

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
Національний авіаційний університет

ЗАТВЕРДЖУЮ  
Проректор  
з навчальної роботи

\_\_\_\_\_ А.Гудманян  
« \_\_\_\_\_ » \_\_\_\_\_ 2018 р.

**Система менеджменту якості  
ПАКЕТ  
комплексних контрольних робіт  
з дисципліни «Ділова іноземна мова»**

Галузь знань: 05 «Соціальні та поведінкові науки»

Напрямок підготовки: 6.030503 «Міжнародна економіка»

Індекс плану Р6-6.030503/15–3.1.14

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Рекомендовано науково-методично-  
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Протокол № \_\_\_\_\_  
від « \_\_\_\_\_ » \_\_\_\_\_ 20\_\_\_\_ р.  
Голова НМРР

\_\_\_\_\_  
(підпис, ініціали, прізвище)

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Кафедра іноземних мов за фахом

УЗГОДЖЕНО  
Директор інституту

\_\_\_\_\_

(підпис ) (ініціали, прізвище)

“ \_\_\_\_\_ ” \_\_\_\_\_ 20\_\_ р.

### **Комплексні контрольні роботи**

**з дисципліни «Ділова іноземна мова»**

Галузь знань: 05 «Соціальні та поведінкові науки»

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Комплексні контрольні роботи рецензовано кафедрою економіки повітряного транспорту напряму підготовки 6.030503 «Міжнародна економіка»

протокол № \_\_\_\_\_ від " \_\_\_\_\_ " \_\_\_\_\_ 20\_\_ р.

Завідувач кафедри \_\_\_\_\_ О. В. Ареф`єва

**Список розробників пакету комплексних контрольних робіт**

**Пакет комплексних контрольних робіт**

**з дисципліни «Ділова іноземна мова»**

Галузь знань: 05 «Соціальні та поведінкові науки»

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розробила:

к.філол.н., доцент кафедри іноземних мов за фахом \_\_\_\_\_ Т.А. Давиденко

Пакет комплексних контрольних робіт

схвалено на засіданні кафедри іноземних мов за фахом

протокол № \_\_\_\_\_ від " " \_\_\_\_\_ 20\_\_ р.

Завідувач кафедри \_\_\_\_\_ О. М. Акмалдінова

**Рецензія**  
**на пакет комплексних контрольних робіт**  
**з дисципліни «Ділова іноземна мова»**

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Предмет «Ділова іноземна мова» знаходиться у переліку професійно орієнтованих предметів, які формують рівень професійних бакалаврів. Пакет комплексних контрольних робіт складається з тридцяти варіантів. Комплексні контрольні роботи розроблені відповідно до навчальної програми курсу з предмету «Ділова іноземна мова». Завдання контрольних робіт дають можливість перевірити широкий обсяг навичок і знань студентів із граматики та професійних навичок перекладу, висловити власну думку в письмовій формі й у використанні професійної або побутової англійської мови.

Усі складені варіанти контрольних робіт однакового рівня складності. Кожен варіант складається з трьох завдань і охоплює весь курс навчального програмного матеріалу, охоплюючи основні професійні терміни. Завдання відповідають вимогам підготовки бакалаврів галузі знань 05 «Соціальні та поведінкові науки» напряму підготовки 6.030503 «Міжнародна економіка»

Пакет комплексних контрольних робіт орієнтований на досить високий рівень володіння іноземною мовою серед фахівців зі ступенем бакалавра. Критерії оцінки і список довідкової літератури є обґрунтованими.

Загалом, пакет комплексних контрольних робіт складено відповідно до певних вимог, забезпечуючи таким чином високу якість перевірки навичок студентів і знання з дисципліни «Ділова іноземна мова».

Завідувач кафедри  
економіки повітряного транспорту

О. В. Ареф`єва

## КРИТЕРІЇ ОЦІНКИ

### Виконання завдань комплексної контрольної роботи (ККР) з дисципліни «Ділова іноземна мова»

Оцінка якості знань та вмінь студентів з виконання ККР фахової підготовки студентів (випускників) за виконання завдань комплексної контрольної роботи з дисципліни “Ділова іноземна мова” оцінюється за 100 бальною шкалою (таблиця 1).

Таблиця 1

Повна правильна відповідь	Загальна кількість балів	Завдання1	Завдання 2	Завдання 3
Завдання 1-3	100	40	30	30

Відповідність рейтингових оцінок за окремі завдання ККР у балах оцінкам за національною шкалою наведена в таблиці 2.

Таблиця 2

Оцінка в балах			Оцінка за національною шкалою
Завдання 1	Завдання 2	Завдання	
36-40	27-30	27-30	Відмінно
30-35	23-26	23-26	Добре
24-29	18-22	18-22	Задовільно
Менше 24	Менше 18	Менше 18	Незадовільно

Відповідність рейтингових оцінок за окремі завдання ККР у балах оцінкам за національною шкалою

Таблиця 3

Оцінка в балах	Оцінка за національною шкалою	Критерій оцінки
90-100	відмінно	ВІДМІННО – відмінне виконання лише з незначною кількістю помилок
82-89	добре	ДУЖЕ ДОБРЕ – виконання вище серед-нього рівня з кількома помилками
75-81		ДОБРЕ – в загальному вірне виконання з певною кількістю суттєвих помилок
67-74	задовільно	ЗАДОВІЛЬНО – непогане виконання, але зі значною кількістю недоліків
60-66		ДОСТАТНЬО – виконання задовольняє мінімальним критеріям
менше 60	незадовільно	НЕЗАДОВІЛЬНО – виконання не задовольняє мінімальним критеріям

К.філол.н., доцент \_\_\_\_\_ Давиденко Т.А. " \_\_\_\_ " \_\_\_\_ 20\_\_ р.

**Перелік**  
**додаткової літератури, використання якої дозволяється при**  
**виконанні комплексної контрольної роботи**

1. *Hornby A.S., Oxford Advanced Learner's Dictionary of Current English. – Oxford University Press, 2000. – 874 p.*
2. *Англо-русский словарь по экономике и финансам / [под ред. проф., д. экон.н., А.В. Аникина]. – Спб. : Экономическая школа, 1993. – 579 с.*
3. *Комбинаторный словарь английского языка / М. Бенсон, Э. Бенсон, Р. Илсон. – М. : русский язык, 1990. – 286 с.*

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**COMPLEX TEST**

*Variant 1*

*1. Translate the text in writing:*

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.

*2. Give definitions of the following terms: progressive tax; government spending; wages.*

*3. Answer the questions:*

1. How can a market be organized?
2. Which is the most expensive part of customer management?

Завідувач кафедри

\_\_\_\_\_ О. М. Акмалдінова  
" \_\_\_\_ " \_\_\_\_\_ 20\_\_ р.

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**COMPLEX TEST**

*Variant 2*

*1. Translate the text in writing:*

The **unemployment rate** is the percentage of the total number of people in the labour force who are unemployed. The unemployment rate is usually a good indicator of what conditions are like in the job market: a high unemployment rate signals a poor job market in which jobs are hard to find; a low unemployment rate indicates a good job market in which jobs are relatively easy to find. In general, during recessions the unemployment rate is rising; during expansions it is falling.

In fact, even in the most prosperous times there is some unemployment. A booming economy, like that of the late 1960s or late 1990s in the United Kingdom, can push the unemployment rate down to 4 per cent or even lower. But a severe recession, like that of 1980–81, can push the unemployment rate into double digits. These abstract numbers translate into enormous differences in personal experiences. For example, when the UK's unemployment rate reached 10 per cent in mid-1984, this meant over 3.25 million people in the United Kingdom were actively seeking work but couldn't find jobs.

*2. Give definitions of the following terms: transfer; income tax; excise duty.*

*3. Answer the questions:*

1. When can markets arise spontaneously?
2. How do companies retain their customers?

Завідувач кафедри

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**COMPLEX TEST**

*Variant 3*

*1. Translate the text in writing:*

In fact, even in the most prosperous times there is some unemployment. Zero unemployment is not a realistic possibility, and should not be the goal of policy-makers. A booming economy, like that of the late 1960s or late 1990s in the United Kingdom, can push the unemployment rate down to 4 per cent or even lower. But a severe recession, like that of 1980–81, can push the unemployment rate into double digits. These abstract numbers translate into enormous differences in personal experiences. When the UK's unemployment rate reached 10 per cent in mid-1984, thus over 3.25 million people in the United Kingdom were actively seeking work but couldn't find jobs. At the start of the twenty-first century, as unemployment fell to a low rate, UK businesses scrambled to find workers, and even students with mediocre results and references got very good job offers. Alas, as is the nature of the business cycle, this happy era was never likely to last forever – graduates in 2002 and 2003 had considerable difficulty finding work, and unemployment has since begun to creep up in the UK economy as a whole.

*2. Give definitions of the following terms: value added tax; salary; property tax.*

*3. Answer the questions:*

1. What is a "free" market?
2. What steps should you take for good customer?

Завідувач кафедри

О. М. Акмалдінова

" \_\_\_\_\_ " \_\_\_\_\_ 20\_\_ р.

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**COMPLEX TEST**

*Variant 4*

*1. Translate the text in writing:*

Economists distinguish between various types of unemployment, including cyclical unemployment, frictional unemployment, structural unemployment and classical unemployment.

Some additional types of unemployment that are occasionally mentioned are seasonal unemployment, and hidden unemployment. Real-world unemployment may combine different types. The magnitude of each of these is difficult to measure, partly because they overlap.

Cyclical unemployment refers to unemployment that rises during economic downturns and falls when the economy improves. It gets its name because it varies with the business cycle, though it can also be persistent, as during the Great Depression of the 1930s. In this case, the number of unemployed workers exceeds the number of job vacancies, so that if even all open jobs were filled, some workers would remain unemployed.

*2. Give definitions of the following terms: transfer; excise duty; fee.*

*3. Answer the questions:*

1. What steps should be made to acquire new customers?

2. Who may market prices be distorted by?

Завідувач кафедри

О. М. Акмалдінова

" \_\_\_\_ " \_\_\_\_\_ 20\_\_ р.

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**COMPLEX TEST**

*Variant 5*

*1. Translate the text in writing:*

Structural unemployment involves a mismatch between the sufficiently skilled workers looking for jobs and the vacancies available. Even though the number of vacancies may be equal to the number of the unemployed, the unemployed workers lack the skills needed for the jobs — or are in the wrong part of the country or world to take the jobs offered.

It is a mismatch of skills and opportunities due to the structure of the economy changing. Structural unemployment is a result of the dynamics of the labour market and the fact that these can never be as flexible as, e.g., financial markets.

In the case of classical unemployment the number of job-seekers exceeds the number of vacancies. However, the problem in this situation is that real wages are higher than the market-equilibrium wage. In simple terms, institutions such as "the minimum wage" deter employers from hiring all of the available workers, because the cost would exceed the technologically-determined benefit of hiring them.

*2. Give definitions of the following terms: government spending; value added tax; wages.*

*3. Answer the questions:*

1. Why does the marginal utility tend to decrease after some period of increasing?
2. What is the difference between a perfectly competitive market and a monopolistic market?

Завідувач кафедри

О. М. Акмалдінова

" \_\_\_\_\_ " \_\_\_\_\_ 20\_\_

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**COMPLEX TEST**

*Variant 6*

*1. Translate the text in writing:*

In economics, the term ‘underemployment’ involves a situation in which a person is working, unlike unemployment, where a person who is searching for work cannot find a job. Underemployment can mean:

- a. The employment of workers with high skill levels in low-wage jobs that do not require such abilities, for example, a trained medical doctor who works as a taxi driver.
- b. "Involuntary part-time" workers — workers who could (and would like to) be working for a full work-week but can only find part-time work.
- c. "Overstaffing" or "hidden unemployment", the practice in which businesses or entire economies employ workers who are not fully occupied – for example, workers currently not being used to produce goods or services due to legal or social restrictions or because the work is highly seasonal.

*2. Give definitions of the following terms: value chain; economic growth; dividend.*

*3. Answer the questions:*

1. How do consumers make their choices about the quantity of goods and services to consume?
2. In what ways is the term “market” generally used?

Завідувач кафедри

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" \_\_\_\_\_ " \_\_\_\_\_ 20\_\_ р.

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**COMPLEX TEST**

*Variant 7*

*1. Translate the text in writing:*

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.

In recent years, unemployment rates in Germany and France have been higher than unemployment rates in the United States. Most estimates suggest that the natural rate of unemployment in France and Germany is currently above 8 per cent, compared with somewhere between 5 per cent and 5.5 per cent in the US today.

*2. Give definitions of the following terms: floating a company; foreign direct; investment.*

*3. Answer the questions:*

1. How does a firm search for the price to charge?
2. What are the main conditions for monopoly?

Завідувач кафедри

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**COMPLEX TEST**

*Variant 8*

*1. Translate the text in writing:*

In fact, the unemployment rate was lower in France than in the United States, but the situation reversed in the 1980s. Why might the natural rate in these countries be so high today?

The answer from some (but not all) economists is that high European natural rates of unemployment are an unintended side-effect of government policies, the result of policies intended to help workers that involves the generous benefits to the unemployed. In many European countries, there is no limit to the amount of time that the unemployed can collect benefits, and the benefits that the unemployed collect at any given point in time tend to be considerably greater in Europe than in the United States. For example, benefits replace 48 per cent of the earnings of a typical French worker, compared with only 14 per cent for the typical US worker.

*2. Give definitions of the following terms: rights issue; economic growth; share premium.*

*3. Answer the questions:*

1. What is meant by good customer service?
2. What does the firm's control over its product price depend on?

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**COMPLEX TEST**

*Variant 9*

*1. Translate the text in writing:*

This conflict between the neoclassical and Keynesian theories has had strong influence on government policy. The tendency for government is to curtail and eliminate unemployment through increases in benefits and government jobs, and to encourage the job-seeker to both consider new careers and relocation to another city. Involuntary unemployment does not exist in agrarian societies nor is it formally recognized to exist in underdeveloped but urban societies, such as the mega-cities of Africa and of India/Pakistan.

In such societies, a suddenly unemployed person must meet their survival needs by getting a new job at any price, becoming an entrepreneur, or joining the underground economy of the hustler.

Societies try a number of different measures to get as many people as possible into work. However, attempts to reduce the level of unemployment beyond the natural rate of unemployment generally fail, resulting only in less output and more inflation.

*2. Give definitions of the following terms: protectionism; a public good; seasonal unemployment.*

*3. Answer the questions:*

1. What can be done to deal with complaints?
2. What conditions characterize a monopolistic competitive market?

Завідувач кафедри

\_\_\_\_\_ О. М. Акмалдінова  
" \_\_\_\_\_ " \_\_\_\_\_ 20\_\_ р.

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Навчальна дисципліна «Ділова іноземна мова»

**COMPLEX TEST**

*Variant 10*

*1. Translate the text in writing:*

According to classical economic theory, markets reach equilibrium where supply equals demand; everyone who wants to sell at the market price can. Those who do not want to sell at this price do not; in the labour market this is classical unemployment. The demand for labour in an economy is derived from the demand for goods and services. As such, if the demand for goods and services in the economy increases, the demand for labour will increase, increasing employment and wages. Monetary policy and fiscal policy can both be used to increase short-term growth in the economy, increasing the demand for labour and decreasing unemployment.

However, the labour market is not efficient. Minimum wages and union activity keep wages from falling, which means too many people want to sell their labour at the going price but cannot. The labour market should be made more flexible. These include removing the minimum wage and reducing the power of unions as well as making workers more attractive to employers through workers' education.

*2. Give definitions of the following terms: mortgage; involuntary unemployment; collective goods (or social goods).*

*3. Answer the questions:*

1. What is market power?
2. What is the meaning of being helpful to customers?

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**COMPLEX TEST**

*Variant 11*

*1. Translate the text in writing:*

Technological change, coupled with labour market institutions, can also play a role in affecting the natural rate of unemployment. Technological change probably leads to an increase in the demand for skilled workers who are familiar with the technology and a reduction in the demand for unskilled workers. Economic theory predicts that wages should increase for skilled workers and decrease for unskilled workers. But if wages for unskilled workers cannot go down, say, due to a binding minimum wage, increased structural unemployment, and hence a higher rate of natural unemployment, will result. A high minimum wage can cause structural unemployment. Generous unemployment benefits can increase both structural and frictional unemployment. So government policies intended to help workers can have the undesirable side-effect of raising the natural rate of unemployment. Some government policies, however, may reduce the natural rate. Two examples are job training and employment subsidies. Job-training programmes are supposed to provide unemployed workers with skills that widen the range of jobs they can perform.

*2. Give definitions of the following terms: collective goods; investment; structural unemployment.*

*3. Answer the questions:*

1. What do customer growth strategies involve?
2. What is called monopolistic competition?

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**COMPLEX TEST**

*Variant 12*

*1. Translate the text in writing:*

Unemployed individuals are unable to earn money to meet financial obligations. Failure to pay mortgage payments or to pay rent may lead to homelessness through foreclosure or eviction. Unemployment increases susceptibility to malnutrition, illness, mental stress, and loss of self-esteem, leading to depression. According to a study published in Social Indicator Research, even those who tend to be optimistic find it difficult to look on the bright side of things when unemployed.

Dr. M. Brenner conducted a study in 1979 on the "Influence of the Social Environment on Psychology." Brenner found that for every 10% increase in the number of unemployed there is a certain increase in total mortality, cardiovascular diseases, more tumor cases, more suicides, more arrests, and more assaults reported to the police. Higher government transfer payments in the form of welfare and food stamps decrease spending on productive economic goods, decreasing GDP. A rising unemployment rate increases competition amongst workers for scarce employment opportunities.

*2. Give definitions of the following terms:* closed economy; mortgage; unemployment rate.

*3. Answer the questions:*

1. What are basic types of market structures under traditional economic analysis?
2. Why is it of vital importance to keep your promises in business?

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**COMPLEX TEST**

*Variant 13*

*1. Translate the text in writing:*

Unemployment can cause underemployment, and fear of job loss can spur psychological anxiety. An economy with high unemployment is not using all of the resources, i.e. labour, available to it. Since it is operating below its production possibility frontier, it could have higher output if the entire workforce were usefully employed. However, there is a trade off between economic efficiency and unemployment: if the frictionally unemployed accepted the first job they were offered, they would be likely to be operating at below their skill level, reducing the economy's efficiency.

During a long period of unemployment, workers can lose their skills, causing a loss of human capital. Being unemployed can also reduce the life expectancy of workers by about 7 years. Finally, high unemployment can encourage xenophobia and protectionism as workers fear that foreigners are stealing their jobs. Efforts to preserve existing jobs of domestic and native workers include legal barriers against "outsiders" who want jobs, obstacles to immigration, and/or tariffs and similar trade barriers against foreign competitors.

*2. Give definitions of the following terms: asset, revenues, deterioration.*

*3. Answer the questions:*

1. What outcomes are produced by oligopolistic competition?

2. What does the law of the diminishing marginal utility state? Provide an example to illustrate it.

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**COMPLEX TEST**

*Variant 14*

*1. Translate the text in writing:*

Eurostat, the statistical office of the European Union, defines unemployed as those persons aged 15 to 74 who are not working, have looked for work in the last four weeks, and ready to start work within two weeks, which conform to ILO standards. Eurostat also includes a long-term unemployment rate. This is defined as part of the unemployed who have been unemployed for an excess of 1 year.

The unemployment rate may be different from the impact of the economy on people. The unemployment figures indicate how many are not working but seeking employment for pay. It is only indirectly connected with the number of people who are actually not working at all or working without pay. Therefore, critics believe that current methods of measuring unemployment are inaccurate in terms of the impact of unemployment on people as these methods do not take into account the available working population incarcerated in prisons, those who have lost their jobs and have become discouraged over time from actively looking for work, those who are self-employed or wish to become self-employed, such as tradesmen or building contractors or IT consultants, etc.

*2. Give definitions of the following terms: patent, accounting, revenues.*

*3. Answer the questions:*

1. What qualities should your staff possess?
2. What is the main result of the situation when there are only few sellers on the market?

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**COMPLEX TEST**

*Variant 15*

*1. Translate the text in writing:*

Critics believe that current methods of measuring unemployment are inaccurate in terms of the impact of unemployment on people as these methods do not take into account the available working population incarcerated in prisons (who may or may not be working while incarcerated), those who have lost their jobs and have become discouraged over time from actively looking for work, those who are self-employed or wish to become self-employed, such as tradesmen or building contractors or IT consultants, those who have retired before the official retirement age but would still like to work (involuntary early retirees), those on disability pensions who, while not possessing full health, still wish to work in occupations suitable for their medical conditions, those who would like to work full-time. These people are "involuntary part-time" workers, those who are underemployed, e.g., a computer programmer who is working in a retail store until he can find a permanent job, involuntary stay-at-home mothers who would prefer to work, and graduate and Professional school students who were unable to find worthwhile jobs after their graduation.

*2. Give definitions of the following terms: goal, team player, middle manager.*

*3. Answer the questions:*

1. What is the cost of monopoly to the consumer?
2. What is the main reason for firms to collude?

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**COMPLEX TEST**

*Variant 16*

*1. Translate the text in writing:*

Underemployment describes the employment of workers with high skill levels in low–wage jobs that do not require such abilities. For example, someone with a college degree may be tending bar or driving a cab. This may result from the existence of unemployment, which makes workers with bills to pay (and responsibilities) take almost any jobs available, even if they do not use their full talents. This can also occur with individuals who are being discriminated against, lack appropriate trade certification or academic degrees (such as a high school or college diploma), have disabilities, or have served time in prison. Two common situations which can lead to underemployment are immigrants and new graduates. When highly–trained immigrants arrive in a country, their foreign credentials may not be recognized or accepted in their new country, or they may have to do a lengthy or costly re–credentialing process. As a result, when doctors or engineers from non–Western countries immigrate, they may be unable to work in their profession, and they may have to seek menial work.

*2. Give definitions of the following terms: planning, objective, top manager.*

*3. Answer the questions:*

1. Why does good customer service bring more profits than promotions and slash prices?

2. What role does a monopoly play in economics?

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**COMPLEX TEST**

*Variant 17*

*1. Translate the text in writing:*

When highly-trained immigrants arrive in a country, their foreign credentials may not be recognized or accepted in their new country, or they may have to do a lengthy or costly re-credentialing process. As a result, when doctors or engineers from non-Western countries immigrate, they may be unable to work in their profession, and they may have to seek menial work. New college or university graduates may also face underemployment, because even though they have completed the technical training for a given field for which there is a good job market, they lack experience. As a result, a recent graduate with a Master's degree in accounting may have to work in a low-paid job until they are able to find work in their field. A related kind of underemployment refers to "involuntary part-time" workers. These are workers who could (and would like to) be working for the standard work-week (typically full-time employment means 40 hours per week in the United States) who can only find part-time work. Underemployment is more prevalent during times of economic stagnation (during recessions or depressions).

*2. Give definitions of the following terms: leadership, top manager, line structure.*

*3. Answer the questions:*

1. Why is good customer service considered to be the lifeblood of any business?

2. Are there any barriers to entry and exit for a firm in a monopolistically competitive market?

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**COMPLEX TEST**

*Variant 18*

*1. Translate the text in writing:*

Many countries have aids for the unemployed as part of the social welfare. These unemployment benefits include unemployment insurance, welfare, unemployment compensation and subsidies to aid in retraining. The main goal of these programs is to alleviate short-term hardships and, more importantly, to allow workers more time to search for a job.

Unemployment benefits are generally given only to those registered as unemployed, and often on conditions ensuring that they seek work and do not currently have a job. In some countries, a significant proportion of unemployment benefits are distributed by trade/labour unions.

In Canada the system is now known as Employment Insurance (EI). Canadian workers pay premiums of 1.73% of insured earnings in return for benefits if they lose their jobs. The amount a person receives and how long they can stay on EI varies with their previous salary, how long they were working, and the unemployment rate in their area.

*2. Give definitions of the following terms: planning, objective, management.*

*3. Answer the questions:*

1. Why is it better to increase the value of existing customers than to acquire new ones?
2. What is the principal difference between the short-run and the long-run in a monopolistically competitive market?

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**COMPLEX TEST**

*Variant 19*

*1. Translate the text in writing:*

In the U.S. the unemployment insurance one receives is based solely on previous income (not time worked, family size, etc.) and usually compensates for one-third of one's previous income. To qualify, one must reside in their respective state for at least a year and, of course, work. The system was established by the Social Security Act of 1935.

In Australia, the social security benefits system is designed to support citizens no matter how long they have been unemployed for and is funded through the income tax system and distributed throughout the nation by Centrelink. There are two types of payment available to those experiencing unemployment. The first, called Youth Allowance, is paid to young people aged 16–24. The second kind of payment is called Newstart Allowance and is paid to unemployed people over the age of 21 and under the pension eligibility age. This system has much been criticized on the grounds that welfare generates a 'culture of welfare dependence'.

*2. Give definitions of the following terms: leadership, staffing, middle manager.*

*3. Answer the questions:*

1. What is the difference between total and marginal utility?
2. What kind of market form is an oligopoly?

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**COMPLEX TEST**

*Variant 20*

*1. Translate the text in writing:*

Supporters argue that private sector development (PSD) is an important part of poverty reduction. Whether as workers, subsistence farmers or entrepreneurs, most poor people already participate in markets. Strengthening these markets in ways that secure higher incomes for the poor is therefore seen by PSD advocates as a fair and efficient way to fight poverty.

Earning a decent income in the private sector, it is argued, is also more dignifying than relying on hand-outs. As with all development interventions, PSD programs are under pressure to measure and report their achievements, monitoring and evaluating their work in ways that are both credible and cost-effective.

One source of further information about methodologies for measuring the results of PSD, including the approaches currently used by different donors, is the Donor Committee for Enterprise Development.

*2. Give definitions of the following terms: direct exporting; joint venture; interest rate.*

*3. Answer the questions:*

1. What is the most common way of accomplishing product differentiation?
2. What is the ultimate objective of any customer management strategy?

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**COMPLEX TEST**

*Variant 21*

*1. Translate the text in writing:*

Business environment reform. Where entrepreneurship and markets are stifled by inappropriate regulation, excessive taxation, lack of fair competition, lack of voice or an unstable policy environment, growth and poverty reduction are likely to suffer. Typically, donors first fund business environment analyses, such as the World Bank's Doing Business Reports, identifying the major constraints to business growth. They then work with government and other stakeholders to implement reforms.

The private sector itself can play an important role in advocating for a better business environment. Many development agencies thus work to strengthen the capacity of businesses and business associations to engage in public-private dialogue with governments.

Green growth. A number of development agencies are engaged in developing markets to channel finance raised for climate change mitigation and adaptation in industrialized countries towards initiatives that reduce carbon emissions in the developing world.

*2. Give definitions of the following terms: subsidiary; global market; management contract.*

*3. Answer the questions:*

1. What does microeconomics focus on?
2. What can be done by a company to move away from price-based competition?

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**COMPLEX TEST**

*Variant 22*

*1. Translate the text in writing:*

Business development services. This approach seeks to build markets in services that improve the performance of individual enterprises. Some of the most important BDS markets are in training, consultancy, marketing, market information, information technology and technology transfer. For many within the development community, donors should ideally not undertake BDS directly; instead they should facilitate commercial BDS providers to be self-sustaining, through the improvement of their techniques and the sourcing of new clients, BDS markets can be sustainable where providers recover their costs via the fees they charge for services. However, business development services are also found in developed countries where the argument advanced is that the market for business development fails and therefore the government should enable this market.

*2. Give definitions of the following terms: external environment; barter; investor.*

*3. Answer the questions:*

1. What kinds of products are offered by the oligopoly?
2. Why is it not possible to be all things to all people?

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**COMPLEX TEST**

*Variant 23*

*1. Translate the text in writing:*

Making markets work for the poor. This approach aims to understand how poor people interact with market systems, and how these systems can be changed to improve their lives. It aims for large-scale, sustainable impact by focusing on overall markets, rather than targeting individual actors within that market. In this sense, an M4P programme may incorporate various elements of value chain development, BDS and/ or business environment reform. Donors that have pioneered the M4P approach include the UK's Department for International Development (DFID), the Swedish International Development and Cooperation Agency (Sida) and the Swiss Agency for Development and Cooperation (SDC).

Green growth. A number of development agencies are engaged in developing markets to channel finance raised for climate change mitigation and adaptation in industrialized countries towards initiatives that reduce carbon emissions in the developing world. If managed appropriately, they argue, the challenge of responding to climate change could generate decent jobs and incomes for many millions of poor people.

*2. Give definitions of the following terms: turnkey project; uncontrollable forces; licensing.*

*3. Answer the questions:*

1. How many firms are there on the oligopoly market?
2. What happens if prices for goods and services change?

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**COMPLEX TEST**

*Variant 24*

*1. Translate the text in writing:*

Local economic development. LED typically starts by analyzing the economy of a particular region or municipality, identifying opportunities to enhance its prospects. LED strategies may combine any of the following: business environment reform, value chain development, infrastructure development, innovation and technology policy, planning and/or skills development. LED programs often involve local and regional governments, the private sector and civil society in programme design and implementation.

Public-private development partnerships. Many development agencies are now working directly with businesses to deliver development impacts. Such partnerships cover a wide range of activities. One increasingly common approach is to create a Challenge Fund, whereby companies bid for donor funding, competing to maximize the development impact of the grant money made available. Access to finance is seen by most experts as vital to private enterprises in the developing world. While some development agencies therefore see it as part of Private Sector Development, many treat it as a separate field in its own right.

*2. Give definitions of the following terms: international business; export revenue; 'stateless' corporation.*

*3. Answer the questions:*

1. By what means does oligopoly maximize profits?
2. What is the effect of relative price changes?

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**COMPLEX TEST**

*Variant 25*

*1. Translate the text in writing:*

Private sector development in conflict-affected environment. Conflict presents unique challenges and unique opportunities for Private Sector Development. On the one hand, conflict disrupts the regular functioning of markets and in their place creates a war economy. PSD practitioners must be sensitive to the impact of their activities on the conflict situation, e.g. effects on the distribution of resources, as well as the impacts that conflict will have on their activities. On the other hand, where it generates job creation and trade, Private Sector Development can play a vital role in peace building.

Private sector development following the financial crisis. For many people, the Global Financial Crisis has raised questions about the ways in which markets should be regulated in order to ensure long-term, sustainable development. At the same time, with many countries now faced with slower growth and higher unemployment, reviving economies by kick-starting the private sector is seen by many as at the heart of a global response.

*2. Give definitions of the following terms: progressive tax; government spending; wages.*

*3. Answer the questions:*

1. What can a firm's product be differentiated in?
2. What is utility? Can you give an example to illustrate it.

Завідувач кафедри

\_\_\_\_\_ О. М. Акмалдінова  
" \_\_\_\_ " \_\_\_\_\_ 20\_\_ р.

НАЦІОНАЛЬНИЙ АВІАЦІЙНИЙ УНІВЕРСИТЕТ  
Навчально-науковий гуманітарний інститут

*Кафедра іноземних мов за фахом*

Галузь знань: 05 «Соціальні та поведінкові науки»

Напрямок підготовки: 6.030503 «Міжнародна економіка»

Навчальна дисципліна «Ділова іноземна мова»

**COMPLEX TEST**

*Variant 26*

*1. Translate the text in writing:*

Economic growth & development are two different terms used in economics. Generally speaking, economic development refers to the problems of underdeveloped countries and economic growth to those of developed countries. By economic growth we simply mean increase in per capita income or increase in GNP.

The term economic development implies progressive changes in the socio-economic structure of a country. Viewed in this way economic development involves a steady decline in agricultural shares in GNP and continuous increase in shares of industries, trade, banking, construction and services. Further whereas economic growth merely refers to rise in output, development implies change in technological and institutional organization of production as well as in distributive pattern of income. The process of development is far more extensive. Apart from<sup>1</sup> a rise in output, it involves changes in composition of output, shift in the allocation of productive resources, and elimination or reduction of poverty, inequalities and unemployment.

*2. Give definitions of the following terms: transfer; income tax; excise duty.*

*3. Answer the questions:*

1. What examples of monopolistic competitive firms can you give?
2. What are the components of a successful customer management strategy?

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**COMPLEX TEST**

*Variant 27*

*1. Translate the text in writing:*

Economic development is not possible without growth but growth is possible without development because growth is just increase in GNP. It does not have any other parameters to it. Development can be conceived as multi-dimensional process or phenomena. If there is increase in GNP more than the increase in per capita income then we can say that development is possible. When given conditions of population improves then we can say that this is also an indicator of economic development.

Economic development is a branch of economics that deals with the study of macroeconomic causes of long term economic growth, and microeconomics; the incentive issues of individual households and firms, especially in developing countries. This may involve using mathematical methods from dynamical systems like differential equations and temporal optimization, or it may involve a mixture of quantitative and qualitative methods.

*2. Give definitions of the following terms: goal, team player, middle manager.*

*3. Answer the questions:*

1. What factors are assumed to be variable for the firm to enter and exit the market?

2. What does the theory of the consumer behaviour describe?

Завідувач кафедри

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**COMPLEX TEST**

*Variant 28*

*1. Translate the text in writing:*

Development is a phenomenon which occurs over a long period of time but economic growth is increase in GNP which can occur when we are able to achieve increase in number of resources or increase in technology or by the combination of both.

Freidman defines growth as an expansion of the system in one or more dimensions without a change in its structure and development as an innovative process leading to the structural transformation of social systems.

Thus economic growth is related to a quantitative sustained increase in the country's per capita output or income accompanied by expansion in its labour force, consumption capital and volume of trade. On the other hand economic wants goods incentives and institutions.

Apart from measuring income with the help of per capita GNP we have one more method to calculate economic development, it is Human Development Index (HDI).

*2. Give definitions of the following terms: planning, objective, top manager.*

*3. Answer the questions:*

1. When may a government monopoly exist?
2. How can the profit maximizing level of output be found?

Завідувач кафедри

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**COMPLEX TEST**

*Variant 29*

*1. Translate the text in writing:*

Human Development Index (HDI) measures education and health and is thus multi-dimensional. It focuses the attention of the policy makers on the ultimate objective of development, not just the means. It shows that Human development gaps between nations are more manageable than the ever widening disparities in income. The search for a comprehensive measure that could capture the various dimensions of human development led to the definition and formulation of Human Development Index by the United Nations Development programme in human development report published in 1990.

HDI is composed of 3 basic indicators of human development – longevity, knowledge and standard of living.

Longevity is measured by life expectancy at birth; knowledge by a combination of adult literacy and combined primary and secondary and tertiary enroll. Ratios and standard of living is measured by real GDP per capital.

*2. Give definitions of the following terms: asset, revenues, deterioration.*

*3. Answer the questions:*

1. What kinds of barriers to entering a market does a firm face in a monopolistic market structure?

2. How is the consumer equilibrium found?

Завідувач кафедри

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**COMPLEX TEST**

*Variant 30*

*1. Translate the text in writing:*

Development economics emerged as a branch of economics because economists after World War II became concerned about the low standard of living in so many countries of Latin America, Africa, and Asia. There are, however, important reservations in making development economics as branch of economics as opposed to the ultimate objective of the study of economics. The first approaches to development economics assumed that the economies of the less developed countries were so different from the developed countries that basic economics could not explain the behavior of LDC economies. Such approaches produced some interesting and even elegant economic models, but these models failed to explain the patterns of no growth, slow growth, or growth and retrogression found in the less developed countries. Longevity is measured by life expectancy at birth; knowledge by a combination of adult literacy and combined primary and secondary and tertiary enroll. Ratios and standard of living is measured by real GDP per capital.

*2. Give definitions of the following terms: government spending; value added tax; wages.*

*3. Answer the questions:*

1. What is the solution to the consumer's problem?
2. What advantages can a monopoly have over would be competitors?

Завідувач кафедри

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# Національний Авіаційний Університет

м.п. Комплексна контрольна робота

З дисципліни \_\_\_\_\_ "Ділова іноземна мова" \_\_\_\_\_

Студента(ки) \_\_\_\_\_ курсу \_\_\_ групи № \_\_\_\_\_

Факультету \_\_\_\_\_ Економіки та бізнес-адміністрування \_\_\_\_\_

Напряму підготовки \_\_\_\_\_

Дата проведення комплексної контрольної роботи « \_\_\_\_\_ » \_\_\_\_\_ 20\_\_ р.

Варіант № \_\_\_\_\_

Підпис студента(ки) \_\_\_\_\_



