**Національний авіаційний університет**

**Навчально-науковий Гуманітарний інститут**

**Кафедра ІНОЗЕМНОЇ ФІЛОЛОГІЇ**

**Затверджую**

Завідувач кафедри іноземної філології

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**Модульна контрольна робота №\_\_\_**

**з дисципліни «ДІЛОВА ІНОЗЕМНА МОВА»**

Розробник

доцент Гринюк С.П.

Модульна контрольна робота № 1

з дисципліни

**«Ділова іноземна мова»**

**студент\_\_\_\_ 5 курсу \_\_\_\_\_ групи**

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Прізвище, ім’я, по батькові

**Variant I**

1. **Translate the text into English:**

Most countries have an image. These images are often the result of stereotypes, but they are also used in a positive way as a “national brand”. Several countries have realized that emphasizing this image or brand can be used to promote trade, tourism, and investment. A national brand is generally a positive thing, but sometimes a country becomes trapped by its image. For example, Italy's brand image as a fashion and style producer made it difficult for Olivetti, a computer manufacturer, to create a successful export business. As with companies and products, there is also the problem of competition. In Singapore, for example, you can see TV adverts for the high-tech hub of Asia, trying to attract foreign professionals who usually make their home in Hong Kong, Japan, or South Korea.

Scotland is another country which has actively and successfully launched its brand. In 1994 the Scottish created a special project called ‘Scotland the Brand’. They defined the positive image of Scotland as one of quality, tradition, and authenticity. They held marketing events and promotions, and recruited companies who were able to promote this brand. The result was an immediate 200% rise in food, drink, and cultural exports.

1. **Give proper equivalents to the following words and word phrases:**
2. To be owned and run by; early experience; to specialize in; to consist of; to set up the company; to deal with financial aspects; to work on big launches; to be part of a department; to understand customers’ needs; to make an offer; supportive; promotions manager; rational; intrusive; tolerance; heritage; trade; investment; standard prize and fare; to create a successful export business; Cantonese; to stay in a hotel; confident.
3. Замислений, успішна конференція, віце-президент, незалежна щоденна газета, спеціалізуватися на продажу авіаквитків зі знижками, відданість клієнтів, підпільні журналісти, підписувати контракт, аналітичний, складатися з декількох програм, розгледіти потенціал Інтернету, толерантність, грубий, перевіряти е-мейли, новаторський, зустрічатися з радою директорів, ділити обов’язки, головний офіс, працівник, бути відповідальним, робити огляд виробництва, підозрілий, дослідження і розвиток, призначати зустріч, мова тіла, репутація і традиція, робити пропозицію, споживчий сектор, нерішучий.
4. **Complete the sentences. Use the proper tenses of the verb in brackets.**

1. How long you (work) for the government? 2. I (work) overtime all this week. 3. I (go) to the football match tomorrow evening. 4. I (have) this car since 1985. 5. That car (look) nice, but I can’t afford it. 6. I never (like) lemons. They (have) such a sour taste. 7. She (be) on the phone for half an hour now. Who she (talk) to? 8. We (have) three meetings about this problem so far and we still (not decide) what to do. 9. He (use, build) good contacts when he worked as a promotions manager for the big investment bank. 10. An excellent employee (need, be) responsible, motivated and diplomatic.