Відокремлений структурний підрозділ
«Харківський торговельно-економічний фаховий коледж
Державного торговельно-економічного університету»

Циклова комісія економіки, управління та адміністрування

ПРОФЕСІЙНІ КОМУНІКАЦІЇ ІНОЗЕМНОЮ МОВОЮ

Збірник тестових завдань
для здобувачів освітньо-професійного ступеня
«фаховий молодший бакалавр»
(3 семестр)
спеціальності D5 Маркетинг

Харків, 2026

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Збірник тестових завдань обговорено та схвалено на засіданні циклової комісії економіки, управління та адміністрування, протокол протокол від 28.08.2026 р. № 1.

Збірник тестових завдань розглянуто та затверджено на засіданні методичної комісії, протокол від 28.08.2026 р. № 1.

Вступ

Однією з інноваційних форм інформатизованої системи освіти є тестування. Ця форма, надзвичайно популярна за кордоном, в останні десятиліття активно впроваджується в Україні і є одним із важливих кроків до реалізації Болонської конвенції, яка передбачає створення об’єктивної системи контролю отриманих знань і умінь, сформованості професійної та комунікативної компетентності.

На користь використання тестування з метою контролю та оцінювання результатів навчально-пізнавальної діяльності здобувачів освіти свідчать такі важливі чинники:

– тестовий контроль мінімізує суб'єктивний фактор викладача, що робить оцінки більш справедливими та неупередженими, тобто реалізується дидактичний принцип об’єктивності оцінювання;

– тестові завдання можуть охоплювати широкий спектр тем, які включають питання як теоретичного, так і прикладного характеру, що дозволяє краще визначити рівень засвоєння навчального матеріалу здобувачами освіти, проаналізувати рівень їх знань та вмінь;

– тестування дозволяє швидко оцінити роботу здобувачів освіти;

– систематичне тестування стимулює здобувачів освіти до регулярного повторення та закріплення знань, тобто підвищує рівень мотивації до навчання;

– регулярні тести допомагають відстежувати прогрес здобувачів освіти і вчасно виявляти проблемні області, відбувається вимірювання динаміки навчання;

– результати тестування можуть бути використані для вдосконалення програми навчальної дисципліни та методики її викладання з орієнтацією на потреби здобувачів освіти;

– у сучасних умовах тестування є важливим елементом онлайн-освіти, дозволяючи проводити контроль знань дистанційно.

Програмою навчальної дисципліни «Професійні комунікації іноземною мовою» для здобувачів фахової передвищої освіти зі спеціальності D5 "Маркетинг" передбачено вивчення шести тем: «Topic 1. Business sectors», «Topic 2. Economics and the modern world (Energy industry)», «Topic 3. Project Management», «Topic 4. Global Markets», «Topic 5. Innovative Product Design», «Topic 6. Customer service» та проходження тематичного тестування за кожною з них, проведення підсумкового семестрового контролю у формі іспиту, одна з двох частин якого передбачає тестування.

При складанні тестових завдань беруться до уваги передбачувані результати навчання здобувачів освіти.

У результаті вивчення навчальної дисципліни у майбутніх фахівців мають сформуватися такі компетентності, як: здатність до абстрактного мислення, аналізу та синтезу; здатність до адаптації та дій в новій ситуації; цінування та повага різноманітності та мультикультурності; здатність діяти соціально відповідально та свідомо, зокрема спрямованих на покращення комунікації іноземною мовою при взаємодії між клієнтом та торговельною організацією; розуміти принципи психології та використовувати їх у професійній діяльності, зокрема при налагодженні комунікаційних зав'язків при роботі з клієнтами та в середині торговельної організації; здатність формувати та демонструвати лідерські якості та поведінкові навички.

Навчальна дисципліна «Професійні комунікації іноземною мовою» сприяє досягненню таких результатів навчання: розвиток комунікативних навичок студентів, що дає змогу ефективно спілкуватися іноземною мовою в професійному середовищі, використовуючи відповідну термінологію та мовні конструкції. Важливим аспектом є також поліпшення навичок міжкультурної комунікації, оскільки студенти навчаються враховувати культурні особливості співрозмовників для побудови ефективних відносин у професійній діяльності.

Крім того, дисципліна допомагає здобути навички використання професійного лексикону, розширюючи словниковий запас і освоюючи терміни та вирази, що використовуються в конкретних професійних галузях, таких як туризм, менеджмент, маркетинг та інші. Окрему увагу приділено розвитку вмінь ведення ділової переписки, що включає написання та оформлення різних видів ділових документів, таких як листи, електронні листи, запити, звіти, пропозиції тощо.

На вивчення навчальної дисципліни відводиться 6 кредитів ЄКТС (180 годин). Питання, винесені на самостійний розгляд здобувачів освіти, також включаються до змісту тестових завдань.

Тестування різнорівневе. 1-й рівень – тести з однією правильною відповіддю. 2-й рівень – тести на заповнення пропусків.

Тематичне тестування. Банк запитань – мінімум 15, максимум – 50, на контроль – 15. Час для відповіді – 15 хвилин. Кількість спроб – 2. Максимальна кількість балів – 3.

Тестування проводиться на Порталі навчальних ресурсів ВСП «Харківський торговельно-економічний фаховий коледж ДТЕУ».

TOPIC 1. «Business sectors»

Тестові завдання за темою 1

1. What sector involves the extraction of raw materials from the earth?
   A) Primary
   B) Secondary
   C) Tertiary
   D) None of the above

2. Which of the following industries is part of the tertiary sector?
   A) Farming
   B) Manufacturing
   C) Retail
   D) Mining

3. What is a key characteristic of the secondary sector?
   A) Providing services
   B) Processing raw materials into finished products
   C) Extracting natural resources
   D) Trading stocks

4. Which of these companies would most likely belong to the primary sector?
   A) A car manufacturer
   B) A coal mining company
   C) A financial services firm
   D) An airline

5. Which sector is responsible for providing transportation services?
   A) Primary
   B) Secondary
   C) Tertiary
   D) None of the above

6. What is a common example of a company in the secondary sector?
    A) Oil drilling company
    B) Steel manufacturer
    C) Bank
    D) Hotel

7. Which sector is typically the largest in a developed economy?
    A) Primary
    B) Secondary
    C) Tertiary
    D) None of the above

8. What is the primary activity of companies in the tertiary sector?
    A) Processing raw materials
    B) Extracting natural resources
    C) Offering services to consumers and businesses
    D) Producing consumer goods

9. Which of the following is NOT part of the primary sector?
    A) Agriculture
    B) Forestry
    C) IT services
    D) Fishing

10. The construction of buildings would fall under which sector?
    A) Primary
    B) Secondary
    C) Tertiary
    D) None of the above

11. Which sector would a tech startup offering digital marketing services belong to?
    A) Primary
    B) Secondary
    C) Tertiary
    D) None of the above

12. Which of the following best describes the primary sector?
    A) Involves producing final products for consumers
    B) Involves providing intangible services
    C) Involves extracting and harvesting raw materials
    D) Involves trading and investment services

13. What is a critical role of the secondary sector?
    A) Distributing goods
    B) Manufacturing products
    C) Providing education services
    D) Mining raw materials

14. Which type of company would be classified under the tertiary sector?
    A) A supermarket chain
    B) A textile factory
    C) A lumberjack operation
    D) A chemical plant

15. What is the role of the secondary sector in the economy?
    A) Researching new technologies
    B) Transforming raw materials into products
    C) Extracting resources
    D) Providing financial advice

16. Which of the following is an example of a primary sector job?
    A) Car mechanic
    B) Teacher
    C) Fisherman
    D) Software engineer

17. The tourism industry belongs to which sector?
    A) Primary
    B) Secondary
    C) Tertiary
    D) None of the above

18. In which sector would you classify a company producing mobile phones?
    A) Primary
    B) Secondary
    C) Tertiary
    D) None of the above

19. Which sector is responsible for the extraction of metals like copper and iron?
    A) Primary
    B) Secondary
    C) Tertiary
    D) None of the above

20. A business consulting firm is part of which sector?
    A) Primary
    B) Secondary
    C) Tertiary
    D) None of the above

Список рекомендованих джерел

Основні джерела інформації:

1. Margaret O'Keeffe, Lewis Lansfort, Ros Wright, Evan Frendo, Lizzie Wright «Business Partner Coursebook B1» - Pearson Education Limited, 2021. - 162 с. (to the topic 1 pages 18-26) URL: https://drive.google.com/file/d/1Lde-M1_J-YxZVAHyTo3PIvxOoxgLJdxR/view?usp=sharing
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3. Cambridge Dictionary URL: https://dictionary.cambridge.org/.
4. Онлайн посібник граматики англійської мови Grammarway URL: https://grammarway.com/ua

Topic 2. Economics and the modern world (Energy industry)

Тестові завдання за темою 2

1. What is the primary focus of economics?
   A) The study of natural disasters
   B) The study of how people allocate resources
   C) The study of historical events
   D) The study of cultural traditions

2. What is one of the main goals of the energy industry?
   A) To reduce population growth
   B) To produce and manage energy efficiently
   C) To create new forms of tourism
   D) To reduce taxes for businesses

3. Which of the following is NOT a type of energy resource?
   A) Solar
   B) Wind
   C) Concrete
   D) Geothermal

4. What is the role of managers in energy projects?
   A) To promote new products
   B) To ensure projects are completed efficiently and within budget
   C) To train employees in software skills
   D) To sell equipment to customers

5. What is a key benefit of renewable energy?
   A) It is unlimited and sustainable
   B) It is always cheaper than fossil fuels
   C) It never requires maintenance
   D) It can replace all types of natural resources

6. How does the energy industry impact the economy?
    A) It creates job opportunities and supports industries
    B) It decreases the demand for technology
    C) It limits access to international markets
    D) It only affects rural areas

7. What is an adjective?
    A) A word that describes a noun
    B) A word that shows an action
    C) A word that connects sentences
    D) A word that describes another verb

8. Which sentence is in the Past Simple tense?
    A) I am reading a book.
    B) He wrote a letter yesterday.
    C) They are working on a project.
    D) We will visit the museum.

9. Which form of the verb is correct in Past Continuous?
    A) They was running.
    B) She were working.
    C) He was studying.
    D) I is watching.

10. The company _____ (invest) in solar panels last year.
    A) invest
    B) invested
    C) investing
    D) invests

11. While the manager _____ (talk), the team was preparing the presentation.
    A) talks
    B) was talking

C) talked
D) talking

12. What does "sustainability" mean in the energy industry?
    A) Overusing resources
    B) Managing resources for long-term use
    C) Avoiding innovation
    D) Creating higher taxes

13. Which sentence contains an adjective?
    A) She runs fast.
    B) It is a beautiful day.
    C) He speaks loudly.
    D) We will meet tomorrow.

14. What is a key characteristic of fossil fuels?
    A) They are renewable.
    B) They emit greenhouse gases.
    C) They are free to extract.
    D) They require no processing.

15. Which of the following is an example of renewable energy?
    A) Oil
    B) Coal
    C) Wind
    D) Natural gas

16. Which sentence is grammatically correct?
    A) He run fast yesterday.
    B) She was cooking dinner when I arrived.
    C) They working on a new project now.
    D) We sees the results last week.

17. The CEO _____ (speak) at the conference last Monday.
    A) speaks

B) was speaking
C) spoke
D) speaking

18. While they _____ (install) the solar panels, the technician discovered a fault.
    A) were installing
    B) installed
    C) install
    D) installs

19. What does the term "carbon footprint" refer to?
    A) The amount of renewable energy used
    B) The amount of greenhouse gases produced by human activities
    C) The cost of energy projects
    D) The environmental laws of a country

20. Which of the following is an example of an adverb?
    A) Quickly
    B) Beautiful
    C) Smart
    D) Powerful

21. Choose the correct sentence:
    A) He carefully plans his work.
    B) He careful plans his work.
    C) He plans his work careful.
    D) He plans his work carefuly.

22. What is a major challenge for the energy industry?
    A) Finding skilled employees
    B) Increasing reliance on fossil fuels
    C) Balancing energy demand and environmental protection
    D) Decreasing technological advancements

23. The energy project _____ (finish) last month.
    A) finishes
    B) finished
    C) finishing
    D) finish

24. Why is renewable energy becoming more popular?
    A) It is cheaper than fossil fuels everywhere.
    B) It has no environmental impact.
    C) It is sustainable and reduces pollution.
    D) It requires less technology to develop.

25. Which sentence uses Past Simple correctly?
    A) They were finishing the report yesterday.
    B) We completed the task on time.
    C) He completes the project tomorrow.
    D) She is finishing the proposal now.

26. How can businesses reduce their carbon footprint?
    A) By increasing fossil fuel consumption
    B) By switching to renewable energy sources
    C) By outsourcing production
    D) By ignoring energy regulations

27. What is the role of adverbs in a sentence?
    A) To describe nouns
    B) To describe verbs, adjectives, or other adverbs
    C) To connect sentences
    D) To express emotions

28. Which word is an adverb in the sentence: "She quickly finished the report"?
    A) She
    B) Quickly
    C) Finished
    D) Report

29. Which of the following is a non-renewable energy source?
    A) Wind
    B) Solar
    C) Natural gas
    D) Hydropower

30. The team _____ (discuss) the project when the power went out.
    A) discuss
    B) discussed
    C) were discussing
    D) discussing

31. What is one way to improve energy efficiency in a building?
    A) Using incandescent light bulbs
    B) Installing solar panels
    C) Increasing heating costs
    D) Avoiding insulation

32. Choose the sentence with the correct adverb usage:
    A) She works hard.
    B) She works hardly.
    C) She hard works.
    D) She works harderly.

33. The factory _____ (produce) more units last year.
    A) produced
    B) produces
    C) producing
    D) produce

34. What is a disadvantage of fossil fuels?
    A) They are renewable.
    B) They are a significant source of pollution.
    C) They are unlimited in supply.

D) They are always expensive.

35. The engineers _____ (design) the new system yesterday.
    A) design
    B) designed
    C) designing
    D) designs

36. Which sentence uses an adjective correctly?
    A) The machine operates quiet.
    B) This is a very efficient system.
    C) He speaks clear.
    D) She works good.

37. What does "energy transition" refer to?
    A) Increasing dependence on coal
    B) Shifting from fossil fuels to renewable energy
    C) Reducing energy demand in cities
    D) Avoiding technological innovations

38. What is the function of an adjective?
    A) To describe a verb
    B) To describe a noun
    C) To connect clauses
    D) To express emotions

39. Which sentence is in Past Continuous?
    A) I write the report yesterday.
    B) They were analyzing the data at noon.
    C) She finishes her work last week.
    D) He was works on the project.

40. Why is project management important in the energy industry?
    A) To ensure compliance with regulations
    B) To reduce costs and maximize efficiency

C) To increase reliance on fossil fuels
D) To eliminate deadlines

41. Which of the following is an adverb?
A) Beautiful
B) Slowly
C) Tall
D) Intelligent

42. What is one major benefit of energy-efficient appliances?
A) They increase energy bills.
B) They reduce energy consumption.
C) They are more expensive to operate.
D) They produce more emissions.

43. While the technician _____ (fix) the issue, the manager was on a call.
A) fix
B) fixes
C) was fixing
D) fixing

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4. Онлайн посібник граматики англійської мови Grammarway URL:https://grammarway.com/ua

Topic 3. «Project management»

Тестові завдання за темою 3

1. What does an effective project plan include?
   A) Undefined goals and no deadlines
   B) Clear objectives, budgets, and timelines
   C) Only a list of tasks
   D) Feedback from customers only

2. What does a project manager typically oversee?
   A) Employee salaries
   B) The timeline, budget, and scope of a project
   C) Local environmental laws
   D) Sales forecasts

3. While the engineers _____ (test) the new system, the manager was preparing the report.
   A) test
   B) were testing
   C) tested
   D) testing

4. Which of the following is NOT a management task?
   A) Delegating responsibilities
   B) Monitoring progress
   C) Ignoring project deadlines
   D) Communicating with stakeholders

5. While they _____ (prepare) the meeting agenda, the CEO arrived unexpectedly.
   A) prepared
   B) were preparing
   C) prepare
   D) prepares

6. What is the main goal of project management?
    A) To complete tasks on time, within budget, and to scope
    B) To generate the most profit for stakeholders
    C) To avoid any challenges or risks
    D) To reduce the number of team members

7. Which of the following is NOT a phase of project management?
    A) Planning
    B) Initiation
    C) Decoration
    D) Closing

8. In business emails, what does "CC" stand for?
    A) Confidential Copy
    B) Courtesy Copy
    C) Carbon Copy
    D) Cooperative Copy

9. What does "enough" indicate in the sentence: "He has enough experience for the role"?
    A) Sufficiency
    B) Excess
    C) Lack
    D) Limitation

10. Choose the correct sentence:
    A) She works too hardly to finish the project.
    B) He has too many responsibilities for one person.
    C) This task isn’t enough difficult for her.
    D) The report is too enough long to read.

11. Which of these abbreviations can be part of formal email writing?
    A) LOL
    B) ROFL
    C) ASAP
    D) OMG

12. Which of the following sentences uses "too" correctly?
    A) This meeting is too enough important to miss.
    B) They are too prepared for the conference.
    C) She is too tired to continue working.
    D) He has too much experience for this role.

13. The abbreviation "FYI" in business emails means:
    A) For Your Information
    B) Find Your Idea
    C) Forward Your Invoice
    D) Finish Your Inquiry

14. What is a key responsibility of a project manager?
    A) Designing all project materials
    B) Monitoring progress and resolving issues
    C) Preparing technical blueprints
    D) Avoiding meetings with the team

15. Which of these words is a noun form of "manage"?
    A) Management
    B) Manageable
    C) Managerial
    D) Managed

16. Which sentence correctly uses "enough"?
    A) She has experience enough to handle the task.
    B) The project isn’t challenging enough for them.
    C) He is enough skilled for the position.
    D) The resources weren’t enough sufficient for the project.

17. What is the purpose of an agenda in a meeting?
    A) To outline the meeting’s topics and goals
    B) To track project expenses
    C) To set the meeting location
    D) To confirm attendance

18. Which suffix can turn the word "inform" into a noun?
    A) -al
    B) -er
    C) -ation
    D) -ity

19. What does "deadline" mean?
    A) A task that has been delayed
    B) A time limit for completing a task
    C) A milestone in a project plan
    D) A summary of project requirements

20. Choose the correct word form: "His _____ (lead) during the project was exceptional."
    A) leader
    B) leading
    C) leadership
    D) leaded

21. Which of the following is NOT a polite phrase in formal emails?
    A) I look forward to hearing from you.
    B) Please find the attached document.
    C) What’s up with this project?
    D) Thank you for your prompt response.

22. Which prefix means "opposite of"?
    A) Re-
    B) Un-
    C) Pre-
    D) Over-

23. Which sentence uses "too" incorrectly?
    A) She is too qualified for this position.
    B) This task is too easy for him.

C) They have too little resources to complete the project.
D) We have too many meetings tomorrow.

24. Which of these is a polite way to close an email?
A) Take care
B) Best regards
C) See you later
D) Bye-bye

25. What is a milestone in project management?
A) A type of project document
B) A significant point or event in a project
C) The final project deliverable
D) A tool used to measure performance

26. Which sentence uses "enough" correctly?
A) They didn’t have time enough to prepare.
B) This room isn’t big enough for all of us.
C) The presentation is enough interesting to keep their attention.
D) She has enough much experience in this field.

27. What is the main goal of business correspondence?
A) To build relationships and communicate clearly
B) To use informal language
C) To impress with vocabulary
D) To share personal stories

28. The term "scope creep" in project management refers to:
A) Delays caused by team members
B) Uncontrolled changes or expansion of a project’s scope
C) A failure to meet deadlines
D) A sudden increase in project funding

29. Choose the correct form: "He has too _____ tasks to handle today."
A) much

B) many
C) few
D) little

30. Which word is NOT related to "manage"?
    A) Manageable
    B) Manager
    C) Management
    D) Managingly

31. In project management, what does "risk" refer to?
    A) A guaranteed failure
    B) The possibility of a negative event occurring
    C) The final stage of a project
    D) The most expensive project task

32. What does a project manager use a "budget" for?
    A) To track project expenses and allocate resources
    B) To communicate with stakeholders
    C) To define project goals
    D) To write meeting minutes

33. Choose the correct word form: "This task requires careful _____ (plan)."
    A) plans
    B) planning
    C) planner
    D) planned

34. Which of the following is a polite way to request something in an email?
    A) I want this done now.
    B) Can you please provide the required details by tomorrow?
    C) You should finish this immediately.
    D) Hurry up with this task.

35. Which sentence uses "enough" incorrectly?
    A) He isn’t experienced enough to lead this project.
    B) We didn’t have enough time to finish the task.
    C) The room isn’t enough big for the meeting.
    D) She has enough skills for this position.

36. In project management, what is a "deliverable"?
    A) A service or product to be delivered as part of the project
    B) A report on project expenses
    C) A milestone in the project timeline
    D) A risk that affects project success

37. Which of the following words means "to delay a project intentionally"?
    A) Expedite
    B) Postpone
    C) Approve
    D) Assign

38. What is the purpose of a progress report in project management?
    A) To summarize completed work and outline next steps
    B) To provide personal feedback to team members
    C) To track expenses only
    D) To define project objectives

39. Which of these is NOT a common feature of formal business emails?
    A) Professional tone
    B) Clear subject line
    C) Slang and abbreviations like "OMG"
    D) A polite closing statement

40. Choose the correct sentence:
    A) He is skilled too much for this role.
    B) The presentation was too enough long to watch entirely.
    C) They have too many tasks to complete today.
    D) This room isn’t large enough for the audience.

41. What is "time management" in the context of project management?
    A) The ability to prioritize and complete tasks efficiently within deadlines
    B) The process of reducing project costs
    C) Writing detailed meeting minutes
    D) A tool for stakeholder communication

42. Which of these phrases is appropriate for a formal email?
    A) Let me know when you're free.
    B) Hey, what's the update?
    C) I hope this email finds you well.
    D) Can we chat about this?

43. What is the main purpose of a "project timeline"?
    A) To outline key tasks and deadlines for a project
    B) To calculate the project's overall cost
    C) To assign roles to team members
    D) To analyze risks in the project

44. What is a "stakeholder" in project management?
    A) A person or group affected by the project and its outcomes
    B) A document outlining the project's objectives
    C) A tool used for tracking progress
    D) A financial resource allocated to the project

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Topic 4. «Global Markets»

Тестові завдання за темою 4

1. What is a key factor in developing a successful international brand?
   A) Understanding local markets
   B) Ignoring cultural differences
   C) Limiting product availability
   D) Focusing solely on domestic trends

2. Which of the following is a benefit of entering global markets?
   A) Higher shipping costs
   B) Access to a larger customer base
   C) Increased regulations
   D) Limited competition

3. What is a major challenge for businesses entering global markets?
   A) Consistent branding across regions
   B) Decreasing product quality
   C) Ignoring customer preferences
   D) Reducing marketing efforts

4. How can companies ensure success in online markets?
   A) Offering a single payment method
   B) Ignoring customer feedback
   C) Providing competitive pricing and easy navigation
   D) Avoiding online advertisements

5. Passive Voice. Complete the sentence: "The product launch ___ widely discussed in the media for two weeks."

A) is being
B) has been
C) was
D) is

6. Which sentence is in the passive voice?
   A) The company launched a new product.
   B) A new product was launched by the company.
   C) They are marketing the product aggressively.
   D) Customers are buying the product quickly.

7. What economic impact does online shopping have?
   A) It reduces the global GDP.
   B) It increases demand for logistics services.
   C) It decreases employment in delivery sectors.
   D) It slows down technological innovation.

8. What is a common strategy for companies in global markets?
   A) Standardizing all products for every market
   B) Adapting to local preferences and cultures
   C) Avoiding technological investments
   D) Limiting partnerships with local businesses

9. Choose the correct passive voice transformation: "They are designing a new logo."
   A) A new logo designs them.
   B) A new logo is being designed.
   C) They design a new logo.
   D) A new logo was designed.

10. Why is branding important in global markets?
   A) It confuses customers.
   B) It builds trust and recognition.
   C) It limits marketing opportunities.
   D) It increases production costs.

11. Which of these phrases is passive?
    A) They developed the app.
    B) The app was developed by them.
    C) The app is developing quickly.
    D) They are developing the app.

12. How are global strategies influenced by cultural differences?
    A) They avoid adapting products.
    B) They focus on regional needs.
    C) They ignore local languages.
    D) They restrict marketing campaigns.

13. Choose the correct passive transformation: "Customers bought 1,000 units last month."
    A) Last month, 1,000 units are being bought.
    B) Last month, 1,000 units were bought.
    C) Customers are buying 1,000 units.
    D) 1,000 units have been bought.

14. Which of these is an advantage of online markets?
    A) Limited access to products
    B) Reduced global reach
    C) 24/7 accessibility for customers
    D) Decreased competition

15. What is an essential tool for international market analysis?
    A) Local customer surveys
    B) Limiting data collection
    C) Avoiding market trends
    D) Ignoring competitors

16. How do companies manage cultural diversity in branding?
    A) By maintaining uniform strategies
    B) By researching local preferences

C) By avoiding region-specific campaigns
D) By ignoring cultural sensitivities

17. Complete the sentence in passive voice: "The report ___ by the marketing team yesterday."
A) was prepared
B) is prepared
C) prepares
D) has prepared

18. What is one way to adapt marketing strategies for global markets?
A) Ignoring regional languages
B) Creating region-specific campaigns
C) Using the same approach worldwide
D) Avoiding customer feedback

19. Which sentence is passive?
A) The team is reviewing the product.
B) The product is being reviewed by the team.
C) The team will review the product.
D) The product reviews the team.

20. How does e-commerce benefit small businesses?
A) It limits their customer base.
B) It reduces their market visibility.
C) It provides a global platform for sales.
D) It increases production costs.

21. What is an example of an online market trend?
A) Decreased use of social media ads
B) Increased use of influencer marketing
C) Reduced reliance on mobile-friendly sites
D) Avoiding personalized shopping experiences

22. Which of these phrases is written in passive voice?

A) Customers prefer quality products.
B) Quality products are preferred by customers.
C) The company improves its services.
D) The services are improving quickly.

23. What is an example of a passive transformation?
A) The team analyzes the data.
B) The data is analyzed by the team.
C) The team analyzed the data.
D) The data analyzed the team.

24. What does "brand consistency" mean in global markets?
A) Having completely different strategies everywhere
B) Using the same logo, tone, and values across all regions
C) Ignoring local cultural differences
D) Avoiding international advertising

25. Which sentence uses passive voice correctly?
A) The company launches a new campaign every year.
B) A new campaign is launched by the company every year.
C) The company launching a new campaign every year.
D) The campaign was launched by the company every year.

26. What is a key consideration when entering a new market?
A) Ignoring local regulations
B) Understanding cultural preferences
C) Avoiding competition analysis
D) Focusing only on existing strategies

27. Which of these sentences is in the passive voice?
A) The product received excellent reviews.
B) Excellent reviews were given to the product.
C) Customers wrote excellent reviews for the product.
D) Customers review the product regularly.

28. What is a common feature of successful international brands?
    A) Uniformity in products and marketing worldwide
    B) Total reliance on local teams
    C) Flexibility in adapting to local markets
    D) Avoidance of global campaigns

29. Complete the sentence: "The proposal ___ by the manager before submission."
    A) was reviewed
    B) is reviewing
    C) reviews
    D) has reviewed

30. How does passive voice often benefit business communication?
    A) It makes the subject of the action clearer.
    B) It emphasizes the action rather than the doer.
    C) It confuses the reader.
    D) It removes responsibility from the subject.

31. What is an example of using the passive voice in business emails?
    A) "The team completed the project yesterday."
    B) "The project was completed yesterday."
    C) "We will complete the project by tomorrow."
    D) "The project completes tomorrow."

32. What is one of the advantages of using online markets?
    A) Reduced customer engagement
    B) Broader global reach
    C) Increased advertising costs
    D) Decreased visibility in competitive industries

33. Which of the following is NOT a benefit of global branding?
    A) Greater recognition across regions
    B) Consistency in customer experience
    C) Higher costs for product adaptation
    D) Strengthened brand loyalty

34. What is the main purpose of localization in global markets?
    A) To create uniformity across regions
    B) To adapt products and services to local needs
    C) To limit regional marketing efforts
    D) To reduce product variety

35. How does the passive voice work in this sentence: "The strategy ___ by the marketing team during the last meeting"?
    A) is discussed
    B) was discussed
    C) has discussed
    D) discusses

36. Choose the correct transformation: "The team will finalize the report tomorrow."
    A) The report will be finalized tomorrow.
    B) The report is being finalized tomorrow.
    C) The report has been finalized tomorrow.
    D) The report finalized tomorrow.

37. What role does technology play in global market strategies?
    A) It limits business reach.
    B) It facilitates communication and data analysis.
    C) It increases regional trade barriers.
    D) It decreases the need for customer insights.

38. What is the purpose of a "global market strategy"?
    A) To limit a brand's reach all over the world
    B) To maximize growth opportunities across regions
    C) To focus only on domestic markets
    D) To decrease market diversity

39. Complete the sentence: "The report ___ to stakeholders last week."
    A) was presented

B) is presenting
C) presents
D) has presenting

40. What is a challenge of maintaining an online global brand?
A) Increased cultural awareness
B) Consistent branding across diverse markets
C) Access to customer data
D) Using multiple digital platforms

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Topic 5. «Innovative Product Design»

Тестові завдання за темою 5

1. What is a key feature of innovative product design?
A) Creativity combined with functionality
B) Aesthetic appeal only
C) High production costs
D) Limited usability

2. Which sentence uses Present Perfect with "just"?
A) I just saw the new product design.
B) We have just tested the prototype.

C) The team will just finish the presentation.
D) He just tests the new features.

3. What is an essential step in product testing?
   A) Ignoring customer feedback
   B) Identifying potential problems
   C) Skipping the prototype stage
   D) Finalizing production before testing

4. Which phrase is best for describing a product feature?
   A) "It might work well."
   B) "This product is made of durable materials."
   C) "We are still unsure about its performance."
   D) "The design looks innovative."

5. How would you politely ask for more information in a meeting?
   A) "Tell me everything!"
   B) "Can you clarify that point, please?"
   C) "I don't get it; explain again."
   D) "Why don't you explain it properly?"

6. What is a benefit of using innovative design?
   A) Increased production delays
   B) Higher customer satisfaction
   C) Reduced quality
   D) Complicated user interface

7. Which sentence uses "already" correctly?
   A) I already finish the report.
   B) They have already tested the product.
   C) The prototype already completed.
   D) We already testing the device.

8. What is an example of managing information effectively?
   A) Sharing incomplete data

B) Providing clear and concise answers
C) Overloading listeners with details
D) Withholding key facts

9. What should a product review include?
   A) Irrelevant personal opinions
   B) Features, benefits, and user experience
   C) Marketing slogans only
   D) Negative comments without evidence

10. Choose the correct Future Simple sentence:
   A) We will presenting the product tomorrow.
   B) They will launch the new model next month.
   C) She will to write a review soon.
   D) I will going to finish the testing.

11. What is one goal of product testing?
   A) To confirm the product's quality and safety
   B) To avoid making changes to the design
   C) To limit customer involvement
   D) To reduce production cost only

12. Which phrase would you use to highlight a product's benefit?
   A) "It could work sometimes."
   B) "This feature saves time and effort."
   C) "We're still figuring out how it works."
   D) "The design looks good."

13. Which sentence uses "yet" correctly?
   A) Have you seen the new design yet?
   B) I yet completed the testing phase.
   C) The team is yet finish the presentation.
   D) We have yet reviewed the product.

14. What is an effective way to sell a product?

A) Focusing on its unique benefits
B) Avoiding detailed explanations
C) Ignoring customer objections
D) Emphasizing only its price

15. How would you politely ask for clarification?
A) "Can you explain what you mean by that?"
B) "What are you talking about?"
C) "I don’t understand; explain better."
D) "Say it in another way."

16. Which sentence is an example of Future Simple?
A) The team has tested the new product.
B) We are testing the prototype tomorrow.
C) I will submit the design by Friday.
D) The report is being written.

17. What is an important aspect of writing a product review?
A) Focus only on the negatives
B) Use clear and objective language
C) Include irrelevant personal stories
D) Avoid discussing performance

18. Which of these is a product feature?
A) Long-lasting battery life
B) Easy to use and saves time
C) Stylish and ergonomic design
D) All of the above

19. What does managing information in a business setting involve?
A) Sharing only the positives
B) Providing clear, accurate, and relevant data
C) Avoiding questions from colleagues
D) Talking without preparation

20. How would you describe a feature in a presentation?
    A) "It’s okay for some tasks."
    B) "It is lightweight, making it portable."
    C) "It looks nice but doesn’t work well."
    D) "It’s just another option."

21. What is one benefit of conducting product testing?
    A) Skipping quality assurance
    B) Reducing production time by avoiding testing
    C) Identifying issues before the product launch
    D) Relying on assumptions about product performance

22. Which of the following is most likely to increase sales when presenting a product?
    A) Listing every technical detail
    B) Highlighting the product's key benefits
    C) Ignoring customer objections
    D) Discussing only the manufacturing process

23. What is an essential part of writing a product review?
    A) Including only positive comments
    B) Providing an honest evaluation of features and usability
    C) Avoiding feedback on the design
    D) Excluding comparisons with similar products

24. Which sentence correctly uses "just"?
    A) The prototype was just tested by the engineers.
    B) We have just finalized the design phase.
    C) They just working on the new features.
    D) The product will just be launched next week.

25. How would you describe the benefits of a product during a sales pitch?
    A) Highlight how the product solves a common problem
    B) Focus on the high production costs
    C) Mention the design but avoid discussing its benefits
    D) Emphasize the challenges of manufacturing it

26. What does product testing involve?
    A) Skipping user feedback to save time
    B) Testing performance under different conditions
    C) Avoiding changes after the prototype stage
    D) Focusing only on aesthetics

27. Complete the sentence using Present Perfect:

    “The prototype has not been tested _____”.

    A) already
    B) just
    C) yet
    D) before

28. What is the primary goal of a product review?
    A) To create marketing content
    B) To evaluate the product's features and performance
    C) To exaggerate the benefits of the product
    D) To provide feedback only for aesthetics

29. What makes a product innovative?
    A) Following the same design as competitors
    B) Using unique solutions to solve user problems
    C) Prioritizing cost over creativity
    D) Ignoring customer feedback during development

30. Complete the sentence using Present Perfect:

    “The marketing team has not launched the campaign _____”.

    A) already
    B) yet
    C) just
    D) now

31. What should a product review include to be useful to potential customers?
    A) Vague statements about its performance
    B) Detailed and clear descriptions of features and benefits
    C) Irrelevant personal anecdotes
    D) Overly critical comments without context

32. Which is an effective strategy for selling a product?
    A) Highlighting how the product meets a customer's needs
    B) Discussing only technical details
    C) Ignoring the customer's preferences
    D) Avoiding comparisons with other products

33. Complete the sentence using Present Perfect:

    “Look! The development team has _____ finished testing the prototype”.

    A) already
    B) yet
    C) just
    D) soon

34. What is a benefit of product testing before launch?
    A) Identifying potential flaws and improving the product
    B) Delaying the manufacturing process
    C) Reducing product quality to save costs
    D) Avoiding customer involvement

35. What is one way to effectively manage information during a product presentation?
    A) Share irrelevant details to impress the audience
    B) Focus on concise and clear explanations
    C) Avoid addressing audience questions
    D) Use only technical jargon

36. Why is product innovation important for businesses?

A) It helps them maintain a competitive edge in the market
B) It reduces the need for customer feedback
C) It avoids technological advancements
D) It eliminates the need for product testing

37. What should you avoid in a product review?
A) Honest feedback
B) A balance of pros and cons
C) Unsubstantiated claims
D) Clear descriptions of product features

38. Complete the sentence using Present Perfect:

"The final design has _____ been approved by the client. I'm so excited right now".

A) just
B) yet
C) already
D) still

39. Which is an example of effective product testing?
A) Relying on assumptions about usability
B) Skipping the prototype phase
C) Gathering user feedback during trials
D) Ignoring performance under real-world conditions

40. How can you describe a product's benefit?
A) It's a top-quality device that simplifies your tasks.
B) It's expensive, so it might be worth it.
C) It's designed, but not functional.
D) It's complex to use but looks good.

41. What is a common strategy for selling innovative products?
A) Emphasizing how it solves problems for customers
B) Providing only technical details
C) Ignoring customer questions

D) Focusing solely on the manufacturing process

42. Complete the sentence using Present Perfect:

"They have not received the customer feedback _____".

A) already
B) just
C) yet
D) soon

43. What is the main goal of product innovation?

A) To solve real-world problems creatively
B) To increase production costs
C) To avoid customer interaction
D) To prioritize aesthetics over functionality

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Topic 6. «Customer service»

Тестові завдання за темою 6

1. What is the main purpose of customer service?

A) To increase the number of employees

B) To satisfy customers and help solve their problems

C) To reduce the company's working hours
D) To advertise competitors

2. Which quality is especially important for a customer service employee?
A) Impatience
B) Politeness
C) Aggressiveness
D) Carelessness

3. What should you do first when a customer makes a complaint?
A) Ignore the complaint
B) Listen carefully to the customer
C) Blame another employee
D) End the conversation

4. Why is customer feedback important?
A) It helps companies improve their products and services
B) It increases the number of meetings
C) It replaces all employees
D) It reduces communication with customers

5. What can make a customer dissatisfied?
A) Helpful staff
B) Quick service
C) Poor communication
D) Clear information

6. What is a good way to deal with an angry customer?
A) Stay calm and listen
B) Argue with the customer
C) Ignore the problem
D) Speak louder than the customer

7. Why should customer service employees respond quickly?
A) Customers usually value a fast response
B) Customers do not need information
C) It makes conversations longer
D) It reduces product quality

8. What does customer loyalty mean?
A) Customers regularly choose the same company
B) Customers never contact a company
C) Customers always ask for discounts
D) Customers work for the company

9. Which action can help build customer trust?
A) Giving false information
B) Keeping promises
C) Avoiding questions
D) Ignoring complaints

10. What should an employee do if they do not know the answer to a customer's question?
A) Invent an answer
B) Ignore the customer
C) Find the correct information
D) Change the subject

11. What is a complaint?
A) A positive advertisement
B) An expression of dissatisfaction
C) A company meeting
D) A sales target

12. Why is active listening important in customer service?
A) It helps employees understand the customer's needs
B) It makes the conversation shorter automatically

C) It prevents customers from asking questions
D) It replaces written communication

13. What can a company do to improve customer satisfaction?
A) Provide reliable and helpful service
B) Make customers wait unnecessarily
C) Give unclear information
D) Avoid customer feedback

14. Which phrase is most appropriate when responding to a complaint?
A) "It's not my problem."
B) "You are wrong."
C) "I'm sorry about the problem. Let me help you."
D) "You should talk to someone else."

15. What is the purpose of a customer service department?
A) To support customers before, during and after a purchase
B) To design company offices
C) To manage competitors
D) To organise employees' holidays

16. How can technology improve customer service?
A) By making communication and support faster
B) By removing all customer contact
C) By making information less accessible
D) By increasing waiting times

17. What is a common advantage of online customer service?
A) Customers can often get help without visiting a company
B) Customers cannot contact companies
C) It always takes longer
D) It eliminates the need for information

18. Why is empathy useful in customer service?
A) It helps employees understand customers' feelings

B) It helps employees avoid customers

C) It makes complaints more complicated

D) It prevents employees from solving problems

19. What can a company learn from repeated customer complaints?

A) There may be a problem that needs to be solved

B) Customers should be ignored

C) The company should stop communicating

D) Employees should avoid feedback

20. What is likely to make customers return to a company?

A) Poor service and long delays

B) Friendly and reliable customer service

C) Unclear prices

D) Unanswered questions

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Основні джерела інформації:

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2. Margaret O'Keeffe, Lewis Lansfort, Ros Wright, Evan Frendo, Lizzie Wright «Business Partner Workbook B1» - Pearson Education Limited, 2021. - 162 с. (to the topic 5 page 24-28) URL: https://drive.google.com/file/d/17eCwUHLBy7gl0ZxiesfGCWUeWaKEQPyf/view?usp=sharing

Додаткові джерела інформації:

3. Cambridge Dictionary URL: https://dictionary.cambridge.org/.

4. Онлайн посібник граматики англійської мови Grammarway URL: https://grammarway.com/ua

Тестові завдання до підсумкового (семестрового) тестування

1. What sector involves the extraction of raw materials from the earth?
    A) Primary
    B) Secondary
    C) Tertiary
    D) None of the above

2. Which of the following industries is part of the tertiary sector?
    A) Farming
    B) Manufacturing
    C) Retail
    D) Mining

3. What is a key characteristic of the secondary sector?
    A) Providing services
    B) Processing raw materials into finished products
    C) Extracting natural resources
    D) Trading stocks

4. Which of these companies would most likely belong to the primary sector?
    A) A car manufacturer
    B) A coal mining company
    C) A financial services firm
    D) An airline

5. Which sector is responsible for providing transportation services?
    A) Primary
    B) Secondary
    C) Tertiary
    D) None of the above

6. What is a common example of a company in the secondary sector?
    A) Oil drilling company
    B) Steel manufacturer

C) Bank
D) Hotel

7. Which sector is typically the largest in a developed economy?
   A) Primary
   B) Secondary
   C) Tertiary
   D) None of the above

8. What is the primary activity of companies in the tertiary sector?
   A) Processing raw materials
   B) Extracting natural resources
   C) Offering services to consumers and businesses
   D) Producing consumer goods

9. Which of the following is NOT part of the primary sector?
   A) Agriculture
   B) Forestry
   C) IT services
   D) Fishing

10. The construction of buildings would fall under which sector?
    A) Primary
    B) Secondary
    C) Tertiary
    D) None of the above

11. Which sector would a tech startup offering digital marketing services belong to?
    A) Primary
    B) Secondary
    C) Tertiary
    D) None of the above

12. Which of the following best describes the primary sector?

A) Involves producing final products for consumers
B) Involves providing intangible services
C) Involves extracting and harvesting raw materials
D) Involves trading and investment services

13. What is a critical role of the secondary sector?
A) Distributing goods
B) Manufacturing products
C) Providing education services
D) Mining raw materials

14. Which type of company would be classified under the tertiary sector?
A) A supermarket chain
B) A textile factory
C) A lumberjack operation
D) A chemical plant

15. What is the role of the secondary sector in the economy?
A) Researching new technologies
B) Transforming raw materials into products
C) Extracting resources
D) Providing financial advice

16. Which of the following is an example of a primary sector job?
A) Car mechanic
B) Teacher
C) Fisherman
D) Software engineer

17. The tourism industry belongs to which sector?
A) Primary
B) Secondary
C) Tertiary
D) None of the above

18. In which sector would you classify a company producing mobile phones?
    A) Primary
    B) Secondary
    C) Tertiary
    D) None of the above

19. Which sector is responsible for the extraction of metals like copper and iron?
    A) Primary
    B) Secondary
    C) Tertiary
    D) None of the above

20. A business consulting firm is part of which sector?
    A) Primary
    B) Secondary
    C) Tertiary
    D) None of the above

21. What is the primary focus of economics?
    A) The study of natural disasters
    B) The study of how people allocate resources
    C) The study of historical events
    D) The study of cultural traditions

22. What is one of the main goals of the energy industry?
    A) To reduce population growth
    B) To produce and manage energy efficiently
    C) To create new forms of tourism
    D) To reduce taxes for businesses

23. Which of the following is NOT a type of energy resource?
    A) Solar
    B) Wind
    C) Concrete
    D) Geothermal

24. What is the role of managers in energy projects?
    A) To promote new products
    B) To ensure projects are completed efficiently and within budget
    C) To train employees in software skills
    D) To sell equipment to customers

25. What is a key benefit of renewable energy?
    A) It is unlimited and sustainable
    B) It is always cheaper than fossil fuels
    C) It never requires maintenance
    D) It can replace all types of natural resources

26. How does the energy industry impact the economy?
    A) It creates job opportunities and supports industries
    B) It decreases the demand for technology
    C) It limits access to international markets
    D) It only affects rural areas

27. What is an adjective?
    A) A word that describes a noun
    B) A word that shows an action
    C) A word that connects sentences
    D) A word that describes another verb

28. Which sentence is in the Past Simple tense?
    A) I am reading a book.
    B) He wrote a letter yesterday.
    C) They are working on a project.
    D) We will visit the museum.

29. Which form of the verb is correct in Past Continuous?
    A) They was running.
    B) She were working.
    C) He was studying.

D) I is watching.

30. The company _____ (invest) in solar panels last year.
    A) invest
    B) invested
    C) investing
    D) invests

31. While the manager _____ (talk), the team was preparing the presentation.
    A) talks
    B) was talking
    C) talked
    D) talking

32. What does "sustainability" mean in the energy industry?
    A) Overusing resources
    B) Managing resources for long-term use
    C) Avoiding innovation
    D) Creating higher taxes

33. Which sentence contains an adjective?
    A) She runs fast.
    B) It is a beautiful day.
    C) He speaks loudly.
    D) We will meet tomorrow.

34. What is a key characteristic of fossil fuels?
    A) They are renewable.
    B) They emit greenhouse gases.
    C) They are free to extract.
    D) They require no processing.

35. Which of the following is an example of renewable energy?
    A) Oil

B) Coal
C) Wind
D) Natural gas

36. Which sentence is grammatically correct?
    A) He run fast yesterday.
    B) She was cooking dinner when I arrived.
    C) They working on a new project now.
    D) We sees the results last week.

37. The CEO _____ (speak) at the conference last Monday.
    A) speaks
    B) was speaking
    C) spoke
    D) speaking

38. While they _____ (install) the solar panels, the technician discovered a fault.
    A) were installing
    B) installed
    C) install
    D) installs

39. What does the term "carbon footprint" refer to?
    A) The amount of renewable energy used
    B) The amount of greenhouse gases produced by human activities
    C) The cost of energy projects
    D) The environmental laws of a country

40. Which of the following is an example of an adverb?
    A) Quickly
    B) Beautiful
    C) Smart
    D) Powerful

41. Choose the correct sentence:
    A) He carefully plans his work.
    B) He careful plans his work.
    C) He plans his work careful.
    D) He plans his work carefuly.

42. What is a major challenge for the energy industry?
    A) Finding skilled employees
    B) Increasing reliance on fossil fuels
    C) Balancing energy demand and environmental protection
    D) Decreasing technological advancements

43. The energy project _____ (finish) last month.
    A) finishes
    B) finished
    C) finishing
    D) finish

44. Why is renewable energy becoming more popular?
    A) It is cheaper than fossil fuels everywhere.
    B) It has no environmental impact.
    C) It is sustainable and reduces pollution.
    D) It requires less technology to develop.

45. Which sentence uses Past Simple correctly?
    A) They were finishing the report yesterday.
    B) We completed the task on time.
    C) He completes the project tomorrow.
    D) She is finishing the proposal now.

46. How can businesses reduce their carbon footprint?
    A) By increasing fossil fuel consumption
    B) By switching to renewable energy sources
    C) By outsourcing production
    D) By ignoring energy regulations

47. What is the role of adverbs in a sentence?
    A) To describe nouns
    B) To describe verbs, adjectives, or other adverbs
    C) To connect sentences
    D) To express emotions

48. Which word is an adverb in the sentence: "She quickly finished the report"?
    A) She
    B) Quickly
    C) Finished
    D) Report

49. Which of the following is a non-renewable energy source?
    A) Wind
    B) Solar
    C) Natural gas
    D) Hydropower

50. The team _____ (discuss) the project when the power went out.
    A) discuss
    B) discussed
    C) were discussing
    D) discussing

51. What is one way to improve energy efficiency in a building?
    A) Using incandescent light bulbs
    B) Installing solar panels
    C) Increasing heating costs
    D) Avoiding insulation

52. Choose the sentence with the correct adverb usage:
    A) She works hard.
    B) She works hardly.

C) She hard works.
D) She works harderly.

53. The factory _____ (produce) more units last year.
A) produced
B) produces
C) producing
D) produce

54. What is a disadvantage of fossil fuels?
A) They are renewable.
B) They are a significant source of pollution.
C) They are unlimited in supply.
D) They are always expensive.

55. The engineers _____ (design) the new system yesterday.
A) design
B) designed
C) designing
D) designs

56. Which sentence uses an adjective correctly?
A) The machine operates quiet.
B) This is a very efficient system.
C) He speaks clear.
D) She works good.

57. What does "energy transition" refer to?
A) Increasing dependence on coal
B) Shifting from fossil fuels to renewable energy
C) Reducing energy demand in cities
D) Avoiding technological innovations

58. What is the function of an adjective?
A) To describe a verb

B) To describe a noun
C) To connect clauses
D) To express emotions

59. Which sentence is in Past Continuous?
A) I write the report yesterday.
B) They were analyzing the data at noon.
C) She finishes her work last week.
D) He was works on the project.

60. Why is project management important in the energy industry?
A) To ensure compliance with regulations
B) To reduce costs and maximize efficiency
C) To increase reliance on fossil fuels
D) To eliminate deadlines

61. Which of the following is an adverb?
A) Beautiful
B) Slowly
C) Tall
D) Intelligent

62. What is one major benefit of energy-efficient appliances?
A) They increase energy bills.
B) They reduce energy consumption.
C) They are more expensive to operate.
D) They produce more emissions.

63. While the technician _____ (fix) the issue, the manager was on a call.
A) fix
B) fixes
C) was fixing
D) fixing

64. What is a key factor in developing a successful international brand?

A) Understanding local markets
B) Ignoring cultural differences
C) Limiting product availability
D) Focusing solely on domestic trends

65. Which of the following is a benefit of entering global markets?
A) Higher shipping costs
B) Access to a larger customer base
C) Increased regulations
D) Limited competition

66. What is a major challenge for businesses entering global markets?
A) Consistent branding across regions
B) Decreasing product quality
C) Ignoring customer preferences
D) Reducing marketing efforts

67. How can companies ensure success in online markets?
A) Offering a single payment method
B) Ignoring customer feedback
C) Providing competitive pricing and easy navigation
D) Avoiding online advertisements

68. Passive Voice. Complete the sentence: "The product launch ___ widely discussed in the media for two weeks."
A) is being
B) has been
C) was
D) is

69. Which sentence is in the passive voice?
A) The company launched a new product.
B) A new product was launched by the company.
C) They are marketing the product aggressively.
D) Customers are buying the product quickly.

70. What economic impact does online shopping have?
    A) It reduces the global GDP.
    B) It increases demand for logistics services.
    C) It decreases employment in delivery sectors.
    D) It slows down technological innovation.

71. What is a common strategy for companies in global markets?
    A) Standardizing all products for every market
    B) Adapting to local preferences and cultures
    C) Avoiding technological investments
    D) Limiting partnerships with local businesses

72. Choose the correct passive voice transformation: "They are designing a new logo."
    A) A new logo designs them.
    B) A new logo is being designed.
    C) They design a new logo.
    D) A new logo was designed.

73. Why is branding important in global markets?
    A) It confuses customers.
    B) It builds trust and recognition.
    C) It limits marketing opportunities.
    D) It increases production costs.

74. Which of these phrases is passive?
    A) They developed the app.
    B) The app was developed by them.
    C) The app is developing quickly.
    D) They are developing the app.

75. How are global strategies influenced by cultural differences?
    A) They avoid adapting products.
    B) They focus on regional needs.

C) They ignore local languages.
D) They restrict marketing campaigns.

76. Choose the correct passive transformation: "Customers bought 1,000 units last month."
A) Last month, 1,000 units are being bought.
B) Last month, 1,000 units were bought.
C) Customers are buying 1,000 units.
D) 1,000 units have been bought.

77. Which of these is an advantage of online markets?
A) Limited access to products
B) Reduced global reach
C) 24/7 accessibility for customers
D) Decreased competition

78. What is an essential tool for international market analysis?
A) Local customer surveys
B) Limiting data collection
C) Avoiding market trends
D) Ignoring competitors

79. How do companies manage cultural diversity in branding?
A) By maintaining uniform strategies
B) By researching local preferences
C) By avoiding region-specific campaigns
D) By ignoring cultural sensitivities

80. Complete the sentence in passive voice: "The report ___ by the marketing team yesterday."
A) was prepared
B) is prepared
C) prepares
D) has prepared

81. What is one way to adapt marketing strategies for global markets?
    A) Ignoring regional languages
    B) Creating region-specific campaigns
    C) Using the same approach worldwide
    D) Avoiding customer feedback

82. Which sentence is passive?
    A) The team is reviewing the product.
    B) The product is being reviewed by the team.
    C) The team will review the product.
    D) The product reviews the team.

83. How does e-commerce benefit small businesses?
    A) It limits their customer base.
    B) It reduces their market visibility.
    C) It provides a global platform for sales.
    D) It increases production costs.

84. What is an example of an online market trend?
    A) Decreased use of social media ads
    B) Increased use of influencer marketing
    C) Reduced reliance on mobile-friendly sites
    D) Avoiding personalized shopping experiences

85. Which of these phrases is written in passive voice?
    A) Customers prefer quality products.
    B) Quality products are preferred by customers.
    C) The company improves its services.
    D) The services are improving quickly.

86. What is an example of a passive transformation?
    A) The team analyzes the data.
    B) The data is analyzed by the team.
    C) The team analyzed the data.
    D) The data analyzed the team.

87. What does "brand consistency" mean in global markets?
    A) Having completely different strategies everywhere
    B) Using the same logo, tone, and values across all regions
    C) Ignoring local cultural differences
    D) Avoiding international advertising

88. Which sentence uses passive voice correctly?
    A) The company launches a new campaign every year.
    B) A new campaign is launched by the company every year.
    C) The company launching a new campaign every year.
    D) The campaign was launched by the company every year.

89. What is a key consideration when entering a new market?
    A) Ignoring local regulations
    B) Understanding cultural preferences
    C) Avoiding competition analysis
    D) Focusing only on existing strategies

90. Which of these sentences is in the passive voice?
    A) The product received excellent reviews.
    B) Excellent reviews were given to the product.
    C) Customers wrote excellent reviews for the product.
    D) Customers review the product regularly.

91. What is a common feature of successful international brands?
    A) Uniformity in products and marketing worldwide
    B) Total reliance on local teams
    C) Flexibility in adapting to local markets
    D) Avoidance of global campaigns

92. Complete the sentence: "The proposal ___ by the manager before submission."
    A) was reviewed
    B) is reviewing

C) reviews
D) has reviewed

93. How does passive voice often benefit business communication?
A) It makes the subject of the action clearer.
B) It emphasizes the action rather than the doer.
C) It confuses the reader.
D) It removes responsibility from the subject.

94. What is an example of using the passive voice in business emails?
A) "The team completed the project yesterday."
B) "The project was completed yesterday."
C) "We will complete the project by tomorrow."
D) "The project completes tomorrow."

95. What is one of the advantages of using online markets?
A) Reduced customer engagement
B) Broader global reach
C) Increased advertising costs
D) Decreased visibility in competitive industries

96. Which of the following is NOT a benefit of global branding?
A) Greater recognition across regions
B) Consistency in customer experience
C) Higher costs for product adaptation
D) Strengthened brand loyalty

97. What is the main purpose of localization in global markets?
A) To create uniformity across regions
B) To adapt products and services to local needs
C) To limit regional marketing efforts
D) To reduce product variety

98. How does the passive voice work in this sentence: "The strategy ___ by the marketing team during the last meeting"?

A) is discussed
B) was discussed
C) has discussed
D) discusses

99. Choose the correct transformation: "The team will finalize the report tomorrow."
A) The report will be finalized tomorrow.
B) The report is being finalized tomorrow.
C) The report has been finalized tomorrow.
D) The report finalized tomorrow.

100. What role does technology play in global market strategies?
A) It limits business reach.
B) It facilitates communication and data analysis.
C) It increases regional trade barriers.
D) It decreases the need for customer insights.

101. What is the purpose of a "global market strategy"?
A) To limit a brand's reach all over the world
B) To maximize growth opportunities across regions
C) To focus only on domestic markets
D) To decrease market diversity

102. Complete the sentence: "The report ___ to stakeholders last week."
A) was presented
B) is presenting
C) presents
D) has presenting

103. What is a challenge of maintaining an online global brand?
A) Increased cultural awareness
B) Consistent branding across diverse markets
C) Access to customer data
D) Using multiple digital platforms

104. What does an effective project plan include?
A) Undefined goals and no deadlines
B) Clear objectives, budgets, and timelines
C) Only a list of tasks
D) Feedback from customers only

105. What does a project manager typically oversee?
A) Employee salaries
B) The timeline, budget, and scope of a project
C) Local environmental laws
D) Sales forecasts

106. While the engineers _____ (test) the new system, the manager was preparing the report.
A) test
B) were testing
C) tested
D) testing

107. Which of the following is NOT a management task?
A) Delegating responsibilities
B) Monitoring progress
C) Ignoring project deadlines
D) Communicating with stakeholders

108. While they _____ (prepare) the meeting agenda, the CEO arrived unexpectedly.
A) prepared
B) were preparing
C) prepare
D) prepares

109. What is the main goal of project management?
A) To complete tasks on time, within budget, and to scope

B) To generate the most profit for stakeholders
C) To avoid any challenges or risks
D) To reduce the number of team members

110. Which of the following is NOT a phase of project management?
A) Planning
B) Initiation
C) Decoration
D) Closing

111. In business emails, what does "CC" stand for?
A) Confidential Copy
B) Courtesy Copy
C) Carbon Copy
D) Cooperative Copy

112. What does "enough" indicate in the sentence: "He has enough experience for the role"?
A) Sufficiency
B) Excess
C) Lack
D) Limitation

113. Choose the correct sentence:
A) She works too hardly to finish the project.
B) He has too many responsibilities for one person.
C) This task isn’t enough difficult for her.
D) The report is too enough long to read.

114. Which of these abbreviations can be part of formal email writing?
A) LOL
B) ROFL
C) ASAP
D) OMG

115. Which of the following sentences uses "too" correctly?
A) This meeting is too enough important to miss.

B) They are too prepared for the conference.
C) She is too tired to continue working.
D) He has too much experience for this role.

116. The abbreviation "FYI" in business emails means:
A) For Your Information
B) Find Your Idea
C) Forward Your Invoice
D) Finish Your Inquiry

117. What is a key responsibility of a project manager?
A) Designing all project materials
B) Monitoring progress and resolving issues
C) Preparing technical blueprints
D) Avoiding meetings with the team

118. Which of these words is a noun form of "manage"?
A) Management
B) Manageable
C) Managerial
D) Managed

119. Which sentence correctly uses "enough"?
A) She has experience enough to handle the task.
B) The project isn’t challenging enough for them.
C) He is enough skilled for the position.
D) The resources weren’t enough sufficient for the project.

120. What is the purpose of an agenda in a meeting?
A) To outline the meeting’s topics and goals
B) To track project expenses
C) To set the meeting location
D) To confirm attendance

121. Which suffix can turn the word "inform" into a noun?

A) -al
B) -er
C) -ation
D) -ity

122. What does "deadline" mean?
A) A task that has been delayed
B) A time limit for completing a task
C) A milestone in a project plan
D) A summary of project requirements

123. Choose the correct word form: "His _____ (lead) during the project was exceptional."
A) leader
B) leading
C) leadership
D) leaded

124. Which of the following is NOT a polite phrase in formal emails?
A) I look forward to hearing from you.
B) Please find the attached document.
C) What’s up with this project?
D) Thank you for your prompt response.

125. Which prefix means "opposite of"?
A) Re-
B) Un-
C) Pre-
D) Over-

126. Which sentence uses "too" incorrectly?
A) She is too qualified for this position.
B) This task is too easy for him.
C) They have too little resources to complete the project.
D) We have too many meetings tomorrow.

127. Which of these is a polite way to close an email?
A) Take care
B) Best regards
C) See you later
D) Bye-bye

128. What is a milestone in project management?
A) A type of project document
B) A significant point or event in a project
C) The final project deliverable
D) A tool used to measure performance

129. Which sentence uses "enough" correctly?
A) They didn’t have time enough to prepare.
B) This room isn’t big enough for all of us.
C) The presentation is enough interesting to keep their attention.
D) She has enough much experience in this field.

130. What is the main goal of business correspondence?
A) To build relationships and communicate clearly
B) To use informal language
C) To impress with vocabulary
D) To share personal stories

131. The term "scope creep" in project management refers to:
A) Delays caused by team members
B) Uncontrolled changes or expansion of a project’s scope
C) A failure to meet deadlines
D) A sudden increase in project funding

132. Choose the correct form: "He has too _____ tasks to handle today."
A) much
B) many

C) few
D) little

133. Which word is NOT related to "manage"?
A) Manageable
B) Manager
C) Management
D) Managingly

134. In project management, what does "risk" refer to?
A) A guaranteed failure
B) The possibility of a negative event occurring
C) The final stage of a project
D) The most expensive project task

135. What does a project manager use a "budget" for?
A) To track project expenses and allocate resources
B) To communicate with stakeholders
C) To define project goals
D) To write meeting minutes

136. Choose the correct word form: "This task requires careful _____ (plan)."
A) plans
B) planning
C) planner
D) planned

137. Which of the following is a polite way to request something in an email?
A) I want this done now.
B) Can you please provide the required details by tomorrow?
C) You should finish this immediately.
D) Hurry up with this task.

138. Which sentence uses "enough" incorrectly?
A) He isn’t experienced enough to lead this project.
B) We didn’t have enough time to finish the task.
C) The room isn’t enough big for the meeting.
D) She has enough skills for this position.

139. In project management, what is a "deliverable"?
A) A service or product to be delivered as part of the project
B) A report on project expenses
C) A milestone in the project timeline
D) A risk that affects project success

140. Which of the following words means "to delay a project intentionally"?
A) Expedite
B) Postpone
C) Approve
D) Assign

141. What is the purpose of a progress report in project management?
A) To summarize completed work and outline next steps
B) To provide personal feedback to team members
C) To track expenses only
D) To define project objectives

142. Which of these is NOT a common feature of formal business emails?
A) Professional tone
B) Clear subject line
C) Slang and abbreviations like "OMG"
D) A polite closing statement

143. Choose the correct sentence:
A) He is skilled too much for this role.
B) The presentation was too enough long to watch entirely.
C) They have too many tasks to complete today.

D) This room isn’t large enough for the audience.

144. What is "time management" in the context of project management?
A) The ability to prioritize and complete tasks efficiently within deadlines
B) The process of reducing project costs
C) Writing detailed meeting minutes
D) A tool for stakeholder communication

145. Which of these phrases is appropriate for a formal email?
A) Let me know when you’re free.
B) Hey, what’s the update?
C) I hope this email finds you well.
D) Can we chat about this?

146. What is the main purpose of a "project timeline"?
A) To outline key tasks and deadlines for a project
B) To calculate the project’s overall cost
C) To assign roles to team members
D) To analyze risks in the project

147. What is a "stakeholder" in project management?
A) A person or group affected by the project and its outcomes
B) A document outlining the project’s objectives
C) A tool used for tracking progress
D) A financial resource allocated to the project

148. What is a key feature of innovative product design?
A) Creativity combined with functionality
B) Aesthetic appeal only
C) High production costs
D) Limited usability

149. Which sentence uses Present Perfect with "just"?

A) I just saw the new product design.
B) We have just tested the prototype.
C) The team will just finish the presentation.
D) He just tests the new features.

150. What is an essential step in product testing?
A) Ignoring customer feedback
B) Identifying potential problems
C) Skipping the prototype stage
D) Finalizing production before testing

151. Which phrase is best for describing a product feature?
A) "It might work well."
B) "This product is made of durable materials."
C) "We are still unsure about its performance."
D) "The design looks innovative."

152. How would you politely ask for more information in a meeting?
A) "Tell me everything!"
B) "Can you clarify that point, please?"
C) "I don't get it; explain again."
D) "Why don't you explain it properly?"

153. What is a benefit of using innovative design?
A) Increased production delays
B) Higher customer satisfaction
C) Reduced quality
D) Complicated user interface

154. Which sentence uses "already" correctly?
A) I already finish the report.
B) They have already tested the product.
C) The prototype already completed.
D) We already testing the device.

155. What is an example of managing information effectively?
A) Sharing incomplete data
B) Providing clear and concise answers
C) Overloading listeners with details
D) Withholding key facts

156. What should a product review include?
A) Irrelevant personal opinions
B) Features, benefits, and user experience
C) Marketing slogans only
D) Negative comments without evidence

157. Choose the correct Future Simple sentence:
A) We will presenting the product tomorrow.
B) They will launch the new model next month.
C) She will to write a review soon.
D) I will going to finish the testing.

158. What is one goal of product testing?
A) To confirm the product's quality and safety
B) To avoid making changes to the design
C) To limit customer involvement
D) To reduce production cost only

159. Which phrase would you use to highlight a product's benefit?
A) "It could work sometimes."
B) "This feature saves time and effort."
C) "We're still figuring out how it works."
D) "The design looks good."

160. Which sentence uses "yet" correctly?
A) Have you seen the new design yet?
B) I yet completed the testing phase.
C) The team is yet finish the presentation.
D) We have yet reviewed the product.

161. What is an effective way to sell a product?
A) Focusing on its unique benefits
B) Avoiding detailed explanations
C) Ignoring customer objections
D) Emphasizing only its price

162. How would you politely ask for clarification?
A) "Can you explain what you mean by that?"
B) "What are you talking about?"
C) "I don’t understand; explain better."
D) "Say it in another way."

163. Which sentence is an example of Future Simple?
A) The team has tested the new product.
B) We are testing the prototype tomorrow.
C) I will submit the design by Friday.
D) The report is being written.

164. What is an important aspect of writing a product review?
A) Focus only on the negatives
B) Use clear and objective language
C) Include irrelevant personal stories
D) Avoid discussing performance

165. Which of these is a product feature?
A) Long-lasting battery life
B) Easy to use and saves time
C) Stylish and ergonomic design
D) All of the above

166. What does managing information in a business setting involve?
A) Sharing only the positives
B) Providing clear, accurate, and relevant data
C) Avoiding questions from colleagues

D) Talking without preparation

167. How would you describe a feature in a presentation?
A) "It’s okay for some tasks."
B) "It is lightweight, making it portable."
C) "It looks nice but doesn’t work well."
D) "It’s just another option."

168. What is one benefit of conducting product testing?
A) Skipping quality assurance
B) Reducing production time by avoiding testing
C) Identifying issues before the product launch
D) Relying on assumptions about product performance

169. Which of the following is most likely to increase sales when presenting a product?
A) Listing every technical detail
B) Highlighting the product's key benefits
C) Ignoring customer objections
D) Discussing only the manufacturing process

170. What is an essential part of writing a product review?
A) Including only positive comments
B) Providing an honest evaluation of features and usability
C) Avoiding feedback on the design
D) Excluding comparisons with similar products

171. Which sentence correctly uses "just"?
A) The prototype was just tested by the engineers.
B) We have just finalized the design phase.
C) They just working on the new features.
D) The product will just be launched next week.

172. How would you describe the benefits of a product during a sales pitch?

A) Highlight how the product solves a common problem
B) Focus on the high production costs
C) Mention the design but avoid discussing its benefits
D) Emphasize the challenges of manufacturing it

173. What does product testing involve?
A) Skipping user feedback to save time
B) Testing performance under different conditions
C) Avoiding changes after the prototype stage
D) Focusing only on aesthetics

174. Complete the sentence using Present Perfect:

"The prototype has not been tested _____".

A) already
B) just
C) yet
D) before

175. What is the primary goal of a product review?
A) To create marketing content
B) To evaluate the product's features and performance
C) To exaggerate the benefits of the product
D) To provide feedback only for aesthetics

176. What makes a product innovative?
A) Following the same design as competitors
B) Using unique solutions to solve user problems
C) Prioritizing cost over creativity
D) Ignoring customer feedback during development

177. Complete the sentence using Present Perfect:

"The marketing team has not launched the campaign _____".

A) already
B) yet

C) just
D) now

178. What should a product review include to be useful to potential customers?
A) Vague statements about its performance
B) Detailed and clear descriptions of features and benefits
C) Irrelevant personal anecdotes
D) Overly critical comments without context

179. Which is an effective strategy for selling a product?
A) Highlighting how the product meets a customer's needs
B) Discussing only technical details
C) Ignoring the customer's preferences
D) Avoiding comparisons with other products

180. Complete the sentence using Present Perfect:

"Look! The development team has _____ finished testing the prototype".

A) already
B) yet
C) just
D) soon

181. What is a benefit of product testing before launch?
A) Identifying potential flaws and improving the product
B) Delaying the manufacturing process
C) Reducing product quality to save costs
D) Avoiding customer involvement

182. What is one way to effectively manage information during a product presentation?
A) Share irrelevant details to impress the audience
B) Focus on concise and clear explanations
C) Avoid addressing audience questions

D) Use only technical jargon

183. Why is product innovation important for businesses?
A) It helps them maintain a competitive edge in the market
B) It reduces the need for customer feedback
C) It avoids technological advancements
D) It eliminates the need for product testing

184. What should you avoid in a product review?
A) Honest feedback
B) A balance of pros and cons
C) Unsubstantiated claims
D) Clear descriptions of product features

185. Complete the sentence using Present Perfect:

"The final design has _____ been approved by the client. I'm so excited right now".

A) just
B) yet
C) already
D) still

186. Which is an example of effective product testing?
A) Relying on assumptions about usability
B) Skipping the prototype phase
C) Gathering user feedback during trials
D) Ignoring performance under real-world conditions

187. How can you describe a product's benefit?
A) It's a top-quality device that simplifies your tasks.
B) It's expensive, so it might be worth it.
C) It's designed, but not functional.
D) It's complex to use but looks good.

188. What is a common strategy for selling innovative products?

A) Emphasizing how it solves problems for customers
B) Providing only technical details
C) Ignoring customer questions
D) Focusing solely on the manufacturing process

189. Complete the sentence using Present Perfect:

"They have not received the customer feedback _____".

A) already
B) just
C) yet
D) soon

190. What is the main goal of product innovation?

A) To solve real-world problems creatively
B) To increase production costs
C) To avoid customer interaction
D) To prioritize aesthetics over functionality

Список рекомендованих джерел інформації

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