telecom Sector are regarded as horizontal mergers simply because of the reason that the entities going for merger or acquisition are operating in the same industry that is telecommunications industry.

In the majority of the developed and developing countries around the world, mergers and acquisitions in the telecommunications sector have become a necessity. This kind of mergers also assists in creation of jobs.

Both transnational and domestic telecommunications services providers are keen to try merger and acquisition options because this will help them in many ways. They can cut down on their expenses, achieve greater market share and accomplish market control.

Mergers and acquisitions in the telecommunications sector have been showing a prosperous trend in the recent past and the economists are advocating that they will continue to do so. The majority of telecommunication services providers have understood that in order to grow globally, strategic alliances and mergers and acquisitions are the principal devices.

Private sector investment and FDI (Foreign Direct Investment) have also boosted the growth of mergers and acquisitions in the telecommunications sector.

Over the last few years, a phenomenal growth has been witnessed in the number of mergers and acquisitions taking place in the telecommunications industry. The reasons behind this development include the following:

 Deregulation

 Introduction of sophisticated technologies (Wireless land phone services)

 Innovative products and services (Internet, broadband and cable services)

Economic reforms have spurred the growth in the mergers and acquisitions industry of the telecommunications sector to a satisfactory level.

Mergers and acquisitions in Telecom Sector can also have some negative effects, which include monopolization of the telecommunication products and services, unemployment and others. However, the governments of various countries take appropriate steps to curb these problems.

In countries like India, mergers and acquisitions have increased to a considerable level from the mid 1990s. In the United States, the mergers and acquisitions in the telecommunications sector are going on in a full-fledged manner.

The mergers and acquisitions in the telecommunications sector are governed or supervised by the regulatory authority of the telecommunication industry of a particular country, for instance the Telecom Regulatory Authority of India or TRAI. The regulatory authorities always keep a tab on the telecommunications industry so that no monopoly is formed.

From Economist

**Завдання 4**

Прочитайте та перекладіть текст рідною мовою. Складіть анотацію до тексту (5-7 речень).

Stock Market Overview

By Nigel Merriden

Stock Market has a huge arena and has diversified fields in it. It is not possible to give every detail of every topic of the wide array of Sock Market in this single article. Stock Market Overview gives a bird's eye-view on this vast field. A person interested in the Stock Market would appreciate our sincere effort to give a Stock Market Overview in Question-Answer format.

Stocks are certificates which represent ownership rights of the holder in a company.

Stock Market is an organized market where shares are issued and traded. These shares are either traded through Stock exchanges or Over-the-Counter (OTC) in physical or electronic form. Stock Market plays an important role in channelizing capital from the investors to the business houses which consequently leads to the availability of funds for business expansion.

The Stock Market can be divided into two parts, one is Primary Market and the other is the Secondary Market. Primary Market deals with securities that are channelized through the Initial Public Offer (IPO) route. After the issuance of the stocks to the general public, these stocks are then bought and sold by the investors between themselves in the Secondary Market. Here, the stock issuing corporation has no direct influence on these trades.

Stocks in the Stock Market are either traded through Stock Exchanges or Over-the-Counter. Stock Exchanges are organized market places where stocks, bonds are other equivalents are traded between the buyers and sellers. The contracts are standardized ones. But in case of Over-the-Counter, the trade takes place through a network of dealers and the contracts are bilateral customized ones.

Stock Prices are determined through price mechanism where the demand and supply of stocks work against one another and determine the price. If there is an excess demand for stocks then the price will rise and vice versa. Many economists refer this as the invisible hand of the market which determines the stock price known as the demand-supply mechanism.

Stocks basically are of three types, namely, Common Stock, Preferential Stock, and Convertible Preferential Stock. Common Stock gives ownership right to the holders of the stock. The holders are entitled to receive dividends whenever the company announces. Preferential Stock gives ownership right to its holders. Its holders enjoy the privilege of receiving dividends from the company in preference to any other common share holders. Convertible Preferential Stock give its holders the option of converting them into common stocks of the issuing company. The dividends in these stocks are comparatively higher.

The participants of a Stock Market are Buyers, Sellers and Stock Brokers. Buyers are investors who buy a script in the belief that the market will rise. If his hinge becomes right then he makes profit otherwise he suffers loss. Seller of a stock sells in the hope that the stock price will go down. Stock Brokers are persons or firms who execute buy/sell order on behalf of the investors and charge a commission for rendering the service.

The platforms through which the stocks are traded are 1) Offline Stock Trading, and 2) Online Stock Trading. In case of Offline Stock Trading, the customer has to place order to the dealer of the stock broking firm either in person or over phone. But in case of the Online Stock Trading, the client could place his order on his own from any place he wants, provided he has a computer with an internet connection.

From The Financial Times

**Завдання 5**

Прочитайте та перекладіть текст рідною мовою. Складіть анотацію до тексту (5-7 речень).

Building Employee Commitment: An Imperative for Business Success

By Gordon L. Simpson

The workplace is changing dramatically and demands for the highest quality of product and service is increasing. To remain competitive in the face of these pressures, employee commitment is crucial. This reality is applicable to all organizations but is of particular importance to small and medium sized businesses.

Employee behavior on the job is influenced directly - positively or negatively by his or her immediate supervisor. Positive influences are essential to strengthening employee commitment. Therefore the first step in building commitment is to improve the quality of management. Much has been written recently about the need for improving the education and training of our workforce. As important as this is, at least equal emphasis must be given to improving the quality of management if business is to succeed in achieving greater employee commitment and thereby its profitability.

The benefits of having the best trained workers using the most advanced technology can be nullified by poor people management practices by managers. Management skills which sufficed in the past are not adequate to meet the challenges facing business today.

In many organizations there is a growing commitment gap - a widening split between the expectations of employers and what workers are prepared to do. There are a number of reasons for this erosion of employee commitment; the most common one being a failure of management in some way or another. To succeed in the face of increasing competition, a business needs improved productivity at all levels. This requires the enthusiastic commitment of all employees which can only be achieved through better management practices.

Businesses need good people to succeed. Failure on the part of owners or senior leaders to ensure their managers and supervisors are trained and function effectively can lead to the loss of valued employees because the best employees are attracted to employers who place a premium on good people management.

The second key to success, namely customer service, cannot be achieved without dedicated and committed employees. It is the order clerks, customer service representatives, receptionists, and drivers who interact most with the customers. They relate to them in a manner consistent with how they themselves are managed.

Properly managed employees can be motivated to achieve excellence in any area of a business. They will contribute willingly, and will do more than expected if they are managed well. Extraordinary results can be achieved by ordinary people if management does its job properly. Managing a business today is difficult enough without forfeiting a competitive advantage by lack of attention to its most valuable asset - its people.

It therefore follows that all organizations should give a high priority to its people management practices if they hope to success and prosper in the face of global competition and consumer demand for the highest quality of product and/or service.

From http://www.mansis.com/page1218.htm (9/6/2009)

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**Завдання 6**

Прочитайте та перекладіть текст рідною мовою. Складіть анотацію до тексту (5-7 речень).

Job Satisfaction

By Fin Benchey

 Keeping people happy is an increasingly tough trick. With unemployment at record lows, “companies are trying just about anything” to retain employees, says Jay Doherty of the New York-based human-resources consulting firm William M. Mercer Inc. Not only are employees being pampered, they're getting more money, better benefits and help with personal problems such as child care and financial planning. Bosses once shunned such intervention. “Retention ‘is no longer a human resource issue, it's a business issue,” Doherty says.

 Because technology companies face the tightest labor markets, they have been the most aggressive in devising ways to keep workers. Herndon-based Net2000 Communications, for example, puts top performers behind the wheel of luxury cars likeaBMW323iorZ3. Micro Strategy, a Vienna-based data miner, goes a step further and has hosted all of its employees on Caribbean cruises.

 Such perks are great for the employee, but do they make sense for the company? Maybe all companies - including technology firms - have to be careful they don't create a business model that's not profitable. Don't throw money at workers who want to leave because pay raises don't always work. Perks and benefits can be effective, but they have to be custom-fit to the company and the business sector. Don't add new perks just because they seem like hot trends, he says. 'Too often there's desperation sometimes to just try anything, and it's very expensive.' Micro Strategy, which reported lower earnings earlier this year, has been rethinking its cruises, for example.

 Yet companies still face labor crunches that can really hurt. How do you keep workers? Start by making them feel they're part of a special place with a unique culture. “We want to hire people that are totally aligned with our values,” says Tim Huval, general manager for South Dakota-based Gateway's 2,200-employee call center and manufacturing facility in Hampton. “Honesty, efficiency, aggressiveness, respect, teamwork, caring, common sense and fun. Those are values that we live by.” Richmond-based Xperts also lives by the value system. Founder and CEO William Tyler pushes pairing quality of life with a sense of social responsibility. Workers can designate which non-profit groups Xperts contributes to, for example. A strong culture makes it hard for people to leave. Tyler says, “They don't have an urge to leave because they've found a home. They're happy. Notice this corporate culture stuff doesn't say much about shareholders or profit. It's a decidedly employee-centric approach. If you ask any of them, they're all going to say, "Pay me more money." But that's not the truth, Tyler says, “What people are looking for is "a place that's looking out for me.” What that means is helping employees cope with problems they face outside the office. “That is where companies can build employee loyalty,” says Barbara Bailey of William M. Mercer's Richmond office. One popular tool is revamping leave policies to create “flexible leave banks” that put all employee leave into a single category. Employees take time off when they need it and don't have to call it a sick day or vacation. “Work-life issues are huge,” Bailey says. “You make them feel as though they're not interested in looking elsewhere, because they're very happy with their life.”

From The Financial Times

**Завдання 7**

Прочитайте та перекладіть текст рідною мовою. Складіть анотацію до тексту (5-7 речень).

Eurozone members left to fend off markets alone

By Murdock Vince

European nations in crisis over their massive debts have been left to sort out their woes alone after Germany opposed any increase to the eurozone bail-out fund.

Ministers said individual countries were taking the necessary actions, with Ireland outlining a €6bn (£5bn) austerity package for 2011 and Portugal expected to follow suit despite the recent general strike over planned reforms.

Instead, European Union finance ministers confirmed that a second, more stringent round of stress tests on the banks would be carried out in February and that the details of a permanent crisis resolution mechanism for troubled euro members would be outlined next week.

In the meantime, the European Central Bank continues to prop up Greece, Ireland and Portugal by buying their sovereign debt from banks to provide liquidity. Last week, it bought nearly €2bn – its most concerted action in five months.

Traders said the bank is resisting buying Spanish sovereign debt to draw a line between the troubled peripheral nations and their much larger Mediterranean neighbour, which many fear may be infected by the default fears sweeping across Europe. Legal & General Investment Management heaped fresh pressure on the country on Tuesday, though, by warning it would not buy Spanish debt unless the ECB took the lead. Spain has a huge refinancing exercise next year.

European ministers are hoping the ECB's actions, clarity on the resolution mechanism, new transparency on the banks, and individual country austerity programmes will be enough to restore confidence in the euro area. However, the International Monetary Fund's chief Dominique Strauss-Kahn warned that "piecemeal" fixes would not work and a "comprehensive" solution is needed.

Attention is now switching to Portugal, which is considered the next weak link in the chain, after Greece's €110bn bail-out and Ireland's €85bn rescue. Speaking after a two-day meeting of EU finance ministers, Olli Rehn, European Economic Affairs Commissioner said: "Currently the Portuguese government is preparing its next steps and in our view, it is important that the Portuguese government will shortly substantiate the consolidation measures for next year."

It has outlined plans to reduce its budget deficit to 4.6pc of GDP in 2011 from 7.3pc this year, through €5bn of tax rises and spending cuts.

The euro has recovered a little and 10-year sovereign bond yields for the area's peripheral states have come down from their record levels, but remain punitively high. Yields edged higher on Tuesday, but the spread against the German bund narrowed – suggesting the markets are beginning to believe the euro nations will stick together.

From The Financial Times

**Завдання 8**

Прочитайте та перекладіть текст рідною мовою. Складіть анотацію до тексту (5-7 речень)

Breaking up companies is back in fashion

By Frank Hamsted

FOR weeks, speculation has been rife that Pfizer, the world’s biggest pharmaceuticals company, will break itself into pieces, a restructuring move known as the starburst. The firm is considering reducing itself to what Ian Read, its boss, calls its “innovative core” by spinning off not just its four smaller non-pharmaceutical divisions (nutrition, consumer health, animal health and capsule-making) but also its huge “established products” division.

So far this year the biggest such deal has been Fiat’s spin-off of a division that makes lorries and tractors, valued at $18 billion. This is still overshadowed by the largest on record, Altria’s $108 billion spin-off in 2008 of its Philip Morris International cigarette business. America’s largest deal this year is Motorola’s hiving-off of its handset-making business, worth $10 billion. ITT, a serial starburster, recently separated off its defence and information business, and a water company, leaving behind a smallish engineering group. The trend is catching on around the world: Carlos Slim, a canny Mexican billionaire, is spinning off Minera Frisco, the mining arm

One of the main reasons for the starburst revival is that companies seeking buyers for parts of their business are not getting good offers from other firms, or from private equity. Foster’s, an Australian drinks group, is prepared to sell its wine business but, if no decent offer is forthcoming by May, will spin it off.

Another driving force is the “conglomerate discount”—when stockmarkets value a diversified group at less than the sum of its parts. There is talk that Lufthansa, which Citigroup reckons would in pieces be worth twice the parent company’s market value, may spin off its in-flight catering business.

The conglomerate discount is far bigger in America and western Europe than in Asian and emerging economies. This may be because in these countries a big conglomerate with political connections and an understanding of how to operate in a difficult market can spread its expertise across many industries. Indeed, there is a conglomerate premium of 10.9% in Latin America, according to Citigroup. This may be why, in some parts of the world, conglomerates are becoming even more diversified: witness Samsung Electronics, which is moving into pharmaceuticals.

There is still plenty to the argument that first caught on in the 1980s that breaking up a conglomerate lets managers focus more effectively on the needs of each of the parts of the sum. Yet nowadays the market is relatively pragmatic in its view of conglomerates. Steven Kaplan, an economist at the University of Chicago Booth School of Business, reckons that “as long as your conglomerate is doing well, you can probably keep it together, but when it doesn’t work, it gets broken up.”

From Economist

**Завдання 9**

Прочитайте та перекладіть текст рідною мовою. Складіть анотацію до тексту (5-7 речень)

Investors’ interest in hedging tail risk is growing

By Rick Silverstone

“TAIL-RISK” hedging was the talk of Wall Street in 2008 after global markets nosedived and traumatised investors tried to figure out how they could protect themselves from extreme or “black swan” events – those well outside an ordinary distribution of outcomes – that cause massive losses. Interest is revving up again as revolutions in the Middle East and Japan’s earthquake have destabilised markets and increased volatility, leaving battered investors searching anew for protection.

Peddlers of tail-risk products like to compare them to insurance: investors pay premiums every year to avoid financial catastrophe later. Some even get philosophical. Vineer Bhansali of PIMCO, a big fund manager, has likened tail risk to Pascal’s wager – the argument that you’re better off believing in God than suffering the consequences of being wrong. The same is true with drastic dives in markets.

Tail risk is technically defined as a higher-than-expected risk of an investment moving more than three standard deviations away from the mean. For mere mortals, it has come to signify any big downward move in a portfolio’s value. There are different ways to hedge tail risk, but a popular one is to create a basket of derivatives that will perform poorly during normal market conditions but soar when markets plunge. These include options on a variety of asset classes, such as equity indices and credit-default-swap indices.

Some banks have started to sell tail-risk products. Deutsche Bank has created the ELVIS index, which generates returns when stockmarket volatility increases. Big asset managers like BlackRock and PIMCO have made a business of advising customers on managing for the worst case. Hedge funds have also got in on the act. Several “tail funds”, which invest in assets that should rise in bad economic times, have started up in the past few years. These funds tend to lose around 15% each year when the market is normal but can return 50-100% when the market dives. Or more: 36 South, a hedge fund, saw its tail fund gain 234% in 2008. According to Gaurav Tejwani of Pine River, which launched a tail-risk fund last year that now manages over $200m, “It costs money in most good years or average years, but it makes you a fairly large return when all your other assets are performing very poorly.”

Sellers naturally claim it is worth the cost. Mr Bhansali of PIMCO, which offers several tail funds, estimates that it costs investors between 0.5% and 1% of assets to hedge against tail risk, but that investors will break even in three to five years. That is partly because the market does not have to crash in the way that it did in 2008 for hedges to pay their way. PIMCO now oversees around $30 billion in tail-risk products, mostly in separate accounts. Other funds have also seen inflows. Take, for example, Universa Investments, a tail fund advised by Nassim Taleb, author of “The Black Swan”, which has grown from $300m in 2007 to around $6 billion today.

Even so, Mark Spitznagel, the boss of Universa, complains about complacency among investors. Demand is very uneven. The price of hedging varies, rising when markets are volatile and investors most need it, and declining during bull markets. It is difficult, after all, to keep stomaching losses from hedged positions as markets rise: “The kids outside playing in the snow without sweaters and scarves seemed to have much more fun than those of us who were bundled up,” says Steven Englander of Citigroup.

From Economist

**Завдання 10**

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Asian Americans on Campus: Advantaged or Disadvantaged Minority?

By F. Richardson

 Between 1976 and 1986, the number of Asian Americans on college campuses nearly tripled reaching 448,000. Part of the reason is that Asian Americans are the fastest growing immigrant groups in the United States. In addition, education has long been associated with status and respect in Asian cultures, and Asian families are more willing to sacrifice to enable their children to obtain the highest degrees possible.

This trend first attracted media attention in the 1980s, when a number of Asian American students won high academic honors, such as Westing-house Talent search. In a major cover story, Time proclaimed Asian American undergraduates “Whiz Kids.” U.S. News & World Report noted that 20 percent of Harvard freshmen, 20 percent of Julliard students, and 24 percent of Berkeley undergraduates were Asian American

Statistics aside, the debate over Asian American students raises questions about a potential conflict of values in higher education. On the one hand there is the goal of meritocracy. Students should be admitted to colleges and universities solely on the basis of their academic achievement or merit. On the other hand there is the goal of creating a diverse student body. Colleges and universities should seek students with a wide range of backgrounds and interests. Admissions officers argue that acceptance depends not only on grades and test scores, but also on such factors as geographic location, intended major, personal essay, letters of recommendation, and extracurricular activities. Top colleges receive more applications from New York, California, and other western states, where Asian Americans are concentrated, than from other parts of the country; as a result, they suffer stiffer geographic competition than other groups. Because many are the first members of their families to speak English, Asian American applicants tend to favor majors in science, mathematics, and engineering – the most competitive majors. As recent immigrants they are less likely than other applicants to have experience with American sports or parents who attended American colleges, and so are less likely to receive special consideration because they are good football players or the sons or daughters of loyal and generous alumni. College spokespeople usually claim that the underrepresentation of Asian Americans is the result of this broad range of criteria, not discrimination. But others wonder. As of this writing, the Office of Civil Rights of the U.S. Department of Education is investigating allegations of biased admissions at Harvard.

From Economist print edition

 **Завдання 11**

Прочитайте та перекладіть текст рідною мовою. Складіть анотацію до тексту (5-7 речень)

Only Small Business Can Rescue the Global Economy

The 20th century can be seen as the age of failed experiments in socialism—including its fascist, communist and welfare-state variants. Now we must rid ourselves of obsolete policies that have built up like so many barnacles during our contest with these experiments.

As the grip of socialism loosens, we are seeing some of the most backward regions turn into the most dynamic. As entrepreneurial capitalism and liberal democracy continue to spread, important opportunities will appear in many new places. American concern about competition from Europe or Japan is really about 10 years behind the curve. These are mature economies, known quantities, with problems of their own.

The growth of an economy depends on the efforts of individuals to rise above their circumstances. It absolutely does not depend upon the routine functioning of mature companies. By denying opportunity, the fair chance to get ahead, we deny people's talent, and by so doing we deny their human worth. If we value the potential of the individual, then we must make economic policy accordingly. If we frustrate this potential, we can hardly expect our social institutions to bear the pressure of this frustration. But while the task of business is to take risks, the job of government is to be predictable. Government policy must keep hindrances to enterprises at a minimum and tax penalties for the rewards of risk-taking must be low.

Nothing is more disturbing about the US economic environment than the decline of small businesses. They are responsible for most new jobs - they created 20 million during the first half of the 1990s - while the Fortune 500, in their understandable desire to be efficient, are net job losers. Americans should throw away their 4,000-page Tax Code and start anew. The top personal tax rate in Hong Kong, the world's fastest-growing economy since 1990s, is 15%. This is the kind of plan America must adopt if it is to keep pace with a world that has rediscovered entrepreneurial capitalism. America should have an economy in which capital formation is not taxed at all, businesses no longer base capital structures on inflation expectations and tax accountants, lobbyists and lawyers can be released to lead productive lives...

(T. J. Forstmann The Financial Times)

**Завдання 12**

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Small Business in the USA: an S-Corporation Is not Always Best

By Jeremy Lindsey

It is generally believed that small companies should incorporate as S-corporations. While an S-corporation enjoys many corporate attributes (the main is that the owners of a corporation do not expose their personal assets to corporate liability), it is treated like a partnership for purposes of determining its Federal income tax liability. At the end of each fiscal year, its total earnings (or losses) are prorated to each shareholder, and these earnings (or losses) are incorporated into their individual income tax returns.

Among the advantages of the S-corporation for small business there is no "double taxation" – paying an income tax on corporate net income, and then paying an individual income tax on the dividend income subsequently distributed by the corporation.

Thus, an S-corporation "generally will not be liable for federal income tax." If losses are incurred during the start-up period (or any other period), these losses can be deducted each year from the shareholders' tax returns. All income, losses, credits, and deductions are "washed through" the S-corporation at the end of each fiscal year, and carried directly to the individual tax return for each shareholder. Being emptied out at the end of each fiscal year, the S-corporation has no retained earnings account.

For most of small businesses, the S-corporation has long been the preferred corporate structure. The operational accounting is simpler, and accounting, legal, and administrative expenses are minimized. Shareholders receive the immediate benefits of earnings without "double taxation", and the shelter of tax deductive losses on their individual tax returns. There are sound reasons to state that this is generally the most popular corporate struture.

However, for small businesses that are growing rapidly, the conventional C-corporation status may turn out to be more preferable. The primary motivation for such a change would be the ability to retain and reinvest earnings in the expanding business.

The maximum Federal income tax rate for C-corporation is 34 percent for taxable income up to $10.0 million, whereas the maximum tax rate on S-corporation income is now the maximum individual rate of 39.6 percent. At the other end of the range, the Federal tax on corporate income of $100,000 is $22,250 for a C-corporation, whereas the incremental tax on this income added to other income of the shareholder in an S-corporation could be as high as $39,600 if the shareholders are already in the maximum tax bracket. If the business is striving to retain and reinvest all possible cash during a period of strong growth, it will obviously forgo distributing cash dividends thereby avoiding the problem of "double taxation."

The maximum tax will be effectively reduced by more than 16 percent, and substantial funds will then be retained to meet the capital needs of the expanding enterprise. Discounting the effects of depreciation charges, this shift of corporate structure yields an almost 10 percent increase in net cash flow.

 From The Financial Times

**Завдання 13**

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Capitalism made for sharing

by M. Williams

 Recently, I witnessed a senior director of a global consumer-goods company speaking apologetically. The director seemed to be apologizing simply for what he represented – a big business. Yet his firm employs tens of thousands of staff worldwide, many in the world's poorest countries. Millions of consumers love its products. It has drawn a vast network of local suppliers into the global economy, pays a small fortune in tax, and sets high standards of workplace safety, cleanliness and ethics that firms in less developed markets are under pressure to match. One might more reasonably argue that the relationship between business and society has improved immeasurably (banking crisis notwithstanding) over the past two decades, with the end of the socialist experiment, the embrace of corporate social responsibility, the spread of competitive markets, and the rise of online consumer activism. Multinational companies have certainly done more than the empty exhortations of politicians, to better the lives of millions of ordinary people.

There is of course much room for improvement. The problem is that the idea of "shared value" owes more to notions of social engineering than to creating a more efficient form of capitalism. If business attempts to take on social problems (even those that they believe could turn a profit), it begs many more questions which they are ill-equipped to answer. For example, whose responsibility will it be to decide which social concerns take priority, and on what basis would such decisions be made? Collectively, business can and does change the world; but the "collective" comprises individual businesses each of which must respond to their own particular competitive pressures, and not to the overall picture. And maybe firms do miss commercial opportunities to help society, but the reasons for this may be due not so much to corporate unconcern, but the typical management shortcomings of incompetence, bureaucracy and internal politics; more likely though it's because there are more profitable avenues to pursue with one's limited resources.

Big business could indeed play a more formal role in addressing the world's social problems. Plenty of industry frameworks and best-practice standards already exist, from combating bribery to banning the sale of conflict diamonds. The UN Global Compact is successfully pushing companies worldwide to do more. But unless a detailed framework which prioritizes social needs, apportions responsibility and shares rewards is produced, shared value will become a recipe for free loading. In the meantime, business serves society best not when adopting grand social visions, but when consumers everywhere are able to buy the products they like, when, where and from whom they choose.

 From Economist

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MBA diary: Journey's end

by T. Moor

Last year Scott Addison was torn between trepidation and optimism as he moved from America to London to start an MBA at Cass Business School.

 It seems like just yesterday I was packing up my New York City apartment after ten years, and making the jump across the pond. Indeed, soon the days of lectures and coursework will be over, and I find myself looking ahead toward rejoining the working world and fulfilling my dream of an international career in London. Playing the “what if” game is always difficult, but life would certainly have been very different had I not chosen this path. Beyond the courses and the people, the experience has included collaboration with people from over 30 nations, study tours to South Africa and China and interesting projects such as an upcoming consulting engagement for a big international bank in Poland. So despite my original trepidation, the risk of giving up a good job, and swapping continents, I can now reflect on what has been quite a journey. Take a recent international elective in South Africa, for example. Beyond the sheer beauty of this nation and its people, it was incredibly powerful to see first-hand how business and political leaders are tackling serious problems that most Western companies and governments can’t imagine – large proportions of the working population devastated by the HIV/AIDS pandemic, a history of racial inequality and ongoing tensions, and systemic poverty, just to name a few.

Further, many people have said that the b-school experience is actually more about the people you meet than the curriculum itself. When I came to London, I expected an education in how the world does business and how I, as a professional, could contribute. Scores of rankings – including those from The Economist – have helped would-be MBAs like me to make sure that component is a given. What was rather uncertain was the dynamic that would result from collaborating with and befriending my colleagues. Would these be people I could learn from; people to stay connected with for life? I can honestly say that the answer is yes. They have enriched my life and my learning. Each class is completely different, offering different personalities, experiences, backgrounds and challenges. You certainly have the personalities in almost all classes, the aggressive ones, the quiet-but-confident ones, the class clowns. But how these people embrace one another’s differences and learn how to work together is, perhaps, the greatest experience that the MBA imparts – and one with lifetime impact. In the end, let me tell you, the MBA is a journey of discovery. You will discover yourself, who you are and want to be (or don’t want to be), and what you know (or don’t know). Your life will change – almost always for the better – as a result of the experiences you have and the people you meet. For that reason, the choice to pursue the MBA was the investment of a lifetime, at least for me.

 From Economist

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Mass customization

by C. Lawday

Mass customization is a production process that combines elements of mass production with those of bespoke tailoring. Products are adapted to meet a customer’s individual needs, so no two items are the same. Mass customization uses some of the techniques of mass production; for example, its output is based on a small number of core components that underlie the product. In the case of a watch, the internal mechanism is a platform to which can be added a wide variety of personalized options at later stages of production. Thus the purchaser of a Swatch has thousands of different options in terms of color, straps and so on. Yet all are based on only a few time-keeping mechanisms. The same is increasingly true of cars. Even a traditional mass production manufacturer like BMW now boasts that no two of its new cars are identical.

Mass customization is made possible by the use of information technology. Levi Strauss, which pioneered the idea in 1994 with its Original Spin jeans for women, measured customers in its stores and sent their details electronically to its factory. The customized jeans were then cut electronically and mailed to the customer.

The internet has greatly increased the possibilities for mass customization. For example, Dell, a computer company, established its leadership of the PC market by allowing customers more or less to assemble their own PCs online. The company put together the components as requested at the last minute before delivery. Ford likewise allows its customers to build a vehicle from a palette of online options.

Companies that have difficulties introducing mass customization tend to have them on two counts:

• They fail to define clearly the dimensions along which they are prepared to allow their customers to individualize their purchase. This leads to unnecessary cost and complexity. Dell and Swatch do not offer consumers infinite choice. They are not trying to be all things to all customers. In any case, consumers generally prefer to be told what their limits are, and then to be allowed free rein within them. Successful mass customizers first find out what limits their customers are happy to live within, and then organize their operations accordingly.

• They fail to shift their production satisfactorily from a system based on a series of tightly integrated processes, as demanded by mass production, to a system of loosely linked autonomous units that can be configured as and when the consumer wishes.

Joseph Pine pushed the idea a step further. In “The Experience Economy: Work is Theatre and Every Business a Stage”, he proposed that we are on the threshold of what he called “the experience economy”, a new economic era in which businesses will have to orchestrate memorable events for their customers. It will not be enough merely to flog products and services, no matter how individualized they are. Examples of early movers into the experience economy include Starbucks coffee shops. The nature of the overall Starbucks experience allows the chain to charge a premium price for its products.

 From Economist

 **Завдання 16**

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Is global manufacturing losing its attraction?

By Mark Resedsky

The argument for global sourcing and taking advantage of the lower cost of labour for manufacturing in Eastern Europe and the Bric countries – Brazil, Russia, India, China – was mainly based on the cost of transport, which decreased by a third between 1960 and 2000.

However, in our research and others’ research, we found that none of the companies that had gone global achieved all the costs efficiencies they had predicted. Some even found that “offshoring” operations was more expensive than sourcing or manufacturing locally, and so have returned to their home country.

The cost of logistics may be a lot more important than originally estimated. Proctor and Gamble management, for example, reported that company’s storage and transport costs were higher than the operating expenses of its factories abroad. Other companies found that the product cost was much lower, but the price for lower costs was often reduced quality.

Companies make two common mistakes when deciding to source components from abroad. First, they only tend to calculate the “static” cost of a supply chain. That is basically the cost per unit ex-supplier factory and the transport cost together. With global sourcing, the lower labour cost reduces the unit cost of the product. This generally offsets the higher transport cost of bringing it into the home market from China. Often companies ignore or underestimate other costs. An example of this is the additional cost for buffer stocks, as a long supply chain is less able to respond quickly to changes in demand.

Second, companies often assume that costs remain stable and do not consider what we call “dynamic costs”. The belief is that countries in Eastern Europe, China and India have an unlimited supply of low-cost labour. Although this is certainly still true for China and India, the reality is that these workers are not always trained to the necessary level. Finding the right staff can be a challenge.

Car manufacturers relocating to Slovakia in Eastern Europe, for example, will find that the supply of trained workers has been almost exhausted and that wage inflation is rising as fast as manufacturers compete for labour. In India, trained staff will change jobs several times per year if they see the chance of higher salaries elsewhere, and staff turnover of 20% has become normal. In China, a trained middle manager in the car sector, fluent in English and Mandarin, can earn more in Shahghai than in Wolfsburg or Birmingham.

Our research suggests that manufacturing will increasingly come back to where the markets are. “Backshoring”, as we call it, does not mean that all manufacturing will come back. The emerging countries are also very large markets, and local production will still serve local consumption there. In the future, companies will need to think about having networks of smaller flexible plants that can produce customized products for local markets.

From The Financial Times

**Завдання 17**

Прочитайте та перекладіть текст рідною мовою. Складіть анотацію до тексту (5-7 речень).

Bad times in Dubai

By Tim Rupersky

Skyscrapers on pause and expatriates leaving in droves: is the party over in the desert playground

How did Dubai become so rich? Petrodollars. Fifty years ago it was just a small trading port and pearl fishing town – one of several little city states on the Persian Gulf to gain independence from the UK in 1971. Along with Abu Dhabi and the five other sheikhdoms that went on to form the

United Arab Emirates (UAE), it was transformed by the discovery of oil in 1966. In the ensuing decades, it attracted a stream of foreign workers and investment, but by the mid-1990s people realised that, unlike Abu Dhabi, it would run out of oil within 30 years. So began the extraordinary project, masterminded by then crown prince, now ruler, Sheikh Mohammed bin Rashid Al Maktoum (see box), to reinvent the city as an international hub of finance, trade and tourism, no longer reliant on oil revenue.

And was it successful? Spectacularly. Huge building projects funded by the emirate (in the boom years, 25% of all the cranes on earth were in Dubai), and an inviting business climate (eg zero income tax) ensured a decade-long boom. Dubai’s GDP grew from $12bn in 1996 to $80bn last year, and with it a vast influx of 3.62 million expats: bankers, lawyers, architects, property developers from the West (100,000 of them from the UK); building workers, cleaners and servants from the East. Foreigners soon formed some 90% of the population. Dubai became famous for its pleasure domes: the Palm Jumeirah – an artificial island fanning out into the Persian Gulf that has attracted a clutch of celebrities, including David Beckham, Michael Schumacher and even, it’s said, Afghan president Hamid Karzai; the Burj Dubai, an unfinished 160-storey skyscraper that is already the world’s tallest building; and Ski Dubai, 22,500 square metres of desert covered with snow all year round. But dozens of other projects – including the even taller Nakheel Tower and an $800m Donald Trump complex – are now either on hold or have been scrapped altogether. Did Dubai expect to withstand the financial crisis? Yes, and until last autumn it seemed relatively unscathed by it. By the end of the year, however, it was clear that the property industry, accounting for 30% of the economy, was on the slide. Property prices have fallen 25% on average since September, with homes on Palm Jumeirah down 50% to 60%. Morgan Stanley reports that in recent months $260bn of property projects have been binned or delayed. And all this has been exacerbated by the departure of thousands of expats. Hundreds of cars bought with cheap credit have reportedly been abandoned at the airport, keys left in the ignition, frozen credit cards and apology letters in the glove box.

And what might be the long-term effects of that? Most analysts see it as an opportunity for Abu Dhabi to re-assert its dominance over the UAE and rein in its upstart cousin. While Dubai insists that the bail-out came with no conditions, few observers agree. “Abu Dhabi is lending its credibility to Dubai,” says Eckart Woertz, an economist at the Gulf Research Centre. “Most likely this comes with strings attached, with a price tag.” Rumour has it, for example, that Abu Dhabi has demanded Emirates Airlines, one of Dubai’s crown jewels, as part of the deal. Many think the price could be much greater: that Abu Dhabi will unpick Dubai’s independent foreign policy – the city has fostered close links with Iran – and its mission to become an independent, global city. But optimists insist that the Gulf still needs Dubai – its port, energy, quality of life – and that the economy will weather what may be only a moderate two-year recession. Besides, there are still enough building projects in the works to rival the size of the entire US stimulus package.

From The Financial Times

**Завдання 18**

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Sparkling trainers

By Geene Mattock

Pauline Clifford’s hobby of decorating trainers hasturned into a successful business.

 Pauline’s hobby of customising trainers by decorating them with Swarovski crystals has grown into a fashion phenomenon. Pauline’s customers send her their shoes and she decorates them with their names, favourite song lyrics, flags, or one of her own colorful designs.

 Pauline is in her twenties and turns out her shoe designs in a spare room at home in Neilston, a suburban village on the outskirts of Glasgow in Scotland – a place about as far away from the red carpets paparazzi and the glamour of celebrity land as it is possible to imagine. It’s an appropriate, however, for someone making their mark in footwear, because in the nineteenth century it was home to a thriving shoe industry.

 Pauline’s company, Start Sparkler, was formed in April 2006. Now upmarket department stores and retail chains at the fashionable end of the market are stocking her pre – customised shoes. Pauline’s success isn’t entirely surprising because people are keen to buy something unique. The well – known shops have become so like one another that it’s almost impossible for the style – conscious shoe shopper to take home something the nobody else has got. And that’s precisely what Pauline is offering.

 As the orders continued to fool in, Pauline decided to put her business on a more formal footing. But who do you turn to for help when you’ve got a rapidly expanding on your hands and no experience a company? Pauline says: ‘After I had officially been in business for about six months, I went to the Prince’s Scottish Youth Business Trust. They were pretty supportive and gave me ₤ 5000, which I used to get my website up and running, get some business cards and buy a stock of crystals.’

 Pauline is negotiating to buy stock to work on and sell internationally through her website, but she is slightly uneasy. As it is a case with so many new businesses, someone else pinching and using her idea is a worry. ‘Some people started selling trainers similar to mine, so I had to pay for a lawyer to stop them. What I really want to do is to build up a brand name for myself, so that if anybody tries to copy me, my brand will be seen as the original and best,’ she says.

 Sometimes when I’m getting behind with individual customer orders, I do get a bit stressed. But I never get bored. I definitely will have to employ someone soon – there are only so many shoes I can do. Everyone asks me if I’m not getting a bit fed up. But I love to see customers’ faces when I show them their shoes. It makes me really happy, that’s the best thing about it.

From The Financial Times.