ЗРАЗОК

ЕКЗАМЕНАЦІЙНОЇ РОБОТИ\_

**з дисципліни «Іноземна мова і переклад (англійська)»**

**здобувача вищої освіти 3 курсу, групи УМБ – \_\_\_\_\_\_\_\_**

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

**Task 1 Reading *15 points***

***Read the text below about online shopping.***

***Choose the best word to fill each gap from A, B, C or D below.***

Every year in the USA over $150 billion is spent online, but this is only 5% of (1) \_\_\_\_\_\_\_\_\_\_

retail sales in the country. Most people using the Internet for shopping don’t actually make a

(2) \_\_\_\_\_\_\_\_\_\_ online. Instead they use the Internet for research to find the best (3) \_\_\_\_\_\_\_\_\_\_

deals available, and then they go to that shop, if possible, to make the final purchase.

This is all despite the e-tailing promise that shopping online will be (4) \_\_\_\_\_\_\_\_\_\_ and

convenient. Convenient it might be, but 30% of all online purchases (5) \_\_\_\_\_\_\_\_\_\_, which means

that there are a lot of disappointed (6) \_\_\_\_\_\_\_\_\_\_ out there. There is also the (7) \_\_\_\_\_\_\_\_\_\_

of credit card security. In Britain there is over £500m of credit card fraud every year and over
25% of that is when stolen credit card details are used on the telephone or Internet to place

(8) \_\_\_\_\_\_\_\_\_\_ which the card holder does not find out about until their next statement. As a

result of this, many people do not trust websites (9) \_\_\_\_\_\_\_\_\_\_their credit card details.

Other potential customers do not like the way websites track their visits and the way some, like

Amazon.com, make suggestions to (10) \_\_\_\_\_\_\_\_\_\_customers based on their previous purchases.

They see this as being (11) \_\_\_\_\_\_\_\_\_\_, and even a (12) \_\_\_\_\_\_\_\_\_\_of their privacy. So

although online retailers have (13) \_\_\_\_\_\_\_\_\_\_down prices and can (14) \_\_\_\_\_\_\_\_\_\_large

discounts because they are only taking orders and shipping products from large warehouses, they
are still (15) \_\_\_\_\_\_\_\_\_\_ it difficult to turn visitors into paying customers.

|  |  |  |  |
| --- | --- | --- | --- |
| 1 A on | B whole | C total | D these |
| 2 A buy | B purchase | C shop | D demand |
| 3 A extra | B good | C make | D possible |
| 4 A expensive | B cheap | C good | D quality |
| 5 A fail | B work | C succeed | Dbought |
| 6 A buyer | B customers | C orders | D consume |
| 7 A problem | B situation | C status | D issued |
| 8 A products | B goods | C purchases | D orders |
| 9 A for | B by | C to | D with |
| 10 A new | B next | C returning | D excellent |
| 11 A intrude | B intruded | C intrusive | D intruding |
| 12 A protection | B violation | C entrance | D intrude |
| 13 A brought | B bring | C bringing | Dbought |
| 14 A ask | B gave | C suggest | D offer |
| 15 A finding | B making | C saying | D seeing |

**Task 2 *5 points***

Complete the text with one word in each space. There is an example at the beginning.

A customer logs on to the Internet and looks up a (0) product on a search engine. She clicks

on a (1) \_\_\_\_\_\_\_\_\_\_ to a seller’s site and then she (2) \_\_\_\_\_\_\_\_\_\_the site and identifies the

product which interests her. Then the customer (3) \_\_\_\_\_\_\_\_\_\_ similar products on other sites

before selecting the best offer she can find. She (4) \_\_\_\_\_\_\_\_\_\_ a product and places it in a

shopping cart before going to (5) \_\_\_\_\_\_\_\_\_\_.

**Task 3** ***12 points***

Complete the text by putting an appropriate word from the box into each gap. There is an example at the beginning.

*Brick and mortar*

boost

assess

outlets

ventures

rental costs

retailer

mobile application

browse

virtual

consider

Leverage

Portal

*Brick and mortar* shops should explore going online if they have not already done so, according to the Singapore Retailers Association. However, it stressed that what is also important is for companies to 1 \_\_\_\_\_ if having an online strategy will complement their operations.

SINGAPORE: The Singapore Retailers Association (SRA) has called on brick and mortar shops to 2 \_\_\_\_\_ going online, especially with e-commerce on the rise.

One store which already has an online presence is consumer electronics 3 \_\_\_\_\_ Challenger. Like other businesses in Singapore, Challenger is facing high 4 \_\_\_\_\_ and a tight labour crunch.

In order to 5 \_\_\_\_\_ revenue and earnings, it has been devoting more resources to the online space. Challenger said that its offerings online - including a 6 \_\_\_\_\_ - help to support its store sales.

Ms Loo Pei Fen, head of marketing at Challenger Technologies, said: "Online exists as an omni-channel approach and we see the trend of offline to online. So what happens is that a lot of Challenger customers go online to 7 \_\_\_\_\_, find the information and the price.

For customers who come to a physical store, they are able to see, touch and try out the products for themselves. They are also able to speak to staff if they are unsure about the product.

Challenger is betting that this is still the way the majority of consumers would like to shop, even though many are flocking online for their purchasing needs. To meet that demand, the retailer opened two new 8 \_\_\_\_\_ recently in suburban malls.

Still, Challenger said that it expects online retailing to grow even bigger and plans to 9 \_\_\_\_\_ both its physical and 10 \_\_\_\_\_ presence. Within this year alone, Challenger's online revenue doubled from the first half to the second half. While online sales now accounts for about five per cent of total sales, Challenger expects this to double to 10 per cent in three years. SRA said that businesses wanting to open virtual stores should be prepared to chart an online strategy and devote adequate resources into such 11 \_\_\_\_\_. Vice-president of the association, Mr R Dhinakaran, said: "Online 12 \_\_\_\_\_ normally cost a lot of money. And to develop that, a huge investment is needed.

**Task 4 *10 points***

Complete the text with the correct prepositions:

1. Profit forecasts are based \_\_\_\_ the presumption \_\_\_\_ a steady rise \_\_\_\_ sales.
2. Students are selected \_\_\_\_\_ solely \_\_\_\_ merits.
3. Any negative statements and accusations made should be promptly and forthrightly answered \_\_\_\_\_, preferably \_\_\_\_ the level \_\_\_\_ which they originate.
4. This policy is closely aligned \_\_\_\_\_ the goals \_\_\_\_ the organization.
5. \_\_\_\_ spite \_\_\_\_ the adverse public opinion, the plan to privatize the railways continued.
6. Can the research findings be generalized \_\_\_\_ a wider population.
7. Indeed the customer service Charter featured \_\_\_\_ sets out the level of service we strive \_\_\_\_ sustain.
8. I would contend that his thinking was flawed \_\_\_\_ this point.
9. \_\_\_\_ a time when many chains are losing money, Lechters is turning \_\_\_\_ a fair profit.
10. \_\_\_\_ terms \_\_\_\_ their initial cost, electric vehicles may be more expensive than their gas-powered counterparts.

***Part 2 Writing***

**Task 18  *points***

*Write an email based on the following brief. Write about 50–60 words.*

Your friend Jane Cliffe wants to set up her own personal website. Write an email to Jane and include

the following information:

• Ask how her plans are going.

• Suggest some web design essentials.

• Say that you are available to help her more.

|  |
| --- |
| **To: Jane Cliff** |
| **CC** |
| **Subject: Web design** |
|  |

**Task 2 *10 points***

*Rewrite these sentences, starting with the words given.*

1 I told him to order 1,000 pieces initially.

I suggested \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2 Unless I get a big pay rise, I’ll leave.

If \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3 I don’t care what you wear if you work hard.

Providing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4 I wouldn’t recommend doing that.

I suggest \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5 I might consider it if the money was good.

As long as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Total 70 points***