



Английский язык в профессиональной деятельности.oi(dor_БАК_Мен) (4/5)

- 1 The managerial ... of a firm determine, in large measure, its productivity and profitability.
- 2 The increase in the complexity of relationships in modern society demands that ... become elite of brain and education.
- 3 Management as a ... process of planning, organizing, staffing, leading and controlling is an important part of the economy.
- 4 Management is ... with productivity, thereby implying efficiency and effectiveness.
- 5 Managers focus their ... and efforts on bringing about successful action.
- 6 The activity or job of being in charge of a company, organization, department, or team of employees is ...
- 7 Someone whose job is to manage part or all of a company or other organization is a ...
- 8 The activity of making money by producing or buying and selling goods, or providing services is ...
- 9 A man who works in business is a
- 10 The study of the way in which money and goods are produced and used is called
- 11 Установите соответствие между термином и дефиницией:
- 12 Установите соответствие между началом и концом предложения:
- 13 Подберите эквивалентный перевод к следующим фразам
- 14 Установите соответствия между предложением на английском языке и на русском языке:
- 15 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 16 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:





- 17) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 18) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 19) A CEO of a sports apparel manufacturer is faced with an ongoing conflict between two of his top executives. Specifically, the head of sales and the CEO are at each other's throats and the tension is having a ripple effect on their teams and the rest of the organization. The CEO, who tends to avoid conflict himself, is struggling with how to solve the problem. Which management style is necessary to deal with this problem?
- 20) A chief to his secretary: Miss Anna, I want you to organize a special event for our staff. To do it you must hire a specialist who can oversee the design, set-up, and execution of the event that brings our people together. The specialist you'll hire must not only organize the meeting, but he has to work closely with the personnel to achieve the most from a given event. What specialist is the chief talking about?
- 21) ... is the study of the market system on a large scale.
- 22) An ...policy is a course of action that is intended to influence or control the behavior of the economy
- 23) People want higher ... each year and most hope their children will be even more prosperous than they are.
- 24) ... and entrepreneurship are referred to as human resources.
- 25) ... ability is the least familiar of four basic resources.
- 26) investigates how scarce resources are allocated within the economy as a whole or within an entire industry.
- 27) Someone who studies the way in which money and goods are produced and used and the systems of business and trade is an ...
- 28) Something you earn by working and use to buy things, can be in the form of notes and coins or cheques, and can be kept in a bank is called
- 29) A piece of printed paper that has a particular value as money is a
- 30) A continuing increase in prices, or the rate at which prices increase is called an ...





- 31) Установите соответствие между словом и его объяснением
- 32) Установите соответствие между термином и его объяснением:
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- 39) A students' mentor advises his pupils to play a board game. The game can help them to develop strategic thinking, logic, communication skills, to train memory, patience and perseverance. "You must remain financially solvent while forcing opponents into bankruptcy by buying and developing pieces of property", - he said. What game does he indicate?
- 40) A lecturer demonstrates to his students some principles of Economics. He pays attention to the science, which tries to find answers to the following question: What causes unemployment? What causes inflation? What creates or stimulates economic growth? One of the students thinks that the mentioned science examines economy-wide phenomena such as price levels, rate of economic growth, national income, gross domestic product (GDP), and so on. What branch of economics are they talking about?
- 41) Someone whose job is to manage part or all of a company or other organization is a
- 42) ... is an abbreviation for chief executive officer: the person with the most important position in a company
- 43) Managers create and maintain an internal, commonly called the organization, so that others can work efficiently in it.
- 44) To achieve the ... a manager often needs to organize new departments, office systems or re-organize businesses according to the plan, recruit, select and train employees.





- 45) The industrial ... began in the eighteenth century and transformed the job of a manager from owner-manager to professional, salaried manager.
- 46) management is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to post-event strategizing. At the start, an event manager makes planning decisions, such as the time, location, and theme of their event.
- 47) A ... manager is a professional who organizes, plans, and executes projects while working within restraints like budgets and schedules.
- 48) ... managers are responsible for a wide range of organizational duties. Whether running a professional sports team, a collegiate club team, or anything in between, sports managers serve as the glue that ties the athletes to the organization itself.
- 49) A manager who assists and advises line managers having staff authority is called a ... manager. These managers generally run departments that are advisory or supportive, like purchasing, human resource management, and quality control.
- 50) A ... manager is a professional responsible for procuring sales of tourist packages and arranging tour packages for clients.
- 51) Установите соответствие между словом и его объяснением:
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- 59) A client came to the recruiting agency: “Hello, I need a specialist in management who is responsible for representing musical artists, like musicians, bands, and singers, in business dealings and helping promote their clients' careers. Could you help me?” What kind of manager is he looking for?
- 60) A famous sportsman complains to his colleague: “I am up to my ears with all this stuff – I must fulfill all my projects, think about interviews, organize meetings and events, I have no time to train and to live!” His friend answers him: “Why don’t you hire a ... manager!”. What manager is he talking about?
- 61) Someone who starts a new business or arranges business deals in order to make money, often in a way that involves financial risks is an ...
- 62) An entrepreneur is an ... , a challenger and a driver.
- 63) The entrepreneur is ultimately ... for the destiny of its venture, which can be a company, a project, or any other endeavor.
- 64) Traditional ... tends to disregard the entrepreneurial approach.
- 65) The entrepreneur needs to be a ... who can inspire his or her employees
- 66) Someone who starts their own business, especially when this involves seeing a new opportunity is an ...
- 67) Money that is earned in trade or business after paying the costs of producing and selling goods and services is called
- 68) The activity of buying and selling, or exchanging, goods and/or services between people or countries is ...
- 69) A new activity, usually in business, that involves risk or uncertainty is ...
- 70) The physical and/or mental strength to do something that might be difficult and will take a long time...
- 71) Установите соответствие между экономической теорией и ее основателем:
- 72) Установите соответствие между термином и его аббревиатурой:
- 73) Подберите эквивалентный перевод к следующим фразам
- 74) Установите соответствия между предложением на английском языке и на русском языке:





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- 79) A lecturer explains during the lesson: "Macroeconomics involves the study of aggregated indicators such as GDP, unemployment rates, and price indices for the purpose of understanding how the whole economy functions, as well as the relationships between such factors as national income, output, consumption, unemployment, inflation, savings, investment, international trade and international finance". A student says: "Excuse me, I can't catch the meaning of GDP, could you give the full term of the abbreviation". Help the student to learn the GDP full name
- 80) You are late for the lesson and missed the title of the current topic. The lecture says: "This theory posits that the struggle between social classes - specifically between the bourgeoisie, or capitalists, and the proletariat, or workers - defines economic relations in a capitalist economy and will lead inevitably to a communist revolution." What is the topic of the lesson? Name the theory.
- 81) A professional who helps design, create, and supervise a marketing project is called ...
- 82) A person or an organization that buys a product or service is called a ...
- 83) A platform where vendors can come together to sell their products or services to a curated customer base is called ...
- 84) A strategic communications process that sets out to build and maintain mutually beneficial relationships between two or more parties is called...
- 85) Websites and computer programs that allow people to communicate and share information on the Internet using a computer or mobile phone society are called
- 86) According to the concept of 4 Ps, goods and services can be named ...
- 87) According to the concept of 4 Ps, communication is a part of ...





- (88) According to the concept of 4 Ps, getting the product to a point at which the customer can purchase is a ...
- (89) According to the concept of 4 Ps, the monetary amount charged for the product is ...
- (90) Установите соответствие между названием концепции и ее аббревиатурой:
- (91) Установите соответствие между термином и его аббревиатурой:
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- (99) A friend to his friend: "You know, yesterday my teacher said to me that some companies may follow the 4Ps Strategy (or 4P Strategy). And ... "Sorry, what does 4Ps mean? I suppose it might stand for product, price, place, and ... I can't imagine what the fourth point is!" Help him to find the fourth P.....
- (100) A woman to her friend: "My son finally got his dream job. Now, he works with promoting and generating new business at restaurants and he is an expert in knowing the potential customer and the cuising." "Is he a cook?", - she asked. "No, he is a manager". What manager does she mean?
- (101) The money earned by a business when its total revenue exceeds its total expenses is called ...
- (102) A person, group or organization with a vested interest, or stake, in the decision-making and activities of a business, organization or project can be called a ...





- 103 Money earned by a person, company, government, etc. over a particular period of time can be called an
- 104 ... value is value of an asset calculated according to its ability to produce income in the future:
- 105 ...awareness is the extent to which customers are able to recall or recognize a brand under different conditions.
- 106 The founding father theory of Bureaucracy was..... He was a German sociologist. According to him, Bureaucracy was an administration, which was carried out by trained professionals along with rules fixed by the government.
- 107 The separation of a work process into a number of tasks, with each task performed by a separate person or group of persons
- 108 theory is a set of behavioral theory which postulates that there is no single way or the best method to organize and lead an organization in a management set up.
- 109 The ...theory of management is incorporated into our recent understanding of management practice. It is concerned with the design and management of an organization.
- 110 Установите соответствие между названием функции менеджмента и ее объяснением:
- 111 Установите соответствие между термином и его аббревиатурой:
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- 119) An examiner asks a student: “This theory is a theory of how rational individuals should behave under risk and uncertainty. The theory suggests that decision-making means the adoption and application of rational choice for the management of a private, business, or governmental organization in an efficient manner. What is the theory?” Help the student and name the theory
- 120) The next exam question says that this theory consists of many approaches to organizational analysis. “Organizations” are defined as social units of people that are structured and managed to meet a need, or to pursue collective goals. The theory includes rational system perspective, division of labor, bureaucratic theory, and contingency theory. Please name it:
- 121) ...is an organization whose purpose is to give money, food, or help to those who need it, or to carry out activities such as medical research that will help people in need, and not to make a profit.
- 122) ...is something, especially money, that you give to a person or an organization in order to help them.
- 123) ... is a problem taken to a law court by an ordinary person or an organization rather than the police in order to obtain a legal decision.
- 124) ... is an agreement that allows you to borrow money from a bank or similar organization, especially in order to buy a house, or the amount of money itself.
- 125) ...awareness is the extent to which customers are able to recall or recognize a brand under a building or room where people perform their jobs, or these places generally.
- 126) Corporate social responsibility is a self-regulating business model that helps a company be socially accountable to itself, its stakeholders, and the public. “Corporate social responsibility” has got an abbreviation: ...
- 127) ...responsibility refers to a company's commitment to operate their business in an ethical manner that upholds human rights principles, such as fair treatment of all stakeholders, fair trade practices and equal pay.
- 128) social responsibilities go beyond simply operating as ethically as possible and involve actively bettering society. This type of corporate social responsibility is frequently associated with donating money to charities, with many businesses supporting particular charities that are relevant to their business in some way.
- 129) Developed in 1979 by Archie Carroll, the ...of corporate social responsibility is a four-tier guide to self-regulation as it relates to the morals and ethics of business.





- 130) Установите соответствие между видами корпоративной социальной ответственности и их концепцией:
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- 139) Your CEO asks you to create a working practice whereby individuals work together for a common purpose to achieve business benefit. This strategy must enable individuals to work together to achieve a defined and common business purpose in two forms (Synchronous and Asynchronous). What could you name this practice?
- 140) is a joint effort of multiple individuals or workgroups to accomplish a task or project. Within an organization, collaboration typically involves the ability of two or more people to view and contribute to documents or other content over a network.
- 141) ... is your ability to perceive and understand the things that make you who you are as an individual, including your personality, actions, values, beliefs, emotions, and thoughts.
- 142) ... is the ability to convey or share ideas and feelings effectively. Several experts agree that communication skills include conveying messages without misinterpretation or misleading others.
- 143) ... is a set of theories that explain the way a particular subject is understood at a particular time.
- 144) ... is a set idea that people have about what someone or something is like, especially an idea that is wrong.





- 145) This type of communication involves understanding the similarities and differences of people from different cultural backgrounds and groups to better communicate information and engage with them. This type of verbal and nonverbal communication is essential as businesses focus on increasing workplace diversity. It is ... communication.
- 146) We all have a natural tendency to look at other cultures through our own lenses. ... happens when we implicitly believe our way of doing things and seeing things is the right and only way.
- 147) communication is the transmission of messages or signals through a nonverbal platform such as eye contact, facial expressions, gestures, posture, use of objects and body language.
- 148) ... interaction is the process of reciprocal influence exercised by individuals over one another during social encounters. Usually it refers to face-to-face encounters in which people are physically present with one another for a specified duration.
- 149) Установите соответствие между термином и его дефиницией:
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- 157) You are going to meet Japanese businesspersons. Your CEO asks you to study Japanese business culture and to pay attention to nodding and gestures, postures and facial expressions, eye contact and body language. What type of communication should you pay attention to? (write one word)





- (158) Two scientists are talking to each other and you hear a part of their conversation: "This phenomenon is defined as the ability to convey or share ideas and feelings effectively. Several experts agree that skills include conveying messages without misinterpretation or misleading others". What phenomenon are they talking about?
- (159) The managerial ... of a firm determine, in large measure, its productivity and profitability.
- (160) The increase in the complexity of relationships in modern society demands that ... become elite of brain and education.
- (161) Management as a ... process of planning, organizing, staffing, leading and controlling is an important part of the economy.
- (162) Management is ... with productivity, thereby implying efficiency and effectiveness.
- (163) Managers focus their ... and efforts on bringing about successful action
- (164) A top-down management style can make decision-making slow and ...
- (165) Managers focus their ... and efforts on bringing about successful action.
- (166) The activity or job of being in charge of a company, organization, department, or team of employees is ...
- (167) Someone whose job is to manage part or all of a company or other organization is a ...
- (168) The activity of making money by producing or buying and selling goods, or providing services is ...
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- 179) People want higher ... each year and most hope their children will be even more prosperous than they are.
- 180) Microeconomics is the study of the market system on a small
- 181) ... is the study of the market system on a large scale.
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- 183) ... and entrepreneurship are referred to as human resources.
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- 198) The term could be applied at all management levels of the organization to those who direct the work of others.
- 199) Dave developed ... qualities in his new position.
- 200) Someone whose job is to manage part or all of a company or other organization is a
- 201) ... is an abbreviation for chief executive officer : the person with the most important position in a company
- 202) Managers create and maintain an internal, commonly called the organization, so that others can work efficiently in it.
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- (213) Установите соответствия между предложением на английском языке и на русском языке:
- (214) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- (215) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- (216) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- (217) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- (218) Each ... will receive a proportionate share of the profits.
- (219) A businessman will clutch at any chance of making a profit.
- (220) Someone who starts a new business or arranges business deals in order to make money, often in a way that involves financial risks is an ...
- (221) An entrepreneur is an ... , a challenger and a driver.
- (222) The entrepreneur is the ultimate ... for the destiny of its venture, which can be a company, a project, or any other endeavor.
- (223) Traditional tends to disregard the entrepreneurial approach.
- (224) The entrepreneur needs to be a ... who can inspire his or her employees
- (225) Someone who starts their own business, especially when this involves seeing a new opportunity is an ...





- 226 Money that is earned in trade or business after paying the costs of producing and selling goods and services is called
- 227 The activity of buying and selling, or exchanging, goods and/or services between people or countries is ...
- 228 A new activity, usually in business, that involves risk or uncertainty is ...
- 229 The physical and/or mental strength to do something that might be difficult and will take a long time...
- 230 Установите соответствие между экономической теорией и ее основателем:
- 231 Установите соответствие между термином и его аббревиатурой:
- 232 Подберите эквивалентный перевод к следующим фразам:
- 233 Установите соответствия между предложением на английском языке и на русском языке:
- 234 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 235 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 236 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 237 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 238 A good marketing ... will carefully position the company's product in each category.
- 239 Marketing is a process through which goods and services move from concept to the consumer.
- 240 A professional who helps design, create, and supervise a marketing project is called ...
- 241 A person or an organization that buys a product or service is called a ...
- 242 A platform where vendors can come together to sell their products or services to a curated customer base is called ...
- 243 A strategic communications process that sets out to build and maintain mutually beneficial relationships between two or more parties is called...





- (244) Websites and computer programs that allow people to communicate and share information on the Internet using a computer or mobile phone society are called
- (245) According to the concept of 4 Ps, goods and services can be named ...
- (246) According to the concept of 4 Ps, communication is a part of ...
- (247) According to the concept of 4 Ps, getting the product to a point at which the customer can purchase is a ...
- (248) According to the concept of 4 Ps, the monetary amount charged for the product is ...
- (249) Установите соответствие между названием концепции и ее аббревиатурой:
- (250) Установите соответствие между термином и его аббревиатурой:
- (251) Подберите эквивалентный перевод к следующим фразам:
- (252) Установите соответствия между предложением на английском языке и на русском языке:
- (253) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- (254) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
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- (256) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- (257) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- (258) A assumption in the field was that there is no fundamental difference between public and private organizations
- (259) A division of ...based on sex appears to be universal, but the form that this takes varies widely across cultures.
- (260) The money earned by a business when its total revenue exceeds its total expenses is called ...





- (261) A person, group or organization with a vested interest, or stake, in the decision-making and activities of a business, organization or project can be called a ...
- (262) Money earned by a person, company, government, etc. over a particular period of time can be called an
- (263) ... value is value of an asset calculated according to its ability to produce income in the future:
- (264) ...awareness is the extent to which customers are able to recall or recognize a brand under different conditions.
- (265) The founding father of the theory of Bureaucracy was... . He was a German Sociologist. According to him, Bureaucracy was an administration, which was carried out by trained professionals along with the rules fixed by the government.
- (266) The separation of a work process into a number of tasks, with each task performed by a separate person or group of persons
- (267) ... theory is a set of behavioral theory which postulates that there is no single way or the best method to organize and lead an organization in a management set up.
- (268) The ...theory of management is incorporated into our recent understanding of management practice. It is concerned with the design and management of an organization.
- (269) Установите соответствие между названием функции менеджмента и ее объяснением:
- (270) Установите соответствие между термином и его аббревиатурой:
- (271) Подберите эквивалентный перевод к следующим фразам:
- (272) Установите соответствия между предложением на английском языке и на русском языке:
- (273) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- (274) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
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- (276) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:





- (277) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- (278) Corporate social responsibility (CSR) is a self-... business model that helps a company be socially accountable to itself, its stakeholders, and the public.
- (279) Ethics programs align employee behaviors with those top priority ...values preferred by leaders of the organization
- (280) ... is an organization whose purpose is to give money, food, or help to those who need it, or to carry out activities such as medical research that will help people in need, and not to make a profit.
- (281) ...is something, especially money, that you give to a person or an organization in order to help them.
- (282) ... is a problem taken to a law court by an ordinary person or an organization rather than the police in order to obtain a legal decision.
- (283) ... is an agreement that allows you to borrow money from a bank or similar organization, especially in order to buy a house, or the amount of money itself.
- (284) ...awareness is the extent to which customers are able to recall or recognize a brand under a building or room where people perform their jobs or these places generally.
- (285) Corporate social responsibility is a self-regulating business model that helps a company be socially accountable to itself, its stakeholders, and the public. "Corporate social responsibility" has got an abbreviation: ...
- (286) ...responsibility refers to a company's commitment to operate their business in an ethical manner that upholds human rights principles, such as fair treatment of all stakeholders, fair trade practices and equal pay.
- (287) ... social responsibilities go beyond simply operating as ethically as possible and involve actively bettering society. This type of corporate social responsibility is frequently associated with donating money to charities, with many businesses supporting particular charities that are relevant to their business in some way.
- (288) Developed in 1979 by Archie Carroll, the ...of corporate social responsibility is a four-tier guide to self-regulation as it relates to the morals and ethics of business.
- (289) Установите соответствие между видами корпоративной социальной ответственности и их концепцией:
- (290) Установите соответствие между термином и его аббревиатурой:





- 291) Подберите эквивалентный перевод к следующим фразам:
- 292) Установите соответствия между предложением на английском языке и на русском языке:
- 293) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 294) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
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- 296) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 297) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 298) Cross-cultural ... theory explores how people of different countries, ethnicities, and cultures can work together to communicate most effectively.
- 299) ... communication is a global form of personal or national communication.
- 300) ... is a joint effort of multiple individuals or workgroups to accomplish a task or project. Within an organization, collaboration typically involves the ability of two or more people to view and contribute to documents or other content over a network.
- 301) ... is your ability to perceive and understand the things that make you who you are as an individual, including your personality, actions, values, beliefs, emotions, and thoughts.
- 302) ... is the ability to convey or share ideas and feelings effectively. Several experts agree that communication skills include conveying messages without misinterpretation or misleading others.
- 303) ... is a set of theories that explain the way a particular subject is understood at a particular time.
- 304) ... is a set idea that people have about what someone or something is like, especially an idea that is wrong.
- 305) This type of communication involves understanding the similarities and differences of people from different cultural backgrounds and groups to better communicate information and engage with them. This type of verbal and nonverbal communication is essential as businesses focus on increasing workplace diversity. It is ...-... communication.





- 306 We all have a natural tendency to look at other cultures through our own lenses. ... happens when we implicitly believe our way of doing things and seeing things is the right and only way.
- 307 ... communication is the transmission of messages or signals through a nonverbal platform such as eye contact, facial expressions, gestures, posture, use of objects and body language.
- 308 ... interaction is the process of reciprocal influence exercised by individuals over one another during social encounters. Usually it refers to face-to-face encounters in which people are physically present with one another for a specified duration.
- 309 Установите соответствие между термином и его дефиницией:
- 310 Подберите эквивалентный перевод к следующим фразам:
- 311 Установите соответствия между предложением на английском языке и на русском языке:
- 312 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
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- 315 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 316 A CEO of a sports apparel manufacturer is faced with an ongoing conflict between two of his top executives. Specifically, the head of sales and the CEO are at each other's throats and the tension is having a ripple effect on their teams and the rest of the organization. The CEO, who tends to avoid conflict himself, is struggling with how to solve the problem. Which management style is necessary to deal with this problem?
- 317 A chief to his secretary: Miss Anna, I want you to organize a special event for our staff. To do it you must hire a specialist who can oversee the design, set-up, and execution of the event that brings our people together. The specialist you'll hire must not only organize the meeting, but he has to work closely with the personnel to achieve the most from a given event. What specialist is the chief talking about?





- 318) This type of economy plays a major role in many countries. People evade taxes and regulations by working or by employing people illegally. On the one hand, this unregulated economic activity can result in reduced tax revenue and public goods and services, lower tax morale and less tax compliance, higher control costs, and lower economic growth rates. But on the other hand, this type of economy can be a powerful force for advancing institutional change and can boost the overall production of goods and services in the economy. What economy can be described like this?
- 319) A lecturer demonstrates to his students some principles of Economics. He pays attention to the science, which tries to find answers to the following question: What causes unemployment? What causes inflation? What creates or stimulates economic growth? One of the students thinks that the mentioned science examines economy-wide phenomena such as price levels, rate of economic growth, national income, gross domestic product (GDP), and so on. What branch of economics are they talking about?
- 320) A client came to the HH agency: "Hello. I need a specialist in management who is responsible for representing musical artists, like musicians, bands, and singers, in business dealings and helping promote their clients' careers. Could you help me?" What kind of manager is he looking for?
- 321) A famous sportsman complains to his colleague: "I am up to my ears with all this stuff – I must fulfill all my projects, think about interviews, organize meetings and events, I have no time to train and to live!" His friend answers him: "Why don't you hire a ... manager!". What manager is he talking about?
- 322) A lecturer explains during the lesson: "Macroeconomics involves the study of aggregated indicators such as GDP, unemployment rates, and price indices for the purpose of understanding how the whole economy functions, as well as the relationships between such factors as national income, output, consumption, unemployment, inflation, savings, investment, international trade and international finance". A student says: "Excuse me, I can't catch the meaning of GDP, could you give the full term of the abbreviation". Help the student to learn the GDP full name
- 323) You are late for the lesson and missed the title of the current topic. The lecture says: "This theory posits that the struggle between social classes - specifically between the bourgeoisie, or capitalists, and the proletariat, or workers - defines economic relations in a capitalist economy and will lead inevitably to a communist revolution." What is the topic of the lesson? Name the theory





- 324) A friend to his friend: “You know, yesterday my teacher said me, that some companies may follow the 4Ps Strategy (or 4P Strategy). And ... “Sorry, what does it mean 4Ps? I can suppose it might stand for product, price, place, and ... I can’t imagine what the fourth point is!” Help him to find the fourth p.....
- 325) A woman to her friend: “My son finally got his dreamed work. Now, he works with promoting and generating new business at restaurants and he is a specialist in knowing the potential customer and cuisine.” “Is he a cook?”, – she asked. “No, he is a manager”. What manager does she mean?
- 326) An examiner asks a student: “This theory is a theory of how rational individuals should behave under risk and uncertainty. The theory suggests that decision-making means the adoption and application of rational choice for the management of a private, business, or governmental organization in an efficient manner. What is the theory?” Help the student and name the theory
- 327) The next exam question says that this theory consists of many approaches to organizational analysis. “Organizations” are defined as social units of people that are structured and managed to meet a need, or to pursue collective goals. The theory includes rational system perspective, division of labor, bureaucratic theory, and contingency theory. Name it
- 328) Your secretary received a letter where the head office of the company demands you to create CSR business model that will help the company be socially accountable to itself, its stakeholders, and the public. But the secretary doesn’t know the abbreviation of CSR. Help her and give the full answer
- 329) Your secretary received a letter where the head office of the company demands you to create CSR business model that will help the company be socially accountable to itself, its stakeholders, and the public. But the secretary doesn’t know the abbreviation of CSR. Help her and give the full answer
- 330) You are going to meet Japanese businesspersons. Your CEO asks you to study Japanese business culture and to pay attention to nodding and gestures, postures and facial expressions, eye contact and body language. What type of communication should you pay attention to? (write one word)
- 331) Two scientists are talking to each other and you hear a part of their conversation: “This phenomenon is defined as the ability to convey or share ideas and feelings effectively. Several experts agree that skills include conveying messages without misinterpretation or misleading others”. What phenomenon are they talking about?





- 332) The managerial ... of a firm determine, in large measure, its productivity and profitability.
- 333) The increase in the complexity of relationships in modern society demands that ... become elite of brain and education.
- 334) Management as a ... process of planning, organizing, staffing, leading and controlling is an important part of the economy.
- 335) Management is ... with productivity, thereby implying efficiency and effectiveness.
- 336) Managers focus their ... and efforts on bringing about successful action
- 337) A top-down management style can make decision-making slow and ...
- 338) Managers focus their ... and efforts on bringing about successful action.
- 339) The activity or job of being in charge of a company, organization, department, or team of employees is ...
- 340) Someone whose job is to manage part or all of a company or other organization is a ...
- 341) The activity of making money by producing or buying and selling goods, or providing services is ...
- 342) A man who works in business is a
- 343) The study of the way in which money and goods are produced and used is called
- 344) Установите соответствие между термином и дефиницией:
- 345) Установите соответствие между началом и концом предложения:
- 346) Подберите эквивалентный перевод к следующим фразам
- 347) Установите соответствия между предложением на английском языке и на русском языке:
- 348) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 349) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 350) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:





- 351) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 352) People want higher ... each year and most hope their children will be even more prosperous than they are.
- 353) Microeconomics is the study of the market system on a small
- 354) ... is the study of the market system on a large scale.
- 355) An ...policy is a course of action that is intended to influence or control the behavior of the economy
- 356) ... and entrepreneurship are referred to as human resources.
- 357) ... ability is the least familiar of four basic resources.
- 358) ... investigates how scarce resources are allocated within the economy as a whole or within an entire industry.
- 359) Someone who studies the way in which money and goods are produced and used and the systems of business and trade is an ...
- 360) Something you earn by working and use to buy things, can be in the form of notes and coins or cheques, and can be kept in a bank is called
- 361) A piece of printed paper that has a particular value as money is a
- 362) A continuing increase in prices, or the rate at which prices increase is called an ...
- 363) Установите соответствие между словом и его объяснением
- 364) Установите соответствие между термином и его объяснением:
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- 369) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 370) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 371) The term could be applied at all management levels of the organization to those who direct the work of others.
- 372) Dave developed ... qualities in his new position.
- 373) Someone whose job is to manage part or all of a company or other organization is a
- 374) ... is an abbreviation for chief executive officer : the person with the most important position in a company
- 375) Managers create and maintain an internal, commonly called the organization, so that others can work efficiently in it.
- 376) To achieve the ... a manager often needs to organize new departments, office systems or re-organize businesses according to the plan, recruit, select and train employees.
- 377) The industrial ... began in the eighteenth century and transformed the job of a manager from owner-manager to professional, salaried manager.
- 378) ... management is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to post-event strategizing. At the start, an event manager makes planning decisions, such as the time, location, and theme of their event.
- 379) A ... manager is a professional who organizes, plans, and executes projects while working within restraints like budgets and schedules.
- 380) ... managers are responsible for a wide range of organizational duties. Whether running a professional sports team, a collegiate club team, or anything in between, sports managers serve as the glue that ties the athletes to the organization itself.
- 381) A manager who assists and advises line managers having staff authority is called a ... manager. These managers generally run departments that are advisory or supportive, like purchasing, human resource management, and quality control.
- 382) A ... manager is a professional responsible for procuring sales of tourist packages and arranging tour packages for clients.
- 383) Установите соответствие между словом и его объяснением:





- 384 Установите соответствие между термином и его объяснением:
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- 395 The entrepreneur is the ultimate ... for the destiny of its venture, which can be a company, a project, or any other endeavor.
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- 397 The entrepreneur needs to be a ... who can inspire his or her employees
- 398 Someone who starts their own business, especially when this involves seeing a new opportunity is an ...
- 399 Money that is earned in trade or business after paying the costs of producing and selling goods and services is called
- 400 The activity of buying and selling, or exchanging, goods and/or services between people or countries is ...
- 401 A new activity, usually in business, that involves risk or uncertainty is ...
- 402 The physical and/or mental strength to do something that might be difficult and will take a long time...





- 403) Установите соответствие между экономической теорией и ее основателем:
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- 414) A lecturer demonstrates to his students some principles of Economics. He pays attention to the science, which tries to find answers to the following question: What causes unemployment? What causes inflation? What creates or stimulates economic growth? One of the students thinks that the mentioned science examines economy-wide phenomena such as price levels, rate of economic growth, national income, gross domestic product (GDP), and so on. What branch of economics are they talking about?
- 415) A client came to the HH agency: "Hello. I need a specialist in management who is responsible for representing musical artists, like musicians, bands, and singers, in business dealings and helping promote their clients' careers. Could you help me?" What kind of manager is he looking for?
- 416) A famous sportsman complains to his colleague: "I am up to my ears with all this stuff – I must fulfill all my projects, think about interviews, organize meetings and events, I have no time to train and to live!" His friend answers him: "Why don't you hire a ... manager!". What manager is he talking about?
- 417) A lecturer explains during the lesson: "Macroeconomics involves the study of aggregated indicators such as GDP, unemployment rates, and price indices for the purpose of understanding how the whole economy functions, as well as the relationships between such factors as national income, output, consumption, unemployment, inflation, savings, investment, international trade and international finance". A student says: "Excuse me, I can't catch the meaning of GDP, could you give the full term of the abbreviation". Help the student to learn the GDP full name
- 418) You are late for the lesson and missed the title of the current topic. The lecture says: "This theory posits that the struggle between social classes - specifically between the bourgeoisie, or capitalists, and the proletariat, or workers - defines economic relations in a capitalist economy and will lead inevitably to a communist revolution." What is the topic of the lesson? Name the theory
- 419) A good marketing ... will carefully position the company's product in each category.
- 420) Marketing is a process through which goods and services move from concept to the consumer.
- 421) A professional who helps design, create, and supervise a marketing project is called ...
- 422) A person or an organization that buys a product or service is called a ...





- 423 A platform where vendors can come together to sell their products or services to a curated customer base is called ...
- 424 A strategic communications process that sets out to build and maintain mutually beneficial relationships between two or more parties is called...
- 425 Websites and computer programs that allow people to communicate and share information on the Internet using a computer or mobile phone society are called
- 426 According to the concept of 4 Ps, goods and services can be named ...
- 427 According to the concept of 4 Ps, communication is a part of ...
- 428 According to the concept of 4 Ps, getting the product to a point at which the customer can purchase is a ...
- 429 According to the concept of 4 Ps, the monetary amount charged for the product is ...
- 430 Установите соответствие между названием концепции и ее аббревиатурой:
- 431 Установите соответствие между термином и его аббревиатурой:
- 432 Подберите эквивалентный перевод к следующим фразам:
- 433 Установите соответствия между предложением на английском языке и на русском языке:
- 434 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 435 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 436 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 437 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 438 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 439 A assumption in the field was that there is no fundamental difference between public and private organizations





- 440) A division of ...based on sex appears to be universal, but the form that this takes varies widely across cultures.
- 441) The money earned by a business when its total revenue exceeds its total expenses is called ...
- 442) A person, group or organization with a vested interest, or stake, in the decision-making and activities of a business, organization or project can be called a ...
- 443) Money earned by a person, company, government, etc. over a particular period of time can be called an
- 444) ... value is value of an asset calculated according to its ability to produce income in the future:
- 445) ...awareness is the extent to which customers are able to recall or recognize a brand under different conditions.
- 446) The founding father of the theory of Bureaucracy was... . He was a German Sociologist. According to him, Bureaucracy was an administration, which was carried out by trained professionals along with the rules fixed by the government.
- 447) The separation of a work process into a number of tasks, with each task performed by a separate person or group of persons
- 448) ... theory is a set of behavioral theory which postulates that there is no single way or the best method to organize and lead an organization in a management set up.
- 449) The ...theory of management is incorporated into our recent understanding of management practice. It is concerned with the design and management of an organization.
- 450) Установите соответствие между названием функции менеджмента и ее объяснением:
- 451) Установите соответствие между термином и его аббревиатурой:
- 452) Подберите эквивалентный перевод к следующим фразам:
- 453) Установите соответствия между предложением на английском языке и на русском языке:
- 454) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 455) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:





- 456 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
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- 458 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 459 Corporate social responsibility (CSR) is a self-... business model that helps a company be socially accountable to itself, its stakeholders, and the public.
- 460 Ethics programs align employee behaviors with those top priority ...values preferred by leaders of the organization
- 461 ... is an organization whose purpose is to give money, food, or help to those who need it, or to carry out activities such as medical research that will help people in need, and not to make a profit.
- 462 ...is something, especially money, that you give to a person or an organization in order to help them.
- 463 ... is a problem taken to a law court by an ordinary person or an organization rather than the police in order to obtain a legal decision.
- 464 ... is an agreement that allows you to borrow money from a bank or similar organization, especially in order to buy a house, or the amount of money itself.
- 465 ...awareness is the extent to which customers are able to recall or recognize a brand under a building or room where people perform their jobs or these places generally.
- 466 Corporate social responsibility is a self-regulating business model that helps a company be socially accountable to itself, its stakeholders, and the public. "Corporate social responsibility" has got an abbreviation: ...
- 467 ...responsibility refers to a company's commitment to operate their business in an ethical manner that upholds human rights principles, such as fair treatment of all stakeholders, fair trade practices and equal pay.
- 468 ... social responsibilities go beyond simply operating as ethically as possible and involve actively bettering society. This type of corporate social responsibility is frequently associated with donating money to charities, with many businesses supporting particular charities that are relevant to their business in some way.





- 469 Developed in 1979 by Archie Carroll, the ...of corporate social responsibility is a four-tier guide to self-regulation as it relates to the morals and ethics of business.
- 470 Установите соответствие между видами корпоративной социальной ответственности и их концепцией:
- 471 Установите соответствие между термином и его аббревиатурой:
- 472 Подберите эквивалентный перевод к следующим фразам:
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- 478 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 479 Cross-cultural ... theory explores how people of different countries, ethnicities, and cultures can work together to communicate most effectively.
- 480 ... communication is a global form of personal or national communication.
- 481 ... is a joint effort of multiple individuals or workgroups to accomplish a task or project. Within an organization, collaboration typically involves the ability of two or more people to view and contribute to documents or other content over a network.
- 482 ... is your ability to perceive and understand the things that make you who you are as an individual, including your personality, actions, values, beliefs, emotions, and thoughts.
- 483 ... is the ability to convey or share ideas and feelings effectively. Several experts agree that communication skills include conveying messages without misinterpretation or misleading others.
- 484 ... is a set of theories that explain the way a particular subject is understood at a particular time.





- 485) ... is a set idea that people have about what someone or something is like, especially an idea that is wrong.
- 486) This type of communication involves understanding the similarities and differences of people from different cultural backgrounds and groups to better communicate information and engage with them. This type of verbal and nonverbal communication is essential as businesses focus on increasing workplace diversity. It is ...-... communication.
- 487) We all have a natural tendency to look at other cultures through our own lenses. ... happens when we implicitly believe our way of doing things and seeing things is the right and only way.
- 488) ... communication is the transmission of messages or signals through a nonverbal platform such as eye contact, facial expressions, gestures, posture, use of objects and body language.
- 489) ... interaction is the process of reciprocal influence exercised by individuals over one another during social encounters. Usually it refers to face-to-face encounters in which people are physically present with one another for a specified duration.
- 490) Установите соответствие между термином и его дефиницией:
- 491) Подберите эквивалентный перевод к следующим фразам:
- 492) Установите соответствия между предложением на английском языке и на русском языке:
- 493) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
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- 496) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 497) A friend to his friend: "You know, yesterday my teacher said me, that some companies may follow the 4Ps Strategy (or 4P Strategy). And ... "Sorry, what does it mean 4Ps? I can suppose it might stand for product, price, place, and ... I can't imagine what the fourth point is!" Help him to find the fourth p.....





- 498) A woman to her friend: “My son finally got his dreamed work. Now, he works with promoting and generating new business at restaurants and he is a specialist in knowing the potential customer and cuisine.” “Is he a cook?”, – she asked. “No, he is a manager”. What manager does she mean?
- 499) An examiner asks a student: “This theory is a theory of how rational individuals should behave under risk and uncertainty. The theory suggests that decision-making means the adoption and application of rational choice for the management of a private, business, or governmental organization in an efficient manner. What is the theory?” Help the student and name the theory
- 500) The next exam question says that this theory consists of many approaches to organizational analysis. “Organizations” are defined as social units of people that are structured and managed to meet a need, or to pursue collective goals. The theory includes rational system perspective, division of labor, bureaucratic theory, and contingency theory. Name it
- 501) Your secretary received a letter where the head office of the company demands you to create CSR business model that will help the company be socially accountable to itself, its stakeholders, and the public. But the secretary doesn’t know the abbreviation of CSR. Help her and give the full answer
- 502) Your secretary received a letter where the head office of the company demands you to create CSR business model that will help the company be socially accountable to itself, its stakeholders, and the public. But the secretary doesn’t know the abbreviation of CSR. Help her and give the full answer
- 503) You are going to meet Japanese businesspersons. Your CEO asks you to study Japanese business culture and to pay attention to nodding and gestures, postures and facial expressions, eye contact and body language. What type of communication should you pay attention to? (write one word)
- 504) Two scientists are talking to each other and you hear a part of their conversation: “This phenomenon is defined as the ability to convey or share ideas and feelings effectively. Several experts agree that skills include conveying messages without misinterpretation or misleading others”. What phenomenon are they talking about?
- 505) The managerial ... of a firm determine, in large measure, its productivity and profitability.
- 506) The increase in the complexity of relationships in modern society demands that ... become elite of brain and education.





- 507 Management as a ... process of planning, organizing, staffing, leading and controlling is an important part of the economy.
- 508 Management is ... with productivity, thereby implying efficiency and effectiveness.
- 509 Managers focus their ... and efforts on bringing about successful action
- 510 A top-down management style can make decision-making slow and ...
- 511 Managers focus their ... and efforts on bringing about successful action.
- 512 The activity or job of being in charge of a company, organization, department, or team of employees is ...
- 513 Someone whose job is to manage part or all of a company or other organization is a ...
- 514 The activity of making money by producing or buying and selling goods, or providing services is ...
- 515 A man who works in business is a
- 516 The study of the way in which money and goods are produced and used is called
- 517 Установите соответствие между термином и дефиницией:
- 518 Установите соответствие между началом и концом предложения:
- 519 Подберите эквивалентный перевод к следующим фразам
- 520 Установите соответствия между предложением на английском языке и на русском языке:
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- 522 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 523 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 524 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 525 People want higher ... each year and most hope their children will be even more prosperous than they are.





- 526 Microeconomics is the study of the market system on a small
- 527 ... is the study of the market system on a large scale.
- 528 An ...policy is a course of action that is intended to influence or control the behavior of the economy
- 529 ... and entrepreneurship are referred to as human resources.
- 530 ... ability is the least familiar of four basic resources.
- 531 ... investigates how scarce resources are allocated within the economy as a whole or within an entire industry.
- 532 Someone who studies the way in which money and goods are produced and used and the systems of business and trade is an ...
- 533 Something you earn by working and use to buy things, can be in the form of notes and coins or cheques, and can be kept in a bank is called
- 534 A piece of printed paper that has a particular value as money is a
- 535 A continuing increase in prices, or the rate at which prices increase is called an ...
- 536 Установите соответствие между словом и его объяснением
- 537 Установите соответствие между термином и его объяснением:
- 538 Подберите эквивалентный перевод к следующим фразам
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- 543 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:





- 544 The term could be applied at all management levels of the organization to those who direct the work of others.
- 545 Dave developed ... qualities in his new position.
- 546 Someone whose job is to manage part or all of a company or other organization is a
- 547 ... is an abbreviation for chief executive officer : the person with the most important position in a company
- 548 Managers create and maintain an internal, commonly called the organization, so that others can work efficiently in it.
- 549 To achieve the ... a manager often needs to organize new departments, office systems or re-organize businesses according to the plan, recruit, select and train employees.
- 550 The industrial ... began in the eighteenth century and transformed the job of a manager from owner-manager to professional, salaried manager.
- 551 ... management is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to post-event strategizing. At the start, an event manager makes planning decisions, such as the time, location, and theme of their event.
- 552 A ... manager is a professional who organizes, plans, and executes projects while working within restraints like budgets and schedules.
- 553 ... managers are responsible for a wide range of organizational duties. Whether running a professional sports team, a collegiate club team, or anything in between, sports managers serve as the glue that ties the athletes to the organization itself.
- 554 A manager who assists and advises line managers having staff authority is called a ... manager. These managers generally run departments that are advisory or supportive, like purchasing, human resource management, and quality control.
- 555 A ... manager is a professional responsible for procuring sales of tourist packages and arranging tour packages for clients.
- 556 Установите соответствие между словом и его объяснением:
- 557 Установите соответствие между термином и его объяснением:
- 558 Подберите эквивалентный перевод к следующим фразам





- 559) Установите соответствия между предложением на английском языке и на русском языке:
- 560) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 561) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 562) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 563) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 564) A CEO of a sports apparel manufacturer is faced with an ongoing conflict between two of his top executives. Specifically, the head of sales and the CEO are at each other's throats and the tension is having a ripple effect on their teams and the rest of the organization. The CEO, who tends to avoid conflict himself, is struggling with how to solve the problem. Which management style is necessary to deal with this problem?
- 565) A chief to his secretary: Miss Anna, I want you to organize a special event for our staff. To do it you must hire a specialist who can oversee the design, set-up, and execution of the event that brings our people together. The specialist you'll hire must not only organize the meeting, but he has to work closely with the personnel to achieve the most from a given event. What specialist is the chief talking about?
- 566) This type of economy plays a major role in many countries. People evade taxes and regulations by working or by employing people illegally. On the one hand, this unregulated economic activity can result in reduced tax revenue and public goods and services, lower tax morale and less tax compliance, higher control costs, and lower economic growth rates. But on the other hand, this type of economy can be a powerful force for advancing institutional change and can boost the overall production of goods and services in the economy. What economy can be described like this?
- 567) A lecturer demonstrates to his students some principles of Economics. He pays attention to the science, which tries to find answers to the following question: What causes unemployment? What causes inflation? What creates or stimulates economic growth? One of the students thinks that the mentioned science examines economy-wide phenomena such as price levels, rate of economic growth, national income, gross domestic product (GDP), and so on. What branch of economics are they talking about?





- (568) A client came to the HH agency: "Hello. I need a specialist in management who is responsible for representing musical artists, like musicians, bands, and singers, in business dealings and helping promote their clients' careers. Could you help me?" What kind of manager is he looking for?
- (569) A famous sportsman complains to his colleague: "I am up to my ears with all this stuff – I must fulfill all my projects, think about interviews, organize meetings and events, I have no time to train and to live!" His friend answers him: "Why don't you hire a ... manager!". What manager is he talking about?
- (570) Each ... will receive a proportionate share of the profits.
- (571) A businessman will clutch at any chance of making a profit.
- (572) Someone who starts a new business or arranges business deals in order to make money, often in a way that involves financial risks is an ...
- (573) An entrepreneur is an ... , a challenger and a driver.
- (574) The entrepreneur is the ultimate ... for the destiny of its venture, which can be a company, a project, or any other endeavor.
- (575) Traditional tends to disregard the entrepreneurial approach.
- (576) The entrepreneur needs to be a ... who can inspire his or her employees
- (577) Someone who starts their own business, especially when this involves seeing a new opportunity is an ...
- (578) Money that is earned in trade or business after paying the costs of producing and selling goods and services is called
- (579) The activity of buying and selling, or exchanging, goods and/or services between people or countries is ...
- (580) A new activity, usually in business, that involves risk or uncertainty is ...
- (581) The physical and/or mental strength to do something that might be difficult and will take a long time...
- (582) Установите соответствие между экономической теорией и ее основателем:
- (583) Установите соответствие между термином и его аббревиатурой:





- 584) Подберите эквивалентный перевод к следующим фразам:
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- 590) A good marketing ... will carefully position the company's product in each category.
- 591) Marketing is a process through which goods and services move from concept to the consumer.
- 592) A professional who helps design, create, and supervise a marketing project is called ...
- 593) A person or an organization that buys a product or service is called a ...
- 594) A platform where vendors can come together to sell their products or services to a curated customer base is called ...
- 595) A strategic communications process that sets out to build and maintain mutually beneficial relationships between two or more parties is called...
- 596) Websites and computer programs that allow people to communicate and share information on the Internet using a computer or mobile phone society are called
- 597) According to the concept of 4 Ps, goods and services can be named ...
- 598) According to the concept of 4 Ps, communication is a part of ...
- 599) According to the concept of 4 Ps, getting the product to a point at which the customer can purchase is a ...
- 600) According to the concept of 4 Ps, the monetary amount charged for the product is ...





- 601) Установите соответствие между названием концепции и ее аббревиатурой:
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- 610) A assumption in the field was that there is no fundamental difference between public and private organizations
- 611) A division of ...based on sex appears to be universal, but the form that this takes varies widely across cultures.
- 612) The money earned by a business when its total revenue exceeds its total expenses is called ...
- 613) A person, group or organization with a vested interest, or stake, in the decision-making and activities of a business, organization or project can be called a ...
- 614) Money earned by a person, company, government, etc. over a particular period of time can be called an
- 615) ... value is value of an asset calculated according to its ability to produce income in the future:
- 616) ...awareness is the extent to which customers are able to recall or recognize a brand under different conditions.
- 617) The founding father of the theory of Bureaucracy was... . He was a German Sociologist. According to him, Bureaucracy was an administration, which was carried out by trained professionals along with the rules fixed by the government.





- 618 The separation of a work process into a number of tasks, with each task performed by a separate person or group of persons
- 619 ... theory is a set of behavioral theory which postulates that there is no single way or the best method to organize and lead an organization in a management set up.
- 620 The ...theory of management is incorporated into our recent understanding of management practice. It is concerned with the design and management of an organization.
- 621 Установите соответствие между названием функции менеджмента и ее объяснением:
- 622 Установите соответствие между термином и его аббревиатурой:
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- 627 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 628 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 629 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 630 A lecturer explains during the lesson: "Macroeconomics involves the study of aggregated indicators such as GDP, unemployment rates, and price indices for the purpose of understanding how the whole economy functions, as well as the relationships between such factors as national income, output, consumption, unemployment, inflation, savings, investment, international trade and international finance". A student says: "Excuse me, I can't catch the meaning of GDP, could you give the full term of the abbreviation". Help the student to learn the GDP full name





- 631) You are late for the lesson and missed the title of the current topic. The lecture says: "This theory posits that the struggle between social classes - specifically between the bourgeoisie, or capitalists, and the proletariat, or workers - defines economic relations in a capitalist economy and will lead inevitably to a communist revolution." What is the topic of the lesson? Name the theory
- 632) A friend to his friend: "You know, yesterday my teacher said me, that some companies may follow the 4Ps Strategy (or 4P Strategy). And ... "Sorry, what does it mean 4Ps? I can suppose it might stand for product, price, place, and ... I can't imagine what the fourth point is!" Help him to find the fourth p.....
- 633) A woman to her friend: "My son finally got his dreamed work. Now, he works with promoting and generating new business at restaurants and he is a specialist in knowing the potential customer and cuisine." "Is he a cook?", - she asked. "No, he is a manager". What manager does she mean?
- 634) An examiner asks a student: "This theory is a theory of how rational individuals should behave under risk and uncertainty. The theory suggests that decision-making means the adoption and application of rational choice for the management of a private, business, or governmental organization in an efficient manner. What is the theory?" Help the student and name the theory
- 635) The next exam question says that this theory consists of many approaches to organizational analysis. "Organizations" are defined as social units of people that are structured and managed to meet a need, or to pursue collective goals. The theory includes rational system perspective, division of labor, bureaucratic theory, and contingency theory. Name it
- 636) The managerial ... of a firm determine, in large measure, its productivity and profitability.
- 637) The increase in the complexity of relationships in modern society demands that ... become elite of brain and education.
- 638) Management as a ... process of planning, organizing, staffing, leading and controlling is an important part of the economy.
- 639) Management is ... with productivity, thereby implying efficiency and effectiveness.
- 640) Managers focus their ... and efforts on bringing about successful action
- 641) A top-down management style can make decision-making slow and ...





- 642) Managers focus their ... and efforts on bringing about successful action.
- 643) The activity or job of being in charge of a company, organization, department, or team of employees is ...
- 644) Someone whose job is to manage part or all of a company or other organization is a ...
- 645) The activity of making money by producing or buying and selling goods, or providing services is ...
- 646) A man who works in business is a
- 647) The study of the way in which money and goods are produced and used is called
- 648) Установите соответствие между термином и дефиницией:
- 649) Установите соответствие между началом и концом предложения:
- 650) Подберите эквивалентный перевод к следующим фразам
- 651) Установите соответствия между предложением на английском языке и на русском языке:
- 652) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 653) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 654) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 655) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 656) People want higher ... each year and most hope their children will be even more prosperous than they are.
- 657) Microeconomics is the study of the market system on a small
- 658) ... is the study of the market system on a large scale.
- 659) An ...policy is a course of action that is intended to influence or control the behavior of the economy
- 660) ... and entrepreneurship are referred to as human resources.





- 661 ... ability is the least familiar of four basic resources.
- 662 ... investigates how scarce resources are allocated within the economy as a whole or within an entire industry.
- 663 Someone who studies the way in which money and goods are produced and used and the systems of business and trade is an ...
- 664 Something you earn by working and use to buy things, can be in the form of notes and coins or cheques, and can be kept in a bank is called
- 665 A piece of printed paper that has a particular value as money is a
- 666 A continuing increase in prices, or the rate at which prices increase is called an ...
- 667 Установите соответствие между словом и его объяснением
- 668 Установите соответствие между термином и его объяснением:
- 669 Подберите эквивалентный перевод к следующим фразам
- 670 Установите соответствия между предложением на английском языке и на русском языке:
- 671 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 672 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 673 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 674 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 675 A CEO of a sports apparel manufacturer is faced with an ongoing conflict between two of his top executives. Specifically, the head of sales and the CEO are at each other's throats and the tension is having a ripple effect on their teams and the rest of the organization. The CEO, who tends to avoid conflict himself, is struggling with how to solve the problem. Which management style is necessary to deal with this problem?





- 676) A chief to his secretary: Miss Anna, I want you to organize a special event for our staff. To do it you must hire a specialist who can oversee the design, set-up, and execution of the event that brings our people together. The specialist you'll hire must not only organize the meeting, but he has to work closely with the personnel to achieve the most from a given event. What specialist is the chief talking about?
- 677) This type of economy plays a major role in many countries. People evade taxes and regulations by working or by employing people illegally. On the one hand, this unregulated economic activity can result in reduced tax revenue and public goods and services, lower tax morale and less tax compliance, higher control costs, and lower economic growth rates. But on the other hand, this type of economy can be a powerful force for advancing institutional change and can boost the overall production of goods and services in the economy. What economy can be described like this?
- 678) A lecturer demonstrates to his students some principles of Economics. He pays attention to the science, which tries to find answers to the following question: What causes unemployment? What causes inflation? What creates or stimulates economic growth? One of the students thinks that the mentioned science examines economy-wide phenomena such as price levels, rate of economic growth, national income, gross domestic product (GDP), and so on. What branch of economics are they talking about?
- 679) The term could be applied at all management levels of the organization to those who direct the work of others.
- 680) Dave developed ... qualities in his new position.
- 681) Someone whose job is to manage part or all of a company or other organization is a
- 682) ... is an abbreviation for chief executive officer : the person with the most important position in a company
- 683) Managers create and maintain an internal, commonly called the organization, so that others can work efficiently in it.
- 684) To achieve the ... a manager often needs to organize new departments, office systems or re-organize businesses according to the plan, recruit, select and train employees.
- 685) The industrial ... began in the eighteenth century and transformed the job of a manager from owner-manager to professional, salaried manager.





- 686 ... management is the process of creating and maintaining an event. This process spans from the very beginning of planning all the way to post-event strategizing. At the start, an event manager makes planning decisions, such as the time, location, and theme of their event.
- 687 A ... manager is a professional who organizes, plans, and executes projects while working within restraints like budgets and schedules.
- 688 ... managers are responsible for a wide range of organizational duties. Whether running a professional sports team, a collegiate club team, or anything in between, sports managers serve as the glue that ties the athletes to the organization itself.
- 689 A manager who assists and advises line managers having staff authority is called a ... manager. These managers generally run departments that are advisory or supportive, like purchasing, human resource management, and quality control.
- 690 A ... manager is a professional responsible for procuring sales of tourist packages and arranging tour packages for clients.
- 691 Установите соответствие между словом и его объяснением:
- 692 Установите соответствие между термином и его объяснением:
- 693 Подберите эквивалентный перевод к следующим фразам
- 694 Установите соответствия между предложением на английском языке и на русском языке:
- 695 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 696 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 697 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 698 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 699 Each ... will receive a proportionate share of the profits.
- 700 A businessman will clutch at any chance of making a profit.
- 701 Someone who starts a new business or arranges business deals in order to make money, often in a way that involves financial risks is an ...





- 702 An entrepreneur is an ... , a challenger and a driver.
- 703 The entrepreneur is the ultimate ... for the destiny of its venture, which can be a company, a project, or any other endeavor.
- 704 Traditional tends to disregard the entrepreneurial approach.
- 705 The entrepreneur needs to be a ... who can inspire his or her employees
- 706 Someone who starts their own business, especially when this involves seeing a new opportunity is an ...
- 707 Money that is earned in trade or business after paying the costs of producing and selling goods and services is called
- 708 The activity of buying and selling, or exchanging, goods and/or services between people or countries is ...
- 709 A new activity, usually in business, that involves risk or uncertainty is ...
- 710 The physical and/or mental strength to do something that might be difficult and will take a long time...
- 711 Установите соответствие между экономической теорией и ее основателем:
- 712 Установите соответствие между термином и его аббревиатурой:
- 713 Подберите эквивалентный перевод к следующим фразам:
- 714 Установите соответствия между предложением на английском языке и на русском языке:
- 715 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 716 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 717 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 718 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:





- 719) A client came to the HH agency: “Hello. I need a specialist in management who is responsible for representing musical artists, like musicians, bands, and singers, in business dealings and helping promote their clients' careers. Could you help me?” What kind of manager is he looking for?
- 720) A famous sportsman complains to his colleague: “I am up to my ears with all this stuff – I must fulfill all my projects, think about interviews, organize meetings and events, I have no time to train and to live!” His friend answers him: “Why don’t you hire a ... manager!”. What manager is he talking about?
- 721) A lecturer explains during the lesson: “Macroeconomics involves the study of aggregated indicators such as GDP, unemployment rates, and price indices for the purpose of understanding how the whole economy functions, as well as the relationships between such factors as national income, output, consumption, unemployment, inflation, savings, investment, international trade and international finance”. A student says: “Excuse me, I can’t catch the meaning of GDP, could you give the full term of the abbreviation”. Help the student to learn the GDP full name
- 722) You are late for the lesson and missed the title of the current topic. The lecture says: “This theory posits that the struggle between social classes - specifically between the bourgeoisie, or capitalists, and the proletariat, or workers - defines economic relations in a capitalist economy and will lead inevitably to a communist revolution.” What is the topic of the lesson? Name the theory
- 723) A good marketing ... will carefully position the company’s product in each category.
- 724) Marketing is a process through which goods and services move from concept to the consumer.
- 725) A professional who helps design, create, and supervise a marketing project is called ...
- 726) A person or an organization that buys a product or service is called a ...
- 727) A platform where vendors can come together to sell their products or services to a curated customer base is called ...
- 728) A strategic communications process that sets out to build and maintain mutually beneficial relationships between two or more parties is called...





- 729 Websites and computer programs that allow people to communicate and share information on the Internet using a computer or mobile phone society are called
- 730 According to the concept of 4 Ps, goods and services can be named ...
- 731 According to the concept of 4 Ps, communication is a part of ...
- 732 According to the concept of 4 Ps, getting the product to a point at which the customer can purchase is a ...
- 733 According to the concept of 4 Ps, the monetary amount charged for the product is ...
- 734 Установите соответствие между названием концепции и ее аббревиатурой:
- 735 Установите соответствие между термином и его аббревиатурой:
- 736 Подберите эквивалентный перевод к следующим фразам:
- 737 Установите соответствия между предложением на английском языке и на русском языке:
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- 741 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 742 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 743 A assumption in the field was that there is no fundamental difference between public and private organizations
- 744 A division of ...based on sex appears to be universal, but the form that this takes varies widely across cultures.
- 745 The money earned by a business when its total revenue exceeds its total expenses is called ...





- 746 A person, group or organization with a vested interest, or stake, in the decision-making and activities of a business, organization or project can be called a ...
- 747 Money earned by a person, company, government, etc. over a particular period of time can be called an
- 748 ... value is value of an asset calculated according to its ability to produce income in the future:
- 749 ...awareness is the extent to which customers are able to recall or recognize a brand under different conditions.
- 750 The founding father of the theory of Bureaucracy was... . He was a German Sociologist. According to him, Bureaucracy was an administration, which was carried out by trained professionals along with the rules fixed by the government.
- 751 The separation of a work process into a number of tasks, with each task performed by a separate person or group of persons
- 752 ... theory is a set of behavioral theory which postulates that there is no single way or the best method to organize and lead an organization in a management set up.
- 753 The ...theory of management is incorporated into our recent understanding of management practice. It is concerned with the design and management of an organization.
- 754 Установите соответствие между названием функции менеджмента и ее объяснением:
- 755 Установите соответствие между термином и его аббревиатурой:
- 756 Подберите эквивалентный перевод к следующим фразам:
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- 761 Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:





- 762) Расставьте слова, словосочетания, фразы в правильной последовательности, чтобы получить предложение:
- 763) A friend to his friend: "You know, yesterday my teacher said me, that some companies may follow the 4Ps Strategy (or 4P Strategy). And ... "Sorry, what does it mean 4Ps? I can suppose it might stand for product, price, place, and ... I can't imagine what the fourth point is!" Help him to find the fourth p.....
- 764) A woman to her friend: "My son finally got his dreamed work. Now, he works with promoting and generating new business at restaurants and he is a specialist in knowing the potential customer and cuisine." "Is he a cook?", – she asked. "No, he is a manager". What manager does she mean?
- 765) An examiner asks a student: "This theory is a theory of how rational individuals should behave under risk and uncertainty. The theory suggests that decision-making means the adoption and application of rational choice for the management of a private, business, or governmental organization in an efficient manner. What is the theory?" Help the student and name the theory
- 766) The next exam question says that this theory consists of many approaches to organizational analysis. "Organizations" are defined as social units of people that are structured and managed to meet a need, or to pursue collective goals. The theory includes rational system perspective, division of labor, bureaucratic theory, and contingency theory. Name it
- 767) Оцените свою удовлетворенность качеством видеолекций данной дисциплины по шкале от 1 до 10, где 1 - полностью не удовлетворен(а), а 10 - полностью удовлетворен(а).
- 768) Насколько понятным для вас языком написаны конспекты и другие текстовые материалы?
- 769) На сколько материалы курса актуальны и применимы в вашей учебе или работе?
- 770) Оцените, насколько для Вас интересны материалы курса по шкале от 1 до 10, где 1 - совсем неинтересно, а 10 - я полностью погружаюсь в изучение материалов и чувствую сильную мотивацию к обучению.
- 771) Какова ваша общая удовлетворенность контентом курса?
- 772) Что бы вы предложили улучшить в контенте курса? (Выберите один или несколько вариантов ответа)





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Насколько, по вашему мнению, тестирования соответствуют изученным материалам курса?

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