

Name _____

Вступительный экзамен по английскому языку

Время выполнения экзамена: 120 минут

Variant 1

Task №1 (25 points)

You are going to hear Amanda Hamilton, managing director of Tea UK Ltd, talking about how she developed a new tea product called 'chai' for the British market.

Listen to the recording twice and for each question (1-5) mark one letter (A, B or C) for the correct answer.

1. What was chai originally?
 - A An Indian drink.
 - B An American drink.
 - C A drink Amanda invented.

2. Why did she start importing chai?
 - A For selling to people travelling to work.
 - B For herself.
 - C For selling in shops.

3. Why did she decide to develop her own chai?
 - A She couldn't afford to import it.
 - B She couldn't depend on her suppliers.
 - C She enjoyed experimenting with different flavours.

4. How did she test her product?
 - A By using a market-research company.
 - B By giving it to her own customers.
 - C By trying it in the USA.

5. What was the supermarket buyer's reaction to her product?
 - A He fixed another meeting for six weeks later.
 - B He agreed to try selling it in a few stores.
 - C He agreed to sell it in a large number of stores all over the country.

Task №2 (15 points)

Read the article and answer the questions below. For each question 6-10, mark one letter (A, B, C or D) for the answer you choose.

Travelling sensitively

A tour operator which specializes in environmentally sensitive holidays has banned the use of all cameras. Is this the future of tourism? asks Mark Hodson.

The days of the camera-toting tourist may be numbered. Insensitive travelers are being ordered to stop pointing their cameras and camcorders at reluctant local residents. Tour companies selling expensive trips to remote corners of the world, off the well-trodden path of the average tourist, have become increasingly irritated at the sight of visitors upsetting locals. Now one such operator plans to ban clients from taking any photographic equipment on holidays. Julian Matthews is the director of *Discovery Initiatives*, a company that is working hand-in-hand with other organizations to offer holidays combining high adventure with working on environmental projects.

Matthews says he is providing 'holidays without guilt', insisting that *Discovery Initiatives* is not a tour operator but an environmental support company. Clients are referred to as 'participants' or 'ambassadors'. 'We see ourselves as the next step on from eco-tourism, which is merely a passive form of sensitive travel - our approach is more proactive.'

However, says Matthews, there is a price to pay. 'I am planning to introduce tours with a total ban on cameras and camcorders because of the damage they do to our relationships with local people. A camera is like a weapon; it puts up a barrier and you lose all the communication that comes through body language, which effectively means that the host communities are denied access to the so-called cross-cultural exchange.'

Matthews started organizing environmental holidays after joining a scientific expedition for young people. With the launch of *Discovery Initiatives*, he is placing a greater emphasis on adventure and fun. But his rules of conduct are strict. 'In some parts of the world, for instance, I tell people they should wear long trousers, not shorts, and wear a tie when eating out. It may sound dictatorial, but I find one has a better experience if one is well dressed. I don't understand why people dress down when they go to other countries.'

Matthews' views reflect a growing unease among some tour companies at the increasingly cavalier behavior of well-heeled tourists. Chris Parrott, of *Journey Latin America*, says: 'We tell our clients that indigenous people are often shy about being photographed, but we certainly don't tell them not to take a camera. If they take pictures without asking, they may find themselves having tomatoes thrown at them.' He also says: 'People with camcorders tend to be more intrusive than those with cameras, but there is a payoff - the people they are filming get a tremendous thrill from seeing themselves played back on the viewfinder.'

6. In the first paragraph we learn that *Discovery Initiatives*
 - A offers trips that no other tour company offers.
 - B organizes trips to places where few tourists go.
 - C has decided to respond to its customers' complaints.
 - D has already succeeded in changing the kind of tourist it attracts.

7. Julian Matthews thinks that the function of the company is to
 - A get people involved in environmental work.
 - B influence the way other tour companies operate.
 - C inform holidaymakers about environmental damage.
 - D co-operate with foreign governments to promote eco-tourism.

8. What does Matthews say in the third paragraph about cameras and camcorders?

- A They give local people a false impression of holidaymakers.
 - B They discourage holidaymakers from intruding on local people.
 - C They prevent local people from learning about other societies.
 - D They encourage holidaymakers to behave unpredictably.
9. What is Matthews keen for clients to realize?
- A that certain behavior may spoil their enjoyment of a trip
 - B that they may find certain local customs rather surprising
 - C that it is likely that they will not be allowed in certain places
 - D that the brochure does not contain all the information they need
10. Which of the following does Chris Parrott believe?
- A Tourists are unlikely to agree to travel without their cameras.
 - B Local people may react angrily towards tourists who use cameras.
 - C Tourists are becoming more sensitive about their use of cameras.
 - D Camcorders always cause more trouble with local people than cameras.

Task № 3 (20 points)

Task # 3a. Read the article. Choose the best sentence from the list to fill each of the gaps. For each gap 11-15, mark one letter (A to E).

- A Although people do not expect much from the Internet these days, this will change in the future.
- B The managers recognize that customers find them impersonal and unnatural.
- C First National is also preparing to adopt this personal approach to its internet banking.
- D They have the attitude that some skills, such as keyboard skills and so on, can be taught, but a member of staff can't be taught to be a nice person.
- E And if customers try to contact the bank by telephone, they are put through to a call centre in another country where they have to speak slowly in order to be understood.

Customer Service in Banks

The banking profession doesn't have a very good reputation for customer service at the moment, and it's not just due to loss of savings. High street branches are shutting down and where banks are available, their opening hours are inconvenient. Staff at the desks are surly, increasingly under-qualified and often unable to answer questions. (11)____. Astonishingly, however, 86% of the customers at one bank are either 'extremely satisfied' or 'very satisfied' with the service they receive. And what is even more surprising is that the bank in question has no High Street outlets at all.

First National bank is run entirely through the telephone and the Internet. And its success shows that customer service is just about face-to-face contact with clients. The primary concern of the bank is recruiting the right people. (12) _____. So they only recruit people who already exhibit good communication skills.

And unlike other services that operate primarily over the telephone, the staff at First National do not use scripts. (13)____. What this bank asks for is that staff be themselves and establish a rapport with their customers. Part of this is recognizing people's needs. Not everyone wants a chatty, friendly service. Some want the process to be swift and efficient. The member of staff has to pick up on the caller's mood and react accordingly.

(14)____. The idea that customer service can be improved on a medium where there is no actual contact with a member of staff may seem strange at first. However, the website designers at First National spend a great deal of time understanding their customers and offering services which meet their needs. (15)____. First National is already taking steps to fill this demand. They already offer a service in which customers receive a text when funds are received or when their account falls below a certain level. In the future, online systems may pre-empt customers' needs in even more sophisticated ways.

Task # 3b. Read the article. Choose the best sentence from the list to fill each of the gaps. For each gap 16-20, mark one letter (A to E).

- A. It will, in effect, be able to demonstrate that it can go on to become an Established Company of the Year before long.
- B. To achieve this, it will be using a variety of means, including the annual report, presentations, a dedicated website and attendance at specialized exhibitions.
- C. The judges will also consider the degree to which the company has a well-planned and soundly financed strategy for its growth and development.
- D. At the same time, this structure must not stifle the spirit that led to the company's initial success.
- E. The innovation has been made in order to recognize the increasingly important part which this factor plays in a company's success.

The region's best smaller companies

Once again, readers of this magazine have the chance to vote for the region's best companies. The competition, which is now in its tenth year, is designed to encourage excellence in smaller public companies based in this area. The awards will be presented at a dinner in Birmingham on May 17.

The pattern (established in the first year) of awards for Best Established Company, Best New Company and Best Entrepreneur will of course continue. However, this year sees a new category, that of Best Communication with Investors. (16)_____.

The Established Company of the Year will be one whose success has lasted for more than just a couple of months or years. Its share price will be performing above the average for its sector, but that is not the only measurement which will be taken into account. (17)____. Above all, the winner will be professionally managed, in a way that deals equally well with good and bad trading conditions.

The New Company of the Year will have gone public last year, but will already have shown its growth and management qualities. (18)____. In fact, three early winners have already been successful in this second category, as well.

The Entrepreneur of the Year will be someone with a proven track record of expertise in setting up and providing leadership to one or possibly more businesses. He or she will have created an organization that can deal with the demands placed on it as a public company. (19)____. The winner will have maintained a balance between that original energy and the need to adapt as the company grows.

In our new category, Best Communication with Investors, the winning company will show that it is engaging in two-way dialogue with both actual and potential investors. (20)____. All of these communication channels will be carefully tailored for the intended audience. In addition, the company is likely to distribute press releases by electronic means, to maximize its opportunities for publicity.

Task № 4 (10 points)

Read the article and decide whether each of the following statements (21-25) is true or false. Mark T for “true” and F for “false”.

21. The principal aim of banking is to make a profit through borrowing and lending money. _____
22. Most private customers will have accounts with a retail bank. _____
23. Retail banks do not offer services to any kind of business. _____
24. A company interested in increasing its capital through new shares would consult an investment bank. _____
25. Building societies and postal savings banks offer similar services to banks. _____

Banking Systems

Banking can be defined as the activity of accepting or borrowing money from clients, whether individuals or companies, and then lending out this money to other individuals or companies, and then lending out this money to other individuals or companies in order to earn a profit. Naturally the services offered by today's banks, as well as the types of bank in existence, are much more multifaceted than this.

Types of bank

Some broad groups of banking categories are as follows:

Retail Banks

These deal with individual customers and concentrate on mass market products such as current and savings accounts, mortgages, loans and credit and debit cards. All of the major four retail banks in the UK also serve the needs of small business.

Commercial Banks

These deal with business clients, both large and small, and as well as current and deposit accounts, they offer foreign currency accounts and exchange, lines of credit and guarantees for international trade, payment processing, loans for business development and expansion.

Investment Banks

This kind of bank does not take deposits but works with companies and investment markets, for example by underwriting the issue of stocks or bonds and advising on merger and acquisition processes.

Private Banks

These manage the banking and financial needs of high net worth individuals.

Offshore Banks

These banks are located in countries which are considered tax havens due to low or no tax systems, and they offer financial and legal advantages to investors from other countries.

Building Societies

These are mutual financial institutions, which means that they are owned by their members. In the past their main business was savings accounts and mortgages, although now most have diversified and offer similar services to banks.

Postal Savings Banks

These are operated in conjunction with the national postal system of a country. When they were first introduced, they only offered savings accounts however nowadays most of them offer complete banking services.

Task № 5 (20 points)

Choose the right word from the list (a-l) for each gap (26-35). There are two extra words you do not need.

- a. industry
- b. productivity
- c. employment
- d. organised
- e. possessed
- f. culture
- g. innovation
- h. ignoring
- i. meet
- j. established
- k. introduction
- l. encouraging

Entrepreneurship

Jean-Baptiste Say, a French economist who first coined the word entrepreneur in about 1800, said: “The entrepreneur shifts economic resources out of an area of lower and into an area of higher (26) _____ and greater yield.” Entrepreneurship is the special collection of skills (27) _____ by an entrepreneur. They include a propensity to take risks over and above the normal, and a desire to create wealth. Entrepreneurs are people who find ways round business difficulties; they persevere with a business plan at times when others run for the shelter of full-time (28) _____ elsewhere. They are also opportunistic, sometimes ruthless to a fault. Until recently, there was a general feeling that entrepreneurs were born not made. The skills they required were, it was thought, either learned at the dinner table when young, or they were instinctive, a “seat of the pants” thing. *The Economist* once wrote, “Entrepreneurs—the most successful, though not the only, practitioners of (29) _____ —rarely stop to examine how they do it.”

The main constraint on entrepreneurs has traditionally been a shortage of finance, not of ideas. The old picture was of the entrepreneur, brimming with bright ideas, beating a path to the closed doors of one bank after another. In recent years, however, a whole (30) _____ has grown up—the venture-capital industry—to (31) _____ the financial needs of entrepreneurs and to share in the fruits of their endeavour.

Some management writers have tried to take the idea of entrepreneurship into big organisations, (32) _____ full-time employees (on monthly salaries and the promise of a pension) to think like entrepreneurs. The idea has been dubbed “intrapreneurship”. One definition says that intrapreneurship is “the (33) _____ and implementation of a significant innovation for the firm by one or more employees working within an (34) _____ organisation”. The first thing to be done is creating a corporate (35) _____ which permits ideas to blossom. You have to kiss a lot of frogs to find the prince, but one prince can pay for a lot of frogs.

Task № 6 (10 points)

Read the sentences below. For each sentence (36 – 45), mark one letter (A, B, C or D).

36. In October, Jet Way and Pan European negotiations over the sale of Globetours Airways.

- A. started
- B. have started
- C. had started
- D. is starting

37. Iabout your offer and I've decided to accept it.

- A. am thinking
- B. had thought
- C. have been thinking
- D. think

38. The missing document by one of the students.

- A. found
- B. has been found
- C. is being found
- D. is finding

39. Your order at the moment.

- A. was processed
- B. is being processed
- C. are processed
- D. is processing

40. This music hall in 2000.

- A. is opened
- B. has been opened
- C. will have been opened
- D. was opened

41. If the kidnapped hadn't licked that envelope, he to prison.

- A. wouldn't have gone
- B. won't go
- C. went

D. will go

42. If you get any more points for speeding, you from driving.

A. would have been banned

B. will be banned

C. will ban

D. were banned

43. Unless wethe payment by Monday, we will be forced to sue the debtor.

A. don't receive

B. receive

C. won't receive

D. received

44. You return this gadget to the shop as it doesn't work.

A. might

B. should

C. must

D. aren't able to

45. He is such a brilliant player! Hemost of his childhood to practicing.

A. might have devoted

B. must devote

C. must have devoted

D. can devote