

МОДУЛЬНИЙ КОНТРОЛЬ

Модульна контрольна робота № 1 з іноземної мови за професійним спрямуванням

I Complete the gaps (1–9) in the text below using the words in the box.

argue blame do excuses listen look interrupt questions understand

When dealing with customers' problems there are certain *dos* and *don'ts* to consider. Firstly, let the customer talk and ¹ _____ carefully. If you want to say something, don't ² _____ them but wait until they have finished speaking. To show interest, you should ³ _____ at the customer when they are speaking and ask ⁴ _____ to make sure you have all the information you need. It also helps if you show empathy. You can do this by telling them that you ⁵ _____ how they feel. Remember, whatever you do, do not ⁶ _____ with the customer or ⁷ _____ colleagues. The best way to deal with a customer's problems is to promise you will ⁸ _____ something to improve the situation rather than make ⁹ _____.

II Choose the most appropriate response to each question: a), b) or c).

- 1** Which question below relates to price?
a) How can potential customers be targeted? **b)** What is the value of the service to the customer? **c)** Which type of media would be most suitable for advertising the product?
- 2** Which question below relates to promotion?
a) Will you use TV to reach your target market? **b)** What types of discounts will you offer? **c)** Will there be local, national or international variations?
- 3** Which question below relates to product?
a) How will you distribute your product? **b)** Is there a best time to promote your product, for example, a particular season? **c)** What are the unique features of your product?
- 4** Which question below relates to place?
a) What price will the market bear? **b)** Do you need to attend trade fairs? Or send samples of your product to companies? **c)** How will your price compare with competing products on the market?
- 5** What should you not do when listening to a customer explaining a problem?
a) Blame colleagues for the problem. **b)** Look at the customer while they are speaking. **c)** Ask questions to clarify the situation.
- 6** What should you do if a customer is angry or upset?
a) Promise to speak to the manager. **b)** Get a colleague to deal with them and have a coffee break. **c)** Stay calm and let them tell you how they feel.
- 7** How can you show empathy towards a customer?
a) By losing your temper and arguing with them. **b)** By asking questions to find out more about the problem. **c)** By telling them you understand how they feel.
- 8** What is the best way to listen to a customer who is explaining a problem that they have or have had?
a) Stop what you are doing and look at them. **b)** Look them in the eyes the whole time they are talking. **c)** Make no comments and have no expression on your face.
- 9** Which expression is best used when promising the customer you will try and improve a bad situation?

- a) I'll look into it for you. b) It isn't my fault but I'll speak to the manager.
- c) Sorry, but you'll have to come back tomorrow.
- 10 Which of the following is an example of a perishable product?
 - a) the work of a waitress b) a hotel c) an airline seat
- 11 What should you never do when a customer is speaking and the situation is a stressful one?
 - a) Reassure the customer that you will improve the situation.
 - b) Interrupt the customer. c) Explain that you understand how they feel.
- 12 Which expression can you use to apologize when dealing with a complaint?
 - a) I hear what you're saying and I know how you feel.
 - b) What seems to have happened is that ... c) I'll do everything I possibly can.
- 13 Which expression can you use to show the customer you are going to act on what they have said?
 - a) At the moment we're having a problem with ...
 - b) I'll get back to you when it's been sorted out.
 - c) I'm sorry about that.
- 14 Which of the following expressions offers advice?
 - a) Maybe I could buy my train tickets on the way home.
 - b) I suggest you contact your doctor to find out what inoculations you need.
 - c) I should go somewhere special on holiday this year.

III Translate from English into Ukrainian.

Gastronomy is one of those terms often tossed around in the culinary field, used to define everything from fine dining experiences to specific studies of the chemical manipulation of food. While popular use puts the word almost always in the hands of chefs and cooks, gastronomy actually goes beyond cooking to define the food world as a whole. From the science of human digestion to the study of cultures and the way they interact with food, gastronomy is all about the relationship between humans, food, and the world we live in.

For as long as there has been food, there has been gastronomy in some form or another. Questions regarding what we eat have always been around: How can we make this taste better? What provides the best boost of energy? What types of foods have healing properties? How can we cultivate this food to provide more of it?

Later on, cuisine became more specialized, and cookbooks and apprenticeships developed to provide instruction on the preparation of food.

However, it wasn't until the 1800s that gastronomy started to develop as an actual field of study. Instead of simply learning how to make food, people began to focus on how dining could be an experience—how the senses interacted in order to create a whole meal to be enjoyed. The French, of course, are the first to claim the title and the field as their very own.

Модульна контрольна робота № 2 з іноземної мови за професійним спрямуванням

I Translate from English into Ukrainian.

Over-tourism is suffocating cities around the world. Here's what you can do to avoid being part of the problem – short of staying home.

“More people are travelling – which is great! – but there are no hidden gems anymore.”

That's a comment I overheard waiting in an immigration queue in Dublin last month. The travellers were talking about Dubrovnik, and how crowded all destinations seem lately. The idea struck me in a weird way. Sure, more people are travelling than ever – which is good. People are broadening their horizons. But reducing destinations to an ever-shrinking collection of “hidden gems” to be ticked off a bucket list is the kind of attitude that's fuelling over-tourism.

Over-tourism is a worldwide issue: Peru's Machu Picchu. Scotland's scenic Isle of Skye. Gion, Kyoto's geisha district. Amsterdam's Red Light district. The canals of Venice. California's “super-blooming” poppy fields. The Louvre, which reopened late last month after a brief closure when employees walked out because of overwhelming crowds. Thailand's Maya Bay, now closed to tourists indefinitely.

All these places have been inundated by more tourists than they can handle, both domestic and foreign. Visitors are overcrowding, littering, acting drunk and lewd, causing environmental damage, failing to respect local culture, inappropriately touching or taking things and driving up rents.

At the same time, no one should be discouraged from travelling. So how can you be a better tourist?

II Complete the gaps (1–13) in the advice below using the words in the box.

*argue attention check dealing feel immediately inconvenience
nod pleasant private satisfaction solution solve*

Dealing with guests' complaints can be very difficult. However, if you follow this advice, you should find that you can handle complaints more successfully.

Always give your guests your full ¹ ___ and ask them in what ways you can ² ___ the problem.

Explain that you would ³ ___ the same if you were in their situation.

Apologize for any ⁴ ___ caused and deal with the complaint ⁵ ___.

Never ⁶ ___ when a complaint is being made. Instead, listen carefully and if the guest is angry, take them somewhere more ⁷ ___.

Find a ⁸ ___ and make it clear that their ⁹ ___ is of great importance to you.

After ¹⁰ ___ with the complaint, make a point of talking to the guest again to ¹¹ ___ they are satisfied.

Always keep a ¹² ___ expression on your face. It also helps if you ¹³ ___ in agreement.

III Complete the table adding in the numbers of the questions under the correct heading.

The product	The place	The promotion	The price
		0	

- 0 What form of media will be the one to use when advertising the product?
- 1 What type of brand image are you looking to create?
- 2 Where can potential customers find out more about the product?
- 3 What discount will you offer?
- 4 Who is this product aimed at?
- 5 What extra features are included?
- 6 How will you target potential customers?
- 7 What sort of discounts will be available?
- 8 How will you distribute the product?
- 9 What is unique about this product?
- 10 How will competing products influence the pricing policy of this product?

Модульна контрольна робота № 3 з іноземної мови за професійним спрямуванням

I Translate from English into Ukrainian.

If you think back to the last holiday you had, what were the highlights that you remember? The spacious hotel room with a view of the sea? The planned excursions while you were away? Or the mouth-watering food served at the fancy restaurant you went to? There are many people behind the scenes who make things happen so that you can enjoy your holiday, from the travel agent who booked your flights and accommodation, to the housekeeper at the hotel, and the local travel guide who showed you around.

Travel agents research, plan, and book trips for individuals and groups. Although people are starting to research and book their travel plans online, it's often easier to use a Travel Agent, as they have years of experience and knowledge. They are able to help with flight bookings, hotel selection, transfer arrangements, and holiday activities.

Hotel managers oversee all aspects of running a hotel – from housekeeping and general maintenance to budget management and marketing of the hotel.

Tour guides work in the travel industry, and give guided tours to groups of visitors/tourists.

Tour guides must have expert knowledge of specific areas, including natural features, historic

sites, museums, and other tourist destinations. Guides may give walking tours, bus tours, or even boat tours.

II Decide which type of niche tourism each example refers to and add in the appropriate word(s).

0 battlefield The guided war walk took us through the main areas where the fighting had taken place and ended at the war memorial.

1 s In the future, we hope to be able to offer more affordable packages so that more people can enjoy the experience of weightlessness as we orbit the Earth.

2 m She decided to book a holiday where she could have laser eye surgery and then spend three weeks recovering on the beach.

3 c On the first day we went on a tour of the local market and were introduced to ingredients we would later cook with.

4 m There was a really friendly atmosphere at the festival and everyone enjoyed dancing and singing along with the acts on stage.

5 w Going on a safari was an experience of a lifetime. I will never forget how impressive lions look when you see them for real.

6 g Before returning to her ancestral birth place, she arranged to meet a distant cousin from her mother's side of the family.

7 s Our guide told us that in Brazil, shanty towns were called favelas and that he was going to take us into one to meet some residents and see how they lived.

8 r The pilgrimage took them to sacred sites in the holy city.

9 f l I had a great time studying in Lille and made lots of new friends while brushing up my French. Maybe I'll visit again later in the year.

10 e Jake prefers more adventurous holidays – last year he went ice diving in Russia.

III Complete the sentences below. Choose the correct answer for each one.

1 After a season of entertaining guests on the cruise ship, I was [exhausting / exhausted].

2 The positive feedback we received from our boss was very [motivating / motivated].

3 When we saw the look on his face, we knew he was [irritating / irritated] and tried to keep away from him.

4 Although we expected the presentation to be a bit [boring / bored] we felt it was useful to attend.

- 5 Mr Johnson can be rather [irritating / irritated] at times and often interrupts staff when they are dealing with other guests.
- 6 Staff were [exasperating / exasperated] when the à la carte menu was changed for the third time in the same week.
- 7 Kelly looked really [boring / bored] so I asked her if anyone needed any help with their work.
- 8 The sightseeing tour of the city was incredibly [interesting / interested] and our guide was really good fun to be with.
- 9 The new manager's behaviour is [exasperating / exasperated]. He is never satisfied with anything and keeps changing his mind.
- 10 The most [exciting / excited] part of working at the ski chalet was when we finished our shift and put on our skis.

Модульна контрольна робота № 4 з іноземної мови за професійним спрямуванням

I Translate from English into Ukrainian.

Imagine you're going on vacation to China. You're reading up on the specific destinations you want to visit, and learning some basic phrases in Mandarin to get you around the major cities. You're probably even checking the weather to make sure you know what to pack. But if you're going to China for business, that's a different matter entirely.

Doing business in China requires you learn a very specific subset of the country's culture. Traditional Chinese business etiquette and customs are different than those of Western culture, so you need to brush up on them if you plan to visit the People's Republic for professional purposes. Why? Because understanding Chinese business etiquette is vital so you avoid slipping up and offending your Chinese business partners (no one wants that).

Here are typical practices conducted in Chinese business culture:

The Chinese are often very detail-oriented, so they will have done their research on your company, and will expect you to have done the same on theirs. This includes making sure you don't schedule a meeting during a Chinese holiday not recognized in Western culture, and knowing exactly who will be making the final decisions about the business transaction.

Gift-giving is a tricky topic according to Chinese business etiquette. Government officials will consider the giving of gifts to be bribery, which is not only considered disrespectful, but is also downright illegal in many cases. However, in the business world, gift-giving policies are becoming more lax; as such, a gift can be welcomed as a sign of good will towards building a business relationship.

II Complete the telephone etiquette using appropriate words.

- Always make sure you ¹a _____ calls quickly. Never let the phone ring more than five times as that is unacceptable.
- ²T _____ a _____ from the desk and computer screen so you do not get distracted.
- ³G _____ the caller with your name and/or the organization where you work before you
⁴a _____ how you can help.
- Remember to listen carefully and don't ⁵i _____ the caller.
- Think about your ⁶a _____ while the caller is speaking.
- ⁷S _____ while you are talking: it helps make you sound warm and friendly.
- ⁸S _____ slowly and clearly. ⁹A _____ your language to the English language ability of the person calling.
- ¹⁰T _____ n _____ when there is a message for a colleague or when names and numbers are given.

III Match the sentence endings (a–l) to the beginnings (1–12).

- | | | | |
|----|---|----|---|
| 1 | The match had already started | a) | but she'd already eaten. |
| 2 | When I walked into the restaurant | b) | when I got to the stadium. |
| 3 | By the time we reached the airport, | c) | of all the key documents I produce at work. |
| 4 | The swimmers had just finished the race | d) | where he'd lived since he was a child. |
| 5 | He moved out of the flat | e) | our plane had left. |
| 6 | I'd just locked the front door | f) | she had bought on holiday in Thailand. |
| 7 | She joined us at our local café, | g) | but couldn't remember who the main actor was. |
| 8 | I knew I had seen the film before | h) | when I heard the phone ringing in the hallway. |
| 9 | As he arrived at the platform, | i) | I had a funny feeling I had eaten there before. |
| 10 | I always keep a backup | j) | we had already bought the tickets. |
| 11 | She gave me the souvenir | k) | when the pool lights went out. |

12 When he met us at the venue

1) the guard blew his whistle for the train to leave.