

НАЦІОНАЛЬНИЙ АВІАЦІЙНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ МІЖНАРОДНИХ ВІДНОСИН
КАФЕДРА ІНОЗЕМНИХ МОВ

ЗАТВЕРДЖУЮ

Зав.кафедри _____ Н.В.Гончаренко-Закревська

«__»квітня 2020р.

ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ №1

Дисципліна «Іноземна мова»

2 курс, «Журналістика»

1. Read the text; translate the selected part:

Nowadays, psychologists are becoming very interested in charisma and want to redefine its meaning. People often misunderstand what charisma is and think of it as a kind of fame, but it is not the same as fame. Charisma is a kind of magic and is relatively rare. A well-known American psychologist thinks that charismatic people are basically brilliant communicators. However, they have other qualities such as sensitivity, self-confidence, eloquence and vision.

Charismatic personalities are able to draw people to them, and people feel happy in their company. There is a sense of 'togetherness' when a charismatic person is with other people. A good example of this ability, some say, is the famous American, Oprah Winfrey. She is a highly-successful businesswoman and is probably best known as (he presenter of a very popular talk show. Oprah is able to relate to audiences at her shows and they respond well to her. Her charismatic personality has made her one of the richest women in the world. She owns several houses and publishes her own magazines. Currently, she is presenting a new series of the Oprah Winfrey show. She also runs a book club, which influences the nation's reading habits and may be one of the reasons why people are reading more these days in the USA.

A woman who had extraordinary charisma was the film star, Marilyn Monroe. A beautiful woman and a talented but underrated actress, she was always the centre of attention wherever she went. She married an ex-baseball player, Joe DiMaggio, and later a famous writer, Arthur Miller. Marilyn Monroe's charisma was so great that DiMaggio was overshadowed by her. As he put it so well, 'It's no fun being married to an electric light.'

Unlike fame, charisma doesn't fade and disappear over time. Even now, nearly fifty years after her death, when young people see Monroe in her films, her charisma seems as fresh and powerful as ever.

2. Translate into English:

1. Знання іноземної мови та досвід роботи з людьми допомогли йому отримати підвищення. 2. Щоб подорож була вдалою, необхідно заздалегідь подбати про тимчасове житло, страховку і щеплення, а також дізнатися про місцеві традиції. 3. Занадто впевнені в собі люди часто поведуться неправильно. 4. Новий соціальний рекламний проект був дуже шокуючим, але переконливим. 5. Розвиток науки надав новий поштовх збільшенню купівельної спроможності.

3. Make sentences or questions from the prompts using present simple or present continuous.

1 This summer / people / buy / lots of sun cream.

2 He / look / like / a very thoughtful person.

3 Our sales people / usually / not come / to the office.

4 More and more people / believe / in personality tests?

5 In the background / two women / dance.

6 I / not see / the connection.

7 They / go / to Canberra twice a month? Yes, they do. Every month. 8 The publication of new books / decline / every year.

4. Write a short essay on the topic “Cons and pros of working from home”(50-70 words).

Затверджено на засіданні кафедри

Протокол №1 від «27»січня 2020

Викладач _____ А.А.Голоднюк

НАЦІОНАЛЬНИЙ АВІАЦІЙНИЙ УНІВЕРСИТЕТ
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«__»квітня 2020р.

ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ №2

Дисципліна «Іноземна мова»

2 курс, «Журналістика»

1. Read the text; translate the selected part:

What's the difference between travel and tourism? Well, being a traveller is more than just being a holidaymaker. A holiday is just a short time away, and it normally involves relaxation. Tourists stay in holiday resorts, not travellers. Travellers go for the experience and their journeys are usually much longer and more challenging. For example, travellers tend to avoid tourist traps and like to go off the beaten track to discover new places. Travel is an age-old phenomenon, but tourism is a relatively recent invention. Thomas Cook is often described as the first travel agent because he arranged the first 'package tour': a 19-kilometre trip for 500 people, in 1841.

Going overseas in order to experience a different way of life is what many people think of as travel, but travel does not necessarily mean going abroad. How many people can say they have visited every part of their own country? Many people who live in vast countries such as Russia and the USA have only visited a small part of their own country, and so domestic travel is also very exciting. It's a surprising fact that about 75 percent of US citizens do not own a passport, so travelling does not mean leaving the country for them.

Some people can't travel or don't like the physical reality of travelling to faraway destinations. These days it is easy to be an 'armchair traveller'. People can visit distant corners of the world or even little known parts of their own country without leaving their living rooms. Television documentaries make the world a small place and some people argue that travel is no longer necessary. Perhaps soon people will use interactive computer programmes and virtual travel will become common. Enthusiasts argue that by doing this we will have all the benefits of travel without the inconvenience.

2. Translate into English:

1. Щоб отримати високооплачувану роботу необхідно бути амбіційним, організованим, товариським, урівноваженим і розумним. 2. Його підвів акцент і використання сленгу. 3. Привертає увагу образ і легко запам'ятовується слоган - це здобуток для рекламодавця. 4. Підприємець збанкрутував через занадто високі податки і дорогу нерухомість. 5. Конкурентна зарплата залежить від уміння керувати часом.

3. Make sentences from the prompts using past simple or present perfect.

1. There / never be / a wedding / in space.

2. When / the American War of Independence / end?

3. We / have / 6,200 thefts / on the underground / last year.

4. This year / seen / an increase / in profits from tourism.

5. The consultant / arrive / yet?

6. The guides / lead / 2,500 climbers / to the top of the mountains/ already this month.

7. There / be / violence at the stadium / already. It / start / twenty minutes ago.

4. Write a short essay on the topic "The most interesting places you've visited"(50-70 words).

Затверджено на засіданні кафедри

Протокол №1 від «27»січня 2020

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ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ №3

Дисципліна «Іноземна мова»

2 курс, «Журналістика»

1. Read the text; translate the selected part:

Melia Earhart was born in Kansas, USA, in 1897 and moved to Chicago in 1914 when her father was fired from the Rock Island Railroad. After graduating from high school in 1915, she went to Canada where she trained as a nurse's aide. In 1919 she attended Columbia University but gave up after a year to join her parents in California.

In 1920 Earhart went to her first air show and was hooked. She took flying lessons and bought her first plane, which she flew to a height of 14,000 feet in October 1922, a women's world record. In 1925 she moved to Boston and got a job as a social worker. During that time, she also wrote local newspaper columns on flying.

Earhart will be principally remembered for being the first woman to fly solo non-stop across the Atlantic. On May 20 1932, she took off from New Brunswick. She wanted to fly to Paris, but poor weather conditions and mechanical problems forced her to land in Derry, Northern Ireland.

It was inevitable that Earhart would attempt a round-the-world flight and she left Miami on June 1 1937. After stopping in South America, Africa, the Indian subcontinent and south-east Asia, she arrived in New Guinea on June 29. She left on July 27, but while she was crossing the Pacific, contact was lost. The US government spent \$4m looking for her, but she was never found.

Earhart published two books about her flying experiences: *20 Hours 40 Minutes* and *The Fun of It*, but she went missing before her third book was published. She was awarded the Distinguished Flying Cross by Congress and the Cross of Knight of the Legion of Honour by the French government.

2. Translate into English:

1. Подорож на Далекий Схід дала йому можливість познайомитися з новою культурою, вивчити мову і дослідити нові місця. 2. Вимирання рідкісних видів

тварин згубно для природи. 3. Споживче товариство не замислювалося про тривале використання речей. 4. Цей фільм переоцінений критиками. Я не вважаю його вдалим. 5. Робота, яка вимагає зусиль, часто приносить користь.

3. Complete the sentences with the correct form, either Present Perfect or Present Perfect Continuous

- 0 They have been working (work) in this office for six weeks.
- 1 I _____ (know) the result since last week's meeting.
- 2 How many cartons _____ (arrive) from Thailand?
- 3 Exam week _____ (not be) as frightening this year.
- 4 We _____ (see) more serious illnesses since last month.
- 5 _____ you _____ (look) for the Satchell report? I've got it here.
- 6 The department _____ (investigate) the site for more than three years.
- 7 I'm sure he _____ (not finish) the project yet.
- 8 The company _____ (lose) money every day since he resigned.
- 9 How long _____ your dog _____ (not eat) his food?

4. Write a short essay on the topic "Language is the most important part of cultural identity" (50-70 words).

Затверджено на засіданні кафедри

Протокол №1 від «27»січня 2020

Викладач _____ А.А.Голоднюк

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ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ №4

Дисципліна «Іноземна мова»

2 курс, «Журналістика»

1. Read the text; translate the selected part:

Sunjit Patel is a graphic designer with a well-know: publishing company. He has lived in England sir, he was five. He lives in South London, and for the last three years he has been working from home. He- prefers working from home because he can spend more time with his family and have a better work-life balance Sunjit isn't alone: in Britain, there are 2.1 million people who work from home at present. In addition, about eigh: million people spend some time working in the home rather than in an office. This is almost twice as many as ten years ago.

This rapidly-growing trend towards working from home is the same in many countries. But what are the reasons for it? The main reason is technological: easy access to broadband and the availability of phone and video-conferencing. These enable people to use their home as an office in an efficient and cost-effective way.

Other reasons for homeworking are the benefits to bo- employers and employees: office space is costly, so if an organisation can reduce its workstations, it may be able to move to a smaller site. Employees often work better at home: travelling to work can be very time-consuming ar tiring. Many homeworkers save a lot of time if they don : commute and they can start the day fresher and therefo: work more efficiently; parents with young children appreciate the flexibility that homeworking allows and ; more relaxed.

Sunjit Patel says, 'I have been working from home sin,: my son was born and have been really enjoying it. But, I can tell you that homeworking requires special skills like self-discipline and time management. I've known my boss and colleagues for a long time now, which reall helps because you've got to trust each other. You also need to have regular contact, by phone, email or video conferences, and you need to make regular trips to your office. Otherwise you really miss out on the gossip and i the social side of work.'

2. Translate into English:

1. У занадто обережних і чутливих людей часто змінюється настрій. 2. Документальний фільм про ліси Амазонки змінив мою думку про улюблені туристичні маршрути. 3. Реклама за участю відомої особистості дозволила виробникові підкреслити чесноти свого товару. 4. Вони зменшили витрати, що дозволило випустити на ринок новий товар. 5. Функціональні, стильні і прості моделі отримали схвалення споживачів.

3. Complete the second sentence so that it has a similar meaning to the first, using *will*, *going to* or present continuous for future meaning.

- 1 Have you arranged to meet Paul at seven?
Are you _____
 - 2 The club has probably decided to close.
The club _____
 - 3 How many people are intending to come?
How many people _____
 - 4 I'm sure you can't finish this course in the future.
I'm sure you _____
 - 5 I promise not to tell them anything.
I promise I _____
 - 6 The concert has been arranged to start after the parent-teacher's meeting.
The concert _____
 - 7 He wants to come but it is unlikely because he doesn't have time.
It is unlikely _____
 - 8 Where have you arranged for us to meet Hikmet at four?
Where _____
4. Write a short essay on the topic "Should education be more social or practical?" (50-70 words).

Затверджено на засіданні кафедри

Протокол №1 від «27»січня 2020

Викладач _____ А.А.Голоднюк

НАЦІОНАЛЬНИЙ АВІАЦІЙНИЙ УНІВЕРСИТЕТ
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«__»квітня 2020р.

ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ №5

Дисципліна «Іноземна мова»

2 курс, «Журналістика»

1. Read and retell the text; translate the selected part:

Do your foreign language skills let you down when you travel abroad?
Are you falling behind in your career? Would you like to make new friends?
Do you want to learn about other cultures?

If you answered 'yes' to any of the above, then you need 'Learn fast', the all-inclusive foreign language course.

At school you may have found foreign language learning confusing, but don't worry - our fully-supported courses will teach you the language you need for every situation. Our accelerated learning system means that we can guarantee that within six weeks you will pick up the basics of any language you choose. Pretty soon you will be able to do much more than just get by. You will become fluent and able to hold intelligent conversations with native speakers.

All aspects of the language are covered - reading and listening, grammar and vocabulary development and pronunciation work to perfect your accent. A printed workbook will answer your grammar questions and there are also regular online tests as part of the course.

Slow to catch on? Not with our special system which is designed with the non-language learner in mind. We offer a series of DVDs and CDs for in-car or at home practice with a writing skills support package. Extensive notes in English make learning easier and faster.

Now, more than ever is the time to take up a new language. It will open up a new world for you and help you keep up with the bilingual high flyers.

Don't delay ...Do *it* today!

Choose from the following:

French, Spanish, German, Italian, Portuguese, Polish, Russian, Arabic, Japanese, Chinese.

2. Translate into English:

1. Інструкції вимагають уважного використання побутової техніки.
2. Оптові торговці часто роблять значні знижки постійним роздрібним торговцям.
3. Прихована реклама у фільмі збільшила обсяг продажів удвічі.
4. Робота по вечорах і вихідні дуже стресова.
5. Ніхто не любить працювати з наполегливими людьми, які люблять командувати.

3. Rewrite these sentences in the second conditional.

1. If he sees her, he will tell you.
2. If I have time, I will help you.
3. It will be good, if they add a tune.
4. If I am in charge, I will promote Silvio.
5. If there aren't enough tickets, I will stay at home.
6. If people are more careful, I won't have to keep picking up rubbish.

4. Write a short essay on the topic "Ethical problems in business" (50-70 words).

Затверджено на засіданні кафедри

Протокол №1 від «27»січня 2020

Викладач _____ А.А.Голоднюк

НАЦІОНАЛЬНИЙ АВІАЦІЙНИЙ УНІВЕРСИТЕТ
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«__»квітня 2020р.

ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ №6

Дисципліна «Іноземна мова»

2 курс, «Журналістика»

1. Read and retell the text; translate the selected part:

There are around 6,000 living languages in the world - and at least half of those are in danger. In every part of the world, languages are disappearing. In fact, one scientist has said that languages are in more danger of extinction than birds or mammals. Professor Steve Sutherland of the University of East Anglia calculated that in the past 500 years 4.5 percent of languages have died out - compared with 1.3 percent of birds, and 1.9 percent of mammals.

Languages come and go, and thousands have done exactly that without leaving any trace. Only a very few - Basque, Greek and Latin among them - have lasted more than 2,000 years. But it seems that the pace of their disappearance is becoming quicker.

The Ethnologue, a database of all the languages spoken in the world, claims that 417 languages are spoken by so few people that they are in the final stages of becoming extinct. There is one living speaker of Luo in Cameroon, and a handful of people that speak the Saami Pite language in Sweden and Norway. If very few people speak a language, it will probably die out.

Languages may be lost through migration, as people move from small rural communities to urban centres, or when environments are destroyed by the search for oil or wood. Natural

disasters can also devastate populations, and along with them, their language - like the speakers of the Paulohi language in Maluku, Indonesia: only 50 survived after an earthquake and tidal wave some years ago. Governments also play a role in the extinction of languages. The need to establish 'official languages', for a country to educate its children, conduct its political affairs and carry out its business, had a disastrous effect on many small languages. What is lost if a language is lost? Some people argue that languages die as the human race evolves. Obviously there could be

great benefits if everyone in the world spoke the same language - some industries already reflect this, with English essential for pilots and air traffic- controllers. But there are more important things than convenience. As languages are lost, whole ways of life and knowledge may be lost along with them.

2. Translate into English:

1. Ми вирушили в дорогу з ранку і тільки пізно ввечері зробили зупинку. 2. Кошторис нової рекламної кампанії перевищила очікування роботодавця. 3. Якщо Ви не встигаєте за колегами, Вам необхідно почати займатися на інтенсивних курсах. 4. Прибутковий контракт був підписаний дуже доречно, оскільки виробник зазнавав збитків. 5. Оптимізована форма нової машини збільшила її ефективність на 15%.

3. Complete the text, using the correct form of comparison of the adjectives given.

OK, let me tell you about my opinions about these adverts. I think the ⁰ _____ (effective) advert is the one by the Smith Group. It's ¹ _____ (clever) than the advert by Bodlers and ² _____ (funny). It's not as ³ _____ (cheap) as the advert by Greggs. In fact, it is the ⁴ _____ (expensive) advert but worth every penny. The one by Addlers is the ⁵ _____ (successful). It was truly awful!

4. Write a short essay on the topic "Charismatic famous people". (50-70 words).

Затверджено на засіданні кафедри

Протокол №1 від «27»січня 2020

Викладач _____ А.А.Голоднюк

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ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ №7

Дисципліна «Іноземна мова»

2 курс, «Журналістика»

1. Read the text; translate the selected part:

Most advertising in ancient times was word-of-mouth, that is, people liked something and told others about it. But even then, people advertised by putting inscriptions on walls, for example to display political slogans and to offer household goods for sale. Also, in Rome and Greece, in ancient times, it was common for people to use papyrus, a kind of paper, to advertise things they had lost or found. Papyrus was also used for posters to advertise political campaigns. Many traces of these advertisements have been found in the ruins of Pompeii, a city destroyed by a volcano which erupted in 79AD. The tradition of wall or rock painting as a way of advertising goods is even more ancient and examples can still be found in parts of Asia, Africa and South America.

Printing developed in the 15th and 16th centuries, and this increased the forms of advertising. Handbills - small printed notices and advertisements - became common. Then, by the 17th century, advertisements started appearing in weekly newspapers in England, including classified adverts for personal goods and services. In the 19th century mail order catalogues appeared, promoting all kinds of goods. Finally, the 1960s were a key period in the development of advertising. Advertisements became more creative and more interesting. Also, they began to draw attention to the 'unique selling points', the USPs of products. These are the qualities that make a product different from competitors' products.

These days, advertisers have come up with new ways of promoting their products. For example, product placement is now common. This is advertising in TV programmes or films by having a character, preferably played by a famous actor, use a particular product. For example, Tom Cruise's character in the movie, Minority Report, had a computer with the Nokia logo on it, and his watch was clearly made by Bulgari.

2. Translate into English:

1. Він заробив купу грошей на цих магазинах роздрібної торгівлі. 2. Останній землетрус в Китаї спустошив величезну територію. Люди перебивалися залишками води до прибуття рятувальників. 3. Тури вихідного дня часто розширюють горизонти. 4. Щоб отримати високооплачувану роботу необхідно бути амбіційним, організованим, товариським, урівноваженим і розумним. 5. Вимирання рідкісних видів тварин згубно для природи.

3. Complete the sentences with the correct form, either present perfect or present perfect continuous

- 1 I _____ (know) the result since last week's meeting.
- 2 How many cartons _____ (arrive) from Thailand?
- 3 Exam week _____ (not be) as frightening this year.
- 4 We _____ (see) more serious illnesses since last month.
- 5 _____ you _____ (look) for the Satchell report? I've got it here.
- 6 The department _____ (investigate) the site for more than three years.
- 7 I'm sure he _____ (not finish) the project yet.
- 8 The company _____ (lose) money every day since he resigned.
- 9 How long _____ your dog _____ (not eat) his food?

4. Write a short essay on the topic "What would you change in Ukrainian educational system?" (50-70 words).

Затверджено на засіданні кафедри

Протокол №1 від «27»січня 2020

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ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ №8

Дисципліна «Іноземна мова»

2 курс, «Журналістика»

1. Read the text; translate the selected part:

A new report has concluded that advertising managers are becoming increasingly interested in children. Studies show that children influence about 50 percent of things that families buy, so they are an attractive target for advertisers.

John Taylor, the author of the report and a lecturer at the Department of Media and Communications at the University of West London, says: 'Advertisers can reach their target in many ways. They can, for example, show an ad many times during school holidays, they can make the TV commercials a little louder than the programmes to attract attention, or they can sponsor programmes and show their commercials just before the programme begins.'

Most advertisements aimed at children are short, imaginative and often in the form of animated cartoons. 'Children love the adverts and watch them in the same way as any entertainment programme,' Taylor says.

There are concerns about advertising aimed at young people. The concerns are shared by Sarah Durham, a writer and journalist specialising in media analysis. 'The most worrying thing is that children do not think carefully when they see television advertisements. They are less critical than adults and do not usually realise that the advertisement has a persuasive message, to encourage them or their parents to spend as much money as possible on the product or service,' she says.

There are also concerns over the vast sums of money that junk food manufacturers spend on advertising to persuade children to buy their food products. Many advertisements, argues Durham, promote food that is a lot higher in fat, salt and sugar than healthier alternatives. 'Many companies target children with offers of free toys, models of cartoon characters, gimmicky packaging and interactive websites. In most western countries, there are a lot more advertisements during children's TV for food than any other type of product, and these are mainly for confectionery, sweetened breakfast cereals and fast food restaurants.'

2. Translate into English:

1. Ніхто не любить працювати з наполегливими людьми, які намагаються командувати. 2. Документальний фільм про Амазонку змінив мою думку про улюблені туристичні маршрути. 3. Конкурентна зарплата залежить від уміння керувати часом. 4. Постачальник змінив дані в звіті, щоб приховати хабар. 5. Оптимальна форма нової машини збільшила її ефективність на 15%

3 Complete the sentences with the word in brackets in either the past continuous, past perfect or past simple.

1 The baby woke up and started to cry while her mother _____ (make) the lunch.

2 I _____ (be) busy for the whole week. Sorry, I couldn't meet you.

3 He _____ (remember) that he _____ (not pay) the bill.

4 Everyone _____ (try) to buy those shoes all day today.

5 When the police _____ (arrive) the protesters _____ (left) the building already.

6 I _____ (want) to help but he _____ (make) his decision before I arrived.

7 I _____ (write) all the reports by ten o'clock.

4. Write a short essay on the topic "Threats to the Earth" (50-70 words).

Затверджено на засіданні кафедри

Протокол №1 від «27»січня 2020

Викладач _____ А.А.Голоднюк

НАЦІОНАЛЬНИЙ АВІАЦІЙНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ МІЖНАРОДНИХ ВІДНОСИН
КАФЕДРА ІНОЗЕМНИХ МОВ

ЗАТВЕРДЖУЮ

Зав.кафедри _____ Н.В.Гончаренко-Закревська

«__»квітня 2020р.

ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ №9

Дисципліна «Іноземна мова»

2 курс, «Журналістика»

1. Read the text; translate the selected part:

Government approaches to controlling advertising to children vary. In Sweden, one of the strictest countries where advertising is concerned, TV advertising to children under the age of 12 is banned. Greece bans television advertisements for children's toys between 7 a.m. and 10 p.m. Other countries, such as Denmark and the Netherlands, also have legal controls whereas France, Britain and Germany prefer self-regulation, arguing that the television industry should regulate itself and bring out a 'code of good conduct'.

Some countries are not as certain as the Swedes that advertising to children is harmful. The French argue that children need to see many advertisements so that they can develop their ability to think as they grow up. The belief is that advertising will help children to be more aware of its persuasive power.

This all means that there is little hope that the situation will be resolved by any kind of cross-European regulations. 'Because some countries are much more relaxed than others about advertising to children, the European Union is unable at present to have a common approach to the problem. Until the majority of member states are as sure as the Swedes of the harmful nature of advertising, the current indecision will continue,' concludes Taylor.

2. Translate into English:

1. Щоб отримати високооплачувану роботу необхідно бути амбіційним, організованим, товариським, урівноваженим і розумним. 2. Ми вирушили в дорогу з ранку і тільки пізно ввечері зробили зупинку. 3. Робота по вечорах і вихідні дуже стресова. 4. Двомовні люди часто мають високу грамотність. 5. Прибутковий контракт був підписаний дуже доречно, оскільки виробник зазнавав збитків.

3. Choose the best answer a), b), c) or d) to complete the sentences.

1 In my opinion, we _____ check with our partners before making a decision.

a) can b) have to c) could d) must

2 If you keep working this hard you _____ get a promotion.

a) could b) don't have to c) can d) mustn't

3 My driving is so bad, I _____ drive on the road.

a) should b) could c) shouldn't d) couldn't

4 Pilots _____ fly too many hours.

a) should b) couldn't c) don't have to d) mustn't

5 It looks useless but I _____ try and fix it if you want.

a) should b) can c) must d) have to

4. Write a short essay on the topic "What to do to succeed in business?" (50-70 words).

Затверджено на засіданні кафедри

Протокол №1 від «27»січня 2020

Викладач _____ А.А.Голоднюк

НАЦІОНАЛЬНИЙ АВІАЦІЙНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ МІЖНАРОДНИХ ВІДНОСИН
КАФЕДРА ІНОЗЕМНИХ МОВ

ЗАТВЕРДЖУЮ

Зав.кафедри _____ Н.В.Гончаренко-Закревська

«__»квітня 2020р.

ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ №10

Дисципліна «Іноземна мова»

2 курс, «Журналістика»

1. Read the text; translate the selected part:

Sir Freddie Laker died on February 9th, aged 83. Sir Freddie was the pioneer of today's low-cost air travel industry. In 1977, he began his transatlantic Skytrain service flying passengers from London to New York. Tickets cost only £118, which was one third of the price of his competitors. The service was extremely popular and by the end of the first year, Skytrain had made profits of £3 million and the number of passengers from the UK to the USA had increased by 30 percent. Laker grew up in a small house with no bathroom, and his father left home when he was five. He started as a floor-sweeper in an aircraft factory and then studied aero-engineering. During his schooldays in England, Laker always told teachers that he wanted to be a millionaire. After World War II, he went into business as an aircraft dealer. Then, in the mid 1960s, he founded his own company – Laker Airways. After the success of the early Skytrain, other airlines agreed to lower their prices to put Laker out of business. As a result, by 1982, Laker Airways had gone bankrupt. His last business was running a small airline in the Bahamas. He was married four times and is survived by a daughter, Elaine, and a son.

2. Translate into English:

1. Щоб отримати високооплачувану роботу необхідно бути амбіційним, організованим, товариським, урівноваженим і розумним. 2. Його підвів акцент і використання сленгу. 3. Якщо реклама привертає увагу образ і легко запам'ятовується слоган, то це здобуток для рекламодавця. 4. Підприємець збанкрутував через занадто високі податки і дорогу нерухомість. 5. Конкурентна зарплата залежить від уміння керувати часом.

3. Correct the mistakes in the underlined words, using the sentences in brackets to help you.

- 1 The experiment must be working. (Nothing has happened)
- 2 It might be true. (I don't believe it)
- 3 They must be in bed by now. (I'm not sure)
- 4 The car might be Peter's. (It's my car)
- 5 The camera can't be in the bedroom. (I've looked in all the other rooms)
- 6 He must be swimming. (or sunbathing?)
- 7 She can't be staying with Elaine. (There's nowhere else for him to go)
- 8 The president might be involved in the scandal. (It's impossible that he didn't know)

4. Write a short essay on the topic "Describe a kind of personality which would attract you." (50-70 words).

Затверджено на засіданні кафедри

Протокол №1 від «27»січня 2020

Викладач _____ А.А.Голоднюк

НАЦІОНАЛЬНИЙ АВІАЦІЙНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ МІЖНАРОДНИХ ВІДНОСИН
КАФЕДРА ІНОЗЕМНИХ МОВ

ЗАТВЕРДЖУЮ

Зав.кафедри _____ Н.В.Гончаренко-Закревська

«__»квітня 2020р.

ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ №11

Дисципліна «Іноземна мова»

2 курс, «Журналістика»

1. Read the text; translate the selected part:

COCO CHANEL, fashion designer, died on January 10th in her Paris apartment, Gabrielle 'Coco' Chanel revolutionised the fashion industry with her innovative designs and elegant simplicity. Her themes included simple suits and dresses, trousers for women, and costume jewellery, but she is probably most famous for her perfumes.

She was born in the small city of Saumur, France. Her mother worked in a poorhouse and died when Gabrielle was only six. She was then abandoned by her father and brought up by relatives.

In 1910, she set up a shop in Paris selling ladies' hats. By the 1920s, she had expanded her business to include clothing. At that time she introduced a perfume, Chanel No. 5, which became one of the company's most profitable products. Another instant success was the Chanel suit, which was launched in 1923. The

'little black dress', which could be worn during the day and evening, was also made popular by Coco.

Although she spent most of her life in Paris she moved to Switzerland in her later years. She was still working in 1971 when she died at the age of 87.

2. Translate into English:

1. Знання іноземної мови та досвід роботи з людьми допомогли йому отримати підвищення. 2. Щоб подорож була вдалою, необхідно заздалегідь подбати про тимчасове житло, страховку і щеплення, а також дізнатися про місцеві традиції. 3. Занадто впевнені в собі люди часто поведуться неправильно. 4. Новий соціальний рекламний проєкт був дуже шокуючим, але переконливим. 5. Розвиток науки надав новий поштовх збільшенню купівельної спроможності.

3. Add the relative pronouns or adverbs. Do not use *that*.

- 0 He's the teacher who I like the most.
- 1 Do you know _____ I can find something good to eat?
- 2 It was last summer _____ we went to Italy.
- 3 It was Jenny Drew's performance _____ surprised me.
- 4 There's the man _____ I wanted to see.
- 5 David hates food _____ comes pre-cooked.
- 6 I don't think he is the man _____ car hit mine.
- 7 Do you remember the place _____ we first met?

4. Write a short essay on the topic "What makes a good advert?" (50-70 words).

Затверджено на засіданні кафедри

Протокол №1 від «27»січня 2020

Викладач _____ А.А.Голоднюк

НАЦІОНАЛЬНИЙ АВІАЦІЙНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ МІЖНАРОДНИХ ВІДНОСИН
КАФЕДРА ІНОЗЕМНИХ МОВ

ЗАТВЕРДЖУЮ

Зав.кафедри _____ Н.В.Гончаренко-Закревська

«__»квітня 2020р.

ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ №12

Дисципліна «Іноземна мова»

2 курс, «Журналістика»

1. Read and retell the text; translate the selected part:

Called 'the man who shaped America' and 'the father of modern industrial design', Raymond Loewy must be one of the most influential designers of all time. He revolutionised the industry, working as a consultant for more than 200 companies and creating designs for everything from packaging to refrigerators, from cars to the interiors of spacecraft.

Loewy's designs all had one thing in common. They were shaped by the MAYA principle - Most Advanced Yet Acceptable. His idea was that people will not accept solutions to design problems if the solutions are too different from current designs.

After a short period as a fashion illustrator, Loewy started his career in industrial design in 1929 by re-designing a copying machine for the British manufacturer, Sigmund Gestetner. The 28-year-old designer completed the task in three days and the design of the machine lasted for the next 40 years.

The Gestetner duplicator was the beginning of many designs which used streamlining. He described this as 'beauty through function and simplification'. He spent the next 50 years streamlining everything from postage stamps and company logos to the interiors of stores. The famous Greyhound bus and Studebaker car show his use of streamlining in action.

He is perhaps most famous for his re-design of the Lucky Strike packaging. In 1940, the President of the Lucky Strike Manufacturing Company, George Washington Hill, bet Loewy \$50,000 that he could not improve the appearance of the green and red Lucky Strike packets. Loewy accepted the challenge. He changed the background of the packet from green to white. Then he put the red lucky strike target on both sides of the packet. This made it more eye-catching and greatly increased sales. It is now recognised as a design classic.

2. Translate into English:

1. У занадто обережних і чутливих людей часто змінюється настрій. 2. Документальний фільм про ліси Амазонки змінив мою думку про улюблені туристичні маршрути. 3. Реклама за участю відомої особистості дозволила виробникові підкреслити чесноти свого товару. 4. Вони зменшили витрати, що дозволило випустити на ринок новий товар. 5. Функціональні, стильні і прості моделі отримали схвалення споживачів.

3. Combine the two sentences to make one sentence with a relative clause.

1. This is the German course. I passed it.

2. Mr Burns is making the proposal. He is very experienced.

3. The project is in Phnom Penh. This is in Cambodia. 4 I won't change the decision. Paul disagreed with it.

5. The chairman opened the meeting. He is also the director of operations.

6. The concert started at 8'o clock. The concert was to celebrate the President's birthday.

7. This is the new research scientist. He will be working on bacteria.

8. The online study programme costs £2000. It is compulsory.

4. Write a short essay on the topic "What are the best innovations of the 20th and 21st century?" (50-70 words).

Затверджено на засіданні кафедри

Протокол №1 від «27»січня 2020

Викладач _____ А.А.Голоднюк