



Английский язык.(2/2) ПРОФ

- 1 Из нескольких вариантов ответов выберите единственно правильный. He will do it when he ... writing this letter.
- 2 Из нескольких вариантов ответов выберите единственно правильный. At the moment we ... exercises on tenses.
- 3 Из нескольких вариантов ответов выберите единственно правильный. He ... this article for three hours and hasn't finished it yet.
- 4 Из нескольких вариантов ответов выберите единственно правильный. When I entered the office, most people ... at their desks.
- 5 Из нескольких вариантов ответов выберите единственно правильный. By the time the secretary returned, the fax
- 6 Из нескольких вариантов ответов выберите единственно правильный. Letters ... to all clients every week.
- 7 Из нескольких вариантов ответов выберите единственно правильный. I am not going to the party. I
- 8 Из нескольких вариантов ответов выберите единственно правильный. A new shopping center ... opened in a month.
- 9 Из нескольких вариантов ответов выберите единственно правильный. He said that he ... her for several years.
- 10 Из нескольких вариантов ответов выберите единственно правильный I was sure the book ... published soon.
- 11 Из нескольких вариантов ответов выберите единственно правильный She told me she ... on business to the USA.
- 12 Из нескольких вариантов ответов выберите единственно правильный They assured us that they ... our town twice.
- 13 Из нескольких вариантов ответов выберите единственно правильный When I ... in London I hope to visit a friend of mine.
- 14 Из нескольких вариантов ответов выберите единственно правильный The documents ... now.
- 15 Из нескольких вариантов ответов выберите единственно правильный I didn't know the answer because I ... the book.
- 16 Из нескольких вариантов ответов выберите единственно правильный He ... the report for today's seminar.





- 17) Из нескольких вариантов ответов выберите единственно правильный I wonder whether he
- 18) Из нескольких вариантов ответов выберите единственно правильный I ... for you when you come out of the building.
- 19) Из нескольких вариантов ответов выберите единственно правильный She ... piano lessons since last June.
- 20) Из нескольких вариантов ответов выберите единственно правильный I ... this wonderfull film when I was 16.
- 21) Выберите правильный вариант подчеркнутой формы глагола: Два месяца назад мой друг закончил университет. Сейчас он ищет работу. Он отправил свое резюме нескольким компаниям. На днях его пригласили на собеседование. Если ему предложат интересную, высокооплачиваемую работу, он согласится .
- 22) Выберите правильный вариант подчеркнутой формы глагола: Два месяца назад мой друг закончил университет. Сейчас он ищет работу. Он отправил свое резюме нескольким компаниям. На днях его пригласили на собеседование. Если ему предложат интересную, высокооплачиваемую работу, он согласится .
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- 27) Выберите правильный вариант подчеркнутой формы глагола ``На этой неделе ваша компания заключила выгодный контракт, не так ли?`` - ``Да, вчера я проводила наших зарубежных партнеров в аэропорт. Шел сильный дождь, и я думала, что рейс будет отменен. К полудню дождь прекратился. Вскоре была объявлена посадка
- 28) Выберите правильный вариант подчеркнутой формы глагола На этой неделе ваша компания заключила выгодный контракт, не так ли?`` - ``Да, вчера я проводила наших зарубежных партнеров в аэропорт. Шел сильный дождь, и я думала, что рейс будет отменен. К полудню дождь прекратился. Вскоре была объявлена посадка
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- 33) Выберите правильный вариант подчеркнутой формы глагола Сколько времени ты уже учишь английский язык?`` - `` Я начал учить английский три года назад, потому что понимал; что буду пользоваться им на работе. До этого я учил французский. На следующей неделе я еду на языковые курсы в Англию. Думаю, поездка будет полезной и приятной.





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- 39) Выберите правильный вариант подчеркнутой формы глагола
``Посмотри! Здесь появился новый бизнес-центр. Когда его
построили?`` - ``Он еще не закончен. Когда строительство будет
завершено, он будет оборудован самыми современными
средствами связи``. - ``Три года назад я не мог себе представить,
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- 45) Выберите правильный вариант подчеркнутой формы глагола ``
Твой компьютер подключен к Интернету?`` - ``Да, я пользуюсь
Интернетом уже 4 года``. - `` Ты когда-нибудь думал о создании
собственного сайта?`` - `` Как раз сейчас я делаю его. Как только
он будет завершен , ты сможешь его увидеть. Думаю, он тебе
понравится``.
- 46) Выберите правильный вариант подчеркнутой формы глагола ``
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- 51) Составьте вопросительные предложения из данных слов.
Расставьте слова в правильной последовательности
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- 71) Из нескольких вариантов ответов выберите единственно правильный We would have helped you if we ... you were in trouble,
- 72) Из нескольких вариантов ответов выберите единственно правильный If you ... me more information, I won't be able to help you.
- 73) Из нескольких вариантов ответов выберите единственно правильный If you saw her now, you ... her.
- 74) Из нескольких вариантов ответов выберите единственно правильный If you ... in yourself, you would succeed.
- 75) Из нескольких вариантов ответов выберите единственно правильный He will be late for the plane, if he ... at once.
- 76) Из нескольких вариантов ответов выберите единственно правильный If Tim ... more carefully, he wouldn't have made that mistake.
- 77) Из нескольких вариантов ответов выберите единственно правильный If we'd found suitable premises, we ... earlier.





- 78) Из нескольких вариантов ответов выберите единственно правильный If people kept their offices more tidy, it ... a better image to our visitors.
- 79) Из нескольких вариантов ответов выберите единственно правильный If I ... about their financial problems, I wouldn't have done business with them.
- 80) Из нескольких вариантов ответов выберите единственно правильный If our side ... better prepared, we could have succeeded in the negotiations.
- 81) Из нескольких вариантов ответов выберите единственно правильный I wouldn't worry if I ... you.
- 82) Из нескольких вариантов ответов выберите единственно правильный I wish I ... so many whiskies last night.
- 83) Из нескольких вариантов ответов выберите единственно правильный There's so little space in here. I wish I ... a bigger office.
- 84) Из нескольких вариантов ответов выберите единственно правильный I don't feel well. I wish I ... in bed this morning.
- 85) Из нескольких вариантов ответов выберите единственно правильный If I had known you had a mobile phone I ... you.
- 86) Из нескольких вариантов ответов выберите единственно правильный If she could cook as well as you, she ... a restaurant.
- 87) Из нескольких вариантов ответов выберите единственно правильный If it ... I'll come and meet you in the car.
- 88) Из нескольких вариантов ответов выберите единственно правильный It ... wonderful if he had said that. But he didn't.
- 89) Из нескольких вариантов ответов выберите единственно правильный What will you do if your computer ... ?
- 90) Выберите модальный глагол, соответствующий данному предложению. I don't think I... to use my car soon. It's badly damaged,
- 91) Выберите модальный глагол, соответствующий данному предложению. We've got two hours left. We ... leave yet.
- 92) Выберите модальный глагол, соответствующий данному предложению. She ... angry when she heard the news.
- 93) Выберите модальный глагол, соответствующий данному предложению. The weather forecast says it... snow tomorrow.





- 94) Выберите модальный глагол, соответствующий данному предложению. He ... to have done that.
- 95) Выберите модальный глагол, соответствующий данному предложению. You ... have told me about it.
- 96) Выберите модальный глагол, соответствующий данному предложению. The train ... to leave at 11 a.m.
- 97) Выберите модальный глагол, соответствующий данному предложению. He ... buy a newspaper because the shop was closed.
- 98) Выберите модальный глагол, соответствующий данному предложению. He asked me if he... use my phone.
- 99) Выберите модальный глагол, соответствующий данному предложению. Sometimes customs clearance ... be difficult to obtain.
- 100) Выберите модальный глагол, соответствующий данному предложению. If we outsourced more we ... save a lot of money.
- 101) Выберите модальный глагол, соответствующий данному предложению. Their product ... be selling very well, otherwise the company would not have increased the production.
- 102) Выберите модальный глагол, соответствующий данному предложению. Scrutiny ... reveal opportunities to increase sales.
- 103) Выберите модальный глагол, соответствующий данному предложению. The company ... have launched the entirely new product.
- 104) Выберите модальный глагол, соответствующий данному предложению. I can't find my book. I ... have lost it somewhere.
- 105) Выберите модальный глагол, соответствующий данному предложению. It was a through train, so we ... to change trains.
- 106) Выберите модальный глагол, соответствующий данному предложению. You ... to check the weather before starting off.
- 107) Выберите модальный глагол, соответствующий данному предложению. Don't forget that we ... to meet in the evening.
- 108) Выберите модальный глагол, соответствующий данному предложению. You ... find him there.
- 109) Выберите модальный глагол, соответствующий данному предложению. She ... to catch the 8.15 bus.
- 110) Выберите грамматическую конструкцию, соответствующую каждому предложению. I remember ... it once before.





- 111 Выберите грамматическую конструкцию, соответствующую каждому предложению. I think the idea .. .by him is the best one.
- 112 Выберите грамматическую конструкцию, соответствующую каждому предложению. We managed ... home in two hours.
- 113 Выберите грамматическую конструкцию, соответствующую каждому предложению. He can` t bear ... what to do all the time.
- 114 Выберите грамматическую конструкцию, соответствующую каждому предложению. The film was so funny that it really made me
- 115 Выберите грамматическую конструкцию, соответствующую каждому предложению. ... several enquiries, I finally discovered her address.
- 116 Выберите грамматическую конструкцию, соответствующую каждому предложению. Nobody can deny the importance ... foreign languages.
- 117 Выберите грамматическую конструкцию, соответствующую каждому предложению. She made him ... his promise.
- 118 Выберите грамматическую конструкцию, соответствующую каждому предложению. The news .. .yesterday impressed me greatly.
- 119 Выберите грамматическую конструкцию, соответствующую каждому предложению. You` d better
- 120 Выберите грамматическую конструкцию, соответствующую каждому предложению. They made ... a decision.
- 121 Выберите грамматическую конструкцию, соответствующую каждому предложению. My father doesn` t let ... his car.
- 122 Выберите грамматическую конструкцию, соответствующую каждому предложению. I refused to let him ... me.
- 123 Выберите грамматическую конструкцию, соответствующую каждому предложению. Every major city keeps ... and London is no exception.
- 124 Выберите грамматическую конструкцию, соответствующую каждому предложению. On arriving at the airport we discovered that the plane
- 125 Выберите грамматическую конструкцию, соответствующую каждому предложению. I am looking forward ... you again soon.
- 126 Выберите грамматическую конструкцию, соответствующую каждому предложению. I expect ... an answer soon.





- 127) Выберите грамматическую конструкцию, соответствующую каждому предложению. The book made me ... sleepy.
- 128) Выберите грамматическую конструкцию, соответствующую каждому предложению. Would you mind ... to the library with me?
- 129) Выберите грамматическую конструкцию, соответствующую каждому предложению. He felt like ... the whole affair.
- 130) Выберите русское предложение, наиболее точно соответствующее по смыслу английскому предложению They are said to have made a new proposal.
- 131) Выберите русское предложение, наиболее точно соответствующее по смыслу английскому предложению We expected him to arrive before dark.
- 132) Выберите русское предложение, наиболее точно соответствующее по смыслу английскому предложению He appears to be looking for his friend.
- 133) Выберите русское предложение, наиболее точно соответствующее по смыслу английскому предложению I would like your report to be discussed with our staff.
- 134) Выберите русское предложение, наиболее точно соответствующее по смыслу английскому предложению The article is known to be useful.
- 135) Выберите русское предложение, наиболее точно соответствующее по смыслу английскому предложению He wanted his program to be written in Basic.
- 136) Выберите русское предложение, наиболее точно соответствующее по смыслу английскому предложению These students are known to have passed all the exams successfully.
- 137) Выберите русское предложение, наиболее точно соответствующее по смыслу английскому предложению They seem to have learned all the rules.
- 138) Выберите русское предложение, наиболее точно соответствующее по смыслу английскому предложению Scientists wanted the new methods of investigations to be introduced in the laboratories.
- 139) Выберите русское предложение, наиболее точно соответствующее по смыслу английскому предложению We believe his conclusion to be wrong.





- 140 Выберите русское предложение, наиболее точно соответствующее по смыслу английскому предложению He was said not to have taken any decision yet.
- 141 Выберите русское предложение, наиболее точно соответствующее по смыслу английскому предложению They would like us to call on them.
- 142 Выберите русское предложение, наиболее точно соответствующее по смыслу английскому предложению He seemed to expect his orders to be obeyed.
- 143 Выберите русское предложение, наиболее точно соответствующее по смыслу английскому предложению The subject is not likely to be raised during the talks.
- 144 Выберите русское предложение, наиболее точно соответствующее по смыслу английскому предложению We expected him to report on the findings.
- 145 Выберите русское предложение, наиболее точно соответствующее по смыслу английскому предложению He seemed to have guessed the riddle.
- 146 Выберите русское предложение, наиболее точно соответствующее по смыслу английскому предложению They are sure to agree to take part in this work.
- 147 Выберите русское предложение, наиболее точно соответствующее по смыслу английскому предложению I want my sister to do the shopping.
- 148 Выберите русское предложение, наиболее точно соответствующее по смыслу английскому предложению They seem to be winning the match.
- 149 Выберите русское предложение, наиболее точно соответствующее по смыслу английскому предложению We believe him to do this work best of all.





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Прочитайте предложенный текст и выберите единственно правильный ответ. In marketing, as in the rest of life, there is much to learn from history. Postmortems of marketing failures are important factors in making decisions about the future. The spectrum of marketing failures ranges from inadequate return on the original investment to corporate bankruptcy. As production techniques and marketing systems become more sophisticated, cross-cultural trading increases. As people of different cultures become more dependent on each other for their living standards, they appreciate the need for peace and stability. Communication and transportation systems have created a small world, in a marketing sense. Every year more and more firms, even relatively small ones, enter the international market. The problems encountered there are significantly different from those encountered in domestic operations. Marketers are accustomed to risk-taking; but in international dealings the dimensions of these risks are often misjudged and misunderstood. The emergence of the multinational corporation (MNC) is of major significance in the future of marketing. Many firms that entered the export business in a modest way eventually became fully committed to an international perspective. The two basic roles of these MNCs are the transmission of resources, especially technological and managerial skills, and organization of the economic activities of several nations. Global approaches to economic decisions often differ with the aims of specific countries. There may be resistance to multinational activities for reasons of nationalism, control, and the extraction of profits Studying marketing failures ...





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Прочитайте предложенный текст и выберите единственно правильный ответ Most well-run organizations attempt to develop and follow strategies, large-scale action plans for interacting with the environment in order to achieve long-term goals. A comprehensive statement of an organization's strategies, along with its mission and goals, constitutes an organization's strategic plan. To learn where such strategies originate and how they are put in action, we need to examine carefully an aspect of the planning function called strategic management. Strategic management is a process through which managers formulate and implement strategies geared to optimizing strategic goal achievement, given available environmental and internal conditions. This definition recognizes that strategic management is oriented toward reaching long-term goals, weighs important environmental elements, considers major internal characteristics of the organization, and involves developing specific strategies. The strategic management process is made up of several major components. The process begins with identifying the organization's mission and strategic goals. The process also includes analyzing the competitive situation, taking into consideration both the external environment and relevant organizational factors. The part of the strategic management process that includes identifying the mission and strategic goals, conducting competitive analysis, and developing specific strategies is often referred to as strategy formulation. In contrast, the part of the strategic management process that focuses on carrying out strategic plans and maintaining control over how those plans are carried out is known as strategy implementation. Strategy implementation is increasingly highlighted as a distinct part of the strategic management process because even the most brilliantly formulated strategies must be implemented effectively in order to reach strategic goals. Strategic management ...





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Прочитайте предложенный текст и выберите единственно правильный ответ In carrying out management functions, such as planning, organizing, motivating and controlling, a manager will be continually making decisions. Decision-making is a key management responsibility. Some decisions are of the routine kind. They are decisions which are made fairly quickly and are based on judgement. Since a manager is experienced, he knows what to do in certain situations. He does not have to think too much before taking action. For example, a supervisor in a supermarket may decide, on the spot, to give a refund to a customer who has brought a product. The manager does not have to gather a great deal of additional information before making the decision. Other decisions are often intuitive ones. They are not really rational. The manager may have a hunch or a gut feeling that a certain course of action is the right one. He will follow that hunch and act accordingly. Thus, when looking for an agent in an overseas market, a sales manager may have several companies to choose from. However, he may go for one organization simply because he feels it would be the most suitable agent. Such a decision is based on hunch, rather than rational thought. Many decisions are more difficult to make since they involve problem-solving. Very often they are strategic decisions involving major courses of action which will affect the future direction of the enterprise. To make good decisions the manager should be able to select, rationally, a course of action. In practice, decisions are usually made in circumstances which are not ideal. They must be made quickly, with insufficient information. It is probably rare that a manager can make an entirely rational decision. When a complex problem arises, like where to locate a factory or which new product to develop, the manager has to collect facts and weigh up courses of action. He must be systematic in dealing with the problem. A useful approach to this sort of decision -making is as follows: the process consists of four phases: defining the problem; analyzing and collecting information; working out options and deciding on the best solutions. Managerial decisions are ...





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Прочитайте предложенный текст и выберите единственно правильный ответ в каждом задании. Price, along with product, place, and promotion, are the variables that the marketing manager controls. Pricing is extremely important since it so directly affects an organization`s sales and profits. Naturally, profit objectives will guide pricing decisions. The marketing manager has to decide whether to maximize profits or establish a target return. A particular target might be a certain percentage return on sales or a certain percentage return on investment or, for a small family operation, the return might be a fixed dollar amount of profit to cover overhead and living expenses. With any objective, the time factor is crucial. What is an appropriate objective for the short-term may not be for the long-term and vice-versa. Marketers are concerned with all the factors affecting price, in order to keep their products from faring poorly in a widely variable atmosphere. Even in service areas such as passenger fares and freight rates, where detailed prices are printed and distributed, influences may cause fluctuation. The marketing manager knows that the costs of the separate elements of the marketing mix can be recovered by proper pricing. The cost of the product itself—the promotion and selling associated with it, the distribution expenses, and profit — are all directly related to price. Thus price knits together the elements of the marketing mix and pays for their respective contributions. The marketing manager must analyze and reconcile the various elements of those variables which influence price, and must then decide on an optimal price policy. The most fundamental part of any marketing analysis is the recognition of the competitive structure of the industry. Where there are many competitors offering the same type of product, price competition will be active. When there are great numbers of similar offerings, products tend to lose their individuality. Then differentiation becomes difficult, and marketers have little discretionary power to influence prices. It is in this circumstance that marketers and merchants alike look to sales techniques. Disposing of goods at reduced prices draws attention to the specific brand, in the hope that customers will continue to buy when prices return to normal. Pricing decisions are guided by ...





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Прочитайте предложенный текст и выберите единственно правильный ответ в каждом задании. Price, along with product, place, and promotion, are the variables that the marketing manager controls. Pricing is extremely important since it so directly affects an organization's sales and profits. Naturally, profit objectives will guide pricing decisions. The marketing manager has to decide whether to maximize profits or establish a target return. A particular target might be a certain percentage return on sales or a certain percentage return on investment or, for a small family operation, the return might be a fixed dollar amount of profit to cover overhead and living expenses. With any objective, the time factor is crucial. What is an appropriate objective for the short-term may not be for the long-term and vice-versa. Marketers are concerned with all the factors affecting price, in order to keep their products from faring poorly in a widely variable atmosphere. Even in service areas such as passenger fares and freight rates, where detailed prices are printed and distributed, influences may cause fluctuation. The marketing manager knows that the costs of the separate elements of the marketing mix can be recovered by proper pricing. The cost of the product itself—the promotion and selling associated with it, the distribution expenses, and profit — are all directly related to price. Thus price knits together the elements of the marketing mix and pays for their respective contributions. The marketing manager must analyze and reconcile the various elements of those variables which influence price, and must then decide on an optimal price policy. The most fundamental part of any marketing analysis is the recognition of the competitive structure of the industry. Where there are many competitors offering the same type of product, price competition will be active. When there are great numbers of similar offerings, products tend to lose their individuality. Then differentiation becomes difficult, and marketers have little discretionary power to influence prices. It is in this circumstance that marketers and merchants alike look to sales techniques. Disposing of goods at reduced prices draws attention to the specific brand, in the hope that customers will continue to buy when prices return to normal. A target return is ...





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Почитайте предложенный текст и выберите единственно правильный ответ Banks are among the most important financial institutions. The way in which a bank is organized and operates is determined by its objectives. The first and the most important function of a central bank is to accept responsibility for advising the government on the making of the country`s financial policy, and then to see that it is carried out. The aim of commercial banks is to earn profit. Over the years banks have developed organizational forms, or structures, designed to perform these various roles and to supply the services their customers demand. A commercial bank which provides the` same range of services year after year is less likely to be successful. Successful competing in the constantly changing global business environment requires market-driven strategies that are responsive to customers` needs and wants. Executives who do not recognize the change`s occurring in the vast array of markets for products and services will not be able to cope with the unprecedented competitive pressure in the market place. To improve competitive advantages they are drastically altering their business and marketing strategies which may include downsizing, repositioning, market segmentation, altering the business portfolio, pricing, promotion and strategic alliances between companies. With the global increase in the number of competitors banks face in their major markets, more and more banking firms have become market-driven and more alert to the changing service demands of their customers and also to the challenges posed by bank and nonbank competitors. This trend forced bank managers to become more concerned with service marketing activities and with profitability and growth. Banks are usually organized to follow their functions and supply the services as efficiently as possible. Moreover, as larger banks generally offer more services, a bank`s size is also a significant factor in determining how banks are organized. Bank organization is determined by ...





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