

**ЗРАЗОК ЗАВДАНЬ ТЕСТУВАННЯ
(АНГЛІЙСЬКА МОВА)**

Денна та заочна форма навчання

I. LISTENING

You will hear a part of an interview with the professor of Business Studies about the subject of motivation. Below you will find some notes that a student has made. Read these notes and decide if they are true or false (T / F).

	T / F
1. The most important thing for a manager is motivation.	_____
2. Managers find motivation easy because they are trained.	_____
3. Money is the most important factor for workers.	_____
4. Workers at Western Electric increased productivity after management started to include them in decision making.	_____
5. The company Kochums changed from being a failing company to a successful one after changing their motivation practice.	_____

5 marks for each correct answer

Score _____ / 25

II. READING

You are going to read an article about public relations (PR). For questions (1-5) choose the correct answer (A, B, C or D).

PUBLIC RELATIONS (PR) IN BUSINESS

For business, public relations (PR) is an increasingly vital marketing tool – especially as traditional forms of advertising struggle to catch consumers' attention. The goal of PR is usually to secure positive coverage in the media, often to reduce the effects of bad publicity. The well-worn tactics include calling a press conference, pitching stories directly to journalists, arranging eye-catching events, setting up interviews and handing out free samples. But as PR profits from advertising's difficulties, it is taking up a host of new stratagems – and seeking to move up the corporate pecking order.

Some journalists regard PR people as a nuisance, or worse. Even so, PR is surprisingly effective, at least according to a recent study by Procter & Gamble (P&G), the world's biggest consumer-products group. P&G is a firm that marketers pay a lot of attention to, not least because of its advertising budget of some \$4 billion. It has always been at the cutting-edge of marketing – P&G is credited with inventing the television soap opera as a new way to sell goods. But with fewer people watching television and the circulation of many papers and magazines declining, the firm has become pickier about where it spends its advertising budget. Increasingly, it wants a measurable return on investment from its campaigns.

In a recent internal study, P&G concluded that the return was often better from a PR campaign than from traditional forms of advertising, according to Hans Bender, the firm's manager of external relations. One reason is that in comparison with many other types of marketing, PR is cheap. In P&G's case, it can represent as little as 1% of a brand's marketing budget. That proportion could now rise, says Mr Bender, although he hastens to add that other forms of advertising and marketing would remain important for the company. If P&G starts to spend more on PR campaigns it will confirm a trend. Of course, not all PR people are selling products or services. Indeed, marketing PR – or “brand communications” as it is sometimes called – is still considered by some in the industry as something of a ‘Cinderella’ business.

A recent study in Britain by the Centre for Economics and Business Research (CEBR) found the PR industry there employs 48,000 people. More than 80% were working “in-house”, for companies or other organizations. Just over half of Britain's in-house PRs work for the public sector, health organizations and charities. These organizations are also the biggest users of PR consultancies.

Many of the big PR firms have been consolidated into three giant groups that now dominate the advertising industry, two American and one British. Then there are the independent PR firms, the largest being Edelman. Richard Edelman says that their own studies show the most credible form of communication now comes from “a person like yourself”, which suggests that PR firms have new opportunities to influence peer groups. For instance, it worked for a group of former executives who last year succeeded in ousting Philip Purcell as chief executive of Morgan Stanley. One of the things they did was to set up a website where employees of the Wall Street investment bank could have their say in the controversy. Such work is very different from classic public relations.

1. What does the writer say about PR in the first paragraph?
 - A. It used to be used as damage limitation.
 - B. Its role has changed as consumers are not responding to advertising.
 - C. It is the most important part of a marketing campaign.
 - D. It used to be the best way of dealing with the media.

2. In the second paragraph, what does the writer say about P&G?
 - A. It advertises mainly during TV soap operas.
 - B. It has a good relationship with the press.
 - C. It plans to reduce the amount of TV advertising it has.
 - D. It is respected by people in the marketing industry.

3. P&G's internal study showed that they believe
 - A. traditional advertising is no longer important.
 - B. PR campaigns are often more effective than advertising.
 - C. most companies spend less than 1% on PR.
 - D. advertising budgets are likely to rise in the future.

4. In Britain recently, the CEBR found that
 - A. most PR people work for a non-PR organization.
 - B. the public sector only uses PR consultants.
 - C. 'brand communications' is highly respected.
 - D. 80% of PR people work in the public sector.

5. What does the writer say about the Edelman firm?
 - A. It has a good relationship with its clients.
 - B. It has produced some unconventional campaigns.
 - C. It prefers to use internet advertising.
 - D. It likes personal contact with consumers.

5 marks for each correct answer

Score _____ / 25

III. ENGLISH IN USE

A Complete the second sentence so that it has a similar meaning to the first sentence, using the word given. Do not change the word given. You must use between two and five words, including the word given.

Example:

I am responsible for the Marketing Department.

charge

I am _____ the Marketing Department.

*I am **in charge** of the Marketing Department.*

1. We did not get enough stocks of finished products because we did not know that they would be so popular soon after the advertising on TV.

if

We would _____ enough stocks of finished products _____ we _____ that they would be so popular soon after the advertising on TV.

2. They have never had any international deals, so we doubt very much whether they will win this very important contract for exporting their products to the EU countries.

unlikely

They have never had any international deals, so they _____ this very important contract for exporting their products to the EU countries.

- 3.....
4.....
5.....

2 marks for each correct answer

Score _____ / 10

B Rearrange the following jumbled words and phrases to form sentences (the first words are given):

1. **A business** - gets - system - by - to - is - economic - any - organization - providing - that - profit - the - services - goods - and

2. **The company** - production - of - industrial - prevention - regulations - accidents - ways - developing - safety - is - effective - improving - on

- 3.....
4.....
5.....

2 marks for each correct answer

Score _____ / 10

C Put the verbs in brackets into the correct form:

1. In the last 2 years not too many people _____ (go) into business and _____ (start) their own companies because there _____ (not be) any positive market reforms.

2. As soon as your shipment _____ (clear) next week, it _____ (deliver) to its final destination.
3.
4.
5.

2 marks for each correct answer

Score _____ / 10

IV. WRITING

Complete the job application letter with the choices A – L. There are two extra choices you do not need to use.

Ms. G Tilton
 Human Resources Coordinator
 Bowen & Stanmore Community Center
 1 Grawley Avenue
 Oxford

June 26, 2017

Dear Ms. Tilton

I wish 1) _____ advertised in Commercial News on 25 June 2017 for 2) _____. I enclose a copy of my resume.

I am currently employed 3) _____ at Capitol Sales Company Inc. in Manchester and have had 4) _____, primarily in company commercial activity.

In addition to coordinating sales, I am also 5) _____ to develop and implement my firm's 6) _____. I 7) _____ by the position 8) _____, since I am aware that the firm has 9) _____.

I speak fluent German, and use the language daily in the course of my work.

If there is any 10) _____, please contact me.

I look forward to hearing from you.

Yours sincerely,

Michelle Hathaway

1450 Vanguard Rd.
 Bulverde TX 78163, Oxford
 (540) 555-2233
michellehathaway@vt.edu

- A. extensive expertise in this area
- B. marketing strategy
- C. to apply for the vacancy
- D. heavily involved in helping
- E. on offer at your firm
- F. am particularly interested
- G. five years of post-qualified experience
- H. an assistant senior sales manager
- I. passed successfully the qualification exam
- J. further information you require
- K. as a sales manager
- L. offers a competitive pay

2 marks for each correct answer

Score _____ / 20

I	Listening	_____ / 25
II	Reading	_____ / 25
III	Use of English	
	A	_____ / 10
	B	_____ / 10
	C	_____ / 10
IV	Writing	_____ / 20
TOTAL		_____ / 100