



|  |   |  |          |  |           |   |                |
|--|---|--|----------|--|-----------|---|----------------|
|  | c) speak  |  |          |  |           |   |                |
| YK-4.2   | <p><b>6. Match the words to their definitions:</b></p> <table border="1"> <tr> <td>1. acting, singing, dancing or playing music to entertain people</td> <td>a) venue</td> </tr> <tr> <td>2. a report in a newspaper, magazine or programme that gives an opinion about a new book, film ...</td> <td>b) review</td> </tr> <tr> <td>3. a place where a performance or special event happens</td> <td>c) performance</td> </tr> </table>   | 1. acting, singing, dancing or playing music to entertain people | a) venue | 2. a report in a newspaper, magazine or programme that gives an opinion about a new book, film ... | b) review | 3. a place where a performance or special event happens | c) performance |
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| 3. a place where a performance or special event happens  | c) performance  |  |          |  |           |   |                |
| YK-4.2   | <p><b>7. Read the text:</b></p> <p><b>To:</b> Dan Watkins<br/> <b>From:</b> unknown sender</p> <p>Register with us to receive regular updates by email on our special offers: flights to New York, Hong Kong and Sydney!</p> <p><b>Цель текста:</b></p> <ul style="list-style-type: none"> <li>a) to advertise something</li> <li>b) to warn you of danger</li> <li>c) to say what you must do</li> <li>d) to say what you must not do</li> </ul>   |  |          |  |           |   |                |
| YK-4.2   | <p><b>8. Choose the correct answer:</b></p> <p>Cassie spent some time last summer travelling around Europe by bus and train. Next month she wants to visit a friend she met in Italy but she can't afford the fare. Cassie wants to travel in Europe. There are 3 advertisements. Decide which advertisement would be the most suitable for Cassie.</p> <p><b>A. Special offer</b> on rail tickets. Unlimited travel through ten European countries during June, July and August for only £450. Family discounts. No minimum stop between journeys. Apply at least one month before travelling.</p> <p><b>B.</b> Express coaches London to Switzerland or Italy. Special discounts this month on one-way tickets. Air-conditioned coach with toilet. Two stops for meals. Sandwiches and drinks on sale during the journey. Phone now for details of departure times and unbelievable prices.</p> <p><b>C. Do you have experience of travelling around Europe? Do you want to visit Italy?</b> Responsible young adult required to look after six teenagers travelling from London to Rome by train. Ticket and meals paid during journey. Depart in two weeks.</p> |  |          |  |           |   |                |

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| YK-4.2 | <p style="text-align: center;"><b>9. Fill in the gap with the missing prepositions:</b></p> <p>His offer to cover this issue was turned _____.</p>   |
| YK-4.2 | <p><b>10. Fill in the gaps with the words from the list:</b><br/><i>admission, performances, audience, reviews</i></p> <p>THE CHINESE STATE CIRCUS<br/>Are you bored of taking your younger brother to the cinema to see cartoons? Watch out for the Chinese State Circus which arrives in town today. 1) _____ will be amazed by the acrobatics, dance and live music. This touring show has already received very good 2) _____ in other parts of the country. There are two 3) _____ each day. Tickets are still available for many dates with half-price 4) _____ for under-18s.</p>   |
| YK-4.2 | <p><b>Read the text. Then complete the sentences. Write between one and three words.</b></p> <p style="text-align: center;"><b>Enjoying the thrill</b></p> <p>Most people want a peaceful job, with no danger, but not Simon Addlington. Simon is a film stuntman. He does all the dangerous things that the main actors don't want to do! He's jumped off a moving train, and he's driven a car into a deep river. He's also run into burning buildings and swum in the sea with sharks. 'I don't really get scared,' Simon says. 'I just feel very excited when I'm going to do something dangerous. I'm also careful. I only take risks if they're necessary.'</p> <p>Simon has had a lot of injuries in his job. He's broken one of his legs, and he's sprained his shoulder five times. He's also burned his arms twice, when he ran into a burning building for a James Bond film. But he doesn't mind the injuries, because he loves his job. 'It's more interesting than working in an office!' he says.</p> <p>11 Simon works as a _____ in films.<br/>12 Simon's job isn't peaceful. It's _____!<br/>13 He has _____ with dangerous animals.<br/>14 He doesn't feel _____ when he's working.<br/>15 Simon has _____ twice.</p> |
| YK-4.2 | <p><b>16. Fill in the gaps with all possible versions:</b></p> <p>9 experts in the area _____ in the discussion of this issue.</p> <p>a) took place<br/>b) made part<br/>c) took part<br/>d) employed<br/>e) participated</p>  |
| YK-4.3 | <p><b>17. Какие союзы переводятся «поэтому»:</b></p>   |

|                      |  |               |               |                 |               |                      |                 |            |             |               |                  |  |              |
|----------------------|--|---------------|---------------|-----------------|---------------|----------------------|-----------------|------------|-------------|---------------|------------------|--|--------------|
|                      | a) so<br>b) while<br>c) though<br>d) that's why<br>e) as<br>f) why   |               |               |                 |               |                      |                 |            |             |               |                  |  |              |
| УК-4.3               | <p><b>18. Put the phrases in the correct order to make a transactional letter:</b></p> <p>1) ____ Firstly, I would like to know whether a person must be a certain age in order to take part. I am a 20-year-old student majoring in PR. I am really anxious to be trained.</p> <p>2) ____ Yours faithfully,</p> <p>3) ____ I look forward to receiving details about the classes. Thank you in advance for your help.</p> <p>4) ____ I also require information on the cost of the course, when it will start and how long it will last.</p> <p>5) ____ Victoria Vertinskaya</p> <p>6) ____ Dear Sir/ Madam,</p> <p>7) ____ I am writing to inquire about your advertisement in the September issue of <i>Self-development Magazine</i>. I am interested in 'Upgrade your self-esteem' classes. I would be grateful if you could send me further details.</p> |               |               |                 |               |                      |                 |            |             |               |                  |  |              |
| УК-4.3               | <p><b>19. Подберите словам эквиваленты на русском языке:</b></p> <table border="0"> <tr> <td>1) To receive</td> <td>a) продвигать</td> </tr> <tr> <td>2) To encourage</td> <td>b) развлекать</td> </tr> <tr> <td>3) To entertain</td> <td>c) мотивировать</td> </tr> <tr> <td>4) To warn</td> <td>d) получать</td> </tr> <tr> <td>5) To promote</td> <td>e) предупреждать</td> </tr> <tr> <td></td> <td>f) объяснять</td> </tr> </table>   | 1) To receive | a) продвигать | 2) To encourage | b) развлекать | 3) To entertain      | c) мотивировать | 4) To warn | d) получать | 5) To promote | e) предупреждать |  | f) объяснять |
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| 2) To encourage      | b) развлекать  |               |               |                 |               |                      |                 |            |             |               |                  |  |              |
| 3) To entertain      | c) мотивировать  |               |               |                 |               |                      |                 |            |             |               |                  |  |              |
| 4) To warn           | d) получать  |               |               |                 |               |                      |                 |            |             |               |                  |  |              |
| 5) To promote        | e) предупреждать   |               |               |                 |               |                      |                 |            |             |               |                  |  |              |
|                      | f) объяснять   |               |               |                 |               |                      |                 |            |             |               |                  |  |              |
| УК-4.3               | <p><b>20. Подберите словам эквиваленты на английском языке:</b></p> <table border="0"> <tr> <td>1) событие</td> <td>a) issue</td> </tr> <tr> <td>2) зрители</td> <td>b) host</td> </tr> <tr> <td>3) вопрос (проблема)</td> <td>c) event</td> </tr> <tr> <td>4) ведущий</td> <td>d) report</td> </tr> <tr> <td>5) отчёт</td> <td>e) audience</td> </tr> <tr> <td></td> <td>f) venue</td> </tr> </table>   | 1) событие    | a) issue      | 2) зрители      | b) host       | 3) вопрос (проблема) | c) event        | 4) ведущий | d) report   | 5) отчёт      | e) audience      |  | f) venue     |
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| 5) отчёт             | e) audience  |               |               |                 |               |                      |                 |            |             |               |                  |  |              |
|                      | f) venue   |               |               |                 |               |                      |                 |            |             |               |                  |  |              |

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| <b>Проверяемая компетенция</b> | <b>Задания и варианты ответов</b> |
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| YK-4.2 | <p><b>1. Choose the correct answer:</b><br/> This sitcom is popular with viewers _____ it is very interesting.<br/> a) but<br/> b) since<br/> c) although</p>   |
| YK-4.2 | <p><b>2. Choose the correct answer:</b><br/> This hotel is near the airport _____ a lot of business travelers stay there.<br/> a) while<br/> b) because<br/> c) so</p>  |
| YK-4.2 | <p><b>3. Choose the correct answer:</b><br/> _____ the restaurant is very small, it serves excellent meals.<br/> a) Although<br/> b) But<br/> c) Because</p>  |
| YK-4.2 | <p><b>4. Choose the correct answer:</b><br/> The director waited for an employee for a long time, _____ the employee didn't come.<br/> a) so<br/> b) but<br/> c) because</p>  |
| YK-4.2 | <p><b>5. Choose the correct answer:</b><br/> I applied for the job and was asked to _____ an interview the next day.<br/> a) attend<br/> b) receive<br/> c) visit</p>   |
| YK-4.2 | <p><b>6. Choose the correct answer:</b><br/> <i>To tell positive information about some item in public especially in order to sell it is called...</i><br/> a) <i>complaining</i><br/> b) <i>advertising</i><br/> c) <i>broadcasting</i><br/> d) <i>talking</i></p>   |
| YK-4.2 | <p><b>7. What does the headline mean?/ Что значит заголовок ниже?</b><br/> <b>2600 travel agents lost jobs as passengers book flights on the internet</b><br/> a) A travel firm has lost applications from 2600 people for jobs as computer operators.<br/> b) 2600 passengers who booked air travel on the internet lost their seats on the flights.<br/> c) Because people are arranging their flights online, 2600 travel agents</p> |

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|                      | <p>have become unemployed.</p>  |
| <p><b>YK-4.2</b></p> | <p><b>8. Fill in the gap with the missing prepositions:</b></p> <p>Our director is looking _____ a new employee.</p>  |
| <p><b>YK-4.2</b></p> | <p><b>9. Fill in the gaps with the words from the list:</b><br/> <u>report, order, customer, disappear</u></p> <p style="text-align: center;"><b>THE FUTURE OF SHOPPING</b></p> <p>Travel agents, mobile phone stores and banks may soon completely _____ from the High Street as people _____ more and more goods online. According to a recent _____, increasing number of shoppers are using the internet for their holidays, books, CDs, mobile phones and banking. Efficient _____ service and reasonable delivery charges mean that many people nowadays do much of their shopping from in front of their computer screens.</p>   |
| <p><b>YK-4.2</b></p> | <p><b>Read the blog post and fill in the gaps with the missing information:</b></p> <p style="text-align: center;"><b>Memories of a non-digital era</b></p> <p>I was helping my dad get rid of old stuff in the attic when we found an old computer. It was so big and old-fashioned! He told me it belonged to his older brother when he was a boy. When he left home, he gave Dad the computer to write essays for his homework. Dad explained that that was about all he could do on it! The internet didn't exist when he was younger, so he couldn't spend time chatting online or posting messages on social media. Imagine!</p> <p>When he wanted to chat to a friend he used the house phone because mobile phones weren't common. Only rich businessmen had them and they were large and heavy. So when Dad made plans to meet a friend, he had to hope they remembered where and when to meet on the day because they couldn't contact each other. If his friend was late, he had to wait. It happened a lot! And while he was waiting, he didn't play games on his phone because he didn't have one! How boring!</p> <p>Dad said my uncle lived in Australia, and the only time he spoke to his brother was once a year because telephone calls were so expensive. Instead, they wrote letters to each other. Now, you can video call anyone in the world for free! Dad said he hadn't realized how much life has changed because of technology until he found all his old stuff!</p> <p>10 The blogger was _____ her dad to tidy up the _____.</p> <p>11 The computer that they found was _____ and _____.</p> <p>12 The computer _____ to her dad's _____ brother.</p> <p>13 Most people didn't have _____ when her dad was young.</p> <p>14 In the past, people often wrote letters because phone _____ were much more _____ than they are today.</p> |

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|----------------------|---|---------------|---------------|--------------|--------------------------|-----------------|--------------|---------------|------------------------|-------------|-----------------------------------|
| <p><b>УК-4.2</b></p> | <p><b>15. Choose linkers which introduce the reason:</b></p> <p>a) as<br/>b) so<br/>c) but<br/>d) because<br/>e) if</p>   |               |               |              |                          |                 |              |               |                        |             |                                   |
| <p><b>УК-4.2</b></p> | <p><b>16. Put the phrases in the correct order to make a letter of application:</b></p> <p>1) ____ I have a Master's in PR and five years' experience leading a public relations project based in Surgut. I have the ability to work long hours and excellent problem-solving skills.</p> <p>2) ____ Yours faithfully,</p> <p>3) ____ I look forward to hearing from you soon about a possible job interview.</p> <p>4) ____ Please see my attached CV for more information about my qualifications and experience.</p> <p>5) ____ Inna Koptyakova</p> <p>6) ____ Dear Sir/ Madam,</p> <p>7) ____ I'm writing with regard to the position of a PR-specialist you advertised on your website. I have many of the qualifications you are looking for and am interested in applying for the above job.</p> |               |               |              |                          |                 |              |               |                        |             |                                   |
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| 1) жалоба            | a) employee   |               |               |              |                          |                 |              |               |                        |             |                                   |
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| 3) сотрудник         | c) complaint  |               |               |              |                          |                 |              |               |                        |             |                                   |
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| 5) цель              | e) participant  |               |               |              |                          |                 |              |               |                        |             |                                   |
| <p><b>УК-4.3</b></p> | <p><b>Translate the words in brackets into English:</b></p> <p>Motivation is one of the deciding factors in every single job 19) _____ (собеседование). Do you apply for a job just because you want to earn money, or graduated from the field? Do you apply only because you need a</p>   |               |               |              |                          |                 |              |               |                        |             |                                   |

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|  | <p>job, or do you really want to have this particular position? Your 20) _____ (цель) is to convince the 21) _____ (работодателя) that you genuinely want to work for them, and that you have a good reason for choosing their offer (and not an offer of one of their competitors).</p> <p>Pre-interview research should help you to 22) _____ (найти) a good answer. You should learn something about the working environment, their vision and goals, the value they bring to their customers and business partners. Try to 23) _____ (искать) something that goes beyond your personal role in the company, something you can praise, something that resonates with you.</p> |
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| <b>Проверяемая компетенция</b> | <b>Задания и варианты ответов</b>  |
|--------------------------------|--|
| <b>УК-4.2</b>                  | <p><b>1. Choose the correct option.</b><br/> My parents _____ me to tidy my bedroom.<br/> a) explained<br/> b) asked<br/> c) offered<br/> d) announced</p>             |
| <b>УК-4.2</b>                  | <p><b>2. Choose the correct option.</b><br/> The robbers _____ the shopkeeper to keep quiet.<br/> a) ordered<br/> b) complained<br/> c) agreed<br/> d) admitted</p>    |
| <b>УК-4.2</b>                  | <p><b>3 Choose the correct option.</b><br/> The new laptop didn't work. I _____ to pay for it.<br/> a) explained<br/> b) denied<br/> c) complained<br/> d) refused</p> |
| <b>УК-4.2</b>                  | <p><b>4 Choose the correct option.</b><br/> He lost his job _____ his lateness.<br/> a) despite<br/> b) although<br/> c) because<br/> d) because of</p>                |
| <b>УК-4.2</b>                  | <p><b>5 Choose the correct option.</b></p>   |



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|                      | <p>He loves his job _____ the low salary.</p> <p>a) because<br/>b) although<br/>c) despite<br/>d) because of</p>   |
| <p><b>УК-4.2</b></p> | <p><b>6. Подберите термин для определения:</b><br/>A clever way of expressing an idea to make it seem better than it really is (especially in politics) is called:</p> <p>a) release<br/>b) spin<br/>c) issue<br/>d) image</p>   |
| <p><b>УК-4.2</b></p> | <p><b>7. Read the letter and choose the correct answer:</b><br/><b>To:</b> Heidi<br/><b>From:</b> Ruth<br/>Congratulations on the new job. Do you think they would take me as well? Like you, I'm available until September. Could you tell them about me?</p> <p>a) Heidi will start her new job in September.<br/>b) Ruth wants Heidi to help her find employment.<br/>c) Ruth wants to talk to Heidi's boss about her (Ruth).</p>   |
| <p><b>УК-4.2</b></p> | <p><b>Стр 178-179 adverts PET</b><br/><b>8. Choose the correct answer:</b><br/>Rachel wants to travel in Europe. There are 3 advertisements. Decide which advertisement would be the most suitable for Rachel.</p> <p>Rachel wants to travel in Europe but she has very little money. She is free for nine months before she goes to university.</p> <p><b>A. <i>Our business is your pleasure.</i></b> See the best of southern Europe in a fortnight. Air-conditioned coach tours visit the most beautiful and historic cities in Spain, Southern France and Italy. Spend each night in a comfortable hotel with a swimming pool and enjoy the local food in a carefully chosen restaurant. Special prices for families and single travellers.</p> <p><b>B. <i>Would you like to spend six months travelling in southern Europe?</i></b><br/>American family requires nanny to help with their children. We will pay for all meals, travel costs and give you £30 pocket money a week. The right attitude is more important than qualifications or experience. Interviews next week. Phone for further information.</p> <p><b>C. <i>Leave everything to us.</i></b> If you are a business traveller and frequently need to travel to France or Italy but don't have time to spend booking tickets, call Quick-ticket now. We store all your details on our computer:</p> |

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|  | how you prefer to travel, usual destinations, etc. All you do is call or email one day before your journey.   |  |   |
| <b>УК-4.2</b>  | <p><b>9. Fill in the gap with the missing prepositions:</b></p> <p>Our director is waiting _____ his colleague to start the meeting.</p>  |  |   |
| <b>УК-4.2</b>  | <p><b>10. Fill in the gaps with the words from the list:</b></p> <p>opinion, market, asset, impact</p> <p style="text-align: center;"><b>What is Public Relations?</b></p> <p>Every organisation depends on its reputation for survival and success. Customers, suppliers, employees, investors, journalists and regulators can have a powerful _____. They all have a/an _____ about the organisations they come into contact with - whether good or bad, right or wrong. These perceptions will drive their decisions about whether they want to work with, shop with and support these organisations. In today's competitive _____ and uncertain economic climate reputation can be a company's biggest _____ – the thing that makes you stand out from the crowd and gives you a competitive edge.</p>  |  |   |
| <b>УК-4.2</b>  | <p><b>11-15 Заполните пробелы подходящими словами:</b></p> <p style="text-align: center;"><b>Advertising</b></p> <p>When a company wants to (11) .... (a) <i>increase</i> b) <i>correct</i> c) <i>rise</i> d) <i>create</i>) the sales of a product, it will usually advertise. An advertisement (12) ... (a) <i>says</i> b) <i>indicates</i> c) <i>tells</i> d) <i>announces</i>) us what products are available and it also (13) ... (a) <i>approves</i> b) <i>suggests</i> c) <i>wins</i> d) <i>persuades</i>) us to buy a particular product.</p> <p>Today's television advertisements (14) ... (a) <i>arrive</i> b) <i>pass</i> c) <i>reach</i> d) <i>spread</i>) millions of people, but the first forms of advertising were much more local. Market trades shouted out what they had for sale and large signs (15) ... (a) <i>has</i> b) <i>were</i> c) <i>had</i> d) <i>are</i>) displayed outside shops.</p> |  |   |
| <b>УК-4.2</b>  | <p><b>16. Продолжите фразу:</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 5px;">           1. to communicate<br/>           2. to announce<br/>           3. to contribute<br/>           4. to handle<br/>           5. to adapt         </td> <td style="width: 50%; padding: 5px;">           a) crisis management issues<br/>           b) a message<br/>           c) to changes<br/>           d) a company's latest news<br/>           e) to a company's image         </td> </tr> </table>   | 1. to communicate<br>2. to announce<br>3. to contribute<br>4. to handle<br>5. to adapt | a) crisis management issues<br>b) a message<br>c) to changes<br>d) a company's latest news<br>e) to a company's image |
| 1. to communicate<br>2. to announce<br>3. to contribute<br>4. to handle<br>5. to adapt | a) crisis management issues<br>b) a message<br>c) to changes<br>d) a company's latest news<br>e) to a company's image   |  |   |
| <b>УК-4.3</b>  | <p><b>17. Какие союзы переводятся «хотя»:</b></p> <p>a) so<br/> b) while<br/> c) that's why<br/> d) though</p>  |  |   |

|                                       |  |                                       |                  |                        |                        |                 |              |                  |                 |               |                              |  |                 |
|---------------------------------------|--|---------------------------------------|------------------|------------------------|------------------------|-----------------|--------------|------------------|-----------------|---------------|------------------------------|--|-----------------|
|                                       | e) although<br>f) however  |                                       |                  |                        |                        |                 |              |                  |                 |               |                              |  |                 |
| <b>УК-4.3</b>                         | <p><b>18. Put the phrases in the correct order to make a transactional letter of complaint:</b></p> <p>1) ____ Having paid for your all-inclusive package, we were upset when your coach didn't come on time to take us to the hotel. To make matters worse, our room didn't have a nice view at all. In fact, there was only a small window.</p> <p>2) ____ Yours faithfully,</p> <p>3) ____ I feel that I should be fully compensated for my great disappointment with this holiday. I look forward to a reply at your earliest convenience.</p> <p>4) ____ In addition, the food was tasteless and the service was extremely slow. What is more, we couldn't use the swimming pool because it was being cleaned. It remained closed during my holiday.</p> <p>5) ____ Tatyana Grishenkova</p> <p>6) ____ Dear Sir/ Madam,</p> <p>7) ____ I'm writing to express my strong dissatisfaction with the holiday I had at your hotel in June.</p> |                                       |                  |                        |                        |                 |              |                  |                 |               |                              |  |                 |
| <b>УК-4.3</b>                         | <p><b>19. Подберите словам эквиваленты на русском языке:</b></p> <table border="0"> <tr> <td>1) to obtain</td> <td>a) обеспечивать</td> </tr> <tr> <td>2) to influence</td> <td>b) решать, справляться</td> </tr> <tr> <td>3) to handle</td> <td>c) влиять</td> </tr> <tr> <td>4) to facilitate</td> <td>d) получать</td> </tr> <tr> <td>5) to provide</td> <td>e) облегчать, способствовать</td> </tr> <tr> <td></td> <td>f) продвигать</td> </tr> </table>   | 1) to obtain                          | a) обеспечивать  | 2) to influence        | b) решать, справляться | 3) to handle    | c) влиять    | 4) to facilitate | d) получать     | 5) to provide | e) облегчать, способствовать |  | f) продвигать   |
| 1) to obtain                          | a) обеспечивать  |                                       |                  |                        |                        |                 |              |                  |                 |               |                              |  |                 |
| 2) to influence                       | b) решать, справляться   |                                       |                  |                        |                        |                 |              |                  |                 |               |                              |  |                 |
| 3) to handle                          | c) влиять  |                                       |                  |                        |                        |                 |              |                  |                 |               |                              |  |                 |
| 4) to facilitate                      | d) получать  |                                       |                  |                        |                        |                 |              |                  |                 |               |                              |  |                 |
| 5) to provide                         | e) облегчать, способствовать   |                                       |                  |                        |                        |                 |              |                  |                 |               |                              |  |                 |
|                                       | f) продвигать  |                                       |                  |                        |                        |                 |              |                  |                 |               |                              |  |                 |
| <b>УК-4.3</b>                         | <p><b>20. Подберите словам эквиваленты на английском языке:</b></p> <table border="1"> <tr> <td>1) осведомлённость, информированность</td> <td>a) proliferation</td> </tr> <tr> <td>2) надёжность, доверие</td> <td>b) variety</td> </tr> <tr> <td>3) рост (числа)</td> <td>c) awareness</td> </tr> <tr> <td>4) разнообразие</td> <td>d) contribution</td> </tr> <tr> <td>5) вклад</td> <td>e) credibility</td> </tr> <tr> <td></td> <td>f) announcement</td> </tr> </table>   | 1) осведомлённость, информированность | a) proliferation | 2) надёжность, доверие | b) variety             | 3) рост (числа) | c) awareness | 4) разнообразие  | d) contribution | 5) вклад      | e) credibility               |  | f) announcement |
| 1) осведомлённость, информированность | a) proliferation   |                                       |                  |                        |                        |                 |              |                  |                 |               |                              |  |                 |
| 2) надёжность, доверие                | b) variety   |                                       |                  |                        |                        |                 |              |                  |                 |               |                              |  |                 |
| 3) рост (числа)                       | c) awareness   |                                       |                  |                        |                        |                 |              |                  |                 |               |                              |  |                 |
| 4) разнообразие                       | d) contribution  |                                       |                  |                        |                        |                 |              |                  |                 |               |                              |  |                 |
| 5) вклад                              | e) credibility   |                                       |                  |                        |                        |                 |              |                  |                 |               |                              |  |                 |
|                                       | f) announcement  |                                       |                  |                        |                        |                 |              |                  |                 |               |                              |  |                 |

|                                |   |
|--------------------------------|---|
| <b>Проверяемая компетенция</b> | <b>Задания и варианты ответов</b>   |
| <b>УК-4.2</b>                  | <p><b>1. Choose the correct option:</b></p> <p>Our teacher ____ that a new student was going to join the class.</p> <p>a) announced</p> |

|               |   |
|---------------|---|
|               | <p>b) ordered<br/>c) offered<br/>d) asked</p>   |
| <b>YK-4.2</b> | <p><b>2. Choose the correct option:</b><br/>My brother _____ that he had broken the glass, and said he was sorry.<br/>a) asked<br/>b) offered<br/>c) admitted<br/>d) ordered</p>  |
| <b>YK-4.2</b> | <p><b>3. Choose the correct option:</b><br/>Sam _____ that his pizza wasn't hot enough.<br/>a) refused<br/>b) complained<br/>c) asked<br/>d) offered</p>  |
| <b>YK-4.2</b> | <p><b>4 Choose the correct option:</b><br/>He failed the test _____ hard times at his work.<br/>a) although<br/>b) in spite of<br/>c) because<br/>d) because of</p>   |
| <b>YK-4.2</b> | <p><b>5 Choose the correct option:</b><br/>Sam is really popular _____ he is often rude to people.<br/>a) because<br/>b) although<br/>c) despite<br/>d) because of</p>  |
| <b>YK-4.2</b> | <p><b>6. Read the advertisement:</b></p> <p style="text-align: center;">BUY THREE BOOKS,<br/>GET THE CHEAPEST ONE FREE.<br/>Offer available one week only from today.</p> <p>a) You can get three books at half their normal price after today.<br/>b) You only get a discount when you buy two books.<br/>c) You don't pay for one book if you buy two others as well today.</p> |
| <b>YK-4.2</b> | <p><b>7. Choose the correct answer:</b></p> <p>The Roberts family want to see as much as possible in Europe but have only two weeks. They want someone else to make all the hotel and travel arrangements for them. There are 4 advertisements. Decide which advertisement would be the most suitable for Robert.</p>   |

**A. *Take the worry out of your holiday in France, Italy or Spain and save money on hotels and petrol.*** On our ten-day holidays, you cycle on paths between campsites. When you arrive, everything is ready for you: tent, barbecue and swimming pool! You can organise dates to suit your family. And you'll get fit in beautiful countryside.

**B. *Our business is your pleasure.*** See the best of southern Europe in a fortnight. Air-conditioned coach tours visit the most beautiful and historic cities in Spain, Southern France and Italy. Spend each night in a comfortable hotel with a swimming pool and enjoy the local food in a carefully chosen restaurant. Special prices for families and single travellers.

**C. *Leave everything to us.*** If you are a business traveller and frequently need to travel to France or Italy but don't have time to spend booking tickets, call Quick-ticket now. We store all your details on our computer: how you prefer to travel, usual destinations, etc. All you do is call or email one day before your journey.

**D. *Planning to travel in Europe this summer?*** We are three students looking for a fourth to share costs travelling by car and camping for about six weeks. We have planned our route through five countries but would be prepared to make some changes.

УК-4.2

**8. *Fill in the gap with the missing preposition:***

Famous people can't afford to make any mistakes \_\_\_ public.

УК-4.2

**9. *Fill in the gap with the missing preposition:***

I sometimes spend 24 hours \_\_\_ work without a break.

УК-4.2

**10. *Продолжите фразу:***

- |                 |                |
|-----------------|----------------|
| 1. to increase  | a) a task      |
| 2. to support   | b) attention   |
| 3. to encourage | c) sales       |
| 4. to draw      | d) interest    |
| 5. to perform   | e) a viewpoint |



УК-4.2

**11. *Fill in the gaps with the words from the list:***

requires, advances, responds, creates

**What is PR?**

Public relations communicates the news, influences the news, receives

|               |  |
|---------------|--|
|               | <p>the news, and _____ to the news for a brand via the media.<br/> PR has evolved with technological _____ and its role in management has increased.<br/> Public Relations _____ fact-based conversations, events and activities conceived to generate positive image and target audience buy-in.<br/> Public relations _____ a creative and concise approach, with a deep sense of the art of story-telling through our emotions and humanity.</p>  |
| <b>УК-4.2</b> | <p><b>12-17 Заполните пробелы подходящими словами:</b></p> <p style="text-align: center;"><b>Advertising</b></p> <p>Modern advertising began about 150 years ago, (12) ... (a) <i>which</i> b) <i>whether</i> c) <i>why</i> d) <i>when</i>) factories started producing goods (13) ... (a) <i>in</i> b) <i>at</i> c) <i>for</i> d) <i>by</i>) large quantities. Before long, advertisements for a wide (14) ... (a) <i>area</i> b) <i>row</i> c) <i>range</i> d) <i>pack</i>) of products appeared in national newspapers.<br/> Nowadays, we see many different (15) ... (a) <i>methods</i> b) <i>kinds</i> c) <i>systems</i> d) <i>ways</i>) of advertisements. They can appear on the sides of vehicles and on the clothes we wear as well as on television and radio. But the (16) ... (a) <i>aim</i> b) <i>plan</i> c) <i>attempt</i> d) <i>wish</i>) of all advertisements is the same. They try to (17) ... (a) <i>pull</i> b) <i>achieve</i> c) <i>bring</i> d) <i>attract</i>) our attention and get us to buy a particular product.</p> |
| <b>УК-4.3</b> | <p><b>18. Какие союзы переводятся «несмотря на»:</b></p> <p>a) though<br/> b) while<br/> c) despite<br/> d) however<br/> e) in spite of<br/> f) until</p>  |
| <b>УК-4.3</b> | <p><b>19. Put the phrases in the correct order to make a transactional letter of apology:</b></p> <p>1) _____ Due to my absence at the time, I was unable to apologise to you in person. However, I always take such incidents extremely seriously and, following your letter of complaint, the member of staff has been severely reprimanded. You can rest assured that he will be treating our customers quite differently in future.</p> <p>2) _____ Yours sincerely,</p> <p>3) _____ I hope that this incident will not deter you from using our store in future. In an attempt to make up for the inconvenience caused, we are sending you a complimentary gift.</p> <p>4) _____ Peter Brown (Manager)</p> <p>5) _____ Dear Mr Johnson,</p> <p>6) _____ I'm writing to you to apologise for the disgraceful behaviour of a member of our staff towards you on Saturday April 23<sup>rd</sup>. I</p>   |

|               |   |  |
|---------------|---|--|
|               | realise how much this must have upset you, and I have that we can resolve the matter agreeably. |  |
| <b>УК-4.3</b> | <b>20. Подберите словам их эквиваленты на русском языке:</b>                                    |  |
|               | 1) favorable<br>2) essential<br>3) mutual<br>4) considerable<br>5) valuable                     | a) взаимный<br>b) ценный<br>c) значительный<br>d) благосклонный<br>e) важный (= important) |
| <b>УК-4.3</b> | <b>21. Подберите словам их эквиваленты на английском языке:</b>                                 |  |
|               | 1) profit<br>2) rival<br>3) peer<br>4) customer<br>5) influence                                 | a) клиент<br>b) влияние<br>c) коллега, ровня<br>d) соперник<br>e) прибыль, выгода          |