

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

*ЗБІРНИК ТЕКСТІВ ТА ЗАВДАНЬ З ДИСЦИПЛІНИ*

*ДІЛОВА ІНОЗЕМНА МОВА*

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## Unit I

### Text 1

#### English - The Language of Global Business?

With China's growing economic might, is Mandarin becoming the preferred language of business? Not anytime soon, says a newly released study. Instead, English will maintain and grow its dominance, moving from "a marker of the elite" in years past to "a basic skill needed for the entire workforce, in the same way that literacy has been transformed in the last two centuries from an elite privilege into a basic requirement for informed citizenship." (Indeed, the British Council reports that by 2020, two billion people will be studying English.) The new study of 1.6 million online test-takers in more than 50 countries was conducted by EF Education First, a company that – it should be noted – specializes in English language training.

The ability to speak a second (or third) language is clearly important for becoming a global leader. But – for better or worse – it seems that English may be the most essential language for global business success at the moment. Indeed, even in powerhouse China, more people are currently studying English than in any other country. An incredible 100,000 native English speakers are currently teaching there. Here are the most intriguing takeaways from EF's study, which have potential implications for future global development.

- **Women speak better English than men – in almost every country worldwide.** Increasing numbers of women are attending college, and they're often over-represented in humanities classes compared to men. The net result? Women are speaking better English, and may find themselves well positioned to succeed in the global economy.

- **International sectors use English, and local sectors don't.** If someone works in travel and tourism, for an international consulting firm, or in telecom, there's a good chance they speak English. For instance, the Finnish telecom concern Nokia and the German business software company SAP both use English as their official language. In retail, not so much (which is why it's so devilishly hard to communicate with shop clerks while traveling).

- **European countries speak great English, Asian countries are in the middle, and everyone else lags.** English speakers: do you ever get the sense that Scandinavians speak better English than you do? Scandinavians and the Dutch are the English-as-a-Second-Language superstars; as you move south through Europe, rates of proficiency decline but are still good. Asian countries, led by Singapore and Malaysia, scored solidly in the middle rung. And if you're planning to visit Panama, Saudi Arabia, Thailand, or Libya, which bring up the rear, make sure you have your Google Translate app with you.

I. Define whether sentences are true (T) or false (F):

1. Mandarin language is becoming the language of the business world.
2. English will not maintain and grow its dominance in the world.

3. The British Council reports that by 2020, two billion people will be studying English.

4. The ability to speak a second (or third) language is clearly important for becoming a global leader.

5. Local sectors do not use English.

6. European countries speak great English.

7. Scandinavians and the Dutch speak english fluently.

II. Fill in the gaps. Remember: Several responses might be acceptable. Choose the best one:

1. I \_\_\_\_\_ ( = it's hard for me) memorizing new words.

a) have a hard time b) difficulty c) so difficult

2. No, you \_\_\_\_\_ that verb incorrectly.

a) conjured b) conjugated c) conquered

3. I'm \_\_\_\_\_ in five languages = I speak five languages perfectly

a) flowing b) fluent c) fluid

4. I can \_\_\_\_\_ in French ( = I speak it, but not too well), but I'd like to speak it better.

a) get going b) get by c) get over

5. I have \_\_\_\_\_ speaking. ( = it's difficult for me to speak)

a) trouble b) a problem c) a + b d) difficult

6. English is his \_\_\_\_\_. ( = native language)

a) mother's tongue b) mother tongue c) father tongue

7. A \_\_\_\_\_ person is someone who speaks two languages.

a) bilingual b) trilingual c) smart

8. I don't need to be able to speak fluently, I just want to be able to \_\_\_\_\_.

a) commune b) commute c) communicate

9. The English \_\_\_\_\_ starts with "A" and ends with "Z".

a) letter collection b) word c) alphabet

10. She has lived in the United States for 10 years, but still has a strong \_\_\_\_\_.

a) access b) accent c) assent

11. If you use my method, you'll be speaking English \_\_\_\_\_. ( = very soon/ in very little time)

a) in time b) in no time c) no time

12. Her speaking \_\_\_\_\_ ( = ability to speak) have improved a lot over the past year.

a) skill-set b) skill c) skills

13. Learning a new language is a \_\_\_\_\_ process. It can't be done overnight!

a) time-sensitive b) timely c) time-consuming

14. I tried to speak to her, but there was too much of a \_\_\_\_\_. ( = We couldn't communicate because we didn't understand each other)

a) language struggle b) language barrier c) understanding barrier

15. She \_\_\_\_\_ English for five years.

a) learned b) looked at c) studied

16. His vocabulary is very \_\_\_\_\_. He has to learn more words.

a) limited/basic b) organized c) great

17. I learn best when I study \_\_\_\_\_, not in class.

a) myself b) on alone c) on my own

18. It's much easier to learn a language if you're \_\_\_\_\_ by it. That's why many students come to study English in an English-speaking country.

a) rounded b) surrounded c) all around

19. I'm taking an \_\_\_\_\_ French course this summer.

a) intensive b) intense c) tense

20. John speaks Russian at a \_\_\_\_\_. (= as well as a Russian person)

a) natural level b) native level c) natively

### III. Match the synonyms:

|               |             |
|---------------|-------------|
| study         | decrease    |
| decline       | change      |
| transform     | learn       |
| mother tongue | talk        |
| for instance  | native      |
| communicate   | for example |

### Text 2

#### Globalization

Globalization is a process of interaction and integration among the people, companies, and governments of different nations, a process driven by international trade and investment and aided by information technology. This process has effects on the environment, on culture, on political systems, on economic development and prosperity, and on human physical well-being in societies around the world.

Globalization is not new, though. For thousands of years, people—and, later, corporations—have been buying from and selling to each other in lands at great distances, such as through the famed Silk Road across Central Asia that connected China and Europe during the Middle Ages. Likewise, for centuries, people and corporations have invested in enterprises in other countries. In fact, many of the features of the current wave of globalization are similar to those prevailing before the outbreak of the First World War in 1914. But policy and technological developments of the past few decades have increased cross-border trade, investment, and migration so large that many observers believe the world has entered a qualitatively new phase in its economic development.

In the years since the Second World War many governments have adopted free-market economic systems, vastly increasing their own productive potential and creating new opportunities for international trade and investment. Governments also have negotiated dramatic reductions in barriers to commerce and have established international agreements to promote trade in goods, services, and investment. Taking advantage of new opportunities in foreign markets, corporations have built foreign

factories and established production and marketing arrangements with foreign partners. A defining feature of globalization, therefore, is an international industrial and financial business structure.

Technology has been the other principal driver of globalization. Advances in information technology, in particular, have dramatically transformed economic life.

Globalization is deeply controversial, however. Proponents of globalization argue that it allows poor countries and their citizens to develop economically and raise their standards of living, while opponents of globalization claim that the creation of an unfettered international free market has benefited multinational corporations in the Western world at the expense of local enterprises, local cultures, and common people. Resistance to globalization has therefore taken shape both at a popular and at a governmental level as people and governments try to manage the flow of capital, labor, goods, and ideas that constitute the current wave of globalization.

To find the right balance between benefits and costs associated with globalization, citizens of all nations need to understand how globalization works and the policy choices facing them and their societies.

I. Answer the questions:

1. What is globalization?
2. Is globalization new?
3. What are the drivers of globalization?
4. What are the arguments about globalization?

II. Find English equivalents for the following words and word combinations.

1. взаємодія
2. десятиріччя
3. суперечливий
4. прихильник, захисник
5. ціна та прибуток

III. Choose the correct answer

1. The design stage typically lasts \_\_\_\_\_ two months.  
a) for    b) -----    c) a or b
2. We'll let you know about our decision \_\_\_\_\_  
tomorrow.  
a) until    b) by    c) a or b
3. I like working \_\_\_\_\_ Bill. He's really laid-back.  
a) on    b) with    c) along
4. The design process \_\_\_\_\_ this product is fairly  
complicated.  
a) for    b) in    c) along
5. Please inform me \_\_\_\_\_ your decision.  
a) in    b) for    c) of

6. This is an issue that came up \_\_\_\_\_ the early stages of the project.  
a) during b) along c) with
7. The demand for our product has risen by 50% \_\_\_\_\_ the last two years.  
a) over b) among c) with
8. John will be in charge \_\_\_\_\_ all the technical aspects.  
a) to b) for c) of
9. Are you working \_\_\_\_\_ the project that I assigned you to?  
a) with b) on c) in
10. I work \_\_\_\_\_ downtown Chicago/ I work \_\_\_\_\_ the center (= central part) of the city.  
a) in b) on c) at

### Text 3

#### Business meetings

Meeting etiquette is key to good business, as face-time allows for clear communication and effective decision-making. But all too often, meetings run longer than they should and fail to keep attendees engaged.

Whether you are meeting with partners, vendors or employees, showcase your boardroom brilliance with these meeting musts.

**Determine the objective.** A clear goal will set the tone for the meeting and determine its direction. Your goal should be specific and measurable. If you're expecting attendees to brainstorm, ask each participant to arrive with a list of ideas.

**Ask yourself if a meeting is actually necessary.** Meetings can be expensive. To calculate the precise cost, multiply the hourly wage of each person present by the length of the gathering. If your objective can be met through e-mail, conference call, Skype, or even a quick one-on-one discussion, skip the meeting altogether.

**Invite decision-makers.** The most effective meetings involve stakeholders to ensure decisions can be made immediately. If a key decision-maker is unavailable, ask a subordinate to attend. Ideally, this person will be able to speak for their supervisor, and--at the very least--take notes and report back.

**Stand up.** Routine meetings designed to touch base with employees and discuss status reports can usually be accomplished in 15 minutes or less. You'll be more likely to keep the meeting short and to the point if everyone remains standing.

**Schedule strategically.** If you want each meeting participant to be fully engaged, avoid Monday mornings, when everyone is catching up on e-mail. Also avoid Friday afternoons, when employees are busy wrapping up the week and looking forward to the weekend. Schedule meetings on a day and time when participants are most likely to engage.

**Set a time limit and stick to it.** Meetings that drag on for hours cause attendees to lose patience and focus. Attention spans are short, and time is valuable.



The most productive meetings start on time and end on time.

**Prioritize the agenda.** Don't leave the most important topics for last. To ensure that the highest priority objectives are met, discuss the most pertinent issues first. That way, if someone needs to step away or leave the meeting early, you'll still have accomplished your main goals.

**Stick to the agenda.** The agenda is an outline--a framework--to keep everyone on topic and to maintain the meeting's flow. The agenda should be kept to one page and should not include anything other than main topics of conversation. Sidebar conversations waste valuable time. If participants insist on talking out of turn, step in and suggest that they talk after the meeting or schedule a separate discussion. Then segue immediately back to the topic at hand.

**Deliver concepts through stories.** When you present a group with key concepts or new ideas, especially models that are difficult to understand, explain why they should care. Frame the issue with a quick story and use examples.

**Wrap it up clearly.** At the end of the meeting, quickly reiterate any decisions, deadlines, and clarify any follow-up action required. All meeting participants should understand exactly what is expected of them. Schedule any follow-up meetings immediately.

#### I. Learn the word list by heart

| <b>word</b><br><i>part of speech</i>     | <b>meaning</b>   | <b>example sentence</b>  |
|--|--|--|
| <b>absent</b><br><i>adj</i>              | not present  | The vice president is <b>absent</b> due to unforeseen circumstances.                           |
| <b>accomplish</b><br><i>verb</i>         | succeed in doing   | We have a lot to <b>accomplish</b> today, so let's begin.                                      |
| <b>address</b><br><i>verb</i>            | deal with; speak on  | I hope we do not have to <b>address</b> this matter again in the future.                       |
| <b>adjourn</b><br><i>verb</i>            | close a meeting  | If there are no further comments, we will <b>adjourn</b> the meeting here.                     |
| <b>agenda</b><br><i>noun</i>             | list of objectives to cover in a meeting                                       | Please forward the <b>agenda</b> to anyone who is speaking at the meeting.                     |
| <b>AGM</b><br><i>noun(abbr.)</i>         | Annual (yearly) General Meeting  | We always vote for a new chairperson at the <b>AGM</b> .                                       |
| <b>allocate</b><br><i>verb</i>           | assign roles/tasks to certain people   | I forgot to <b>allocate</b> someone to bring refreshments.                                     |
| <b>AOB</b><br><i>noun(abbr.)</i>         | Any Other Business (unspecified item on agenda)                                | The last item on the agenda is <b>AOB</b> .  |
| <b>apologies</b><br><i>noun</i>          | item on agenda announcing people who are absent; apologies for absence         | Everyone is present today, so we can skip the <b>apologies</b> .                               |
| <b>ballot</b><br><i>noun</i>             | a type of vote, usually in writing and usually secret                          | Please fold your <b>ballot</b> in half before you place it in the box.                         |
| <b>board of directors</b><br><i>noun</i> | group of elected members of an organization/company who meet to make decisions | The <b>board of directors</b> meets once a month to discuss the budget.                        |
| <b>boardroom</b><br><i>noun</i>          | a large meeting room, often has one long table and many chairs                 | The <b>boardroom</b> is reserved for a managers' meeting, so we'll have to meet in the lounge. |

|  |  |   |
|--|--|---|
| <b>brainstorm</b><br><i>verb</i>                 | thinking to gather ideas   | Let's take a few minutes and <b>brainstorm</b> some ways that we can cut costs.   |
| <b>casting vote</b><br><i>noun</i>               | deciding vote (usually by the chairman) when the votes are otherwise equal     | The role of treasurer was decided based on the chairman's <b>casting vote</b> .   |
| <b>chairperson/chair</b><br><i>noun</i>          | the person who leads or presides at a meeting                                  | As <b>chair</b> , it is my pleasure to introduce to you, Mr. Allan Davis.   |
| <b>clarification/verification</b><br><i>noun</i> | explanation/proof that something is true/understood                            | Before we address this matter, I'll need some <b>clarification</b> as to who was involved.                                  |
| <b>closing remarks</b><br><i>noun</i>            | last thoughts spoken in a meeting (i.e. reminders, thank yous)                 | I just have a few <b>closing remarks</b> and then you will all be free to go.   |
| <b>collaborate</b><br><i>verb</i>                | work together as a pair/group  | The board fell apart because the members had difficulty <b>collaborating</b> .  |
| <b>commence</b><br><i>verb</i>                   | begin  | We will <b>commence</b> as soon as the last person signs the attendance sheet.  |
| <b>comment</b><br><i>verb or noun</i>            | express one's opinions or thoughts   | If you have a <b>comment</b> , please raise your hand rather than speak out.  |
| <b>conference</b><br><i>noun</i>                 | formal meeting for discussion, esp. a regular one held by an organisation      | Before the <b>conference</b> there will be a private meeting for board members only.  |
| <b>conference call</b><br><i>noun</i>            | telephone meeting between three or more people in different locations          | Please make sure I have no interruptions while I'm on the <b>conference call</b> .  |
| <b>confidential</b><br><i>adjective</i>          | private; not to be shared  | Any financial information shared during this meeting should be kept <b>confidential</b> .                                   |
| <b>consensus</b><br><i>noun</i>                  | general agreement  | If we cannot come to a <b>consensus</b> by the end of the meeting we will put it to a vote.                                 |
| <b>deadline</b><br><i>noun</i>                   | due date for completion  | The <b>deadline</b> for buying tickets to the conference is May 25th.   |
| <b>designate</b><br><i>verb</i>                  | assign   | If no one volunteers to take the minutes I will be forced to <b>designate</b> someone.                                      |
| <b>formality</b><br><i>noun</i>                  | a procedure (often unnecessary) that has to be followed due to a rule          | Everyone knows who is going to be the next vice president, so this vote is really just a <b>formality</b> .                 |
| <b>grievance</b><br><i>noun</i>                  | complaint  | The first item on the agenda relates to a <b>grievance</b> reported by the interns.   |
| <b>guest speaker</b><br><i>noun</i>              | person who joins the group in order to share information or deliver a speech   | I am delighted to welcome our <b>guest speaker</b> Holly, who is going to be offering some sales pitch tips.                |
| <b>implement</b><br><i>verb</i>                  | make something happen; follow through  | It's not a question of whether or not we're going to use this idea, it's whether or not we know how to <b>implement</b> it. |
| <b>mandatory</b><br><i>adjective</i>             | required   | It is <b>mandatory</b> that all supervisors attend Friday's meeting.  |
| <b>objectives</b><br><i>noun</i>                 | goals to accomplish  | I'm pleased that we were able to cover all of the <b>objectives</b> today within the designated time.                       |
| <b>opening remarks</b><br><i>noun</i>            | chairperson or leader's first words at a meeting (i.e. welcome, introductions) | As I mentioned in my <b>opening remarks</b> , we have to clear this room before the end of the hour.                        |

|  |   |   |
|--|---|---|
| <b>overhead projector</b><br><i>noun</i> | machine with a special light that projects a document onto a screen or wall so that all can see | I'm going to put a pie chart on the <b>overhead projector</b> so that everyone can visualize how our profits have declined. |
| <b>participant</b><br><i>noun</i>        | a vote cast by one person for or in place of another  | There must have been one <b>proxy vote</b> because I count twelve ballots but only eleven attendees.                        |
| <b>recommend</b><br><i>verb</i>          | suggest   | I <b>recommend</b> that you sit closer to the front if you have trouble hearing.  |
| <b>unanimous</b><br><i>adj</i>           | in complete agreement; united in opinion  | The vote was <b>unanimous</b> to cut work hours on Fridays.   |
| <b>vote</b><br><i>verb or noun</i>       | to express (the expression of) an opinion in a group by voice or hand etc                       | We need to <b>vote</b> for a new vice chairperson now that Jerry is retiring.   |
| <b>wrap up</b><br><i>verb</i>            | finish  | Let's <b>wrap up</b> here so that we can get back to our desks.   |

II. This quiz will check your understanding of words that you learned on the meetings vocabulary page.

1. We ran out of time and were forced to \_\_\_\_\_ the meeting.  
a) allocate b) address c) adjourn
2. If you have a \_\_\_\_\_ please wait until Marie has finished speaking.  
a) commence b) comment c) formality
3. The board members couldn't come to a \_\_\_\_\_ so they had to hold a vote.  
a) grievance b) designate c) consensus
4. Markus was away on business, so \_\_\_\_\_ was assigned.  
a) a show of hands b) an apology c) a proxy vote
5. Before we \_\_\_\_\_ I want to remind everyone to sign the attendance form on the way out.  
a) wrap up b) strategize c) recommend
6. In his \_\_\_\_\_ the chairman thanked everyone for doing such a good job this month.  
a) final agenda b) last ballot c) closing remarks
7. I'll \_\_\_\_\_ as soon as all of the board members take a seat.  
a) verify b) commence c) brainstorm
8. Since everyone was so \_\_\_\_\_ we were able to finish the meeting early.  
a) participant b) punctual c) confidential
9. We'll be discussing this year's profits at the \_\_\_\_\_ next month.  
a) AOB b) AGM c) GAM
10. At the meeting, the MD put forward \_\_\_\_\_ to eliminate all part-time positions.  
a) an action b) a caution c) a motion

## Text 4

### Preparing for a meeting

There are a number of ways that you may call or be called to a meeting. Some meetings are announced by e-mail, and others are posted on bulletin boards. If a meeting is announced at the end of another meeting, it is important to issue a reminder. A reminder can also come in the form of an e-mail or notice. Verbal announcements or reminders should always be backed up by documented ones. The date, location, time, length, and purpose of the meeting should be included. It is also important to indicate exactly who is expected to attend, and who is not. If you are planning on allocating someone to take on a certain role, make personal contact with that person to inform them of his or her duty.

#### I. Put the verbs into correct form

To: jane@paristours.com  
cc: kana@paristours.com; thomas@paristours.com; nolan@paristours.com  
From: pierre@paristours.com  
Subject: Meeting

Hi Everyone,

We will \_\_\_\_\_(have) a meeting next Friday from 2.30pm-4.30pm in Room 3.

All supervisors are expected to attend. The purpose of the meeting is to discuss the upcoming tourist season. As you probably \_\_\_\_\_ (hear), this could be our busiest season to date. There are already twenty bus tours booked from Japan, and fifteen walking tours booked from North America.

We are also \_\_\_\_\_ (expect) Korean and Australian tours in late summer. Please make arrangements to have other staff members cover your duties during the meeting.

Thank you,  
Pierre

#### **Sample Notice:**

##### MEETING

LOCATION: Room 3  
DATE: Friday, May 5th  
TIME: 2:00 PM-4:00 P.M.  
FOR: Supervisors only  
SUBJECT: Tourist Season  
Please note that ATTENDANCE IS MANDATORY!

## ***Writing an Agenda***

In order to keep the meeting on task and within the set amount of time, it is important to have an agenda. The agenda should indicate the order of items and an estimated amount of time for each item. If more than one person is going to speak during the meeting, the agenda should indicate whose turn it is to "have the floor". In some cases, it may be useful to forward the agenda to attendees before the meeting. People will be more likely to participate in a meeting, by asking questions or offering feedback, if they know what is going to be covered.

### **Sample Agenda:**

1. Welcome, Introduction: Pierre and Stella (5 minutes)
2. Minutes from previous meeting: Jane (10 minutes)
3. Japan Tours: Pierre (15 minutes)
4. N.A. Tours: Pierre (15 minutes)
5. Korean Tours: Pierre (15 minutes)
6. Australian Tours: Pierre (if time allows 10 minutes)
7. Feedback from last year: Everyone (15 minutes)
8. Vote on staff picnic: Everyone (15 minutes)
9. Questions/Closing remarks/Reminders: Everyone (5 minutes)

## ***Allocating roles***

The person in charge of calling and holding a meeting may decide to allocate certain roles to other staff members. Someone may be called upon to take the minutes, someone may be asked to do roll call, and someone may be asked to speak on a certain subject. This should be done either in person, or in an email.

### **Sample Personal Request:**

Pierre: Hi Jane, did you get the email about next week's meeting?

Jane: Yes, I'll be there.

Pierre: Great. I'd like to put you in charge of reviewing the minutes from last meeting for us.

Jane: Sure, I can do that. I think there is a copy of the minutes in my file.

Pierre: Thanks, you'll have ten minutes to remind us of what we discussed last meeting. This will be good for Stella to hear. Stella will be our new private tours coordinator.

### **Sample Email:**

To: jane@paristours.com

From: pierre@paristours.com

Subject: Minutes

Hi Jane,

I just wanted to make sure that you would be available to review last month's minutes and present them at Friday's meeting. We have a new staff member joining us, so I'd like to give her a chance to see where things have been going since the last meeting. If you have any concerns about this, let me know.

Thanks,  
Pierre

### Text 5

With offices in multiple countries, international corporations have long been navigating the fine points of dealing with the cultural differences of doing business in foreign countries. With the ability to contact clients and customers around the world through e-commerce websites, social media, email, and other forms of technology, now entrepreneurs and small businesses are also increasingly dealing with the pressures and challenges of handling international business. The standards of doing business in the United States, however, often do not apply when doing business in other regions. All countries have unique customs, cultures, and traditions. Therefore, when expanding a company into an overseas market, interacting with a foreign customer or client who is visiting the United States, or working in another country, requires taking the time to know more about cultural differences to avoid embarrassing, offending, or ruining a business deal. For instance, even though Canadians, Australians, and British individuals all speak English, differences in accents, meaning of words, spelling, and slang can lead to some communication issues.

In international business, first impressions are often the only chance professionals have to impress a business contact. Avoiding a faux pas, building trust, and putting a foreign partner at ease requires knowledge of cultural customs concerning business attire, facial expressions, body language, eye contact, and shaking hands. For instance, in some Asian countries extended eye contact can be viewed as impolite or aggressive while American and Canadian business practices usually emphasize eye contact as a means of showing interest and respect. As international business is often negotiated and discussed at social events, business lunches and dinners, and through online contact, global professionals need to know much more than handling interactions in a conference or other business setting. How to interact when in the home of a foreign business contact, gender differences, dining etiquette, and seating hierarchy are all important. Ultimately, business professionals who take the time to understand the culture and customs of the countries they do business with will have more success in networking with, impressing, and closing business deals with people from other cultures.

I. Read the text.

II. Find English equivalents for the following word combinations:

1. міжнародна корпорація

2. клієнт
3. культурні розбіжності
4. взаємодіяти
5. ділове середовище
6. справляти враження
7. вести переговори
8. виділяти, підкреслювати
9. проблема
10. традиції

#### Text 6

### **Social and Business Visits in the USA**

Americans often plan social gatherings on short notice, so don't be surprised if you get invited to someone's home or to see a movie or baseball game without much warning. If the time is convenient for you, by all means accept their invitation. But if you are busy, do not be afraid to decline the invitation, perhaps suggesting a time that would be better. Your host will not be insulted. If a friend has invited you to drop by anytime, it is best to call before visiting to make sure it is convenient for them. Do not stay too long, since you do not want to overstay your welcome.

Invitations are usually issued in person or over the telephone. The main exception is for receptions and other formal occasions, in which case a written invitation will be mailed.

For a casual dinner invitation, do not arrive more than 5 minutes early, because your host may still be preparing for your visit. Arriving more than 10 minutes late is considered rude if very few people were invited. If many people were invited, it is ok to arrive a little late, even as much as half an hour late. For example, it is ok to arrive late for a party, for a potluck dinner or for a social gathering involving a large group of people. The main consideration is whether there are enough people in the group so that your late arrival will not be noticed.

At a party, don't be surprised if you are asked what you do for a living (**What do you do for a living?** This is a normal opening line of conversation, and not an insult.

If you are invited for dinner, it is appropriate to bring the host a bottle of wine, a gift basket of fruit, a box of candy, or a small potted plant or bouquet of flowers. Do not bring roses, as they have a more intimate connotation; men often give roses to women on a date. If you wish to thank the host for his or her hospitality, it is appropriate to call or send a brief written thank you note the next day.

Business visits, on the other hand, tend to be extremely punctual. If you arrive late to a business appointment, it will reflect badly on you. So try to arrive on time, or even a little early. If you know that you will be arriving late, you should telephone ahead to let them know of the delay.

If a business meeting takes place over a meal, expect the business discussions to begin after everyone has ordered their meal, sometimes as soon as everyone is seated. Socializing tends to occur after the business is concluded, not before. This is in

contrast with the practice in many other countries, where the purpose of the meal is to socialize with and get to know each other before any business is discussed.

Many American companies have women in management positions. So don't be surprised if the person who meets you is a woman, not a man. When businessmen or businesswomen meet, they usually introduce themselves by shaking right hands. When you shake hands, do not crush their fingers, but also don't hold their hand too lightly. A firm handshake is best.

Business cards (are not normally exchanged upon meeting. If you need a colleague's contact information, it is ok to ask them for their card. It is also ok to offer someone your card. But there is not an elaborate ritual of exchanging cards as in other cultures.

I. Read the text.

II. Decide if the sentences are True(T) or False (F):

1. Americans often plan social gatherings on short notice.
2. Invitations are not usually issued over the telephone.
3. If you are invited for dinner, it is appropriate to bring the host some fruits.
4. For a casual dinner invitation, do not arrive more than 10 minutes early.
5. Many American companies have men in management positions.
6. Business cards are not normally exchanged upon meeting.
7. When businessmen or businesswomen meet, they usually introduce themselves by shaking right hands.

III. Find English equivalents for the following words and word combinations:

1. запрошення;
2. візитка;
3. заробляти на життя;
4. потискувати (руку);
5. замовляти їжу;
6. спілкування;
7. адміністративна позиція;
8. затримка;
9. соціальні збори;
10. з іншого боку



## Unit II

### Text 1

#### Transportation planning

comprehensive (adj) - повний; детальний; докладний

facility (n) - зручності; засоби обслуговування

congestion (n) - перенаселеність; затор (вуличного руху)

Transportation planning as the name suggests deals with the development of a comprehensive plan for the construction and operation of transportation facilities. In order to develop a good and an efficient transport facility, it is necessary to have a proper planning procedure in place. The planning process should be continuous and dynamic that is, it should be sensitive to the continuous changes in the socio-economic needs, technology and financial status of a state and its people. Further, the planning process should be rational keeping in mind the various pros and cons. Rational transportation planning process begins with a definition of goals and objectives which are to be achieved through transportation and ends with development of an implementation strategy of a particular course of action.

Transport has significant welfare, environmental and social justice implications just as strong traffic growth has significant negative effects on the economy through congestion and defensive expenditures on health care, road traffic accidents and other diseconomies of urban life in crowded cities. In terms of quality of life there is a realization that crowded, polluted and noisy cities are both unacceptable and avoidable.

Within the rational planning framework, transportation forecasts have traditionally followed the sequential four-step model or urban transportation planning (UTP) procedure, first implemented on mainframe computers in the 1950s at the Detroit Area Transportation Study and Chicago Area Transportation Study (CATS).

The four steps of the classical urban transportation planning system model are:

- 1) Trip generation determines the frequency of origins or destinations of trips in each zone by trip purpose, as a function of land uses and household demographics, and other socio-economic factors.
- 2) Trip distribution matches origins with destinations, often using a gravity model function, equivalent to an entropy maximizing model. Older models include the fratar model.
- 3) Mode choice computes the proportion of trips between each origin and destination that use a particular transportation mode.
- 4) Route assignment allocates trips between an origin and destination by a particular mode to a route. Often (for highway route assignment) Wardrop's principle of user equilibrium is applied (equivalent to a Nash equilibrium), wherein each driver (or group) chooses the shortest (travel time) path, subject to every other driver doing the same. The difficulty is that travel times are a

function of demand, while demand is a function of travel time, the so-called bi-level problem.

After the classical model, there is an evaluation according to an agreed set of decision criteria and parameters. A typical criterion is cost-benefit analysis.

I. Fill in the gaps:

1. Transportation planning \_\_\_\_\_ with the development of a comprehensive plan for the construction and operation of transportation facilities.
2. The planning process should be rational keeping in mind the various pros and \_\_\_\_\_.
3. Rational transportation planning process \_\_\_\_\_ with a definition of goals and objectives.
4. Transportation \_\_\_\_\_ have traditionally followed the sequential four-step model.
5. Route assignment \_\_\_\_\_ trips between an origin and destination by a particular mode to a route.

II. Match the words and word combinations:

|                   |                 |
|-------------------|-----------------|
| 1. transportation | a) noisy cities |
| 2. socio-economic | b) strategy     |
| 3. pros and       | c) growth       |
| 4. implementation | d) needs        |
| 5. traffic        | e) planning     |
| 6. polluted and   | f) cons         |
| 7. four-step      | g) assignment   |
| 8. route          | h) model        |

III. Study the list of vehicles and then answer the questions:

IV.

*Ambulance, bus, caravan, coach, lorry, fire engine, motor-cycle, pick-up, scooter, tram, van, train.*

1. Which is the biggest? \_\_\_\_\_
2. Which transport passengers? \_\_\_\_\_
3. Which have two wheels? \_\_\_\_\_
4. Which run on rails? \_\_\_\_\_
5. Which can be used as a house? \_\_\_\_\_
6. Which transport goods? \_\_\_\_\_
7. Which do you need in emergency? \_\_\_\_\_
8. Which have no engine? \_\_\_\_\_

V. Idioms and sayings about transport:

|                               |  |
|-------------------------------|--|
| To be in the same boat        | To be in the same situation (usually unpleasant) as other people.                          |
| Drive a hard bargain          | To expect a lot in exchange for what you pay or do   |
| Drive someone round the bend. | To make someone very bored or very angry.  |
| Test drive                    | To drive a car that you are considering buying, in order to see if you like it.            |
| End of the line               | The point where it is no longer possible to continue with a process or activity.           |
| The end of the road           | The point where it is no longer possible to continue with a process or activity.           |
| To hit the road               | To leave a place or begin a journey.   |
| Road hog                      | Someone who drives so that other vehicles cannot go past.                                  |
| Ship someone off              | To send someone away somewhere.  |
| Off the beaten track          | A place where few people go, far from any main roads and towns.                            |
| The fast track                | The quickest and most direct route to achievement of a goal (especially business related). |
| Train of thought              | The connections that link the various parts of an event or argument together.              |

VI. Fill in the gaps with the idioms from exercise IV.

1. She's always complaining that she has too much work, but we're all \_\_\_\_\_.
2. "We got a good price in the end, but he \_\_\_\_\_."
3. "The children have been \_\_\_\_\_ me \_\_\_\_\_ all day."
4. "I took it out for a \_\_\_\_\_ before I bought it."
5. "This project has struggled on for as long as it could, but it's reached \_\_\_\_\_ now."
6. "We will have to give up on this project, it's reached \_\_\_\_\_."
7. "I must be going, I need to \_\_\_\_\_ to catch my train."
8. "I have never liked his driving, he is such a \_\_\_\_\_."
9. "Rich parents often \_\_\_\_\_ their children \_\_\_\_\_ to boarding school."
10. "The hotel is difficult to find, it is really \_\_\_\_\_."
11. He won't be working in this office for very long, he's on the \_\_\_\_\_ to management.
12. "He was trying to explain how the budget would help to end the recession, but I couldn't follow his \_\_\_\_\_."

## Text 2

### Transportation

- 1) enable (v) - давати (кому-небудь) можливість або право (що-небудь зробити)
- 2) establish (v) - засновувати; створювати, організовувати
- 3) field (n) - галузь
- 4) warehouse (n) - склад, складське приміщення
- 5) interchange (n) - міняти (одне на інше) ; обмінюватися
- 6) maintenance (n) - догляд, ремонт (поточний)
- 7) ownership (n) – власність
- 8) restrain (v) – стримувати, обмежувати
- 9) sprawl (n) - роз'їжджатися

Transport or transportation is the movement of people, animals and goods from one location to another. Modes of transport include air, rail, road, water, cable, pipeline, and space. The field can be divided into infrastructure, vehicles, and operations. Transport is important since it enables trade between peoples, which in turn establishes civilizations.

Transport infrastructure consists of the fixed installations necessary for transport, and may be roads, railways, airways, waterways, canals and pipelines, and terminals such as airports, railway stations, bus stations, warehouses, trucking terminals, refueling depots (including fueling docks and fuel stations), and seaports. Terminals may be used both for interchange of passengers and cargo and for maintenance.

Vehicles traveling on these networks may include automobiles, bicycles, buses, trains, trucks, people, helicopters, and aircraft. Operations deal with the way the vehicles are operated, and the procedures set for this purpose including financing, legalities and policies. In the transport industry, operations and ownership of infrastructure can be either public or private, depending on the country and mode.

Passenger transport may be public, where operators provide scheduled services, or private. Transport plays an important part in economic growth and globalization, but most types cause air pollution and use large amounts of land. While it is heavily subsidized by governments, good planning of transport is essential to make traffic flow, and restrain urban sprawl.

- I. Read the statements below and decide if they are (T) or false (F):
  1. Transport or transportation is the movement of people, animals and goods from one location to another.
  2. Modes of transport include air, rail, road, water, cable, pipeline, and space.
  3. The field cannot be divided into infrastructure, vehicles, and operations.
  4. Transport is important since it enables trade between peoples.
  5. Transport infrastructure does not consist of the fixed installations necessary for transport.

6. Good planning of transport is essential to make traffic flow, and restrain urban sprawl.

II. Fill in the gaps:

1. Transport or transportation is the \_\_\_\_\_ of people, animals and goods from one location to another.
2. \_\_\_\_\_ of transport include air, rail, road, water, cable, pipeline, and space.
3. Transport is important since it enables \_\_\_\_\_ between peoples, which in turn establishes civilizations.
4. Terminals may be used both for interchange of passengers and \_\_\_\_\_ and for maintenance.
5. Transport plays an important part in economic \_\_\_\_\_ and globalization.

III. Match the word with their definitions:

|                |  |
|----------------|--|
| 1. car         | a) also called an “18-wheeler” or “Tractor-trailer”. This is used to carry large amounts of cargo                                  |
| 2. bus         | b) this is powered by the legs and is able to maintain balance due to centrifugal force  |
| 3. taxi        | c) this is used by firemen to travel to places where fires need to be extinguished   |
| 4. bicycle     | d) this is used to travel on water by sailing  |
| 5. van         | e) this is used to travel through the air by flying  |
| 6. train       | f) this travels on rails and often has many compartments; it can be used to carry people or goods                                  |
| 7. airplane    | g) this is used to carry sick people to the hospital in cases of emergency   |
| 8. boat        | h) this is a type of car in which a driver drives you somewhere for a charge   |
| 9. ambulance   | i) this is a common form of transportation seen on the road; it has four tires and carries 2-8 people                              |
| 10. fire truck | j) this is larger than a car but smaller than a truck and can carry more people than a car   |
| 11. truck      | k) this is about the same size as a truck but carries people instead of goods; it stops at regularly at predetermined destinations |

IV. Fill in the gaps with the following words:

*Cyclists, speed limit, traffic, stop, motorway, junction, pedestrians, roundabout, pedestrian crossing, one-way, bus lanes, petrol station, traffic lights, bridge, road works, car park*

1. We need to get some fuel. There's a \_\_\_\_\_ just up the road.
2. The fastest way of getting from London to Oxford is to take the \_\_\_\_\_.
3. There's always a lot of \_\_\_\_\_ on the roads in the morning and evening.
4. The High Street is closed because of \_\_\_\_\_.
5. Go over the \_\_\_\_\_, turn left at the first \_\_\_\_\_, and then take the third exit on the \_\_\_\_\_.
6. You can't leave your car here. You'll have to use the \_\_\_\_\_.
7. Many towns have \_\_\_\_\_ so that people using public transport can get into and out of town more quickly.
8. Wait for the \_\_\_\_\_ to turn green before you continue.
9. The \_\_\_\_\_ in most towns and cities is 30 miles per hour.
10. Many \_\_\_\_\_ fail to keep their bicycles in good condition or obey the rules of the road.
11. You can't turn right into that street. It's a \_\_\_\_\_ street.
12. When you're driving through town, be careful of \_\_\_\_\_ crossing the street.
13. This road is very busy and dangerous. If you want to get to the other side, use the \_\_\_\_\_.
14. I need to get a bus into town. Is there a (bus) \_\_\_\_\_ near here?

Text 3

The history of transportation

Part I

The history of transportation goes back to the pre-historic ages when man learned to live in groups and traveled extensively in search of food and shelter. The pre-historic method of transportation mostly consisted of walking and swimming (when required). Gradually man learned to use animals to carry himself as well as his belongings. Use of animals as means of transportation was revolutionized by the invention of the wheel. The wheel can be given the credit for changing the whole concept of travelling and transportation. With time, man wanted speed as well as capacity in his transportation. This need as well as the man's curious nature subsequently led to the invention of various machines like steam engines and aircraft. The evolution of transportation can be broadly divided into 4 categories based on their medium.

**Land Transport:** Transportation by road is probably the oldest method of transportation and travel. Roads 'literally' were first constructed by Romans in order to enable the armies to travel faster. Roads made the use of wheels very comfortable which was otherwise inconvenient and uncomfortable on rugged surfaces. When it

came to ice, land transport has always consisted of only and only sledges. Initially, sledges were pulled by animals and with the advent of machines; animals were relieved of this burden. Still animals are widely used in many places. Now coming back to roads, man kept inventing means that would speed the process, giving birth to machines like bicycles, buggies and later, cars and various machinery using engines. Transportation was very slow and costly till the Industrial revolution. After the revolution, transportation changed thoroughly. The invention of engines in this time period (steam and fuel) subsequently led to inventions of vehicles of different capacities and speeds. So today we have cars, trucks, buses, bikes and many more machines that help us travel and transport faster and more efficiently.

**Water Transport:** Historically, water transportation became very important because of man's tendency to settle down around water bodies. Important cities were established along the banks of rivers and shores of oceans in order to make sure that the civilization never ran out of both food and water. Transportation actually came into picture when man discovered his business skills and also when man's greed to conquer and rule grew. Some people traveled to learn and some traveled to fight. The invention of engines revolutionized this mode as greatly as any other mode of transport. These days, huge ships travel the lengths of ocean in the form of either the naval forces of a country or luxurious cruise ships, a style statement for the rich and famous.

I. Read the statements below and decide if they are true (T) or false (F):

1. The pre-historic method of transportation mostly consisted of walking and swimming.
2. The evolution of transportation can be broadly divided into 3 categories based on their medium.
3. Transportation by road is probably the newest method of transportation and travel.
4. Transportation was very slow and costly till the Industrial revolution.
5. The invention of engines subsequently led to inventions of vehicles of different capacities and speeds.
6. Important cities were established along the banks of rivers and shores of oceans.
7. The invention of engines did not revolutionize the water transport at all.

II. Fill in the gaps:

1. The evolution of transportation can be broadly \_\_\_\_\_ into 4 categories.
2. Roads 'literally' were first constructed by Romans in order to \_\_\_\_\_ the armies to travel faster.
3. Transportation was very \_\_\_\_\_ and costly till the Industrial revolution.
4. Today we have cars, trucks, buses, bikes and many more machines that help us travel and transport faster and more \_\_\_\_\_.

5. Important cities were \_\_\_\_\_ along the banks of rivers and shores of oceans in order to make sure that the civilization never ran out of both food and water.

III. Put the words in the correct order to make a sentence:

1. The Industrial revolution/very/slow/was/and/costly/till/Transportation.
2. Transportation/thoroughly/the revolution/after/changed.
3. very important/Water/became/transportation/because of/around/water bodies/to settle down/man's tendency.
4. Transportation/The/evolution/of/broadly/can/be/into/four/divided/categories.

#### Text 4

#### The history of transportation

#### Part II

**Rail Transport:** The usage of rails for the purpose of transportation started around 500 years ago. Initially, it consisted of man or horse power and sometimes also of rails made of wood. The modern railway system finds its origin in England in early 1800's. Historically it was known as wagon way and its traces have been found as early as 600 BC in Greece. The Greek system also used wagons that were pulled by either men or animals on the grooves made in limestone. Making of grooves on flat surfaces made the wagons follow a particular path without being manually directed.

As the centuries passed, man invented various machines that helped the growth of railways indirectly. The invention of steam engine gave rail transportation a new meaning and remained an astounding invention of the century that was upgraded only in late 1900s by the fuel engine. Railways these days form the backbone of any given economy.

**Air Transport and Space Travel:** One of the most revolutionizing inventions of the history of mankind is airplanes. The airplane was invented by the Wright brothers in 1903. Since their invention, it has been modified and glorified into the fastest known method of transportation and travel. A man can now think of traveling thousands of miles in just a few hours. This would have sounded like a wild dream a few centuries ago but man's curiosity and willingness have made it a reality. Inventions and discoveries of fuels, that are efficient both in terms of money and usage, have given man easy accessibility to this mode of transport. These days, air transport is not only being used to connect two places on Earth, but it is also being used in connecting two random places in the Universe. The inventions and discoveries have led man to travel to the moon and learn about it. Hence, the most speculated phenomenon since ages, 'The Moon' is no longer a mystery, thanks to the Jet Age or shall we say the Space Age.

Transportation is one of the very initial processes that man started. The history of transportation cannot be dated back to an exact time period. But we can easily assume, that it has existed since man wanted to move around and explore. So one can



guess how old this process is and one can also be sure how long this process will go on. It can easily be concluded that the process of transportation is as old as man himself and will remain till man exists on the face of the Earth.

I. Read the statements below and decide if they are True (T) or False (F):

1. The usage of rails for the purpose of transportation started around 600 years ago.
2. Railways these days form the backbone of any given economy.
3. The airplane was invented by the Wright brothers in 1902.
4. The history of transportation cannot be dated back to an exact time period.
5. Transportation has existed since man wanted to move around and explore.

II. Fill in the gaps:

1. The usage of rails for the purpose of \_\_\_\_\_ started around 500 years ago.
2. The invention of \_\_\_\_\_ engine gave rail transportation a new meaning.
3. These days, air transport is not only being used to \_\_\_\_\_ two places on Earth, but it is also being used in connecting two random places in the Universe.
4. Transportation is one of the very \_\_\_\_\_ processes that man started.
5. The \_\_\_\_\_ of transportation cannot be dated back to an exact time period.

III. Put the words into correct order to make a sentence:

1. gave/transportation/rail/The invention/a new/of/meaning/steam/engine.
2. Railways/any/form/these days/economy/given/of/the backbone.
3. was/The airplane/by/in/the Wright brothers/1903/invented.
4. is/one/man/that/started/Transportation/of/the very/processes/initial.

IV. Read the text and fill in the gaps with the following words:

*Aircraft, engineer, developed, cushion, unlimited, attraction, railway*

Many strange new means of transport have been 1. \_\_\_\_\_ in our century, the strangest of them being perhaps the hovercraft. In 1953, a former electronics 2. \_\_\_\_\_ in his fifties, Christopher Cockerell, who had turned to boat-building on the Norfolk Broads, suggested an idea on which he had been working for many years to the British Government and industrial circles. It was the idea of supporting a craft on a 'pad', or 3. \_\_\_\_\_, of low-pressure air, ringed with a curtain of higher pressure air. Ever since, people have had difficulty in deciding whether the craft

should be ranged among ships, planes, or land vehicles--for it is something in between a boat and 4. \_\_\_\_\_. As a shipbuilder, Cockerell was trying to find a solution to the problem of the wave resistance which wastes a good deal of a surface ship's power and limits its speed. His answer was to lift the vessel out of the water by making it ride on a cushion of air, no more than one or two feet thick. This is done by a great number of ring-shaped air jets on the bottom of the craft. It 'flies', therefore, but it cannot fly higher-its action depends on the surface, water or ground, over which it rides. The first tests on the Solent in 1959 caused a sensation. The hovercraft travelled first over the water, then mounted the beach, climbed up the dunes, and sat down on a road. Later it crossed the Channel, riding smoothly over the waves, which presented no problem. Since that time, various types of hovercraft have appeared and taken up regular service-cruises on the Thames in London, for instance, have become an annual 5. \_\_\_\_\_. But we are only at the beginning of a development that may transport net sea and land transport. Christopher Cockerell's craft can establish transport works in large areas with poor communications such as Africa or Australia; it can become a 'flying fruit-bowl', carrying bananas from the plantations to the ports, giant hovercraft liners could span the Atlantic; and the 6. \_\_\_\_\_ of the future may well be the 'hovertrain', riding on its air cushion over a single rail, which it never touches, at speeds up to 300 m.p.h.-the possibilities appear 7. \_\_\_\_\_.

#### Text 5

#### Transportation system in Ukraine

Transportation system in Ukraine is very developed and involves various transportation means. First of all, it is closely associated with public city transportation which includes buses, trolley buses, and trams and is the cheapest way to travel within cities. Prices range from 10 cents to 50 cents a ticket. One can purchase a ticket at the bus stops at the little "kiosks", however it's possible to get the one from the conductor once you board. At that, it is the best way to get acquainted with a city. Should you make up your mind to travel by these kinds of transportation, be sure not to use them during rush-hour periods. As for the metro options, Kyiv, Kharkiv, and Dnipropetrovsk feature this fastest way of transportation that is renowned also for its decorative designs and architectural solutions. You can also take a taxi by phoning or simply by putting out your hand on the street. Another very convenient and fast way of traveling is done by "marshrutka," or a taxi van. Marshrutkas are very popular in every town and city in Ukraine. These taxi vans not only travel within a certain town/city, but they also operate intercity routes.

Train is a very popular way to travel within Ukraine for it to reach a final destination on time or with minimum delay. One can purchase a train ticket both at the railroad stations and offices. As a rule, one can buy a ticket within 42 days term prior to the departure date. It's recommended to buy the tickets beforehand, especially on the holiday's eve. When traveling by train just observe some advices and your journey will be safe and pleasant. Keep your money and valuables near yourself; try not to leave your luggage with strangers; always lock the cabin door

during the night time. Ukrainian trains are equipped with the wagons of three types: 1st class cabins, 2nd class (coupe) and 3rd class, (platzcart) that offers the lowest ticket's price. The quality of services in such wagons depends on trains and destinations, yet the best solution is to take an express train providing good quality and services and traveling at high speed. Moreover, Ukrainian international railway links connect Kyiv to many CIS and European countries. Thus, there are trains operating to Warsaw (Poland), Moscow (Russia), St.Petersburg (Russia), Minsk (Belarus), Berlin (Germany), Bratislava (Slovakia), Prague (Czech), Vienna (Austria), etc. Bus traveling is also popular in Ukraine: apart from domestic routes there are regular bus schedules to the majority of European cities.

As for Ukrainian sea connection, it is carried out via the Black sea ports of Odessa, Sevastopol and Yalta with the major part of ferries serving Turkey and Greek destinations. One can also take advantage of traveling by air with most international flights operating to and from Boryspil International Airport in Kiev (KBP) and domestic flights in Zhulyany (IEV). The most popular Ukrainian airlines are 'Aerosvit', 'International Ukrainian airlines', 'UMA' and 'WizzAir'. All in all, traveling in Ukraine can be of a big fun, provided you think through your transportation priorities and ponder over all pros and cons of the time spell you'd like to spend en route.

I. Fill in the gaps:

1. Transportation system in Ukraine involves various transportation \_\_\_\_\_.
2. It is closely associated with \_\_\_\_\_ city transportation which includes buses, trolley buses, and trams and is the cheapest way to travel within cities.
3. Train is a very popular way to travel within Ukraine for it to reach a final destination \_\_\_\_\_ me or with minimum delay.
4. Ukrainian trains are \_\_\_\_\_ with the wagons of 3 types.
5. Bus traveling is also popular in Ukraine: apart from \_\_\_\_\_ routes there are regular bus schedules to the majority of European cities.

II. Choose the right word:

1. I \_\_\_\_\_ (*drive/fly/walk/ride*) when I use my legs and feet.
2. On Saturday mornings you can learn to \_\_\_\_\_ (*drive/fly/walk/ride*) a pedal rickshaw in central London.
3. Mark has always wanted to \_\_\_\_\_ (*drive/fly/walk/ride*) plane since he was very young. Now he is a pilot.
4. When you \_\_\_\_\_ (*drive/fly/walk/ride*) a lorry carrying dangerous goods you must be very careful.
5. 'To go by foot' is not considered to be correct, you'd better say 'to go \_\_\_\_\_ (*on/with/under/above*) foot.

### III. Match the words with their definitions:

|                    |  |
|--------------------|--|
| 1. destination     | a. on the way  |
| 2. delay           | b. in advance; ahead of time   |
| 3. schedule        | c. the predetermined end of a journey or voyage  |
| 4. domestic route  | d. when someone or something has to wait, or the length of the waiting time  |
| 5. en route        | e. a timetable   |
| 6. beforehand      | f. relating or happening in one particular country and not involving any other countries   |
| 7. rush-hour       | g. happening between two or more cities, or going from one city to another   |
| 8. intercity route | h. a time of day in which large numbers of people are in transit, as going to or returning from work and that is characterized by particularly heavy traffic |

### IV. Match the words with their translation

|                 |                     |
|-----------------|---------------------|
| 1. жетон        | a. excess fare      |
| 2. доплата      | b. traffic jam      |
| 3. затор        | c. seat             |
| 4. проїзний     | d. conductor        |
| 5. кондуктор    | e. change           |
| 6. контролер    | f. underground      |
| 7. маршрут      | g. travel-card      |
| 8. сидіння      | h. route            |
| 9. метрополітен | i. ticket collector |
| 10. пересадка   | j. token            |

### Text 6

#### The importance of logistics in today's business

Transportation and timely delivery of goods and services are the main factors for all types of business. Whether it is transportation of raw materials to the manufacturers or of finished products to the consumers, logistic plays a major role in all businesses. Logistic is the most important factor that facilitates all businesses operate well. Without good logistic, no business can accomplish success. A good logistic can offer expansion to a business. Logistic is required in every business. We cannot think of any business without logistic.

Generally, logistic is the management of transportation and delivery of products, product and other resources so as to deliver the products in the market in time to fulfill the requirements of consumers. Logistics typically incorporate transportation, warehousing, packaging, material handling, information and security. Logistic is responsible for the efficient flow of products, services and information associated to manufacturers and consumers. Logistic was prevalent in the past but it

was considered as a business concept only in the 1950s. The increasing complication of business and demand for shipping of product globally was the major cause that gave rise to logistic as a business concept. Ineffective logistic will affect serious loss for producing industries.

Shipping also contributes a lot in the world's economy. Shipping could be an international business enterprise for transferring and transportation of cargoes and other materials from one place to other places easily. Usually shipping refers to transportation of cargoes by sea through ships.

Land or ground shipping is typically done by rails and trucks. Ground shipping is less costly than air shipping but much expensive than shipping by sea. Air shipping is the priciest shipping. It is fast and can deliver cargoes within a short period of time. Usually much of the shipping is done by sea. Shipping by sea is the most cost effective mode of transferring merchandise to remote countries.

All kinds of business require logistic and shipping. A slight disorder in shipping and logistic will lead to heavy financial loss for producing industries. An effective logistic and shipping services system can facilitate a business to operate well and increase its revenue. They are the key factor of accomplishing business goals.

Logistic and shipping contributes a lot to the world's economy. A well-ordered logistic and shipping system will effectively deal with the transportation process and complement timely delivery of goods and merchandise to the manufacturing industries as well as to the market to meet the consumer demands.

I. Fill in the gaps:

1. Logistic is the management of transportation and delivery of \_\_\_\_\_.
2. Logistic is responsible for the efficient \_\_\_\_\_ of products, services and information associated to manufacturers and consumers.
3. Logistic is the most important factor that \_\_\_\_\_ all businesses operate well.
4. Without good logistic, no business can \_\_\_\_\_ success.
5. Good logistic can offer \_\_\_\_\_ to a business.

II. Match the words and words combinations:

|                      |             |
|----------------------|-------------|
| 1. accomplish        | a) loss     |
| 2. efficient flow of | b) demands  |
| 3. deliver           | c) success  |
| 4. financial         | d) products |
| 5. manufacturing     | e) cargoes  |
| 6. consumer          | f) industry |

III. Fill in the prepositions:

*for off at in on from*

1. We went down \_\_\_\_\_ the lift.
2. We met \_\_\_\_\_ the station.
3. I waited 20 minutes \_\_\_\_\_ a bus.
4. In Britain people queue \_\_\_\_\_ buses.
5. We must wait \_\_\_\_\_ the bus stop.
6. She waited \_\_\_\_\_ the platform.
7. The tube stops \_\_\_\_\_ every station.
8. The conductor asked \_\_\_\_\_ our fares.
9. We finally got \_\_\_\_\_ the bus \_\_\_\_\_ our destination.
10. I'll meet you \_\_\_\_\_ bus station.
11. Get your ticket \_\_\_\_\_ the machine.

IV. Idioms and sayings about transport:

|                            |   |
|----------------------------|---|
| Train of thought           | The connections that link the various parts of an event or argument together.   |
| To get on the gravy train. | To attempt to make money quickly, easily, and often dishonestly.  |
| Travel light.              | To go on a journey without taking a lot of things with you.   |
| To be just the ticket.     | Used to describe that something is exactly what is needed.  |
| On track.                  | If something is on track it's making progress and is likely to achieve something.<br><br>To get or put something back on track means to correct something that was going wrong. |
| One track mind.            | A tendency to think about only one subject.   |
| Public transport.          | A system of vehicles such as buses and trains which operate at regular times on fixed routes and are used by the public.  |

V. Fill in the gaps from exercise IV:

1. "He was trying to explain how the budget would help to end the recession, but I couldn't follow his \_\_\_\_\_."
2. "I wouldn't trust him if I were you, he is always trying to \_\_\_\_\_."
3. "I always \_\_\_\_\_ when I go to England."
4. "If you want to improve your English, this website is \_\_\_\_\_."
5. "It looks as though the crisis is over. We're back \_\_\_\_\_."
6. He only ever thinks about girls, he has a \_\_\_\_\_.
7. "People should use public transport more to avoid congestion on the roads."

## Text 7

### Introduction to Supply Chain Management

If your company makes a product from parts purchased from suppliers, and those products are sold to customers, then you have a supply chain. Some supply chains are simple, while others are rather complicated. The complexity of the supply chain will vary with the size of the business and the intricacy and numbers of items that are manufactured.

A simple supply chain is made up of several elements that are linked by the movement of products along it. The supply chain starts and ends with the customer.

**Customer:** The customer starts the chain of events when they decide to purchase a product that has been offered for sale by a company. The customer contacts the sales department of the company, which enters the sales order for a specific quantity to be delivered on a specific date. If the product has to be manufactured, the sales order will include a requirement that needs to be fulfilled by the production facility.

**Planning:** The requirement triggered by the customer's sales order will be combined with other orders. The planning department will create a production plan to produce the products to fulfill the customer's orders. To manufacture the products the company will then have to purchase the raw materials needed.

**Purchasing:** The purchasing department receives a list of raw materials and services required by the production department to complete the customer's orders. The purchasing department sends purchase orders to selected suppliers to deliver the necessary raw materials to the manufacturing site on the required date.

**Inventory:** The raw materials are received from the suppliers, checked for quality and accuracy and moved into the warehouse. The supplier will then send an invoice to the company for the items they delivered. The raw materials are stored until they are required by the production department.

**Production:** Based on a production plan, the raw materials are moved inventory to the production area. The finished products ordered by the customer are manufactured using the raw materials purchased from suppliers. After the items have been completed and tested, they are stored back in the warehouse prior to delivery to the customer.

**Transportation:** When the finished product arrives in the warehouse, the shipping department determines the most efficient method to ship the products so that they are delivered on or before the date specified by the customer. When the goods are received by the customer, the company will send an invoice for the delivered products.

I. Fill in the gaps:

1. The complexity of the supply chain will vary with the size of the business and the intricacy and numbers of items that are \_\_\_\_\_.
2. A simple supply chain is made up of several elements that are linked by the movement of \_\_\_\_\_ along it.

3. The purchasing department receives a list of \_\_\_\_\_ materials and services required by the production department to complete the customer's orders.
4. The raw materials are stored until they are required by the \_\_\_\_\_ department.
5. Based on a production plan, the raw materials are moved \_\_\_\_\_ to the production area.
6. When the goods are received by the customer, the company will send an \_\_\_\_\_ for the delivered products.

II. Match the columns:

|  |   |
|--|---|
| 1. A supply chain is a system of organizations   | a) into a finished product that is delivered to the end customer.   |
| 2. Supply chain activities transform natural resources, raw materials and components           | b) to fulfill customer demands through the most efficient use of resources  |
| 3. The primary objective of supply chain management is   | c) the importance of product design in demand generation is more significant than ever.   |
| 4. There is often confusion over the terms   | d) people, technology, activities, information and resources involved in moving a product or service from supplier to customer. |
| 5. With increasing globalization and easier access to alternative products in today's markets, | e) supply chain and logistics.  |

III. Choose the word that best fits the sentence:

1. Hey, don't drive so fast or you'll get in an \_\_\_\_\_.  
a. accident  
b. incident
2. The driver in front of me keeps changing \_\_\_\_\_.  
a. lines  
b. lanes
3. There is always a lot of \_\_\_\_\_ on this road.  
a. traffic  
b. travel
4. The police officer gave me a \_\_\_\_\_ for not signalling.  
a. fare  
b. ticket
5. I'm running low on gas. We have to \_\_\_\_\_ (get a full tank of gas).  
a. fill up



- b. fill in
6. The \_\_\_\_\_ is what one turns to go left or right.
- a. round wheel  
b. steering wheel
7. This road is so rough! There are so many \_\_\_\_\_.
- a. potholes  
b. roadholes
8. This road is under construction so we have to make a \_\_\_\_\_.
- a. goaround  
b. detour
9. Slow down! You're going 40 miles above the \_\_\_\_\_!
- a. speed limit  
b. speed zone
10. When you're driving in big cities, you should always look out for \_\_\_\_\_.
- a. pedestrians  
b. cows

IV. Match the synonyms:

|                  |               |
|------------------|---------------|
| 1. plan (v)      | a. consist of |
| 2. customer      | b. store      |
| 3. produce (v)   | c. bring      |
| 4. purchase (v)  | d. buy        |
| 5. deliver       | e. create     |
| 6. warehouse     | f. client     |
| 7. to be made of | g. intend     |

V. Fill in the gaps with the following words:

*Happy, provide, range, specialize, major, ensure, customized*

- As a \_\_\_\_\_ non-vessel operating common carrier, we can offer our customers competitive rates with all major shipping lines.
- We \_\_\_\_\_ in solutions for full container loads (FCL) and less than container consolidated loads (LCL).
- As a specialist in home textiles, we can offer our clients \_\_\_\_\_ services to meet their needs.
- Our team will be \_\_\_\_\_ to assist you in all matters regarding your order.
- We can \_\_\_\_\_ you with tailor-made solutions for your air transport requirements.
- We closely co-operate with air-carriers around the world and can offer our customers a wide \_\_\_\_\_ of flexible and cost-effective services.

## Text 8

### Supply chain management

To ensure that the supply chain is operating as efficient as possible and generating the highest level of customer satisfaction at the lowest cost, companies have adopted Supply Chain Management processes and associated technology. Supply Chain Management has three levels of activities that different parts of the company will focus on: strategic; tactical; and operational.

Strategic: At this level, company management will be looking to high level strategic decisions concerning the whole organization, such as the size and location of manufacturing sites, partnerships with suppliers, products to be manufactured and sales markets.

Tactical: Tactical decisions focus on adopting measures that will produce cost benefits such as using industry best practices, developing a purchasing strategy with favored suppliers, working with logistics companies to develop cost effective transportation and developing warehouse strategies to reduce the cost of storing inventory.

Operational: Decisions at this level are made each day in businesses that affect how the products move along the supply chain. Operational decisions involve making schedule changes to production, purchasing agreements with suppliers, taking orders from customers and moving products in the warehouse.

#### Supply Chain Management Technology

If a company expects to achieve benefits from their supply chain management process, they will require some level of investment in technology. The backbone for many large companies has been the vastly expensive Enterprise Resource Planning (ERP) suites, such as SAP and Oracle. These enterprise software implementations will encompass a company's entire supply chain, from purchasing of raw materials to warranty service of items sold. The complexity of these applications does require a significant cost, not only a monetary cost, but the time and resources required to successfully implement an enterprise wide solution. Buy-in by senior management and adequate training of personnel is key to the success of the implementation. There are now many ERP solutions to choose from and it is important to select one which fits the overall needs of a company's supply chain.

Since the wide adoption of Internet technologies, all businesses can take advantage of Web-based software and Internet communications. Instant communication between vendors and customers allows for timely updates of information, which is key in management of the supply chain.

#### I. Fill in the gaps:

1. Supply Chain Management has three levels of activities that different parts of the company will focus on: strategic; \_\_\_\_\_; and operational.
2. Tactical decisions focus on \_\_\_\_\_ measures that will produce cost benefits.

3. Decisions at the operational level are made each day in businesses that affect how the products \_\_\_\_\_ the supply chain.
4. If a company expects to \_\_\_\_\_ benefits from their supply chain management process, they will \_\_\_\_\_ some level of investment in technology.
5. Since the wide adoption of Internet technologies, all businesses can take advantage of Web-based \_\_\_\_\_ and Internet communications.

II. Match two columns:

|                         |                          |
|-------------------------|--------------------------|
| 1. supply               | a. customer satisfaction |
| 2. the highest level of | b. management            |
| 3. company              | c. chain                 |
| 4. significant          | d. cost                  |
| 5. vendors and          | e. raw materials         |
| 6. purchasing of        | f. customers             |

III. Choose the word that best fits the sentence:

1. Your \_\_\_\_\_ look a little flat. Maybe you should check the pressure.
  - a. tires
  - b. wheels
2. In Germany it's possible to drive very fast on \_\_\_\_\_.
  - a. pay roads
  - b. highways
3. P1: How long have you had your \_\_\_\_\_? P2: Since I was 19.
  - a. driver's license
  - b. driver's permission
4. You have to turn right at the next \_\_\_\_\_.
  - a. intersection
  - b. intercross
5. I couldn't see the other car in my \_\_\_\_\_ mirror.
  - a. back view
  - b. rear view
6. Most people know that wearing a \_\_\_\_\_ is a good idea.
  - a. car belt
  - b. seat belt
7. Don't \_\_\_\_\_. There's always a police car behind that tree.
  - a. speed on
  - b. speed up
8. P1: Do you know how to drive \_\_\_\_\_? P2: No, I only know how to drive automatic.
  - a. gears
  - b. standard
9. During \_\_\_\_\_, roads are normally very congested.
  - a. rush hour

- b. hours of peak  
 10. The front lights of a car are called \_\_\_\_\_.  
 a. headlights  
 b. taillights

IV. Match the antonyms:

|                 |                   |
|-----------------|-------------------|
| 1. benefit      | a) slow           |
| 2. quick        | b) loss           |
| 3. purchase     | c) supplier       |
| 4. raw material | d) sell           |
| 5. wide         | e) receive        |
| 6. send         | f) narrow         |
| 7. customer     | g) finished goods |

Text 9

Intelligent transportation system

resilience (n) - пружність; еластичність; ударна в'язкість

congestion (n) - затор (вуличного руху)

fuel consumption – споживання палива

densely – густо, щільно

exacerbate (v) - посилювати (невдоволення)

The term *intelligent transportation systems* (ITS) refers to information and communication technology (applied to transport infrastructure and vehicles) that improve transport outcomes such as transport safety, transport productivity, travel reliability, informed travel choices, social equity, environmental performance and network operation resilience.

Interest in ITS comes from the problems caused by traffic congestion and a synergy of new information technology for simulation, real-time control, and communications networks. Traffic congestion has been increasing worldwide as a result of increased motorization, urbanization, population growth, and changes in population density. Congestion reduces efficiency of transportation infrastructure and increases travel time, air pollution, and fuel consumption.

The United States, for example, saw large increases in both motorization and urbanization starting in the 1920s that led to migration of the population from the sparsely populated rural areas and the densely packed urban areas into suburbs. The industrial economy replaced the agricultural economy, leading the population to move from rural locations into urban centers. At the same time, motorization was causing cities to expand because motorized transportation could not support the population density that the existing mass transit systems could. Suburbs provided a reasonable compromise between population density and access to a wide variety of

employment, goods, and services that were available in the more densely populated urban centers.

Recent governmental activity in the area of ITS – specifically in the United States – is further motivated by an increasing focus on homeland security. Many of the proposed ITS systems also involve surveillance of the roadways, which is a priority of homeland security. Funding of many systems comes either directly through homeland security organizations or with their approval. Further, ITS can play a role in the rapid mass evacuation of people in urban centers after large casualty events such as a result of a natural disaster or threat.

In the developing world, the migration of people from rural to urbanized habitats has progressed differently. Many areas of the developing world have urbanized without significant motorization and the formation of suburbs. In areas like Santiago, Chile, a high population density is supported by a multimodal system of walking, bicycle transportation, motorcycles, buses, and trains. A small portion of the population can afford automobiles, but the automobiles greatly increase the congestion in these multimodal transportation systems. They also produce a considerable amount of air pollution, pose a significant safety risk, and exacerbate feelings of inequities in the society.

Other parts of the developing world, such as China, remain largely rural but are rapidly urbanizing and industrializing. In these areas a motorized infrastructure is being developed alongside motorization of the population. Great disparity of wealth means that only a fraction of the population can motorize, and therefore the highly dense multimodal transportation system for the poor is cross-cut by the highly motorized transportation system for the rich. The urban infrastructure is being rapidly developed, providing an opportunity to build new systems that incorporate ITS at early stages.

I. Read the statements and decide if they are true (T) or false (F):

1. The term intelligent transportation systems refers to information and communication technology applied to transport infrastructure and vehicles.
2. Traffic congestion has been increasing worldwide as a result of increased motorization, urbanization, population growth, and changes in population density.
3. The agricultural economy replaced the industrial economy leading the population to move from rural locations into urban centers.
4. In the developing world, the migration of people from rural to urbanized habitats has progressed differently.
5. Many areas of the developing world have urbanized with significant motorization and the formation of suburbs.

II. Match the words with their definitions:

|                       |   |
|-----------------------|---|
| 1. traffic congestion | a) harmful or poisonous substances introduced into an environment                                 |
| 2. urbanization       | b) a district lying immediately outside a city or town, specially a smaller residential community |

|                   |  |
|-------------------|--|
| 3. infrastructure | c) precautions taken to guard against crime, attack, sabotage, etc   |
| 4. suburb         | d) the stock of fixed capital equipment in a country, including factories, roads, schools, etc, considered as a determinant of economic growth |
| 5. pollution      | e) the state of being overcrowded with traffic or people   |
| 6. security       | f) the process by which large numbers of people become permanently concentrated in relatively small areas, forming cities                      |

III. Fill in the gaps from exercise II:

- \_\_\_\_\_ on lines carrying power from north to south raise the risk of blackouts.
- Any cyber \_\_\_\_\_ expert will tell you that the best way to protect data is to create a layered defense.
- The global demographic trend is toward \_\_\_\_\_, not a return to the countryside.
- Numerous studies have linked heart disease and air \_\_\_\_\_, particularly smog.
- We need to find ways to make this argument stick in every city, \_\_\_\_\_ and rural town.
- Unfortunately, a similar unification has yet to happen for the electronic \_\_\_\_\_ in a building.

IV. Choose the most suitable word or phrase to complete each sentence:

- The \_\_\_\_\_ was crowded with passengers waiting for the train.  
a) platform   b) quay   c) runway   d) pavement
- We had to stop for petrol at a filling \_\_\_\_\_.  
a) garage   b) service   c) pump   d) station
- Mary looked up at the fastest train to Glasgow in the \_\_\_\_\_.  
a) catalogue   b) timetable   c) dictionary   d) programme
- The train was very crowded because there were only four \_\_\_\_\_.  
a) coaches   b) wagons   c) trucks   d) cars
- Peter's car \_\_\_\_\_ off the icy road and fell into a ditch.  
a) crashed   b) collided   c) hit   d) skidded
- Everything went dark when the train entered a \_\_\_\_\_.  
a) underground   b) tunnel   c) tube   d) metro
- David missed his train because of the queue in the ticket \_\_\_\_\_.  
a) office   b) agency   c) room   d) lounge

8. To get to our hotel we had to cross the railway \_\_\_\_\_.  
a) road    b) route    c) rails    d) line

V. Fill in the gaps with the following words:

*Chain, gear, parachute, bonnet, cockpit, handlebars, brakes, deck, oars.*

1. Change this in a car to change speed \_\_\_\_\_
2. Hold these when you ride a bicycle \_\_\_\_\_
3. This will save your life if you fall from a plane \_\_\_\_\_
4. You need these to row a boat \_\_\_\_\_
5. This might be on a bicycle or around your neck \_\_\_\_\_
6. Put these on if you want to stop \_\_\_\_\_
7. Your car engine is usually under this \_\_\_\_\_
8. Walk on this when you are on a ship \_\_\_\_\_
9. The pilot of a plane sits in this \_\_\_\_\_

### Text 10 Road traffic control

Road traffic control involves directing vehicular and pedestrian traffic around a construction zone, accident or other road disruption, thus ensuring the safety of emergency response teams, construction workers and the general public.

Traffic control also includes the use of CCTV and other means of monitoring traffic by local or State roadways authorities to manage traffic flows and providing advice concerning traffic congestion.

Traffic control is an outdoors occupation, night or day for long hours in all weathers, and is considered a dangerous occupation due to the high risk of being struck by passing vehicles. Safety equipment is vitally important. Fatigue is a big issue, as tired TC's may forget to watch their traffic, or may inadvertently turn their "Stop bats" to the "Slow" position. Many drivers are annoyed by the disruption to their route, and some are sufficiently antisocial as to aim at traffic controllers. Other drivers simply don't pay enough attention to the road, often from using their mobile (cell-) phones, or because they are tired from a night shift at work. Not a few are exceeding the posted speed limit.

Typically, a worksite will be set up with warning signage well in advance of the actual work area.

The worksite will usually involve reserving a part of the road for the work area. How this is done depends on the type of road: on a multi-lane road, one or more lanes will be closed off and traffic merged into the remaining lane(s), using cones and "Chevron" signs and arrow-boards to guide motorists. On a wide road (more than 3 meters per lane in Australia), traffic could be "diverted" around the work area by using cones to define a new road centerline and another line of cones around the work area. Sometimes, it is necessary to close a road and detour traffic.

Often, the road is not wide enough to permit opposing streams of traffic past the work area. Then it is necessary to use "Stop/Slow", where each stream is allowed

past the work area in turn. On an intersection, this may involve four or more streams. At signalized intersections, it may be necessary to have the traffic lights disabled.

Sometimes on dual carriageways, it is necessary to divert one carriageway onto the opposing carriageway, forming a "contra flow". This cannot be done "on the fly", as high-speed (100+km/h), high-volume (500 - 1000+ vehicles per hour) traffic is involved, generating a huge risk to workers. In this case advisory signs will be erected weeks or even months in advance, and new lanes defined by bollards anchored firmly to the road-base will be installed, usually at night when traffic is expected to be minimal. Programmable Variable Message Boards may be utilized at strategic locations to inform motorists. Such "contra flow" situations also pose significant risk to pedestrians who may not be alert to traffic coming from the wrong direction.

I. Fill in the gaps:

1. Road traffic control involves directing vehicular and \_ traffic around a construction zone.
2. Traffic control also includes the use of CCTV and other means of \_\_\_\_\_ traffic.
3. Traffic control is an \_\_\_\_\_ occupation.
4. Other drivers simply don't pay enough \_\_\_\_\_ to the road.
5. Sometimes on dual carriageways, it is necessary to \_\_\_\_\_ one carriageway onto the opposing carriageway, forming a "contra flow".
6. Often, the road is not wide enough to permit opposing \_\_\_\_\_ of traffic past the work area.
7. Programmable Variable Message Boards may be utilized at strategic locations to \_\_\_\_\_ motorists.

II. Choose the most suitable word underlined:

1. John managed to complete his journey ahead of/in front of schedule.
2. On our way to York, we divided/broke our journey in Peterborough.
3. As I wasn't coming back by train, I asked for a single/simple ticket.
4. The two coaches collided, but luckily no one was injured/wounded.
5. We drove to the town centre and stopped at the library in the way/on the way.
6. My car skidded off the road and crashed/hit a tree.
7. The train was packed, and there was standing place/room only.
8. When her bike hit the rock, Alice was thrown over the handlebars/saddle.
9. The police accused Donald of breaking the speed limit/restriction.
10. My plane arrived in Paris dead/way on time.

III. Match the opposites:

|            |             |
|------------|-------------|
| 1. urban   | a. decrease |
| 2. roadway | b. rural    |



|                  |               |
|------------------|---------------|
| 3. noise         | c. sidewalk   |
| 4. passenger car | d. silence    |
| 5. drive         | e. public     |
| 6. private       | f. truck      |
| 7. increase      | g. similarity |
| 8. difference    | h. walk       |

IV. Translate the following words and word combinations:

1. Alex got his права водія.
2. Сировина are extracted from природні ресурси, for example the miner mines iron ore and the farmer grows wheat.
3. The results of the processing stage are made into semi-finished and готова продукція, for example the steel is made into knives and the flour is made into bread.
4. Normally the manufacturer sells his products to the оптовий торгівець.
5. The оптовий торгівець sells to the retailer, and the retailer sells to the споживач or end-user.
6. The driver пристебнув ремінь before he pushed the pedal.
7. Заправна станція was near the cross road and he easily found it.
8. If every driver follows traffic rules, the number of аварії could be reduced.
9. They полетіли to Thailand for their honeymoon yesterday.
10. There is no світлофор on this busy intersection.

Text 11  
Customs and duty

Customs is an authority or agency in a country responsible for collecting and safeguarding customs duties and for controlling the flow of goods including animals, transports, personal effects and hazardous items in and out of a country.

Customs duty is a kind of indirect tax which is realized on goods of international trade.

Export duty. Export duty is sometimes imposed on goods when they leave the country (for example on oil exports from Russia). However, this kind of duty is not commonly imposed because in many cases it would make the goods too expensive for the world market.

Import duty. This kind of duty is imposed on goods when they are brought into a country. There are two types of import duty: protective duty and preferential duty.

*Protective duty*. Protective duty is imposed to prevent home producers losing business because of cheaper foreign imports. Importers in Italy, for example, may try to import shoes from South America as they are cheaper than Italian shoes; this process is known as dumping. This, of course, would be a threat to the Italian shoe industry. To prevent this, the Italian government would impose protective duty on

South American shoes, which would increase the price so much that they would no longer be able to compete with Italian shoes.

*Preferential duty:* Preferential duty is a lower rate of duty imposed on countries with whom there is a trade agreement. Such agreements may be bilateral (between two countries, such as Germany and Israel) or multilateral (between three or more countries). Groups of countries which have multilateral trade agreements include NAFTA (the North American Free Trade Association, made up of Canada, the US and Mexico) and ASEAN (the Association of Southeast Asian Nations, made up of Brunei, Indonesia, Malaysia, the Philippines, Singapore and Thailand).

This lower rate of duty is imposed to encourage importers to trade with the preferred countries rather than with non-member nations.

*Excise duty.* The purpose of Excise duty is to raise money for the government. It is imposed on certain home-produced products such as luxury goods, cigarettes, oil and alcohol.

I. Find English equivalents for the following words and word combination:

|                      |  |
|----------------------|--|
| 1. вітчизняні товари |  |
| 2. оподатковувати    |  |
| 3. мито на експорт   |  |
| 4. мито на ввезення  |  |
| 5. демпінг           |  |
| 6. торгівельна угода |  |
| 7. двосторонній      |  |
| 8. акцизний збір     |  |
| 9. предмет розкоші   |  |
| 10. багатосторонній  |  |

II. What kind of duty do you think was imposed in each case?

1. An exporter in Switzerland sent a consignment of cheese to an importer in Sweden.
2. An importer in Japan wanted to buy cheap cameras from Taiwan.
3. A group of American tourists bought a quantity of expensive perfume while on holiday in France.
4. A German tobacco company imported cigars from Cuba.
5. An Indian tea company sent a large quantity of tea to England.

III. Match the words with their definitions:

|                |   |
|----------------|---|
| 1. Customs     | a. imposed on goods when they leave the country                 |
| 2. export duty | b. imposed on goods when they are brought into a country.       |
| 3. import duty | c. selling the same goods for a lower price abroad than at home |

|                      |   |
|----------------------|---|
| 4. preferential duty | d. an authority or agency in a country responsible for collecting and safeguarding customs duties |
| 5. dumping           | e. a lower rate of duty imposed on countries with whom there is a trade agreement.                |
| 6. excise duty       | f. is imposed on certain home-produced products such as luxury goods, cigarettes etc.             |

IV. Choose the most appropriate word to complete sentences:

1. The company cannot refund customers' money, and goods can only be *altered* / *exchanged* / *revised* on production of a receipt or other proof of purchase.
2. We have made radical changes to the working regulations, and employees are expected to *expand* / *stretch* / *adapt* to these over the next few weeks.
3. Our customer call centre used to be in Sheffield, but last year we *promoted* / *varied* / *outsourced* it to India, where costs are much lower.
4. The new director has completely *reduced* / *transformed* / *heightened* the company, from a small local enterprise to a major international concern.
5. The hotel is currently being *renovated* / *replaced* / *switched* but will remain open while building work is carried out.
6. Production has been *switched* / *disappeared* / *enlarged* from our Bracknell site to a new industrial centre near Milton Keynes.
7. Our new memory cards *extend* / *vary* / *raise* in price, from £42 for a 64Mb card up to £140 for a 2Gb card.
8. The Internet clothing company Pants2U.com has *deepened* / *shortened* / *expanded* its range to include jewellery and watches.
9. The decision to *dissolve* / *demote* / *disappear* the company wasn't an easy one to make, but everyone agreed that there was no other option but to cease trading.
10. Air fares will be *adapted* / *extended* / *revised* on 21 July: domestic flights will go down by 10%, but international flights will go up by 22%.

## Text 12

### Customs procedure

If the goods being imported or exported are duty free (if no duty has to be paid on them), they have to be declared to the customs authorities but will be immediately cleared for further transportation. However, if the goods are dutiable (if duty has to be paid on them), they will proceed through customs in one of the ways described here:

1. The goods are transported to the customs office at the border, the duty is calculated and the importer pays it (or the exporter, depending on the terms of delivery). The goods are then released for further transportation to their destination.
2. In the case of containerized goods, the container is sealed by the customs authorities at the place of departure, then transported to the customs office at

the place of destination. Here the container is opened, the duty is calculated and the importer pays it. This eliminates the need for the goods to be inspected at every border they cross.

3. The third possibility is for the importer to store the goods in a bonded warehouse, a special warehouse where goods can be stored until the duty has been paid. This means the duty does not have to be paid until the goods are needed (for example when the importer finds a buyer). In this case, The importer proceeds as follows:
  - a) The importer has his goods brought to the bonded warehouse for storage.
  - b) In return, the warehouseman gives the importer a bond warrant as a receipt for the goods. The bond warrant is a negotiable document.
  - c) The importer tries to find buyers for the goods while they are in bond.
  - d) Should the potential buyer need to see samples of the goods while they are in bond, this needn't be a problem. The importer goes to the warehouseman and obtains either a sampling order, which enables him to take away samples of the goods in bond; or an inspection order, which enable him to take the potential customer to inspect the goods.
  - e) Once the importer has found the buyer, he endorses the bond warrant and hands it over to the buyer. If he has found several buyers, each of them receives a delivery order which serves the same purpose as the bond warrant.
  - f) The buyer takes the bond warrant (or delivery order) back to the bonded warehouse and pays the duty on the goods. In return, he receives a customs permit which means the goods can be released from bond.
  - g) The buyer then takes the customs permit and bond warrant to the warehouse man, who hands over the goods in return.

I. Give English equivalents for the following words and word combinations:

|                                   |  |
|-----------------------------------|--|
| 1. безмитний                      |  |
| 2. який підлягає обкладанню митом |  |
| 3. митний склад                   |  |
| 4. робітник або службовець складу |  |
| 5. ордер на отримання зразків     |  |
| 6. інспекційний ордер             |  |
| 7. митний дозвіл                  |  |

II. Match the warehouse areas to the activities that take place in them:

|                    |  |
|--------------------|--|
| 1. dispatch        | a. goods are brought together for loading and transport                          |
| 2. collation       | b. where the goods are kept until required.                                      |
| 3. reserve storage | c. the goods are selected and put together in the units required by the customer |

|                                |  |
|--------------------------------|--|
| 4. order picking and sortation | d. complete orders are packed and wrapped          |
| 5. receiving                   | e. the goods are prepared for warehouse operations |

III. Complete the sentences using the correct active or passive form of the verbs in brackets:

1. After the unit load \_\_\_\_\_ (check), it goes into automated storage.
2. As soon as an appropriate location \_\_\_\_\_ (identify) by the warehouse management system, a put-away instruction \_\_\_\_\_ (must issue).
3. After the vehicle driver \_\_\_\_\_ (report) to the gatehouse, the vehicle documentation \_\_\_\_\_ (check) by staff.
4. Then the packages \_\_\_\_\_ (process) i.e. they \_\_\_\_\_ (may label) with bar codes.
5. The goods \_\_\_\_\_ (check) on unloading.
6. After that, the staff \_\_\_\_\_ (direct) the driver to an unloading bay or parking area.

### Text 13 Warehousing today

I. Complete the text with missing sentences:

1. AS/RS involves high-racking storage with a machine operating within the aisles, serving both sides of the aisle.
2. During the last few years, however, the role and the design of the warehouse have radically changed.
3. The barcode label on each item provides specific information about the product, which can be transferred to a computer system.

In the past, a warehouse was only seen as a place to store things. It often took up a lot of ground space and goods were usually picked by hand or using a fork-lift truck.

1. \_\_\_\_\_

The warehouse is now considered a critical link between a manufacturing plant and the external world with a strong impact on the performance of the entire manufacturing and logistics system.

Warehouse automation and complex technologies are now used in order to produce effective operations. Many warehouses today are equipped with warehouse management systems (WMS), which automate the product flow throughout the warehouse and maximize the use of warehouse space through effective picking methods, location consolidation and cross docking.

Automated Storage and Retrieval Systems (AS/RS) have been introduced in many warehouses. 2. \_\_\_\_\_  
These systems can pick, replenish, and perform inventory checks without a human operator.

In fully automated systems, conveyor belts are very important as they link the different areas of the warehouse and carry the goods to where they are required: for example between the receiving areas and reserve storage, or between the picking and loading areas.

The warehouse of today would be unthinkable without the barcode. 3.

\_\_\_\_\_.  
This makes it possible to locate the item's position in the warehouse and find it again. By using automated technology, such as barcode scanners and RFID (radio frequency identification), warehouse inventory and product flow can be efficiently managed. Combined with modern IT systems, barcodes enable warehouse staff to track and trace all items in the warehouse at any given time and usually in real time.

## GLOSSARY

**Above Grade** — The location of a structure or transit guideway above the surface of the ground (also known as elevated or aerial).

**Accessible Service** — Buses operating in regular service with wheelchair lifts, kneeling functions or other devices that permit disabled passengers to use the service.

**Accessibility** — (1) The extent to which facilities are barrier free and useable by disabled persons, including wheelchair users. (2) A measure of the ability or ease of all people to travel among various origins and destinations.

**Activity Center** — An area with high population and concentrated activities which generate a large number of trips (e.g., CBD, shopping centers, business or industrial parks, recreational facilities (also known as trip generator).

**Alight** — To get off a transit vehicle.

**Alignment** — The horizontal and vertical ground plan of a roadway, railroad, transit route or other facility.

**Allocation** — An administrative distribution of funds, for example, federal funds among the states; used for funds that do not have legislatively mandated distribution formula.

**Alternative Fuel** — A liquid or gaseous nonpetroleum fuel, used to power transit vehicles. Usually refers to alcohol fuels, mineral fuels, natural gas, and hydrogen.

**Auto Delivery** - The process of shipping an automobile as freight from origin to a specific destination.

**Bill of Lading** - A document or receipt used by some car delivery companies to ensure that the company received an automobile or fleet of vehicles for shipment.

**Board** — To go onto or into a transit vehicle. Plural: “*Boardings*”.

**Branch** — One of multiple route segments served by a single route.

**Bus Bay** — Bus berthing area in a facility such as a transit center or rail station.

**Bus Hours** — The total hours of travel by bus, including both revenue service and deadhead travel.

**Bus Lane** — A lane of roadway intended primarily for use by buses, either all day or during specified periods.

**Busway** — A special roadway designed for exclusive use by buses. It may be constructed at, above, or below grade and may be located in separate rights-of-way or within highway corridors.

**Capital** — Long-term assets, such as property, buildings, roads, rail lines, and vehicles.

**Capital Costs** — Costs of long-term assets of a public transit system such as property, buildings, vehicles, etc.

**Capital Project** — Construction and/or procurement of district assets, such as transit centers, transit vehicles and track.

**Car Pool** — An arrangement where people share the use and cost of a privately owned automobile in traveling to and from pre-arranged destinations.

**Commuter Rail** — Local and regional passenger train service between a central city, its suburbs and/or another central city, operating primarily during commutes hours..

**Corridor** — A broad geographical band that follows a general directional flow or connects major sources of trips. It may contain a number of streets and highways and many transit lines and routes.

**Crosstown Route** — Non-radial bus service that normally does not enter the Central Business District (CBD).

**Crush Load** — The maximum passenger capacity of a vehicle, in which there is little or no space between passengers (i.e., the passengers are touching one another) and one more passenger cannot enter without causing serious discomfort to the others.

**Delivery Network** - An automobile transporting system consisting of trucks and carriers, ships, and/or railroads.

**Diversion** - The term used in the auto transport industry meaning a change has been made in the route of a shipment in transit.

**Express Service** — Express service is deployed in one of two general configurations:

(1) A service generally connecting residential areas and activity centers via a high speed, non-stop connection, e.g., a freeway, or exclusive right-of-way such as a dedicated busway with limited stops at each end for collection and distribution.

(2) Service operated non-stop over a portion of an arterial in conjunction with other local services.



**Exclusive Right-of-Way** — A right-of-way that is fully grade separated or access controlled and is used exclusively by transit.

**Extra Board** — Operators who have no assigned run but are used to cover runs deliberately left open by the scheduling department (extra runs), or runs that are open because of the absence of regularly assigned operators.

**Fare** — Payment in the form of coins, bills, tickets and tokens collected for transit rides.

**Fare Collection System** — The method by which fares are collected and accounted for in a public transportation system.

**Fare Elasticity** — The extent to which ridership responds to fare increases or decreases.

**Fare Structure** — The system set up to determine how much is to be paid by various passengers using the system at any given time.

**Feeder Service** — Service that picks up and delivers passengers to a regional mode at a rail station, express bus stop, transit center, terminal, Park-and-Ride, or other transfer facility.

**Fixed Cost** — An indirect cost that remains relatively constant irrespective of the level of operational activity.

**Fixed-Guideway System** — A system of vehicles that can operate only on its own guideway constructed for that purpose (e.g., rapid rail, light rail).

**Fixed Route** — Transit service provided on a repetitive, fixed-schedule basis along a specific route, with vehicles stopping to pick up passengers at and deliver passengers to specific locations.

**Frequency** — The amount of time scheduled between consecutive buses or trains on a given route segment; in other words, how often the bus or train comes (also known as Headway).

**Garage** — The place where revenue vehicles are stored and maintained and from where they are dispatched and recovered for the delivery of scheduled service.

**Grade Separated** — A crossing of two forms of transportation paths (e.g., light rail tracks and a highway) at different levels to permit unconstrained operation.

**Headway** — The scheduled time interval between any two revenue vehicles operating in the same direction on a route.

**Heavy Rail** — An electric railway with capacity for a “heavy volume” of traffic, and characterized by exclusive rights-of-way, high speed and rapid acceleration. Heavy rail is different from commuter rail and light rail.

**High Occupancy Vehicle (HOV)** — Vehicles that can carry more than two persons. Examples of high occupancy vehicles are a bus, vanpool and carpool.

**HOV Lane** — A traffic lane in a street or highway reserved for high occupancy vehicles, which may include two person vehicles in some applications.

**Incident** — Traffic or passenger accident that include collisions with other vehicles, pedestrians or fixed object, and passenger accidents while boarding, on-board, or disembarking the transit vehicle.

**Intermodal** — Switching from one form of transportation to another.

**Intermodal Facility** — A building or site specifically designed to accommodate the meeting of two or more transit modes of travel.

**Layover** — Layover time serves two major functions: recovery time for the schedule to ensure on-time departure for the next trip and, in some systems, operator rest or break time between trips. Layover time is often determined by labor agreement, requiring "off-duty" time after a certain amount of driving time.

**Light Rail Transit (LRT)** — An electric railway with a “light volume” traffic capacity compared with heavy rail.

**Light Rail Vehicle (LRV)** — Modern-day term for a streetcar type of transit vehicle, e.g., tram or trolley car.

**Linked Passenger Trips** — A linked passenger trip is a trip from origin to destination on the transit system.

**Load Factor** — The ratio of passengers actually carried versus the total passenger seating capacity of a vehicle. A load factor of greater than 1.0 indicates that there are standees on that vehicle.

**Local Service** — A type of operation that involves frequent stops and consequent low speeds, the purpose of which is to deliver and pick up transit passengers as close to their destinations or origins as possible.

**Missed Trip** — A schedule trip that did not operate for a variety of reasons including operator absence, vehicle failure, dispatch error, traffic, accident or other unforeseen reason.

**Mode** — A particular form of travel (e.g., bus commuter tail, train, bicycle, walking or automobile).

**Model** — An analytical tool (often mathematical) used by transportation planners to assist in making forecasts of land use, economic activity, and travel activity.

**Monthly Pass** — A prepaid farecard or ticket, valid for unlimited riding within certain designated zones for one-month period.

**Network** — The configuration of streets or transit routes and stops that constitutes the total system.

**Operating** — Maintaining the ongoing functions of an agency or service. “Operating expenses” include wages, benefits, supplies, and services. “Operating assistance” is used to pay for the costs of providing public transit service.

**Operating Cost** — The total costs to operate and maintain a transit system including labor, fuel, maintenance, wages and salaries, employee benefits, taxes, etc.

**Operating Expense** — Monies paid in salaries and wages; settlement of claims, maintenance of equipment and buildings, and rentals of equipment and facilities.

**Operating Ratio** — A measure of transit system expense recovery obtained by dividing total operating revenues by total operating expenses.

**Operating Speed** — The rate of speed at which a vehicle is safely operated under prevailing traffic and environmental conditions.

**Operator** — An employee of a transit system who spends his or her working day in the operation of a vehicle, e.g., bus driver, streetcar motorman, trolley coach operator, cablecar gripman, rapid transit train motorman, conductor, etc.

**Park-and-Ride** — A parking area for automobile drivers who then board vehicles, shuttles or carpools from these locations.

**Pass** — A means of transit prepayment, usually a card that carries some identification that is displayed to the driver or conductor in place of paying a cash fare.

**Passenger** — A person who rides a transportation vehicle, excluding the driver.

**Passenger Revenue** — Fares paid by passenger traveling aboard transit vehicles.

**Peak Hour/Peak Period** — The period with the highest ridership during the entire service day, generally referring to either the peak hour or peak several hours (peak period).

**Pick** — The selection process by which operators are allowed to select new work assignments, i.e., run or the Extra Board in the next (forthcoming) schedule.

**Program** — (1) *verb*, to assign funds to a project; (2) *noun*, a system of funding for implementing transportation projects or policies.

**Pull-In Time** — The non-revenue time assigned for the movement of a revenue vehicle from its last scheduled terminus or stop to the garage.

**Pull-Out Time** — The non-revenue time assigned for the movement of a revenue vehicle from the garage to its first scheduled terminus or stop.

**Route** — A specified path taken by a transit vehicle usually designated by a number or a name, along which passengers are picked up or discharged.

**Schedule** — From the transit agency (not the public timetable), a document that, at a minimum, shows the time of each revenue trip through the designated time points. Many properties include additional information such as route descriptions, deadhead times and amounts, interline information, run numbers, block numbers, etc.

**Service Area** — A geographic area which is provided with transit services. Service area is now defined consistent with ADA requirements.

**Service Span** — The span of hours over which service is operated, e.g., 6 a.m. to 10 p.m. or 24 hr (owl). Service span often varies by weekday, Saturday, or Sunday.

**Service Standards** — A benchmark by which service operations performance is evaluated. These standards are provided in the Short Range Transit Plan.

**Transfer** — A slip of paper issued to a passenger that gives him or her the right to change from one transit vehicle to another according to specified limitations.

**Transit Center** — A fixed location where passengers transfer from one route to another.

**Transit Corridor** — A broad geographic band that follows a general route alignment such as a roadway or rail right-of-way and includes a service area within that band that would be accessible to the transit system.

**Transit Dependent** — Someone who must use public transportation for his/her travel.

**Transit Priority** — A means by which transit vehicles are given an advantage over other traffic, e.g., preemption of traffic signals or transit priority lanes.

**Travel Time** — The time allows for an operator to travel between the garage and a remote relief point.

**Trip** — The one-way operation of a revenue vehicle between two terminal points on a route. Trips are generally noted as inbound, outbound, eastbound, westbound, etc. to identify directionality when being discussed or printed.

**Total Miles** — The total miles includes revenue, deadhead, and yard (maintenance and servicing) miles.

**Vehicle Delivery** - The process of shipping or transporting an automobile as freight to a from origin to a specific destination.

**Vehicle Logistics** - The term used to describe the planning, management, and transport of automobiles, encompassing all methods of shipment, including rail, freight, and maritime.

**Vehicle Logistics Company** - A specialized service provider with the capacity to plan, organize, and manage comprehensive car transport services.

**Vehicle Shipping** - The transport or delivery of a vehicle, typically from the seller of an auto to its buyer.

**Vehicle Transport** - The ship a car process of physically moving a vehicle as freight.

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*Навчальне видання*

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