

TEST 1

I. Match the English and Russian equivalents:

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|--------------|------------------------|
| 1. consumer | А продукция |
| 2. goods | В потребитель |
| 3. fee | С товары |
| 4. needs | Д удовлетворять |
| 5. product | Е гонорар |
| 6. purchase | Ф производитель |
| 7. satisfy | Г выживание |
| 8. scarcity | Н удовлетворять |
| 9. service | І обслуживание, услуга |
| 10. survival | Ж нехватка |
| | К покупка |

II. Supply the necessary word to form a word combination:

11. technological _____ = технический прогресс
a) advance b) advice c) ability d) adverse
12. factor of _____ = движущая сила производства
a) producer b) production c) produce d) producing
13. _____ resources = кадры, людские ресурсы
a) humanist b) humanly c) humanity d) human
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- 14 _____ goods = основные средства, средства производства
a) capital b) capitates c) capitalize d) capitalist
- 15 _____ goods = потребительские товары
a) consumption b) consume c) consumer d) consumptive

III. Fill in the blanks with the proper word:

16. natural resources are called items provided by nature that can be used to produce _____ and provide service.
a) factor b) service c) resources d) goods
17. _____ resources are found in or on the earth or in the earth's atmosphere.
a) human b) physical c) nature d) natural
18. Atmospheric _____ include the sun, wind and rain.
a) resources b) nature c) consumer d) needs

19. A natural resource is considered a factor of _____ only when it is used to produce goods or services.

- a) produce b) product c) production d) producer

20. Minerals and petroleum are examples of _____ resources.

- a) natural b) human c) capital d) economic

IV. Choose the proper form of the auxiliary verb:

21. What _____ the term 'economic' mean?

- a) did b) does c) do d) is

22. How _____ economists classify goods or services that are necessary for survival?

- a) do b) did c) does d) done

23. What _____ the need for making choices arise from?

- a) is b) did c) does d) do

24. _____ economists make an important distinction between capital goods and consumer goods?

- a) done b) does c) did d) do

V. Choose the right form in the Present, Past or Future Simple tense:

25. A service _____ an action done for others for a fee.

- a) was b) am c) are d) is

26. Producers _____ the goods that satisfy consumers' wants.

- a) make b) makes c) made d) was made

27. Food, clothing and shelter _____ needs.

- a) am b) was c) is d) are

28. Last century economists _____ these factors of production into three categories.

- a) divides b) divide c) divided d) was dividing

29. Next year technological advances in the computer industry _____ efficiency in the workplace.

- a) increase b) will increase c) increased d) increases

30. Workers, ministers, physicians _____ all human resources.

- a) will be b) is c) are d) am

TEST 2

I. Match the English and Russian equivalents:

- | | |
|-----------------|--------------------------|
| 1. aim | a. подавать в суд |
| 2. distribution | b. основывать, учреждать |
| 3. establish | c. прибыль |
| 4. growth | d. выживание |
| 5. share holder | e. акционерный капитал |
| 6. stock | f. инвестировать |
| 7. profit | g. потребность |
| 8. sue | h. акционер |
| 9. survival | i. рост |
| 10. need | j. распределение |
| | k. цель |

II. Choose the proper word to form word combinations:

11. _____ proprietorship = единоличное владение
a) sock b) sold c) salt d) sole
12. commercial _____ = коммерческие потребности
a) wants b) want c) wanting d) wanted
13. _____ business = частное предприятие
a) partner b) profit c) private d) public
14. _____ of a contract = условие договора
a) provision b) profitability c) partnership d) profitability
15. _____ wants = удовлетворять потребности
a) mix b) mean c) meet d) meat

III. Choose the proper word for the blanks in the following text:

Types of Corporations. A corporation may be either publicly ___16___ or closed. A public corporation allows its ___17___ to be purchased by anyone who chooses ___18___ in the business. Most corporations today are ___19___ owned. A closed corporation is owned by a limited number of ___20___

- | | | | |
|--------------------|----------------|-----------------|----------------|
| 16 a) own | b) owner | c) owned | d) owns |
| 17 a) sharecropper | b) sharepusher | c) shareholder | d) shares |
| 18 a) to sue | b) to make | c) to invest | d) to meet |
| 19 a) privately | b) publicly | c) socially | d) continually |
| 20 a) shareholders | b) contracts | c) partnerships | d) governments |

IV. Choose the proper form of auxiliary verbs:

21. _____ economists make an important distinction between capital goods and consumer goods?

- a) are b) is c) do d) did

22. _____ he investing money in your corporation this year?

- a) is b) do c) am d) will

23 Shareholders benefit from the growth of the company, _____ they?

- a) doesn't b) don't c) isn't d) didn't

24. Don't make so much noise! The board of directors _____ having negotiations now.

- a) was b) are c) will d) is

25. You should wait for a week. Our companies _____ merging right now.

- a) were b) was c) is d) are

TEST 3

I. Match the English and Russian equivalents:

1. buyer	A. спрос
2. cash	B. продавец
3. requirement	C. расширение
4. cost	D. исследование
5. research	E. наличные деньги
6. market	F. покупатель
7. expansion	G. рынок
8. campaign	H. стоимость
9. price	I. потребности
10. seller	J. кампания
	к. цена

II. Choose the proper word to form word combinations:

11. _____ requirements = потребности потребителя

- a) consumer b) seller c) buyer d) supplier

12. _____ campaign = кампания по организации и стимулированию сбыта

- a) marketed b) markets c) market d) marketing

13. single _____ consumer goods = товары одноразового использования

- a) used b) uses c) use d) usage

14. total market _____ = общий объем спроса на рынке

- a) demand b) supply c) order d) purchase

15. _____ purchase = покупка в рассрочку

- a) tire b) mire c) hire d) fire

III. Choose the proper word for the blanks in the following text:

In a market ___16___ firm one of the functions of a ___17___ department is to find out ___18___ requirements. This is in complete contrast to a ___19___ oriented firm, which first produces a product and then tries to ___20___ it.

16. a) orient b) oriented c) orients d) orienting
17. a) markets b) marketed c) market d) marketing
18. a) seller b) consumer c) buyer d) supplier
19. a) product b) produce c) production d) producer
20. a) supply b) demand c) buy d) sell

IV. Choose the proper form of the verbs:

21. A market typically has four elements, _____ it?

- a) doesn't b) isn't c) didn't d) don't

22. Our scientists claimed that market research _____ studying the market to discover the customers' wants.

- a) involves b) has involved c) had involved d) involved

23. Firms usually _____ to build up a customer profile, i.e. the age, sex, occupation, etc.

- a) tries b) try c) had tried d) is trying

24. By the end of the last year our market research department _____ out consumer research.

- a) had carried b) has carried c) carried d) is carrying

25. Buyers _____ people wishing to acquire goods and services.

- a) are b) is c) was d) were

26. We _____ just _____ market research survey.

- a) has received b) had received c) have received d) have been received

27. Unlike demand, the quantity supplied of goods _____ as price rises.

- a) increased b) will increase c) had increased d) is increased

28. Markets always _____ two sides: the demand side and the supply side.
 a) will have b) had c) have d) has
29. Every firm usually _____ its own internal information about the popularity of its products.
 a) has possessed b) possess c) possessed d) possesses
30. Now market research _____ data to provide our company with the information about consumers' preferences.
 a) analyzes b) are analyzing c) is analyzing d) has analyzed

TEST 4

I. Match the English and Russian equivalents

- | | |
|----------------|----------------------------|
| 1. advertising | A. выгодная покупка |
| 2. bargain | B. выпуск новых товаров |
| 3. price | C. срок, продолжительность |
| 4. cheap | D. дешевый |
| 5. lack | E. отсутствие |
| 6. launch | F. возможность |
| 7. length | G. реклама |
| 8. opportunity | H. сильная сторона |
| 9. strength | I. слабая сторона |
| 10. weakness | J. наличные деньги |
| | K. цена |

II. Choose the proper word to form word combinations:

11. bulk _____ = оптовые закупки
 a) selling b) supplying c) buying d) obtaining
12. _____ channel = канал распределения
 a) promotion b) transmittion c) allocation d) distribution
13. _____ policy = политика ценообразования
 a) pricing b) price c) prices d) pricier
14. point of _____ = розничная торговля
 a) outlet b) bargain c) purchase d) sale
15. _____ life cycle = жизненный цикл товара
 a) producer b) product c) production d) productivity

III. Choose the necessary modal verb for the English equivalents of the following underlined Russian verbs:

16. Можно ли начать выпуск новых товаров?

- a) may b) could c) must d) might

17. Компании следует определить, какая продукция отвечает запросам потребителей

- a) could b) can c) should d) must

18. Низкая цена продукции может вызвать подозрение у потребителя о качестве товара.

- a) may b) could c) should d) have to

19. Продвижение товара составляет выбор методов, которые могут стимулировать продажу товара.

- a) could b) must c) might d) can

20. Отдел маркетинговых исследований должен проводить исследования рынка.

- a) must b) will be able to c) could d) might

IV. Choose correct translation of the following sentences:

21. A market can be defined as any form of a contract between buyers and sellers.

- a) Рынок будет определяться любой формой соглашения продавцов и покупателей.
b) Рынок определен любой формой соглашения между продавцами и покупателями.
c) Рынок можно определить как любая форма соглашения между покупателями и продавцами.
d) Рынок нужно определить как любая форма соглашения между покупателями и продавцами.

22. The demand for a product is not only influenced by price.

- a) Не только цена влияла на спрос. c) Спрос влияет на цену.
b) На спрос влияет не только цена. d) Спрос не влияет только на цену

23. The quantity of goods and services is called supply.

- a) Предложением называется количество товаров и услуг.
b) Предложение называет товары и услуги.
c) Предложением называлось количество товаров и услуг..
d) Предложением нужно назвать товары и услуги.

24. Our company tries to discover what consumer could be persuaded to buy.

- a) Наша компания старается выяснить какой товар нужно было убедить покупателя купить.

- b) Наша компания старается выяснить какой товар можно было убедить покупателя купить.
c) Наша компания старается убедить покупателя купить её товар.
d) Наша компания старается выяснить как убедить покупателя купить её товар.

V. Choose the proper form of the following Russian predicates:

25. Market research следует включать studying the market to discover what the customer really wants.

- a) must involve b) has to involve c) should involve d) involves

26. Product-oriented firm produces a product and tries to sell it in the hope that the consumer купит it.

- a) buys b) will buy c) bought d) has bought

27. Field research называется questioning consumers directly about their tastes and preferences.

- a) calls b) was called c) has been called d) is called

28. The selling concept and the marketing concept часто путают.

- a) will be often confused b) is often confused c) are often confused
d) were often confused

29. You should wait for a week. Our companies объединяются right now.

- a) were merging b) was merging c) is merging d) are merging

30. Next year technological advances in the computer industry повысит efficiency in the workplace.

- a) increase b) will increase c) increased d) increases