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NATIONAL UNIVERSITY OF PHARMACY

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Professional
English for Business:
Intelligent Business
self-study book
(for Pre-Intermediate level students)

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The main objective of the self-study book is to develop students' ability to use English as a means of professional communication and self-education, which involves mastering the skills of extracting and processing information from a foreign language source, as well as oral communication skills necessary to discuss economic issues with foreign colleagues.

The manual contains lexical and vocabulary exercises in such disciplines as economics, marketing, management.

The self-study book is designed for independent work of 1st year economics students.

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PREFACE

As the workplace is becoming more and more international, it is increasingly important for people to learn business English if they want to succeed. But in addition to the language, it is important to be familiar with key business concepts and developments, and to understand how business works in different cultures. Modern requirements for an intellectual, professional, competitive specialist in connection with the development of international contacts, business and partnerships between businessmen, managers and enterprises of other countries pose a challenge to professors of higher education institutions to develop appropriate skills of speech communication in a foreign language.

This self-study book is designed to meet the requirements of the English language program for non-linguistic specialties. Its purpose is to develop students' skills and ability to read English professional literature, as well as to conduct conversations on professional topics. This manual is a workshop on a course of economic English vocabulary and is intended for the first year students of pharmaceutical universities studying in the specialty “Economics”, “Management”, “Marketing” who have some knowledge of the high school curriculum and continue to study professional English at a higher education institution.

Each unit of this self-study book has a central theme and specific practical goals for developing language skills. The communicative nature of the exercises develops students' speech activity in situations related to a particular topic. The texts and sentences by specialty are selected in such a way as to stimulate mental activity, intellectual development of the personality, to promote the motivation of learning activities in a foreign language.

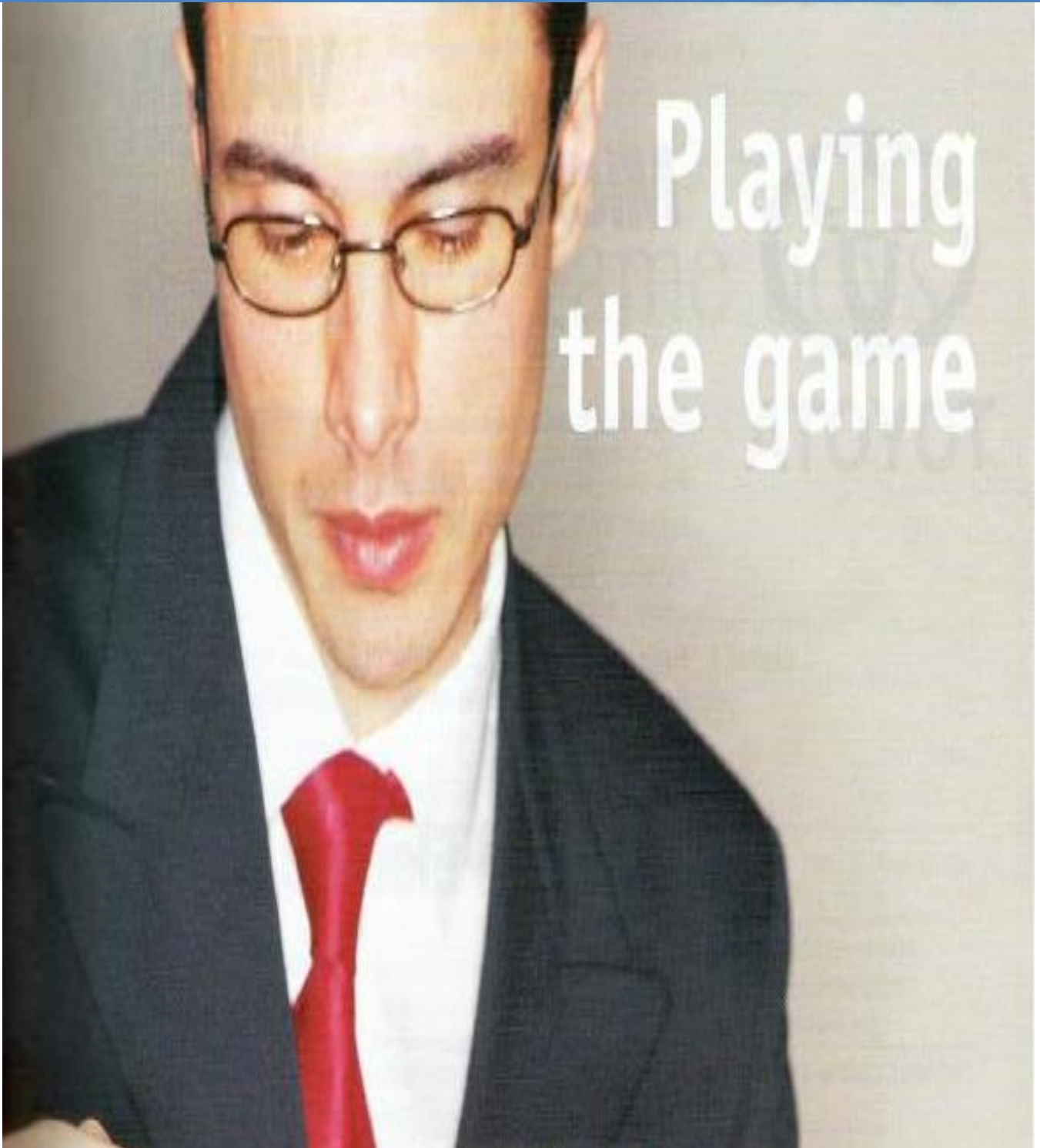
The self-study book has such structure as 15 units that contain materials on economic disciplines (Economics, Management, Marketing). Each unit consists of two parts: vocabulary and lexical exercises. This self-study book also contains answer key.

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Unit 1 Activities



Vocabulary

| | | |
|-------------------------------------|-----------------------------|--------------------------------|
| company | компанія | компания |
| organization | організація | организация |
| department | відділ, відділення | отдел |
| meeting | збори, засідання | заседание, собрание |
| market | ринок | рынок |
| activity | діяльність | деятельность |
| founder | засновник | основатель |
| co-founder | співзасновник | соучредитель |
| partner | партнер, компаньйон | партнер, компаньон |
| client | клієнт | клиент |
| manager | керівник | управляющий, руководитель |
| accountant | бухгалтер | бухгалтер |
| economist | економіст | экономист |
| to deal with | мати справу з чимось | иметь дело с чем-либо |
| to design | розробляти, проектувати | разрабатывать, проектировать |
| to develop | 1. розвивати; 2. розробляти | 1. развивать; 2. разрабатывать |
| development | 1. розвиток; 2. розробка | 1. развитие; 2. разработка |
| to diversify | урізноманітнити | разнообразить |
| diversification | різноманітність | разнообразие |
| employment | служба, зайнятість, робота | служба, занятие, работа |
| to employ = to hire | наймати, давати роботу | нанимать, трудоустраивать |
| employer | роботодавець | работодатель |
| employee | службовець, працівник | служащий, сотрудник |
| goods | товари | товары |
| to set up = to found | засновувати | учреждать, основывать |
| to run a business | керувати підприємством | управлять предприятием |
| industry | промисловість | промышленность |
| industrial | промисловий | промышленный |
| to manufacture = to produce | виробляти | производить |
| manufacturer = producer | виробник | производитель |
| responsibility | відповідальність | ответственность |
| to be responsible (for smth) | бути відповідальним за | быть ответственным за что-то |
| to be in charge (of smth) | бути відповідальним за | быть ответственным за что-то |
| retailer | роздрібний торгівець | розничный торговец |
| sector | сектор, галузь, сфера | сектор, отрасль, сфера |
| service | послуга, обслуговування | услуга, обслуживание |
| team | команда | команда |
| idea | ідея | идея |
| career | кар'єра | карьеря |
| to specialize | спеціалізуватися | специализироваться |
| sky-rocketing | швидкозростаючий | быстрорастущий |
| exciting | захоплюючий | захватывающий |
| worldwide | всесвітній, по всьому світу | всемирный, по всему миру |
| understanding | розуміння | понимание |
| misunderstanding | неправильне розуміння | неправильное понимание |
| advantage | перевага, вигода | преимущество, польза |
| disadvantage | недолік, вада | недостаток |

**1. Give the transcription of the words below.
Translate these words.**

| | | | |
|--------------|-------|---------------|-------|
| disadvantage | | employee | |
| retailer | | idea | |
| to diversify | | exciting | |
| to design | | manufacturer | |
| client | | to specialize | |

2. Translate the following words into English.

| | | | |
|------------------------|-------|------------------------|-------|
| неправильне розуміння | | служба, робота | |
| співзасновник | | мати справу з | |
| різноманітність | | відділ | |
| швидкозростаючий | | бухгалтер | |
| бути відповідальним за | | керувати підприємством | |

3. Fill in the missing letters and translate the words.

| | | | |
|---------------|-------|----------------|-------|
| o_gani_tion | | go__s | |
| d_v_lop_ent | | _er_ice | |
| _nder__anding | | a__ivity | |
| __dustry | | re_pon_ibility | |
| m__ting | | a_van_a_e | |

4. Read and translate the words.

State and underline the odd words in each group.

1. economist, partner, founder, employer, manager, client, co-founder, accountant.
2. company, to set up, to be responsible for, to deal with, advantage, to employ, to manufacture, to hire, sector, to diversify, to develop, to found.
3. meeting, company, industrial, career, organization, worldwide, team, market.

5. Word building. What do you call someone who does the following? Pay attention to the suffixes of the nouns.

| | | | |
|------------|----------|----------------|-------|
| to employ | employee | to manage | |
| to found | | to manufacture | |
| to account | | to retail | |

Lexical exercises

6. Choose the best definition for these words.

| | |
|------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| 1. MRI | a) a pharmacist who makes drugs prescribed by doctors for specific patients. |
| 2. clinical pharmacist | b) the highest University Degree in the pharmacy field. |
| 3. compounding pharmacist | c) a science or practice of the diagnosis, treatment, and prevention of disease. |
| 4. Doctor of Pharmacy | d) a postgraduate Academic Degree which is awarded for a program in the pharmacy field. |
| 5. CT scan | e) a medical imaging technique used in radiology to create detailed images of the organs and tissues within the body. |
| 6. medicine | f) a pharmacist who works in companies that manufacture medicines. |
| 7. academic pharmacist | g) a pharmacist who works with medical professionals and sick patients on drugs and toxicity. |
| 8. poison control pharmacist | h) a full-time faculty member of an educational institute (e.g. University, Polytechnic, etc.). |
| 9. Master of pharmacy | i) a medical imaging procedure that can reveal anatomic details of internal organs that cannot be seen in conventional X-rays. |

7. Match the two parts of sentences and translate them. Pay attention to the highlighted words.

1. Originally – during the 19th century and the beginning of the 20th century "**pharmacognosy**" was used to define the branch of medicine or commodity sciences which deals with drugs in their crude, or unprepared, form. **2. Analytical chemistry** consists of classical, wet chemical methods such as precipitation, extraction, and distillation and modern, instrumental methods which may be used to separate samples using chromatography, electrophoresis or field flow fractionation. **3.** Since the advent of nanotechnology and analytical tools, which have evolved across recent decades, **physical and colloid chemistry** or “nano-chemistry” has become essential for high-level research in various disciplines. **4.** Getting a master’s degree in **pharmaceutical chemistry** with course topics like bioethics; synthetic medicinal chemistry; drug biotransformation and molecular mechanisms of toxicity; natural medicine products; and more can help lab technicians or research assistants move up to the next level in their careers.

8. Use the words from the box to complete the sentences.

career activities runs diversifying company manufacturer
worldwide employs advantages founded

Here's the educational path to becoming a _____. This is the traditional path so yours may vary. After you've gotten your high school _____ or equivalent, you'll need to go to college and complete a _____. Then, you'll take the PCAT at an aptitude test for pharmacists based on your score in college grades. You'll attend a farm deep program where you'll get your _____ degree. This will take three or four years. After you finish your education, you may need to complete a residency, getting on-the-job experience. Finally, you'll need to pass the North American pharmacist licensure exam or NAPLEX and the multi-state _____ jurisprudence exam. After that you are on the job. _____ is a field that's expected to keep growing as our population ages.

The educational path to becoming a _____. This is the traditional path so yours may vary. After you've gotten your high school _____ or equivalent, you'll need to go to college and complete a _____. Then, you'll take the PCAT at an aptitude test for pharmacists based on your score in college grades. You'll attend a farm deep program where you'll get your _____ degree. This will take three or four years. After you finish your education, you may need to complete a residency, getting on-the-job experience. Finally, you'll need to pass the North American pharmacist licensure exam or NAPLEX and the multi-state _____ jurisprudence exam. After that you are on the job. _____ is a field that's expected to keep growing as our population ages.

9. Underline the two verbs that you could use to complete each sentence.

- | | | | |
|-------------------|-----------------------|--------------------|-------------------------------------------------------------------------------------------------------------|
| a. <u>employs</u> | b. designs | c. hires | 1. <i>Philip Morris</i> American tobacco company 77,400 people worldwide. |
| a. manufactures | b. produces | c. deals with | 2. <i>Nike</i> sports shoes. |
| a. specializes | b. is responsible for | c. is in charge of | 3. This manager of our company his R&D department. |
| a. developed | b. set up | c. founded | 4. <i>Alibaba Group</i> , a Chinese retail, Internet, e-commerce and technology company, was in 1999. |

10. *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

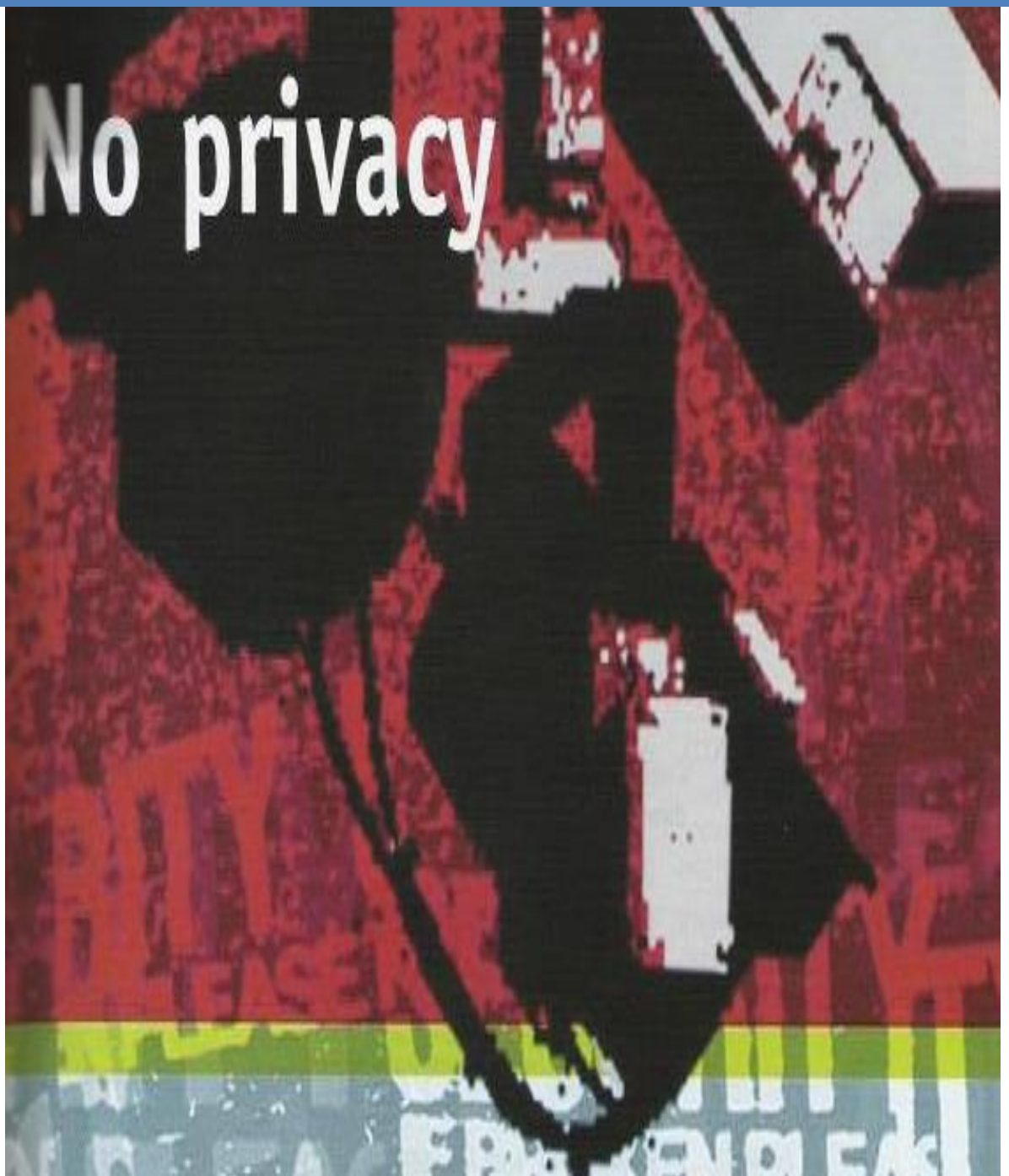
1. Hospital pharmacists produce _____ medicines allowing for specific and individual treatment for every patient.
2. Hospital pharmacists are also involved with cutting edge _____ treatments for rare diseases and cancer treatments.
3. At all hours of the day and night patients in the _____ have the medicines they need.
4. Everyone who comes to the Summit will help us to set out the future direction of the profession, how it can further serve the _____ and enhance collaboration with other health professionals.
5. With this in mind we're inviting patients, the public, nurses, doctors and other _____ to come along and get involved.

| | | | | |
|----|------------------|-----------------|------------------|----------------|
| 1. | a. founded | b. run | c. developed | d. produced |
| 2. | a. retailers | b. founders | c. manufacturers | d. partners |
| 3. | a. sets up | b. deals with | c. hires | d. designs |
| 4. | a. managers | b. clients | c. accountants | d. employees |
| 5. | a. diversifies | b. manufactures | c. sets up | d. employs |
| 6. | a. sky-rocketing | b. exciting | c. worldwide | d. responsible |
| 7. | a. diversifying | b. industrial | c. meeting | d. exciting |

11. *Read and translate the sentences. Make new sentences with the words in bold.*

1. Christian Dior was a French fashion designer, best known as the **founder** of one of the world's top fashion houses, also called *Christian Dior*.
2. *The Boeing Company* is an American multinational corporation that **designs**, manufactures, and sells airplanes, rockets, satellites, telecommunications equipment and missiles worldwide.
3. *Mars* is an American **company** known for the confectionery and pet food items that it creates, such as Mars bars, Milky Way bars, M&M's, Snickers, Twix, Pedigree and Whiskas.
4. *Ferrari* is an Italian luxury sports car **manufacturer** based in Maranello, Italy.
5. *Auchan*, founded in 1961, is a French multinational retailer that selects its products and **producers**.
6. *Zara*, the largest company in the *Inditex group*, was founded in 1975 and today it is a Spanish **retailer** specializes in clothing, accessories, shoes, beauty and perfumes.

Unit 2 Data



Vocabulary

| | | |
|-------------------------------|-------------------------------|--------------------------------|
| to browse | проглядати | просматривать |
| data | дані, інформація | данные, информация |
| to protect data | захищати інформацію | защищать информацию |
| details | подробиці | подробности |
| database | база даних | база данных |
| file | 1. папка; 2. файл | 1. папка; 2. файл |
| to file | реєструвати, архівувати | регистрировать, архивировать |
| filing system | система реєстрації документів | система регистрации документов |
| information technology | інформаційна технологія | информационная технология |
| record | запис, реєстрація | запись, регистрация |
| to keep records | вести звітність | вести учет |
| research | дослідження, вивчення | исследование, изучение |
| market research | ринкові дослідження | рыночные исследования |
| to research | досліджувати, вивчати | исследовать, изучать |
| researcher | дослідник | исследователь |
| privacy | конфіденційність | конфиденциальность |
| security | безпека | безопасность |
| secure | безпечний | безопасный |
| to store | 1. запасати; 2. зберігати | 1. хранить; 2. сохранять |
| to collect | збирати | собирать |
| to update | оновлювати, модернізувати | обновлять, модернизировать |
| to monitor | слідкувати, відстежувати | следить, отслеживать |
| to generate | породжувати, викликати | порождать, вызывать |
| to search | шукати | искать |
| to handle information | обробляти інформацію | обрабатывать информацию |
| software | програмне забезпечення | программное обеспечение |
| hardware | апаратне забезпечення | аппаратное обеспечение |
| website | інтернет-сайт | интернет-сайт |
| screen | екран | экран |
| keyword | ключове слово | ключевое слово |
| password | пароль | пароль |
| click | клацання | щелчок |
| mouse | <i>інформ.</i> миша | <i>інформ.</i> мышь |
| search engine | пошукова система | поисковая система |
| virus | <i>інформ.</i> вірус | <i>інформ.</i> вирус |
| surveillance camera | камера стеження | камера слежения |
| tracking chip | чип відстеження | чип отслеживания |
| protection | захист | защита |
| buying habit | купівельна звичка | покупательская привычка |
| supplier | постачальник | поставщик |
| customer | покупець | покупатель |
| shopping mall | торгівельний центр | торговый центр |
| average | середньостатистичний | средний, среднестатистический |
| digital | <i>інформ.</i> цифровий | <i>інформ.</i> цифровой |
| vulnerable | вразливий, чуттєвий | уязвимый, чувствительный |
| benefit | вигода, користь | выгода, польза |
| convenience | зручність, комфорт | удобство, комфорт |

**1. Give the transcription of the words below.
Translate these words.**

| | | | |
|-------------|-------|------------|-------|
| data | | software | |
| convenience | | supplier | |
| secure | | hardware | |
| virus | | details | |
| research | | vulnerable | |

2. Translate the following words into English.

| | | | |
|--------------------|-------|----------------------|-------|
| база даних | | вигода, користь | |
| торгівельний центр | | вести звітність | |
| відстежувати | | середньостатистичний | |
| купівельна звичка | | камера стеження | |
| конфіденційність | | обробляти інформацію | |

3. Fill in the missing letters and translate the words.

| | | | |
|------------|-------|------------|-------|
| bro__e | | __cu_ity | |
| __ner_te | | __date | |
| k__word | | p__s_ord | |
| c__to_er | | d__it_l | |
| r_sea__her | | pro__c_ion | |

**4. Read and translate the words.
State and underline the odd words in each group.**

1. website, hardware, search engine, market research, click, keyword, screen, benefit, mouse, password, buying habit, virus, software.

2. to search, to file, record, to update, to research, to generate, to browse, to keep records, to collect, to store, file, to handle information, to protect data, to monitor.

3. tracking chips, privacy, protection, filing system, surveillance camera, security.

5. Underline the two verbs that can go with the nouns in bold.

| | | | |
|--------------------|-------------------|------------|-------------|
| data | <u>to collect</u> | to protect | to generate |
| records | to monitor | to keep | to update |
| information | to store | to handle | to research |
| details | to check | to browse | to keep |

Lexical exercises

6. Choose the best definition for these words.

| | |
|---------------------|----------------------------------------------------------------------------------------------------------------------|
| 1. Ankle | a) the food goes here when somebody swallows it. |
| 2. Ribs | b) covers almost the entire body and helps keep all the organs and muscles in place. |
| 3. Stomach | c) the finger next to the thumb; the first or index finger. |
| 4. Skin | d) a series of vertebrae extending from the skull to the small of the back. |
| 5. Vertebral column | e) flexible connective tissue which is more widespread in the infant skeleton, being replaced by bone during growth. |
| 6. Cartilage | f) the joint connecting the leg with the foot. |
| 7. Forearm | g) bones that protect the organs in the chest. |
| 8. Index | h) the part of a person's arm extending from the elbow to the wrist or the fingertips. |

7. Read and translate the sentences. Pay attention to the highlighted words.

1. He gently took her chin between his **forefinger** and his thumb and raised it so she could look him in the eyes. 2. This was a superb **boneless** fillet of fish, with a lovely garlic flavor through it. 3. The shoulder is the most mobile **joint** in the human body 4. The next day I finally got food in my **belly** and I kissed the one that fed me with all my heart. 5. All birds have an extensive air sac system in the **thorax** and abdomen. 6. It was feared that he may have brain damage and his injuries included broken ribs and a broken **jaw**. 7. Jason bent over and kissed her on the **temple**. 8. She sustained serious injuries including a broken ankle, pelvis, **hip** and injuries to the **spine**. 9. All the blood cells are formed in the marrow of the flat bones such as the skull, **breastbone** and pelvis. 10. He was tall and handsome, broad of shoulder, loose of **limb**; an athlete of grace and style.

8. Use the words from the box to complete the sentences.

records vulnerable habits market research handle privacy
hardware supplier average tracking chips

1. The bones give your body structure, let you move in many ways, protect your _____ and much, much more.
2. If you've ever seen a real skeleton or a _____ in the museum, you might think that all bones are dead.
3. The skull is made of many bones that fit together tightly _____ the brain and support the face.
4. The bones in your middle ear, the _____ or hammer, incus or anvil and _____ or stirrup, are the smallest bones in your body.
5. Strengthen your skeleton by drinking milk and eating other dairy products, like _____ cheese or frozen yogurt.

9. Read and translate the sentences. Underline the right words in italics.

The old human body has 206 of them. If you've ever seen a real skeleton or a fossil in the museum, you might think that all bones are dead. Although the bones and museums are dry, hard or crumbs, the bones in your body are differed. The bones that make up your skull are all very much alive, growing and changing all the time, like the parts of your body.

Joints are the places where **bones / bonds** meet. Different **kinds / finds** of joints allow you to move in different ways. Your knee can **bend / bond** in the middle but it can't swing from side to side. This **joint / joining** has a hinge like the one that allows you to open and close a door. Your **hips / lips** are ball-and-socket joints. They allow you to move your legs in all directions and **even / ever** turn them around. Your bones **help / helps** you out every day. So, make sure you take care of them.

The old human body has 206 of them. If you've ever seen a real skeleton or a fossil in the museum, you might think that all bones are dead. Although the bones and museums are dry, hard or crumbs, the bones in your body are differed. The bones that make up your skull are all very much alive, growing and changing all the time, like the parts of your body.

10. *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*



1. He gently took her chin between his **forefinger** and his thumb and raised it so she could look him in the eyes. 2. This was a superb **boneless** fillet of fish, with a lovely garlic flavor through it. 3. The shoulder is the most mobile **joint** in the human body 4. The next day I finally got food in my **belly** and I kissed the one that fed me with all my heart. 5. All birds have an extensive air sac system in the **thorax** and abdomen. 6. It was feared that he may have brain damage and his injuries included broken ribs and a broken **jaw**. 7. Jason bent over and kissed her on the **temple**. 8. She sustained serious injuries including a broken ankle, pelvis, **hip** and injuries to the **spine**. 9. All the blood cells are formed in the marrow of the flat bones such as the skull, **breastbone** and pelvis. 10. He was tall and handsome, broad of shoulder, loose of **limb**; an athlete of grace and style.

| | | | | |
|----|----------------|------------------|------------|---------------|
| 1. | a. IT | b. filing system | c. digital | d. protection |
| 2. | a. website | b. security | c. data | d. hardware |
| 3. | a. records | b. benefits | c. details | d. software |
| 4. | a. monitor | b. protect | c. handle | d. research |
| 5. | a. researchers | b. suppliers | c. mice | d. customers |

11. *Read and translate the sentences. Make new sentences with the words in bold.*

1. This is a paramedical treatment that promotes healing of wounds in soft tissues (muscles, tendons and ligaments). 2. Developers are exploring how to improve bacteria-elimination process in a washing machine having antibacterial function. 3. Facial parts are vital for human recognition and communication. 4. This cavernous organ, which can be engorged with blood¹, is presumed to be an important heat sink that can lower elevated body temperature. 5. “Abdominal fat” consists of a mass of adipose tissue² located in the abdominal cavity adjacent to the pelvic bones. 6. Organs contained within the upper cavity of the human trunk include lungs and heart. 7. There are a lot of boneless organs in the human body and the stomach is among them.

¹ *To engorge with blood* – faire le plein de sang (мед. наполняться кровью)

² *Adipose tissue* – tissu adipeux (m) (жировая ткань)

Unit 3 Etiquette

Bad manners at work

Keynotes

Etiquette is the name we give to the **rules** for being **polite** in a social group. Business etiquette is important for people who often have to make new **contacts** and **build relationships** in their work. **Politeness** can also help to **improve the working environment** for people in the same office. Some cultures and situations are **formal**, which means that we have to follow **rules**; other cultures and situations are more **informal**.



Vocabulary

| | | |
|------------------------------|----------------------------------|-------------------------------|
| contact | контакт, зв'язок | контакт, связь |
| appointment | побачення; зустріч | свидание; встреча |
| respect | повага, пошана | уважение, почтение |
| manner | манера (<i>поведінки тощо</i>) | манера, поведение |
| etiquette | етикет | этикет |
| polite | ввічливий, чемний | вежливый, любезный |
| impolite | неввічливий, нечемний | грубый, невежливый |
| rude | грубий, жорстокий | грубый, невоспитанный |
| politeness = courtesy | ввічливість | вежливость |
| hierarchy | ієрархія | иерархия |
| hierarchical | ієрархічний | иерархический |
| organization | організація | организация |
| organizational | організаційний | организационный |
| to organize | організувати | организовывать |
| punctual | пунктуальний, точний | пунктуальный, точный |
| punctuality | пунктуальність, точність | пунктуальность, точность |
| relationship | взаємини, стосунки | отношения, взаимосвязь |
| rule | правило, норма | правило, норма |
| status | статус, суспільний стан | статус, положение в обществе |
| subordinate | підлеглий | подчиненный |
| working environment | робоча обстановка | производственные условия |
| to shout | кричати (<i>на когось</i>) | кричать (<i>на кого-то</i>) |
| to admit | допускати, дозволяти | допускать |
| to apologize | вибачатися | извиняться |
| to offend | ображати, кривдити | обижать, оскорблять |
| to improve | поліпшувати | улучшать |
| to encourage | заохочувати | поощрять, способствовать |
| to respond | відповідати | отвечать |
| to ignore | ігнорувати | игнорировать |
| to postpone | відкладати, відстрочувати | откладывать |
| to avoid | уникати, ухилятися | избегать |
| to give a lift | підвозити | подвозить |
| society | суспільство | общество |
| survey | анкетування, огляд | опрос, анкетирование |
| impact | вплив, імпульс | влияние, импульс |
| stuffy | нудний, пуританський | нудный, старомодный |
| urgent | терміновий, негайний | неотложный, срочный |
| easy-going | безтурботний | беззаботный |
| considerate | тактовний, делікатний | деликатный, тактичный |
| honest | чесний | честный |
| satisfied | задоволений | удовлетворенный, довольный |
| formal | формальний | формальный |
| informal | неформальний | неформальный |
| order | замовлення | заказ |
| invoice | накладна, квитанція | накладная, квитанция |
| account | рахунок (<i>у банку</i>) | счет (<i>в банке</i>) |
| payment | оплата, платіж | платеж, оплата |

1. Give the transcription of the words below.
Translate these words.

| | | | |
|--------------|-------|--------------|-------|
| punctuality | | hierarchical | |
| urgent | | satisfied | |
| society | | invoice | |
| etiquette | | status | |
| to apologize | | courtesy | |

2. Translate the following words into English.

| | | | |
|---------------------|-------|---------------------------|-------|
| побачення, зустріч | | вплив, імпульс | |
| нудний, старомодний | | манера | |
| анкетування, огляд | | відкладати, відстрочувати | |
| повага, пошана | | робоча обстановка | |
| ієрархія | | взаємини, стосунки | |

3. Fill in the missing letters and translate the words.

| | | | |
|--------------|-------|-----------|-------|
| p__ment | | a__ount | |
| or__ni_ation | | _gno_e | |
| _li_eness | | _r_er | |
| _on_act | | en__ura_e | |
| su_ordi_a_e | | _le | |

4. Read and translate the words.
State and underline the odd words in each group.

1. polite, rude, organizational, honest, easy-going, urgent, punctual, urgent, impolite, considerate, formal, satisfied.

2. to avoid, to organize, to admit, informal, to give a lift, to offend, society, to shout, to respond, respect, to improve, to apologize, to postpone.

5. Word building. Add the suffixes to the nouns and adjectives. Pay attention to these suffixes.

| Adjective → Noun | | Noun → Adjective | |
|------------------|-------|------------------|-------|
| polite | | organization | |
| punctual | | hierarchy | |

Lexical exercises

6. Choose the best definition for these words.

| | |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Spinal cord | a) an abdominal organ involved in the production and removal of blood cells in most vertebrates and forming part of the immune system. |
| 2. Blood vessels | b) the part of the alimentary canal that connects the throat to the stomach; the gullet. |
| 3. Spleen | c) a tubular structure carrying blood through the tissues and organs; a vein, artery, or capillary. |
| 4. Sweet gland | d) each of a number of small swellings in the lymphatic system where lymph is filtered and lymphocytes are formed. |
| 5. Larynx | e) the small sac-shaped organ beneath the liver, in which bile is stored after secretion by the liver and before release into the intestine. |
| 6. Esophagus | f) the hollow muscular organ forming an air passage to the lungs and holding the vocal cords in humans and other mammals; the voice box. |
| 7. Gallbladder | g) a small gland that secretes sweat, situated in the dermis of the skin. |
| 8. Lymph node | h) tissue that is enclosed in the spine and connects nearly all parts of the body to the brain, with which it forms the central nervous system. |

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

1. He was rushed to Balboa, where doctors began extensive tests, including a lymph node and **bone marrow** biopsy. 2. When you urinate, the muscles around the **urethra** relax and the bladder tightens to squeeze urine out. 3. His goal is the purification and rejuvenation of the **colon**, because the colon is linked to all the other organs and tissues of the body. 4. An abscess may form around the **rectum** and anus causing pain and swelling. 5. The oesophagus is the medical name for the **gullet**. 6. If symptoms aren't improving in that time, see your doctor to make sure you don't have a bacterial infection in your lungs, larynx or **trachea** (windpipe). 7. Insulin is a hormone that is secreted by the **pancreas** in response to high glucose levels in the blood. 8. A small amount of urine drips constantly from your **kidneys** to your bladder through tubes called ureters. 9. Your body needs vitamin B12 in order to create red blood cells and keep the **nervous system** healthy. 10. The **lymphatic system** is a network of vessels which carry waste products and fluids away from tissues and organs

10. *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

BUSINESS ETIQUETTE FROM AROUND THE WORLD

_____ Brain functions include control, coordination, sensory reception, integration, speech production, storage and elaboration of thought and emotion.

_____ The essential function of lungs is to provide from inhaled air to the bloodstream and to exhale dioxide.

_____ This process involves breaking down, producing urea, filtering harmful and maintaining a proper level of glucose in the blood.

_____ The main purpose of the stomach is digestion of through production of gastric, breakdown, mix and churn the food into a thin liquid.

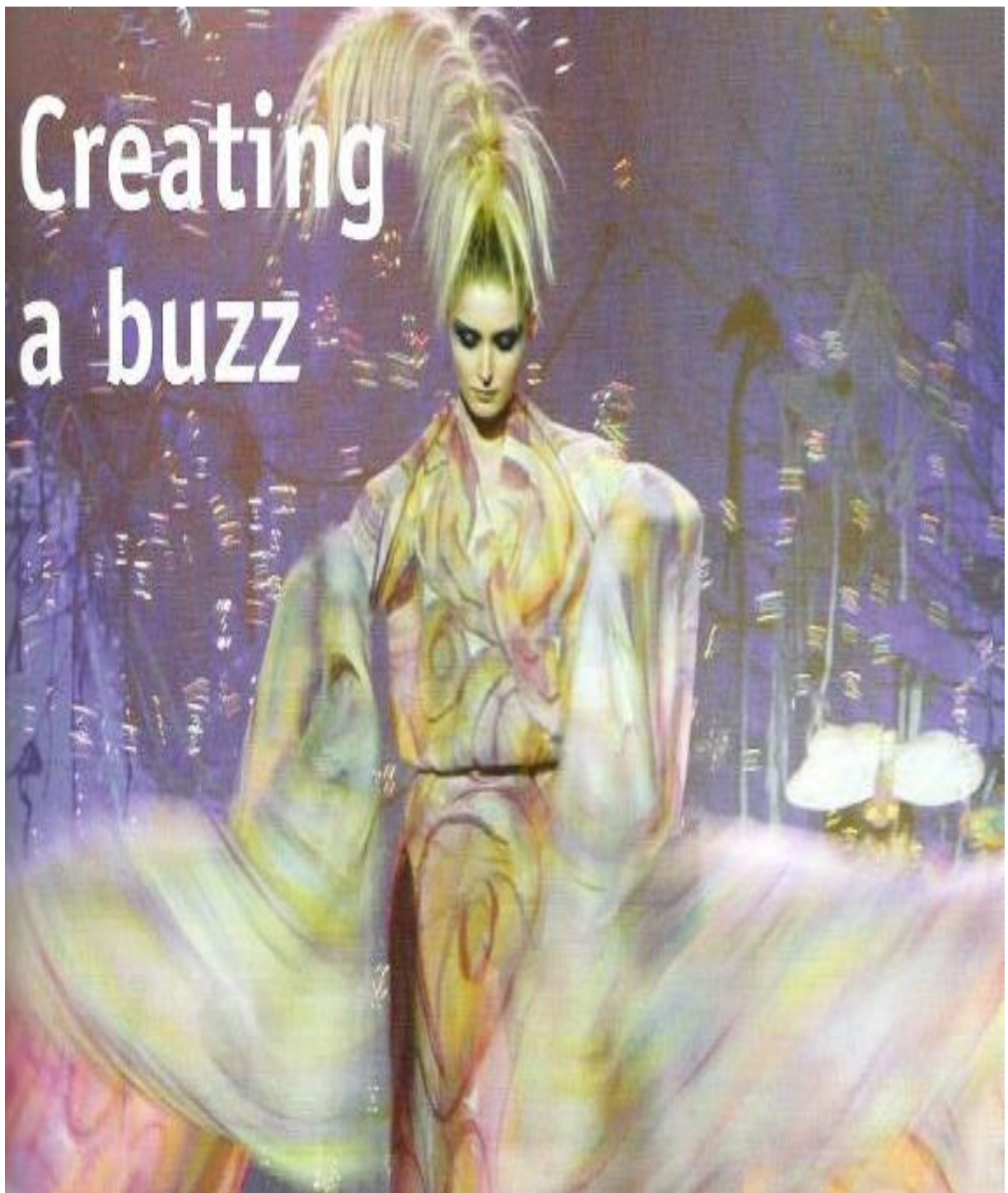
_____ The intestines are divided into two major, the small intestine and the intestine.

| | | | | |
|----|---------------|----------------|-----------------|-----------------|
| 1. | a. offend | b. improve | c. postpone | d. give a lift |
| 2. | a. urgent | b. considerate | c. rude | d. easy-going |
| 3. | a. politeness | b. rule | c. respect | d. punctuality |
| 4. | a. hierarchy | b. society | c. manner | d. survey |
| 5. | a. stuffy | b. impolite | c. polite | d. formal |
| 6. | a. ignore | b. shout | c. avoid | d. apologize |
| 7. | a. contact | b. etiquette | c. organization | d. relationship |

11. *Read and translate the sentences. Make new sentences with the words in bold.*

1. When harmful gases like carbon dioxide are released into the atmosphere they form a dense layer around the earth. 2. The nasal passages function as a filter and air conditioner to protect the lower airways. 3. Vital functions such as those of lungs and kidneys, or the exchange of components of the blood and tissue fluid at the capillaries, are critically dependent on the pressure achieved within the circulatory system. 4. When the urinary bladder fills, a signal is sent from the bladder to the brain via the spinal cord to initiate the urge to urinate. 5. Gastrointestinal tract, also called digestive tract or alimentary canal, pathway by which food enters the body and solid wastes are expelled. 6. Lymph nodes are small glands that filter lymph, the clear fluid that circulates through the lymphatic system.

Unit 4 Image



Vocabulary

| | | |
|-------------------------------|---------------------------------|--------------------------------|
| media | засоби інформації | средства информации |
| haute couture | висока мода | высокая мода |
| fashion house | будинок моди | дом моды |
| opinion | погляд, думка | взгляд, мнение |
| advertising | рекламування | рекламирование |
| advertising campaign | рекламна компанія | рекламная компания |
| to advertise | рекламувати | рекламировать |
| advertisement (advert) | реклама | реклама |
| brand | торгівельна марка, бренд | торговая марка, бренд |
| branding | створення образу бренда | создание образа бренда |
| image | імідж | имидж |
| buzz | 1. чутки; 2. цікавість, ажіотаж | 1. слухи; 2. интерес, ажиотаж |
| logo | логотип, фірмова символіка | логотип, фирменный знак |
| top-end | елітний, що коштує багато | элитный, высокостоящий |
| off-the-peg | готовий (<i>про одяг</i>) | готовый (<i>об одежде</i>) |
| hand-made | ручної роботи | ручной работы |
| loss leader | збитковий товар | убыточный товар |
| luxury | розкіш, предмет розкоші | роскошь, предмет роскоши |
| to be worth | бути гідним | стоит, быть стоящим |
| to persuade | переконувати | убеждать |
| to appeal | приваблювати | привлекать |
| to create | створювати, творити | создавать, творить |
| to promote | 1. просувати; 2. підвищувати | 1. продвигать; 2. повышать |
| promotion | 1. просування; 2. підвищення | 1. продвижение; 2. повышение |
| publicity | популярність, розголос | известность, огласка |
| glossy magazine | глянсовий журнал | глянцевый журнал |
| target market | ринок збуту, цільовий ринок | рынок сбыта, целевая аудитория |
| value | цінність, вартість | ценность, стоимость |
| value for money | співвідношення ціни і якості | стоящий уплаченных денег |
| quality | якість | качество |
| cost | вартість | стоимость |
| spending | витрати | расходы, затраты |
| range | 1. ряд; 2. асортимент | 1. ряд; 2. ассортимент |
| share | доля, частка | доля, часть |
| famous | відомий | знаменитый |
| expensive | дорогий | дорогой |
| stylish | модний, стильний | модный, стильный |
| reliable | надійний, вірний | надежный, верный |
| fashionable | модний, фешенебельний | модный, фешенебельный |
| dynamic | динамічний, енергійний | динамичный, энергичный |
| profitable | прибутковий | прибыльный |
| economic weight | економічна вага | экономический вес |
| output | продукція | продукция |
| production | 1. виробництво; 2. продукція | 1. производство; 2. продукция |
| domestic market | внутрішній ринок | внутренний рынок |
| abroad | за кордоном | за границей |
| challenge | складна задача, проблема | сложная задача, проблема |

1. Give the transcription of the words below.
Translate these words.

| | | | |
|---------------|-------|-----------|-------|
| haute couture | | luxury | |
| abroad | | persuade | |
| quality | | share | |
| value | | challenge | |
| advertising | | opinion | |

2. Translate the following words into English.

| | | | |
|-------------------|-------|------------------------------|-------|
| чутки, ажіотаж | | співвідношення ціни і якості | |
| асортимент | | економічна вага | |
| продукція | | внутрішній ринок | |
| створення бренда | | будинок моди | |
| рекламна компанія | | ринок збуту | |

3. Fill in the missing letters and translate the words.

| | | | |
|-------------|-------|-------------|-------|
| sp__d__ng | | __and | |
| __oduc__ion | | __and ma__ | |
| __age | | __go | |
| m__ia | | pr__m__tion | |
| p__li__ity | | __ost | |

4. Read and translate the words.
State and underline the odd words in each group.

1. profitable, expensive, glossy magazine, stylish, off-the-peg, reliable, dynamic, advertisement, top-end, famous, fashionable.

2. to advertise, to persuade, publicity, to appeal, to be worth, loss leader, to create, to promote.

5. Word building. Add the suffixes to the nouns.
Pay attention to these suffixes and translate the words.

| Noun | | → Adjective | |
|---------|-------|-------------|-------|
| profit | | fame | |
| fashion | | style | |

Lexical exercises

6. Match the words with their definitions.

| | |
|-------------------|---------------------------------------------------------------------------------------------------------------|
| 1. index (finger) | a) the region in a vertebrate animal including the hand, arm and shoulder. |
| 2. eyelid | b) a hard, calcified tissue that forms the skeleton of most vertebrates. |
| 3. trunk | c) something without bones. |
| 4. upper limb | d) a person's or animal's body apart from the limbs and head.. |
| 5. bone | e) the part of the human leg between the hip and the knee. |
| 6. tendon | f) the region on each side of the head in front of the ear and above the cheek bone. |
| 7. boneless | g) the finger next to the thumb; the forefinger. |
| 8. thigh | h) each of the short curved hairs growing on the edges of the eyelids, serving to protect the eyes from dust. |
| 9. temple | i) each of the upper and lower folds of skin which cover the eye when closed. |
| 10. eyelash | j) a strong cord in a person's or animal's body which joins a muscle to a bone. |
| 11. cavity | k) the bone below the eye. |
| 12. cheekbone | l) an empty space within the body, an organ, a bone, etc. |

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

1. The vertebrae in the human **vertebral column** are divided into different regions, which correspond to the curves of the spinal column. 2. Human **skin** is similar to most of the other mammals³ skin, and it is very similar to pig skin. 3. The radial and ulnar⁴ arteries and their branches supply the blood to the **forearm**. 4. Tom caught a mosquito between his **thumb** and first *finger*. 5. The **patella** is the largest **sesamoid**⁵ bone in the body which sits in front of the knee joint and protects the joint from damage. 6. I've heard somebody say that you're as healthy as your *gut*. 7. The **mandible** is the only movable cranial bone which is located in the anterior part of the **lower jawbone**, has a curved shape, and can be divided in two parts:

³ **Mammal** – *mammifères (m, pl) (млекопитающее)*

⁴ **Ulnar** – *ulnaire (локтевой)*

⁵ **Sesamoid** – *sésamoïde (сезамовидный)*

the **base of the mandible**, and the **alveolar**⁶ **part of the mandible**. **8.** Chest pain can be caused by anything from muscle pain to a heart attack and should never be ignored. **9.** For the first few days, you'll need to rest and apply an ice pack to your injured **ankle** for 10 to 15 minutes every few hours. **10.** One London ad firm paid students by the hour to wear temporary tattoos on their **foreheads** while at bars or shopping. **11.** He had to bite his **cheek** inside his mouth, hard, to keep from laughing. **12.** His *hip* had to be x-rayed to see if it was forming properly

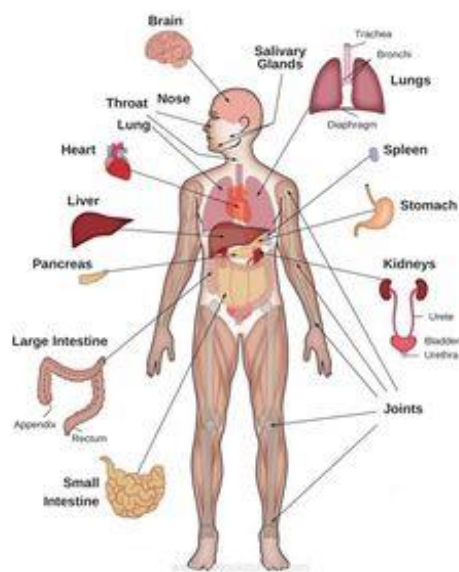
8. Use the words from the box to complete the sentences.

target market worth appeal output weight persuade
spending buzz domestic market values

1. Well, worry no more, cause I'll tell you all about the human _____ system.
2. The process of digestion has a few _____. And I'll take you through all of them.
3. Once you have completely _____ your food the tongue helps to push the food particles down your _____.
4. Once the food _____ reach the small intestine a lot of juices from liver and pancreas help break down those particles.
5. The liver secretes _____, which helps break down fats.

9. Read and translate the sentences.
Underline the right words in italics.

This process is called swallowing. The food travels **through / though** a long pipe called esophagus also known as the **food / foot** pipe. When the food particles, have travelled through the food pipe their next **destination / distance** is the stomach. Where those particles hang out for approximately **four / for** hours. The stomach releases a lot of **acids / oxide** and enzymes which further break down the food particles. So that **these / this** particles can be absorbed by our body. An enzyme called Pepsin **present / presented** in the stomach helps break down the proteins.



⁶ **Alveolar** – *alvéolaire* (альвеолярный)

10. *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

THE WORLD OF THE HIGH FASHION PRODUCTS

Any disorder or malfunctioning of the body or mind that destroys good health can be called as a disease. Disease is a disordered state of a tissue, organ, system or organism during which this part can't function normally.

Human beings have suffered from illnesses since they first appeared on the earth about 2,5 million years ago. In those times there was no medicine for anthrax, cholera, plague, smallpox, influenza, diphtheria, rubeola, tuberculosis, tetanus, syphilis and other infectious diseases. But nowadays the situation has changed. Medicine has made tremendous progress and it has succeeded in treating patients for contagious diseases.

Diseases are often known to be medical conditions that are associated with specific symptoms and signs⁷. A disease may be caused by external factors such as pathogens or by internal dysfunctions. Many diseases are tightly connected with our lifestyle or profession (e.g. illness caused by the lack⁸ of movements as most office workers have). And of course there are also illnesses, which occur chiefly in certain climates and geographical regions (e.g. tropical disease – malaria). Every disease has characteristic symptoms through which we can identify the types of diseases.

| | | | | |
|----|---------------------|-------------------------|------------------|------------------|
| 1. | a. value for money | b. domestic market | c. fashion house | d. haute couture |
| 2. | a. challenge | b. quality | c. output | d. value |
| 3. | a. image | b. opinion | c. cost | d. production |
| 4. | a. glossy magazines | b. publicity | c. buzz | d. branding |
| 5. | a. be worth | b. persuade | c. appeal | d. advertise |
| 6. | a. dynamic | b. famous | c. stylish | d. reliable |
| 7. | a. abroad | b. logo | c. media | d. luxury |
| 8. | a. fashion house | b. advertising campaign | c. off-the-peg | d. spending |

11. *Read and translate the sentences. Make new sentences with the words in bold.*

1. Classic **luxury** goods include haute couture clothing, accessories and luggage.
2. Our logo is the result of a very careful **branding** and business strategy.
3. The sponsor's **logo** was displayed at every entrance to the stadium. 4. We've spent a lot of money on **advertising** and we're beginning to see the results.

⁷ **Sign** – signe (m) (мед. симптом, признак)

⁸ **Lack** – manque (m) (недостаток; отсутствие)

Unit 5 Success

Passion into profit

Keynotes

A **start-up** is a new business. Many people decide to **start up** their own business because they have what they think is a good **business idea** and they want to become **entrepreneurs**. But it is important to prepare a good **business plan** before you start. You need to know if there is a **demand** for the products or services you want to offer. If you can **finance** the operation, find customers and beat the **competition**, you have a good chance of making a **profit**. Then you can call your business a **success**.



Vocabulary

| | | |
|-----------------------|-----------------------------------------|------------------------------------------|
| event | 1. подія; 2. захід | 1. событие; 2. мероприятие |
| passion | пристрасть, ентузіазм | страсть, энтузиазм |
| success | успіх, удача | успех, удача |
| successful | успішний | успешный |
| bankrupt | банкрут | банкрот |
| business plan | бізнес-план | бизнес план |
| store | 1. крамниця; 2. склад | 1. магазин; 2. склад |
| company | компанія | компания |
| competition | конкуренція | конкуренция |
| competitor | конкурент | конкурент |
| to compete | конкурувати | конкурировать |
| competitive | конкуруючий | конкурирующий |
| reason | причина, привід | причина, повод |
| failure | невдача, провал | неудача, провал |
| demand | ек. попит | эк. спрос |
| to meet demand | задовольняти попит | удовлетворять спрос |
| distribution | розподіл, поширення | распределение, распространение |
| entrepreneur | підприємець | предприниматель |
| finance | фінанси (<i>гроші</i>) | финансы (<i>деньги</i>) |
| to finance | фінансувати | финансировать |
| loss | збиток, втрата | убыток, потеря |
| to lose | втрачати, губити | терпеть ущерб, терять |
| market share | ек. доля ринку (<i>обсяг продаж</i>) | эк. доля рынка (<i>объем продаж</i>) |
| market leader | <i>бірж.</i> провідна компанія | <i>бирж.</i> ведущая компания |
| profit | прибуток, дохід | прибыль, доход |
| start-up | ек. нове підприємство | эк. новое предприятие |
| to earn | ек. заробляти (<i>гроші</i>) | эк. зарабатывать (<i>деньги</i>) |
| to import | імпортувати (<i>ввозити в країну</i>) | импортировать (<i>ввозит в страну</i>) |
| to head | очолювати, керувати | возглавлять, руководить |
| to rent | орендувати | арендовать |
| to equip | обладнувати, споряджати | оборудовать, снаряжать |
| to distribute | розподіляти, поширювати | распределять, раздавать |
| to supply | поставляти, доставляти | поставлять, доставлять |
| to stand still | стояти на місці | стоять на месте |
| percentage | відсоткове відношення | процентное содержание |
| opportunity | можливість | возможность |
| confidence | упевненість, довір'я | уверенность, доверие |
| available | доступний | доступный |
| weakness | слабкість, недолік | слабость, недостаток |
| strength | сила, гідність | сила, достоинство |
| threat | загроза | угроза, опасность |
| to increase | збільшувати | увеличивать |
| to decrease | зменшувати | уменьшать |
| to fail | провалюватися, зазнати невдачі | проваливаться, потерпеть неудачу |
| to expand | розвиватися, розширяться | развиваться, расширяться |
| fair trade | ек. справедлива торгівля | эк. честная торговля |
| equipment | обладнання | оборудование |

**1. Give the transcription of the words below.
Translate these words.**

| | | | |
|--------------|-------|--------------|-------|
| entrepreneur | | earn | |
| supply | | available | |
| success | | finance | |
| equipment | | strength | |
| failure | | market share | |

2. Translate the following words into English.

| | | | |
|----------------------|-------|-----------------------|-------|
| упевненість, довір'я | | задовольняти попит | |
| справедлива торгівля | | стояти на місці | |
| бізнес план | | нове підприємство | |
| провідна компанія | | пристрасть, ентузіазм | |
| причина, привід | | збиток, втрата | |

3. Fill in the missing letters and translate the words.

| | | | |
|-------------|-------|---------------|-------|
| suc__ss__l | | dist__bu__ion | |
| __re__t | | w__kn__ss | |
| __of__t | | __v__nt | |
| __t__re | | op__r__uni__y | |
| per__n__age | | __om__any | |

**4. Read and translate the words.
State and underline the odd words in each group.**

1. to compete, to lose, to finance, bankrupt, to head, to distribute, to fail, to expand, to rent, demand, to increase, to equip, competitive, to decrease, to import.

2. profit, market share, event, start-up, market leader, loss, entrepreneur, business plan, competition, strength.

**5. Word building. Add the suffixes to the verbs.
Pay attention to these suffixes and translate the words.**

| Verb | | → | Noun | |
|----------|-------|---|---------------|-------|
| to fail | | | to compete | |
| to equip | | | to distribute | |

Lexical exercises

6. Match the words with their definitions.

| | |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Disorder | a) a disease that causes fever, swelling and often death in animals, especially sheep and cattle, and can be passed on to humans. |
| 2. Diphtheria | b) a serious disease caused by a virus that destroys the body's natural protection from infection. |
| 3. Anthrax | c) a sudden change in the blood supply to a part of the brain, sometimes causing a loss of the ability to move particular parts of the body. |
| 4. AIDS | d) an occasion when the heart stops working correctly or stops completely. |
| 5. Scurvy | e) a condition in which a person's skin develops swollen red areas as a reaction to something the person has eaten. |
| 6. Stroke | f) a painful disease which causes arthritis and an acute pain in the joints, especially in the small bones of the feet. |
| 7. Heart failure | g) an illness of the mind or body. |
| 8. Hives | h) a serious disease caused by bacteria entering a human body through small cuts, causing the muscles to become tight and stop working. |
| 9. Gout | i) an illness of the body tissues that is caused by not having enough vitamin C, which affected poorly nourished sailors until the end of the 18 th century. |
| 10. Tetanus | j) an acute, highly contagious bacterial disease causing formation of a false membrane in the throat that hinders breathing and swallowing. |

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

1. Better nutrition could help save the two million babies who die each year from **diarrhea** and chickenpox. 2. Stomach ulcers, also known as **gastric ulcers**, can cause abdominal discomfort and pain. 3. **Systemic lupus erythematosus**, also known simply as lupus, is an autoimmune disease in which the body's immune system mistakenly attacks healthy tissue in many parts of the body. 4. **Down syndrome** can be identified during pregnancy by prenatal screening followed by diagnostic testing or after birth by direct observation and genetic testing. 5. In the 1800s **hemophilia** was common within the royal families of Europe. 6. Lack of vitamin D can cause bone diseases such as **rickets** in children and osteoporosis in older people.

8. Use the words from the box to complete the sentences.

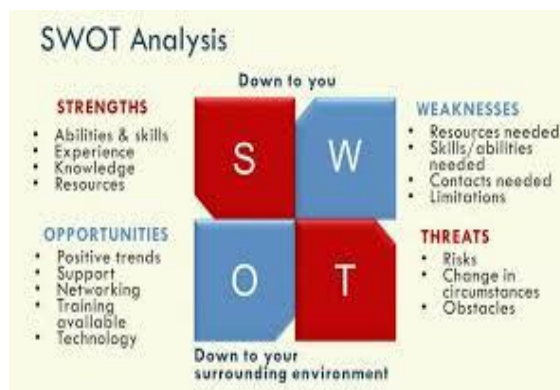
market leaders supply rent reason headed failed available
demand finances equip loss

1. This patient suffers from _____ such as cancer, heart disease, diabetes and asthma. 2. A _____ disease is a disease capable of spreading rapidly from one person to another by contact. 3. Childhood disease _____ is caused by a virus, so it can't be treated with antibiotics. 4. The combined MMR vaccine is the most effective and safe way of protecting your child against measles, mumps and _____. 5. Making a clinical diagnosis and differentiating smallpox from _____, is difficult even when you are seeing both diseases regularly. 6. In the 19th century, doctors prescribed whisky or brandy for all kinds of fevers, from influenza and pneumonia to malaria, typhus and _____. 7. Civil War surgeons recognized only one typhus disease: epidemic _____ spread by lice. 8. Some researchers now believe that the bubonic _____, or Black Death, originated in the village where builders of Tutankhamun's tomb lived.



9. Read and translate the text. Underline the right words in italics.

1. Women with gestational diabetes, which generally develops later in pregnancy, usually do not have an increased risk of having a baby with a birth defect. 2. Communicable diseases are caused by microorganisms such as bacteria, viruses, parasites and fungi that can be spread, directly or indirectly, from one person to another. 3. Addictive behavior and mainly alcohol abuse is a medical and social problem of a growing importance. 4. Researches of many scientists suggest that fasting⁹ may help delay the onset of diseases like Alzheimer's disease, dementia and memory loss. 5. Selective mutism is an anxiety disorder in which a person who is normally capable of speech cannot speak in specific situations or to specific people.



⁹ *Fasting* – jeûne (m) (голодание)

10. Read the text. Fill in the gaps with the correct answers.

THE MAIN COMPETITORS: McDONALD'S Vs BURGER KING

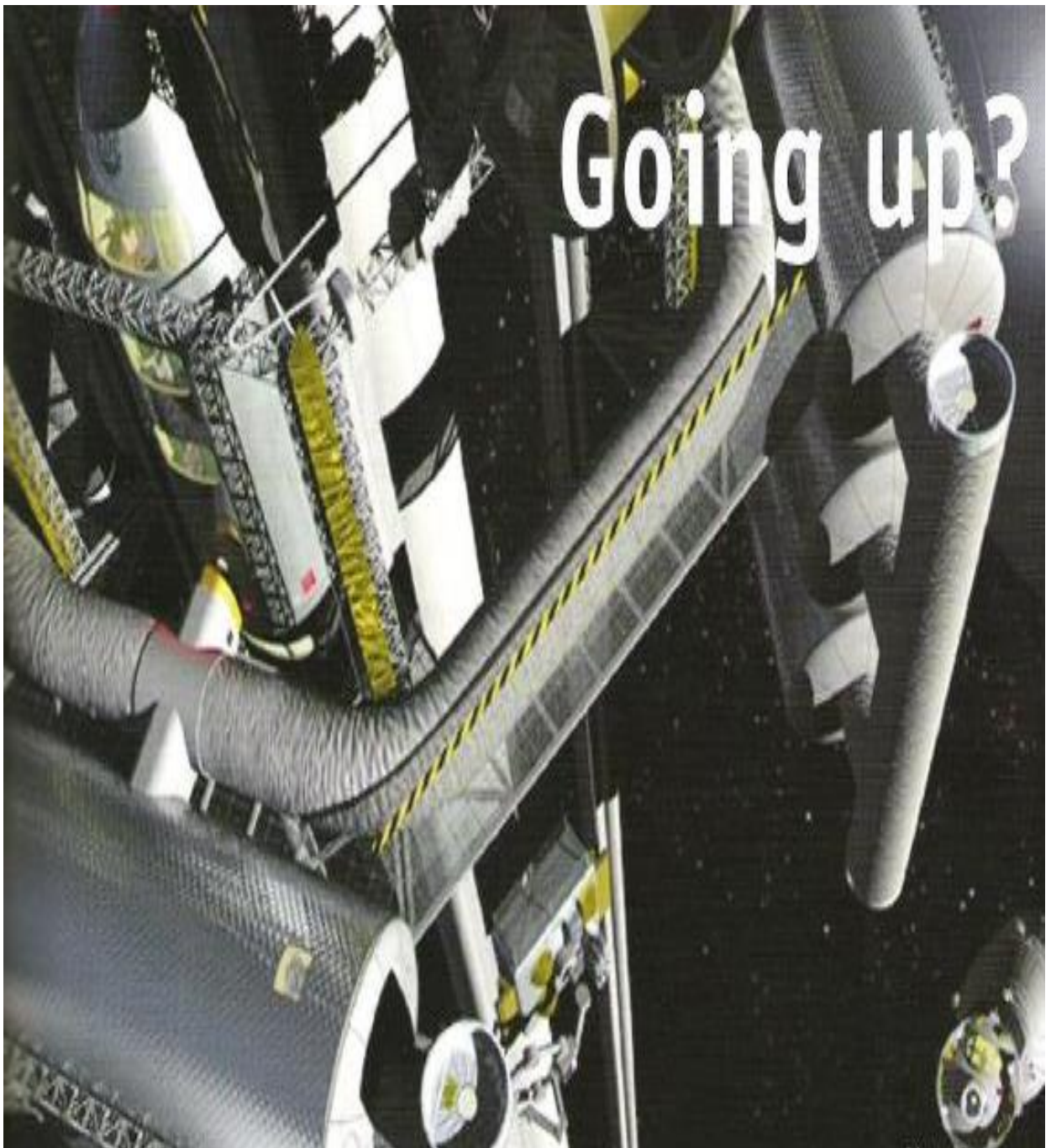
Now, for some important terms that you'll hear when describing infectious diseases. The _____ is the time during which the infected person can spread the disease and infect others. Sometimes people not have any _____ but still be able to infect others. These people are called carriers. Case fatality is a measure of the severity of a disease. It is the proportion of people that die from being infected. For example, if 6 out of 10 people with the disease die from it, the _____ is 60%. The basic reproductive rate is a term that describes how infectious, a disease is it. It is the average number of secondary cases that occurs as a result of one infected individual, for example measles can have a basic _____ of up to 15. This means that one case of measles can cause up to 15 other cases of measles. Another way to measure infectiousness and the spread of disease is the secondary _____. This is the proportion of people who are exposed to the disease that develop an infection. For seasonal influenza it's about 10 per cents meaning one out of every ten susceptible people exposed to an influenza case will develop the infection..

| | | | | |
|----|------------------|----------------|----------------|-----------------|
| 1. | a. failed | b. increased | c. lost | d. imported |
| 2. | a. expanded | b. equipped | c. decreased | d. financed |
| 3. | a. weakness | b. opportunity | c. profit | d. strength |
| 4. | a. business plan | b. fair trade | c. start-up | d. market share |
| 5. | a. compete | b. competitor | c. competition | d. competitive |
| 6. | a. failure | b. reasons | c. events | d. competitions |
| 7. | a. demand | b. store | c. passion | d. threat |

11. Make new sentences with the words in bold.

1. These vouchers are sent to the group who can either use them in **store** or exchange them for cash. 2. Some of these workers lost tens of thousands of dollars, in addition to their jobs, when the company went **bankrupt**. 3. The **fair trade** system was initiated in 2005 with producers from Cameroon, Mali and Senegal. 4. This year's Olympic Games will be the biggest sporting **event**. 5. A typical manager will **earn** a salary of at least \$69 000. 6. At least 600 staff will **lose** their jobs if the factory closes.

Unit 6 Future



Vocabulary

| | | |
|-----------------------------|----------------------------------|-----------------------------------|
| budget | бюджет | бюджет |
| tight budget | обмежений бюджет | ограниченный бюджет |
| to budget | розробляти кошторис | составлять бюджет |
| expense | витрати | расход, издержки |
| capital | ек. капітал | эк. капитал |
| to raise capital | залучати капітал | привлекать капитал |
| funding | ек. фінансування | эк. финансирование |
| funds | 1. фонд; 2. кошти | 1. фонд; 2. денежные средства |
| investment | інвестиція, вкладання капіталу | инвестиция, вложение денег |
| investor | інвестор, вкладник | инвестор, вкладчик |
| to invest | інвестувати, вкладати | инвестировать, вложить деньги |
| venture | ек. 1. авантюра; 2. підприємство | эк. 1. спекуляция; 2. предприятие |
| joint venture | спільне підприємство | совместное предприятие |
| venture capitalist | ризиковий інвестор | рисковый инвестор |
| to launch | 1. запускати; 2. випускати | 1. запускать; 2. выпускать |
| launch | 1. запуск; 2. випуск | 1. запуск; 2. выпуск |
| payback period | ек. строк повернення інвестицій | эк. срок окупаемости |
| potential | потенціал, можливість | потенциал, возможность |
| smooth | спокійний, плавний | спокойный, плавный |
| to eliminate | ліквідувати, анулювати | ликвидировать, аннулировать |
| return on investment | рентабельність інвестицій | рентабельность инвестиций |
| technology | технологія | технология |
| to consider | розглядати, обговорювати | рассматривать, обсуждать |
| to succeed | мати успіх | преуспевать, иметь успех |
| to borrow | позичати (у когось) | занимать, заимствовать |
| to lend | позичати, давати позику | одалживать, давать займы |
| purpose | намір, мета | цель, намерение |
| discovery | відкриття | открытие |
| elevator | амер. ліфт | амер. лифт |
| space | космос | космос |
| surface | поверхня | поверхность |
| space project | космічний проект | космический проект |
| satellite | астр. супутник | астр. спутник |
| rocket | ракета | ракета |
| orbit | орбіта | орбита |
| steel | сталь | сталь |
| to explore | досліджувати, вивчати | исследовать, изучать |
| to reach | досягати | достигать |
| to fix | 1. ремонтувати; 2. фіксувати | 1. ремонтировать; 2. фиксировать |
| to support | підтримувати | поддерживать |
| to overcome | подолати | преодолеть |
| government | уряд | правительство |
| to solve a problem | розв'язати задачу | решать задачу |
| skeptical | скептичний | скептический |
| stuff | матеріал, речовина | материал, вещество |
| start-up cost | установчі витрати | стартовый капитал |
| enthusiast | ентузіаст | энтузиаст |

1. Give the transcription of the words below.
Translate these words.

| | | | |
|---------------|-------|------------|-------|
| technology | | expense | |
| enthusiast | | discovery | |
| joint venture | | potential | |
| satellite | | surface | |
| to launch | | to succeed | |

2. Translate the following words into English.

| | | | |
|---------------------------|-------|-----------------------------|-------|
| обмежений бюджет | | розв'язати задачу | |
| установчі витрати | | строк повернення інвестицій | |
| залучати капітал | | космічний проект | |
| рентабельність інвестицій | | фінансування | |
| ризиковий інвестор | | матеріал, речовина | |

3. Fill in the missing letters and translate the words.

| | | | |
|-------------|-------|-----------|-------|
| __vest__ent | | st__l | |
| __overn__nt | | st__f | |
| p__po__e | | __pi__al | |
| __nds | | v__tu__e | |
| s__oth | | s__pt__al | |

4. Read and translate the words.
State and underline the odd words in each group.

-
- space, rocket, investor, orbit, satellite, budget, space project.
 - to budget, to overcome, elevator, to invest, to support, to fix, to launch, steel, to reach, to explore, stuff, to consider, to eliminate, to lend, to succeed, to borrow.
 - capital, investor, smooth, budget, investment, expense, funding, purpose, tight budget, funds, launch.
-

5. Word building. Add the suffixes to the words.
Pay attention to these suffixes and translate the words.

| Noun = Verb | | Verb → Noun | |
|-------------|-------|-------------|-------|
| launch | | to invest | |
| budget | | to invest | |

Lexical exercises

6. Match the words with their definitions.

| | |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------|
| 1. Symptom | a) a small and frequent cough, usually short and dry with a loud sound . |
| 2. Signs | b) a state of strong desire for sleep, or sleeping for unusually long period. |
| 3. Hacking | c) an uncomfortable sensation on the skin that causes a desire to scratch. |
| 4. Acute pain | d) a sensation that the patient with the disease can feel but that cannot be seen by others or measured such as pain or fatigue. |
| 5. Somnolence | e) difficulty in breathing and the feeling of not getting enough air. |
| 6. Discharge | f) things that indicate a disease and that can be measured or observed by health care professionals. |
| 7. Itch | g) a substance that is excreted or secreted. |
| 8. Redness | h) pain that develops suddenly and are usually of short duration. |
| 9. Dyspnea | i) loosing blood from your body as a result of injury or illness. |
| 10. Sweating | j) a state of being red in colour; used especially about skin that is sore or unhealthy. |
| 11. Bleeding | k) extreme physical weakness or emotional exhaustion. |
| 12. Prostration | l) a salty liquid that you pass through your skin because you are hot. |

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

1. Fatigue is a term used to describe an overall feeling of **tiredness** or lack of energy. 2. Depression and anxiety are the two most frequent psychiatric causes of **insomnia**. 3. Some potential causes of a **runny nose** include allergies, the common cold and sinusitis. 4. When you have a cold, you usually feel tired and have a **sneeze**, cough, and runny nose. 5. Cells like these have been used to prevent cirrhosis of the liver, to treat diabetic **ulcers** and for drug testing. 6. Other health problems caused by the lack of healthy food include severe diarrhea or **constipation**. 7. It should be clear by now that people who give up smoking after a **heart attack** live longer than those who don't. 8. Instead of leading other nations with examples of good practices, we are infecting them with our own chronic **lassitude**. 9. Hepatitis A is an infection that leads to **inflammation** of the liver and is caused by the hepatitis A virus. 10. The doctor said that the **dizziness**, memory loss and hallucinations, that's all normal side effects for this drug

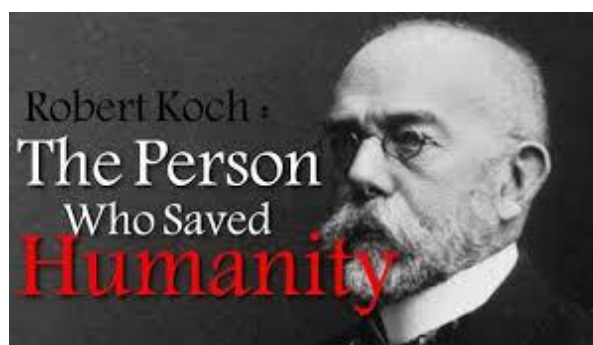
8. Use the words from the box to complete the sentences.

funding land elevator overcome skeptical raise stuff
satellite venture exploring

1. The disease has an insidious¹⁰ onset and presents with fever, _____ and weakness. 2. Her first patient of the day experiences chronic _____ and lack of energy. 3. Cancer happens when some of the cells multiply in an abnormal way, causing a growth called a _____. 4. Analysis of _____ can indicate what disease process may be present in the lungs. 5. The symptoms of the four victims were described by treating doctors as _____ and vomiting. 6. Most patients have only mild symptoms, such as _____ or the sensation that their heart is beating rapidly. 7. Acute kidney injury, also called acute _____, is a rapidly progressive loss of renal function. 8. A _____ is a sudden, involuntary muscle contraction, it can cause significant pain and a paralysis-like immobility of the affected muscle. 9. They do not seem to know that depression and _____ can cause eating disorders. 10. A bone _____ is a medical condition in which there is a partial or complete break of the bone.

9. Read and translate the text. Underline the right words in italics.

In 1882, the German **physician / physicist** Robert Koch identified the disease's bacterial origins. **30 / 13** years later, physicist Wilhelm Roentgen discovered the X-ray, enabling physicians to diagnose and track its progression through the body. These techniques allowed researchers to develop **reliable / real** and effective vaccines – first for **waterpox / smallpox**, and again in 1921, when scientists developed the BCG vaccine to battle **TV / TB**. These developments laid the groundwork for the modern field of antibiotics – currently home to our most effective TB treatments.



¹⁰ *Insidious* – insidieux, се (бессимптомно развивающийся)

10. *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

BANKRUPT COMPANIES THAT FAILED TO INNOVATE

_____ Kidney pain can sometimes be confused with a simple

_____ Issues with the large are usually associated with pain in the lower abdomen, closer to the side.

_____ The appendix is located in the lower right region of the but may affect the whole area or its separate parts. The pain may also travel to your right

_____ Gastric problems cause in the middle abdominal region above the and can also appear on the same level in the

_____ Gallbladder and problems may cause pain in the upper right of the abdomen. It can also travel to the same in the back.

_____ Pancreatic problems are indicated by pain in the part of the upper abdominal region. However, a less intense pain may also travel to the whole

| | | | | |
|----|-----------------|----------------------------|-------------------|-----------------|
| 1. | a. fix | b. budget | c. succeed | d. support |
| 2. | a. capital | b. expense | c. venture | d. stuff |
| 3. | a. satellite | b. discovery | c. surface | d. technology |
| 4. | a. launched | b. solved a problem | c. invested | d. borrowed |
| 5. | a. launches | b. capitals | c. elevators | d. technologies |
| 6. | a. tight budget | b. returning on investment | c. payback period | d. investment |

11. *Read and translate the sentences. Make new sentences with the words in bold.*

1. Because of chronic stress, the number of patients suffering from arterial hypertension is increasing. **2.** If you have repeated bouts of bronchitis, you may have chronic bronchitis, which requires medical attention. **3.** Polyphagia is the medical term used to describe excessive hunger or increased appetite and is one of the 3 main symptoms of diabetes. **4.** Abuse of laxatives or laxative abuse can happen when a person is abusing over-the-counter¹¹ laxatives to get rid of unwanted calories, to lose weight, or to feel thin or empty. **5.** Demand for diet pills continues to rise among people with eating disorders. **6.** While the most common cause of coughing up blood (also known as hemoptysis) is respiratory infection, the symptom may also be associated with other conditions, for example TB. .

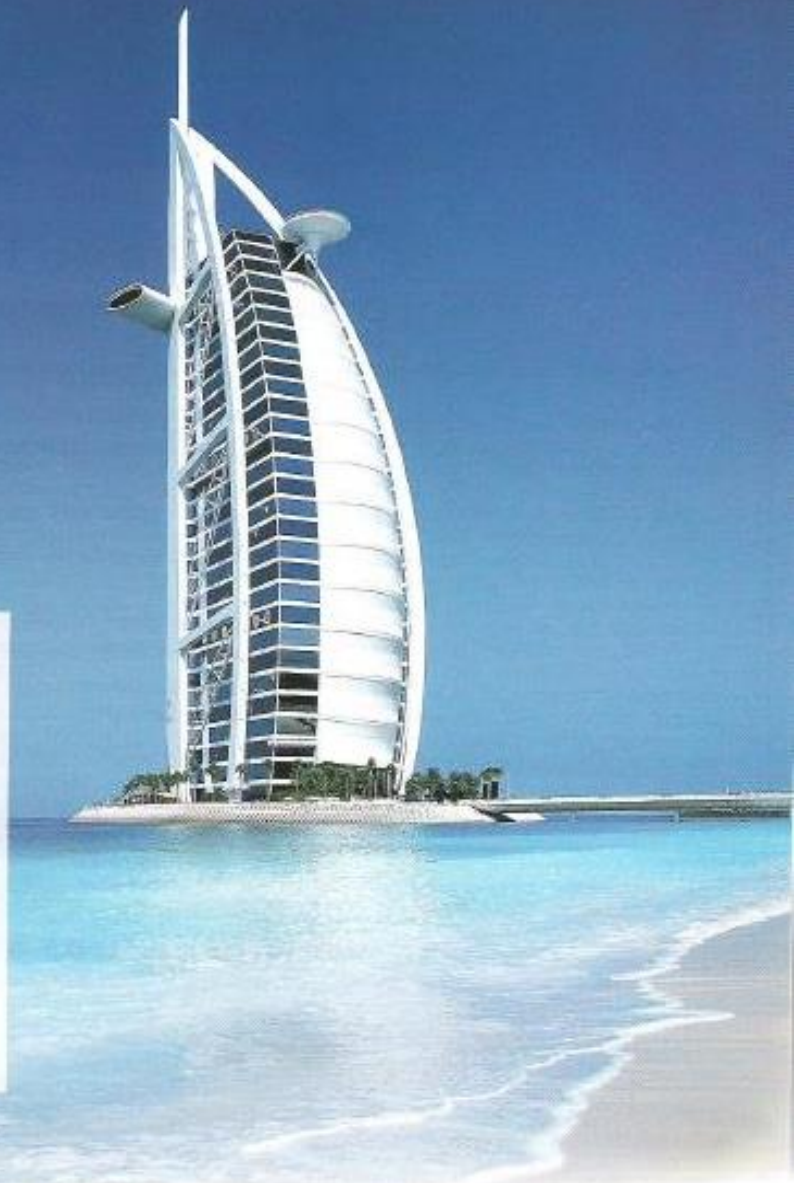
¹¹ **Over-the counter** – abus de laxatifs (m) (безрецептурный)

Unit 7 Location

Field of dreams

Keynotes

The **location** of a business can be an important **factor** for its **growth**. If a company wants to set up an office in a new location – to be near **regional markets**, for example – it needs to be sure that the **region** has good **infrastructure** and a **stable economy**. Some governments offer **low taxes** to **attract** companies to set up in **developing** regions. After deciding on the region or city for the new office, the company then has to find a good **site** for its **premises**.



Vocabulary

| | | |
|------------------------------|-------------------------------|--------------------------------|
| development | 1. розвиток; 2. розробка | 1. развитие; 2. разработка |
| strong / weak economy | сильна / слабка економіка | сильная / слабая экономика |
| stable economy | стабільна економіка | стабильная экономика |
| employment | служба, заняття, робота | служба, занятие, работа |
| growth | розвиток, ріст | развитие, рост |
| to grow | рости, збільшуватися | расти, увеличиваться |
| inflation | ек. інфляція | эк. инфляция |
| tax | податок, мито | налог, пошлина |
| infrastructure | інфраструктура | инфраструктура |
| premises | володіння, нерухомість | владение, недвижимость |
| destination | пункт призначення | место назначения |
| location | дислокація, місцеположення | дислокация, местоположение |
| resort | курорт | курорт |
| to attract | приваблювати, притягувати | привлекать, притягивать |
| multinational | міжнародна(компанія) | международная (компания) |
| facility | 1. можливість; 2. зручності | 1. возможность; 2. удобства |
| accommodation | 1. зручність; 2. житло | 1. удобство; 2. жилье |
| attraction | 1. атракціон; 2. принада | 1. аттракцион; 2. приманка |
| region | регіон | регион |
| developing region | регіон, що розвивається | развивающийся регион |
| regional market | регіональний ринок | региональный рынок |
| capital market | ринок капіталу (цін. паперів) | рынок капитала (ценных бумаг) |
| stock | акція, акціонерний капітал | акция, акционерный капитал |
| share | акція | акция |
| unemployment | безробіття | безработица |
| unemployed | безробітний | безработный |
| duty-free shop | магазин безмитної торгівлі | магазин беспошлинной торговли |
| petrol station | автозаправна станція | бензоколонка |
| theme park | тематичний парк | тематический парк |
| road link | дорожнє сполучення | дорожное сообщение |
| island | острів | остров |
| coast | узбережжя | морское побережье |
| desert | пустеля | пустыня |
| skyscraper | хмарочос | небоскреб |
| shape | форма | форма |
| oil | нафта | нефть |
| income | дохід | доход |
| to expect | очікувати, сподіватися | ожидать, надеяться |
| to run out of | закінчитися | кончатся, иссякать |
| race | гонитва, погоня | гонка, погоня |
| dhow cruise | круїз на однощоглому судні | круиз на одномачтовом судне |
| foreigner | іноземець | иностранец |
| free-trade zone | зона вільної торгівлі | зона свободной торговли |
| local | місцевий | местный |
| to require | наказувати, вимагати | требовать, приказывать |
| to establish | 1. засновувати; 2. установити | 1. учреждать; 2. устанавливать |
| to intend | мати намір, збиратися | намереваться, планировать |

1. Give the transcription of the words below.
Translate these words.

| | | | |
|----------------|-------|-------------|-------|
| foreigner | | to require | |
| growth | | island | |
| share | | dhow cruise | |
| desert | | unemployed | |
| infrastructure | | facility | |

2. Translate the following words into English.

| | | | |
|------------------------------|-------|-----------------------|-------|
| міжнародний | | автозаправна станція | |
| магазин безлімітної торгівлі | | ринок цінних паперів | |
| закінчитися | | зона вільної торгівлі | |
| регіон, що розвивається | | регіональний ринок | |
| слабка економіка | | стабільна економіка | |

3. Fill in the missing letters and translate the words.

| | | | |
|--------------|-------|---------------|-------|
| sk_scr__er | | a__om__dati__ | |
| __tabl__sh | | pre__s_s | |
| d__elop__ent | | l_c_l | |
| __emplo__ent | | __come | |
| des__na__on | | r__ort | |

4. Read and translate the words.
State and underline the odd words in each group.

1. to grow, to establish, employment, to expect, to attract, to intend, strong economy, to require, to run out of, road link.

2. infrastructure, duty-free shop, race, coast, desert, dhow cruise, stock, accommodation, road links, resort, tax, location, theme park, island, attraction.

3. inflation, share, income, region, capital market, stable economy, oil, stock, tax.

5. Word building. Add the suffixes to the verb.
Pay attention to these suffixes and translate the words.

| | | | |
|-----------|--------|---------------|---------------|
| | - ment | un - → - ment | un - → - ed |
| to employ | | | |
| | noun | noun | noun (person) |

Lexical exercises

6. Match the words with their definitions.

| | |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Fungus | a) female organs of a flower, comprising the stigma, style and ovary. |
| 2. Trunk | b) a male fertilizing organ of a flower, typically consisting of a pollen-containing anther and a filament. |
| 3. Pistil | c) a type of roots that arise from the base of a stem or the nodes of a horizontal stem (like grasses). |
| 4. Stigma | d) a much thickened underground part of a stem or rhizome, e.g., in the potato, serving as a food reserve and bearing buds from which new plants arise. |
| 5. Stamen | e) a process of fusion of the female gamete, the ovum or egg and the male gamete produced in the pollen tube by the pollen grain. |
| 6. Fibrous root | f) a plant that has no flowers, leaves, or green coloring, such as a mushroom. |
| 7. Tuber | g) a plant that has seeds unprotected by an ovary or fruit. |
| 8. Fertilization | h) a group of flowering plants, characterized by having only one cotyledon in the seed and an endogenous manner of growth. |
| 9. Gymnosperm | i) a main woody stem of a tree as distinct from its branches and roots. |
| 10. Monocot | j) a part of a pistil that receives the pollen during pollination. |

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

1. Aloe is a green **plant** that has long leaves with somewhat spiky¹² edges. 2. The classical examples of symbiosis are the lichens¹³, in which a fungus is associated with an **alga** or a cyanobacterium. 3. In several species the flowers never close, as the **petals** abscise¹⁴ when the flower is still open. 4. In the center of a typical flower are the **carpels**, modified leaves which enclose the ovules. 5. It is an exciting moment for me when I see a **blade** of grass or see a leaf of a tree, and when I listen to birds chattering and to running water in a stream. 6. The gametes that participate in **fertilisation** of plants are the pollen (male), and the egg (female) cell. 7. Oxygen is the fuel that starts the chemical process of nutrient **absorption** through a seedling's root.

¹² **Spiky** – épineux (остроконечный, острый)

¹³ **Lichen** – lichen (m) (бот. лишайник)

¹⁴ **To abscise** – abcisier (бот. опадать)

8. Use the words from the box to complete the sentences.

**dhow cruise run out capital unemployed developing
accommodation inflation duty-free stable free-trade**

1. In the summer of 1976, a mysterious epidemic suddenly struck two central African towns, killing the majority of its _____.
2. Medical researchers suspected the deadly Marburg virus to be the _____.
3. Ebola begins by attacking the immune system's cells and neutralizing its responses, allowing the virus to _____.
4. Starting anywhere from two to twenty days after _____, initial symptoms like high temperature, aching and sore throat resemble those of a typical flu, but quickly escalate to vomiting, rashes and diarrhea.
5. Unlike viruses that proliferate through small, airborne particles, Ebola only exists in bodily fluids, such as saliva, blood, _____, vomit or _____.
6. Once an outbreak has been contained, the virus does not exist in the human population until the next _____ begins.

9. *Read and translate the text.*
Underline the right words in italics.

I. But the virus itself is not what kills Ebola victims. Instead, the mounting cell deaths trigger an immune system overload, known as a cytokine **storm / story**, an explosion of immune responses that damages **blood / bud** vessels, causing both internal and external bleeding. The excessive fluid loss and resulting complications can be fatal within six to **sixteen / sixty** days of the first symptoms, though proper care and **rehydration / dehydration** therapy can significantly reduce mortality rates in patients.

II. Fortunately, while Ebola is highly virulent, **several / seven** factors limit its contagiousness. Unlike viruses that **proliferate / profile** through small, airborne particles, Ebola only exists in bodily fluids, such as saliva, blood, mucus, vomit or feces. In order to spread these must be transmitted from an **infected / effected** person into another's body through passageways such as the eyes, mouth or **nose / noise**. And because the disease's severity increases directly along with the viral load, even an infected person is unlikely to be contagious until they have begun to **show / know** symptoms

- 10.** *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

YOUTH UNEMPLOYMENT: A GLOBAL CRISIS

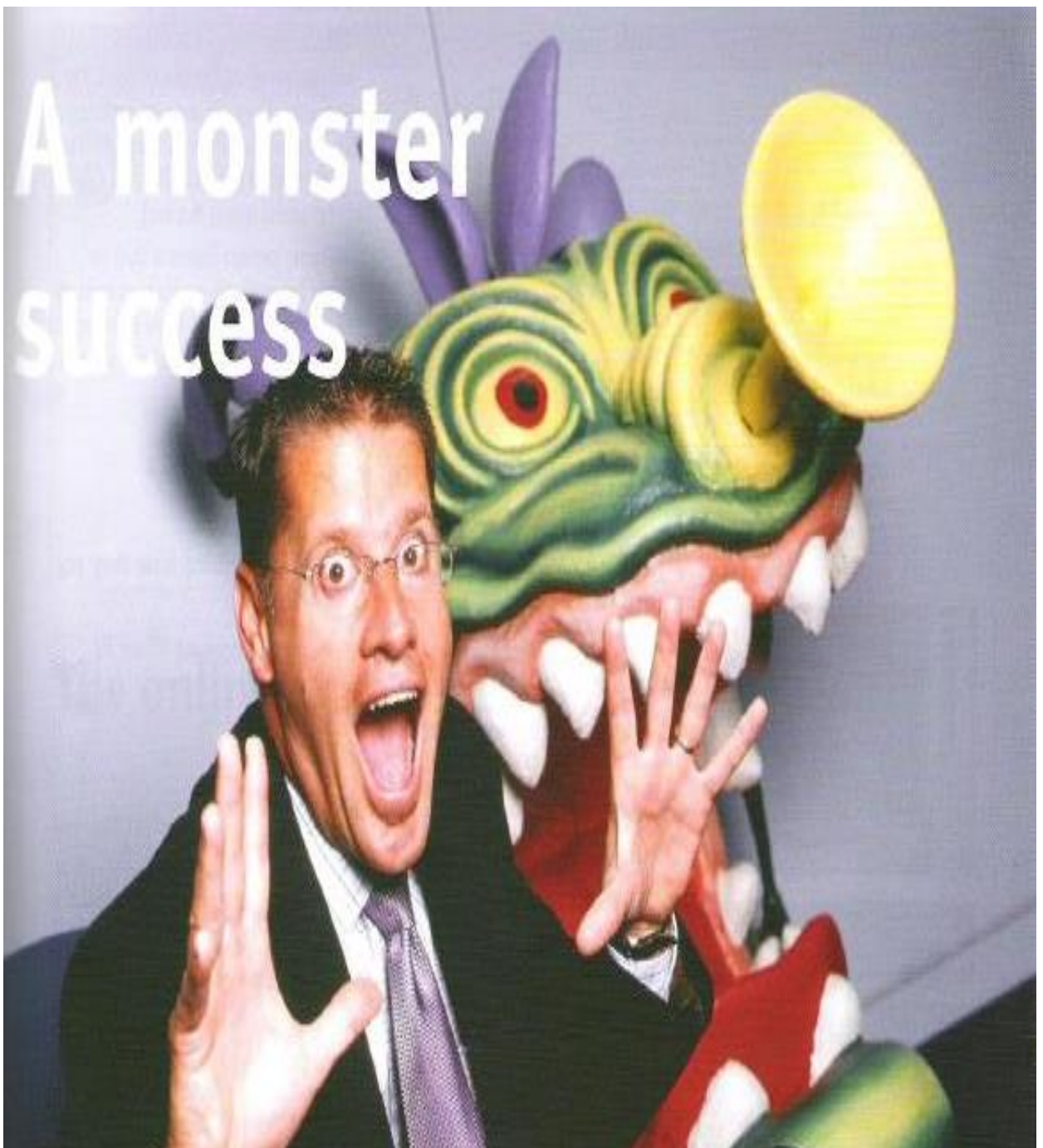
1. All living things were traditionally placed into one of two groups, plants and animals. _____
2. Plants were treated as one of two kingdoms including all living things that were animals, all algae and fungi. _____
3. Plant is made up of three types of plant tissues: epidermal, ground and vascular. _____
4. Roots are a vital part of a plant's structure that plays a critical role in its ability to both survive and thrive. _____
5. Roots also absorb blood and nutrients that serve as petrol and help the plant grow. _____
6. Monocots and some dicots have fibrous root systems, which don't penetrate as deeply into the soil. _____
7. Flowers with fibrous root systems create a shallow network of roots and are specially designed to hold soil together. _____

| | | | | |
|----|-------------------|-----------------|----------------|---------------|
| 1. | a. infrastructure | b. unemployment | c. attraction | d. facility |
| 2. | a. income | b. destination | c. development | d. inflation |
| 3. | a. unemployed | b. skyscraper | c. taxes | d. foreigners |
| 4. | a. accommodation | b. employment | c. unemployed | d. region |
| 5. | a. establish | b. require | c. attract | d. expect |
| 6. | a. race | b. shape | c. share | d. growth |
| 7. | a. run out | b. grow | c. intend | d. establish |

- 11.** *Read and translate the sentences. Make new sentences with the words in bold.*

1. The *ground tissue* of the vascular plant is responsible for storing the carbohydrates produced by the plant and it comprises the majority of a young plant lying between the vascular and dermal tissues. 2. The basic function of *xylem cells* is to transport water from roots to stems and leaves, but they also transport nutrients. 3. When harmful gases like *carbon dioxide* are released into the atmosphere they form a dense layer around the earth. 4. Animals and plants can reproduce using *sexual reproduction* in which new organisms are produced from the fusion of a male sex cell with a female sex cell. 5. *Vascular tissue* is a complex conducting tissue, formed of more than one cell type, found in vascular plant and consists of xylem (water conduction) and phloem (food conduction) tissue.

Unit 8 Job-seeking



Vocabulary

| | | |
|----------------------------------|-----------------------------------|--------------------------------------|
| job | робота, праця | работа, труд |
| temporary job | тимчасова робота | временная работа |
| permanent job | постійна робота | постоянная работа |
| part-time job | неповна занятість | неполная занятость |
| job-seeking | пошук роботи | поиск работы |
| job-seeker | здобувач роботи | соискатель работы |
| job = labour market | ринок праці | рынок труда |
| application | заява | заявление |
| job application | заява про прийняття на роботу | заявление о приеме на работу |
| to apply for a job | подавати заяву на роботу | подавать заявление на работу |
| to fill job | зайняти вакантне місце | занять вакантное место |
| job applicant | претендент на робоче місце | претендент на рабочее место |
| job advertisement/want ad | оголошення про наймання | объявление о найме |
| candidate | кандидат, здобувач | кандидат, соискатель |
| career adviser | кар'єрний радник | карьерный советник |
| career development | розвиток кар'єри | развитие карьеры |
| position | посада, положення | должность, положение |
| curriculum vitae = resumé | коротка біографія, резюме | краткая биография, резюме |
| to supply | постачати, поставляти | снабжать, поставлять |
| to supply resumé | подавати резюме | подавать резюме |
| to scan resumé | переглядати резюме | просматривать резюме |
| experience | досвід | опыт |
| headhunting | пошук професіоналів | поиск профессионалов |
| headhunter | шукач професіоналів | переманивающий кадры |
| human resources (HR) | відділ кадрів | отдел кадров |
| interview | співбесіда | собеседование |
| to interview | проходити співбесіду | собеседовать |
| qualification | 1. навик; 2. атестат | 1. навык; 2. аттестат |
| to qualify | здобувати фах | получать квалификацию |
| qualified | кваліфікований | квалифицированный |
| to recruit (AE) | наймати на роботу | нанимать на работу |
| recruitment (AE) | набір (<i>співробітників</i>) | найм (<i>сотрудников</i>) |
| salary | заробітна плата | зарплата |
| staff | штат службовців, персонал | штат служащих, персонал |
| to recruit staff | комплектувати штат | комплектовать штат |
| apprenticeship | учнівство (<i>ремеслу</i>) | ученичество (<i>ремеслу</i>) |
| apprentice | підмайстер, учень | подмастерье, ученик |
| trainee | стажер, практикант | стажер, практикант |
| work placement | виробнича практика | производственная практика |
| marketplace | ек. сфера торгівлі | эк. сфера торговли |
| to account | складати (<i>якусь частину</i>) | составлять (<i>какую-то часть</i>) |
| to post | публікувати, розміщувати | публиковать, размещать |
| to allow | дозволяти | позволять, разрешать |
| to accept | приймати, погоджуватися | принимать, соглашаться |
| to decline | відхилити, ввічливо відмовити | отклонять, вежливо отказать |
| accuracy | скрупульозність, точність | скрупулезность, точность |
| revenue | виручка, дохід | выручка, доход |

**1. Give the transcription of the words below.
Translate these words.**

| | | | |
|------------------|-------|----------------|-------|
| curriculum vitae | | to supply | |
| recruitment | | career adviser | |
| revenue | | labour market | |
| trainee | | apprenticeship | |
| to account | | experience | |

2. Translate the following words into English.

| | | | |
|-------------------------|-------|--------------------------|-------|
| виробнича практика | | відділ кадрів | |
| розвиток кар'єри | | подавати резюме | |
| комплектувати штат | | подавати заяву на роботу | |
| регіон, що розвивається | | неповна зайнятість | |
| оголошення про наймання | | переглядати резюме | |

3. Fill in the missing letters and translate the words.

| | | | |
|--------------|-------|----------------|-------|
| ma__et_lace | | h__dh__nter | |
| __cur__cy | | s__l__ry | |
| q__lifi__d | | __alifi__a__on | |
| s__af__ | | reve__e | |
| __pre__t__ce | | a__lica__on | |

**4. Read and translate the words.
State and underline the odd words in each group.**

1. temporary job, job market, accuracy, job, to fill job, job-seeker, to account, job application, job applicant, human resources, permanent job, job-seeking.
2. to interview, to accept, salary, to recruit, to post, staff, to decline, to allow, to qualify, labour market.
3. want ad, application, to post, position, interview, resumé, to supply, candidate, headhunting, marketplace.

**5. Word building. Add the suffixes to the verbs.
Pay attention to these suffixes and translate the words.**

| | - ment | - tion | - ant |
|------------|--------|--------|-------|
| to apply | ----- | | |
| to qualify | ----- | | ----- |
| to recruit | | ----- | ----- |

Lexical exercises

6. Match the words with their definitions.

| | |
|-------------------|-------------------------------------------------------------------------------|
| 1. Ointment | a) living or lasting for two years (especially of a plant). |
| 2. Bark | b) a cluster of flowers on a system of branches in a flowering plant. |
| 3. Decoction | c) an extract of plant or animal material dissolved in alcohol. |
| 4. Biennial plant | d) a plant that is used to produce hemp fiber and as a psychotropic drug. |
| 5. Celandine | e) a protective skin that covers the trunk and branches of a tree. |
| 6. Inflorescence | f) a flower inflorescence that usually grows at the end of a stem or a shoot. |
| 7. Tincture | g) an oil-based substance that is put on sore skin or wound to help it heal. |
| 8. Cannabis | h) an extraction of chemicals from herbal materials by heating or boiling. |
| 9. Panicle | i) a plant with deeply divided leaves that produces yellow flowers in spring |

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

1. What I craved was local food in season: **ripe** strawberries, fresh asparagus¹⁵, traditional apple varieties. 2. The original glucose **syrops** were manufactured by acid hydrolysis of corn starch at high temperature and pressure. 3. Many manufactured goods come to their consumers in **powder** form, such as flour, sugar, ground coffee, powdered milk, cosmetic powders and some pharmaceuticals. 4. **Capitulum** is a composite inflorescence which is common for the aster or sunflower family. 5. Avoid buying **essential oils** in plastic bottles as the essential oil can dissolve the plastic. 6. In late spring the trees still had brown **bark**, bright green leaves and the blossoms were blue, purple, silver at once. 7. However, there are certain situations in which the ginger **compress** should not be used. 8. An **annual plant** is a plant that completes its life cycle, from germination¹⁶ to the production of seeds, within one growing season, and then dies. 9. Menthol is a natural constituent of plants in the mint family like **peppermint**, although the aromatic oils of all the other mints contain it, as well. 10. There was a tradition in England during the Renaissance period, where men used to offer baskets of **marigolds** to the women they wanted to seduce¹⁷.

¹⁵ **Asparagus** – asperge (f) (спаржа)

¹⁶ **Germination** – germination (f) (прорастание, зарождение)

¹⁷ **To seduce** – séduire (соблазнять)

8. Use the words from the box to complete the sentences.

decline human resources scan resumé recruit revenue staff
temporary job headhunting career development

1. A majority of the migrants come to this country for approximately six months to _____ tobacco and cotton.
2. Research suggests that _____ is used to treat sleeplessness and to reduce anxiety, but there are no well-designed studies to confirm the results.
3. _____ is used in Europe as a tea or applied as a compress for wound healing and to reduce inflammation or swelling.
4. _____ is commonly used to treat or prevent colds, flu or infections, but it shouldn't be used with medicines that can cause liver problems.
5. _____ plant is any plant that persists for several years, usually with new herbaceous growth from a part that survives from season to season.
6. Almost everyone is familiar with the _____ through its formidable sting, but few people know about the important role it plays in the natural world.
7. _____ is a small bright yellow wild flower which has long been used in herbal medicine to aid digestion and help to stimulate appetite, but today herbalists believe that it can aid in the treatment of many ailments¹⁸, including high cholesterol, heartburn, gastrointestinal disorders, diabetes and even cancer.
8. Although _____ is commonly sold as a dietary supplement, manufacturing practices have led to analyses showing that excessive use of ginseng products may have adverse effects or untoward interactions with prescription drugs.

9. Read and translate the text.
Underline the right words in italics.

If we **look / looked** at a cross-section of a stem we can **clear / clearly** see the different parts of it which include Epidermis that is the outer layer of the **stem / style**; Phloem Vessels – tubes that carry **soup / sap**; Cambium – new parts of the stem; Core which is the protective **covering / cover** of the stem; Pith – it's a central part of stem and Xylem Vessels which is the **wood / woody** part of the stem.



¹⁸ **Ailment** – maladie (f) (недуг, нездоровье)

10. *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

WORK PLACEMENT, APPRENTICESHIP OR TRAINEESHIP?

Codeine is one of the strongest and most commonly used in the world.

_____ Morphine is the active producing powerful pain relief.

_____ Some modern drugs contain actual material but most are now formed from chemically copied or synthesized

_____ The plant chemical quinine which was discovered in tree species such as *Cinchona ledgeriana* over years ago.

_____ The quinine chemical was extracted from the and processed into pills to treat

_____ There are approximately to 500 million cases of malaria each year.

| | | | | |
|----|----------------|-------------------|-------------------|--------------------|
| 1. | a. recruitment | b. job market | c. apprenticeship | d. interview |
| 2. | a. job-seeker | b. work placement | c. application | d. experience |
| 3. | a. qualified | b. career adviser | c. job applicant | d. candidate |
| 4. | a. declines | b. recruits | c. posts | d. allows |
| 5. | a. headhunters | b. qualifications | c. apprentices | d. trainees |
| 6. | a. apprentices | b. trainees | c. job-seekers | d. career advisers |
| 7. | a. salary | b. staff | c. job | d. revenue |

11. *Read and translate the sentences. Make new sentences with the words in bold.*

1. A medicinal plant has similar properties of plant as conventional pharmaceutical drugs. 2. Analytical chemistry has broad applications of its chemical analysis to medicine, science and engineering. 3. Deforestation and forest degradation in a small island have led to extinction¹⁹ of many animals and plant species. 4. One of the limiting factors that influence the economic value of fruits is the relatively short ripening period and reduced post-harvest life. 5. It is a season of harvest when the tomatoes are finally ripening, the beans have dried on the vine, the apples and pears are ready to be picked. 6. That orchid is only in bloom for another two weeks. 7. Organic acids are the second most abundant²⁰ soluble solids component in fruit juices and are typically present at about 1% of the total weight of a fruit juice.

¹⁹ **Extinction** – (вымирание (вида))

²⁰ **Abundant** – abundant, e (обильный, изобилующий)

Unit 9 Selling

Hard to reach



Vocabulary

| | | |
|-------------------------------------|-------------------------------|-------------------------------|
| selling | продаж, збут | продажа, сбыт |
| consumer | споживач | потребитель |
| consumption | споживання | потребление |
| customer | покупець | покупатель |
| direct mail | розсилання реклами поштою | рассылка рекламы почтой |
| discount | знижка | скидка |
| to discount | знижувати | предоставлять скидку |
| boost | підтримка, рекламування | поддержка, рекламирование |
| flyer | рекламна листівка | рекламная листовка |
| marketing | торгівля, маркетинг | торговля, маркетинг |
| marketer | торгівець | торговец |
| to market | продавати | продавать |
| sample | зразок | образец |
| sales | товарообіг, обсяг продажу | товарооборот, объем продаж |
| sales pitch = elevator pitch | рекламна промова, презентація | рекламная речь, презентация |
| sales representative = rep | торговий представник | торговый представитель |
| special offer | спеціальна пропозиція | специальное предложение |
| public relations | зв'язки з громадськістю | связи с общественностью |
| insider | своя людина, обізнаний | свой человек, осведомленный |
| sponsor | спонсор | спонсор |
| to sponsor | спонсорувати | спонсировать |
| sponsorship | спонсорство | спонсорство |
| business to business (B2B) | бізнес для бізнесу | бизнес для бизнеса |
| spending power | купівельна спроможність | покупательная способность |
| approach | підхід | подход |
| to get attention | привернути увагу | привлекать внимание |
| description | опис | описание |
| to describe | описувати | описывать |
| to behave | поводитися, чинити | вести себя, поступать |
| to estimate | оцінювати | оценивать |
| to target | призначати, цілитися | предназначать, целиться |
| to advise | радити | советовать |
| to add | додавати, приєднувати | добавлять, присоединять |
| to offer | пропонувати | предлагать |
| to pay off | 1. окупатися; 2. розплатитися | 1. окупиться; 2. рассчитаться |
| to carry out | виконувати, здійснювати | выполнять, осуществлять |
| to order | замовляти | заказывать |
| campus | університетське містечко | университетский городок |
| trade fair | торговий ярмарок, виставка | торговая ярмарка, выставка |
| field | поле, поле дії | поле, поле действия |
| debt | борг | долг |
| loan | позика | заем, ссуда |
| deal | угода | сделка, соглашение |
| cynical | цинічний | циничный |
| enormous | величезний | огромный, гигантский |
| desperate | відчайдушний | отчаянный |
| high-earning | високооплачуваний | высокооплачиваемый |

**1. Give the transcription of the words below.
Translate these words.**

| | | | |
|--------------|-------|-----------|-------|
| high-earning | | to advise | |
| insider | | approach | |
| consumer | | flyer | |
| trade fair | | enormous | |
| loan | | discount | |

2. Translate the following words into English.

| | | | |
|-------------------------|-------|---------------------------|-------|
| купівельна спроможність | | привернути увагу | |
| торговий представник | | бізнес для бізнесу | |
| рекламна промова | | зв'язки з громадськістю | |
| спеціальна пропозиція | | відчайдушний | |
| виконувати, здійснювати | | розсилання реклами поштою | |

3. Fill in the missing letters and translate the words.

| | | | |
|-------------|-------|-------------|-------|
| c_n_cal | | con__mp__on | |
| __l_ing | | d__cou_t | |
| m_rke_ing | | sp__sor | |
| __scrip__on | | d__t | |
| spn_or__ip | | ca__us | |

**4. Read and translate the words.
State and underline the odd words in each group.**

1. to market, to describe, to sponsor, field, to pay off, to add, to target, deal, to behave, to offer, sales, to order, to estimate, elevator pitch.

2. discount, sample, special offer, consumer, flyer, direct mail, sales pitch, boost.

3. deal, business to business, campus, debt, sponsorship, loan, approach, sales representative, insider, marketing.

**5. Word building. Add the suffixes to the verbs.
Pay attention to these suffixes and translate the words.**

| | - er | - ing | - tion | - ship |
|------------|-------|-------|--------|--------|
| to market | | | | |
| to sponsor | | | | |
| to consume | | | | |

Lexical exercises

6. Match the words with their definitions.

| | |
|------------------|----------------------------------------------------------------------------------------------|
| 1. Belladonna | a) a chemical element, silvery-white metal which is liquid. |
| 2. superstitious | b) a woman who has magic powers, especially evil ones. |
| 3. monk | c) an official body that governs in the Catholic Church. |
| 4. mercury | d) a poisonous plant with purplish-red flowers and black berries. |
| 5. witch | e) a medicine or treatment for disease or injury. |
| 6. Curia | f) a belief not based on reason or knowledge, fear of the unknown, trust in magic or chance. |
| 7. remedy | g) a member of a male religious community who lives in a monastery. |

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

1. Helicobacter pylori is a **helical-shaped** Gram-negative bacterium that infects various areas of the stomach and duodenum²¹. 2. The initial advances in pathogenic **bacteriology** were derived from the identification and characterization of bacteria associated with specific diseases. 3. All organisms in the animal **kingdom** are separated from those in the plant kingdom because of the fact that plants make their own food by photosynthesis, whereas animals ingest their food. 4. **Living beings** on earth are mainly classified into two forms: plants and animals. 5. A unicellular organism, also known as a **single-celled** organism, is an organism that consists of a single cell, unlike a multicellular organism that consists of multiple cells. 6. Bacilli is a taxonomic class of bacteria, which contain several well-known pathogens such as **Bacillus anthracis** that is the causative agent of the disease anthrax. 7. The division between **prokaryotes** and eukaryotes reflects the existence of two very different levels of cellular organization. 8. Prime decomposers are bacteria or fungi, though larger scavengers²² also play an important role in **decomposition** if the body is accessible to insects, mites and other animals. 9. A typical animal cell is 10–20 µm in diameter, which is about one-fifth the size of the smallest particle visible to the **naked eye**. 10. The Actinomycetes are a group of unicellular **filamentous** bacteria that form a network of filaments and produce spores.

²¹ **Duodenum** – duodénium (m) (двенадцатиперстная кишка)

²² **Scavenger** – charognard (m) (падальщик – животное, которое питается падалью)

8. Use the words from the box to complete the sentences.

special offer order estimated cynical debt targeting selling
desperate samples

1. Charles Darwin was the first to describe the role of natural selection in speciation²³ in his 1859 book “The Origin of _____”. 2. Many _____, such as algae, are photosynthetic and are vital primary producers in ecosystems, particularly in the ocean as part of the plankton. 3. Even small amounts of moisture feed nasty _____ and mildew²⁴ growths that can affect your health and lead to major structural damage in your house. 4. Bacteria are traditionally classified based on their _____ response into the gram-positive (or monoderm, “one membrane”) and gram-negative (diderm, “two membranes”) groups. 5. Penicillin kills most gram negative _____ that cause gonorrhoea and epidemic spinal meningitis. 6. In 1937 Edouard Chatton in his book “Titres et Travaux Scientifiques” had proposed the two terms, calling the bacteria prokaryotes and organisms with nuclei in their cells _____. 7. A _____ is an infectious thing, such as a virus, bacteria, fungi or parasite, which causes a disease. 8. Ribonucleic acid (_____) and Deoxyribonucleic acid (DNA) are nucleic acids and along with lipids, proteins and carbohydrates, constitute the four major macromolecules essential for all known forms of life. 9. Five general stages are used to describe the process of decomposition in vertebrate animals: fresh, bloat, active _____, advanced decay, and dry remains. 10. The virus has the ability to _____ efficiently in our bodies and can cause death or at least serious illness in many.

9. Read and translate the text. Underline the right words in italics.

When the Romans **invaded** / **invested** England they brought even more knowledge of plants used in cooking and healing which they shared with the local **healers** / **haters**. In the 6th / 16th century Christianity arrived in England bringing various traditions such as beautifully ordered **monarchic** / **monastic** herb gardens filled with medicinal plants. Hildegard von Bingen a medieval **dame** / **dumb** who was considered the first female doctor in Europe. She was **born** / **both** a physician and a musician. The 20th century **saw** / **seen** huge advances in chemistry and technology and the development of antibiotics held the **rice** / **rise** of modern medicine.

²³ **Speciation** – speciation (f) (видообразование)

²⁴ **Mildew** – mildiou (m) (милдью, ложная мучнистая роса – болезнь растений)

- 10.** *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

CORPORATE SPONSORSHIP

1. Most fungi feed through microscopic threads called _____. These threads dig into ²⁵ a food source ... and release chemicals that _____ the food. Then the fungi digest it and use it as _____. Fungi feed on dead animals, _____ droppings, _____, fruit! They eat almost anything that was once alive.



2. Viruses are _____ microorganisms. They can only survive inside the cells of other living organisms. Once they enter a living organism, they multiply and causes diseases like ... _____, chickenpox, measles etc. Viruses are said to be so _____ that 500 million of them could fit on to the head of a pin²⁶.

| | | | | |
|----|----------------|----------------|-----------------|----------------|
| 1. | a. consumption | b. description | c. sponsorship | d. discount |
| 2. | a. approach | b. loan | c. flyer | d. sample |
| 3. | a. to advise | b. to sponsor | c. to carry out | d. to behave |
| 4. | a. campus | b. insiders | c. sponsors | d. trade fairs |
| 5. | a. deal | b. sponsors | c. customer | d. approach |
| 6. | a. debt | b. sales | c. field | d. boost |
| 7. | a. estimated | b. advised | c. added | d. carried out |
| 8. | a. trade fair | b. selling | c. direct mail | d. deals |

- 11.** *Read and translate the sentences. Make new sentences with the words in bold.*

1. Aikido was promoted throughout Japan by Morihei Ueshiba whose *gifted disciples* are responsible for the current position of aikido as a popular martial art.
 2. A mitochondrion has two membranes, the *outer membrane* that surrounds the organelle and the *inner membrane* that is folded into structures called *cristae*²⁷ to maximize its surface area.
 3. Evaporation is the change from liquid to vapor phase at a temperature below the *boiling point* of the liquid.
 4. Once a *fungus colony* has grown on an agar medium it is examined microscopically and subjected to rapid tests and other identification methods.

²⁵ **To dig into** – chercher profondément (внедряться в)

²⁶ **Head of a pin** – tête d'épingle (f) (головка булавки)

²⁷ **Cristae** – cristae (m) (крита – в митохондрии)

Unit 10 Price

**Pushing down
prices**



Vocabulary

| | | |
|---------------------------------|---------------------------|--------------------------------|
| cost | ціна, вартість | цена, стоимость |
| deal | угода, договір | сделка, договор |
| to get a good deal | укласти гарну угоду | заклучить хорошую сделку |
| to buy in bulk | кувати оптом | покупать оптом |
| graph | графік, діаграма | график, диаграмма |
| figure | цифра | цифра |
| price | ціна | цена |
| pricing | ціноутворення | ценообразование |
| pricing strategy | цінова стратегія | ценовая стратегия |
| to put pressure on | чинити тиск | оказывать давление |
| to set the price | встановити ціну | установить цену |
| to cut cost | скоротити вартість | сократить расходы |
| to keep costs down | знижувати витрати | снижать затраты |
| margin | ек. прибуток, маржа | эк. прибыль, маржа |
| to cut margin | скоротити маржу | сократить маржу |
| to raise salary / price | підвищити зарплату / ціну | поднять зарплату / цену |
| to reduce = to drop | зменшувати, скорочувати | уменьшать, сокращать |
| to push down price | знизити ціну | сбивать цену |
| profit margin | рентабельність | рентабельность, размер прибыли |
| share | 1. частка; 2. акція | 1. доля; 2. акция |
| to spend | витрачати, тратити | тратить, расходовать |
| spending | витрати | расходы, затраты |
| strategy | стратегія | стратегия |
| strategic | стратегічний | стратегический |
| trend | курс, тенденція | курс, тенденция |
| workforce = labour force | робоча сила | рабочая сила |
| amount | величина, кількість | величина, количество |
| quantity | кількість | количество |
| portion | порція, частка | порция, часть |
| owner | власник, господар | владелец, собственник |
| ownership | власність, володіння | собственность, владение |
| to compare | порівнювати | сравнивать |
| to achieve | добиватися, досягати | добиваться, достигать |
| to achieve a goal | досягати мети | достигать цели |
| to encourage | заохочувати, сприяти | поощрять, содействовать |
| advance | прогрес, досягнення | прогресс, достижение |
| scale | масштаб, розмір | масштаб, размер |
| volume | об'єм, масштаб | объем, масштаб |
| minor | незначний, другорядний | незначительный, второстепенный |
| plentiful | рясний, обильний | изобильный, обильный |
| tremendous | величезний | огромный |
| sharply | різко, раптово | резко, внезапно |
| slightly | злегка, трохи | мало, немного, слегка |
| soft drink | безалкогольний напій | безалкогольный напиток |
| property | майно, власність | имущество, собственность |
| stock market / exchange | фондова біржа | фондовая биржа |
| train fare | тариф на проїзд у потязі | тариф на проезд в поезде |

**1. Give the transcription of the words below.
Translate these words.**

| | | | |
|--------------|-------|---------------|-------|
| figure | | quantity | |
| share | | owner | |
| to encourage | | train fare | |
| slightly | | to compare | |
| labour force | | to cut margin | |

2. Translate the following words into English.

| | | | |
|---------------------|-------|---------------------------|-------|
| цінова стратегія | | досягати мети | |
| фондова біржа | | безалкогольний напій | |
| знижити ціну | | знижувати витрати | |
| укласти гарну угоду | | чинити тиск | |
| рентабельність | | підвищити зарплату / ціну | |

3. Fill in the missing letters and translate the words.

| | | | |
|-------------|-------|-------------|-------|
| t__men__ous | | m__r__in | |
| p__c__ng | | o__ne__ship | |
| sp__n__ing | | _o__ume | |
| _rk__orce | | _ra__egic | |
| _op__rty | | _d__ance | |

**4. Read and translate the words.
State and underline the odd words in each group.**

1. to achieve, to spend, sharply, to buy in bulk, to cut cost, graph, to reduce, to set price, to drop.

2. amount, volume, strategy, quantity, scale, plentiful, portion.

3. stock exchange, minor, deal, spending, cost, trend, pricing, share, margin, price.

**5. Word building. Add the suffixes to the nouns and verbs.
Pay attention to these suffixes.**

| | - ic | - ing | - ship |
|----------|-------|-------|--------|
| price | | | |
| owner | | | |
| strategy | | | |
| to spend | | | |

Lexical exercises

6. Choose the best definition for these words.

| | |
|-------------------|--------------------------------------------------------------------------------------|
| 1. moist | a) to fall out, to precipitate |
| 2. beaker | b) a small portion of liquid that fall vertically. |
| 3. to settle down | c) a standing water, either natural or man-made that is usually smaller than a lake. |
| 4. drop | d) a lipped cylindrical glass container for laboratory use. |
| 5. pond | e) an animal or plant that nourishes a parasite inside or near their body. |
| 6. host organism | f) slightly wet or humid |

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

1. Our new research has identified how the process of copying the genetic material is linked to **cell division**. 2. Its natural **environment** is the soil where this organism feeds mainly on bacteria. 3. Cyanobacteria are capable of **photosynthesis** and hence resemble plants in the way that they obtain energy. 4. The cell walls of all bacteria contain the chemical **peptidoglycan** which is substantially thicker in Gram-positive bacteria than in Gram-negative bacteria. 5. Botulinum neurotoxins (Botox), neurotoxic **proteins** produced by bacteria *Clotridium botulinu*, is the causative agent of botulism that can be regarded as the most poisonous protein. 6. Syphilis, caused by the bacterium **Treponema pallidum**, is a disease spread via sexual activity. 7. This bacterium is spherical in shape, about 2 to 10 μm in diameter and without **flagella**. 8. The nuclear envelope allows the nucleus to control its contents and separate them from the rest of the **cytoplasm** where necessary. 9. I don't know if it is diphtheria, but there is some kind of **infection** in the air. 10. **Discoloration** of the hair, hair fall, dry hair, and abnormal hair growth rate can be caused by iron deficiency.

8. Use the words from the box to complete the sentences.

advances spending push down scale buying in bulk put pressure
property workforce plentiful set a price amount compare

Microorganisms are found in air, water, _____ and also inside the bodies of the plants and animals. Let us perform an activity to understand this. Take some moist soil in a _____ and add water to it. After the soil particles have _____ observe a drop of water from the beaker under a microscope. You will find many tiny organisms moving. You can also try this activity using a few _____ of water from a _____. Some microorganisms such as fungi that grow on _____ bread can be seen with a magnifying glass, while others are microscopic, hence they are called microorganisms or microbes.



A BEAR MARKET IS SOMETIMES
DEFINED AS A 20 PERCENT DECLINE
OVER AT LEAST TWO MONTHS.

9. Read and translate the text.
Underline the right words in italics.

Microorganisms / microbes are classified into for / four major groups that is bacteria, fungi / fungus, protozoa and some algae. Some examples of bacteria a spirillum / spiral bacteria and rod-shaped bacteria. Those are fungi: our bread mold / mole, Penicillium and Aspergillus. Amoeba and Paramecium are examples of protozoa, which / while Chlamydomonas and Spirogyra are examples of Algae.

STOCK MARKET
101 FROM BULL AND BEAR MARKETS
TO DIVIDENDS, SHARES, AND
MARGINS — YOUR ESSENTIAL
GUIDE TO THE STOCK MARKET

But with risks, but with the right investment strategies / spending, it can be done safely with minimal risk. The stock market is just one type of financial market. So, before you invest, make sure you are familiar with them all. Microorganisms / microbes are classified into for / four major groups that is bacteria, fungi / fungus, protozoa and some algae. Some examples of bacteria a spirillum / spiral bacteria and rod-shaped bacteria. Those are fungi: our bread mold / mole, Penicillium and Aspergillus. Amoeba and Paramecium are examples of protozoa, which / while Chlamydomonas and Spirogyra are examples of Algae.

- 10.** *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

WHAT CAUSED THE 1929 WALL STREET CRASH?

1. Life on earth could exist without bacteria. _____
2. All bacteria species are invisible to the unaided eye. _____

3. Bacilli usually combine to form diplobacilli: two bacilli arranged side by side with each other. _____
4. The two types of spiral shaped bacteria are called spirilla, for example *Helicobacter pylori*, a cause of peptic ulcers. _____

5. The cell membrane, also known as the mitochondria, encloses the contents of the cell and acts as a barrier to hold nutrients and proteins within the cell.

6. The bacterial cell wall differs from that of all other organisms by the presence of peptidoglycan which is located immediately outside of the cytoplasmic membrane. _____

| | | | | |
|----|------------------------------|------------------------|---------------------------|-------------------------|
| 1. | a. pricing strategies | b. train fares | c. stock exchanges | d. labour forces |
| 2. | a. profit margin | b. stock market | c. soft drink | d. advances |
| 3. | a. trends | b. graphs | c. prices | d. shares |
| 4. | a. tremendous | b. minor | c. plentiful | d. slightly |
| 5. | a. spend | b. drop | c. encourage | d. achieve |
| 6. | a. portion | b. figure | c. labour force | d. margin |

- 11.** *Read and translate the sentences. Make new sentences with the words in bold.*

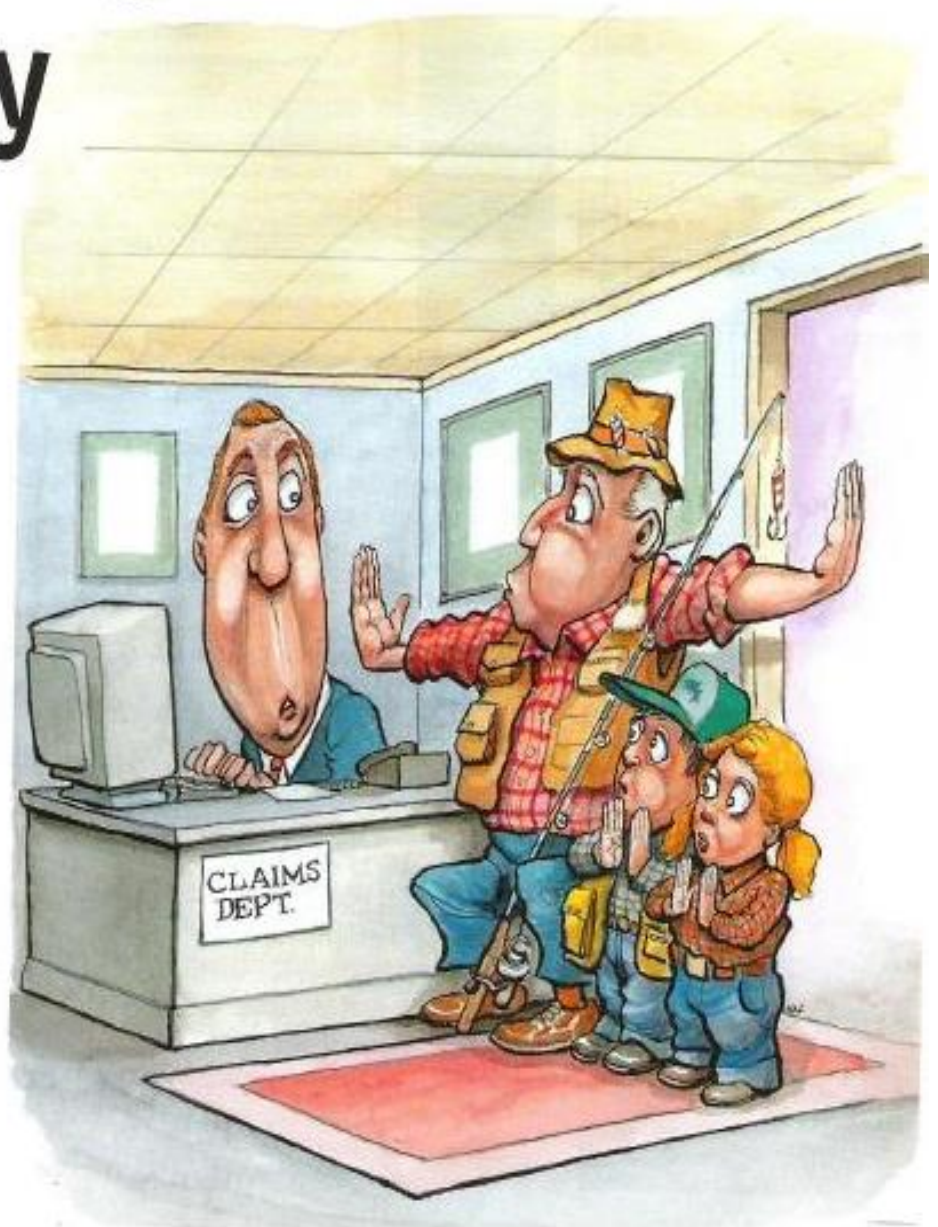
1. The organic matter in soil derives from plants, animals and microorganisms, for example, in a forest leaf falls to the forest floor and it decays, so, it becomes organic matter.
2. We visited a hot spring with water coming directly from the volcano and ate at a soda bar near the base of the volcano.
3. Cyanobacteria, adapted to high salinity, can often be the main autotrophs in hypersaline environments.
4. Toxic gases can be present in the airspace because enterprises use toxic substances as part of the production process.
5. Abbreviations may be used to specify the unit of measurement of the total quantity.

Unit 11 Insurance

Honesty is the best policy

Keynotes

Many people and businesses take out insurance **policies** to **protect against** risks such as **fire, accident** and **theft**. **Policyholders** pay a yearly **premium** to the insurance company which then provides **cover against** financial loss. If something unexpected happens, the policyholder can make a **claim** and receive **compensation** for the loss or **damage**.



Vocabulary

| | | |
|-----------------------------|-----------------------------------------|-----------------------------------------|
| claim | позов, претензія | иск, претензия |
| to claim (on) | <i>юр.</i> подавати позов про збитки | <i>юр.</i> возбуждать иск об убытках |
| to protect (against) | 1. захищати; 2. страхувати | 1. защищать; 2. страховать |
| protection | 1. захист; 2. страховка | 1. защита; 2. страховка |
| to cover | 1. <i>фин.</i> покривати; 2. страхувати | 1. <i>фин.</i> покрывать; 2. страховать |
| cover = coverage | страхове покриття | страховое покрытие |
| damage | пошкодження, збиток | повреждение, ущерб |
| to damage | пошкоджувати, завдати збитків | повреждать, наносить ущерб |
| injury | рана, травма | рана, травма |
| harm | школа, збиток | вред, ущерб |
| theft | крадіжка | воровство, кража |
| loss | втрата, збиток | потеря, убыток |
| accident | аварія, випадковість | авария, несчастный случай |
| to destroy | руйнувати, ломати | разрушать, ломать |
| destruction | руйнування, знищення | разрушение, уничтожение |
| fire | пожежа | пожар |
| fraud | обман, шахрайство | обман, мошенничество |
| fraudulent | обманний, шахрайський | обманной, мошеннический |
| to insure (against) | страхувати (від) | страховать (от) |
| insured | застрахований | застрахованный |
| insurance | 1. страхування; 2. страховий поліс | 1. страхование; 2. страховой полис |
| insurance company | страхова компанія | страховая компания |
| insurance claim | позов зі страхування | страховое требование (иск) |
| insurance policy | страховий поліс | страховой полис |
| policyholder | власник страхового поліса | застрахованное лицо |
| premium | страховий внесок | страховой взнос |
| compensation | компенсація, відшкодування | компенсация, возмещение |
| to replace | 1. відновлювати; 2. замінити | 1. восстанавливать; 2. заменять |
| to repair | ремонтувати | ремонтировать |
| risk | небезпека, ризик | опасность, риск |
| term | термін | срок |
| agreement | договір, згода | договор, соглашение |
| beneficiary | отримувач, вигодонабувач | получатель, выгодоприобретатель |
| underwriter | страхова компанія, страховик | страховая компания, страховщик |
| to quote | <i>ек.</i> давати розцінку; котирувати | <i>эк.</i> устанавливать расценки |
| item | елемент, предмет | элемент, предмет |
| wallet | гаманець | бумажник, кошелек |
| legitimate | законний | законный |
| lie | брехня, обман | ложь, обман |
| to lie | брехати | лгать, обманывать |
| honest | чесний | честный |
| dishonest | нечесний | нечестный |
| suspicious | підозрілий | подозрительный |
| to determine | визначати, встановлювати | определять, устанавливать |
| to prohibit | забороняти | запрещать |
| to withdraw | забирати, відкликати | забирать, отзывать |
| to stretch the truth | спотворити правду, прибріхувати | искажать правду, привирать |

**1. Give the transcription of the words below.
Translate these words.**

| | | | |
|-------------|-------|------------|-------|
| insurance | | fraudulent | |
| injury | | honest | |
| to quote | | accident | |
| suspicious | | item | |
| to withdraw | | legitimate | |

2. Translate the following words into English.

| | | | |
|-------------------------------|-------|---------------------------|-------|
| страховий поліс | | нечесний | |
| спотворити правду, прибріхати | | подавати позов про збитки | |
| отримувач, вигодонабувач | | пошкодження, збиток | |
| обман, шахрайство | | власник страхового поліса | |
| руйнування, знищення | | небезпека, ризик | |

3. Fill in the missing letters and translate the words.

| | | | |
|-------------|-------|----------|-------|
| __der_riter | | _o_er_ge | |
| _om_nsa_ion | | h__m | |
| pr_tec_ion | | cl__m | |
| i_su_ed | | w_l__t | |
| _g__ement | | p__mi_m | |

**4. Read and translate the words.
State and underline the odd words in each group.**

1. to destroy, to cover, to prohibit, fire, to lie, to repair, to damage, to quote, to replace, term, to insure, to protect, to determine, cover.

2. risk, theft, harm, fire, accident, insurance company, loss, lie, injury, fraud.

3. insurance, premium, to withdraw, insurance policy, underwriter, destruction, cover, insurance company, policyholder, suspicious, insurance claim.

**5. Word building. Add the suffixes to the nouns and verbs.
Pay attention to these suffixes.**

| Noun = Verb | | Verb → Noun | |
|-------------|-------|-------------|-------|
| lie | | to protect | |
| cover | | to insure | |
| damage | | to destroy | |

Lexical exercises

6. Choose the best definition for these words.

| | |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| 1. chain | a) a small, extrachromosomal DNA molecule within a cell that is physically separated from chromosomal DNA and can replicate independently. |
| 2. counterstain | b) an organism from which a parasite obtain its nutrition or shelter. |
| 3. pilus | c) a significant human pathogenic bacterium which was recognized as a major cause of pneumonia. |
| 4. plasmid | d) one millionth of a meter. |
| 5. motile | e) a pair of rod-shaped bacilli linked end to end. |
| 6. nucleoid | f) a sequence of items of the same type forming a line. |
| 7. host organism | g) a group or set of four. |
| 8. Diplococcus pneumonia | h) a common bacteria that causes streptococcal pharyngitis and scarlet fever. |
| 9. micrometer | i) the region of a prokaryotic cell (resembling a nucleus) where the cell's genetic component is located. |
| 10. tetrad | j) a hair-like appendage found on the surface of many bacteria. |
| 11. diplobacillus | k) moving or having the power to move spontaneously. |

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

1. Our new research has identified how the process of copying the genetic material is linked to **cell division**. 2. Its natural **environment** is the soil where this organism feeds mainly on bacteria. 3. Cyanobacteria are capable of **photosynthesis** and hence resemble plants in the way that they obtain energy. 4. The cell walls of all bacteria contain the chemical **peptidoglycan** which is substantially thicker in Gram-positive bacteria than in Gram-negative bacteria. 5. Botulinum neurotoxins (Botox), neurotoxic **proteins** produced by bacteria *Clotridium botulinu*, is the causative agent of botulism that can be regarded as the most poisonous protein. 6. Syphilis, caused by the bacterium **Treponema pallidum**, is a disease spread via sexual activity. 7. This bacterium is spherical in shape, about 2 to 10 μm in diameter and without **flagella**.

8. Use the words from the box to complete the sentences.

destroyed prohibit withdraw lie fraudulent insure honest
legitimate term replace

1. Bacteria have cell walls made up of polysaccharides that give them strength and _____.
2. This is important since bacteria often experience variations in _____ due to the different solutions they encounter and it is their cell walls which prevent them from shrinking or swelling.
3. As a reminder, osmosis is the process by which solvent molecules pass through a _____ membrane from a less concentrated solution to a more concentrated one, equalizing the concentration on either side of the membrane.
4. Peptidoglycan is a polymer made up of sugars and _____ which forms a kind of mesh²⁸.
5. Although both gram-positive and gram-negative bacteria can be pathogenic, gram negative bacteria are more resistant to _____ because of their impenetrable²⁹ cell wall.

9. Read and translate the text.

Underline the right words in italics.

I. Bacteria can be classified based on their reaction to the Gram **stain / staining**, which identifies them as Gram-positive or Gram-negative based on the **chemistry / chemical** and physical properties of their cell walls. Gram positive bacteria have a **thick / thin** cell wall, which consists of up to around **3 / 30** layers of peptidoglycan. This cell wall surrounds a monoderm, which **are / is** a single plasma membrane. Gram-negative bacteria have a much thinner cell wall, consisting of a **single / soil** layer of peptidoglycan. This layer of peptidoglycan is sandwiched between two lipid bilayer membranes called diderms.

II. We can differentiate between gram positive and gram-negative bacteria by **dyeing / dying** them with crystal violet and then washing them with a decolorizing **solvent / solution**. Then, a counterstain is **added / add**, for example safranin or fuchsin. Gram-positive bacteria will retain the crystal violet dye and **remain / retain** purple, while the gram-negative bacteria will be stained pink. Note that gram-positive bacteria also pick **up / uper** the pink color of the counterstain, however this.

²⁸ **Mesh** – maille (f) (ячейка сети)

²⁹ **Impenetrable** – impréneétrable (непроницаемый, ая)

- 10.** *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

SHOULD YOU WORRY ABOUT INSURANCE FRAUD?

_____ Cytoplasm contains the genetic material that is the ring-shaped

_____ Some bacteria are capable of active through the use of their flagella.

_____ Bacteria have an exceptional to adapt and reproduce.

_____ Spherical bacteria which are called can occur as single cells,, chains or clusters.

_____ Bacilli can be such as the lactobacilli used in the food industry.

_____ Two types of react to antibiotics differently so treating different bacterial requires different antibiotics.

| | | | | |
|----|---------------------|-----------------|--------------------|-----------------|
| 1. | a. insurance policy | b. compensation | c. insurance claim | d. agreement |
| 2. | a. cover | b. theft | c. fraud | d. term |
| 3. | a. frauds | b. items | c. damages | d. premiums |
| 4. | a. quoted | b. lied | c. insured | d. repaired |
| 5. | a. lie | b. replace | c. destroy | d. claim |
| 6. | a. fraudulent | b. legitimate | c. destruction | d. protection |
| 7. | a. policyholder | b. insured | c. beneficiary | d. underwriters |
| 8. | a. legitimate | b. suspicious | c. honest | d. dishonest |

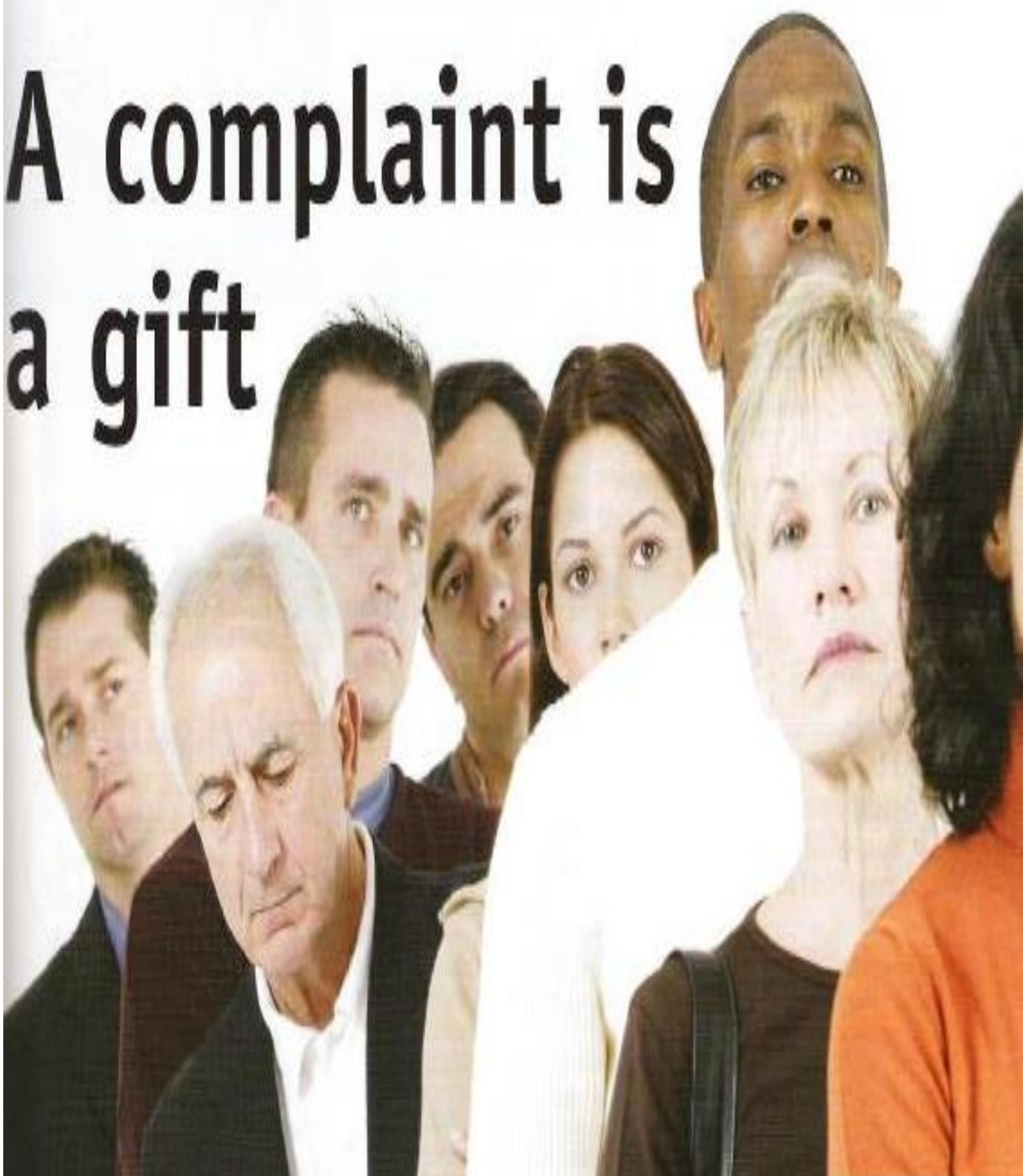
- 11.** *Read and translate the sentences. Make new sentences with the words in bold.*

1. The organic matter in soil derives from plants, animals and microorganisms, for example, in a forest leaf falls to the forest floor and it decays, so, it becomes organic matter. **2.** We visited a hot spring with water coming directly from the volcano and ate at a soda bar near the base of the volcano. **3.** Cyanobacteria, adapted to high salinity, can often be the main autotrophs in hypersaline environments. **4.** Toxic gases can be present in the airspace because enterprises use toxic substances as part of the production process. **5.** Abbreviations may be used to specify the unit of measurement of the total quantity. **6.** A dilute solution is one in which there is a relatively small amount of solute³⁰ dissolved in the solution.

³⁰ **Solute** – soluté (m) (растворенное вещество)

Unit 12 Service

**A complaint is
a gift**



Vocabulary

| | | |
|--------------------------------|-------------------------------|----------------------------------------|
| apology | вибачення | извинение |
| to apologise (for) | вибачатися (<i>за щось</i>) | извиняться (<i>за что-то</i>) |
| complaint | скарга, незадоволення | жалоба, недовольство |
| to complain = to whinge | скаржитися | жаловаться |
| to handle complaint | розглядати скаргу | рассматривать жалобу |
| satisfaction | задоволення | удовлетворение |
| customer satisfaction | задоволення клієнтів | удовлетворенность клиентов |
| satisfied | задоволений | удовлетворенный |
| dissatisfied | незадоволений | неудовлетворенный |
| customer service | обслуговування клієнтів | обслуживание клиентов |
| feedback | відгук | отзыв |
| guarantee | гарантія, зобов'язання | гарантия, обязательство |
| to guarantee | гарантувати | гарантировать |
| payment | платіж, оплата | платеж, оплата |
| to pay (for) | платити (<i>за щось</i>) | платить (<i>за что-то</i>) |
| payable | що підлягає сплаті | подлежащий оплате |
| to charge | запитувати плату, стягувати | запрашивать плату, взимать |
| charge | ціна, плата | цена, плата |
| quality | якість | качество |
| refund | компенсація, відшкодування | компенсация, возмещение |
| to refund | повертати, відшкодувати | возвращать, возмещать |
| training | 1. навчання; 2. тренування | 1. обучение; 2. тренировка |
| to train | 1. навчатися; 2. тренуватися | 1. обучаться; 2. тренироваться |
| trainer | тренер | тренер |
| trainee | практикант, стажер | практикант, стажер |
| enquiry = query | питання, запит | вопрос, запрос |
| to deliver | доставляти, розвозити | доставлять, развозить |
| delivery | доставляння | доставка |
| poor service | погане обслуговування | плохое обслуживание |
| to book | бронювати, замовляти | бронировать, заказывать |
| booking | замовлення; бронювання | заказ; бронирование |
| statement | заява, твердження | заявление, утверждение |
| confirmation | підтвердження | подтверждение |
| to make a fuss | метушитися, піднімати шум | суетится, поднимать шум |
| in a roundabout way | здалека, обхідним шляхом | издалека, окольным путем |
| phlegmatic | флегматичний, незворушний | флегматичный, невозмутимый |
| hard-to-please | вимогливий | требовательный |
| well-run | добре організований | хорошо организованный |
| significant | значний, важливий | значительный, важный |
| to suggest | пропонувати; говорити про щ. | предлагать; говорить о чем-л. |
| to suffer | страждати, терпіти | страдать, терпеть |
| to empathise (with) | співчувати | сочувствовать, сопереживать |
| to notify (about) | сповіщати (про) | извещать (о) |
| to react | реагувати | реагировать |
| to recover the money | повернути гроші | вернуть деньги |
| to interrupt | переривати | прерывать, обрывать |
| to reimburse | відшкодовувати, повертати | возмещать, возвращать (<i>сумму</i>) |

**1. Give the transcription of the words below.
Translate these words.**

| | | | |
|--------------|-------|--------------|-------|
| to reimburse | | satisfaction | |
| to whinge | | enquiry | |
| quality | | to apologize | |
| to empathize | | guarantee | |
| payable | | significant | |

2. Translate the following words into English.

| | | | |
|-------------------------|-------|-----------------------------|-------|
| задоволення клієнтів | | повернути гроші | |
| здає, обхідним шляхом | | розглядати скаргу | |
| обслуговування клієнтів | | метушитися, піднімати шум | |
| погане обслуговування | | добре організований | |
| вимогливий | | стягувати, запитувати плату | |

3. Fill in the missing letters and translate the words.

| | | | |
|---------------|-------|-------------|-------|
| d__satis__ed | | st__em__nt | |
| p__m__nt | | re__und | |
| co__ir__ation | | f__db__k | |
| __leg__atic | | d__l__ver__ | |
| tr__n__ng | | c__pl__int | |

**4. Read and translate the words.
State and underline the odd words in each group.**

1. to complain, to interrupt, to pay, charge, to book, to guarantee, to train, booking, trainer, to suffer, to notify, query.
2. apology, satisfaction, to suggest, complaint, customer service, to deliver, refund, customer satisfaction, trainee.
3. phlegmatic, significant, to react, satisfied, well-run, payable, to refund, hard-to-please, dissatisfied.

**5. Word building. Add the suffixes to the words.
Pay attention to these suffixes and translate the words.**

| Noun = Verb | | Verb → Noun | |
|-------------|-------|-------------|-------|
| guarantee | | to book | |
| charge | | to deliver | |
| refund | | to pay | |

Lexical exercises

6. Match the words with their definitions.

| | |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Fume hood | a) to make something free from water or other liquid. |
| 2. Fire extinguisher | b) glasses set in a flexible frame, used in chemistry laboratory for protecting the eyes from dust or chemicals. |
| 3. Solid | c) a small part of anything, intended to show the quality, style or nature of the whole; specimen. |
| 4. To dry | d) a short glass tube with a rubber bulb at one end and a tiny hole at the other, for measuring out drops of medicine or other liquids. |
| 5. Safety | e) a flask-shaped vessel, to which a long neck is attached, is commonly used for distillation of substances by heat. |
| 6. Goggles | f) a tool, often made of nickel, that is used mostly for mixing soft substances or other materials. |
| 7. Sample | g) a substance or object that retains a definite size and shape; not liquid or fluid. |
| 8. Dropper | h) a graduated glass tube with a stopcock ³¹ at one end which is used in quantitative chemical analysis to measure the volume of a liquid or a gas. |
| 9. Glass retort | i) a type of cabinet with local ventilation that is designed to exhaust toxic chemicals. |
| 10. Spatula | j) tweezers ³² in an organic chemistry lab which are used to hold small items without using fingers. |
| 11. Forceps | k) a condition of being protected from harm, danger, risk or injury. |
| 12. Burette | l) a portable metal cylinder which contains water or chemicals at high pressure (foam or gas) to put out a fire. |

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

1. In Britain, a **beaker** is a drinking cup mainly used by children, but in the USA the word is used to mean a cylindrical glass vessel for mixing, measuring and pouring liquid chemicals. 2. When a large number of samples need to be tested and compared, **test tubes** are used to make this easier. 3. Scientists often use **graduated cylinders** to determine displacement³³, which is a measurement of the change in a volume of water when additional materials are added to it. 4. **Evaporating dishes** are used to produce a concentrated solution or a solid precipitate of the dissolved substance.

³¹ **Stopcock** – robinet d'arrêt (m) (запорный кран, задвижка)

³² **Tweezers** – pince (f) (пинцет, щипцы)

³³ **Displacement** – déplacement (m) (водоизмещение)

8. Use the words from the box to complete the sentences.

apologize training reimburse charge satisfaction recover delivery
guarantee well-run make a fuss

1. These students are working in the laboratory without wearing the safety goggles. As you will see this can be a very risky thing to do. Although you may be a very _____ worker, your neighbor may not be.
2. It is critical to get the victim to the eyewash station or a sink immediately because the eyes must be _____ thoroughly.
3. Never throw a lighted _____ in the trash, should a fire break out.
4. To avoid the possibility of your hair or clothing catching fire, snug³⁴ fitting clothes and a _____ to confine long hair.
5. If your clothing should catch fire, do not run, because this will cause the flames to spread and burn even hotter. Instead, immediately roll on the floor to _____ the flames.
6. This student is using the properly designated _____ to clean up a shattered³⁵ beaker but she forgot to use a dustpan and a brush.
7. Like a burn, flushed the _____ under running cold water and call for assistance so that first aid can be administered.
8. Wash all glassware and wipe down your _____ before leaving the laboratory.

9. Read and translate the sentences. Underline the right words in italics.

I. An open flame should never be present in the laboratory when **inflammable / flammable** liquids are nearby. Such liquids can easily catch fire or **when / even** explode. A moment's carelessness is all that is required for a fire to **start / stop**. If the fire should start in a glass container such as a **breaker / beaker** put a solid object over the opening of the beaker. The fire will be smothered. It is crucial that you know where the fire **extinguishers / distinguisher** are located in your laboratory and how to use them.

II. Remember, the **single / thing** most important thing you must do in the lab is to wear your safety goggles. If you wear contact lenses, put a **sticker / stick** on the left side of the goggles, so that in the **even / event** of an emergency, the people helping you will realize that you are wearing contacts.

³⁴ **Snug** – arranger (приводить в порядок)

³⁵ **Shatter** – briser en morceaux (разбить вдребезги)

- 10.** *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

THE IMPORTANCE OF THE MONEY BACK GUARANTEE

Lastly the nervous system is a communication network of nerve cells that the body uses to transmit information and coordinate bodily functions. It's comprised of the brain – the (1) _____ of sensory and intellectual activity, the spinal cord and the many cranial and spinal nerves that emanate from them. This infrastructure created by neurons, blood, muscles and bones allows three other systems to regulate the body's (2) _____: the endocrine, lymphatic and urinary systems.

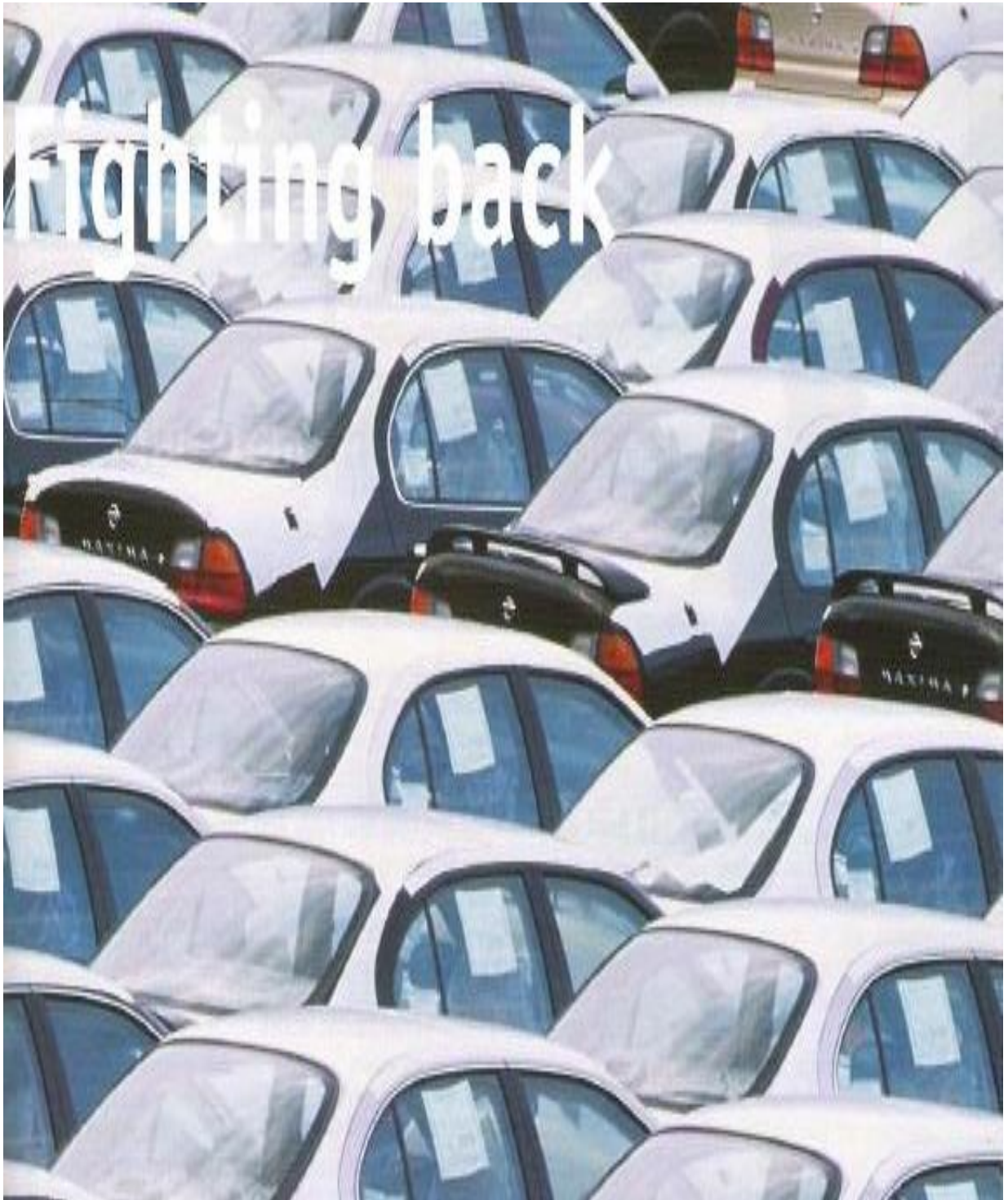
The endocrine system is a series of glands that use information carried by the nervous system to help regulate the body's (3) _____. Thanks to this neural connection endocrine glands such as the thyroid are aware of the amount of hormones and other chemicals they need to produce. These (4) _____ are then distributed throughout the body by way of the cardiovascular system. The cardiovascular and nervous systems are also utilized by the lymphatic system. A collection of lymph nodes and vessels that help regulate the body's defenses.

| | | | | |
|----|--------------|-----------------|----------------|--------------------|
| 1. | a. charge | b. training | c. apology | d. quality |
| 2. | a. booking | b. feedback | c. refund | d. apology |
| 3. | a. trainee | b. guarantee | c. payment | d. delivery |
| 4. | a. paid for | b. reimbursed | c. reacted | d. empathized with |
| 5. | a. statement | b. confirmation | c. complaint | d. agreement |
| 6. | a. whinge | b. notify about | c. recover | d. suggest |
| 7. | a. interrupt | b. suffer | c. make a fuss | d. book |

- 11.** *Read and translate the sentences. Make new sentences with the words in bold.*

1. **Trainees** will work on tasks in real projects under the guidance of an experienced mentor. 2. We were advised **to book** early if we wanted to get a room. 3. **Customer service** is the support you offer your customers – both before and after they buy and use your products or services. 4. Manufacturers can **deliver** goods directly from factories. 5. The holiday was cancelled so the travel agency had **to refund** everybody the price of the tickets. 6. She went into debt **to pay for** college. 7. How do you think she'll **react** when she hears the news? 8. The team **trained** daily at the beginning of the season.

Unit 13 Productivity



Vocabulary

| | | |
|---------------------------------|--------------------------------|---------------------------------|
| productivity | продуктивність | производительность |
| productive | продуктивний | производительный |
| assembly | складання, монтаж | сборка, монтаж |
| assembly line | складальний конвеєр | сборочный конвейер |
| to assemble | збирати, монтувати | собирать, монтировать |
| capacity | виробнича потужність | производственная мощность |
| component = part | деталь, запчастина | деталь, запчасть |
| efficiency | ефективність, результативність | эффективность, результативность |
| efficient | ефективний, результативний | эффективный, результативный |
| efficiently | ефективно, раціонально | эффективно, рационально |
| just-in-time | вчасно | точно в срок, своевременно |
| just-in-time delivery | своєчасна доставка | доставка точно в срок |
| production | 1. виробництво; 2. продукція | 1. производство; 2. продукция |
| producer | виробник | производитель |
| product | продукт, продукція | продукт, продукция |
| to produce | виробляти | производить |
| resource | запас, ресурс | запас, ресурс |
| stock | запас, склад готової продукції | запас, склад готовой продукции |
| in stock | в наявності | в наличии |
| supply | 1. доставка; 2. пропозиція | 1. поставка; 2. предложение |
| supplier | постачальник | поставщик |
| to supply | постачити, поставляти | снабжать, поставлять |
| waste | 1. втрата; 2. відходи | 1. потеря, трата; 2. отходы |
| to waste | втрачати, витратити даремно | терять, тратить впустую |
| up-to-date | сучасний | современный |
| out-of-date | старомодний, застарілий | старомодный, устаревший |
| shortage | нестача, дефіцит | нехватка, дефицит |
| to forecast = to predict | передбачати, прогнозувати | предсказывать, прогнозировать |
| forecast = prediction | передбачення, прогноз | предсказание, прогноз |
| to disappear | зникати, пропадати | исчезать, пропадать |
| probably | ймовірно | вероятно |
| frequently | часто | часто |
| overnight | швидко, миттєво | быстро, мгновенно |
| labour cost | вартість праці | затраты на рабочую силу |
| to own | володіти, мати | владеть, обладать |
| to switch | змінювати, перемикатися | изменять, переключаться |
| to affect | впливати | влиять, воздействовать |
| to avoid | уникати | избегать |
| to share | ділити, розділяти | делить, разделять |
| to skim | побіжно проглядати | бегло просматривать |
| finished goods | готові вироби | готовые изделия |
| fierce | жорстокий, запеклий | жестокий, ожесточенный |
| flexible | гнучкий, що пристосовується | гибкий, приспособляемый |
| vehicle | транспортний засіб, автомобіль | транспортное средство, авто |
| wheel | колесо | колесо |
| issue | проблема, задача | проблема, задача |
| fuel | паливо, пальне | топливо, горючее |

**1. Give the transcription of the words below.
Translate these words.**

| | | | |
|--------------|-------|------------|-------|
| fuel | | overnight | |
| assembly | | supply | |
| fierce | | issue | |
| efficiency | | vehicle | |
| to disappear | | frequently | |

2. Translate the following words into English.

| | | | |
|-------------------------|-------|-------------------------|-------|
| готові вироби | | в наявності | |
| своєчасна доставка | | складальний конвеєр | |
| змінювати, перемикатися | | ймовірно | |
| вартість праці | | вчасно | |
| сучасний | | старомодний, застарілий | |

3. Fill in the missing letters and translate the words.

| | | | |
|--------------|-------|-------------|-------|
| pr__uc__vity | | w__el | |
| fl__ible | | c_p__cit__ | |
| s__pl__er | | pr__uc__ion | |
| ef__ci__tly | | sh__t__ge | |
| __so__rce | | p__dic__on | |

**4. Read and translate the words.
State and underline the odd words in each group.**

1. to produce, to forecast, to skim, efficient, to affect, to waste, to assemble, part, to own, to share, stock, to supply.
2. flexible, out-of-date, waste, efficient, fierce, up-to-date, forecast.
3. productivity, product, component, productive, production, to predict, to produce, producer, to avoid.

**5. Word building. Add the suffixes to the words.
Pay attention to these suffixes and translate the words.**

| Noun | = | Verb | Verb → | Noun |
|----------|---|-------|-------------|-------|
| supply | | | to predict | |
| forecast | | | to supply | |
| waste | | | to assemble | |

Lexical exercises

6. Match the words with their definitions.

| | |
|-------------------|-----------------------------------------------------------------------------------------------------------------|
| 1. to expel | a) a material such as coal, gas, or oil that is burned to produce heat or power. |
| 2. to exhale | b) (in a female mammal) either of a pair of tubes along which eggs travel from the ovaries to the uterus. |
| 3. approximately | c) to breathe out. |
| 4. fuel | d) a channel with the male reproductive cell or gamete. |
| 5. uterus | e) to force out (something), especially from the body. |
| 6. fallopian tube | f) a process by which male and female gametes are fused together, initiating the development of a new organism. |
| 7. sperm channel | g) an organ in the body of a woman or other female mammal in which a baby develops before birth. |
| 8. fertilization | h) used to show that something is almost, but not completely, accurate or exact. |

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

1. In the developing world, 15% of **cancers** are caused by infections such as *Helicobacter pylori*, hepatitis B, hepatitis C, human papillomavirus infection, Epstein–Barr virus and human immunodeficiency virus (HIV). 2. Studies have shown that more than 50 per cent of children and women of childbearing age suffer from iron-deficiency anaemia and iodine-**deficiency diseases**. 3. **Malaria**, transmitted by the bite of mosquitoes, is caused in humans by five species of single-cell eukaryotic parasites which grow and multiply first in the liver cells and then exponentially in the red blood cells. 4. Many people with **amblyopia**, especially those who only have a mild form, are not aware they have the condition until tested at older ages, since the vision in their stronger eye is normal. 5. **Rubella** which causes a mild fever isn't the same as measles, but the two illnesses share some symptoms, including the red rash. 6. **Nyctalopia**, also called night-blindness, is a condition making it difficult or impossible to see in relatively low light. 7. There is a vaccine for **mumps** which is given on or after a child's first birthday and is usually given with measles and rubella vaccine in a combination vaccine known as MMR vaccine. 8. **AIDS** was first recognized by

the United States Centers for Disease Control and Prevention (CDC) in 1981 and its cause – HIV infection – was identified in the early part of the decade. **9.** If you or your child has been around someone who has bacterial **meningitis**, ask your doctor what steps you should take to avoid catching it. **10.** After decreasing dramatically with the availability of penicillin in the 1940s, rates of **siphilis** infection have increased since the turn of the millennium in many countries, often in combination with human immunodeficiency virus (HIV).

8. *Use the words from the box to complete the sentences.*

**fuel affecting shortage assembling vehicles fierce just-in-time
supply up-to-date capacity produced**

Can also come in the form of food? The digestive system is an _____ 30 foot series of organs that convert food into _____. Food enters the system through the mouth then moves into the esophagus the stomach and the intestines. Nutrients are absorbed into the body while solid waste is expelled through the anal canal the end of the digestive tract.

No matter the roll size or shape of any of the body systems each began with a reproductive system. This system is responsible for creating life. The primary organs involved differ between the sexes with ovaries, fallopian tubes, the _____ and vagina found in women and testes and a _____ found in men together. _____ may occur organ systems form and then a child is born.

9. *Read and translate the sentences.
Underline the right words in italics.*

1. Medicine, pharmacy and the artisan's workshop had prepared the soil upon which the seed of chemistry was to germinate and to flourish. **2.** As alchemy evolved into the science of chemistry, distillation vessels called retorts became used for distillations. **3.** Measuring drug concentrations in biological samples to understand the relationships between drug dose, concentration and effect is an important part of experiment. **4.** The large rubber bulbs are commonly used to draw liquid through a pipette when the reagents are needed in a larger amount. **5.** While physical processes may influence the orientation of the magnetic fields, the chemical process in this case controls magnetism. **6.** Please make sure you are familiar with the safety precautions, hazard warnings and procedures of the experiment you are performing on a given day before you start any work.

- 10.** *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

FORD'S ESSEMBLY LINE STARTS ROLLING

That all sounds scary, but doctors are so good at (1) _____ meningitis that a visit to the hospital can drastically reduce an adult's risk of dying from it. The longer it's left untreated, though, the more likely it will lead to lasting (2) _____. If declining oxygen levels cause cell death in extreme parts of the body like fingers, toes, arms and legs – the risk of amputation goes up. And if bacterial toxins accumulate in the (3) _____ and trigger cell death, meningitis could also cause long-term brain damage and memory loss. So fast treatment, or better yet, prevention, is critical.

That's why most countries have vaccines that defend against the disease in its deadliest forms. Those are usually given to the people who are most at risk-like young children, people with weak immune systems, or people who gather in large groups where an (4) _____ of meningitis could potentially happen. In addition to those gatherings, meningitis is most common in a region called the meningitis belt that stretches across Africa, though cases do happen all over the world. If you're concerned that you or someone you know may have meningitis, get to the doctor as soon as possible; quick action could save your life.

| | | | | |
|----|-----------------|------------------|-------------------|-----------------|
| 1. | a. waste | b. fuel | c. stock | d. wheels |
| 2. | a. switched | b. shared | c. owned | d. skimmed |
| 3. | a. vehicles | b. shortage | c. issue | d. product |
| 4. | a. frequently | b. probably | c. overnight | d. just-in-time |
| 5. | a. avoiding | b. disappearing | c. sharing | d. assembling |
| 6. | a. prediction | b. resources | c. parts | d. supply |
| 7. | a. component | b. assembly line | c. finished goods | d. labour cost |
| 8. | a. productivity | b. productive | c. shortage | d. capacity |

- 11.** *Read and translate the sentences. Make new sentences with the words in bold.*

1. I decided not **to waste** money on a hotel. 2. Their car manufacturing methods are hopelessly **out-of-date**. 3. I try **to avoid** supermarkets on Saturdays – they're always so busy. 4. He verified that the item was **in stock**. 5. Who could **have predicted** that within ten years he'd be in charge of the whole company? 6. I'd like **to share** this idea with you. 7. We can **supply** the goods from our main store.

Unit 14 Creativity

How to be a brilliant thinker

Keynotes

We say that people are **creative** when they have new ideas that **challenge** the **traditional** ways of thinking. Creative people have **innovative** ideas for new products, and find **imaginative** ways to sell. But creativity is important in every field of business because creative **thinking** helps to solve problems. If you try to look at a problem from a different **perspective**, it may help you to find a **radical** solution.

Vocabulary

| | | |
|-------------------------|------------------------------------------|------------------------------------------|
| brainstorming | пошук творчих ідей | поиск творческих идей |
| to brainstorm | колективно обговорювати | коллективно обсуждать |
| challenge | складна задача, проблема | сложная задача, проблема |
| creative | творчій | творческий |
| creativity | творчість | творчество |
| discovery | відкриття | открытие |
| to discover | знаходити, робити відкриття | находить, делать открытие |
| innovation | нововведення, новаторство | нововведение, новаторство |
| innovator | новатор, раціоналізатор | новатор, рационализатор |
| innovative | новаторський, передовий | новаторский, передовой |
| imaginative | уявний, оригінальний | воображаемый, оригинальный |
| radical | радикальний, лівий | радикальный, левый |
| solution | рішення | решение |
| to solve | вирішувати | решать |
| to exist | існувати, жити | существовать, жить |
| to install | встановлювати | устанавливать |
| to include | містити в собі, включати | содержать в себе, включать |
| to evaluate | оцінювати | оценивать |
| facility | можливість, послуга | возможность, услуга |
| tradition | традиція | традиция |
| traditional | традиція | традиционный |
| thinker | мислитель | мыслитель |
| thinking | міркування, думка | мышление |
| perspective | перспектива, проєкція | перспектива, проекция |
| source | джерело, початок | источник, начало |
| chain | ланцюг, система (<i>підприємств</i>) | сеть, система (<i>предприятий</i>) |
| view | 1. вид, вигляд; 2. погляд | 1. вид; 2. взгляд |
| valley | долина | долина |
| glass | скло | стекло |
| row | ряд | ряд |
| delay | затримка, зволікання | задержка, простой |
| to delay | відкладати, затримувати | откладывать, задерживать |
| packaging | 1. пакування (<i>процес</i>); 2. пакет | 1. упаковка (<i>процесс</i>); 2. пакет |
| money-off coupon | купон на знижку | купон на скидку |
| price war | цінова війна / конкуренція | ценовая война / конкуренция |
| entire | цілий | целый, полный |
| random | випадковий, довільний | случайный, произвольный |
| obvious | очевидний | очевидный |
| thriving | той, що процвітає | процветающий |
| careful | 1. дбайливий; 2. старанний | 1. заботливый; 2. старательный |
| sympathetic | 1. співчутливий; 2. симпатичний | 1. сочувствующий; 2. симпатичный |
| brilliant | видатний, блискучий | выдающийся, блестящий |
| remarkable | чудовий, видатний | замечательный, выдающийся |
| pleasurable | що дає задоволення | доставляющий наслаждение |
| deliberately | навмисно, свідомо | нарочно, обдуманно |
| affinity product | супутній продукт | сопутствующий продукт |
| Martian | марсіанин | марсианин |

**1. Give the transcription of the words below.
Translate these words.**

| | | | |
|---------------|-------|------------|-------|
| Martian | | entire | |
| brainstorming | | creativity | |
| pleasurable | | to exist | |
| perspective | | delay | |
| view | | source | |

2. Translate the following words into English.

| | | | |
|-------------------------|-------|----------------------------|-------|
| колективно обговорювати | | радикальний, лівий | |
| купон на знижку | | встановлювати | |
| супутній продукт | | навмисно, свідомо | |
| можливість, послуга | | ряд | |
| ланцюг, система | | цінова війна / конкуренція | |

3. Fill in the missing letters and translate the words.

| | | | |
|--------------|-------|-------------|-------|
| ch__len__ge | | s__lu__ion | |
| va__ey | | __ass | |
| p__ka__ing | | th__k__ng | |
| in__va__or | | r__n__om | |
| sym__t__etic | | i__ova__ion | |

**4. Read and translate the words.
State and underline the odd words in each group.**

-
1. to delay, to discover, thinker, to solve, to evaluate, to brainstorm, traditional, to evaluate, to exist.
 2. brilliant, obvious, innovative, discovery, creative, thriving, remarkable, tradition
 3. noisy, creativity, innovative, careful, creative, discovery, imaginative, innovator, creative.
-

**5. Word building. Add the suffixes to the words.
Pay attention to these suffixes and translate the words.**

| Adjective ↔ Noun | | Verb → Noun | |
|------------------|-------|---------------|-------|
| creative | | to brainstorm | |
| tradition | | to solve | |
| ----- | ----- | to discover | |
| ----- | ----- | to delay | |

Lexical exercises

6. Match the words with their definitions.

| | |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. stabbing pain | a) a state of physical or mental weariness; lack of energy. |
| 2. somnolence | b) a localized physical condition in which part of the body becomes reddened, swollen, hot, and often painful, especially as a reaction to injury or infection. |
| 3. stuffy nose | c) a condition in which the kidneys stop working and are not able to remove waste and extra water from the blood or keep body chemicals in balance. |
| 4. lassitude | d) the condition of feeling sick and the feeling that you are going to vomit. |
| 5. inflammation | e) a pain or sensation sharp and sudden. |
| 6. renal failure | f) an abnormal enlargement of a part of the body, typically as a result of an accumulation of fluid. |
| 7. colicky pain | g) the blockage of the nasal passages usually as a result of inflammation from a common cold virus infection. |
| 8. nausea | h) a condition in which there is difficulty in emptying the bowels, usually associated with hardened faeces. |
| 9. swelling | i) a sudden strong <i>pain</i> caused by a muscle suddenly contracting. |
| 10. constipation | j) a state of strong desire for sleep, or sleeping for unusually long periods. |

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

1. During a **heart attack**, the blood supply that normally nourishes the heart with oxygen is cut off and the heart muscle begins to die. 2. Many conditions cause **dizziness** because multiple parts of the body are required for maintaining balance including the inner ear, eyes, muscles, skeleton, and the nervous system. 3. **Bleeding**, also known as a hemorrhage, or simply blood loss, is blood escaping from the circulatory system from damaged blood vessels. 4. If you have an infection you may see the color of your **sputum** getting darker with either a yellow or green tinge. 5. The feeling that one is about to vomit is called nausea; it often precedes, but does not always lead to **vomiting**. 6. Sure, glass skin sounds ideal, but the truth of the matter is that the majority of us are dealing with some degree of facial **redness** and sensitivity. 7. **Lethargy** may be a side-effect of medication or caused by an interaction between medications or medications and alcohol.

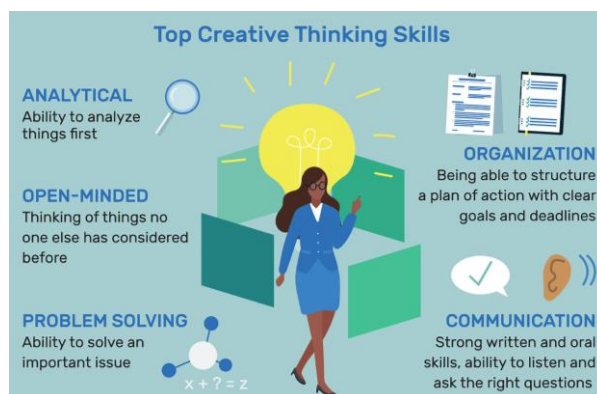
8. Use the words from the box to complete the sentences.

packaging chain price war facilities brainstorm innovative glass
thriving Martians deliberately

1. These students are working in the laboratory without wearing the safety goggles. As you will see this can be a very risky thing to do. Although you may be a very _____ worker, your neighbor may not be.
2. It is critical to get the victim to the eyewash station or a sink immediately because the eyes must be _____ thoroughly.
3. Never throw a lighted _____ in the trash, should a fire break out.
4. To avoid the possibility of your hair or clothing catching fire, snug³⁶ fitting clothes and a _____ to confine long hair.
5. If your clothing should catch fire, do not run, because this will cause the flames to spread and burn even hotter. Instead, immediately roll on the floor to _____ the flames.
6. This student is using the properly designated _____ to clean up a shattered³⁷ beaker but she forgot to use a dustpan and a brush.
7. Like a burn, flushed the _____ under running cold water and call for assistance so that first aid can be administered.
8. Wash all glassware and wipe down your _____ before leaving the laboratory.

9. Read and translate the text. Underline the right words in italics.

Creative / careful thinking is the ability to consider something in a new way. Creative thinking means devising new ways to *solve / exist* problems, and meet *challenges / view*. This way of *tradition / thinking* can help organizations be more productive. Opportunities for creative thought in the workplace vary from *obvious / thriving* artistic positions to highly technical ones. Creative tasks might *include / install* designing logos, writing advertising copy or creating.



³⁶ **Snug** – arranger (приводить в порядок)

³⁷ **Shatter** – briser en morceaux (разбить вдребезги)

- 10.** *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

GERMAN INVENTOR OF SMALL ELECTRICAL APPLIANCES

By the mid-20th century, it was widely accepted that excess hydrochloric acid prompted the stomach to (1) _____ itself. Fervent proponents of this idea were referred to as the acid mafia. The biggest (2) _____ in this theory was that antacids only provide temporary relief. We now know that some rare ulcers are indeed caused by too much hydrochloric acid. But they make up less than 1% of all (3) _____. Dr. Marshall and Dr. Warren pinpointed a spiral-shaped bacteria called *Helicobacter pylori*, or *H. pylori*, as the real offender. *H. pylori* is one of humanity's oldest and most frequent companions, having joined us at least 50 000 years ago, and now (4) _____ in 50% of people. Previously, we thought the stomach was sterile on (5) _____ of it being such an acidic, hostile environment.

| | | | | |
|----|--------------|----------------|---------------|-----------------|
| 1. | a. careful | b. remarkable | c. brilliant | d. imaginative |
| 2. | a. exists | b. solves | c. includes | d. delays |
| 3. | a. tradition | b. thinker | c. Martian | d. innovator |
| 4. | a. entire | b. sympathetic | c. thriving | d. random |
| 5. | a. discovery | b. innovation | c. challenge | d. packaging |
| 6. | a. evaluated | b. discovered | c. delayed | d. brainstormed |
| 7. | a. thriving | b. obvious | c. remarkable | d. pleasurable |

- 11.** *Read and translate the sentences. Make new sentences with the words in bold.*

1. Because of chronic stress, the number of patients suffering from arterial hypertension is increasing. **2.** If you have repeated bouts of bronchitis, you may have chronic bronchitis, which requires medical attention. **3.** Polyphagia is the medical term used to describe excessive hunger or increased appetite and is one of the 3 main symptoms of diabetes. **4.** Abuse of laxatives or laxative abuse can happen when a person is abusing over-the-counter³⁸ laxatives to get rid of unwanted calories, to lose weight, or to feel thin or empty. **5.** Demand for diet pills continues to rise among people with eating disorders.

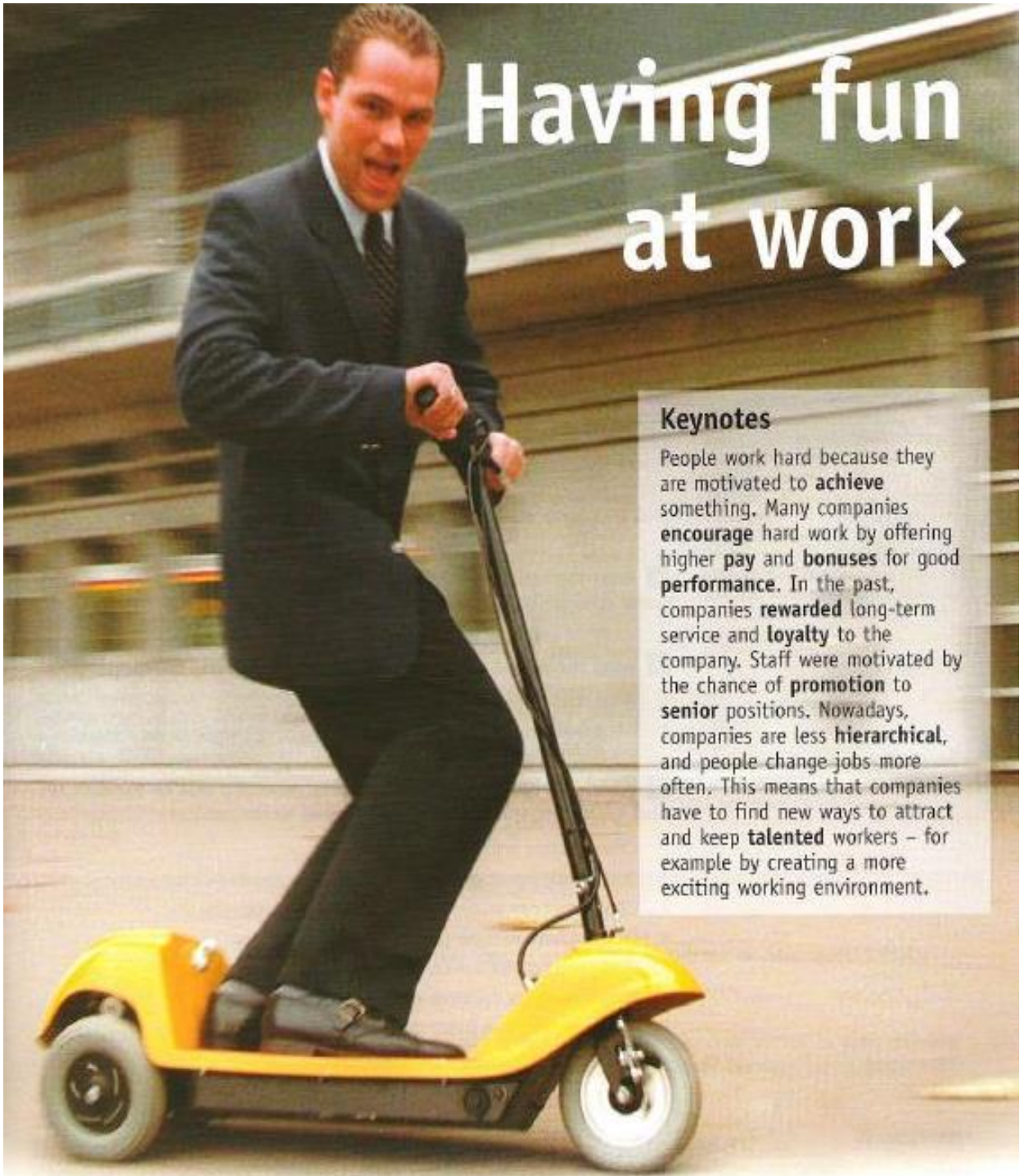
³⁸ *Over-the counter* – abus de laxatifs (*m*) (безрецептурный)

Unit 15 Motivation

Having fun at work

Keynotes

People work hard because they are motivated to **achieve** something. Many companies **encourage** hard work by offering higher **pay** and **bonuses** for good **performance**. In the past, companies **rewarded** long-term service and **loyalty** to the company. Staff were motivated by the chance of **promotion** to **senior** positions. Nowadays, companies are less **hierarchical**, and people change jobs more often. This means that companies have to find new ways to attract and keep **talented** workers – for example by creating a more exciting working environment.



Vocabulary

| | | |
|-------------------------|----------------------------------------|---------------------------------------|
| bonus | премія, приз | премія, приз |
| initiative | ініціатива, підприємливість | инициатива, предприимчивость |
| job satisfaction | задоволеність працею | удовлетворенность трудом |
| loyal | вірний, відданий | верный, преданный |
| loyalty | вірність, відданість | верность, преданность |
| motivation | мотивація, спонукання | мотивация, побуждение |
| to motivate | мотивувати, спонукати | мотивировать, побуждать |
| to demotivate | демотивувати | демотивировать |
| pay | оплата, плата | оплата, плата |
| performance | виконання | исполнение, выполнение |
| to perform | виконувати | выполнять |
| power | 1. влада; 2. енергія | 1. власть; 2. энергия |
| powerful | впливовий, могутній | влиятельный, могущественный |
| to promote | підвищувати по службі | повышать в должности |
| promotion | просування по службі | продвижение по службе |
| to have fun | веселитися | веселиться |
| pace | швидкість, темп | скорость, темп |
| stage | стадія, етап | стадия, этап |
| reward | винагорода, премія | награда, премия |
| to reward | нагороджувати | награждать |
| senior | старший, вищестоящий | старший, вышестоящий |
| seniority | старшинство | старшинство |
| superior | вищий | высший |
| ambition | честолюбство, амбіція | честолюбие, амбиции |
| willingness | готовність | готовность |
| prospect | шанс, надія | шанс, надежда |
| chance | шанс, удача; випадковість | шанс, удача; случайность |
| praise | похвала | похвала |
| to praise | хвалити, вихвалити | хвалить, восхвалять |
| to stimulate | спонукати, стимулювати | побуждать, стимулировать |
| to criticise | критикувати | критиковать |
| to mention | згадувати | упоминать |
| to expect | чекати, очікувати | ждать, ожидать |
| to count | рахувати, підраховувати | вычислять, подсчитывать |
| to crash | 1. руйнувати; 2. терпіти аварію | 1. разрушать; 2. терпеть аварию |
| to shout | кричати | кричать |
| playground | місце відпочинку, розваг | место отдыха, развлечений |
| credit-card | кредитна картка | кредитная картка |
| to take over | прийти до влади, зайняти посаду | прийти к власти, занять должность |
| to take on | приймати на службу | принимать на службу |
| to take up | прийняти (<i>пропозицію, виклик</i>) | принять (<i>предложение, вызов</i>) |
| to take off | знімати | снимать |
| to take part | брати участь | участвовать |
| to take place | відбуватися | случаться, происходит |
| to earn | заробляти | зарабатывать |
| courage | сміливість, хоробрість | смелость, храбрость |
| rigid | строгий, жорсткий | строгий, жесткий |

**1. Give the transcription of the words below.
Translate these words.**

| | | | |
|--------------|-------|-----------|-------|
| initiative | | powerful | |
| to criticise | | praise | |
| performance | | loyalty | |
| courage | | seniority | |
| willingness | | stage | |

2. Translate the following words into English.

| | | | |
|----------------------|-------|------------------------|-------|
| задоволеність працею | | спонукати, стимулювати | |
| місце відпочинку | | приймати на службу | |
| демотивувати | | веселитися | |
| відбуватися | | мотивація, спонукання | |
| просування по службі | | нагороджувати | |

3. Fill in the missing letters and translate the words.

| | | | |
|----------|-------|-------------|-------|
| l__al | | __ance | |
| r_g_d | | p_w_r | |
| pr__p_ct | | s_nio_ | |
| am__tion | | s__er_or | |
| b_n_s | | cr_d_t-car_ | |

**4. Read and translate the words.
State and underline the odd words in each group.**

1. to take over, to take up, to promote, to take part, to take off, to earn, to take on, to take place, pace.

2. to motivate, to shout, pay, to perform, to crash, reward, to praise, to expect.

3. rigid, loyal, to count, superior, powerful, to mention, senior.

**5. Word building. Add the suffixes to the following words.
Pay attention to these suffixes and translate the words.**

| Adjective ↔ Noun | | Verb → Noun | |
|------------------|-------|-------------|-------|
| loyal | | to motivate | |
| senior | | to perform | |
| power | | to promote | |
| Verb → Noun | | | |
| to praise | | to reward | |

Lexical exercises

6. Match the words with their definitions.

| | |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. carpel | a) a part of a tree which grows out from the trunk or from a bough. |
| 2. absorption | b) one of the parts forming the outer part of a flower that surround the petals and are usually small and green. |
| 3. receptacle | c) the unit of reproduction of a flowering plant, capable of developing into another such plant. |
| 4. style | d) the process by which a substance takes in a liquid. |
| 5. branch | e). the sweet and fleshy product of a tree or other plant that contains seed and can be eaten as food. |
| 6. sepal | f) a low, green plant that grows naturally over a lot of the earth's surface, having groups of very thin leaves that grow close together in large numbers. |
| 7. seed | g) the stem to which the floral organs are attached. |
| 8. fruit | h) a straight tapering root growing vertically downwards and forming the centre from which subsidiary rootlets spring. |
| 9. grass | i) the female reproductive organ of a flower, consisting of an ovary, a stigma, and usually a style. |
| 10. tap root | j) the middle part of the carpel (=female part) of a flower, connecting the ovary to the stigma. |

7. Read and translate the text. Fill in the gaps with the parts of sentences. Pay attention to the words in bold.

1. The total essential plant **nutrients** include seventeen different elements: carbon, oxygen and hydrogen which are absorbed from the air, whereas other nutrients including nitrogen are typically obtained from the soil.

2. The dicotyledons, also known as **dicots** (or more rarely dicotyls), are one of the two groups into which all the flowering plants or angiosperms were formerly divided.

3. Lateral buds and leaves grow out of the stem at intervals called nodes; the intervals on the stem between the nodes are called **internodes**.

4. The **stigma**, together with the style and ovary comprises the pistil, which in turn is part of the female reproductive organ of a plant.

5. The stigma receives **pollen** and it is on the stigma that the pollen grain germinates.

6. Bathyphyll is a specialized leaf produced at the base of a plant, usually when the plant is immature, and which serves **to anchor** the plant to a substrate.

8. Use the words from the box to complete the sentences.

powerful stages earn seniority praised playground rigid
expect pace crashes prospect have fun

1. It is generally accepted that all multicellular animals have evolved from a common _____, which itself evolved from a single-celled organism.
2. These are six famous women who, _____ unconsciously, gave us a classic of school literature.
3. The _____ was a period with a relatively warm climate, resulting in high eustatic sea levels that created numerous shallow inland seas.
4. The contents of the nucleus are held in the nucleoplasm similar to the cytoplasm in the rest of the cell.
5. In the fields of molecular biology and genetics, a _____ is the genetic material of an organism.
6. _____ is a molecule composed of two polynucleotide chains that coil around each other to form a double helix carrying genetic instructions for the development, functioning, growth and reproduction of all known organisms and many viruses.
7. _____ are the site of manufacture and storage of important chemical compounds used by the cells of autotrophic eukaryotes.

9. Read and translate the sentences.
Underline the right words in italics.

1. *Take off / take over* your coat and feel at home.
2. He decided *to take* her *on / to take place* as store manager.
3. When he died, his son *took part / took over* as CEO.
4. The next meeting will *take place / take off* on Thursday.
5. If you do not *take over / take part* in the conference, neither shall I.
6. Anyone wishing *to take up / take on* my challenge?
7. Dillon helped Molly *take off / take up* her coat in



- the entryway to his apartment.
8. He would like to see the international community *take up / take on* the offer of the Prime Minister to be a member of the Financial Integrity.
9. The firm was badly in need of restructuring when she *took up / took over*.
10. All of these activities *have been taking place / part* simultaneously.

- 10.** *Read and translate the text below.
Fill in the gaps with the correct answers (A-D).*

IS BRAND LOYALTY IMPORTANT?

By the mid-20th century, it was widely accepted that excess hydrochloric acid prompted the stomach to (1) _____ itself. Fervent proponents of this idea were referred to as the acid mafia. The biggest (2) _____ in this theory was that antacids only provide temporary relief. We now know that some rare ulcers are indeed caused by too much hydrochloric acid. But they make up less than 1% of all (3) _____. Dr. Marshall and Dr. Warren pinpointed a spiral-shaped bacteria called *Helicobacter pylori*, or *H. pylori*, as the real offender. *H. pylori* is one of humanity's oldest and most frequent companions, having joined us at least 50 000 years ago, and now (4) _____ in 50% of people. Previously, we thought the stomach was sterile on (5) _____ of it being such an acidic, hostile environment.

| | | | | |
|----|----------------|--------------|---------------|---------------|
| 1. | a. performance | b. loyalty | c. courage | d. playground |
| 2. | a. prospect | b. ambitions | c. bonus | d. rewards |
| 3. | a. powerful | b. superior | c. loyal | d. senior |
| 4. | a. chance | b. pay | c. stage | d. power |
| 5. | a. counts | b. earns | c. mentions | d. crashes |
| 6. | a. promoted | b. motivated | c. stimulated | d. expected |

- 11.** *Read and translate the sentences. Make new sentences with the words in bold.*

1. His promises don't **count** for much. 2. The company **rewarded** him for his years of service with several presents. 3. He doesn't recognise any **superior** authority. 4. If I'm not **promoted** within the next two years, I'm going to change jobs. 5. As I **mentioned** earlier, there have been a lot of changes recently. 6. The workers receive overtime **pay** for working on the weekends. 7. They showed great **courage** when they found out about their baby's disability.

Answer Key

Unit 1.

Exercise 4.

1. economist, accountant;
2. company, advantage, sector;
3. industrial, worldwide.

Exercise 6.

- | | |
|------|------|
| 1. a | 4. a |
| 2. b | 5. b |
| 3. a | 6. a |

Exercise 7.

- | | |
|------|------|
| 1. e | 5. f |
| 2. d | 6. c |
| 3. a | 7. h |
| 4. b | 8. g |

Exercise 8.

- | | |
|---------------|-----------------|
| 1. advantages | 6. manufacturer |
| 2. career | 7. founded |
| 3. company | 8. diversifying |
| 4. activities | 9. worldwide |
| 5. runs | 10. employs |

Exercise 9.

1. employs, hires
2. manufactures, produces
3. is responsible for, is in charge of
4. set up, founded

Exercise 10.

- | | |
|------------------|------------------|
| 1. founded | 5. sets up |
| 2. manufacturers | 6. sky-rocketing |
| 3. designs | 7. exciting |
| 4. clients | |

Unit 2.

Exercise 4.

1. market research, benefit, buying habit;
2. record, file;
3. filing system.

Exercise 5.

1. **data:** to collect, to protect.
2. **records:** to keep, to update.
3. **information:** to store, to handle.
4. **details:** to check, to keep.

Exercise 6.

- | | |
|------|------|
| 1. b | 4. a |
| 2. a | 5. a |
| 3. b | 6. b |

Exercise 8.

- | | |
|--------------------|---------------|
| 1. handle | 6. privacy |
| 2. records | 7. vulnerable |
| 3. market research | 8. supplier |
| 4. tracking chips | 9. hardware |
| 5. habits | 10. average |

Exercise 9.

1. database
2. password
3. to store
4. customers
5. digital

Exercise 10.

- | | |
|-------------|----------------|
| 1. IT | 4. protect |
| 2. data | 5. researchers |
| 3. software | |

Unit 3.

Exercise 4.

1. organizational, urgent, formal;
2. informal, society, respect.

3. invoices
4. subordinate
5. satisfied

8. honest
9. hierarchical
10. punctual

Exercise 6.

1. a
2. b
3. a

4. a
5. a
6. a

Exercise 9.

1. considerate
2. dishonest
3. easy-going
4. dissatisfied
5. stuffy

Exercise 7.

1. d
2. b
3. f

4. a
5. e
6. c

Exercise 10.

1. offend
2. rude
3. punctuality
4. hierarchy

5. impolite
6. avoid
7. relations

Exercise 8.

1. stuffy
2. payments

6. courtesy
7. encourage

Unit 4.

Exercise 4.

1. glossy magazine, advertisement;
2. publicity, loss leader.

2. domestic market
3. output
4. target market
5. persuade

7. weight
8. spending
9. values
10. buzz

Exercise 6.

1. e
2. g
3. a
4. h

5. b
6. c
7. d
8. f

Exercise 9.

1. stylish
2. fashionable
3. top-end
4. hand-made

5. publicity
6. abroad
7. off-the-peg
8. to advertise

Exercise 7.

1. e
2. a
3. c

4. d
5. f
6. b

Exercise 10.

1. haute couture
2. quality
3. cost
4. glossy magazines

5. advertise
6. famous
7. media
8. fashion house

Exercise 8.

1. worth

6. appeal

Unit 5.

Exercise 4.

1. bankrupt, demand, competitive;
2. event, loss, competition.

Exercise 6.

- | | |
|------|------|
| 1. e | 5. b |
| 2. h | 6. c |
| 3. a | 7. d |
| 4. g | 8. f |

Exercise 7.

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|------|------|
| 1. f | 4. a |
| 2. b | 5. e |
| 3. d | 6. c |

Exercise 8.

- | | |
|-----------|---------|
| 1. reason | 6. rent |
|-----------|---------|

2. demand
3. supply
4. failed
5. headed

7. loss
8. available
9. market leaders
10. equip
11. finances

Exercise 9.

failed, Weaknesses, strengths, opportunities, competition, startup, company, successful, competitive.

Exercise 10.

- | | |
|-----------------|----------------|
| 1. increased | 5. competitor |
| 2. expanded | 6. competition |
| 3. profit | 7. demand |
| 4. market share | |

Unit 6.

Exercise 4.

1. investor, budget;
2. elevator, steel, stuff.
3. smooth, purpose, launch,

Exercise 6.

- | | |
|------|------|
| 1. f | 5. b |
| 2. h | 6. c |
| 3. d | 7. e |
| 4. a | 8. g |

Exercise 7.

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|------|------|
| 1. e | 4. c |
| 2. b | 5. d |
| 3. f | 6. a |

Exercise 8.

- | | |
|--------------|-------------|
| 1. funding | 6. elevator |
| 2. exploring | 7. raise |
| 3. satellite | 8. overcome |
| 4. skeptical | 9. venture |
| 5. land | 10. stuff |

Exercise 9.

Space projects, potential, surface, succeeded, considered, orbit, joint venture, purpose.

Exercise 10.

- | | |
|--------------|----------------------------|
| 1. succeed | 4. invested |
| 2. capital | 5. technologies |
| 3. discovery | 6. returning on investment |

Unit 7.

Exercise 4.

1. employment, strong economy, road link;
2. race, stock, tax.
3. region, oil.

Exercise 6.

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|------|------|
| 1. f | 5. c |
| 2. h | 6. d |
| 3. a | 7. e |
| 4. b | 8. g |

Exercise 7.

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|------|------|
| 1. e | 4. d |
| 2. a | 5. f |
| 3. c | 6. b |

Exercise 8.

- | | |
|------------------|---------------|
| 1. dhow cruise | 6. capital |
| 2. accommodation | 7. unemployed |
| 3. run out | 8. free-trade |
| 4. stable | 9. inflation |
| 5. developing | 10. duty-free |

Exercise 9.

foreigner, premises, coast, island, attractions, skyscraper, shape, facilities, attracted, desert, destination.

Exercise 10.

- | | |
|-----------------|--------------|
| 1. unemployment | 5. establish |
| 2. development | 6. growth |
| 3. unemployed | 7. intend |
| 4. employment | |

Unit 8.

Exercise 4.

1. accuracy, to account, human resources;
2. salary, staff, labour market.
3. to post, to supply, marketplace.

Exercise 6.

- | | |
|------|------|
| 1. e | 5. c |
| 2. h | 6. d |
| 3. a | 7. f |
| 4. b | 8. g |

Exercise 7.

- | | |
|------|------|
| 1. e | 4. a |
| 2. b | 5. c |
| 3. f | 6. d |

Exercise 8.

- | | |
|----------------|-----------------------|
| 1. decline | 6. human resources |
| 2. scan resumé | 7. recruit |
| 3. staff | 8. career development |
| 4. revenue | 9. temporary job |
| 5. headhunting | |

Exercise 9.

want ad, job, interview, applying for, position, curriculum vitae, resume, experience, candidate, applicants, job advertisement.

Exercise 10.

- | | |
|-------------------|----------------|
| 1. apprenticeship | 5. apprentices |
| 2. work placement | 6. trainees |
| 3. qualified | 7. salary |
| 4. allows | |

Unit 9.

Exercise 4.

1. field, deal, sales, elevator pitch;
2. consumer, boost.
3. campus, approach, insider.

Exercise 6.

- | | |
|------|------|
| 1. e | 5. b |
| 2. h | 6. c |
| 3. f | 7. d |
| 4. a | 8. g |

Exercise 7.

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|------|------|
| 1. b | 4. a |
| 2. d | 5. c |
| 3. f | 6. e |

Exercise 8.

- | | |
|------------------|--------------|
| 1. cynical | 6. desperate |
| 2. debt | 7. order |
| 3. special offer | 8. selling |
| 4. targeting | 9. samples |
| 5. estimated | |

Exercise 9.

Sales representative, consumers, customers, describe, sales pitch, elevator pitch, description, enormous, trade fair.

Exercise 10.

- | | |
|----------------|--------------|
| 1. sponsorship | 5. sponsors |
| 2. approach | 6. field |
| 3. to sponsor | 7. estimated |
| 4. trade fairs | 8. deals |

Unit 10.

Exercise 4.

1. sharply, graph;
2. strategy, plentiful.
3. minor, trend.

Exercise 6.

- | | |
|------|------|
| 1. a | 4. a |
| 2. b | 5. b |
| 3. b | 6. a |

Exercise 7.

- | | |
|------|------|
| 1. e | 4. a |
| 2. c | 5. f |
| 3. d | 6. b |

Exercise 8.

- | | |
|-------------------|----------------|
| 1. advances | 7. set a price |
| 2. push down | 8. amount |
| 3. buying in bulk | 9. compare |
| 4. spending | 10. plentiful |
| 5. put pressure | 11. workforce |
| 6. property | 12. scale |

Exercise 9.

stock market, prices, shares, ownership, dropped, strategies.

Exercise 10.

- | | |
|--------------------|-----------------|
| 1. stock exchanges | 4. tremendous |
| 2. stock market | 5. drop |
| 3. shares | 6. labour force |

Unit 11.

Exercise 4.

1. fire, term, cover;
2. insurance company;
3. to withdraw, destruction, suspicious.

2. destroyed
3. insure
4. legitimate
5. withdraw

7. fraudulent
8. lie
9. honest
10. term

Exercise 6.

1. a
 2. b
 3. a
 4. b
5. b
 6. a
 7. b
 8. a

Exercise 9.

risk, destruction, protection, protect, determine, agreement, insurance company, insured, beneficiary, cover, insurance, injury, compensation, damage, fire, theft, harm, accidents.

Exercise 7.

1. c
 2. a
 3. d
4. e
 5. f
 6. b

Exercise 10.

1. insurance policy
 2. fraud
 3. premiums
 4. lied
5. destroy
 6. fraudulent
 7. underwriters
 8. honest

Exercise 8.

1. prohibit
6. replace

Unit 12.

Exercise 4.

1. charge, booking, query;
2. to suggest, to deliver, trainee;
3. to react, to refund.

Exercise 9.

1. dissatisfied
 2. in a roundabout way
 3. whingeing
 4. empathize
 5. charge
6. phlegmatic
 7. payable
 8. notified
 9. statements
 10. guarantee

Exercise 6.

1. e
 2. h
 3. a
 4. g
5. b
 6. c
 7. d
 8. f

Exercise 11.

1. quality
 2. refund
 3. guarantee
 4. paid for
5. agreement
 6. notify about
 7. interrupt

Exercise 7.

1. e
 2. a
 3. d
4. c
 5. f
 6. b

Exercise 8.

1. training
 2. apologize
 3. delivery
 4. satisfaction
 5. recover
6. reimburse
 7. guarantee
 8. charge
 9. make a fuss
 10. well-run

Unit 13.

Exercise 4.

1. efficient, part, stock;
2. waste, forecast.
3. component, to predict, to avoid.

Exercise 6.

- | | |
|------|------|
| 1. h | 5. b |
| 2. e | 6. c |
| 3. f | 7. d |
| 4. a | 8. g |

Exercise 7.

- | | |
|------|------|
| 1. e | 4. a |
| 2. c | 5. f |
| 3. d | 6. b |

Exercise 8.

- | | |
|-----------------|---------------|
| 1. fuel | 6. assembling |
| 2. affecting | 7. fierce |
| 3. just-in-time | 8. up-to-date |
| 4. shortage | 9. capacity |
| 5. produced | 10. supply |
| | 11. vehicles |

Exercise 9.

- | | |
|--------------|---------------|
| 1. vehicle | 4. overnight |
| 2. to switch | 5. components |
| 3. resources | 6. prediction |

Exercise 10.

- | | |
|-------------|------------------|
| 1. wheels | 5. assembling |
| 2. owned | 6. parts |
| 3. vehicles | 7. assembly line |
| 4. probably | 8. productivity |

Unit 14.

Exercise 4.

1. thinker, traditional;
2. discovery, tradition;
3. noisy, careful, imaginative.

Exercise 6.

- | | |
|------|------|
| 1. e | 5. g |
| 2. h | 6. c |
| 3. a | 7. d |
| 4. b | 8. f |

Exercise 7.

- | | |
|------|------|
| 1. e | 4. b |
| 2. a | 5. c |
| 3. d | 6. f |

Exercise 8.

- | | |
|---------------|---------------|
| 1. price war | 6. packaging |
| 2. brainstorm | 7. facilities |

- | | |
|---------------|-----------------|
| 3. chain | 8. deliberately |
| 4. innovative | 9. Martians |
| 5. glass | 10. thriving |

Exercise 9.

Creative, to solve, challenges, thinking, obvious, include, packaging, brainstorm, thinker, creativity.

Exercise 10.

- | | |
|---------------|----------------|
| 1. remarkable | 5. innovation |
| 2. includes | 6. delayed |
| 3. innovator | 7. pleasurable |
| 4. entire | |

Unit 15.

Exercise 4.

1. to promote, to earn, pace;
2. pay, reward;
3. to count, to mention.

Exercise 6.

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|------|------|
| 1. f | 5. g |
| 2. h | 6. c |
| 3. a | 7. d |
| 4. b | 8. e |

Exercise 7.

- | | |
|------|------|
| 1. b | 4. a |
| 2. d | 5. e |
| 3. f | 6. c |

Exercise 8.

- | | |
|--------------|------------|
| 1. seniority | 7. praised |
| 2. powerful | 8. rigid |

3. prospect
4. expect
5. stages
6. playground

9. earn
10. have fun
11. pace
12. crashes

Exercise 9.

- | | |
|---------------|----------------------------|
| 1. take off | 7. take off |
| 2. take on | 8. take up |
| 3. took over | 9. took over |
| 4. take place | 10. have been taking place |
| 5. take part | 11. take part |
| 6. take up | 12. taking on |

Exercise 10.

- | | |
|------------|-------------|
| 1. loyalty | 4. chance |
| 2. rewards | 5. earns |
| 3. loyal | 6. expected |

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