ЗРАЗОК

ЕКЗАМЕНАЦІЙНОЇ РОБОТИ

**з дисциплiни « Іноземна мова та фаховий переклад (англійська) »**

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

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

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

|  |
| --- |
| nonprofit meet enhanced image legislatures motivate fundraising benefits disease influenced lobby campaign clothing support positive opportunities individual public items decisions generate services volunteer willing website funding |

Nonprofit organizations rely on **(1)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_ relations and other marketing communications for a variety of **(2)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that go beyond soliciting direct financial **(3)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_. The more positive an image a nonprofit can cultivate, the more **(4)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ it will have to achieve its mission and goals. Knowing how a coordinated public relations **(5)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ can help your nonprofit will help you make better **(6)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ regarding getting the word out on your organization.

When a **(7)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ has a positive public image, people are more **(8)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to donate their time. Many nonprofits require **(9)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ help to continue their operations and **(10)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_ their goals. This can include donation of expert **(11)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ such as marketing, graphic design, accounting or **(12)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_ development.

A nonprofit can increase its **(13)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and donation generation by cultivating a positive public **(14)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and by promoting its successes. When people see that their donations are used for specific, **(15)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ purposes, they are more likely to donate. In addition to **(16)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and corporate monetary donations, a nonprofit can **(17)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ donations of goods and services, such as used **(18)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, canned goods, printing, office furniture, computers and other **(19)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ it can use or sell.

The goals of a nonprofit can often be **(20)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ through legislation. A nonprofit that targets a specific **(21)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_ or condition can increase the chances that state **(22)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or the U.S. Congress will increase **(23)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for that disease or condition if they are **(24)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by positive public relations. Nonprofits that aren’t allowed to directly **(25)** \_\_\_\_\_\_\_\_\_\_\_\_\_ legislators can educate politicians by putting them on their mailing lists to receive their newsletters. When politicians see news stories about a nonprofit’s activities, it can **(26)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ them to act or vote in support of the organization’s mission.

**2 Complete the article using words from the box .**

|  |
| --- |
| deal impact leveraged long-standing relationships risk |

Boxfield Toys to Stop Sponsorship **(27)** ....... ........................ with Barbara Gasson

As a result of comments made by Barbara Gasson, the children’s illustrator, on her blog site, Boxtield Toys has severed all **(28)**................................ with Ms Gasson. A spokesperson from the company said 'We regret having to terminate our **(29)**................................ relationship with Ms Gasson.'

Although Boxfield has **(30)** ................................Ms Gasson's qualities over the years, they may now be concerned about negative **(31)**................................ on their brand. The **(32)**........................... .... factors involved with Ms Gasson may be too high for this brand.

**3 Read the texts about British companies and decide if they are examples of art sponsorship, educational sponsorship, or cause related sponsorship.**

1 Sainsbury's will support Red Nose Day and Sport Relief campaigns as part of a new deal. In March this year Sainsbury's sold over 4 million red noses and donated over £6.5 million to the charity. **(33)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2 In the UK Tesco is partnering I CAN, a UK charity that helps children with speech and language difficulties, to sponsor the Chatterbox Challenge. Children across the UK choose a song or story while family and friends sponsor them to perform it aloud. This year, Chatterbox Challenge raised over £150,000 for I CAN. **(34)** \_\_\_\_\_\_\_\_\_\_\_

3 The BT Series is a unique initiative for Tate Online which lets you explore works by selected artists and ask about their work. As exclusive sponsor of Tate Online, BT provides Tate with creative design services and technical support. **(35)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**4 Label each section of the article with a heading from the box then put the five sections in the correct order.**

Going public

Internal audiences

Negative fallout

Rebuilding public confidence

The crisis

**(36)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

As the MD toured the country, employees were kept informed by senior managers and regular email updates from Mr Puri.

**(37)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Media coverage was immediate and very hostile, with 120mentions on TVnews.

**(38)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

In 2004, the Indian Food and Drug Administration announced that worms had been found in two bars of Cadbury’s Dairy Milk chocolate. Although the problem was linked to improper storage at the distributors, there was an immediate negative impact on sales and the company's reputation was tarnished.

**(39)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

To minimize the .damage, Cadbury set up a media desk and Bharat Puri, Cadbury's MD, went around the country making statements, meeting reporters and establishing the facts about the case.

**(40)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Within 90 days. Cadbury introduced new packaging to protect against possible infection They engaged Indian film star Amitabh Bachchan as brand ambassador. One of the ads showed Bachchan visiting a Cadbury plant and consuming a bar of chocolate. ‘Consumer confidence in the product is back,’ says Sanjay Puroh1t, head of marketing for Cadbury India.



**5 Complete the sentences.**

1. Accidents, scandals and **(41)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ products are common causes of crises.
2. As soon as the crisis hits, activate the company's **(42)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ communication **(43)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .
3. One person should be selected as the designated **(44)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to represent the company throughout the crisis. This person should make **(45)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ statements about the situation.
4. Make sure internal **(46)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_ are informed before or at the same time as you **(47)** \_\_\_\_\_\_\_\_\_\_\_\_\_ public.
5. Organize **(48)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ briefings to stop the spread of **(49)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .
6. Restore consumer confidence by recalling **(50)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ products.

**6 Complete the text words the words from the box:**

|  |
| --- |
| image accident stakeholders external statements authorities publics spokesman defective tackling go public confidence rumours recall leaks Act of God potential credibility communication scandal |

Whether a crisis is caused by a **(51)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ product (a product which doesn't work properly), an **(52)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (such as a tornado or an earthquake), an **(53)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (for example, a fire at a company facility) or a **(54)** \_\_\_\_\_\_\_\_\_\_\_\_\_ (as happened to the American oil company Enron), the company must manage the crisis.

Beyond **(55)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the problem - that is, dealing with the problem using tactics such as a product **(56)** \_\_\_\_\_\_\_\_\_\_\_\_\_ (removing defective product s from shops) - crisis management involves establishing effective crisis **(57)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. The crisis communication team must defend the company's **(58)** \_\_\_\_\_\_\_\_\_\_\_\_\_ against the negative impact of the crisis.

Most big corporations already have a crisis communication plan in place which identifies **(59)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ crisis situations and how to communicate to **(60)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ during these crises. Stakeholders include **(61)** \_\_\_\_\_\_\_\_\_\_\_\_\_ audiences (such as the media, local communities and government **(62)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) and the internal audiences or **(63)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (for example, employees of the company).

A strategic reaction is to **(64)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by communicating honestly and quickly to the general public. Refusing to comment will encourage the spread of **(65)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (where unofficial versions of the story pass from person to person) and **(66)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (unofficial information given by someone inside the organization).

A designated **(67)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ represents the company in front of the media. The organization's public relations (PR) department, media centre or media desk makes official **(68)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (either verbally or in writing) and monitors reactions in the media.

Effective crisis communication can:

- minimize the damage caused by the crisis

- preserve and protect the reputation and **(69)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the company and its brands

- rebuild public **(70)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in a company and its brands.