

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ
МІСЬКОГО ГОСПОДАРСТВА імені О. М. БЕКЕТОВА

МЕТОДИЧНІ ВКАЗІВКИ
ДО ВИКОНАННЯ САМОСТІЙНОЇ ТА КОНТРОЛЬНОЇ РОБИТ

з дисципліни

“ІНОЗЕМНА МОВА”
(АНГЛІЙСЬКА МОВА)

*(для студентів 1 курсу заочної форми навчання
усіх спеціальностей)*



Харків
ХНУМГ
2013

Методичні вказівки до виконання самостійної та контрольної робіт з дисципліни “Іноземна мова” (англійська мова) (для студентів 1 курсу заочної форми навчання усіх спеціальностей) / Харк. нац. ун-т міськ. госп-ва ім. О. М. Бекетова; уклад.: С. А. Бучковська, Г. Б. Сергеева. – Х.: ХНУМГ, 2013. – 64 с.

Укладачі: С. А. Бучковська
Г. Б. Сергеева

Методичні вказівки до виконання самостійної та контрольної роботи відповідають змісту програми учбової дисципліни “Іноземна мова” та націлені на формування навичок практичного володіння англійською мовою в обсязі загальної тематики необхідної для комунікативної спроможності в сферах професійного та ситуативного спілкування.

Рекомендовано для студентів 1 курсу заочної форми навчання.

Рецензент: доцент кафедри іноземних мов ХНУМГ ім. О.М. Бекетова,
канд. філол. наук Ільєнко О.Л.

Рекомендовано кафедрою іноземних мов
протокол № 1 від 28.08.2012 р.

Методичні рекомендації для студентів щодо виконання контрольних завдань та оформлення контрольних робіт.

Перед тим як виконувати контрольну роботу студенту необхідно докладно вивчити граматичний матеріал, для чого надається список рекомендованої літератури з граматики англійської мови. Перекладаючи текст, слід користуватися англо-українським словником.

Роботи студентів повинні відповідати наступним вимогам:

а) перша сторінка зошита залишається вільною для рецензії викладача. У зошиті повинні бути поля для зауважень та рекомендацій рецензентів;

б) вся контрольна робота виконується в зошиті в *лінію*;

в) завдання (Tasks) переписуються в зошит; завдання (Tasks) перекладати рідною мовою не потрібно;

г) матеріал контрольної роботи слід розміщати у зошиті за наступним зразком:

(текст на англійській мові)	(текст на рідній мові)	Поля

д) виконуючи лексико-граматичні завдання кожне речення потрібно переписувати у зошит та перекладати на рідну мову;

е) перекладаючи *текст* з англійської мови на рідну, кожне речення слід писати з *нового рядка*: речення на англійській мові – з лівої сторони, а переклад – з правої сторони сторінки зошита;

ж) скорочення слів при перекладі на рідну мову не допустимі.

Перевірена контрольна робота повинна бути виправлена студентом згідно з вказівками рецензента, а недостатньо засвоєні теми семестру слід проробити додатково перед усним заліком.

Якщо контрольна робота виконана без дотримання вказівок чи не повністю, вона повертається студенту без перевірки.

Номер варіанту, який виконує студент заочного відділення, визначається по останній цифрі номера залікової книжки: 1, 2 – **варіант 1**; 3, 4 – **варіант 2**; 5, 6 – **варіант 3**; 7, 8 – **варіант 4**; 9, 0 – **варіант 5**.

Вимоги до заліку

До заліку допускаються студенти, які виконали передбачене програмою контрольне завдання та склали усний переклад текстів за фахом. До текстів повинен бути складений словник, яким можна користуватися при перекладі.

Для отримання заліку необхідно

1) виконати контрольне завдання на впізнавання і правильний переклад граматичних форм,

2) знати лексичний мінімум до текстів (30 лексичних одиниць у семестр)

Студенти, які не захистили контрольну роботу, не допускаються до заліку (чи до екзамену) за відповідний навчальний період.

Приклад оформлення контрольної роботи:

Міністерство освіти і науки України
Харківський національний університет
міського господарства імені О. М. Бекетова

Контрольна робота № ... варіант
з дисципліни.....
(англійська мова)
студента заочної форми навчання курсу
спеціальності
.....
(прізвище, ім'я та по батькові)
шифр залікової книжки

Кафедра іноземних мов
Перевірів

Харків 2013 -2014

Контрольне завдання 1

Для того, щоб вірно виконати контрольне завдання 1, необхідно засвоїти наступний граматичний матеріал:

1. Іменник. Множина. Артиклі та прийменники як показники іменника. Висловлювання відмінкових відносин у англійській мові за допомогою прийменників та закінчення 's.
2. Прикметник. Ступені порівняння прикметників. Конструкція типу *the more...the less; as...as; not so...as*.
3. Числівники: кількісні, порядкові, вживання артикля з числівниками.
4. Видо-часові форми дієслова: Indefinite (Present, Past, Future), Continuous (Present, Past, Future), Perfect (Present, Past, Future), Perfect Continuous (Present, Past, Future), у дійсному стані.
5. Просте поширене речення: порядок слів розповідного, спонукального, питального та заперечного речення. Зворот ***there + to be***.
6. Займенники: особові, питальні, вказівні, неозначені та заперечні.
7. Головні випадки словотворення: суфікси іменників, прикметників, дієслів, заперечні префікси.

Зразок виконання 1.

Task 1. Make up a) a general question, b) an alternative question, c) a tail-question, d) a question to the subject and e) a special question to the italicized part of sentences A, B and C.

A	<i>We come into the office early in the morning.</i>
a)	Do we come into the office early in the morning?
b)	Do we come into the office or leave the office early in the morning?
c)	We come into the office early in the morning, don't we?
d)	Where do we come into early in the morning?
e)	Who comes into the office early in the morning?
B	<i>These people</i> have important jobs in the management of the company.
a)	Do these people have important jobs in the management of the company?
b)	Do these or those people have important jobs in the management of the company?
c)	These people have important jobs in the management of the company, don't they?
d)	What do these people have in the management of the company?
e)	Who has important jobs in the management of the company?
C	<i>The printers</i> are off-line today.
a)	Are the printers off-line today?
b)	Are the printers or telephones off-line today?
c)	The printers are off-line today, aren't they?
d)	When are the printers off-line?
e)	What is off-line today?

Зразок виконання 2.

Task 2. Arrange the words in the right order. Use a capital letter to begin each sentence. Translate the sentences into your native language.

1 fit /is/employees/great/job/for

2 work /are/ problems/ there / at /always

1. Job fit is great for employees.	Чудово, коли робітники відповідають займаній посаді.
2. There are always problems at work.	На роботі завжди є проблеми.

Зразок виконання 3.

Task 3. Write these figures out in full.

19 p	– nineteen pence
5 /10/2013 (American)	– the 10th of May, (twenty thirteen) 2013

Зразок виконання 4.

Task 4. Complete the paragraph using *a/an, the* and *zero* article and underline the options.

(1) ___ Organizations discuss how to best realize (2) the full potential of (3) ___ new software products or how to teach (4) ___ employees (5) the best way to integrate (6) ___ new technologies, tools, and services into their work routines.

Зразок виконання 5.

Tenses revision.

A. Complete the sentences with the Present Simple or Present Progressive form of the verbs in brackets. Underline the option and translate the sentences into your native language.

1.	I _____ (be) now ready to face another working day.	
2.	My business _____ (make) much profit this year.	
1	I'm now ready to face another working day.	Тепер я готова до наступного робочого дня.
	<i>am – Present Simple (Active)</i>	
2	My business <u>is making</u> much profit this year.	Мій бізнес дає багато прибутку цього року.
	<i>is making – Present Progressive (Active)</i>	

B. Complete the sentences with Past Simple or Past Progressive form of the verbs in brackets. Underline the option and translate the sentences into your native language.

1.	He _____ (work) more independently all day long.	
2.	Businesses _____ (be) especially good last quarter.	
1	He <u>was working</u> more independently all day long.	Він працював більш самостійно протягом усього дня.
	<i>was working – Past Progressive (Active)</i>	
2	Businesses <u>were</u> especially <u>good</u> last quarter.	Підприємства особливо добре працювали в минулому кварталі.
	<i>were – Past Simple (Active)</i>	

C. Complete the sentences with the Present Perfect or Past Simple form of the verbs in brackets. Underline the option and translate the sentences into your native language.

1.	His standard of living _____ (already/improve) dramatically.	
2.	Many years ago the job of a labourer _____ (be) less skilled.	
1	His standard of living <u>has already improved</u> dramatically.	Рівень його життя вже значно покращився.
	<i>has already improved – Present Perfect (Active)</i>	
2	Many years ago the job of a labourer <u>was less skilled</u> .	Багато років тому праця різноробочого була менш кваліфікованою.
	<i>was less skilled – Past Simple (Active)</i>	

D. Complete the sentences with the Past Perfect or Past Perfect Progressive form of the verbs in brackets. Underline the option and translate the sentences into your native language.

1.	The firm filled the vacancy after it _____ (put) an advertisement in a newspaper.	
2.	The staff _____ (do) an outstanding job that year, so the business made much profit.	
1	The firm filled the vacancy after it <u>had put</u> an advertisement in a newspaper.	Фірма заповнила вакансію після того, як розмістила рекламу в газеті.
	<i>had put – Past Perfect (Active)</i>	
2	The staff <u>had been doing</u> an outstanding job that year, so the business made much profit.	Торік персонал виконував важливу роботу, тому компанія отримала великий прибуток.
	<i>had been doing – Past Perfect Progressive (Active)</i>	

E. Complete the sentences with the Future Simple, Future Progressive, Future Perfect, Future Perfect Progressive of the verbs in brackets. Underline the option and translate the sentences into your native language.

1.	Tomorrow morning they _____ (assign) her to the position.	
2.	When a three-week introduction course finishes they _____ (carefully/select) and _____ (test) the staff for competence and knowledge of English.	
3.	By the end of the week this range of assessment methods _____ (help) to determine the suitability of a candidate.	
4.	This time tomorrow they _____ (give) him the Best Employer of the Year award.	
1	Tomorrow morning they <u>will assign</u> her to the position.	Завтра вранці її призначать на посаду.
	<i>will assign – Future Simple (Active)</i>	
2	When a three-week introduction course finishes they <u>will be carefully selecting</u> and <u>testing</u> the staff for competence and knowledge of English.	Коли тритижневий вступний курс закінчиться, персонал будуть ретельно відбирати і тестувати на компетентність і знання англійської мови.
	<i>will be selecting, testing – Future Progressive (Active)</i>	
3	By the end of the week this range of assessment methods <u>will have helped</u> to determine the suitability of a candidate.	До кінця тижня цей комплекс методів оцінки допоможе визначити придатність кандидата.
	<i>will have helped – Future Perfect (Active)</i>	
4	This time tomorrow they <u>will have been giving</u> him the Best Employer of the Year award.	Завтра в цей час йому вручатимуть нагороду Краший підприємець року.
	<i>will have been given – Future Perfect Progressive (Active)</i>	

F. Change the Past Simple Tense into the Past Habitual Tense. Underline the option and translate the sentences into your native language.

1.	I arrived at work late.	
2.	She didn't work in a team.	
3.	He travelled abroad.	
1	I <u>used to arrive</u> at work late.	В мене була звичка приїжджати на роботу пізно.
2	She <u>didn't use to work</u> in a team.	Вона раніше не працювала в команді.
3	He <u>used to travel</u> abroad.	Він мав звичай їздити за кордон.

G. Choose the correct answer to complete the sentences and underline the option.

1.	A carefully planned interview _____ the best results.		
<i>a.</i>	given	<i>b.</i>	gives
		<i>c.</i>	give

1	A carefully planned interview <u>gives</u> the best results.
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Зразок виконання 6.

Task 6. Fill in the gaps with the derivatives of the words in brackets. Underline the new form of the word. Translate the sentences into your native language.

1 What are the _____ characteristics that are important for job fit? (CULTURE)

1. What are the <u>cultural</u> characteristics that are important for job fit?	Які характеристики культурного рівня важливі для відповідності займаній посаді?
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Зразок виконання 7.

Task 9. Find the words in the text that mean the following.

1	a human being as an INDIVIDUAL	person
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Варіант 1

Task 1. Make up a) a general question, b) an alternative question, c) a tail-question, d) a question to the subject and e) a special question to the italicized part of sentences A, B and C.

- A This work **requires** special *skills*.
 B *I have* a real desire to succeed.
 C *Layoffs* are usually not random events.

Task 2. Arrange the words in the right order. Use a capital letter to begin each sentence. Translate the sentences into your native language.

- 1 people/ can/ things/ many/ work/at/motivate
- 2 purpose/a/we/special/of/need/equipment/piece/a/for
- 3 not/my/organized/CV/was/well
- 4 was/work/much/there/do/to/at/so
- 5 employees/the/new/for/boss/looking/is

Task 3. Write these figures out in full.

- | | | | |
|---|----------|---|--------------------------------|
| 1 | £ 166.4 | 6 | early 1770s |
| 2 | \$ 57.49 | 7 | 1/3% |
| 3 | 100° | 8 | 8.37 (<i>time, informal</i>) |

4 31,000,000

9 (number of years) 2008

5 396th

10 11 /5/2013 (British)

Task 4. Complete the paragraph using *a/an, the* or *zero* articles and underline the options.

Business ethics is (1)___ behavior that (2)___ business adheres to in its daily dealings with (3)the world. (4)___ ethics of (5)___ particular business can be diverse. They apply not only to how (6)___ business interacts with (7)___ world at large, but also to their one-on-one dealings with (8)___ single customer.

Task 5. Tenses revision.

A. Complete the sentences with the Present Simple or Present Progressive form of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 We _____ (presently/look) for sales professionals who are energetic, dynamic and dedicated.
- 2 I _____ (drive) to work every day in the company car.
- 3 He _____ (work) for Techno Profile, a medium-sized company, just outside Paris.
- 4 I _____ (meet) the Production Manager this afternoon.

B. Complete the sentences with the Past Simple or Past Progressive form of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 We _____ (work) very hard all day long.
- 2 The CEO _____ (have) to leave due to the financial scandal.
- 3 When the new manager _____ (come) in they _____ (smoke) in the office.
- 4 His annual salary _____ (be) too high last year.

C. Complete the sentences with the Present Perfect or Past Simple form of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 They _____ (just/sign) an important contract.
- 2 The business executive _____ (think) of opening a factory to manufacture new goods.
- 3 Recent bad news _____ (badly/damage) the image of the company.
- 4 The employees _____ (not/want) to learn new methods of work.

D. Complete the sentences with the Past Perfect or Past Perfect Progressive form of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 The firm filled the vacancy after it _____ (put) an advertisement in a newspaper.
- 2 She was assigned to the position after she _____ (complete) a three-week

introduction course.

- 3 He _____ (look) for a new job for a long time and then he got a post in Brighton.
- 4 He didn't want to work as a seller as he _____ (feel) suspicious and distrustful about it since childhood.

E. Complete sentences with the Future Simple, Future Progressive, Future Perfect, Future Perfect Progressive of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 The present company policy means that in future all pay _____ (be) lower.
- 2 They _____ (use) a recruiting agency by the time the right staff is hired.
- 3 The Managing Director _____ (arrive) on Monday.
- 4 The company representatives _____ (have) an intensive Chinese course for six weeks by the time they start practising the language.

F. Change the Past Simple Tense into the Past Habitual Tense. Underline the option and translate the sentences into your native language.

- 1 I had a lot of friends outside work.
- 2 I didn't work overtime.
- 3 I worked in the human resources department of a manufacturing company.

G. Choose the correct answers to complete the sentences.

- 1 He's got a new job so he _____ the firm in September.
a. is leaving b. leaves c. left
- 2 They _____ the right person for the position by the end of the month.
a. hire b. have hired c. will have hired
- 3 Some workers were dismissed after they _____ new equipment.
a. installed b. have c. had installed
- 4 She _____ on business as she can't do everything from the office.
a. go b. will go c. gone
- 5 She usually _____ until late in the evening.
a. doesn't works b. doesn't work c. don't work
- 6 *Express Employment Professionals* _____ local businesses both with full-time and temporary staffing for many years.
a. serviced b. has serviced c. has been servicing
- 7 The companies and other organizations _____ this data while planning the strategies.
a. will be commonly using b. will commonly use c. will have commonly used

- 8 Company bosses _____ so slow to understand the necessity in the policy changes.
 a. has never been b. have never been c. having never been
- 9 They _____ that choosing the right person was critical.
 a. doesn't know b. don't know c. didn't know
- 10 They dismissed him as he _____ with people at work.
 a. had been constantly arguing b. has been constantly arguing c. have been constantly arguing
- 11 This time in a week he _____ the research for the whole year.
 a. will has been doing b. will have been doing c. will have done
- 12 This time yesterday I _____ to a radio documentary on the history of the Internet.
 a. was listening b. be listening c. will be listening

Task 6. Fill in the gaps with the derivatives of the words in brackets. Underline the new forms of the words. Translate the sentences into your native language.

- 1 Get the _____ or resources you need to get your job done. (INFORM)
- 2 Every person has a _____ perception of reality. (DIFFER)
- 3 The concept of working nine to five is _____ arbitrary. (TOTAL)
- 4 I think that women are better _____ than men. (COMMUNICATE)
- 5 Consultants offer _____ advice to companies. (PROFESSION)

Task 7. Read the text and give the written translation of the text into your native language.

WORK-LIFE BALANCE

Finding a suitable balance between work and daily living is a challenge that all workers face. In particular, families are the most affected. Some couples would like to have (more) children, but do not see how they could afford to stop working. Other parents are happy with the number of children in their family, but would like to work more. This is a challenge to governments because if parents cannot achieve their desired work-life balance, not only is their welfare lowered but so is development in the country. If parents have to choose between earning money and looking after their children, the result is that there will be too few babies and too little employment.

People spend one-tenth to one-fifth of their time on unpaid work. The distribution of tasks within the family is still influenced by gender roles: men are more likely to spend more hours in paid work and the percentage of male employees working very long hours is higher compared with that one for women. Women spend

longer hours in unpaid domestic work. Fewer hours in paid work for women do not necessarily result in greater leisure time, as time devoted to leisure is roughly the same for men and women across many countries studied. On average men in OECD* countries spend 131 minutes per day doing unpaid work, women spend 279 minutes per day cooking, cleaning or caring. This average difference, approximately 2.5 hours per day, conceals many disparities among countries. For instance Turkish and Mexican women spend between 4.3 and 5 hours more than men working on domestic chores, while the difference is only a little over one hour in the Nordic countries.

An important aspect of work-life balance is the amount of time a person spends at work. Evidence suggests that long work hours may impair personal health, jeopardize safety and increase stress. The more people work, the less time they have to spend on other activities, such as personal care or leisure. The amount and quality of leisure time is important for people's overall well-being, and can bring additional physical and mental health benefits.

*Organisation for Economic Co-operation and Development (OCDE)—is an international economic organisation of 34 countries founded in 1961 to stimulate economic progress and world trade.

Task 8. Answer the questions on the text in writing. Be ready to discuss them.

- 1 Who is the most affected while finding a suitable balance between work and daily living?
- 2 How is paid and unpaid work traditionally distributed between men and women?
- 3 What is the work-life balance correlated with?

Task 9. Find the words in the text that mean the following.

- 1 health, happiness, prosperity, and well-being in general _____
- 2 enjoyable activities that you do when you are not working _____
- 3 a state in which different things occur in equal or proper amounts
or have an equal or proper amount of importance _____
- 4 the state or quality of being active _____
- 5 something that is advantageous or good _____

Вариант 2

Task 1. Make up a) a general question, b) an alternative question, c) a tail-question, d) a question to the subject and e) a special question to the italicized part of sentences A, B and C.

- A *Interviewers ask candidates difficult questions.*
- B *I have a long-term career with the company.*
- C *Your answers to killer questions are important.*

Task 2. Arrange the words in the right order. Use a capital letter to begin each sentence. Translate the sentences into your native language.

- 1 imagination/we/ideas/and/your/need
- 2 well/CV/my/organized/not/was
- 3 week/he/overtime/working/this/is
- 4 we/many/overseas/can/visitors/discuss/topics/with/the
- 5 in/companies/are/multi-national/of/there/Europe/lot/a

Task 3. Write these figures out in full.

- | | | | |
|---|------------|----|---------------------------------|
| 1 | £161.5 | 6 | early1980s |
| 2 | \$28.95 | 7 | 1/2% |
| 3 | 40° | 8 | 7.37 (<i>time, informal</i>) |
| 4 | 25,000,000 | 9 | (<i>number of years</i>) 2007 |
| 5 | 154th | 10 | 18 /3/2011 (<i>British</i>) |

Task 4. Complete the paragraph using *a/an, the* or *zero* articles and underline the options.

Ethical principles are standards of conduct prescribing (1)___ kind of behavior (2)___ ethical person should and should not engage in. (3)___ list of principles incorporate (4)___ characteristics and values that most people associate with (5)___ good character and (6)___ ethical behavior. These principles not only provide a guide to making decisions they also establish (7) ___ criteria by which your decisions will be judged by (8)___ others.

Task 5. Tenses revision.

A. Complete the sentences with the Present Simple or Present Progressive form of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 We _____ (wait) for permission to go abroad with the project.
- 2 In large organizations, leaders _____ (usually/spend) no more than four hours a day in their offices.
- 3 The company _____ (be) a success today and _____ (follow) its strategy.
- 4 The company _____ (plan) to send three of its senior managers to work abroad.

B. Complete the sentences with the Past Simple or Past Progressive form of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 He _____ (make) notes while listening to the presentation.
- 2 Last week everybody in the department _____ (have) to work extra hours.
- 3 He _____ (think) of the serious problems that lay ahead.
- 4 We _____ (found) the company in 1980.

C. Complete the sentences with the Present Perfect or Past Simple form of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 They _____ (already/recruit) the entire staff for the subsidiary in a record time and at minimum cost.
- 2 Last year _____ (be) a tough year for my business.
- 3 When James _____ (work) as an admin he _____ (be) great with customers who visited the office.
- 4 In just fifteen years, the company _____ (become) an economic giant.

D. Complete the sentences with the Past Perfect or Past Perfect Progressive form of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 As her job _____ (change/occasionally) she got bored that day.
- 2 He didn't have many formal qualifications but he _____ (receive) a salary of \$150,000 for six months.
- 3 I _____ (never/be) so stressed at work before.
- 4 Before they closed down the firm, it _____ (lose) money for years.

E. Complete sentences with the Future Simple, Future Progressive, Future Perfect, Future Perfect Progressive of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 This time tomorrow they _____ (present) the applicant to a prospective employer.
- 2 The expert _____ (conduct) a series of tests by the appointed time.
- 3 A successful businessman _____ (look) for an apprentice to work for him and learn business skills as soon as he comes back from the tour.
- 4 Next month the company _____ (pay) salary according to performance.

F. Change the Past Simple Tense into the Past Habitual Tense. Underline the option and translate the sentences into your native language.

- 1 I didn't have time for extra work.
- 2 I thought that work was the most important thing in life.
- 3 I got bonuses for my work in a large company.

G. Choose the correct answers to complete the sentences.

- 1 They _____ personal information confidentially the whole day long.
a. was handling b. handled c. were handling
- 2 I _____ Mr Peterson next weekend.
a. see b. am seeing c. was seeing
- 3 This time tomorrow they _____ the policy of casual Fridays for two months.
a. will have been b. will be practising c. will practise
practising

- 4 I _____ hard and _____ in the company.
 a. work.../ believe... b. am work.../ believe... c. am working.../ am believing...
- 5 The company _____ to the new pay packages.
 a. have already agreed b. has already agreed c. already agreed
- 6 They _____ work by the planned time.
 a. will have complete b. will have been completed c. have been completed
- 7 The first disaster _____ when the company used misleading advertising.
 a. strike b. strikes c. stroke
- 8 Supervisors _____ 'reasonable' if someone wanted to arrive at work late, or leave early.
 a. have always been b. had always been c. has always been
- 9 The company _____ online application forms for long.
 a. using b. will use c. will be using
- 10 Certainly, I _____ my qualifications after my name on my business card.
 a. will shown b. will had shown c. will have shown
- 11 We _____ new products for the last two months.
 a. were producing b. have been producing c. produced
- 12 A job-seeker _____ the Internet for long before he found a company with the right vacancy.
 a. have been surfing b. has been surfing c. had been surfing

Task 6. Fill in the gaps with the derivatives of the words in brackets. Underline the new forms of the words. Translate the sentences into your native language.

- 1 Losing your job is one of life's most _____ events. (PAIN)
- 2 I'm _____ for making sure the team works together. (RESPONSE)
- 3 Make sure your _____ has a clear structure. (PRESENT)
- 4 To be a good _____ takes a lot of skill and preparation.(NEGOTIATE)
- 5 People _____ make friends with people similar to themselves. (USUAL)

Task 7. Read the text and give the written translation of the text into your native language.

PHYSICAL WORK VS MENTAL WORK

Physical work is a poor way to make the most of oneself because the tasks are so few and repetitive that there will come a day that one will be fed up with one's work and probably quit. There is another problem. Physical work makes people retire sooner and with less money because physical work pays less and people can only work on such tasks at most until they are 50 years old.

Construction workers spend their day outside, in the hot sun, shoveling, hammering, painting, etc., and do lots of hard, manual work. They are exhausted when they get home, so exhausted, that it's tiring to get off the couch to go get something to eat. Their body aches, they're tired, and they just want to crawl into bed and go to sleep.

On the other hand people can do mental work forever because it is proven that some people in their 80's are as mental sharp as young adult in his 20's. The brain is the perfect tool that works forever without getting tired and without complaining. Mental work tasks or jobs pay several times more and there is no billionaire that made his fortune with physical work, not even the sports people who are paid the most.

Financial analysts spend most of their day at a desk. They run report after report, analyzing all different aspects of a company. They are in and out of meetings all day. They stare at a computer screen and try to figure out why line 10 doesn't match line 13. They rack their brains all day to finish their work for the day. When they leave work, they may have headaches, they're tired, and they are so mentally burnt out they can hardly perform simple math. They just want to crawl into bed and sleep.

Who has the harder job? Is it the construction worker who spends all day doing manual work or is it the financial analyst who spends all day analyzing numbers and other kinds of mental work?

The author used those jobs as an example. The same could be said for waitresses, loggers, janitors, for physical jobs, just as it could be for lawyers, investment bankers, and administrative assistants for mental labour.

Task 8. Answer the questions on the text in writing. Be ready to discuss them.

- 1 What kind of work is a poor way to make the most of oneself?
- 2 What kind of work allows people to make their fortune?
- 3 Whose job is the hardest?

Task 9. Find the words in the text that mean the following.

- 1 any thing, matter, person, etc., that is difficult to deal with, solve, or overcome _____
- 2 something (such as coins or bills) used as a way to pay for goods and services and to pay people for their work _____
- 3 work for which someone is paid _____

- 4 one whose wealth is estimated at a billion or more (as of dollars or _____ pounds)
- 5 a device, usually electronic, that processes data according to a set of _____ instructions

Вариант 3

Task 1. Make up a) a general question, b) an alternative question, c) a tail-question, d) a question to the subject and e) a special question to the italicized part of sentences A, B and C.

- A *The companies* offer a nice working environment.
 B *I* have a good knowledge of Excel and Word.
 C *Some parts of the job* are not interesting.

Task 2. Arrange the words in the right order. Use a capital letter to begin each sentence. Translate the sentences into your native language.

- 1 successful/my/was/application/not
 2 skills/tell/qualities/your/ about/can/them/special/and/you
 3 need/I/capital/much/my/to/business/start
 4 now/is/she/having/break/a/lunch/
 5 standard/CV/is/format/a/there/for/a

Task 3. Write these figures out in full.

- | | | | |
|---|------------|----|---------------------------------|
| 1 | £127.5 | 6 | early 1960s |
| 2 | \$26.49 | 7 | 1/5% |
| 3 | 60° | 8 | 5.34 (<i>time, informal</i>) |
| 4 | 12,000,000 | 9 | (<i>number of years</i>) 2011 |
| 5 | 228th | 10 | 11 /4/2013 (<i>British</i>) |

Task 4. Complete the paragraph using a/an, the or zero articles and underline the options.

Good business ethics should be (1)___ part of every business. There are many factors to consider. When (2)___ company does (3)___ business with another that is considered unethical, does this make (4)___ first company unethical by association? Some people would say yes, (5)___ first business has (6)___ responsibility and it is now (7)___ link in (8)___ chain of unethical businesses.

Task 5. Tenses revision.

A. Complete the sentences with the Present Simple or Present Progressive form of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 Our personnel _____ (regularly/attend) intensive language courses.

- 2 I _____ (work) in Germany on a fixed-term contract.
- 3 The multinational company BT, British Telecommunications PLC, _____ (offer) a wide variety of high quality products and services.
- 4 Currently, John _____ (help) to grow another company, which makes household commodities.

B. Complete the sentences with the Past Simple or Past Progressive form of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 At that time many talented, young university graduates _____ (come) onto the job market.
- 2 Jeffrey _____ (think) about the future while motorcycling home.
- 3 Last Monday a carefully planned interview _____ (give) the best results.
- 4 Steve _____ (attend) the University while his friend Bill _____ (create) software.

C. Complete the sentences with the Present Perfect or Past Simple form of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 The company _____ (build up) many relations over the years.
- 2 As an administrative clerk, Steve _____ (make) a positive impact on business results then.
- 3 The other day our boss _____ (not/allow) us to wear jeans to work.
- 4 Over the years our company _____ (accumulate) a lot of experience in the field of laser scanning techniques.

D. Complete the sentences with the Past Perfect or Past Perfect Progressive form of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 Ryan _____ (design) many gadgets before he got the higher salary.
- 2 The company _____ (pay) for the staff before they went on training courses.
- 3 He _____ (have) too much work, so he was stressful.
- 4 His job could earn him a six-figure salary as he _____ (work) for the successful company for some years.

E. Complete sentences with the Future Simple, Future Progressive, Future Perfect, Future Perfect Progressive of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 They _____ (estimate) the contract to a foreign company by the time they launch the production.
- 2 I _____ (criticize) the quality of their work all day by the time they get factual improvement.
- 3 I _____ (soon/forward) the report to you by email.
- 4 Could you _____ (work) later than six today, please?

F. Change the Past Simple Tense into the Past Habitual Tense. Underline the option and translate the sentences into your native language.

- 1 I worked very long hours.
- 2 I did different things in my free time.
- 3 I thought that work was just a way to earn money.

G. Choose the correct answers to complete the sentences.

- 1 Poor corporate performance _____ so clear.
a. never have been b. has never been c. never was
- 2 I _____ the meeting tomorrow afternoon.
a. am attending b. attend c. attended
- 3 He _____ work with the company twenty-five years ago.
a. start b. was started c. started
- 4 The average white-collar worker at the company _____ an average of 190 messages by the time the conference starts.
a. will have sent and received b. will have send and receive c. sends and receives
- 5 I'm a businessman and I _____ all over the country for the period of my career.
a. will travel b. will have travelled c. will have been traveling
- 6 The managers _____ staff all day to use new machines and then they started to work.
a. had been persuading b. has been persuading c. have been persuading
- 7 I _____ responsible for a team of five software developers.
a. am b. am being c. be
- 8 There is no doubt in my mind. We _____ (succeed).
a. will be succeeded b. will succeed c. succeed
- 9 The office had a problem after the amount of paperwork _____.
a. have increased b. had increased c. has increased
- 10 The supervisor _____ the process for the next two weeks.
a. controlled b. will control c. will be controlling
- 11 They _____ the process by the time the company benefits from the prices.
a. will have been controlling b. will control c. controlled

- 12 The deadline to output the lot of products _____ behind schedule and the boss repeatedly threatened to fire the Production Manager by the end of the year.
- a. were getting b. was getting c. is getting

Task 6. Fill in the gaps with the derivatives of the words in brackets. Underline the new forms of the words. Translate the sentences into your native language.

- 1 Competence is the ability of an individual to do a job _____. (PROPER)
- 2 If you work in a team, you must be _____. (SUPPORT)
- 3 There are many ways to run a _____ company. (SUCCESS)
- 4 Employers have a duty of care to all their _____. (EMPLOY)
- 5 Many skills of a person are _____ to a new job. (TRANSFER)

Task 7. Read the text and give the written translation of the text into your native language.

DREAM JOB VS JOB TO PAY THE BILLS

It's not unusual to hear that over 70% of people are dissatisfied with their jobs and that over a third of people are either looking for another job or just going through the motions. It's also not unusual for many people to feel bad because instead of stepping into their dream job, they have unfortunately taken a job that pays the bills and puts food in their mouths. But what if that's okay? It's something to consider when you think about whether we work to live or live to work. Working to live means that we take a job that allows us to enjoy life.

The hours aren't too bad and the pay is pretty good, and as far as the work goes, we can tolerate it. But the point is that this job pays enough so that we can make a living. And after we tolerate an eight-hour day, we go home and have fun. We put some money away for retirement and spend the rest of the check at the local mall. But living to work is an entirely different thing altogether.

This is what a person may be doing if they are currently working their dream job. Let's say for instance that a person is an actress. She probably went through a lot to get that job. Days spent on foot traveling to auditions, while taking advantage of her single status finally lands her on the set of a film. Who knows how little or how much she is getting paid for this first onscreen job. Who knows how much debt it took.

It could take the budding actress years of work before she becomes successful. And when she finally does make it, who knows what she'll have to do to maintain her star status. She might have to work 12-hour days. She might have to work weekends. She may even have to postpone parenting. An actress is an example of a person who lives to work. And what kind of life is that? There are some things to consider when deciding if you should work to live or live to work.

Many dream jobs involve a lot of work to get to the place of fulfillment with little to no rewards along the way. Just ask an actor or a writer and you'll learn that it takes a lot to make it and many people don't end up 'making it.' However, some do, so the option to try or not to try is still a reasonable one.

Task 8. Answer the questions on the text in writing. Be ready to discuss them.

- 1 How many people are not satisfied with their jobs?
- 2 What does working to live mean?
- 3 What job is opposite to a dream job?

Task 9. Find the words in the text that mean the following.

- 1 a series of images, ideas, emotions, and sensations occurring involuntarily in the mind during certain stages of sleep _____
- 2 the characteristic state or condition of a living organism _____
- 3 the place (such as a house or apartment) where a person lives _____
- 4 the act of ending one's working or professional career _____
- 5 human beings making up a group or assembly or linked by a common interest _____

Вариант 4

Task 1. Make up a) a general question, b) an alternative question, c) a tail-question, d) a question to the subject and e) a special question to the italicized part of sentences A, B and C.

- A *Some people* use their home as an office.
B *These companies* have new enterprise schemes.
C *A personal profile* is at the beginning of a CV.

Task 2. Arrange the words in the right order. Use a capital letter to begin each sentence. Translate the sentences into your native language.

- 1 points/were/to/there/at/discuss/meeting/the
- 2 is/visitor/Anna/from/country/meeting/another/a
- 3 contribute/for/I/senior/a/position/can/much/in/company/the
- 4 not/he/charge/business/was/the/in/of
- 5 a/ second/many/language/people/common/need

Task 3. Write these figures out in full.

- | | | | |
|---|------------|----|---------------------------------|
| 1 | £143.57 | 6 | early 1880s |
| 2 | \$65.24 | 7 | 1/4% |
| 3 | 80° | 8 | 6.26 (<i>time, informal</i>) |
| 4 | 22,000,000 | 9 | (<i>number of years</i>) 2010 |
| 5 | 364th | 10 | 12 /5/2012 (<i>British</i>) |

Task 4. Complete the paragraph using *a/an, the* or *zero* articles and underline the options.

(1)___ company with strong ethical foundation will know how to respect its customers and maintain (2)___ good relations. This type of general behaviour in (3)___ organisation evolves into (4) ___ work culture. Employees start realising (5)___ depth of ethical values of (6)___ organisation and get inspired to follow (7)___ culture. Being respectful and honest with customers helps build (8)___ strong bond between employees and customers.

Task 5. Tenses revision.

A. Complete the sentences with the Present Simple or Present Progressive form of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 The company _____ (spend) a large part of its annual revenue on the creation, improvement and testing of products.
- 2 He _____ (work) in the Personnel Department of a large multinational company.
- 3 The Ministry of Economic Affairs _____ (presently/ examine) ways to attract foreign investors.
- 4 Experts _____ (now/suggest) to improve the company policy.

B. Complete the sentences with the Past Simple or Past Progressive form of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 The prizes _____ (help) us to attract the best designers then.
- 2 Jason _____ (teach) Jane to use the phone in his office while Steve _____ (speak) to a client.
- 3 I _____ (say) my family name then the first name when I introduced myself.
- 4 The head of recruitment _____ (examine) the background of an applicant when the phone rang.

C. Complete the sentences with the Present Perfect or Past Simple form of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 The value of some large companies _____ (considerably/fall) over the last few years.
- 2 They _____ (form) the company in the early 80's.
- 3 This morning I _____ (finish) designing the list of questions for the interview.
- 4 The company _____ (get) the right kind of employees then.

D. Complete the sentences with the Past Perfect or Past Perfect Progressive form of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 He enjoyed his work as the number of hours he could work in one week _____ (limit).
- 2 He _____ (do) very well in the interview and they were pleased with him.

- 3 Everyone _____ (already/allow) to work from home at least once a week.
 4 She _____ (do) things exactly right and then she achieved everything.

E. Complete sentences with the Future Simple, Future Progressive, Future Perfect, Future Perfect Progressive of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 By the time they give the job to somebody else James May _____ (work) abroad for six months.
 2 They expect their new business _____ (be) a success.
 3 Many small local businesses _____ (shut down) by the end of the year.
 4 I'm sure he _____ (sit) at the computer when I visit him after work.

F. Change the Past Simple Tense into the Past Habitual Tense. Underline the option and translate the sentences into your native language.

- 1 I worked in the evenings and at weekends.
 2 I got a lot of satisfaction from hard work.
 3 I didn't give up weekends with my family to go on business.

G. Choose the correct answers to complete the sentences.

- 1 Certainly, they _____ a new contract with the suppliers.
 a. negotiating b. will negotiating c. will negotiate
- 2 All day yesterday I _____ a nine-to-five job.
 a. was done b. was doing c. did
- 3 We _____ five people to interview and we continue to choose the suitable ones.
 a. have already chosen b. has already chosen c. already chose
- 4 We _____ to Paris next week to sign a contract.
 a. are flying b. were flying c. will flying
- 5 When at school I _____ medical profession to help people.
 a. chosen b. choose c. chose
- 6 At this time tomorrow I _____ an agreement for a shorter working week.
 a. will negotiate b. will be negotiating c. will have been negotiating
- 7 This time next week I _____ at the company for exactly five years.
 a. will have been working b. will be working c. will work
- 8 She _____ to the director of human resources.
 a. reporting b. report c. reports
- 9 Since they introduced the new equipment the sales _____ by £80,000.
 a. has gone up b. had gone up c. have gone up

- 10 I _____ an agreement for a shorter working week by 2 o'clock tomorrow.
 a. will have negotiated b. will negotiate c. negotiate
- 11 They _____ hard that day so they weren't very tired.
 a. haven't been working b. hasn't been working c. hadn't been working
- 12 We _____ your working time, and we are still doing it.
 a. have been controlling b. has been controlling c. had been controlling

Task 6. Fill in the gaps with the derivatives of the words in brackets. Underline the new forms of the words. Translate the sentences into your native language.

- 1 I like the team work and the sense of _____. (ACHIEVE)
- 2 If there's no clear _____ for your product, there's no business. (CUSTOM)
- 3 An _____ job advert sells the position and the business. (EFFECT)
- 4 Each workplace offers a _____ environment in which to do work. (SAFETY)
- 5 My new job is _____ the best career move. (DEFINITE)

Task 7. Read the text and give the written translation of the text into your native language.

THE ROLE of PERSONALITY in ORGANIZATIONAL BEHAVIOR

Personality plays a key role in organizational behavior because the way that people think, feel, and behave affects many aspects of the workplace. People's personalities influence their behavior in groups, their attitudes, and the way they make decisions. Interpersonal skills hugely affect the way that people act and react to things during work. In the workplace, personality also affects such things as motivation, leadership, performance, and conflict. The more the managers understand how a personality in organizational behavior works, the better equipped they are to be effective and accomplish their goals.

People have many different views of the world that affect their personalities. When a situation arises, an individual will handle it based upon his or her personal values, beliefs, and personality traits. These traits are developed throughout a person's lifetime and cannot be easily changed, so it is more helpful for managers to attempt to understand this rather than to fight it.

Traits such as openness, emotional stability, and agreeableness all predict that an individual will have less conflict, work better in teams, and have positive attitudes about his or her work. People with this type of personality should be placed in situations where they would be working with or leading others. Those who do not have these traits will have less motivation and be more negative when they are placed in these same situations.

Positive interpersonal skills is a personality trait that greatly affects the workplace. Individuals who exhibit this trait generally enjoy working with other people, and they have the empathy and sensitivity that enables them to get along well

with others. People with this trait are often placed in roles where they work with customers, manage employees, or mediate problems.

Decision-making and independence are greatly affected by personality. Personality traits such as self-efficacy, conscientiousness, and pro-activity contribute to good decision-making under pressure and independence, while traits such as neuroticism and not being open do not. Managers can place individuals with these traits in appropriate positions to do their best work.

Placing individuals with certain characteristics in jobs that best suit them raises their levels of motivation. It also affects their overall job performance because they are happier on a daily basis. This affects the overall productivity of the workplace because more is getting accomplished due to better attitudes and happier employees.

Task 8. Answer the questions on the text in writing. Be ready to discuss them.

- 1 What influences people's behavior in groups, their attitudes, and the way they make decisions?
- 2 What affects people's personalities?
- 3 What raises people's levels of motivation and affects their overall job performance?

Task 9. Find the words in the text that mean the following.

- 1 the office, factory, etc., where people work _____
- 2 the manner of conducting oneself _____
- 3 special ability in a task, sport, etc., especially ability acquired by training _____
- 4 something that you are trying to do or achieve _____
- 5 a quality that makes one person or thing different from another _____

Вариант 5

Task 1. Make up a) a general question, b) an alternative question, c) a tail-question, d) a question to the subject and e) a special question to the italicized part of sentences A, B and C.

- A *I* enjoy the variety of the job.
B *Big Japanese companies* have uniform pay systems.
C "*Reading blogs*" is a welcome addition to traditional media.

Task 2. Arrange the words in the right order. Use a capital letter to begin each sentence. Translate the sentences into your native language.

- 1 good/work/a/friend/I/outside/need

- 2 enough/there/to/was/business/money/start/the
- 3 salary/not/my/good/was
- 4 am/things/I/new/always/learning
- 5 In/you/include/CV/additional/your/information/can

Task 3. Write these figures out in full.

- | | | | |
|---|-----------------|----|---------------------------------|
| 1 | £112.6 | 6 | early 1980s |
| 2 | \$33.44 | 7 | 1/6% |
| 3 | 30 ^o | 8 | 8.46 (<i>time, informal</i>) |
| 4 | 54,000,000 | 9 | (<i>number of years</i>) 2013 |
| 5 | 169th | 10 | 10 /3/2012 (<i>British</i>) |

Task 4. Complete the paragraph using *a/an, the* or *zero* articles and underline the options.

(1)___ Ethical behaviour is merely making (2)___ good business decisions based on (3)___ established "code of ethics". Entrepreneurs should establish (4)___ written code of ethics that can serve as (5)___ framework for decisions to be made by (6)___ entrepreneur as well as (7)___ employees.

Task 5. Tenses revision.

A. Complete the sentences with the Present Simple or Present Progressive form of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 We _____ (usually/recruit) from within the company.
- 2 They _____ (constantly/improve) the way they run their business.
- 3 The company _____ (want) to achieve record sales this year.
- 4 We _____ (now/look) for people who are reliable, confident and enthusiastic.

B. Complete the sentences with the Past Simple or Past Progressive form of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 The recruitment department _____ (not/ask) handwritten letters of application as people usually applied by email.
- 2 I _____ (always/handle) my workplace stress as it provided me with the energy and motivation to meet goals.
- 3 The company _____ (start) operating ten years ago.
- 4 The boss _____ (meet) the website manager while a new assistant _____ (learn) how to use the company's website.

C. Complete the sentences with the Present Perfect or Past Simple form of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 Frankly speaking, I _____ (decide) to find a new job.
- 2 According to the latest survey published last week there _____ (be) a shortage of skilled workers.
- 3 The recruiters _____ (screen) 80,000 applicants in 10 weeks then.
- 4 Since the beginning of the century, the company _____ (know) that it must continually trade in order to survive.

D. Complete the sentences with the Past Perfect or Past Perfect Progressive form of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 It became difficult to run the company properly after the downturn _____ (occur).
- 2 Employees and their families _____ (benefit) from safety and health since 2009.
- 3 We invited the most interesting candidates to a group discussion after we _____ (receive) a lot of requests for a job.
- 4 He _____ (have) a lot of friends outside work before he was disabled in a car accident.

E. Complete sentences with the Future Simple, Future Progressive, Future Perfect, Future Perfect Progressive of the verbs in brackets. Underline the option and translate the sentences into your native language.

- 1 Next week everyone _____ (contribute) suggestions and opinions and the decision will be made by consensus.
- 2 The labourers _____ (not/carry out) instructions until senior managers make decisions.
- 3 The company _____ (transfer) work overseas for half a year by the time the reconstruction is finished.
- 4 It is believed that in the future, more and more people _____ (commute) to work by electromobiles.

F. Change the Past Simple Tense into the Past Habitual Tense. Underline the option and translate the sentences into your native language.

- 1 I didn't do any research work.
- 2 I worked in a team.
- 3 I got a real sense of achievement from my job as a trainer.

G. Choose the correct answers to complete the sentences.

- 1 There _____ many selection methods that the company used to recruit people.
a. was b. were c. being
- 2 The candidate believes the selection process _____ long.
a. won't last b. won't lasting c. not last
- 3 The head of recruitment says they _____ a lot of requests for the job.

- a. receiving b. receives c. have received
- 4 They _____ at the life stories of the people asking for a job.
a. will definitely be looking b. definitely be looking c. will definitely looking
- 5 This year we _____ our sales conference in Poland.
a. are hold b. hold c. are holding
- 6 By the end of the next week he _____ the job that matches his skills and career goals for exactly 10 years.
a. have been having b. will have been having c. will have be having
- 7 That manager _____ fear as a management technique when he _____ directions to the employees.
a. was using/was giving b. was used/was given c. using/giving
- 8 He _____ satisfaction with the results of work all day long.
a. was feeling b. has been feeling c. felt
- 9 John _____ two job offers when he walked into another interview.
a. have already refused b. has already refused c. had already refused
- 10 He _____ different jobs for a number of years until he decided to start his own business.
a. had been experiencing b. has been experiencing c. have been experiencing
- 11 They _____ their best executive for a new position by the end of the month.
a. will promote b. will have promoted c. have promoted
- 12 My job _____ a lot of planning and negotiating.
a. involving b. is involved c. involves

Task 6. Fill in the gaps with the derivatives of the words in brackets. Underline the new forms of the words. Translate the sentences into your native language.

- 1 An _____ form makes it easier to compare candidates. (APPLY)
- 2 We guarantee the observance of _____ ethics. (PROFESSION)
- 3 The team _____ ensures good relationships within the team. (LEAD)
- 4 I'm very much involved with the _____ work of the agency.(PRODUCE)
- 5 Some businesses have _____ any permanent staff. (HARD)

Task 8. Read the text and give the written translation of the text into your native language.

WORK AT HOME JOBS

Are there real work at home jobs? Yes, there are some, but they are not nearly as plentiful as one would think considering the amount of interest there is in working from home. Finding work at home employment isn't easy. Despite all the online advertising one sees, there aren't that many legitimate work at home jobs. In fact, there are more than real work from home opportunities.

Job seekers who are interested in home employment need to spend a good deal of time searching for legitimate opportunities, as well as a significant amount of time weeding through scams.

Many people who work from home started out working in an office, but were able to arrange with their employer to work some or all of time at home.

There are companies that hire employees directly to work from their homes. Some of the positions for work at home jobs are those which cover a territory, for an insurance company or a consumer products firm, for example. Thus the employees for work at home jobs spend some time on the road and some time in one's home office. There are also customer service, recruiting, sales, scheduling, technical, writing, and telemarketing jobs available. In many cases, the jobs are part-time, commission-based, or pay a lump sum for a completed project.

In other cases, one can work as a home based agent where a person is an employee of the company who works from a home office, providing customer service to client companies. Virtual assistants provide administrative, secretarial, and clerical support, as well as creative and/or technical services for clients.

Full-time jobs that provide health insurance, a pension, vacation, and other benefits while one works full-time from home, especially if one doesn't have experience, are few and far between. Finding them online is a little like looking for a needle in a haystack.

Flexibility is one key to successfully working from home. If one is willing to consider freelance or contract employment or willing to combine a couple of part-time positions, one will have a greater chance of success in finding opportunities that are legitimate. It's also critically important to take the time to search for positions and to thoroughly research those that sound viable.

Task 8. Answer the questions on the text in writing. Be ready to discuss them.

- 1 What two problems dealing with work at home jobs are mentioned in the text?
- 2 What jobs are available for the employees for work at home jobs?
- 3 Why flexibility is important for those who work from home?

Task 9. Find the words in the text that mean the following.

- 1 a person who works for another in return for financial or other compensation _____
- 2 the thing that is measured as seconds, minutes, hours, days, years, etc. _____

- 3 a room or set of rooms in which business, professional duties, clerical work, etc., are carried out _____
- 4 a period of time devoted to pleasure, rest, or relaxation, especially one with pay granted to an employee _____
- 5 an opportunity to do something _____

Контрольне завдання 2

Для того, щоб виконати контрольне завдання 2, необхідно повторити наступні розділи курсу англійської мови:

1. Часи дієслова:

- а) активний стан – форми Indefinite (Present, Past, Future), форми Continuous (Present, Past, Future), форми Perfect (Present, Past, Future);
- б) пасивний стан – форми Indefinite (Present, Past, Future) форми Continuous (Present, Past), форми Perfect (Present, Past, Future). Особливості перекладу пасивних конструкцій на рідну мову.

2. Прикметник. Ступені порівняння прикметників. Конструкції типу *the more ... the less; as ... as; not so ... as.*

3. Прислівник. Ступені порівняння прислівників.

4. Модальні дієслова *can, must, may, should, need* та еквівалентні їм конструкції *to be able to, to have to.*

Зразок виконання 1.

Task 1. Determine the tense form of the predicate and rewrite the sentences in the passive. Translate the sentences with passive forms into your native language.

1 They often <u>reconstruct</u> their business premises. (Present Simple, Active Voice)	
Their business premises <u>are often reconstructed</u> .	Їх бізнес приміщення часто реконструюються.
2 We <u>are processing</u> your order at the moment. (Present Continuous, Active Voice)	
Your order <u>is being processed</u> at the moment.	Ваше замовлення зараз на обробці.
3 The personnel department <u>has collected</u> the survey responses to know the opinions of the employees about the new company's strategy. (Present Perfect, Active Voice)	
The survey responses <u>have been collected</u> by the personnel department	Відділом персоналу були зібрані відповіді опитування, щоб дізнатися

to know the opinions of the employees about the new company's strategy.	думку співробітників про нову стратегію компанії.
4 They <u>informed</u> me about the changes in advertising brochure. (Past Simple, Active Voice)	
I <u>was informed</u> about the changes in advertising brochure.	Мене повідомили про зміни в рекламній брошурі.
5 We <u>were testing</u> the equipment when the assembly line stopped. (Past Continuous, Active Voice)	
The equipment <u>was being tested</u> when the assembly line stopped.	Обладнання перевірялося, коли зупинилась складальна лінія.
6 She <u>had submitted</u> the report regarding investments by the arrival of their partners. (Past Perfect, Active Voice)	
The report regarding investments <u>had been submitted</u> by the arrival of their partners.	Звіт про інвестиції був представлений до прибуття їх партнерів.
7 The supervisor <u>will review</u> the report before sending it to the manager. (Future Simple, Active Voice)	
The report <u>will be reviewed</u> by the supervisor before being sent to the manager.	Звіт буде перевірений керівником перед тим, як буде відправлений менеджеру.
8 The company <u>will have employed</u> some developers by the end of the week. (Future Perfect, Active Voice)	
Some developers <u>will have been employed</u> by the end of the week.	Декілька розробників будуть прийняті на роботу до кінця тижня.

Зразок виконання 2.

Task 2. Translate the sentences into your native language. Put questions to the underlined parts of the statements.

1 The employees brought up this issue <u>during the meeting</u> .	Працівники підняли це питання на обговорення під час зборів.
When did the employees bring up this issue?	
2 The contract was signed about three years ago <u>in France</u> .	Контракт був підписаний близько трьох років тому у Франції.
Where was the contract signed?	

Зразок виконання 3.

Task 3. Fill in the gaps with the correct form of adjectives and underline them. Translate the sentences into your native language.

1 One of the _____ (<i>big</i>) benefits of e-commerce is that you don't need vast quantities of stock.
2 Auto manufacturing is one of the _____ (<i>global</i>) of the manufacturing sectors.
3 The new method of processing data is _____ (<i>efficient</i>) than the previous one.
4 The last candidate to the position had _____ (<i>good</i>) analytical abilities than others.
5 The task to reduce workforce is as _____ (<i>pressing</i>) as the task to reduce expenses.
6 The _____ (<i>complicated</i>) task it was, the _____ (<i>difficult</i>) it was to collect necessary information.

1 One of the <u>biggest</u> benefits of e-commerce is that you don't need vast quantities of stock.	Однією з найбільших переваг інтернет торгівлі є те, що Вам не потрібно зберігати велику кількість товарів на складі.
2 Auto manufacturing is one of the <u>most global</u> of the manufacturing sectors.	Виробництво автомобілів – один із найбільш глобальних секторів виробництва.
3 The new method of processing data is <u>more efficient</u> than the previous one.	Новий метод обробки даних ефективніший ніж попередній.
4 The last candidate to the position had <u>better</u> analytical abilities.	Останній кандидат на посаду мав кращі аналітичні здібності.
5 The task to reduce workforce is as <u>pressing</u> as the task to reduce expenses.	Завдання зменшити численність персоналу таке ж важливе, як завдання скоротити витрати.
6 The <u>more complicated</u> task it was, <u>the more difficult</u> it was to collect necessary information.	Чим складнішим було завдання, тим складніше було зібрати необхідну інформацію.

Зразок виконання 4.

Task 4. Choose the correct item (adjective/adverb). Translate the sentences into your native language.

1 The merger of companies went <u>smooth/smoothly</u> .	Злиття компаній відбулося спокійно.
2 It is a very <u>dangerous/dangerously</u> situation, we can loose our market	Це дуже небезпечна ситуація, ми можемо втратити частку на ринку.

share.	
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Зразок виконання 5.

Task 5. Using hints in brackets, complete the following sentences with modals (*can, must, may, should, need*) or modal constructions (*to be able to, to have to*). Translate the sentences into your native language.

1 Under the old marketing model, we sold what we produced, while under the new one, we _____ sell what the customers wants. (<i>obligation</i>)
2 He _____ be in the office, I saw him coming. (<i>positive assumption</i>)
2 The deadline was tight as we _____ submit the report by 31st December. (<i>past necessity coming from outside the speaker</i>)
3 A market is a group of people who are willing and _____ become and to remain your customers. (<i>ability</i>)
4 A company _____ have a policy of buying goods only from home suppliers. (<i>possibility</i>)
5 We _____ attend the conference because they'd already sent us the written material via email. (<i>lack of past necessity, it wasn't necessary for us to do it</i>)
6 You _____ here yesterday, they coped with the problem themselves. (<i>it wasn't necessary for you to do, but you did</i>)
7 Businesses and industries with minimal environmental impact on communities _____ be encouraged. (<i>advice</i>)
8 You _____ their offer so seriously, they often change their plans. (<i>criticism</i>)

1 Under the old marketing model, we sold what we produced, while under the new one, we <u>must</u> sell what the customers wants. (<i>obligation</i>)	При колишній моделі ринку ми продавали те, що виробляли, в той час як при новій ми повинні продавати те, що потребують споживачі.
2 He <u>must</u> be in the office, I saw him coming. (<i>positive assumption</i>)	Він має бути в офісі, я бачив як він входив.
2 The deadline was tight as we <u>had to</u> submit the report by 31st December. (<i>past necessity coming from outside the speaker</i>)	Термін виконання був дуже жорсткий, тому що ми повинні були представити звіт до 31 грудня.
3 A market is a group of people who <u>are</u> willing and <u>able to</u> become and to remain your customers. (<i>ability</i>)	Ринок являє собою групу людей, які готові і здатні стати і залишатися вашими клієнтами.
4 A company <u>may</u> have a policy of buying goods only from home suppliers. (<i>possibility</i>)	Можливо, що компанія має політику купівлі товарів тільки у внутрішніх постачальників.
5 We <u>didn't need to</u> attend the	Нам не потрібно було бути присутніми

conference because they'd already sent us the written material via email. (<i>lack of past necessity, it wasn't necessary for us to do it</i>)	на конференції, тому що вони вже вислали нам тоді всі письмові матеріали електронною поштою.
6 You <u>needn't have come</u> here yesterday, they coped with the problem themselves. (<i>it wasn't necessary for you to do, but you did</i>)	Вам не потрібно було приходити сюди вчора, вони самі вирішили проблему.
7 Businesses and industries with minimal environmental impact on communities <u>should</u> be encouraged. (<i>advice</i>)	Належить підтримувати компанії та галузі промисловості, які надають найменшої шкоди навколишньому середовищу.
8 You <u>shouldn't have taken</u> their offer so seriously, they often change their plans. (<i>criticism</i>)	Вам не слід було приймати їх пропозицію занадто серйозно, вони дуже часто міняють свої плани.

Зразок виконання 6.

Task 6. Fill in the gaps with the derivatives of the words in brackets. Underline the new forms of the words. Translate the sentences into your native language.

1 Industry analysis enables a company to develop a _____ strategy. (COMPETE)

1 Industry analysis enables a company to develop a competitive strategy.

Аналіз стану промисловості дає компанії можливість розробити конкурентно-спроможну стратегію.

Зразок виконання 7.

Task 7. Find the words in the text which mean the following.

1 the activity of buying and selling, especially on a large commerce scale

Варіант 1

Task 1. Determine the tense form of the predicate and rewrite the sentences in the passive. Translate the sentences with passive forms into your native language.

- Car designers **use** computer-assisted design and manufacturing to help develop and make new products.
- They **are** significantly **expanding** their market at the moment.
- A famous pharmaceutical company **had spent** a few years on testing new drugs

before launching them into production.

- 4 To be more profitable they **improved** their production facilities in Italy and Germany last year.
- 5 The researchers **will make** sales forecasts to estimate how many products will be sold.
- 6 They **have** completely **redesigned** all their processes of management, administration and customer service.

Task 2. Translate the sentences into your native language. Put questions to the underlined parts of the statements.

- 1 To industrialize, South Korea decided to develop textiles and heavy industries like steel and shipbuilding.
- 2 With the automation programme, the whole operation is controlled and supervised from a room full of computer terminals and TV screens by one person.
- 3 Manufacturing operations are moving to developing countries, where operating costs are lower and the industry is seeing growth.
- 4 West European companies were hit hard in 2009 by the decline in orders from the euro zone and by the economic downturn in the automotive sector.
- 5 Early examples of industrial manufacturing include weaponry and basic farming equipment.
- 6 The activity of manufacturers of equipment for the mining industry in the United States and Canada will be improved considerably, as mining companies have begun to invest again.

Task 3. Fill in the gaps with the correct form of adjectives and underline them. Translate the sentences into your native language.

- 1 The output of the industrial manufacturing industry includes all kinds of machinery, from farm and factory equipment, to _____ (*small*) machinery used in many households, as well as _____ (*small*) industrial products such as hardware, glass, and paper products.
- 2 Custom built equipment is _____ (*expensive*) than standard equipment but tends to be _____ (*profitable*).
- 3 Until the nineties, the company produced some of the _____ (*good*) personal computers that could be found on the market, including the Apple brand, Macintosh and Power Mac computers.
- 4 Prices for petrochemicals remained as _____ (*high*) as they had been before because of increased demand in the newly developing economies of Asia.
- 5 Segmentation is one of the _____ (*important*) concepts in industrial markets.
- 6 The _____ (*high*) the quality of the products was, the _____ (*substantial*) profits the company gained.

Task 4. Choose the correct item (adjective/adverb). Translate the sentences into your native language.

- 1 The more *efficient/efficiently* a company can produce a product, the more

- products it can produce at a lower cost which results in higher profit margins.
- 2 They received the components *late/lately*, so they were not able to meet the order in time.
 - 3 We can't understand the speaker. He doesn't speak very *clearly/clear*.
 - 4 They did *fair/fairly* well working with new equipment and technology.
 - 5 Something has gone *wrong/wrongly* with the new installation.
 - 6 I could *hard/hardly* hear when he was explaining how they controlled the quality of the products.

Task 5. Using hints in brackets, complete the following sentences with modals (*can, must, may, should, need*) or modal constructions (*to be able to, to have to*). Translate the sentences into your native language.

- 1 With interchangeable parts, factories _____ specialize in what they produced and only produce part of a machine, instead of the whole, and machines _____ be repaired by ordering and creating new parts, instead of whole machines. (*ability - past repeated action; ability - past repeated action*)
- 2 Manpower requirements in manufacturing and industrial enterprises chiefly depend on incoming orders and _____ be subjected to seasonal fluctuations. (*possibility*)
- 3 They _____ be developing a new concept how to increase productivity at the moment. (*positive logical assumption*)
- 4 You _____ have compared the last year profit with this year annual profit announced yesterday. (*criticism*)
- 5 We _____ move towards an energy and resource efficient economy. (*obligation*)
- 6 You _____ develop some indicators to help measure the environmental impact relating to the production activities of a single facility in your business as a starting point for sustainable manufacturing. (*advice*)
- 7 They _____ mention the fact that Japanese manufacturing industry was heavily dependent on imported raw materials and fuels. (*it wasn't necessary for them to do - absence of past necessity*)
- 8 With the growth of developing economies, more companies in other industries will _____ expand or upgrade their facilities and other capital investments, or even construct more facilities. (*future ability*)
- 9 If visitors are admitted to some protected production areas, they _____ be thoroughly monitored while in these areas. (*obligation, somebody else has decided*)

Task 6. Fill in the gaps with the derivatives of the words in brackets. Underline the new forms of the words. Translate the sentences into your native language.

- 1 You should compare the _____ and _____ among different facilities in your business, enabling you to improve your overall corporate _____. (ACT, PERFORM, PERFORM)
- 2 No area of business is changing anything as _____ as computer technology.

(RAPID)

- 3 The products of Apple are known for the _____ technology that is usually the first of its kind on the market and something that all people love to own and make their lives easier. (INNOVATE)
- 4 Germany's strong tradition of research and innovation is also a major _____ factor in the positive economic situation. (CONTRIBUTE)
- 5 Perhaps the most important _____ of the Industrial Revolution was _____ parts. (DEVELOP, INTERCHANGE)

Task 7. Read the text and give the written translation of the text into your native language.

TYPES OF INDUSTRY

The term industry refers to a field or an organization involved in the production of goods or extraction of natural resources. The economy of a country depends on the industries it has. The more industries a country has, the more economically rich and stable it is.

The type of an industry a country mostly depends on relies on the presence of the available resources in the country. However only the presence of resources is not enough for the industry to work, it is important that the amount used for the production of goods is exceeded by the amount taken for its consumption. Hard work and labour are another factor for the industry to work. The presence of many successful industries in a country makes it economically stable not only because it increases the chance of trade, but also enhances the employment structure.

There are two bases for industries classification. Firstly, on the basis of three economic sectors they can be divided into primary industries, secondary industries and tertiary industries. Secondly, industries can be named according to the products produced in them, for example: fish industry, petroleum industry, electronic industry, mechanical industry, software industry, agricultural industry and many more.

The primary industry or the primary sector of industry is involved in extraction of raw material from the earth. The raw material is the basis for the production of other goods; hence other industries depend on this industry. However, few countries today entirely depend on the primary industry for its economy. Until the mid 18th century, before the industrial revolution, the world depended on the primary sector. But today less than 1/3rd of the population is working in it and a nation's economy does not completely depend on it. However in its absence the other industries on which a country depends will fall down. The primary industry includes agricultural industry, mining industry, fishing industry, forestry industry.

The secondary industry is responsible for converting the raw material obtained by the primary industry into finished goods. The secondary industry grew rapidly after the industrial revolution, new tools and methods were invented and work increased. It was the secondary industry which had more chances of employment and slowly it took place of the primary industry. By the 20th century it was the secondary industry which played a major role in the world economy. The majority of countries

depended on their secondary industry. The secondary industry includes food industry, textile industry, automobile industry, building industry and others.

The tertiary industry is involved in public service. It was the least popular industry until the 18th century, but with the advent of industrial revolution the tertiary sector revolutionized and today it is the tertiary industry which is the most important industry of any country. It plays the major role in the employment structure and the economy of any country mostly depends on the tertiary industry. The tertiary sector includes such industries as banking, health services, education, insurance, delivery and civil defence forces.

Task 8. Answer the questions on the text in writing. Be ready to discuss them.

- 1 In what way do the successful industries influence the economy of a country?
- 2 How can the industries be classified?
- 3 What industries does the world economy mostly depend on nowadays?

Task 9. Find the words in the text which mean the following.

- 1 the transformation from an agricultural to an industrial nation _____
- 2 the action of using up a resource _____
- 3 the extraction of valuable minerals or other geological materials from the earth _____
- 4 the industry involved in the extraction and collection of natural resources as well as by activities such as farming and fishing _____
- 5 the part of a country's economy concerned with the provision of services _____
- 6 the industry which generally takes the output of the primary sector and manufactures finished goods _____

Вариант 2

Task 1. Determine the tense form of the predicate and rewrite the sentences in the passive. Translate the sentences with passive forms into your native language.

- 1 A famous car company **had done** years of technical research and market research as well as analysis of responses to questionnaires and surveys before it launched a new car.
- 2 The company **uses** a system called benchmarking to compare its performance to other power stations.
- 3 At the moment many supermarkets **are running** competitions and offers to encourage people to buy from them.
- 4 They **have** already **found** all financial information about other companies in the

field that are of similar size.

- 5 Last year the company **explored** the ways of improving existing products and services to increase profitability.
- 6 Market research **will provide** relevant data to help solve marketing challenges that a business can face.

Task 2. Translate the sentences into your native language. Put questions to the underlined parts of the statements.

- 1 Marketing involves choosing target customers and designing a persuasive marketing mix to get them to buy.
- 2 His daily tasks and duties of a marketing manager will depend on the company size, structure and industry sector.
- 3 Different marketing strategies were employed to achieve revenue targets.
- 4 Social media has forced brands to be transparent because consumers now want to know more about the companies they patronize.
- 5 Most our marketing managers worked 37 hours a week, between 9am and 6pm.
- 6 A brand tracking and management system to boost quality control has been recently developed by one of the leading pharmaceutical companies.

Task 3. Fill in the gaps with the correct form of adjectives and underline them. Translate the sentences into your native language.

- 1 The _____ (*detailed*) the objective is, the _____ (*clear*) and _____ (focused) the global marketing strategy becomes.
- 2 No other product on the market is as _____ (*cheap*) as ours.
- 3 Life for marketers used to be _____ (*simple*) as we had just a few TV channels, some radio stations, a handful of top magazines and a newspaper or two in each market.
- 4 Determining how much of your resources to be marketing within your company can be one of the _____ (*big*) obstacles that businesses face.
- 5 Being the leader of a marketing team, he is _____ (*flexible*) and (*decisive*) than other staff members.
- 6 The _____ (*good*) way to distinguish between advertising and marketing is to think of marketing as a pie, inside that pie you have slices of advertising, market research, media planning, public relations, product pricing, distribution, customer support, sales strategy, and community involvement.

Task 4. Choose the correct item (adjective/adverb). Translate the sentences into your native language.

- 1 A marketing manager should have knowledge of a *wide/widely* range of marketing techniques and concepts.
- 2 We understood the question, but we couldn't answer very *quick/quickly*.
- 3 She is definitely not the best candidate for the managerial position, she is a *slow/slowly* thinker.
- 4 We have changed some components and now this mechanism works *perfect/perfectly*.

- 5 We have read your report on the company marketing policy. You did a *good/well* job.
- 6 Our marketing manager have been working in our French branch for several years, he speaks French *fluent/fluently*.

Task 5. Using hints in brackets, complete the following sentences with modals (*can, must, may, should, need*) or modal constructions (*to be able to, to have to*). Translate the sentences into your native language.

- 1 A brand _____ have a clear brand identity so that people think of it in a particular way in relation to other brands. (*advice*)
- 2 You _____ have thought about how you were going to promote, advertise and sell this product at this price at this location. (*criticism*)
- 3 We _____ return to the discussion, as the committee had taken the final decision. (*it wasn't necessary for us, absence of necessity*)
- 4 Some marketing positions _____ require a lot of travel, particularly when working for an international company. (*possibility*)
- 5 He worked very hard and _____ progress to the senior post of a marketing director. (*managed*)
- 6 The information obtained _____ be examined in a scientific way using proper statistical methods. (*obligation*)
- 7 In a physical market, buyers and sellers _____ physically meet and interact with each other whereas in a virtual market buyers and sellers meet through internet. (*ability*)
- 8 They _____ be in the conference hall, the meeting has already finished. (*negative logical assumption*)
- 9 Marketing executives are busy people as they _____ actively monitor the marketplace, identify business opportunities, collaborate with product people and run promotional campaigns. (*obligation because of some demand*)

Task 6. Fill in the gaps with the derivatives of the words in brackets. Underline the new forms of the words. Translate the sentences into your native language.

- 1 _____ includes various techniques employed to make a brand popular amongst the masses. (PROMOTE)
- 2 The market segmentation helps to design _____ strategies and techniques to promote a product amongst its target market. (SPECIFY)
- 3 _____ is also a key factor for the leader of a marketing team. (DECIDE)
- 4 Business _____ often rely solely on their intuition to make business decisions. (OWN)
- 5 Once a company decides on its target audience, it implements _____ promotional strategies to make a brand popular amongst them. (VARY)

Task 7. Read the text and give the written translation of the text into your native language.

MARKETING

Marketing is the activities of a company associated with buying and selling a product or service. It includes advertising, selling and delivering products to people. People who work in marketing departments of companies try to get the attention of target audiences by using slogans, packaging design, celebrity endorsements and general media exposure. The four 'Ps' of marketing are product, place, price and promotion.

Many people believe that marketing is just about advertising or sales. However, marketing is everything a company does to acquire customers and maintain a relationship with them. Even the small tasks like writing thank-you letters, playing golf with a prospective client, returning calls promptly and meeting with a past client for coffee can be thought of as marketing. The ultimate goal of marketing is to match a company's products and services to the people who need and want them, thereby ensure profitability.

Market segmentation is a marketing strategy that involves dividing a broad target market into subsets of consumers who have common needs (and/or common desires) as well as common applications for the relevant goods and services. Depending on the specific characteristics of the product, these subsets may be divided by criteria such as age and gender, or other distinctions, such as location or income. Marketing campaigns can then be designed and implemented to target these specific customer segments, addressing needs or desires that are believed to be common in this segment, using media that is used by the market segment.

While there may be theoretically 'ideal' market segments, in reality every organization engaged in a market will develop different ways of imagining market segments, and create product differentiation strategies to exploit these segments. Successful market segmentation and corresponding product differentiation strategy can give a firm a commercial advantage, due to the more effective match between target customer and product.

Task 8. Answer the questions on the text in writing. Be ready to discuss them.

- 1 What business activities does marketing comprise?
- 2 What means can be used by marketing departments to get the attention of target consumers?
- 3 Why is market segmentation conducted?

Task 9. Find the words in the text which mean the following.

- 1 the publicizing of a product, organization, or venture so as to increase sales or public awareness _____
- 2 the action of calling something to the attention of the public especially by paid announcements _____
- 3 a person expected to be a client _____

- 4 the revenue a company derives from its operations _____
- 5 a type of branding, or advertising, in which a celebrity becomes a brand ambassador and his or her status in society is used to promote a product or service _____
- 6 an organized course of action to promote a product or service _____

Вариант 3

Task 1. Determine the tense form of the predicate and rewrite the sentences in the passive. Translate the sentences with passive forms into your native language.

- 1 As many people turn to their local business directory, our company **is using** a number of online directories at the moment.
- 2 Volney B. Palmer **opened** the first American advertising agency in Philadelphia in 1850.
- 3 Every business **spends** a lot of money on advertising their products.
- 4 Many businesses **have failed** because they were unwilling to budget properly for marketing activity.
- 5 Customers **will pay** higher price for Coca-Cola products, because the company has built powerful brand equity.
- 6 The company **was developing** a new advertising strategy when a new leader appeared on the market.

Task 2. Translate the sentences into your native language. Put questions to the underlined parts of the statements.

- 1 They worked with a leading car manufacturer to strengthen brand and market position through streamlined marketing communications.
- 2 Celebrities are often invited by advertisers to advertise their products.
- 3 The relationships between brands and their customers have now become more open-ended as online discussions extend the brand experience after purchase.
- 4 New billboards have been located along highways to target passing motorists.
- 5 Today every company advertises its product to inform the customers about the product, increase the sales, acquire market value, and gain reputation and name in the industry.
- 6 Bus, taxi and train companies all carry advertising posters inside vehicles and stations, and thousands of people see them.

Task 3. Fill in the gaps with the correct form of adjectives and underline them. Translate the sentences into your native language.

- 1 Advertising is the _____ (*large*) expense of most marketing plans.
- 2 The price is just as _____ (*important*) to our customers as the design.
- 3 Some advertisers are under the illusion that the _____ (*long*) the advertising

- message, the _____ (*good*) it is delivered.
- 4 Some marketing tactics require a _____ (*long*) term than others for effective return.
 - 5 The _____ (*good*) type of advertising depends on the business or organization and its particular needs.
 - 6 Branding is one of the _____ (*important*) aspects of any business.

Task 4. Choose the correct item (adjective/adverb). Translate the sentences into your native language.

- 1 He works most *rapid/rapidly* of all the operators.
- 2 They were disappointed that their promotion results were so *bad/badly*.
- 3 Why do you always look so *serious/seriously*?
- 4 The advertising campaign was very *bad/badly* organized.
- 5 Her English is very *fluent/fluently*, although she makes a lot of mistakes.
- 6 We would like to buy new equipment but it's *financial/financially* impossible for us at the moment.

Task 5. Using hints in brackets, complete the following sentences with modals (*can, must, may, should, need*) or modal constructions (*to be able to, to have to*). Translate the sentences into your native language.

- 1 With the right data and analytics, marketers _____ deliver between 8% - 15% increased revenue, profit and market share to the client without any increase in marketing investment. (*ability*)
- 2 Advertising agencies _____ be hired to produce television commercials and radio commercials as part of an advertising campaign. (*possibility*)
- 3 You _____ have spent so much money on advertising campaign, your product had been sold quite well. (*it wasn't necessary for you to do it, but you did*)
- 4 We _____ attract more customers by launching a successful advertising campaign. (*managed*)
- 5 Before finalizing the advertising budget of an organization or a company, one _____ take a look on the favorable and unfavorable market conditions which will have an impact on the advertising budget. (*necessity coming outside the speaker*)
- 6 Producers _____ carry out commercial communications with consideration for the legitimate economic interests of consumers. (*obligation*)
- 7 Businesses on average _____ spend 10 percent of their gross sales for the year on marketing each new product or service. (*advice*)
- 8 They _____ have invited a famous personality to endorse their new product. (*criticism*)
- 9 She is busy, she _____ be processing the survey results. (*positive assumptions*)

Task 6. Fill in the gaps with the derivatives of the words in brackets. Underline the new forms of the words. Translate the sentences into your native language.

- 1 Nike associates its products with star athletes hoping customers will transfer their emotional _____ from the athlete to the product. (ATTACH)
- 2 You should write a _____, _____ and concise statement that captures the essence of your brand.(MEMORY, MEANING)
- 3 Open your mind to new _____ for your advertisements even if they differ dramatically from the approach your competitors and others in your business use. (POSSIBLE)
- 4 I hope the advertising ideas I've just shared with you have been _____ and _____. (HELP, INSPIRE)
- 5 Business cards are very _____ for reinforcing word-of-mouth _____. (USE, RECOMMEND)

Task 7. Read the text and give the written translation of the text into your native language.

ADVERTISING

Advertising is the promotion of a company's products and services through different mediums to increase the sales of the product and services. It works by making the customer aware of the product and by focusing on customer's need to buy the product. Globally, advertising has become an essential part of the corporate world. Therefore, companies allot a huge part of their revenues to the advertising budget. Advertising also serves to build a brand of the product which goes a long way to make effective sales.

There are several branches or types of advertising which can be used by the companies. The print media has been used for advertising since long. The newspapers and magazines are quite popular modes of advertising for different companies all over the world. Using the print media, the companies can also promote their products through brochures and fliers. The newspaper and magazines sell the advertising space and the cost depends on several factors. The quantity of space, the page of the publication, and the type of paper decide the cost of the advertisement.

Broadcast advertising is very popular all around the world. It consists of television, radio, or Internet advertising. The ads on the television have a large audience and are very popular. The cost of the advertisement depends on the length of the ad and the time at which the ad would be appearing.

Outdoor advertising makes use of different tools to gain customer's attention. The billboards, kiosks, and events and tradeshow are an effective way to convey the message of the company. Organizing events such as trade fairs and exhibitions for promotion of the product or service also in a way advertises the product.

Covert advertising is a unique way of advertising in which the product or the message is subtly included in a movie or TV serial. There is no actual ad, just the mention of the product in the movie. For example, Tom Cruise used the Nokia phone in the movie Minority Report.

Public service advertising is advertising for the public causes. There are a host of important matters such as AIDS, political integrity, energy conservation, illiteracy, poverty and so on all of which need more awareness as far as general public is concerned.

Advertising is a medium that constantly evolves. It changes with the times. It adapts to new technologies. But it is not simply advertising that evolves. Consumers and consumer behavior are changing too. As we look at the future of advertising, it is important to look at how the two interact and change together over time. Without a doubt, the Internet has revolutionized the industry. It has taken the world - and the advertising world by storm. And it has only just begun to make an impact. The Internet has become a global medium with massive potential.

Task 8. Answer the questions on the text in writing. Be ready to discuss them.

- 1 Why do companies spend a significant part of their revenues on advertising?
- 2 What are the traditional and the most popular advertising modes?
- 3 What does covert advertising mean?

Task 9. Find the words in the text which mean the following.

- 1 to encourage the sale of a product by advertising or securing financial support _____
- 2 a notice or announcement in a public medium promoting a product, service, or event _____
- 3 a person who acquires goods and services for his or her own personal needs _____
- 4 an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products, service, study activities of rivals and examine recent market trends and opportunities _____
- 5 a large outdoor board for displaying advertisements _____
- 6 radio, television, and Internet advertising _____

Вариант 4

Task 1. Determine the tense form of the predicate and rewrite the sentences in the passive. Translate the sentences with passive forms into your native language.

- 1 Customer care **creates** the foundation for positive customer service.
- 2 Now many companies **are using** technology to handle customer service in an efficient and cost-effective way.
- 3 She **has persuaded** others to use that company's products or services.
- 4 New technologies the company implemented **anticipated** customer needs.

- 5 By the time we decided to change the design, we **had received** some emails demanding a refund.
- 6 Some products **will use** a consumer's loyalty to a particular brand to introduce or sell similar products.

Task 2. Translate the sentences into your native language. Put questions to the underlined parts of the statements.

- 1 TNT was founded in Australia in 1946 by Ken Thomas with a single truck.
- 2 For more than 70 years Samsung has been at the forefront of innovation.
- 3 To improve the quality of service the questionnaire for the unsatisfied customers has already been designed.
- 4 By attracting the world's most talented managers and evolving the company's culture, Samsung fosters innovative ideas, creates new products and improves the everyday life of its customers.
- 5 Customer service is critical to small businesses.
- 6 The long process of building brand loyalty required accumulated positive experiences over an extended period of time.

Task 3. Fill in the gaps with the correct form of adjectives and underline them. Translate the sentences into your native language.

- 1 The _____ (*good*) way to get loyal customers is to use rewards program.
- 2 Customers are becoming _____ (*sophisticated*) in their requirements and are increasingly demanding _____ (*high*) standards of service.
- 3 The customer is the _____ (*important*) part of a business, since without them, there would be no one to purchase the products.
- 4 Our customer service is as _____ (*good*) as the service our competitors provide.
- 5 The _____ (*high*) the quality of customer service was, the _____ (*many*) regular clients we had.
- 6 It was the _____ (*bad*) company strategy I had ever heard.

Task 4. Choose the correct item (adjective/adverb). Translate the sentences into your native language.

- 1 Broadcast advertising is considered to be a very *effective/effectively* medium of advertising.
- 2 TNT monitors and reviews *regular/regularly* all activities relating to the customer experience, both *internal/internally* and *external/externally*.
- 3 The cost of advertising on a channel depends on the time of the commercial and the *specific/specifically* time at which it is aired.
- 4 Management is a universal phenomenon, a very popular and *wide/widely* used term.
- 5 You need to make your customer service a prominent feature, so people can *automatic/automatically* associate it with your business.
- 6 The company recently surveyed more than 1,000 customers to determine what

made them behave *loyal/loyally* and what made them leave long-term relationships.

Task 5. Using hints in brackets, complete the following sentences with modals (*can, must, may, should, need*) or modal constructions (*to be able to, to have to*). Translate the sentences into your native language.

- 1 They _____ offer even more than just free gifts or discounts to appease the customer. (*possibility*)
- 2 To improve customer service, you _____ have asked an experienced member of staff to help trainees learn skills and processes through providing instructions or demonstrations. (*criticism*)
- 3 They _____ offer quality products with a firm guarantee and _____ achieve customer loyalty. (*were obliged to do; managed*)
- 4 She is busy at the moment. She _____ be dealing with a customer's complaint. (*positive logical assumption*)
- 5 If a client has a problem, the company _____ do whatever it takes to make things right. (*advice*)
- 6 The sales assistant _____ admit his mistake and apologize for the client's inconvenience. (*obligation*)
- 7 There are a few major areas in which technology _____ help provide key advantages to businesses in engendering customer loyalty by improving customer service. (*ability*)
- 8 We _____ look through brochures, as we knew everything about our new products. (*it wasn't necessary for us to do it, lack of past necessity*)
- 9 Brand loyalty and brand equity _____ always be bought. (*lack of ability*)

Task 6. Fill in the gaps with the derivatives of the words in brackets. Underline the new forms of the words. Translate the sentences into your native language.

- 1 The increasing _____ of customers meant the business had to make major changes to ensure it could meet their needs. (EXPECT)
- 2 Providing high quality customer service brings many significant benefits to your company and the _____, such as return and new business, profits, industry _____, and more. (EMPLOY, RECOGNISE)
- 3 The regular customer will be able to identify the _____ and _____ of your business properly. (STRONG, WEAK)
- 4 Consumers want to have a _____ shopping experience and the most important aspect of a consumer's shopping experience is the perception of service. (MEMORY)
- 5 Customer _____ Management refers to the methodologies and tools that help businesses manage customer _____ in an organized way. (RELATE)

Task 7. Read the text and give the written translation of the text into your native language.

CUSTOMER SERVICE

Customer service is the provision of service to customers before, during and after a purchase. Customer service is a series of activities designed to enhance the level of customer satisfaction.

The importance of customer service may vary by product or service, industry and customer. Customer service plays an important role in an organization's ability to generate income and revenue. From that perspective, customer service should be included as part of an overall approach to systematic improvement. A customer service experience can change the entire perception a customer has of the organization.

Some have argued that the quality and level of customer service has decreased in recent years, and that this can be attributed to a lack of support or understanding at the executive and middle management levels of a corporation and a customer service policy. Many organizations have employed a variety of methods to improve their customer satisfaction levels and have implemented feedback loops that allow them to capture feedback at the point of experience. Technology has made it increasingly easier. Community blogs and forums give customers the ability to give detailed explanations of both negative and positive experiences with a company.

Good customer service is the lifeblood of any business. You can offer promotions and slash prices to bring in as many new customers as you want, but unless you can get some of those customers to come back, your business will not be profitable for long. Good customer service is all about bringing customers back.

There are several benefits that accrue to an organization when employees are trained in customer service skills. Employees who are properly trained and who demonstrate professional customer service skills can improve customer satisfaction and customer loyalty. This, in turn, helps the business retain customers and improve profits as it costs less to retain a customer than to acquire a new one. In addition, customers who are pleased are more open to additional sales messages and are more likely to refer others as potential customers. Employing good listening skills and questioning techniques can shorten the interaction time with customers. This allows an organization to serve more customers in less time, possibly with fewer staff. Investing in employees through training makes employees feel valued and improves motivation. In addition, when employees treat customers well by using proper customer service skills, they are more likely to be treated well in return. Both these factors can help to increase employee loyalty and reduce turnover, thereby lowering costs.

Task 8. Answer the questions on the text in writing. Be ready to discuss them.

- 1 What is customer service aimed at?
- 2 What do companies undertake to improve their customer satisfaction?
- 3 Why do many companies invest hugely in their staff training?

Task 9. Find the words in the text which mean the following.

- 1 the action of buying something _____
- 2 people who are hired to work for a business, firm, etc. _____

- | | | |
|---|--|-------|
| | in return for payment | _____ |
| 3 | intensify or increase in quality, value, power | _____ |
| 4 | information in response to an inquiry, experiment | _____ |
| 5 | money received, especially on a regular basis, for work or through investments | _____ |
| 6 | the ability to see, hear, or become aware of something through the senses | _____ |

Вариант 5

Task 1. Determine the tense form of the predicate and rewrite the sentences in the passive. Translate the sentences with passive forms into your native language.

- 1 With the Internet banking service customers **view** the transactions in different orders and **make** payments.
- 2 The creation of sites such as Facebook, Twitter, Instagram and YouTube **has sparked** market interest.
- 3 Online advertising began in 1994 when Hot Wired **sold** the first banner ads to several advertisers.
- 4 Increasing numbers of small businesses **are using** eBay to sell their products.
- 5 Our interactive advertising agency **will develop** sites for leading retail companies.
- 6 When we were informed about the price increase, we **had** already **placed** an order.

Task 2. Translate the sentences into your native language. Put questions to the underlined parts of the statements.

- 1 Digital technology has loosened control over brand messages by creating new media channels and social networks.
- 2 In the United States, some electronic commerce activities like commercial e-mails, online advertising and consumer privacy are regulated by the Federal Trade Commission (FTC).
- 3 In 2010 the United Kingdom had the biggest e-commerce market in the world when measured by the amount spent per capita.
- 4 Research by four economists at the University of Chicago has found that the industry structure in two areas bookshops and travel agencies has been affected by the growth of online shopping.
- 5 When the package was opened, they discovered that ten units had been damaged.
- 6 In most cases, an e-commerce transaction involves transacting money.

Task 3. Fill in the gaps with the correct form of adjectives and underline them. Translate the sentences into your native language.

- 1 The _____ (*effective*) medium to reach the target audience is the Internet.

- 2 If you have a consistent record of positive feedback, prospective buyers will both bid more often and be willing to pay _____ (*high*) prices.
- 3 Many people are too afraid to buy something on the web because they doubt if the store is reliable, curious if the product is as _____ (*good*) as it looks like on the site, afraid that you would steal their money.
- 4 Online business gives you access to the _____ (*large*) market available, with over 1.5 billion people currently connected and that number growing on a daily basis.
- 5 The _____ (*wide*) target audience you have, the _____ (*soon*) your business will grow.
- 6 Visitors are good, repeat visitors are _____ (*good*), but repeat visitors who actually buy from the store are the ones you really want.

Task 4. Choose the correct item (adjective/adverb). Translate the sentences into your native language.

- 1 The manager looked at me *angry/angrily* when I interrupted him and tried to explain what mistake had been made.
- 2 Her presentation skill is *incredible/incredibly*. She has attracted a lot of customers.
- 3 This product is of outstanding quality, it is selling *good/well*.
- 4 The prototype was *bad/badly* designed and they had to go back to the drawing board.
- 5 The *normal/normally* procedure is to approach the design department.
- 6 The *exceptional/exceptionally* high price reflects the quality of the product.

Task 5. Using hints in brackets, complete the following sentences with modals (*can, must, may, should, need*) or modal constructions (*to be able to, to have to*). Translate the sentences into your native language.

- 1 E-commerce _____ only be transacted with the help of an Internet access device such as a computer or a smartphone. (*ability*)
- 2 When the customer has browsed through your e-commerce website and decided that they would like to buy, there _____ be a process that accepts their order. (*necessity coming from outside the speaker*)
- 3 You _____ have implemented functioning electronic money systems. (*criticism*)
- 4 We _____ have paid for a year in advance, but we decided it would help us distribute our finances better. (*it wasn't necessary for us to do it, but we did*)
- 5 E-commerce businesses _____ ensure that the right product is delivered to the customer, in good condition, and within the period that the customer expected. (*obligation*)
- 6 In addition to providing relevant product specifications, your product description _____ include one or more compelling reasons to make the purchase. (*advice*)
- 7 There are some e-commerce websites, especially in the business-to-business space that _____ provide credit for purchases. (*possibility*)

- 8 We _____ install the new software quite easily. (*managed*)
9 They _____ have finished the initial market research phase, I talked to them yesterday. (*negative assumption*)

Task 6. Fill in the gaps with the derivatives of the words in brackets. Underline the new forms of the words. Translate the sentences into your native language.

- 1 Advertising online is an _____ popular method for promoting a business. (INCREASE)
2 With the _____ of the Internet, the ability to send information is now _____ fast. (DEVELOP, INCREDIBLE)
3 Electronic commerce consists of the buying or selling of _____ via electronic means such as the Internet or other electronic services and has been growing rapidly because of the _____ of the Internet. (PRODUCE, EXPAND)
4 You should also provide a _____ confirmation of order following the purchase, like an email and you should allow a period for the customer to change his or her mind and cancel or return the order. (WRITE)
5 Working online gives you a _____ advantage, lower costs mean higher profit margins while keeping prices competitive. (COMPETE)

Task 7. Read the text and give the written translation of the text into your native language.

ELECTRONIC COMMERCE

We are living in the Information Age. The Internet has changed our lives and these changes are irreversible. Slowly every home is being taken over by the Internet. People have switched over to paying all their bills online, banking online and even shopping online. The Internet is being used by people for various purposes. The more people get on to the Internet and search for information, the more opportunities appear to develop e-commerce.

Electronic commerce, commonly known as e-commerce, is the buying and selling of products and services by businesses and consumers through an electronic medium, without using any paper documents. E-commerce is widely considered to be the buying and selling of products over the internet, but any transaction that is completed solely through electronic measures can be considered e-commerce. E-commerce is subdivided into three categories: business to business or B2B, business to consumer or B2C, and consumer to consumer or C2C. Electronic commerce draws on such technologies as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web at least at one point in the transaction's life-cycle, although it may encompass a wider range of technologies such as e-mail, mobile devices social media, and telephones as well. As a place for direct retail shopping, with its 24-hour

availability, the Web is rapidly becoming a multibillion dollar source of revenue for the world's businesses.

E-commerce is also conducted through the more limited electronic forms of communication called e-mail, facsimile or fax, and the emerging use of telephone calls over the Internet. An increasing number of business Web sites offer e-mail newsletters for subscribers. A new trend is opt-in e-mails in which Web users voluntarily sign up to receive e-mail, usually sponsored or containing ads, about product categories or other subjects they are interested in. Security includes authenticating business transactors, controlling access to resources such as Web pages for registered or selected users, encrypting communications, and, in general, ensuring the privacy and effectiveness of transactions.

E-commerce brings the product or the service closer to the customer. It enables the customer to view, read, download and experience the product. The other significant difference from conventional marketing is that the online marketing enables the marketing company to customise its sales pitch or product offering to the customer.

Task 8. Answer the questions on the text in writing. Be ready to discuss them.

- 1 What irreversible changes has the Internet brought to our lives?
- 2 What categories can e-commerce be subdivided into?
- 3 What are the advantages of e-commerce?

Task 9. Find the words in the text which mean the following.

- 1 not able to be revoked or repealed; irrevocable _____
- 2 commercial transactions conducted electronically on the Internet _____
- 3 the sale of goods to the public in relatively small quantities for use or consumption rather than for resale _____
- 4 a person who buys goods or services from a shop or business _____
- 5 people who conduct or carry on business or negotiations _____
- 6 promotional e-mails that have been requested by the individuals receiving them _____

APPENDIX 1

GENERAL CLASSIFICATION OF THE PARTS OF SPEECH IN ENGLISH

1	the noun	– іменник	– существительное
2	the adjective	– прикметник	– прилагательное
3	the pronoun	– займенник	– местоимение
4	the numeral	– числівник	– числительное
5	the verb	– дієслово	– глагол
6	the adverb	– прислівник	– наречие
7	the modal verbs	– модальні дієслова	– модальные глаголы
8	the interjection	– вигук	– междометие
9	the conjunction	– сполучник	– союз
10	the particle	– частка	– частица
11	the article	– артикль	– артикль
12	the preposition	– прийменник	– предлог
13	the participle	– дієприкметник	– причастие
14	the possessive pronoun	– присвійний займенник	– притяжательное местоимение
15	<i>ing</i> -form	– дієприслівник	– деепричастие
16	the gerund	– герундій	– герундий

The principal parts of the sentence:

The subject	- підмет	- подлежащее
The predicate	- присудок	- сказуемое

The secondary parts of the sentence:

The object	- додаток	- дополнение
The attribute	- визначення	- определение
The adverbial	- обставина	-
l modifier		обстоятельство

APPENDIX 2

Irregular Verbs

There are about 180 irregular verbs. Some are very unusual. Here are the most useful.

First form	Second form	Third form	First form	Second form	Third form
<i>All forms the same</i>			<i>Second and third forms the same</i>		
cost	cost	cost	bend	bent	bent
cut	cut	cut	build	built	built
hit	hit	hit	feel	felt	felt
hurt	hurt	hurt	keep	kept	kept
let	let	let	leave	left	left
put	put	put	light	lit	lit (lighted)
set	set	set	lend	lent	lent
shut	shut	shut	mean	meant	meant
split	split	split	meet	met	met
<i>Similar sound group</i>			send	sent	sent
beat	beat	beaten	shoot	shot	shot
bit	bit	bitten	sleep	slept	slept
eat	ate	eaten	spend	spent	spent
fall	fell	fallen	spoil	spoilt	spoilt
forget	forgot	forgotten	get	got	got
forgive	forgave	forgiven	lose	lost	lost
give	gave	given	sat	sat	sat
hide	hid	hidden			
shake	shook	shaken	bring	brought	brought
take	took	taken	buy	bought	bought
tear	tore	torn	fight	fought	fought
wear	wore	worn	think	thought	thought
			catch	caught	caught
blow	blew	blown	teach	taught	taught
flow	flew	flown			
know	knew	known	feed	fed	fed
throw	threw	thrown	find	found	found
grow	grew	grown	have	had	had
draw	drew	drawn	hear	heard	heard
			hold	held	held
begin	began	begun	make	made	made
drink	drank	drunk	pay	paid	paid
ring	rang	rung	read	read	read

sing	sang	sung	say	said	said
shrink	shrank	shrunk	sell	sold	sold
			stand	stood	stood
freeze	froze	frozen	understand	understood	understood
speak	spoke	spoken	tell	told	told
steal	stole	stolen	stick	stuck	stuck
break	broke	broken	win	won	won
wake	woke	woken	shine	shone	shone
choose	chose	chosen	<i>All forms different</i>		
drive	drove	driven	be	was/were	been
write	wrote	written	become	became	become
ride	rode	ridden	come	came	come
			do	did	done
			go	went	gone
			run	ran	run
			see	saw	seen
			show	shown	shown
			spill	spilled	spilt

Confusing Verbs

lay	laid	laid	laying	- to put sth in a particular position
lie	lay	lain	laying	- to be or put yourself in a flat position
lie	lied	lied	lying	- to say sth that you know is not true

APPENDIX 3

Word formation using, prefixes and suffixes

The tables below show you how new meanings and new parts of speech can be created using prefixes and suffixes.

Noun formation

Noun Beginnings (Prefixes)	Meaning	Examples
<i>anti -</i>	used to prevent something	antifreeze, antiseptic
<i>bio-</i>	relating to life and living things	biology, biochemistry
<i>co-</i>	with or together	co-worker, co-author
<i>eco-</i>	relating to the environment	ecology, ecosystem
<i>ex-</i>	former, in the past	ex-husband, ex-girlfriend
<i>inter-</i>	between or among	intersection, interference
<i>mid-</i>	middle	midday, midnight, midweek
<i>mis-</i>	bad or wrong	misspelling, mismanagement
<i>non-</i>	not	non-smoker, nonsense
<i>over-</i>	too much	overgrowth, overpopulation
<i>psycho-</i>	relating to the mind	psychology, psychotherapy
<i>self-</i>	of or by yourself	self-confidence, self-control
<i>semi-</i>	half	semi-circle, semi-detached
<i>sub-</i>	1. under	submarine, subconscious, subway
	2. less important or smaller	subcommittee, subsection
Noun Endings (Suffixes)	Meaning	Examples
<i>-ability, -ibility</i>	when sth is possible (makes nouns from adjectives)	reliability, flexibility, responsibility
<i>-al</i>	used to say that sb/sth does sth or sth happens (makes nouns from verbs)	arrival, refusal, denial nouns
<i>-an -ian</i>	a particular person, place or subject (makes nouns from names)	American, Christian, historian
<i>-ation</i>	when sb does sth or sth happens (makes nouns from verbs)	creation, confirmation, hesitation, exploration

-ator	sb or sth that does or makes something (makes nouns from verbs)	creator, generator, administrator, investigator
-cy	used in the names of qualities	fluency, accuracy, decency
-er, -or, -ar, -r	1. a person who does an activity 2. a person who lives in a place	footballer, actor, liar Londoner. New Zealander
	3. a thing that does sth	heater, cooler, computer
-ful	the amount that a container holds	spoonful, cupful, handful
ist	1. sb who supports a particular set of ideas or beliefs	idealist, communist, leftist, environmentalist
	2. sb who plays a particular musical instrument	violinist, pianist, cellist, guitarist
	3. sb who does a particular activity or type of work	novelist, journalist, geologist, motorist, cyclist
-ity -ty	used in the names of qualities or types of behaviour (makes nouns from adjectives)	stupidity, brutality, cruelty, beauty, anxiety
-let	a small kind of a particular thing	piglet, booklet
-ment	1. an activity or way of doing sth	development, entertainment
	2. a particular quality (makes nouns from verbs)	embarrassment, amusement, contentment
-ness	used in the names of qualities (makes nouns from adjectives)	happiness, goodness, loudness, quietness
-ology	the science or study of sth	psychology, sociology, biology
-ship	1. a situation between people or organizations	friendship, partnership, relationship
	2. skill or ability to do sth well	craftsmanship, musicianship

-ware	used in the names of particular kinds of goods	hardware, software, glassware, silverware
-y	used in the names of feelings	jealousy, sympathy

Adjective Formation

Adjective beginnings (Prefixes)	Meaning	Example
anti-	1. opposed to 2. opposite to	antinuclear anticlockwise
cross-	going across or between	cross-country, cross-cultural
dis-	not	discontented, disapproving
eco-	relating to the environment	ecofriendly
extra-	beyond or outside, or not included in something	extracurricular, extramarital, extraordinary
in-	not	inexact, incorrect
im- <i>before b, m, p</i>	not	impossible, imprecise
il- <i>before l</i>	not	illegal, illegible
ir- <i>before r</i>	not	irregular, irresponsible
inter-	between or among	international, interpersonal
multi-	having many of something	multinational, multimedia
non-	not	nonstop, non-smoking
over-	1. too much 2. across or above	overexcited, overemotional overland, overseas, overhead
post-	after or later than	postwar, postgraduate
pre-	before or earlier than	pre-existing, prehistoric
trans-	across or on the other side of	transatlantic
ultra-	1. very, extremely sth 2. beyond	ultramodern ultrasonic
un-	not	uncomfortable, unhappy

Adjective endings (Suffixes)	Meaning	Example
-able -ible	1. able to be (broken, drunk, washed etc.) 2. having a particular	breakable, drinkable, washable reasonable, responsible

	quality (makes adjectives from verbs)	
-al -ial	relating to something	political, ceremonial, facial
-an	relating to a particular person	American, Christian, civilian
-ian	place or subject	reptilian
-ed	1. having a particular thing	bearded, armed
	2. having a particular quality	big-headed, bored
-en	made of something	wooden, golden, silken
-er	makes the comparative of short adjectives	hotter, cooler, nearer, bigger, safer
-est	makes the superlative of short adjectives	hottest, coolest, nearest, biggest
-ish	1. relating to a country, its language or its people	British, Spanish, Swedish
	2. like or typical of	childish, impish, boyish
	3. quite or slightly	smallish, greenish
	4. approximately, about	sixish, fortyish
-ive	used to say that sb or sth does or is able to do sth (makes adjectives from verbs)	creative, communicative, cooperative, supportive
-less	without	hopeless, childless, painless
-like	like or typical of (makes adjectives from nouns)	childlike, lifelike, godlike
-ly	1. behaving in a way that is typical of a particular kind of person	friendly, motherly, fatherly
	2. happening regularly	hourly, weekly, monthly topmost
- most	makes the superlative of some adjectives	topmost, northernmost, uppermost
-ous	having a particular quality	dangerous, spacious, envious
-th	makes adjectives from numbers (apart from numbers which end in 1, 2, 3)	sixth, hundredth, ninth, fortieth
-y	covered in sth or having a	dirty, dusty, cloudy, rainy, noisy,

	lot of sth, or having a particular quality	windy, smelly, greedy
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Verb Formation

Verb beginnings (Prefixes)	Meaning	Examples
<i>de-</i>	to remove or reduce sth	decaffeinate, devalue
<i>dis-</i>	1. to not do sth 2. to remove sth	disagree, disapprove, disobey disconnect, disinfect
<i>mis-</i>	to do sth badly or wrongly	misunderstand, misinterpret
<i>re-</i>	to make or do sth again	rethink, remake, redo, reinvent
<i>trans-</i>	1. to change sth completely 2. to move sth to a new place	translate, transform transfer, transport
<i>un-</i>	to remove or unfasten sth	undress, unlock, untie

Verb endings (Suffixes)	Meaning	Examples
<i>-en</i>	to become or make sth become	darken, soften, lighten
<i>ize, -ise (BrE)</i> <i>ize (AmE)</i>	to become or make sth become	popularize, legalize, modernize, harmonize
<i>-ify</i>	to give sth a particular quality	solidify, simplify, purify

Adverb Formation

Because most adverbs are formed from adjectives, they can take the same beginnings as adjectives.

Adverb endings (Suffixes)	Meaning	Examples
<i>-er, -r</i>	makes the comparative of adverbs	later, sooner, farther
<i>-est, -st</i>	makes the superlative of adverbs	latest, soonest, farthest
<i>-ly</i>	1. in a particular way	carefully, slowly, easily, fully,

	(makes adverbs from adjectives)	freely, impatiently, hourly, daily, weekly
	2. happening regularly (makes adverbs from nouns)	
ward, -wards	in a particular direction	northward(s), backward(s)

Note that there are a small number of adverbs which do not have the same meaning as the adjectives they were formed from. You should look these up in the dictionary and learn them:

awfully	lately	terribly	hardly
barely	shortly	scarcely	

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Навчальне видання

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