

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ**

**Національний авіаційний університет**

**Факультет міжнародних відносин**

**Кафедра іноземних мов**

**МОДУЛЬНИЙ КОНТРОЛЬ**

**з дисципліни**

**«Іноземна мова спеціальності»**

для галузі знань: 29

«Міжнародні відносини»

спеціальність: 292

«Міжнародні економічні відносини»

освітньо-професійна програма:

«Міжнародні економічні відносини»

«Міжнародний бізнес»

Курс – 4

Семестр – 7, 8

## **Модульна контрольна робота №1 з іноземної мови спеціальності**

### **I Choose the correct answer.**

- 1** When two companies agree to work together, this is called ...  
**a)** an alliance. **b)** an acquisition. **c)** a merger.
- 2** What is a public limited company?  
**a)** a company whose shares can be bought and sold **b)** a company owned by the government **c)** a company with very few shareholders
- 3** Product placement means ...  
**a)** putting a product at the entrance to a supermarket. **b)** arranging for a product to appear in a film or TV programme. **c)** securing the product's position on the market.
- 4** A good advertising campaign \_\_\_\_\_ its message to its target audience.  
**a)** informs **b)** says **c)** communicates
- 5** When a market is saturated ...  
**a)** it has no room for more goods. **b)** the market is wide open for certain kinds of products. **c)** the market needs more innovations.
- 6** A successful advertising campaign relies on the art of ...  
**a)** persuasion. **b)** exhibition. **c)** endorsement.

### **II Raise the issue.**

- 1** Why is it important for companies to be aware of local cultures? **2** What does the product life cycle consist of? **3** What makes a great ad? **4** A good manager should ... **5** How do companies successfully stretch their branded products? Which mistakes should they avoid making?

### **III Find the words that mean**

- 1** a graphic image or symbol specially created to identify a company or a product
- 2** the sales of a company expressed as a percentage of total sales in a given market
- 3** setting a high price for a new product, to make maximum revenue before competing products appear on the market
- 4** the extent to which supply or demand of a product responds to changes of price
- 5** the strategy of setting a low price to try to sell a large volume and increase market share

**IV Writing. Write a short report (170-180 words) outlining your product concept and plans for the business. Think about: the product concept; the location; the name of the business, and the image it wants to project; pricing. How would you go about launching the business?**

## Модульна контрольна робота №2 з іноземної мови спеціальності

### I Raise the issues.

- 1) What is subprime mortgage crisis? 2) What caused the subprime mortgage crisis? 3) How did it affect the U.S. economy? 4) What are mortgage-backed securities? Why did they become popular? 5) What is the difference between common and preferred stock?

### II Translate from English into Ukrainian.

A credit crunch is an economic condition in which investment capital is difficult to obtain. Banks and investors become wary of lending funds to corporations, which drives up the price of debt products for borrowers. Often an extension of a recession, a credit crunch makes it nearly impossible for companies to borrow because lenders are scared of bankruptcies or defaults, resulting in higher rates.

Sometimes called a credit squeeze or credit crisis, a credit crunch tends to occur independent of a sudden change in interest rates. Individuals and businesses that could formerly obtain loans to finance major purchases or expand operations suddenly find themselves unable to acquire such funds. The ensuing ripple effect can be felt throughout the entire economy, as homeownership rates drop and businesses are forced to cut back due to a dearth of capital.

A credit crunch often follows a period in which lenders are overly lenient in offering credit. Loans get made to borrowers with questionable ability to repay, and the default rate and presence of bad debt begin to rise as a result. In extreme cases, such as the 2008 financial crisis, the rate of bad debt becomes so high that many banks become insolvent and must shut their doors or rely on help in the form of a government bailout to continue as a going concern.

The usual consequence of a credit crunch is a prolonged recession, or slower recovery, which occurs as a result of the shrinking credit supply. In addition to tightening credit standards, lenders may increase interest rates during a credit crunch to earn greater revenues from the reduced number of customers who are able to borrow. Increased borrowing costs take away from individuals' ability to spend money in the economy, and it eats into business capital that could otherwise be used to grow operations and hire workers.

## **Модульна контрольна робота №3 з іноземної мови спеціальності**

### **I Translate from English into Ukrainian.**

*A wave of selling sweeping across bond markets resumed on Monday as investors continued to digest the impact of a Donald Trump presidency.*

US and European bond prices have sunk in expectation that he will enact inflationary policies that speed the pace of interest rate rises. On Monday, some bond yields - which rise as the price falls - hit their highest for more than six months. Bonds globally lost \$1.29tn (£1tn) last week, according to Bank of America. And there is no sign that the bond sell-off is easing, depressing the value of some pension investments and making it more expensive for countries and companies to borrow money.

On Monday, the 30-year US Treasury jumped above 3% for the first time since January. In the UK, the 10-year gilt yields returned to levels not seen since June's Brexit referendum vote. And German 30-year bonds rose above 1% for the first time since early May. Italian bonds have been among the most affected. Rome's 10-year yields rose four basis points to 2.01% on Monday, their highest in 14 months.

### ***Dollar strength***

Investors had piled into bonds, seeking a safe - but low - rate of return during what has been years of sluggish growth in the US, Europe and Japan.

But since inflation and interest rates are seen as likely to rise, investors are seeking assets with a more attractive return. With a Trump administration promising economic stimulus through spending and tax cuts, investors are worried about putting money into low fixed-payment assets, such as bonds. That has fuelled share markets since last Wednesday's election result.

Wall Street's Dow Jones index closed at another record high on Friday, in the wake of Mr Trump's unexpected victory. European markets have also risen, and at midday on Monday, the FTSE 100, Cac-40 and Dax were all slightly higher. Earlier, Japan's Nikkei index hitting a nine-month high, closing up 1.7%.

### **II Translate from Ukrainian into English.**

Спалах коронавірусу став першим "чорним лебедем" для світової економіки. Спочатку Китай, а згодом і весь світ відчували скорочення ВВП, зниження ділової активності, падіння туризму та проблеми з фінансами. Осередком вірусу у західному світі стала Італія. Уряду довелося піти на радикальні кроки для недопущення поширення COVID-19.

На початку березня прилетів другий "чорний лебідь", який відправив світові ринки у глибокий нокдаун. 6 березня найбільший нафтовий картель на чолі із Саудівською Аравією не зміг домовитися з Росією про зниження обсягів видобутку нафти на тлі скорочення попиту. Після невтішних результатів зустрічі ціни на нафту обвалилися, а разом з ними — і фондові ринки.

З 24 по 28 лютого американські індекси показали найбільше падіння з часів фінансової кризи 2008 року. 27 лютого став найгіршим днем для цих індексів з лютого 2018 року. Європейські фондові ринки тільки за 28 лютого впали на 4-5%.

Bloomberg змоделював чотири варіанти розвитку подій, згідно з якими світова економіка у 2020 році може втратити 3% ВВП або 2,7 трлн дол. Ці цифри еквівалентні ВВП Великобританії або майже двом ВВП Росії.

У найгіршому з чотирьох варіантів прогнозу експерти агентства прогнозують рецесію у США, євროзоні, Японії та уповільнене зростання в Китаї. Прогноз має значний ступінь невизначеності, визнають експерти.