

**National Aviation University**  
**Discipline: Business Foreign Language**  
**Speciality 123**  
**Institute of Computer Information Technologies**  
**Module 1**  
**Fundamentals of Business Activity**

**Variant 1**

I. *Give a written translation of the following text.*

Although not as severe as a depression, a recession is clearly an undesirable event. Like a depression, a recession leads to higher unemployment, reduced output, reduced incomes and lower living standards. To understand unemployment and how it relates to the adverse effects of recessions, we need to understand something about how the labour force is structured. Employment is the total number of people actively employed and unemployment is the total number of people who are actively looking for work but aren't currently employed.

A country's labour force is the sum of employment and unemployment. The official labour force doesn't include discouraged workers—people who are capable of working but have given up looking for jobs because they don't think they will find them. Labour statistics don't include information on underemployment—the number of people who work during a recession but receive lower wages than they would during an expansion because they work fewer hours, take lower-paying jobs, or both.

II. *Write 5 key questions on the text.*

III. *Give the English for the following words and word combinations:*

відповідальність та прозорість; перевіряти рекомендації; призначати на посаду; сімейний стан; отримувати прибутки; встановити взаємовідносини; попит споживача; виробнича компанія; скористатися чимось; дешевий товар; непередбачувана справа; звільнитися.

IV. *Write whether the following sentences are true or false. Correct the false ones.*

1. Interviewers ask every candidate the same questions.
2. In France you are expected to shake hands with everyone you meet.
3. Italian professionals are usually addressed by their titles.

V. *Answer the following questions. Give extended answers if possible.*

1. What does the HRM involve?
2. What is ethical behaviour?
3. What is an application letter?

VI. *Give definitions of the words below.*

Workaholic, promotion, liability, background.

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**Variant 2**

I. *Give a written translation of the following text.*

Unemployment occurs when a person is available to work but is currently without work. The prevalence of unemployment is usually measured using the unemployment rate, which is defined as the percentage of those in the labour force who are unemployed. There is also disagreement on how exactly to measure unemployment. Different countries experience different levels of unemployment; traditionally, the USA experiences lower unemployment levels than countries in the European Union, although there is variant there, with countries like the UK and Denmark outperforming Italy and France and it also changes over time. When the economy operates at productive capacity, it will experience the natural rate of unemployment.

There is a negative relationship between the unemployment rate and inflation rate. Today, macroeconomists believe that there are shifts with changes in the expected rate of inflation. Because expectations change with experience, attempts to keep the unemployment rate persistently low lead not only to high inflation but also to constantly accelerating inflation. The non-accelerating inflation rate of unemployment, or NAIRU, is the rate of unemployment at which inflation is stable. It is equal to the natural rate of unemployment.

II. *Write 5 key questions on the text.*

III. *Give the English for the following words and word combinations:*

будь яка форма провини; експлуатаційні витрати; вимоглива робота; гідний довіри та впливовий; кадрове агенство; постійна робота; впоратися з неприємностями; отримувати кредит; оцінити інтелект; забезпечувати належним житлом; питання вічливості; зменшити безробіття.

IV. *Write whether the following sentences are true or false. Correct the false ones.*

1. Codes of conduct are enough to ensure ethical behaviour.
2. People in Britain shake hands just as much as people in Germany.
3. In business the Italians are more or less like the Spanish.

V. *Answer the following questions. Give extended answers if possible.*

1. What is marketing?
2. Why is the screening interview?
3. What do employment agencies do?

VI. *Give definitions of the words below.*

Recruit, recession, sickness benefit, references.

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**Module 2**  
**Business Communication and Documentation**

**Variant 1**

I. *Give a written translation of the following text.*

Presentation is the practice of showing and explaining the content of a topic to an audience in a clear, structured way.

We give presentations to provide information, explain something, present choices, sell a product or service, or persuade others to follow a course of action.

Here are some tips for a stand-up presentation (one person talking to an audience).

1. Find out about the audience how many people there will be, who they are, why they will be there, and how much they know about the subject.

2. Find out about the venue and the facilities: the room, the seating plan, the equipment, etc.

3. Plan the content and structure, but don't write the complete text of the presentation.

4. Write notes on sheets of paper, not on cards.

5. Try to memorize the first five sentences of your talk.

6. Prepare visual aids: pictures, diagrams, etc.

7. Rehearse your presentation (practise it so that it becomes very familiar) with friends or colleagues.

VI. *Write 5 key questions on the text.*

VII. *Give the English for the following words and word combinations:*

вартість життя; єдиний власник; ощадна установа; юридична особа; номінальна вартість; працювати на повну потужність; акціонерна компанія; необмежена відповідальність; набирати номер; стоковий вклад; заробляти прибуток; купівельна здатність.

VIII. *Write whether the following sentences are true or false. Correct the false ones.*

4. If the person you are calling can't agree to your request at all, you should hang up.

5. Today all United States money is commodity money.

6. Associations that are organized for profit are usually called partnerships.

IX. *Answer the following questions. Give extended answers if possible.*

4. What organizational structures do you know?

5. What is money defined as?

6. What rules should influence your choice of words when making a formal call?

VI. *Give definitions of the words below.*

Bankruptcy, alimony, subscriber, outsourcing.

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**Variant 2**

I. *Give a written translation of the following text.*

Meetings are necessary to coordinate individual efforts, collaborate on joint projects, garner support for ideas, sell ideas, solve problems collectively, and make consensus-based decisions. Essentially, meetings are a gathering of two or more persons to collectively accomplish what one person cannot. However, not all meetings are really necessary.

***First decide if you need to have a meeting.*** Many meetings don't need to be held, and often those that are held are attended by more people than necessary. Often there are more efficient ways to meet your objectives without holding a meeting. Some of these alternatives include: phone calls, conference calls, memos/letters, postal mail, e-mails, teleconferencing, and so on. First, one needs to decide if a meeting is necessary. Before scheduling or attending your next meeting, clearly define the objectives for yourself or the group if you are the person responsible for the meeting. To help you think through your objectives, ask yourself the following four questions:

- Why am I scheduling or attending this meeting?
- What do I want to accomplish or gain?
- What information will be exchanged or decisions made?

II. *Write 5 key questions on the text.*

III. *Give the English for the following words and word combinations:*

справлятися з попитом; законний платіжний засіб; курс валюти; партнерська угода; чекові депозити; податкова пільга; виплачувати добові; встановлювати стандарти; манети в обігу; поточний рахунок; іпотека; з'єднувати по телефону.

IV. *Write whether the following sentences are true or false. Correct the false ones.*

4. The most recognizable set up is called the matrix structure where a fairly traditional chain of command is put in place.
5. The basis of the market economy is voluntary exchange.
6. Debit card “money” is not similar to checkable account money.

V. *Answer the following questions. Give extended answers if possible.*

4. What is voluntary association?
5. What is commodity money?
6. What process is called delayering?

VI. *Give definitions of the words below.*

Rebate, entity, collect call, shares.