**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ**

**ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ імені В.Н. КАРАЗІНА**

ФАКУЛЬТЕТ ІНОЗЕМНИХ МОВ

Кафедра ділової іноземної мови та перекладу

Юридична адреса: 61022, м. Харків, майдан Свободи, 6, ауд. 365, контактний телефон: (057) 707–55–86.

Адреса електронної пошти для листування (e–mail) : dilovamova@karazin.ua

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\_\_\_\_\_\_\_\_\_\_\_\_ЗРАЗОК ЕКЗАМЕНАЦІЙНОЇ РОБОТИ\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**з дисциплiни «Iноземна мова і переклад»**

**здобувача вищої освіти 2 курсу, групи \_\_\_\_\_\_\_**

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

**Read the article about writing a business planand sentences 1–9 below.**

For each sentence 1–9 mark one letter (A, B orC).

On one hand a business plan is an external document which is seen by people such as banks, donors and other stakeholders. In this sense the plan is a marketing tool, as the business owner tries to convince others that the business is a realistic proposition with potential for growth over the next five to ten years. However, a good business plan is also an important management tool used within the organization to guide developments and measure progress. The process of analyzing the organization’s strengths, weaknesses, competition and finances when writing the plan helps to clarify key areas and may also reveal strong and weak points in a business proposition.

There are no exact rules for how to present a business plan, but it should be clear and concise, and written in a way to hold the reader’s attention. Graphs and charts can be used, but only as many as are necessary and ones which will be clear to the target reader of the plan. The main purpose of the plan is to provide information about the organization’s present status and future performance. Certain questions need to be answered about the organization. Is it a partnership, private limited company or sole trader, for example? What are the staffing arrangements? What is the product’s USP? Who are the target consumers? A detailed section on finances is essential, as any potential investors will want to see what money is needed and what the estimated profit and loss account is. The plan shouldn’t make any unrealistic claims or future projections about future costs and sales.

While the objectives on a business plan show specifically what the company aims to do, the mission statement explains the general purpose and values of the organization. This can either be very short, simple and powerful, or express a complex set of ideas, beliefs and projections about the organization. It often also states the company’s responsibilities towards its clients. Although the mission statement is not the place to make claims about the high quality of products or services of the company, like an advertisement a good mission statement can say a lot about the company in just a few words.

1 A business plan is usually seen by

A customers and managers.

B stakeholders and the competition.

C investors and managers.

2 A business plan should be able to persuade people that the business

 A has been successful in the past.

 B is successful now.

C will be successful in the future.

3 When writing a business plan an entrepreneur usually

 A convinces others that the market is growing.

B thinks more deeply about the issues facing their organization.

C reveals to other people the weak points in their business proposition.

4 A good business plan

 A is clearly written and covers certain points.

B follows certain rules.

C makes some unrealistic claims and projections.

5 Graphs and charts in a business plan

 A are essential.

 B should be kept to the minimum.

 Care unnecessary.

6 Which of the following items in a business plan doesn’t the article refer to?

 A Personal details

B The type of organization

C Market research and a marketing strategy

7 The objectives on a business plan should be

 A general ideas.

B realistic plans.

C powerful statements.

8 A good mission statement can be used to

 A advertise the company.

 B show what the company believes in.

 Cexplain why the company’s products or services are so good.

9 What is the purpose of the article?

 A To explain in detail how to write a business plan.

 B To explain why business plans are needed.

 C To give general advice on writing business plans.

**Task 2**

Complete the phrasal verbs in the text by putting the correct particle in each gap.

after º away º for º into º into º out º up º up º up º up º with

‘I had always wanted to start (10) \_\_\_\_\_ my own company. In 1998 I saw a gap in the market and set (11) \_\_\_\_\_ *PetMinders*, a small company which looks (12) \_\_\_\_\_ people’s pets while they are away on holiday. I spent a long time looking (13) \_\_\_\_\_ the right staff, as I needed to employ people who not only were committed to the job but could also cope (14) \_\_\_\_\_ all different kinds of animals.

Although I ran (15) \_\_\_\_\_ a few financial difficulties in the early stages, I didn’t give (16) \_\_\_\_\_. I didn’t actually run (17) \_\_\_\_\_ major debts, but I needed to raise some extra money. Fortunately I found someone willing to put money (18) \_\_\_\_\_ my business. A friend had pointed (19) \_\_\_\_\_ that I hadn’t invested much in marketing, so I decided to give (20) \_\_\_\_\_ free gifts to new customers. In 2001 *PetMinders* made its first profit. The company has recently expanded and is doing well.’

**Task 3**

**Put the verbs into the correct form:**

I \_\_\_\_\_(**21**) (learn) English for seven years now. But last year I worked hard enough for English, that's why my marks were not really that good then. As I want to pass my English exam successfully next year, I \_\_\_\_\_ (**22**) (study) harder this term. During my last summer holidays, my parents sent me on a language course to London. It was great and I thought I would learn a lot. Before I went to London, I \_\_\_\_\_ (**23**) (not / enjoy) learning English. But while I \_\_\_\_\_ (**24**) (do) the language course, I met lots of young people from all over the world. There I noticed how important it \_\_\_\_\_ (**25**) (be) to speak foreign languages.

Now I am having much more fun learning English than I \_\_\_\_\_\_(**26**) (have) before the course. At the moment I am revising English grammar. And I \_\_\_\_\_ (**27**) (begin / already) to read the texts in my English textbooks again. I think I will do one unit every week. My exam is on 15 May, so there isn’t any time to be lost. If I \_\_\_\_\_ (**28**) (pass) my exams successfully, I \_\_\_\_\_ (**29**) (start) an apprenticeship in September. And after my apprenticeship, maybe I will go back to London to work there for a while. As you can see, I \_\_\_\_\_ (**30**) (become) a real London fan already.

**Task 4**

**Choose the correct word**:

TRADITIONAL SCOTTISH SCONES

\_\_\_\_\_(**31**):

8oz/250g or two cups of flour ;

1 oz/25g (¼ stick) of butter or margarine;

¼ pint (140ml or half to ¾ cup) sour cream;

One egg;

\_\_\_\_\_ (**32**) of salt.

Instructions:

Preheat the \_\_\_\_\_ (**33**) to 400F/200C/Gas Mark 6. Sift the dry ingredients together and then rub in the butter. Pour in the sour cream and then the egg in the centre of the mixture and mix to obtain a soft elastic dough. Turn out onto a floured surface and roll out to about ½ inch (1.2cm) thick. Prick over with a fork and cut into small rounds with a cutter about 1½ inches (3.8cm) in diameter. \_\_\_\_\_ (**34**) in the preheated oven for 10-15 minutes. Scones are \_\_\_\_\_ (**35**) if served warm. Cut in two and spread with butter and/or jam (preserves) to add even more flavour and moisture.

**31** **A**. components **B**. ingredients **C**. parts **D**. materials

**32** **A**. jar **B**. packet **C**. pinch **D.** lump

**33** **A**. cooker **B**. bakery **C**. grill **D.** oven

**34** **A**. bake **B**. fry **C**. roast **D.** brew

**35** **A**. delicious **B**. raw **C**. overcooked **D**. well-done

**Task 5**

**Guess about the correct word**:

It is believed that many of the traditional Hogmanay c \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ (**36**) were originally brought to Scotland by the invading Vikings in the early 8th and 9th centuries.

It may surprise many people to note that Christmas was not celebrated as a f \_ \_ \_ \_ \_ \_ \_ (**37**) and virtually banned in Scotland for around 400 years, from the end of the 17th century to the 1950s.

There are several traditions and s \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ (**38**) that should be taken care of before midnight on the 31st December: these include cleaning the house and taking out the ashes from the fire, there is also the requirement to clear all your debts before "the bells" sound midnight, the underlying message being to clear out the remains of the old year, have a clean break and welcome in a young, New Year on a happy note.Immediately after midnight it is traditional to sing "Auld Lang Syne".

"First footing" (or the "first foot" in the house after midnight) is still common across Scotland. To ensure good luck for the house the first foot should be a h \_ \_ \_ \_ \_ \_ \_ (**39**) dark male, and he should bring with him symbolic pieces of coal, s \_ \_ \_ \_ \_ \_ \_ \_ \_ b \_ \_ \_ \_ \_ \_ \_ (**40**), salt, black buns and whisky.