**Підсумковий контроль (залік)**

**з навчальної дисципліни « Іноземна мова спеціальності (англійська)»**

**( 4 курс)**

**здобувача вищої освіти групи \_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Перевірив\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Ознайомлений(а)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**1 Read the sentences below and the extracts from a text about branding. For questions 1-7, choose which extract each sentence refers to. The extracts may be chosen more than once.**

**A**

Having a good brand identity is critical. It can not only position a company above its competitors, but it also communicates to your customers the reason why they should choose you instead of your competitors. But developing a strong brand image takes time, money and effort, and it involves much more than redesigning a logo or developing a new tagline. Your new brand identity should evolve from your previous identity. Be careful not to start from scratch and come up with something completely new, as you may end up losing loyal customers who have forged emotion ties with your product.

**B**

It’s important to understand that changing the visual aspects of your company, your logo, your packaging and so forth, you are not actually changing your brand identity. Your brand identity is the promise a company makes to its customers – its features, quality, values and service support. Just modernising visual image does not entail a change in brand values.  Many companies, sadly, are led to believe by branding agencies that visual changes will alter customer’s perception of their products. But such changes only inform consumers that a company is concerned about how it looks. At best, they will assume the company is modern; at worst they will accuse the company of unnecessary extravagance.

**C**

Successful branding may not be actually connected with the product at all, but may represent a greater sense of purpose or a more satisfying experience. They may affirm that drinking a cup of coffee can really make a difference, or that exercising may bring about a sense of challenge and personal achievement. Many successful brands study emerging societal ideals and trends, so that they can take advantage of how customers wish they could be. Then they push forward the message that by using their product, their dreams can be fulfilled, and the customer can gain the lifestyle he or she is looking for, be it a sense of glamour, freedom, popularity or self-satisfaction.

**D**

Lack of consistency is probably the most common pitfall when it comes to designing an image for your brand.  You need to provide a consistent message in your proposals and presentations so that your company develops credibility and gets noticed and remembered. To ensure that your branding ins consistent, gather all the information that leaves your company, be it faxes, emails, advertisements, invoices or packages. Examine them for discrepancies in your company’s image. Doing so will also give you the chance to evaluate the image you are trying portray.

*Which section, A, B, C or D, does each statement 1-7 refer to?*

1. a list of some items which should display your brand identity \_\_\_
2. the difference between brand identity and logo design \_\_\_
3. brands which do not reflect the product itself \_\_\_
4. how companies are fooled by companies offering branding services \_\_\_
5. what is involved in creating an image for your brand \_\_\_
6. why companies study current social trends to develop a brand \_\_\_
7. a warning about redesigning your brand \_\_\_

**2 You are going to read an article about about customer service in banks. Six sentences have been removed from the article. Choose from the sentences A-G the one which fits each gap. There is one extra sentence which you do not need to use.**

**A**  Although people do not expect much from the internet these days, this will change in the future.
**B**  The managers recognise that customers find them impersonal and unnatural.
**C**  First National is also preparing to adopt this personal approach to its internet banking.
**D**  They have the attitude that some skills, such as keyboard skills and so on, can be taught, but a member of staff can’t be taught to be a nice person.
**E**  Telephones are very personal because staff are speaking to people on their own territory.
**F**  And if customers try to contact the bank by telephone, they are put through to a call centre in another country where they have to speak slowly in order to be understood.
**G**  Not everyone wants a chatty, friendly service.

### Customer Service in Banks

The banking profession doesn’t have a very good reputation for customer service at the moment, and it’s not just due to loss of savings. High street branches are shutting down and where banks are available, their opening hours are inconvenient.  Staff at the desks are surly, increasingly under-qualified and often unable to answer questions. **(8)\_\_\_\_\_** Astonishingly, however, 86% of the customers at one bank are either ‘extremely satisfied’ or ‘very satisfied’ with the service they receive. And what is even more surprising is that the bank in question has no High Street outlets at all.

First National bank is run entirely through the telephone and the internet. And its success shows that customer service is just about face-to-face contact with clients.  The primary concern of the bank is recruiting the right people. **(9)\_\_\_\_\_** So they only recruit people who already exhibit good communication skills.

And unlike other services that operate primarily over the telephone, the staff at First National do not use scripts. **(10)**\_\_\_\_\_ What this bank asks for is that staff be themselves and establish a rapport with their customers. Part of this is recognizing people’s needs. **(11)**\_\_\_\_\_ Some want the process to be swift and efficient. The member of staff has to pick up on the caller’s mood and react accordingly.

**(12)\_\_\_\_\_** The idea that customer service can be improved on a medium where there is no actual contact with a member of staff may seem strange at first. However, the website designers at First National spend a great deal of time understanding their customers and offering services which meet their needs. **(13)**\_\_\_\_\_ First National is already taking steps to fill this demand. They already offer a service in which customers receive a text when funds are received or when their account falls below a certain level. In the future, online systems may pre-empt customers’ needs in even more sophisticated ways.

**3 Read the advice below about stress at work. Choose the best word to fill the spaces.**

### Stress at Work

A small amount of pressure at work is often seen as a good thing. But excessive pressure can lead to stress, and this in **(14)** \_\_\_\_\_\_\_\_\_\_ can result in bad performance. Stressed staff are more **(15)** \_\_\_\_\_\_\_\_\_ to misuse their work hours or quit their job. Stress **(16)** \_\_\_\_\_\_\_\_\_\_\_ not only morale, but also a company’s bottom line.

**(17)** \_\_\_\_\_\_\_\_\_\_ that a company has a calm, productive atmosphere is the role of the HR department.  Even though the management and employees are often responsible for the stressful environment in **(18)** \_\_\_\_\_\_\_\_ they work, the human resources department can **(19)** \_\_\_\_\_\_\_\_ a critical role in managing behaviour within the workplace. HR can **(20)** \_\_\_\_\_\_\_\_ programmes that encourage positive attitudes, build good working relationships and **(21)** \_\_\_\_\_\_\_\_ healthy lifestyles.

One common problem is that managers are **(22)** \_\_\_\_\_\_ overworked that they neglect their staff.  Staff are **(23)** \_\_\_\_\_\_\_ with nothing to do, and so they become underutilized or inefficient. This is an opportunity for the HR department to **(24)** \_\_\_\_\_\_\_\_ in and help the department to work **(25)** \_\_\_\_\_\_\_\_ a team. Managers can be taught how to **(26)** \_\_\_\_\_\_\_\_ work to staff, in order to reduce their workload. Meanwhile, staff can be advised about how **(27)\_\_\_\_\_\_\_\_** to approach their managers, and when it is appropriate to **(28)\_\_\_\_\_\_\_\_** the initiative.

1. **A** consequently **B** next **C** afterwards **D** turn
2. **A** likely **B** usual **C** normal **D** probable
3. **A** results **B** affects **C** leads **D** concerns
4. **A** knowing **B** concerning **C** ensuring **D** proving
5. **A** what **B** that **C** where **D** which
6. **A** make **B** be **C** do **D** play
7. **A** apply **B** implement **C** work **D** realize
8. **A** assemble **B** advance **C** promote **D** persuade
9. **A** very **B** so **C** always **D** especially
10. **A** kept **B** left **C** forgotten **D** abandoned
11. **A** intervene **B** go **C** step **D** enter
12. **A** for **B** in **C** as **D** by
13. **A** commit **B** schedule **C** appoint **D** delegate
14. **A** should **B** best **C** way **D** well
15. **A** make **B** take **C** do **D** spend
16. **Complete the text with the words from the box:**

|  |
| --- |
| outside critics concern profit-maximizing activists well-established winning supporters pre-empt mean multinationals watchdog shareholders report benefit motives terms social community argue generous crises safeguard environment impact resources greenhouse realistic virtues solve judging distracts victims perspective bribery governments debate specifically |

The current debate around CSR centres on this question: Who should be responsible for social and **(29)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ issues - governments or corporations? Supporters of CSR **(30)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that today's corporate activities are causing industrial and environmental **(31)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Consequently, these corporations have a moral and **(32)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ responsibility to give substantial attention and **(33)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to socially responsible programmes. In other words, companies must showthat they are responsible for their actions by taking responsibility for their **(34)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ on society.

So, what about the other side of the debate? For the **(35)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of CSR, social and environmental issues are **(36)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the responsibilities of corporate management. They argue that **(37)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are responsible for setting rules that ensure **(38)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ firms do not act against the interests of society. They also argue that CSR **(39)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are being diverted from the more **(40)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and important task of getting governments to **(41)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ social problems. In other words, there is a **(42)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ as to whether CSR is a corporate or government responsibility. Anyway, **(43)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of CSR argue that there's a strong business case for CSR and that corporations **(44)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in multiple ways, by operating with a broader **(45)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ than their own immediate short-term profits.

Critics, on the other hand, argue that CSR **(46)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ from the fundamental economic role of businesses. Other opponents argue that it's just an attempt to **(47)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the role of governments as a **(48)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ over powerful multinational corporations. There is still **(49)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that the money companies spend on CSR is other people's money - or, more **(50)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, shareholders' money. Businesses may **(51)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_ well, and it may give them satisfaction to write a cheque for hurricane **(52)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or disadvantaged youth, but that's not what they were hired to do. Their job is to make money for **(53)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Questions have also been raised about the **(54)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of multinational corporations involved in CSR programmes. At what stage does **(55)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ corporate funding of a particular social programme constitute a bribe? However, what is seen as **(56)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in a western country, for example, may not be seen as bribery in other regions of the world.

So, those are some of the arguments in the debate about CSR. **(57)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by the vast number of corporations that now have **(58)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ CSR programmes, it would seem that supporters of CSR are **(59)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the argument. Today, CSR has the attention of executives everywhere - especially the attention of managers of **(60)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with headquarters in Europe or the United States. It would be a challenge to find a recent annual **(61)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of any big international company that justified the company's existence merely in **(62)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of profit, with no mention of 'service to the **(63)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_'. Such reports often talk proudly of efforts to improve society and the **(64)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ environment by restricting emissions of **(65)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ gases. In the past two decades, as CSR has become more and more popular, its **(66)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ have been more or less unquestioned.

**5 Match words (67 - 80) with their definitions (a - n).**

|  |  |
| --- | --- |
| 1. sustainable development
 | 1. is an organization that is part of the United Nations and encourages non-exploitative forms of employment and labour conditions for men and women
 |
| 1. internal marketing
 | 1. means openness in business practice, disclosure and lack of ambiguity
 |
| 1. foreign ownership
 | 1. means ensuring that services and products are suitable for the local market
 |
| 1. stakeholders
 | 1. refers to development that is capable of continuing with a minimal long-term effect on the environment
 |
| 1. basic infrastructure
 | 1. is a smaller, more specialized market sector
 |
| 1. transparency
 | 1. refers to the reporting of news by the media
 |
| 1. International Labour Organization
 | 1. is the product knowledge and service and sales skills of people within the company
 |
| 1. natural resources
 | 1. refers to the basic facilities , including access to safe drinking water, sanitation and primary health care , needed for the functioning of a community or country
 |
| 1. integration
 | 1. a group of parties, including employees, shareholders, customers and government, that a corporation is responsible to
 |
| 1. external marketing
 | 1. refers to the complete ownership of assets of a country by non-resident individuals or organizations with no headquarters in that country
 |
| 1. media coverage
 | 1. is a combined approach to marketing communications planning
 |
| 1. localization
 | 1. implies that non-exploitative forms of labour have been used in the production of the goods sold under this labelling criterion
 |
| 1. ethical trade
 | 1. is aimed at clients outside the organization
 |
| 1. niche market
 | 1. a material source of wealth , including fresh water , oil or mineral deposits , that occurs in a natural state and has economic value
 |

ЗРАЗОК

ЕКЗАМЕНАЦІЙНОЇ РОБОТИ

**з дисциплiни « Іноземна мова спеціальності (англійська)»**

**здобувача вищої освіти \_\_\_\_\_\_\_\_\_ курсу, групи \_\_\_\_\_\_\_\_**

**ПIБ:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**1 Complete the text with the words from the box:**

|  |
| --- |
| handling integrated to ensure corporate regulatory Protection dissemination shareholders quantitative perspective illegal requirements financial detailed organizational description influence accurate expanded investors opinion public Company to determine communicating management account data PR-driven meetings |

Investor relations (IR) is a department, present in most medium-to-large **(1)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ companies, that provides investors with an accurate **(2)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_ of company affairs. This helps private and institutional **(3)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ make informed buy or sell decisions. The purpose of IR is **(4)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a company's publicly traded stock is being fairly traded through the **(5)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of key information that allows investors **(6)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ whether a company is a good investment for their needs. IR departments work to communicate with investors, **(7)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, government organizations and the overall **(8)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ community.

IR teams are typically tasked with coordinating shareholder **(9)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and press conferences, releasing financial **(10)**\_\_\_\_\_\_\_\_\_\_\_\_\_, leading financial analyst briefings, publishing reports and **(11)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the public side of any financial crisis. Unlike other parts of **(12)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ departments, IR departments are required to be tightly **(13)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with a company's accounting department, legal department and executive **(14)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ team (CEO, COO, CFO).

In addition, IR departments have to be aware of the changing **(15)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ requirements, and advise the company on what can and cannot be done from a PR **(16)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. For example, IR departments have to lead companies in quiet periods, where it is **(17)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to discuss certain aspects of a company and its performance.

The Sarbanes-Oxley Act, also known as the Public **(18)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Accounting Reform and Investor **(19)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Act, was passed in 2002, increasing reporting **(20)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for publicly traded companies. This **(21)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the need for public companies to have internal departments dedicated to investor relations, reporting compliance and the **(22)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ dissemination of financial information.

IR departments can help establish **(23)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ governance, conduct internal financial audits and start **(24)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with potential IPO investors.

Once interested, institutional investors require **(25)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ information about the company, both qualitative and **(26)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. To obtain this information, the company's IR department is called upon to provide a **(27)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of its products and services, financial statements, financial statistics and an overview of the company's **(28)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ structure.

The largest need, however, is an IR department's interactions with investment analysts who provide public **(29)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ on the company as an investment opportunity. These opinions **(30)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the overall investment community, and it is the IR department's job to manage these analysts' expectations.

**2 Read the following article about the influence of technological advancement on communication. Choose the most suitable heading from the list (31 - 37) for each part (A -E) of the text. There are two extra headings, which you do not need to use.**

# 5 Ways Technology Has Changed the Communication Field

**A)** The rapid development and adoption of new technology has changed the face of communication through traditional media. The word of the day, according to the Newspaper Association of America, is innovation. Professional journalists in print and broadcast media have had to compete with amateur publishers for readers’ limited attention spans. Media organizations that fail to keep current on communication technology may find themselves swallowed up by other more agile organizations that can. Web-based and mobile apps like Twitter, Instagram, and Facebook are often the first places readers go when they want breaking news. Respondents to Reuters Institute’s 2015 Digital News Report indicated how individuals consume news: 11% paid for news online, 26% accessed it through a smartphone, 32% shared news stories through email and social media.

**B)** The technology revolution has dramatically altered marketing as well. Companies can no longer rely on traditional advertising to generate revenue. This trend has resulted in a number of developments in marketing communication:

- native advertising, which is driving customers to a website by embedding a sponsored link within a news feed, which offers value-add content;

- retargeting ads, which are “sticky ads” that follow users around as they visit other sites;

- customer relationship management automation, which allows users to build drip-style email marketing campaigns based on user triggers;

- big data, which has enabled marketers to collect vast amounts of data about their audiences so they can predict what they might do next;

- the need to carefully craft a messaging strategy that addresses all stakeholders according to their specific needs.

**C)** Social media has made public relations (PR) more challenging, but it has also broadened an organization’s accessibility. Public relations managers must be diligent in the way that communication is used. In the past, high-ranking officials in an organization may have left most communication outside of the business to a PR representative. Now each time senior managers interact with stakeholders, the media and the public, they are vulnerable to misrepresentation. With the rapid expansion of smart devices and real-time reporting, PR professionals have to educate and monitor everyone in an organization. They must also develop crisis communication plans when embarrassing and negative news goes viral over social media.

**D)** The growing abundance of technological devices means that virtually every person in the company has a computer at home and a mobile phone in their pockets. It is also commonplace for employees to bring their mobile devices to work or to conduct work off them from their home. This practice puts organizations at risk for data breaches. Even the federal government is adopting this approach, called BYOD (Bring Your Own Device). The idea that employees might be doing work on their personal devices means that communications (and IT) professionals must consider how sensitive work-related data might be used by employees both on and off the clock.

**E)** The accessibility that non-technical professionals have to devices and applications raises a question regarding how businesses practice organizational communication outside their walls. The Institute for PR (IPR) sees this as an excellent opportunity for communication professionals to “think outside the firewall.” In other words, communication professionals should consider the merits of making content available outside of their organization’s private servers. Allowing employees to access digital files and work email outside of a business firewall might increase productivity.

**31)** Personal **Devices at Work**
**32)** Challenges of Digital Communication

**33) Traditional Marketing Communication vs Digital Marketing Communication**
**34)** The End of Traditional Media

**35)** Business **Communication Outside the Walls**
**36) Public Relations in a Digital World**
**37) Traditional Media vs New Media**

## **3 Complete the text with the words from the box:**

|  |
| --- |
| eco-friendly funding enhanced web-based protection ethical renewable purchasing cause contribute donates meets marketing compromising partnership aware reputation benefit labour corporate concern policy non-profit |

The advantages for a company of being sociallyresponsible - that is, taking positive actions for the **(38)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of its staff and society as a whole - include **(39)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ brand image, and greater ease in attracting staff .There are different ways for a company to show **(40)**\_\_\_\_\_\_\_\_\_\_\_\_\_ social responsibility (CSR).

Cause related marketing (CRM) is when a company **(41)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ money to a charity, a non-profit organization or a good **(42)**\_\_\_\_\_\_\_\_\_\_\_\_\_, such as UNICEF or Oxfam. The brand is then associatedwith the charity. For example, a US **(43)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ wild cat sanctuary, Big Cat Rescue, wants to create a marketing **(44)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with another organization:

Big Cat Rescue is looking for the right corporate partnerfor a mutually beneficial cause related **(45)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ campaign. We need financial donations to be able to afford to make our good work more effective. Today most of this **(46)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ comes from private individuals. We are looking for a corporate partner that sharesour principles and values.

Green marketing is the development and distribution of **(47)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, or environmentally friendly, goods - for example, washing powder that is not harmful to the environment.

6 degrees.ca is a Canadian **(48)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ forum that promotes green marketing and environmental

**(49)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

6 degrees.ca believes that if a business is behaving in an **(50)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or moral way then they will **(51)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to environmental sustainability. Sustainable development is development that **(52)**\_\_\_\_\_\_\_\_\_\_\_ the needs of today without **(53)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the ability of future generations to meet their needs. Responsible citizens are **(54)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of environmental concerns such as global warming, and act to protect the environment.

Responsible **(55)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is another way that a company can build or maintain a good **(56)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Companies can refuse to buy materials or goods made using child **(57)**\_\_\_\_\_\_\_\_\_\_\_\_ or that have been tested on animals. As well as showing **(58)**\_\_\_\_\_\_\_\_\_\_\_\_\_ for human rights and animal testing, a company can implement a **(59)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of sustainable purchasing and only buy products that come from **(60)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ sources.

**4 You are going to read an article about business ethics. Six sentences have been removed from the article. Choose from the sentences A-G the one, which fits each gap. There is one extra sentence, which you do not need to use.**

**A** These components must ship on time, or the parts manufacturer risks losing a lucrative contract.

**B** Breaking the code of ethics can result in termination or dismissal from the organization.

**C** The cereal company in question wants to gain more market share, but the marketing department cannot make dubious health claims on cereal boxes, or it risks facing litigation and fines.

**D** If the parts are defective, the company that buys the components might face a firestorm of consumer backlash, which may lead to the customer to seek another, more reliable supplier.

**E** For example, a portfolio manager must give the same consideration to the portfolios of family members and small individual investors.

**F** The survey concluded that possibly an uncertain economic climate led to less risk-taking in for-profit businesses leading more managers and executives to act more ethically.

**G** Firms display business ethics in several ways.

**Business ethics**

Business ethics is the study of proper business policies and practices regarding potentially controversial issues, such as corporate governance, insider trading, bribery, discrimination, corporate social responsibility and fiduciary responsibilities. Law often guides business ethics, while other times business ethics provide a basic framework that businesses may choose to follow to gain public acceptance.

Business ethics ensure that a certain required level of trust exists between consumers and various forms of market participants with businesses. **(51) \_\_\_\_\_** Such practices ensure that the public receives fair treatment.

The concept of business ethics arose in the 1960s as companies became more aware of a rising consumer-based society that showed concerns regarding the environment, social causes and corporate responsibility. Business ethics goes beyond just a moral code of right and wrong; it attempts to reconcile what companies must do legally versus maintaining a competitive advantage over other businesses. **(62) \_\_\_\_**

In the case of a company that sells cereals with all-natural ingredients, the marketing department must temper enthusiasm for the product versus the laws that govern labeling practices. Some competitors' advertisements tout high-fiber cereals that have the potential to reduce the risk of some types of cancer. **(63) \_\_\_\_** Even though competitors, who have a larger market share of the cereal industry, use shady labeling practices, that doesn't mean every manufacturer should engage in unethical behavior.

Another case study involves quality control for a company that manufactures electronic components for computer servers. **(64) \_\_\_\_** The quality control department discovers a possible defect, and every component in one shipment faces checks. Unfortunately, the checks may take too long, and the window for on-time shipping could pass, and that, in turn, delays the customer's product release. The quality control department has the option of shipping the parts, hoping that not all of them are defective, or the company can delay the shipment and test everything. **(65) \_\_\_\_**

The National Business Ethics Survey comes out every two years. In the 2013 edition, respondents saw an all-time low in unethical behavior. Around 41% of employees saw misconduct on the job, compared to 45% in 2011. **(66) \_\_\_\_** The survey found that 60% of misconduct on the job occurred among managers, and 25% of employees blamed senior-level managers for unethical behavior.

**6 Read the advice below about business law. Choose the best word to fill the spaces.**

Business law deals with the creation of new businesses and the issues that arise as existing businesses interact with the **(67)**\_\_\_\_\_\_\_\_, other companies, and the government. This area of the law draws on a **(68)**\_\_\_\_\_\_\_\_ of legal disciplines, including tax law, intellectual **(69)**\_\_\_\_\_\_\_\_, real estate, sales, employment law, bankruptcy, and others. Business law attorneys specialize **(70)**\_\_\_\_\_\_\_\_ transactional work, meaning they do not **(71)**\_\_\_\_\_\_\_\_ clients in court. In fact, business lawyers are often hired for the **(72)**\_\_\_\_\_\_\_\_ of avoiding future litigation.
Just like individuals living together in society, business entities are **(73)**\_\_\_\_\_\_\_\_ to legal rules designed to give every participant in the marketplace a fair opportunity to succeed.
An enforceable system of business laws also **(74)**\_\_\_\_\_\_\_\_ the economy as a whole and provides for more efficient transactions. For example, a supplier who sells goods on credit can be **(75)**\_\_\_\_\_\_\_\_ that the buyer will held to the agreed payment terms. As long as the contract is drafted and **(76)**\_\_\_\_\_\_\_\_ in accordance with the Uniform Commercial Code (UCC) **(77)**\_\_\_\_\_\_\_\_ in that jurisdiction, the supplier knows **(78)**\_\_\_\_\_\_\_\_ of time it will be able to enforce the contract against the buyer if necessary.
New companies must take steps to comply **(79)**\_\_\_\_\_\_\_\_ the law even before opening their doors for the first time. Businesses can be formed as corporations, limited **(80)**\_\_\_\_\_\_\_\_ companies, partnerships, and other entities. Most of these business forms can be further customized to **(81)**\_\_\_\_\_\_\_\_ the needs of the company.

1. **A** people **B** public **C** publicity **D** citizens
2. **A** multitude **B** number **C** variety **D** range
3. **A** property **B** copyright **C** patent **D** ownership
4. **A** on  **B** about **C** in **D** after
5. **A** deal with **B** introduce **C** present **D** represent
6. **A** purpose **B** task **C** job  **D** assignment
7. **A** submitted **B** entitled **C** subjected **D** subject
8. **A** merits **B** benefits **C** profits **D** values
9. **A** confidential **B** confident **C** calm **D** ensured
10. **A** executed **B** managed **C** accomplished **D** pursued
11. **A** accepted **B** taken **C** adopted **D** admitted
12. **A** before **B** ahead **C** advance **D** prior
13. **A** to  **B** for **C** after **D** with
14. **A** litigation **B** liability **C** responsibility **D** obligation
15. **A** face **B** respond to **C** fit **D** meet