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УО «БЕЛОРУССКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ
УНИВЕРСИТЕТ»

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TEST YOUR BUSINESS ENGLISH

Проверь свои знания по деловому английскому языку

Учебно-методическое пособие

по деловому английскому языку

Для студентов

всех экономических специальностей БГЭУ

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Данное учебно-методическое пособие направлено на контроль лексико-грамматических навыков делового английского языка. Может быть использовано в качестве основного или дополнительного материала.

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TEST 1

FINANCIAL RISKS

1. Match the words and their definitions:

- | | |
|------------------|---|
| a) Fraud | 1. In a state of balance, not developing |
| b) Volatile | 2. Right or permission given by authority to do smth |
| c) Sanctions | 3. Force someone to give you money |
| d) Unprecedented | 4. Changing fast and suddenly |
| e) Extortion | 5. Never happened before |
| f) Activism | 6. Working hard to achieve changes in the way companies operate |
| g) Static | 7. Getting money illegally |

2. Find synonyms from both groups of words:

Exclusive, to estimate, to predict, to face, to reduce
decrease, to value, to foresee, to meet, uncommon

3. Match the following halves:

- | | |
|----------|-------------|
| Major | promotion |
| Material | business |
| Risky | merchandise |
| Branded | technology |
| On-line | retailer |

4. Complete the sentences by choosing the appropriate words:

- 1) It is important to...all risks when entering a new market.
- a) Eliminate b) face c) plan d) develop
- 2) ...can present risk, but also opportunities for growth and profit-making.
- a) Fraud b) change c) calculation d) lending
- 3) Quite often the guarantee is only as good as the ...giving that guarantee.

- a) Intermediary b) warranty c) person d) solution
- 4) Unfortunately, sometimes the customers don't...because they may have gone out of the business.
- a) Rely b) repeat c) record d) repay

5. Insert prepositions where necessary. You may chose from the box given below (but mind that there are 2 odd ones):

On of of on with of in of without under

- 1) A lot of disruptions have been the end...many good businesses...the past.
- 2) Businesses should have the people and the plans to cope...different sorts...catastrophes.
- 3) The first is the risk...doing nothing and many companies flounder...that simple concept.
- 4) Companies should always be aware...what's...the government's current agenda.

6. Translate into English:

- 1) С какими видами риска приходится сталкиваться компаниям, занимающимся бизнесом?
- 2) Качественная, своевременная и доступная информация является одним из важных факторов успешного ведения дел.
- 3) Недостаточное использование инноваций – основная причина, которая заставила обанкротиться многие компании.
- 4) В своем традиционном смысле риск означает угрозу, опасность, потери и повреждения.
- 5) Интересно, создает ли глобализация риски для бизнеса?
- 6) Так как компания была не в состоянии конкурировать с другими компаниями, которые вкладывали деньги в качественное оборудование на протяжении 5 лет, она вынуждена была прекратить свою деятельность.

TEST 2
RAISING FINANCE

1. Match the expressions with their definitions:

- 1) Venture capital
- 2) Working capital
- 3) Risk capital
- 4) Human capital
- 5) Financial capital
- 6) Financial year
- a) The liquid as opposed to physical assets of a company.
- b) Specific period relating to corporation tax.
- c) Money to carry on production and trading.
- d) Money a company borrows to start up a new business.
- e) Sum of money invested in a business which may fail.
- f) The perceived value of people and their skills.

2. Match the words to make word combinations:

- 1) Loan a) expenses
- 2) Controlling b) capital
- 3) Ongoing c) shareholders
- 4) Business d) environment

1. Find the pairs of synonyms:

Support private to purchase credit warranty
to buy guarantee personal loan back up

2. Complete each sentence by choosing the appropriate word:

- 1) A(n)... who takes possession of a person's goods or property when they owe money.
- a) Attorney b) prosecutor c) representative d) bailiff

- 2) Each company should have ...property which can be sold to pay the debts.
a) Valuable b) responsible c) sales d) premium
- 3) Among other things the company hopes to lower costs due to the increase in the...of production.
a) Loss b) scale c) launch d) stake
- 4) In recent years the company has...control of about ten smaller companies.
a) Merged b) melted c) gained d) distributed
- 5) The goods are not very cheap, but the prices are quite...for the average consumer.
a) High b) costly c) quoted d) reasonable

3. Insert the prepositions where necessary. You may choose among the given, but mind that there are odd ones:

Of in with in to from at of on below at on.

- 1) The company was focused...Internet and it was quite difficult...the beginning to raise money.
- 2) Raising money depends...the economic situation and the concept...your business...the start-up stage.
- 3) A financial institution is an organization that collects funds...individuals or organizations and lends them...borrowers.
- 4) The company's investment...staff training should pay future dividends...the shape ... more effective personnel.

4. Translate into English:

- 1) Банковский заем может быть обеспеченным и необеспеченным, но в любом случае он обойдется дороже, чем собственный капитал из-за процентов, которые надо выплачивать банку.
- 2) То как компания использует полученные денежные средства будет определять ее успех в бизнесе.

- 3) Получение денег для открытия бизнеса зависит от многих факторов, в том числе и от налаживания соответствующих контактов с предполагаемыми инвесторами.
- 4) Денежные фонды компании могут быть увеличены в обмен на долю собственности и долю в управлении.
- 5) Долговые обязательства предусматривают выплату определенной суммы в оговоренный срок с выплатой процента в течение всего срока.
- 6) Основная процентная ставка устанавливается банками по краткосрочным ссудам для наиболее платежеспособных клиентов.

TEST 3

E-COMMERCE

1. Match the words with their definitions:

- 1) search
- 2) screen
- 3) freelance
- 4) outsourcing
- 5) portal
- 6) potential
- 7) software
- a) a system for connecting a computer to another network
- b) employing another company to do some work
- c) examine, look carefully at
- d) an employee who works on his or her own, without a contract
- e) data, programmes used for a computer operations
- f) that can or may come into existence or action
- g) surface upon which an image is projected and seen

2. Match the halves to make word combinations:

Key	competition
Search	rankings
Fierce	engines
Top	visitors
Targeted	words

3. Give synonyms to the following:

Significant	poor	performance	important	delivery	to locate	to
penetrate	humble	action	supply	to place	to make a way into	

4. Complete each sentence by choosing the appropriate word:

- 1) The Topsite service places your site at the very top of the search engine
- a) listings b) surfers c) directories d) websites

- 2) When your potential customers ...the Internet they can locate your website.
 a) register b) receive c) browse d) hit
- 3) Expense reports...via the Internet are paid within 48 hours.
 a) filed b) connected c) calculated d) counted
- 4) A ...extranet links the company to its contract manufactures, suppliers, retailers and distributors.
 a) guaranty b) secure c) required d) warning
- 5) The firm sends invoices by e-mail, which ...paperwork and speeds up payment.
 a) designs b) insures c) ensures d) reduces

6. Insert the appropriate prepositions where necessary. You may choose from the given below (but mind that there are odd ones):

Out of	with	of	at	in	for	at	on
of	by	under					

- 1) The company does an excellent job...matching freelance professionals...organizations looking...particular skills.
- 2) Many start-up companies...e-commerce have failed because they had run... .. cash.
- 3) People nowadays spend more time...Internet, which can...times be ...the expense...other social pastimes.
- 4) It is estimated that ...six years' time 70 % ...all music will be bought...the Internet.
- 5) A lack ...innovation is one...the reasons...the company's poor performance.

7. Translate into English:

- 1) Интернет может быть представлен как общность, связывающая клиентов и поставщиков со всего мира.
- 2) Какие виды товаров и услуг лучше всего продаются через Интернет?
- 3) Компании, занимающиеся электронной коммерцией, сталкиваются с определенными рисками.

- 4) Чтобы успешно заниматься бизнесом посредством Интернета нужно не только иметь свой сайт, но и продвигать его в сети.
- 5) Комбинирование он-лайн торговли и продажи товаров через розничные торговые точки может оказаться достаточно выгодным.
- 6) Будьте внимательны при получении заказанных через Интернет покупок: проверьте их качество и уточните условия гарантии.
- 7) Поставщик интернет услуг – это организация, которая обеспечивает доступ во всемирную сеть для общения пользователей с помощью электронной почты.

TEST 4

TEAM BUILDING

1. Match the words with their definitions:

- 1) Respect
- 2) Network
- 3) Leading
- 4) Qualification
- 5) Track record
- 6) Synergy
- a) Chief, most important
- b) Complex system of lines that cross
- c) A skill, personal quality or type of experience that makes you suitable for a particular job
- d) Esteem for a person or quality
- e) Additional advantages or profits that are produced by two people or organizations combining their ideas and resources
- f) All the things that a person or organization has done in the past, which shows how good they are

2. Find the pairs of synonyms:

Colleague to encourage to cancel mutual relationship to postpone to disappoint to contribute
give hope to cooperate have a share in fail to do correlation companion to combine efforts

3. Match the words to make word combinations:

- | | |
|-------------|------------------|
| 1) Price | a) opportunities |
| 2) Lost | b) targets |
| 3) Conflict | c) loyalty |
| 4) Customer | d) resolution |

- 5)Thinking e)sensitive
6)Challenging f)styles

4. Choose the appropriate word:

- 1) The Project Team...a broad range of specialists working together to solve a given problem.
a) Involves b) manufactures c) subdivides d) supplies
- 2) A successful leader must be...in his or her own ability to deal with difficult situations and show the qualities of leadership.
a) confident b) self-confident c) accountable d) productive
- 3) As the old image is becoming less and less ... the staff won't succeed unless they change it.
a) sensitive b) competitive c) dangerous d) rationalized
- 4) ...is a kind of opinion held about something or someone, the degree to which one is trusted.
a) attitude b) image c) credit d) reputation
- 5) Once a week the members of the team have a...meeting to discuss the way a project is developed.
a) promising b) bilateral c) regular d) constant

5. Insert the prepositions where necessary. You may use the given ones, but mind that there are odd ones:

In down in on of with in for.
--

Failing to concentrate...retaining as well as attracting customers cost businesses huge amounts...money.

- 1) There is nothing worse ...a relationship than being let... .
- 2) ...order to continue the relations, answer... the queries, respond quickly...a simple format.

3) It is very important...people wanting to do business...China to find an intermediary before they go...the Chinese market.

6. Translate into English:

1) Чтобы построить команду вам необходимо знать как ваши собственные сильные и слабые стороны, так и ваших коллег.

2) В некоторых случаях команде нужен кто-то, кто бы смог повести ее за собой, другими словами- лидер.

3) Чем больше группа и сложнее поставленные задачи, которые необходимо решить, тем больше необходимость в координаторе совместной деятельности.

4) Отношения между участниками любого проекта должны основываться на взаимном доверии.

5) Работать в команде означает ставить общие цели и интересы выше свои собственных.

6) Прибыльные компании вкладывают достаточно денежных средств в развитие делового потенциала своих сотрудников.

TEST 5
CUSTOMER SERVICE

1. Match the words with their definitions:

- 1) Consumer
- 2) Customer
- 3) Client
- 4) Purchaser
- 5) Merchandiser
- a) Someone who buys something expensive usually from another person
- b) Someone who trades goods
- c) Someone who buys goods from a particular shop or company
- d) Someone who pays for services from a professional person or organization
- e) A person who buys and uses goods and services

2. Find the pairs of synonyms:

Query	to be sure	delight	to contact smb
to be confident	question	to get in touch with	pleasure.

3. Match the words to make word combinations:

- 1) Fierce a) response
- 2) Quick b) product
- 3) Faulty c) center
- 4) Legal d) voucher
- 5) Satisfied e) obligations
- 6) Gift f) customers
- 7) Call g) competition

4. Choose the appropriate word:

- 1) Companies have to replace goods free of ...if they are faulty.
a) chain b) place c) charge d) cost
- 2) They wanted to ... a large order and a bigger discount.

- a) profit b) place c) put d) establish
- 3) Nowadays not many companies are paying enough... to their customer service operations.
- a) consideration b) application c) contingency d) attention
- 4) Sometimes the buyers are given the phone numbers in order to get in... with the Customer Service Department.
- a) contact b) touch c) acquaintance d) link
- 5) Call centers are used to... the customer service.
- a) ensure b) evaluate c) endow d) enhance

5. Insert the prepositions where necessary. Choose from the given ones, but mind that there are odd ones:

At with on to of by above with about

- a) Disappointment can be eased...coupling an apology and explanation...why the service didn't meet usual standards...sympathy.
- b) The chain prides itself...providing quality products...affordable prices.
- c) The second element is very much... delighting customers, doing something...what they expected.
- d) The service was excellent: they were particularly friendly and helpful...people ...small children.

6. Translate into English:

- 1) Новой политика по обслуживанию покупателей предполагает уделять больше времени и прилагать больше усилий в решении проблем.
- 2) Некоторые неискушенные потребители волнуются лишь о цене и не намерены дополнительно платить за сервис.
- 3) Рекомендуемые пути улучшения сервиса включают в себя специальные программы по обучению персонала.

- 4) Обязанностью главы департамента по обслуживанию потребителей является контроль за тем, как быстро и четко сотрудники реагируют на поступающие жалобы.
- 5) Жесткая конкуренция убедила авиалинии, рассматривать довольство пассажиров, как существенный маркетинговый инструмент.
- 6) Было бы глупо со стороны компаний руководствоваться такими слоганами, как «мы ответственны только перед собой».

TEST 6

ADVERTISING

1. Match up the terms with their definitions below:

- 1) Publicity
- 2) sales promotion
- 3) advertising agency
- 4) brand loyalty
- 5) brand-switcher
- 6) to plug
- 7) product endorsement

- a) The consumer who easily goes over to a new brand
- b) The process when famous people recommend a product
- c) The state or a quality of being loyal to a particular product
- d) Informal word meaning to try to make people interested in your product or service, for example by mentioning it in a TV or radio conversation when you are supposed to be talking about something else.
- e) An organization that creates advertising material, contracts for publication space, and sometimes undertakes market research on behalf of its clients.
- f) The technique or process of attracting public attention to people, products, etc.
- g) Activities or techniques intended to create consumer demand for a product or service

2. Match the words on the right with the appropriate words on the left to make up word combinations:

media	sign
electric	audience
target	effect

threshold	account
advertising	turnover
buyer	planner
display	advertisement

3. Find the synonyms:

To compete to promote a rival a fight a battle a competitor to advertise to rival
--

4. Insert particles or prepositions where necessary. You may use the following ones, but mind that there are odd ones:

In without with on of against about for.

1) Word-...-mouth advertising;

2) pit oneself ... somebody;

3) be in competition ... ;

4) ... the blink;

5) ... fail;

6) ... the last resort.

5. Complete each sentence by deciding which answer (a, b or c) best fits each gap.

1. Oriflame is running an ... campaign to publicize its new moisturizer.

a. wild b. belligerent c. aggressive

2. In order to ... a product well you need to be aware of public demand.

a. dispose of b. market c. dump

3. The ... customer is pinpointed by an exploration of sociocultural influences on consumer behavior.

a. elusive b. evasive c. illusory

4. This product has almost outlived its lifespan – we should cut ... and take it off the market at once.

a.waste

b. wastage

c. losses

5. Declining product quality and poor ... service, have resulted in the company losing a good deal of face with its customers.

a. off-load

b. after-sale

c. after-selling

6. In addition to promoting ... goods such as suits, soap, and soft drinks, advertising also helps sell the ... services of bankers, beauticians, and bike repair shops.

a. clear

b. lucid

c. tangible

a. intangible

b. inconceivable

c. incomprehensible

6. Translate the sentences into English using your topical vocabulary.

1) Компания в последнее время терпит большие убытки, но пока ее положение нельзя назвать безвыходным.

2) В сложившейся ситуации принимать скорополительные решения крайне неразумно.

3) Компания всеми силами борется за то, чтобы сохранить свой престиж.

4) Между конкурентами уже давно ведется ожесточенная борьба.

5) В отделе продаж компании работают 400 человек.

6) В отличие от коммерческой рекламы, главной целью которой является создание имиджа товаров или компании, некоммерческие организации используют рекламу для того, чтобы повлиять на восприятие и поведение потребителя. Получение прибыли при этом не преследуется.

TEST 7

MONEY

1. Match up the terms with their definitions below:

- 1) loss
- 2) profit
- 3) discount
- 4) counterfeit money
- 5) an invoice
- 6) a windfall
- 7) fiscal

- a) excess of revenues over outlays and expenses in a business enterprise over a given period of time, usually a year
- b) the amount by which the costs of business transaction or operation exceed its revenue
- c) a deduction from the full amount of a price or debt, as in return for prompt payment or to a special group of customers
- d) a large amount of money you receive unexpectedly(e.g. an inheritance or a win on the lottery)
- e) a bill sent to you by a company or organization to tell you how much you owe for a service or for something that you have bought
- f) related to government or public money, especially taxes
- g) false money, copied to look like real money

2. Mach the words on the right with the appropriate words on the left to make up word combinations:

- | | |
|------------|-------------|
| 1) Credit | a) debt |
| 2) Payment | b) policy |
| 3) Book | c) mountain |
| 4) Share | d) bankrupt |

- | | |
|----------------|------------|
| 5) Cash | e) trading |
| 6) Go | f) value |
| 7) Cease | g) capital |
| 8) Outstanding | h) terms |

3. Replace the following terms with the synonyms:

Money	Billing	Bribe	Costs	Money-spinner	Prosperous	To pay off
pay back	cash cow	wealthy	backhander	invoicing	expenses	cash

4. Complete each sentence by deciding which answer (a, b, c or d) best fits each gap.

Life is a circle. Beginning to end, end to beginning. Take Bob. This is Bob five years ago, alone in a shabby flat, no car, no television, 1) in debt. He 2) out a living selling burgers and he earns a 3) He is 4) at the bank and horribly 5) with his rent. His life is a succession of unpaid bills, 6) debts and angry exchanges with his bank manager.

So he asks his parents for money. It's not a bad plan as plans go. His parents aren't short of a bob or two. They could help him to 7) his debts and get back on his feet again.

- | | | | | |
|----|----------------|--------------|--------------|----------------|
| 1. | a. strongly | b. heavily | c. flatly | d. wholly |
| 2. | a. works | b. ekes | c. digs | d. ploughs |
| 3. | a. pittance | b. misery | c. snip | d. steal |
| 4. | a. overtaken | b. overrated | c. overdrawn | d. overcast |
| 5. | a. back | b. liable | c. behind | d. detained |
| 6. | a. outstanding | b. outdated | c. underpaid | d. underhand |
| 7. | a. pay for | b. pay off | c. pay up | d. pay through |

5. Complete the sentences by inserting prepositions where necessary.
You may use the given ones, but mind that there are odd ones:

At down on in on at at by to for by up.

- 1) Can I pay ... cheque?
- 2) Who do I make this cheque payable ... ?
- 3) You can pay ... instalments ... only 1% interest.
- 4) This watch normally retails ... £600, but I got it for only £250.
- 5) I was travelling for six months and was ... a strict budget of £20 a day.
- 6) I put ... a deposit ... a new car.
- 7) Her house has been valued ... £ 600, 000.
- 8) Property in this area is bound to appreciate ... value.

6. Translate the sentences into English using the topical vocabulary.

- 1) На рынке принято торговаться. Вчера продавец уступил 10 долларов, и пиджак обошелся мне всего в 20.
- 2) Марку надоело жить с родителями, но снимать квартиру он пока не может, так как в настоящее время он не может, так как в настоящее время сидит на мели.
- 3) Получая подобную зарплату, неудивительно, что он едва сводит концы с концами.
- 4) Долгое время они экономили и откладывали деньги на покупку дома.
- 5) Только посмотрите на его машину. Наверняка, она стоит целое состояние.
- 6) Стоимость товара оценивается в денежном выражении.
- 7) Деньги являются удобной формой хранения богатства.
- 8) При необходимости люди могут обратить свои чековые вклады в бумажные и металлические деньги.

TEST 8

BANKS and BANKING

1. Match up the terms with their definitions below:

- 1) Loan
- 2) Mortgage
- 3) Cash card
- 4) Home banking
- 5) Nonbank banks
- 6) Unit banks

- a) Banks that offer the full range of their services from one office, though a small number of services (such as taking deposits or cashing checks) may be offered from limited-service facilities (such as drive-in windows and automated teller machines)
- b) doing banking transactions by telephone or from one's own personal computer
- c) Financial service firms that either offer checking account services or grant commercial loans but not both of these services
- d) A plastic card issued to bank customers for use in cash dispensers
- e) A fixed sum of money on which interest is paid, lent for a fixed period and usually for a specific purpose.
- f) A loan, usually to buy property, which serves as a security for the loan

2. Match the words on the right with the appropriate words on the left to make up word combinations:

- | | |
|-------------|---------------|
| 1) Internet | a) bank |
| 2) Foreign | b) account |
| 3) Bank | c) credit |
| 4) Create | d) assessment |

- | | |
|--------------|-------------|
| 5) Retail | e) customer |
| 6) Risk | f) banking |
| 7) Corporate | g) currency |
| 8) Grant | h) loans |

3. Find the pairs of synonyms:

Deposit account	Cash machine	Standing order	Merchant bank	Retail bank
Flotation	Base rate			
go in public	savings account	prime rate	consumer bank	direct debit
commercial bank	automatic teller	machine		

4. Complete each sentence by deciding which answer (a, b, or c) best fits each gap.

1. Mortgage is a long-term loan on which the property acts as a or a guarantee for the bank.

- a. Collateral b. securing c. ensuring

2. If the borrower doesn't repay the mortgage, the bank can the house or flat – the bank takes it back from the buyer and sells.

- a. Repossess b. reoccupy c. hold back

3. Banks have to find a balance between - having cash available when depositors want it and different - dates when loans will be repaid

- a. Solvency b. liquidity c. cash position
a. Maturities b. completeness c. readiness

4. Banks exchange foreign currency for people going abroad, and sell checks.

- a. Tourist's b. palmer's c. traveler's

5. Investment banks act as an between companies and investors.
- a. Interim b. intervening c. intermediary
6. Investment banks often securities in other words, they guarantee to buy the securities themselves if they can't find other purchases.
- a. Underline b. undergo c. underwrite
7. In most countries, the central bank prints and currency.
- a. Releases b. lets out c. issues
5. Complete the sentences by inserting prepositions where necessary. Use the given ones, but mind that there are odd ones: of, in, within, to, by, of, under, with, in, on, of, in, of, on, of, in, of, from, by, of, against, by, over, in, from, across.
- 1) Banks have been heavily involved ... selling their services ... national borders ... the industry's very beginning.
- 2) International banking activities are closely monitored and regulated ... both home and host countries all ... the world.
- 3) Foreign exchange controls protect a nation loss ... its foreign currency reserves, which might damage its prospects ... repaying international loans and purchasing goods and services ... abroad.
- 4) Switzerland is one ... the few countries ... the world that guarantees , ... law the secrecy ... its bank accounts.
- 5) This training course focuses ... the great importance ... banks ... the functioning ... the economy and ... their many services and roles ... dealing ... public.
- 6) One ... the central bank's function is to keep inflation ... control.
- 7) ... making a large volume ... loans, banks as delegated monitors can diversify and reduce their risk exposure, resulting ... increased deposit safety.
6. Translate the sentences into English using the topical vocabulary.

- 1) В отличие от коммерческих банков, инвестиционные банки не осуществляют займов. Однако, они выпускают ценные бумаги, такие как акции и облигации.
- 2) В случае, когда группа стран имеет единую валюту, например евро, они также имеют единый центральный банк, в данном случае, Европейский центральный банк во Франкфурте.
- 3) Коммерческие банки всегда должны иметь резерв – определенную часть от депозитов, на тот случай, если клиент захочет снять со своего счета определенную сумму.
- 4) Центральный банк может играть роль так называемого последнего кредитора в критической ситуации. В этом случае центральный банк ссужает деньги предприятиям, которые находятся в крайне затруднительном положении, чтобы те, в свою очередь, смогли осуществить платежи.
- 5) Процентная ставка – это стоимость займа денег в долг, то есть процент от ссуды, выплачиваемый заемщиком кредитору за использование денег кредитора.
- 6) Размер суммы, которую выплачивает заемщик, зависит от его кредитоспособности или кредитной репутации.
- 7) Валютные рынки состоят из корпораций, финансовых учреждений и инвесторов, которым требуется занять либо инвестировать краткосрочный капитал(сроком до 1 года).

TEST 9
STOCKS and SHARES

1. Match up the terms with their definitions below:

- 2) Bankrupt
 - 3) Flotation
 - 4) Investors
 - 5) Liquidation
 - 6) Preference shares
 - 7) To underwrite
 - 8) To capitalize
 - 9) Primary market
-
- a) Buyers of stocks
 - b) The first sale of a company's stocks to the public
 - c) To guarantee to buy newly issued shares if no one else does
 - d) Shares that pay a guaranteed dividend
 - e) Insolvent, unable to pay debts
 - f) The sale of the assets of a failed company
 - g) The market on which new shares are sold
 - h) To turn profits into stocks or shares

2. Match the words on the right with the appropriate words on the left to make up word combinations:

- | | |
|---------------|-----------------|
| 1) Offer | a) an issue |
| 2) Produce | b) shares |
| 3) Underwrite | c) a prospectus |
| 4) Due | d) dividend |
| 5) Fixed | e) diligence |
| 6) Pay | f) a profit |
| 7) Own | g) tax |

8) Make

h) securities

3. Replace the following terms with the synonyms:

Stock market	Stockholder	Listed company	Insider share-dealing	Ordinary shares
Own shares	Convertible shares	Convertibles	own securities	shareholder
quoted company	common shares	insider stock trading	stock exchange	

4. Complete each sentence by deciding which answer (a, b, or c) best fits each gap.

1. A stock whose price has suddenly fallen a lot after a company had bad news could be a, as it will probably rise again.

- a. Valuable stock b. appreciating stock c. value stock

2. The stocks of food, tobacco and oil companies are usually, as demand doesn't rise or fall very much in periods of economic expansion or contraction.

- a. Safety stocks b. protective stocks c. defensive stocks

3. Pension funds and insurance companies, which can't take risks, usually only invest in.....

- a. Red chips b. black counters c. blue chips

4. The best way to make a profit in the long term is to invest in

- a. Growing stocks b. increasing stocks c. growth stocks

5. This stock used to be considered, but two years ago the company started to cut its dividend and reinvest its cash in the business.

- a. An income stock b. a revenue stock c. an earning stock

6. The financial director announced a forthcoming of new shares to existing shareholders.

- a. Privileges issue b. duties issue c. rights issue

7. The company is planning of one additional share for every three existing shares.

- a. Scrip issue b. bag issue c. pouch issue

8. We have bought back 300, 000 ordinary shares, which increases the value of our to €723,000.

- a. Own shares b. personal shares c. proper shares

5. Complete the sentences by inserting prepositions where necessary. You may use the given ones, but mind that there are odd ones:

For	in	from	from	of	for	with	for	up	on	down	for	in	of	in
of	during	on	for	of	in	of	on	after	for	on	by			

1) ... newly issued shares have been sold ... the first time, they can be repeatedly traded ... the stock exchange ... which the company is listed.

2) The market price ... the share can change every minute ... trading hours, because it depends ... supply and demand – how many sellers and buyers there are.

3) Stock indexes show changes ... the average prices ... a selected group ... important stocks.

4) A period when most ... the stocks ... a market rise is called a bull market. A period when most ... them fall ... value is a bear market.

5) Some stockholders prefer not to receive dividends, because the the tax they pay ... capital gains is lower than the income tax they pay ... dividends.

6) Prices of shares can go ... and ... and the question ... investors – and speculators – is: can these price changes be predicted, or seen ... advance?

7) Technical analysts believe that market prices result ... the psychology ... investors rather than ... real economic values, so they look ... trends ... buying and selling behavior.

6. Translate the sentences into English using the topical vocabulary.

2) Акционеры будут рады узнать, что согласно результатам годового отчета, наше предприятие приносит хорошую прибыль.

3) Капиталовложение компании в обучение персонала обязательно принесет дивиденды в форме более результативной работы его сотрудников.

4) Эта фирма была бы гораздо более привлекательной для инвесторов, если бы не потерпела убытков при проведении сделок за рубежом.

5) Облигация является государственной или корпоративной долговой ценной бумагой, по которой выплачивается процентный доход и которая обеспечена активами заемщика.

6) После трех прибыльных лет компания решила стать открытой и предлагает 100 000 акций на продажу.

7) Дневная торговля существует для того, чтобы в случае падения цены на акции можно было получить короткую позицию – обязательство, образовавшееся в результате срочных сделок по продаже ценных бумаг, которых у продавца нет в наличии, при ожидании снижения цен для проведения обратной операции.

TEST 10

ACCOUNTING and ACCOUNTANCE

1. Match up the terms with their definitions below:
 - 2) Bookkeeping
 - 3) Financial accounting
 - 4) Management accounting
 - 5) Double-entry bookkeeping
 - 6) Creditors
 - 7) Depreciation
 - 8) Historical cost principle
 - 9) Replacement cost accounting
 - a) The one that values assets at their current replacement cost – the amount that would have to be paid to replace them now.
 - b) Suppliers to whom the company owes money for purchases made on credit.
 - c) The one according to which companies record the original price of assets and not their current selling price of replacement cost.
 - d) Reducing the value of assets in the company's accounts.
 - e) The use of the accounting data by managers for making plans and decisions.
 - f) A system that records two aspects of every transaction (debit and credit).
 - g) Preparing financial statements for shareholders and creditors.
 - h) The day-to-day recording of transactions
-
2. Match the words on the right with the appropriate words on the left to make up word combinations:
 - 1) Fixed
 - 2) Income
 - 3) Profit and loss
 - 4) The bottom
 - 5) Cash
 - a) account
 - b) costs
 - c) year
 - d) statement
 - e) flow

- | | |
|--------------|-----------|
| 6) Break | f) line |
| 7) Business | g) entity |
| 8) Financial | h) even |

3. Replace the following terms with the synonyms:

Accounts payable	Accounts receivable	Creative accounting	Income
Shareholders	Stock	Current cost accounting	
stockholder	replacement	cash accounting	creditors
debtors	revenue	share	window dressing

4. Complete each sentence by deciding which answer (a, b, or c) best fits each gap.

1. Small businesses complain that larger companies abuse credit.

- | | | |
|-------------|-----------|----------|
| a. Commerce | b. market | c. trade |
|-------------|-----------|----------|

2. If a company is sold as a concern, it has value as a profit-making operation, or one that could make a profit.

- | | | |
|----------|------------|------------|
| a. Going | b. running | c. walking |
|----------|------------|------------|

3. The company reported a record income of €25 million for reduction in the book value.

- | | | |
|----------|------------|-------------|
| a. Costs | b. charges | c. expenses |
|----------|------------|-------------|

4. They really the crisis management plan offered by the members of G8.

- | | | |
|--------------|--------------|----------------|
| a. Estimated | b. evaluated | c. appreciated |
|--------------|--------------|----------------|

5. How would you the chances of ours and our competitors?

- | | | |
|--------------|--------------|----------------|
| a. Estimated | b. evaluated | c. appreciated |
|--------------|--------------|----------------|

6. The financial manager the losses of the company at 600 thousand pounds.

5. Complete the sentences by inserting prepositions where necessary. You may use the given ones, but mind that there odd ones:

from, on, with, to, for, at, by, to, to, into, of

1. Accountants frequently refer ... a business organization as an accounting entity.
2. Business activities are limited ... transactions.
3. It means an obligation to pay money ... a later date.
4. Accounting is concerned ... providing information ... managers.
5. Transactions lead ... an outflow of money.
6. The external users rely ... relevant and reliable financial statements.
7. They provide detailed explanations ... why actual costs varied ... cost estimated.
8. They must decide ... how much merchandise inventory to keep ... hand.

6. Translate the sentences into English using the topical vocabulary.

1. Основными видами финансовых отчетов являются балансовый отчет, декларация о доходах, отчет о собственном (акционерном) капитале.
2. Отчет о прибылях и убытках дает суммарное представление о доходах и расходах предприятия за определенный период времени.
3. Нематериальные активы, такие как репутация фирмы, торговые марки, конкурентные преимущества, не имеют материального выражения, но способны приносить доход своему владельцу, так как демонстрируют ценность компании.

4. Финансовый учет принимает во внимание два основных фактора: анализ доходности предприятия, а также анализ сделок, имеющих долгосрочное влияние на фирму.
5. После того, как финансовые отчеты подготовлены, внутренние аудиторы проверяют их правильность. Отчеты должны соответствовать установленным стандартам и правилам.
6. Собственный капитал – это все деньги, которые принадлежат акционерам. Его частью является акционерный капитал, сформированный компанией за счет выпуска и размещения акций. Также собственный капитал включает нераспределенную прибыль – прибыль компании за предыдущие годы, выплачиваемую акционерам в форме дивидендов.

TEST 11

INTERNATIONAL MARKETING

1. Match the words with their definitions:

- a) technology
- b) spectrum
- c) balance
- d) budget
- e) bribery

1. The practice of giving or promising something of value in return for a corrupt act.
2. Estimate or probable future income and expenditure, especially that made by a Government.
3. Study, mastery and utilization of manufacturing and industrial methods.
4. Comparing debits and credits and recording the sum needed to make them equal.
5. Wide range of sequence.

2. Match the words to make word combinations:

- | | |
|---------------|--------------|
| Fair | rate |
| Public | distribution |
| Brainstorming | mailing |
| Direct | session |
| Exchange | trade |
| Income | relations |

3. Give synonyms to the following:

Bureaucracy, to focus on, global, promotion, to adapt, to concentrate on, world-wide, red tape, encouragement, make suitable

4. Complete each sentence by choosing the appropriate word:

- 1) An international marketer must establish a ...of distribution to meet the goals.

- a) channel b) chain c) canal d) shape

- 2) Indirect exporting is when a firm sells its domestically produced goods in a foreign country through
 - a) foreign clients b) target customers c) advertisers d) intermediaries

- 3) A... identifies that a firm has legally registered its brand name.
 - a) trading concept b) trademark c) logo d) branding

- 4) Key marketing decisions are made within the...set by the organization.
 - a) deadlines b) structure c) limits d) borders

- 5) The...stage is the beginning of the end and occurs when sales and profits are steadily dropping.
 - a) maturity b) growth c) decline d) introduction

- 6) A product may have many different features and...levels.
 - a) Target b) marketed c) quality d) warranty

5. Insert the prepositions where necessary:

- 1) What kinds... problem do companies face...when they go international?
- 2) Companies decide...different launch strategies... various categories...products.
- 3) The laboratories coordinate their efforts...looking...the possibilities...melding product ideas.
- 4) Among ...the conditions that influence ...the success ...international marketing are economic, political, legal and cultural ones.
- 5) Developing countries are...the process...moving...an agricultural...an industrial economy.

6. Translate into English:

- 1) Какие преимущества получают компании, адаптируя свою продукцию к зарубежным рынкам?
- 2) Страна является привлекательной для экспортеров, если за последние 30 лет в ней наблюдалась политическая стабильность.
- 3) Какой вклад вносят современные информационные технологии в продвижение новых товаров и услуг?
- 4) Для запуска различных категорий товаров компании выбирают соответствующие стратегии.
- 5) Китайские бизнесмены планируют организовать совместные финансовые учреждения во многих странах.
- 6) Что необходимо делать компаниям, чтобы выйти за пределы внутреннего рынка?

FINAL TEST 1

1. **Match the words and word expressions with their definitions.**

- a) brief;
- b) retail outlet;
- c) volatile market;
- d) sales promotion;
- e) bookkeeping;
- f) prospect;
- g) fraud;
- h) overdraft.

- 1. writing down the details of transactions (debits and credits);
- 2. a method of illegally getting money from a person or organization;
- 3. the statement of objectives of an advertising campaign that a client works out with an advertising agency;
- 4. activities or techniques intended to create consumer demand for a product or service;
- 5. changes quickly and suddenly, for example rising and falling without much warning;
- 6. someone who is not a customer yet, but may become one in the future;
- 7. an arrangement by which a customer can withdraw more from a bank account than has been deposited in it, up to an agreed limit; interest on the debt is calculated daily;
- 8. a shop through which products are sold to the public;

2. **Insert particles or prepositions if necessary.**

- a) The new product ... the company is not successful, the sales profits are ... the blink, but the managing director declares that their back isn't ... the wall yet.
- b) Accountants frequently refer ... a business organization as an accounting entity.
- c) Some companies develop... the same product...all markets regardless...existing local preferences.
- d) Consumer tastes...cars differ...country...country.
- e) Commercial or retail banks are businesses that trade ... money.
- f) Business people have to have a long-term strategy...terms...their career development.
- g) The importance...maintaining relations was drawn...my attention a couple...years ago...a TV producer.

3. Complete each sentence by choosing the appropriate word.

1. This product is so successful that production was barely able to ... demand.
 a) handle b) cope with c) settle
2. ... is generally described as openly sponsored and paid for media communications between sellers and buyers.
 a) public relations b) commercial c) advertising
3. In order to prepare financial statements, companies do a ... which copies all the debit and credit balances of different accounts on a single page.
 a) test balance b) proving balance c) trial balance
4. A ... is a business arrangement in which several people work together, and share the risks and profits.
 a) public limited company b) private company c) partnership
5. Everyone in business has been told that success is all about attracting and ...customers.
 a) retaining b) providing c) recalling
6. Intense competition is...Kimsoong to consider new ways of generating business.
 a) letting b) forcing c) making

7. Nokia has a consistent ... of increasing volumes by more than enough to offset falling prices.

a) focus

b) boom

c) record

5. Translate the following sentences from Russian into English.

1. Рекламы, которая передается «из уст в уста» недостаточно, чтобы завоевать целевую аудиторию и вызвать у потребителей преданность бренду.

2. Свободный денежный поток- это наличные деньги, которые не могут быть с пользой реинвестированы в пределах компании и поэтому время от времени распределяются между акционерами.

3. В связи с ограничением средств, менеджеры по рекламе вынуждены сочетать такие средства продвижения товара, как реклама, связи с общественностью, стимулирование сбыта и деятельность торговых представителей.

4. Система двойной записи показывает движение денежной наличности. Так как перевод денег с одного счета на другой осуществляется постоянно, любую сделку рассматривают как с точки зрения дебита, так и кредита.

5. Внешние рынки могут предоставить большие возможности для роста компаний.

6. Рыночная цена- результат взаимодействия спроса и предложения на товары и услуги.

7. Текущие счета (чековые депозиты) представляют собой обязательства коммерческих банков и сберегательных учреждений.

FINAL TEST 2

I) Match the words with their definitions:

- 1) Bottom line
 - 2) Core
 - 3) Morale
 - 4) Synergy
 - 5) Alliance
 - 6) Unsolicited
 - 7) Scenario analysis
 - 8) Sensitivity analysis
- a) An agreement between two or more organizations to work together
 - b) The figure that shows a company's total profit or loss
 - c) The level of confidence and positive feelings among a group of people who work together
 - d) Additional advantages or profits that are produced by two people or organizations combining their ideas and resources
 - e) Something that is considered to be the most important and central one
 - f) Even if nobody asks for it
 - g) A study of all potential consequences of a derivative contract
 - h) A study of a particular market changes which could effect the outcome of a derivative contract

II) Find the pairs of synonyms:

To regain, to pretend, to face, workforce, to deal with, activities, takeover, commitments, pitfalls, acquisition, difficulties, get possession again, staff, consignment, to make believe, lot.

III) Match the words to make expressions:

- | | |
|-------------------|-------------------|
| 1) Circulate | a) auction |
| 2) Contingency | b) responsibility |
| 3) Staff | c) programme |
| 4) Penny-pinching | d) turnover |
| 5) Delegate | e) companies |
| 6) On-line | f) plan |

- | | |
|----------------|-----------|
| 7) Recruitment | g) wage |
| 8) Minimum | h) agency |
| 9) Night | i) shift |

IV) Choose the appropriate word to complete the sentences:

- 1) How quickly a crisis is related is known as the speed of...
a) response b) release c) flow d) action
- 2) Minimizing the negative effects of a crises is known as damage...
a) confidence b) loss c) perspective d) limitation
- 3) Juggling ...is a familiar practice for women with a home and a family
a) challenges b) commitments c) circulation d) cores
- 4) The collapse of the Deutsche- Dresdner Bank merger...the reputation of both parties.
a) increased b) improved c) tarnished d) failed
- 5) This company was set up as a small family ... in 1999.
a) empire b) cooperation c) business d) dynasty
- 6) Sally Green is on the board of...
a) directors b) founders c) managers d) lords
- 7) Tom East is the ... executive in charge of Marketing.
a) chief b) head c) senior d) super

V) Insert the given prepositions where necessary (mind that there are odd ones):

from, out, in, at, of, with, to, for, of, in, of, at, on, under, of, for, in

- 1) The chain prides itself...providing quality products...affordable prices.
- 2) ...a survey for Royal Mail a quarter...secretaries polled expressed a preference...a male boss.
- 3) There aren't many women...the higher echelons...international corporations.
- 4) ...the strategy one should understand which companies...the market will help you achieve...your objectives.
- 5) Daniel has applied ... a job as a software designer.
- 6) Tanya is very skilled... using PCs.
- 7) There are currently 780, 000 people ... of work in the UK.

VI) Translate from Russian into English:

- 1) Женщины-менеджеры обладают ярко выраженными способностями осознавать различия между людьми и культурами.
- 2) В прошлом году компания была вынуждена отозвать партию своих товаров с зарубежных рынков.
- 3) Целеустремленные люди могут преуспеть в бизнесе даже при неблагоприятных обстоятельствах.
- 4) Капиталовложение компании в обучение персонала обязательно принесет дивиденды в форме более результативной работы его сотрудников.
- 5) Данная передовая технология кардинально изменила процесс производства. Данные представлены на специальной схеме.
- 6) Только 25% прибыли компания получает от продаж на внутреннем рынке

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