

Міністерство освіти та науки України
Національний університет водного господарства та
природокористування

Навчально-науковий інститут економіки та менеджменту
Кафедра іноземних мов

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Методичні вказівки

та навчальні завдання до практичних занять
і самостійної роботи з навчальної дисципліни
«Ділова іноземна мова (за професійним спрямуванням)»
для здобувачів вищої освіти першого (бакалаврського)
рівня за освітньо-професійною програмою «Міжнародний
бізнес» спеціальності 292 «Міжнародні економічні
відносини. Міжнародний бізнес» денної форми навчання

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Методичні вказівки та навчальні завдання до практичних занять і самостійної роботи з навчальної дисципліни «Ділова іноземна мова (за професійним спрямуванням)» для здобувачів вищої освіти першого (бакалаврського) рівня за освітньо-професійною програмою «Міжнародний бізнес» спеціальності 292 «Міжнародні економічні відносини. Міжнародний бізнес» денної форми навчання [Електронне видання] / Шикун А. В., Тарасюк Н. М., Озарчук І. В. – Рівне : НУВГП, 2023. – 135 с.

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Керівник групи забезпечення спеціальності 292 « Міжнародні економічні відносини. Міжнародний бізнес» Качан О. І.

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Передмова

Методичні вказівки та навчальні завдання для практичних занять і самостійної роботи з дисципліни «Ділова іноземна мова (за професійним спрямуванням)» для здобувачів першого (бакалаврського) рівня вищої освіти для спеціальності «Міжнародні економічні відносини. Міжнародний бізнес» за освітньо-професійною програмою «Міжнародний бізнес» спеціальності 292 «Міжнародні економічні відносини. Міжнародний бізнес» денної форм навчання мають на меті допомогти студентові у його практичній та самостійній роботі у питанні вдосконалення комунікативних компетентностей. Різноманітні завдання розроблені для досягнення цієї мети. Завдання передбачають опрацювання лексичного та граматичного матеріалу, розширення розуміння бізнес-процесів, розвиток навичок говоріння, читання, письма, монологічного та діалогічного мовлення, отримання соціокультурних знань. У результаті вивчення навчальної дисципліни студент повинен знати: граматичні структури, важливі для висловлення, а також для розуміння інформації з питань міжнародних відносин та торгівлі; мовні форми, притаманні для професійного мовлення; лексичні одиниці. Студент повинен вміти:

- висловлювати власну думку в контексті міжнародних відносин та торгівлі;
- вміти дискусувати та аргументувати під час обговорення питань професійно-орієнтованого характеру;
- розуміти автентичні тексти, пов'язані з сферою бізнесу;
- здійснювати пошукове читання неадаптованих текстів для отримання інформації;

- знаходити основні ідеї та розрізняти важливу інформацію під час обговорень, що пов'язані з професією;
- оволодіти професійними вміннями письмового мовлення.

Кожен урок починається з необхідного глосарію спеціальних термінів. Уроки містять поетапні завдання та інструкції, яких варто дотримуватися при опрацюванні завдань. Розуміння прочитаного дозволяють перевірити післятекстові завдання. Уроки також містять вправи для вдосконалення навичок писемного висловлювання.

T1. Applying for the job

The vacancy in the field of international relations

Lesson 1.

Wordlist

1. to apply for - подати заявку на
2. application - заява
3. a cover letter - супровідний лист
4. to research - досліджувати
5. a letter of recommendation - рекомендаційний лист
6. requirement - вимога
7. to practice - практикуватися
8. a hiring manager - менеджер з підбору персоналу
9. to prepare a portfolio - підготувати портфоліо
10. to arrive - прибути

Exercise 1.

Match the English words on the left with their corresponding Ukrainian translations on the right:

- | | |
|-------------------|-----------------|
| 1. to apply for | a. прибути |
| 2. application | b. досліджувати |
| 3. a cover letter | c. вимога |

- | | |
|-------------------------------|---------------------------------|
| 4. to research | d. практикуватися |
| 5. a letter of recommendation | e. менеджер з підбору персоналу |
| 6. requirement | f. підготувати портфоліо |
| 7. to practice | g. подати заявку на |
| 8. a hiring manager | h. рекомендаційний лист |
| 9. to prepare a portfolio | i. заява |
| 10. to arrive | j. вести переговори |

Exercise 2.

Word Association.

Instructions: For each word from the wordlist, write down the first word that comes to your mind when you see or hear it. Aim to associate a word quickly without overthinking. Write your word associations in a list format.

Word associations may vary from person to person based on personal experiences and individual thought processes.

Exercise 3.

Read, translate, and pay attention to the words in bold.

1. She decided to **apply for** the job position at the company.
2. He filled out the **application** form online.
3. Along with his resume, he included a well-written **cover letter**.
4. They are planning to **research** the company's background before the interview.
5. The professor provided a glowing **letter of recommendation** for the student.
6. Meeting the minimum educational qualifications is a **requirement** for this job.
7. He likes to **practice** his presentation skills before important meetings.
8. The **hiring manager** was impressed with her qualifications and experience.

9. She spent hours **preparing a portfolio** showcasing her artistic talent.
10. They are expected to **arrive** at the office for their first day of work.

Exercise 4.

Fill in the blanks with the appropriate words: cover letter, arrive, requirements, application, portfolio, research, practice, apply for, letter of recommendation, hiring manager.

1. She decided to _____ for the job position at the local hospital.
2. The _____ form can be downloaded from the company's website.
3. In her _____, she highlighted her relevant skills and experiences.
4. It's important to _____ the company and its competitors before the interview.
5. He asked his former professor to provide a _____ to support his scholarship application.
6. The job advertisement listed several _____ such as excellent communication skills and attention to detail.
7. She joined a language club to _____ her language skills before studying abroad.
8. The _____ was impressed with his qualifications and offered him the promotion.
9. Before the interview, he prepared a _____ showcasing his graphic design projects.
10. They are expected to _____ at the conference venue tomorrow for their presentation.

Exercise 5.

- A) Read and dramatize dialogues.**
- B) Dialogue Annotation: Manually annotate two dialogues by labeling specific parts, such as**

identifying questions, statements, commands, or emotions expressed.

1. Dialogue: Applying for a Job

Person A: I'm thinking about applying for the marketing position at ABC Company.

Person B: That's a great opportunity! Have you filled out the application yet?

Person A: Yes, I submitted the application online yesterday. Fingers crossed!

Person B: Good luck! Did you include a cover letter?

Person A: Absolutely! I wrote a cover letter to express my enthusiasm and highlight my relevant experience.

2. Dialogue: Discussing Researching a Company

Person A: I have an interview with XYZ Corporation tomorrow. I want to be well-prepared.

Person B: That's smart. Have you researched the company?

Person A: Yes, I've been researching their products, recent projects, and company values.

Person B: Excellent. It's important to show your knowledge and alignment with their goals during the interview.

3. Dialogue: Requesting a Letter of Recommendation

Person A: I'm applying for a scholarship and I need a letter of recommendation. Would you be willing to write one for me?

Person B: Of course! I'm happy to support you. Could you provide me with some key points to include in the letter?

Person A: Sure, I can provide you with my achievements, goals, and reasons why I'm deserving of the scholarship.

Person B: Great, I'll make sure to highlight your strengths and academic accomplishments in the letter.

4. Dialogue: Discussing Portfolio Preparation

Person A: I have an interview for a graphic design position next week. I want to showcase my work effectively.

Person B: Have you prepared a portfolio of your design projects?

Person A: Yes, I've selected my best work and organized it in a professional portfolio.

Person B: That's important. Your portfolio will help the hiring manager visualize your skills and creativity.

5. Dialogue: Arriving for an Interview

Person A: I have an interview at 10 a.m. today. I don't want to be late.

Person B: Make sure to plan your journey and leave early to avoid any unexpected delays.

Person A: Absolutely, I'll leave with plenty of time to spare to ensure I arrive on time and prepared.

Exercise 6.

- A) Extract important keywords or phrases from a text, identifying the most relevant terms that represent the main topics discussed.**

Applying for a Job

Applying for a job can be an exciting but sometimes challenging process. It starts with filling out an application form, where you provide your personal details, work history, and contact information. Along with the application, it's important to include a cover letter. This letter allows you to introduce yourself and explain why you are interested in the position.

Before submitting your application, it's beneficial to research the company. This means learning about their values, mission, and recent projects. It helps you understand if the company aligns with your goals and if you can contribute to their success.

Having a letter of recommendation can also give you an advantage. This letter, written by a previous employer or a

professor, highlights your strengths and work ethic. It adds credibility to your application and shows that others believe in your abilities.

In some cases, job postings may list specific requirements. Make sure to review these requirements carefully and ensure that you meet them before applying. It's essential to showcase your relevant skills and experiences that match the job description.

If you have any work samples or projects, it's a good idea to prepare a portfolio. This showcases your work and demonstrates your skills to potential employers. It's a great way to stand out from other applicants.

Once you've submitted your application, it's time to wait for a response. If you're invited for an interview, make sure to arrive on time. Present yourself confidently to the hiring manager and answer their questions honestly. Remember to show enthusiasm and highlight your qualifications.

Applying for a job can be a competitive process, but with proper preparation, you can increase your chances of success. Good luck!

B) Answer the questions.

1. What information is typically required when filling out a job application form?
2. Why is it important to include a cover letter when applying for a job?
3. What is the benefit of researching a company before submitting a job application?
4. How can a letter of recommendation support an applicant's job application?
5. What should applicants consider when reviewing the specific requirements listed in a job posting?
6. Why is it helpful to have a portfolio when applying for a job?
7. What are some factors to keep in mind when waiting for a response after submitting a job application?

8. What should applicants focus on during an interview to make a positive impression on the hiring manager?
9. How can enthusiasm and highlighting qualifications contribute to a successful job application?
10. What role does proper preparation play in increasing the likelihood of success when applying for a job?

Grammar

Exercise 7.

Ask Wh-questions to the following sentences.

1. She applied for the job by submitting an application online.
2. I filled out the application form and included my resume and a cover letter.
3. The cover letter explained why I am interested in the position and highlighted my relevant experience.
4. I researched the company before the interview to learn more about their products and services.
5. I received a letter of recommendation from my professor, which praised my dedication and academic achievements.
6. Meeting the minimum requirements is important when applying for any job.
7. I practice my presentation skills regularly to become more confident.
8. The hiring manager interviewed several candidates before making a decision.
9. I prepared a portfolio showcasing my artwork for the interview.
10. He arrived at the office on time for his job interview.

Exercise 8.

Fill in the blanks with the correct form of the verbs in parentheses.

1. Our company _____ (seek) a talented graphic designer with experience in digital media.
2. The candidate must _____ (possess) excellent communication skills and a strong portfolio.
3. The marketing department _____ (conduct) extensive market research to identify customer needs.
4. Successful applicants _____ (be) contacted for an interview within two weeks.
5. The ideal candidate _____ (have) a bachelor's degree in business administration or a related field.
6. The company _____ (offer) competitive salaries and benefits packages to its employees.
7. Candidates _____ (submit) their resumes and cover letters via email.
8. The HR manager _____ (review) all applications and select candidates for further evaluation.
9. Applicants _____ (be) required to complete a skills assessment test during the interview process.
10. The selected candidate _____ (start) their new role in the company next month.

Lesson 2

Wordlist

1. to negotiate - вести переговори
2. company culture - корпоративна культура
3. upon request - за запитом
4. a thank-you note - лист подяка
5. to enhance - поліпшити
6. to take a course - пройти курс
7. to join - приєднатися
8. to expand - розширювати
9. to improve - покращувати
10. job search efforts - зусилля у пошуку роботи
11. to notify - повідомити

12. a job offer - пропозиція про роботу
13. benefits - переваги
14. hiring process - процес підбору персоналу
15. relevant skills - відповідні навички

Exercise 1.

A) Read and translate.

B) Make up sentences using the following words.

1. to negotiate - to engage in discussions or conversations with the goal of reaching an agreement or compromise (вести переговори)
2. company culture - the values, beliefs, attitudes, and practices that define the working environment and atmosphere within a company (корпоративна культура)
3. upon request - when something is provided or made available in response to a specific request or demand (за запитом)
4. a thank-you note - a written expression of gratitude or appreciation typically sent to someone after they have done something kind or helpful (лист подяка)
5. to enhance - to improve or add value to something, making it better or more effective (поліпшити)
6. to take a course - to enroll in and participate in a structured educational program or class (пройти курс)
7. to join - to become a member or part of a group, organization, or team (приєднатися)
8. to expand - to grow or increase in size, scope, or extent (розширювати)
9. to improve - to make or become better or of higher quality (покращувати)
10. job search efforts - the actions and activities undertaken to find and secure employment (зусилля у пошуку роботи)

11. to notify - to inform or give notice to someone about something (повідомити)
12. a job offer - a formal invitation or proposal extended to a candidate, offering them employment with a company (пропозиція про роботу)
13. benefits - additional advantages or perks provided to employees by an employer, such as health insurance, retirement plans, or vacation time (переваги)
14. hiring process - the series of steps and procedures followed by an employer to identify, evaluate, and select suitable candidates for employment (процес підбору персоналу)
15. relevant skills - skills and abilities that are directly applicable or appropriate to a particular job or field (відповідні навички)

Exercise 2.

A) Read the synonyms for the words and collocations provided in the wordlist.

B) Make up sentences using the following ideas.

1. To negotiate - to bargain, to discuss, to broker, to mediate
Collocations: negotiate a deal, negotiate terms, negotiate a contract
2. Company culture - corporate culture, organizational culture, work environment
Collocations: company culture fit, company culture values, company culture assessment
3. Upon request - on demand, as requested, in response to a request
Collocations: available upon request, provided upon request, furnished upon request
4. A thank-you note - a gratitude message, an appreciation letter, a thank-you letter

Collocations: send a thank-you note, write a thank-you note, receive a thank-you note

5. To enhance - to improve, to boost, to strengthen, to elevate

Collocations: enhance performance, enhance productivity, enhance customer experience

6. To take a course - to enroll in a course, to attend a course, to complete a course

Collocations: take a language course, take a training course, take an online course

7. To join - to participate, to become a member, to enlist, to enter

Collocations: join a club, join a team, join an organization, join a discussion

8. To expand - to grow, to extend, to broaden, to enlarge

Collocations: expand business operations, expand market presence, expand product line

9. To improve - to enhance, to better, to upgrade, to refine

Collocations: improve skills, improve performance, improve efficiency, improve quality

10. Job search efforts - job hunting endeavors, job seeking activities, employment search attempt

Collocations: job search efforts, job search strategies, job search success

11. To notify - to inform, to alert, to advise, to communication

Collocations: notify someone of something, notify of a change, notify in advance

12. A job offer - a job proposition, a job opportunity, a job proposal

Collocations: receive a job offer, accept a job offer, decline a job offer

13. Benefits - advantages, perks, privileges, rewards

Collocations: employee benefits, health benefits, retirement benefits, financial benefits

14. Hiring process - recruitment process, selection process, employment process

Collocations: streamline hiring process, improve hiring process, manage hiring process

15. Relevant skills - applicable skills, pertinent skills, appropriate skills, suitable skills

Collocations: relevant skills and experience, demonstrate relevant skills, acquire relevant skills.

Exercise 3.

Identify a synonym or words with similar meaning to the asterisked words, expanding the vocabulary and offering alternative options for expression.

1. We need to "negotiate" the terms of the contract before finalizing the deal.
2. The "company culture" at that organization promotes a collaborative and inclusive work environment.
3. "Upon request", we can provide additional information about our products and services.
4. Sending a "thank-you note" after a job interview is a polite gesture.
5. Adding visual elements can "enhance" the overall design of the presentation.
6. She decided to "take a course" in digital marketing to expand her skill set.
7. He was excited to "join" the team and contribute to their projects.
8. The company plans to "expand" its operations into new markets.
9. Regular practice can help "improve" your language proficiency.
10. He put in a lot of "job search efforts" by networking and applying to various positions.
11. The company will "notify" the selected candidate by email.
12. She received a promising "job offer" from a well-known company.

13. The company offers various "benefits" like health insurance and flexible working hours.
14. The "hiring process" includes screening resumes, conducting interviews, and checking references.
15. She possesses "relevant skills" such as project management and data analysis.

Exercise 4.

Fill in the blanks with the appropriate words from the wordlist:

1. It is important to _____ the terms of the contract before signing it.
2. The _____ at our company fosters a positive and inclusive work environment.
3. Additional documents can be provided _____.
4. Sending a thoughtful _____ after an interview shows appreciation for the opportunity.
5. Implementing new strategies can _____ the overall productivity of the team.
6. She decided to _____ in a photography course to improve her skills.
7. He was thrilled to _____ our team and start working on exciting projects.
8. Our company's goal is to _____ our presence in international markets.
9. Continuous learning and development are crucial to _____ your professional skills.
10. She put a lot of effort into her _____, actively searching for job opportunities and attending networking events.

Exercise 5.

Match the words on the left with their definitions on the right:

- | | |
|----------------------------------|---|
| 1. Negotiate appreciation | a. A written expression of gratitude or appreciation |
| 2. Company culture | b. The process of discussing terms to reach an agreement |
| 3. Upon request within a company | c. The shared values, beliefs, and practices within a company |
| 4. Thank-you note | d. Providing additional information when asked |
| 5. Enhance | e. To make something better or more effective |
| 6. Take a course | f. To enroll in and participate in an educational program |
| 7. Join | g. To become a part of a group or organization |
| 8. Expand | h. To grow or increase in size, scope, or extent |
| 9. Improve | i. To make or become better or of higher quality |
| 10. Job search efforts | j. The actions undertaken to find employment |

Exercise 6.

Identify the word that does not belong in each group and explain why:

1. a) Negotiate
b) Research
c) Practice
d) Expand
2. a) Thank-you note
b) Job offer
c) Hiring process
d) Requirement
3. a) To join
b) To notify
c) To enhance

- d) To arrive
- 4. a) Company culture
- b) Relevant skills
- c) Discriminatory language
- d) A letter of recommendation

Grammar

Exercise 7.

Fill in the blanks with the appropriate form of the verbs in parentheses.

1. The company _____ (advertise) a job opening for a software engineer.
2. Applicants _____ (require) a minimum of three years of relevant work experience.
3. The candidate's resume and cover letter _____ (submit) by email.
4. The HR department _____ (conduct) initial screenings to shortlist candidates.
5. Qualified candidates _____ (invite) for an in-person interview.
6. During the interview, candidates _____ (ask) to demonstrate their problem-solving skills.
7. The company _____ (offer) a competitive salary and benefits package.
8. The successful candidate _____ (notify) within two weeks of the interview.
9. All applicants _____ (encourage) to apply regardless of their gender or ethnicity.
10. The selected candidate _____ (start) their new position in the company next month.

Additional tasks

Exercise 8.

Read and answer the questions.

John is excited to apply for a new job opportunity. He carefully fills out the application form, ensuring that he meets all the requirements. Along with his application, he attaches a well-written cover letter and a letter of recommendation from his previous employer. To enhance his chances, he spends time researching the company's culture and values. Additionally, he prepares a portfolio showcasing his relevant skills and achievements. After submitting his application, John eagerly awaits a response from the hiring manager.

Questions:

1. Who is excited to apply for a new job opportunity?
2. What does John ensure when filling out the application form?
3. What documents does John attach along with his application?
4. How does John enhance his chances?
5. What does John prepare to showcase his skills and achievements?
6. What is John eagerly awaiting after submitting his application?
7. Why is it important to research a company's culture and values?
8. How can a letter of recommendation support a job application?
9. What does John do to increase his chances of getting the job?
10. Who will be responsible for reviewing John's application?

Exercise 8.

Written Task. Imagine you are a hiring manager at a company. Write a job advertisement for a position you are currently hiring for. Include the following information in your advertisement:

- Job title and department
- Job responsibilities and requirements
- Desired qualifications and skills
- Company culture and benefits
- Application instructions and deadline

Once you have written the job advertisement, answer the following questions:

1. What is the job title and department mentioned in the advertisement?
2. What are some of the responsibilities and requirements for the position?
3. What qualifications and skills are desired for the job?
4. How is the company culture described in the advertisement?
5. What are some of the benefits offered by the company?
6. How can interested candidates apply for the position?
7. Is there a specific deadline mentioned for submitting applications?

Remember to write your job advertisement in a clear and concise manner, ensuring that all the necessary information is included.

Lesson 3.

Wordlist

1. concise - стислий
2. position - посада
3. work history - робочий досвід
4. a list of references - список рекомендацій
5. to consider - розглядати
6. keywords - ключові слова
7. to submit - подати
8. social media profiles - профілі у соціальних мережах
9. polite - ввічливий
10. to attract - привертати
11. potential candidates - потенційні кандидати
12. internally - внутрішньо
13. job advertising - реклама вакансій
14. specific certifications - конкретні сертифікати
15. recruitment agencies - агенції з найму персоналу

Exercise 1.

Match the words on the left with their Ukrainian translations on the right:

- | | |
|-----------------------------|---------------------------------|
| 1. Concise | a) стислий |
| 2. Position | b) посада |
| 3. Work history | с) робочий досвід |
| 4. A list of references | d) список рекомендацій |
| 5. To consider | e) розглядати |
| 6. Keywords | f) ключові слова |
| 7. To submit | g) подати |
| 8. Social media profiles | h) профілі у соціальних мережах |
| 9. Polite | i) ввічливий |
| 10. To attract | j) привертати |
| 11. Potential candidates | k) потенційні кандидати |
| 12. Internally | l) внутрішньо |
| 13. Job advertising | m) реклама вакансій |
| 14. Specific certifications | n) конкретні сертифікати |
| 15. Recruitment agencies | o) агенції з найму персоналу |

Exercise 2.

Fill in the blanks with the appropriate words from the wordlist:

1. When writing a resume, it's important to be _____ and provide relevant information.
2. The company is currently hiring for a new _____ in the marketing department.
3. Your _____ should highlight your previous job positions and responsibilities.
4. Please provide a _____ to validate your professional background.
5. We will _____ all applications and contact selected candidates for an interview.
6. Including relevant _____ in your resume can help you stand out to employers.

7. Candidates are required to _____ their application by the specified deadline.
8. Make sure to update your _____ and keep them professional and up-to-date.
9. It's important to be _____ and respectful when communicating with potential employers.
10. A well-written job description can _____ qualified and suitable candidates.
11. We are looking for _____ who possess the required skills and experience.
12. The company encourages employees to explore _____ for career growth opportunities.
13. Our _____ strategy includes online job postings and networking events.
14. Some positions may require _____ in specific fields or software.
15. We collaborate with _____ to find the best candidates for our job openings.

Exercise 3.

Match the words on the left with their definitions on the right:

- | | |
|--------------------------|---|
| 1. Concise | a. Professional contacts who can vouch for your skills |
| 2. Position | b. The act of presenting something for consideration |
| 3. Work history | c. Brief and to the point |
| 4. A list of references | d. Job roles and experiences in your career |
| 5. To consider | e. To think about or examine carefully |
| 6. Keywords | f. Specific words or phrases used in a document or search |
| 7. To submit | g. To formally present or deliver |
| 8. Social media profiles | h. Online accounts on platforms like Facebook or LinkedIn |

9. Polite behavior i. Having good manners and courteous behavior
10. To attract j. To draw interest or attention to something
11. Potential candidates k. Individuals who could potentially be selected for a position
12. Internally l. Within a company or organization
13. Job advertising m. Promotion of job vacancies or opportunities
14. Specific certifications n. Specialized credentials or qualifications
15. Recruitment agencies o. Organizations that help companies find suitable candidates

Exercise 4.

Rewrite the following sentences, replacing the underlined words with the appropriate words from the wordlist:

1. When preparing your resume, make sure to keep it concise and highlight your relevant experience.
2. The company is currently seeking candidates for a vacant position in the sales department.
3. Your employment history should provide a detailed overview of your previous work roles and responsibilities.
4. Please provide a list of references who can verify your professional background.
5. We will review and evaluate all submitted applications for the job opening.
6. Including relevant keywords in your resume can help your application stand out.
7. Candidates are required to submit their application by the specified deadline.
8. Ensure that your social media profiles present a professional image to potential employers.
9. It's important to maintain a polite and respectful demeanor throughout the interview process.

10. A well-crafted job advertisement can attract qualified candidates to apply for the position.
11. We are looking for potential candidates who possess the desired skills and qualifications.
12. The company encourages internal career growth opportunities for its employees.
13. Our job advertising strategy includes online postings and collaboration with recruitment agencies.
14. Some positions may require specific certifications to demonstrate proficiency in certain areas.
15. We collaborate with recruitment agencies to identify suitable candidates for our job openings.

Exercise 5.

Answer a multiple-choice question with one correct answer:

1. Which word refers to presenting something for consideration?
 - a) Concise
 - b) Position
 - c) Work history
 - d) A list of references
2. What does the term "social media profiles" refer to?
 - a) Personal hobbies
 - b) Online job applications
 - c) Professional certifications
 - d) Accounts on platforms like Facebook or LinkedIn
3. Which word describes the behavior of being courteous and well-mannered?
 - a) Polite
 - b) To attract
 - c) Potential candidates
 - d) Internally
4. What do recruitment agencies do?
 - a) Provide job benefits
 - b) Organize career events

- c) Conduct job interviews
 - d) Help companies find suitable candidates
5. Which term represents a brief and to-the-point style of communication?
- a) Keywords
 - b) To submit
 - c) Concise
 - d) Specific certifications

Exercise 6.

Complete the sentences and translate into English.

1. Коли складаєте резюме, важливо бути _____ та виділити ваші відповідні навички.
2. Компанія наразі шукає кандидатів на менеджерську _____ в відділі маркетингу.
3. У резюме кандидата велику роль відіграє його _____ роботи.
4. Будь ласка, надайте _____ для підтвердження вашого робочого досвіду та навичок.
5. Роботодавці часто враховують конкретні _____ при фільтрації резюме для певної посади.
6. Кандидатам потрібно _____ свої заявки через онлайн-портал компанії.
7. Важливо мати професійні та оновлені _____

Grammar

Exercise 7.

Fill in the blanks with the appropriate form of the verbs in parentheses.

1. The company _____ (announce) a job opening for a marketing manager.
2. Candidates _____ (ask) to submit their applications by the end of the month.

3. The HR department _____ (review) all received resumes and cover letters.
4. Qualified applicants _____ (contact) for an initial phone interview.
5. During the interview, candidates _____ (evaluate) based on their industry knowledge and communication skills.
6. The company _____ (seek) individuals who have experience in digital marketing.
7. Applicants _____ (expect) to provide references from previous employers.
8. The selected candidate _____ (offer) a competitive salary and benefits package.
9. Once hired, employees _____ (receive) training to familiarize themselves with company policies.
10. The successful candidate _____ (join) the company's marketing team next month.

Additional tasks

Exercise 8.

Read and dramatize the dialogues.

Dialogue 1:

Person A: I'm considering applying for a new position in the company. Do you have any advice?

Person B: Absolutely! First, make sure your application is concise and highlights your relevant work history. Also, don't forget to prepare a list of references. It's important to submit a comprehensive application.

Dialogue 2:

Person A: I've been researching potential candidates for the job opening. What specific certifications should we look for?

Person B: We should consider candidates with certifications in project management and digital marketing. Those are the keywords we're focusing on for this position.

Dialogue 3:

Person A: Have you prepared your cover letter for the job application?

Person B: Yes, I have. I made sure it's polite and well-written. I want to attract the hiring manager's attention with my concise introduction.

Dialogue 4:

Person A: I'm thinking about joining a recruitment agency to help me with my job search efforts.

Person B: That's a good idea! Recruitment agencies have access to potential candidates and can expand your network. They can also notify you of job offers that match your skills.

Exercise 9.

Quiz: Employment and Job Search.

Choose the correct answer for each question.

1. What does the term "concise" mean?
 - a) Detailed
 - b) Lengthy
 - c) Brief and to the point
 - d) Elaborate
2. Which word refers to a specific role or occupation within a company?
 - a) Position
 - b) Work history
 - c) Social media profiles
 - d) Polite
3. What does "a list of references" typically include?
 - a) Personal hobbies

- b) Previous job titles
 - c) Contact information of people who can vouch for your skills and experience
 - d) Professional certifications
4. What does it mean to "consider" something in the context of job searching?
- a) To submit an application
 - b) To think about or evaluate
 - c) To negotiate salary
 - d) To enhance skills
5. What are "keywords" in the context of job applications?
- a) Commonly used phrases
 - b) Specific certifications
 - c) Essential skills and qualifications relevant to a job
 - d) Social media profiles
6. What does it mean to "submit" an application?
- a) To practice for an interview
 - b) To send or present an application for consideration
 - c) To notify an employer of job acceptance
 - d) To negotiate job benefits
7. Why is it important to have professional and updated social media profiles?
- a) To attract potential candidates
 - b) To enhance job search efforts
 - c) To maintain a polite demeanor
 - d) To present oneself effectively to potential employers
8. What does it mean to be "polite" in the context of job applications and interviews?
- a) To attract potential candidates
 - b) To enhance job search efforts
 - c) To maintain a respectful and courteous demeanor
 - d) To expand professional networks
9. What is the purpose of job advertising?
- a) To consider potential candidates

- b) To submit applications
 - c) To attract qualified candidates to job openings
 - d) To negotiate salary
10. What are "potential candidates"?
- a) Current employees of a company
 - b) Internally promoted individuals
 - c) Individuals who have applied for a job
 - d) Individuals who could be suitable for a job

Exercise 10.

Written Task: Job Application.

Imagine you are applying for a job in a company of your choice. Write a cover letter and prepare a portfolio showcasing your relevant skills and work history. Use the following guidelines to complete the task:

1. Choose a company and a specific job position you are interested in.
2. Write a concise cover letter (approximately 200-300 words) addressing the hiring manager. Introduce yourself, state your interest in the position, and highlight your relevant skills and experiences. Use polite and professional language.
3. Prepare a portfolio (can be in the form of a document or a presentation) showcasing your work history, projects, certifications, and any other relevant achievements. Include a list of references.
4. Ensure that your portfolio is well-organized and visually appealing, with clear sections highlighting different aspects of your skills and experiences.
5. Submit your cover letter and portfolio together as part of your job application.

Lesson 4

Wordlist

1. discriminatory language - спілкування, що дискримінує особу
2. job advertisements - оголошення про роботу
3. career events - події, пов'язані з кар'єрою
4. accessible - доступний
5. job opening - відкрита вакансія
6. to provide security - забезпечувати безпеку
7. diverse - різноманітний
8. protective equipment - захисний спорядження
9. reliability - надійність
10. missed appointments - пропущені зустрічі
11. anxiety - тривога
12. to present oneself - представити себе
13. the level of politeness - рівень ввічливості
14. to avoid - уникати
15. to enhance - покращувати

Exercise 1.

A) Read and translate collocations.

1. Discriminatory language: to address discriminatory language, to eliminate discriminatory language, to combat discriminatory language.
2. Job advertisements: to post job advertisements, to browse job advertisements, to respond to job advertisements.
3. Career events: to attend career events, to organize career events, to network at career events.
4. Accessible: accessible facilities, accessible transportation, accessible websites.
5. Job opening: job opening announcement, job opening notification, job opening application.
6. Provide security: to provide security measures, to provide security training, to provide security clearance.
7. Diverse: diverse workforce, diverse perspectives, diverse cultural backgrounds.

8. Protective equipment: to wear protective equipment, to provide protective equipment, to store protective equipment.
9. Reliability: reliability testing, reliability assessment, reliability standards.
10. Missed appointments: to reschedule missed appointments, to apologize for missed appointments, to track missed appointments.
11. Anxiety: to manage anxiety, to alleviate anxiety, to overcome anxiety.
12. Present oneself: to present oneself professionally, to present oneself confidently, to present oneself effectively.
13. Level of politeness: high level of politeness, appropriate level of politeness, consistent level of politeness.
14. Avoid: to avoid conflicts, to avoid misunderstandings, to avoid mistakes.
15. Enhance: to enhance skills, to enhance productivity, to enhance performance.

B) Write your own sentences with the collocations.

Exercise 2.

Multiple Choice. Choose the correct word to complete each sentence.

1. _____ language should not be tolerated in any form of communication.
 - a) Discriminatory
 - b) Reliability
 - c) Accessible
 - d) Anxiety
2. The company is actively seeking candidates for a new _____.
 - a) Job advertisements
 - b) Career events
 - c) Diverse
 - d) Missed appointments

3. The organization is committed to providing a safe and _____ workplace.
- a) Protective equipment
 - b) To provide security
 - c) Politeness
 - d) Enhance
4. Employees are encouraged to attend _____ to expand their professional networks.
- a) Social media profiles
 - b) To present oneself
 - c) Job opening
 - d) Career events
5. It is important to be _____ when discussing sensitive topics.
- a) Diverse
 - b) Concise
 - c) Discriminatory
 - d) Reliability

Exercise 3.

Complete each sentence with the appropriate word from the wordlist.

1. The company's job _____ are widely promoted on various platforms.
2. The workshop aims to enhance participants' _____ in public speaking.
3. The organization strictly prohibits the use of _____ language in the workplace.
4. Employees are required to wear _____ equipment in hazardous areas.
5. The level of _____ in customer service greatly influences customer satisfaction.

Exercise 4.

Match the words on the left with their corresponding definitions on the right.

- | | |
|--|--|
| 1. Discriminatory language in hazardous environments. | A. Protection gear worn in hazardous environments. |
| 2. Job advertisements related to career development. | B. Events and activities related to career development. |
| 3. Accessible | C. Unfair or biased language that discriminates against individuals. |
| 4. Protective equipment about available job positions. | D. Notices or announcements about available job positions. |
| 5. Reliability | E. Easily approachable or usable. |
| 6. Missed appointments | F. Consistency and dependability. |
| 7. Career events attended or kept. | G. Appointments that were not attended or kept. |
| 8. Politeness | H. Treating others with courtesy and respect. |
| 9. Enhance better. | I. Improving or making something better. |
| 10. Diverse characteristics or qualities. | J. Varied or different in terms of characteristics or qualities. |

Exercise 5.

Complete each sentence with the appropriate word from the wordlist.

1. The company is known for its commitment to _____ and inclusive hiring practices.
2. It is important to use _____ language when communicating with clients or colleagues.
3. The candidate's _____ history and qualifications were impressive.
4. The organization provides _____ to employees in high-risk work environments.
5. The _____ of the software system is crucial for its successful implementation.

6. Please inform us in advance if you need to reschedule any _____.
7. The workshop focused on developing effective communication skills and _____.
8. We aim to _____ our customer service through regular training and feedback.
9. The company values _____ opinions and perspectives from employees of all backgrounds.
10. The candidate's _____ and professional demeanor during the interview were commendable.

Exercise 6.

Translate into Ukrainian and ask questions.

1. It is important to avoid using discriminatory language in any form of communication.
2. The company posted job advertisements for various positions on their website.
3. Career events provide opportunities for networking and professional development.
4. The conference venue is fully accessible for people with disabilities.
5. The company has a job opening for a sales representative.
6. The organization prioritizes the safety of its employees and provides necessary security measures.
7. Our team is diverse, with members from different cultural backgrounds.
8. Workers in hazardous environments are required to wear protective equipment.
9. The reliability of the new software system has been tested extensively.
10. Due to unforeseen circumstances, John missed his appointments yesterday.
11. Public speaking often causes anxiety for many individuals.

12. When attending a job interview, it's important to present oneself confidently and professionally.
13. The level of politeness in customer service can greatly impact customer satisfaction.
14. To avoid conflicts, it is important to practice open and respectful communication.
15. Continuous learning and professional development can enhance career opportunities.

Grammar

Exercise 7.

Fill in the blanks with the appropriate tense of the verbs provided in parentheses.

1. The company _____ (discourage) the use of discriminatory language in job advertisements.
2. Our organization _____ (regularly organize) career events to connect job seekers with employers.
3. We _____ (strive) to make our workplace accessible to individuals with disabilities.
4. There _____ (be) a job opening for a skilled marketing professional in our team.
5. All employees _____ (be required) to provide security for their own safety and the security of the workplace.
6. We _____ (embrace) a diverse workforce that values and respects individual differences.
7. Employees working in hazardous areas _____ (must wear) appropriate protective equipment.
8. We _____ (prioritize) the reliability of our products to meet customer expectations.
9. We have implemented a policy to minimize missed appointments and _____ (ensure) efficient scheduling.
10. Job interviews can sometimes cause anxiety for candidates, and we _____ (aim) to create a supportive environment.

11. During a job interview, it is important to present oneself confidently and professionally.
12. We _____ (promote) the level of politeness in all our communication, both internal and external.
13. It is crucial to avoid discriminatory language and _____ (treat) everyone with respect.
14. We continuously work to enhance employee skills and job satisfaction.

Lesson 5

Wordlist

1. To apply for - подати заявку на
2. to preserve - зберігати
3. the receipt - квитанція, чек
4. to look for - шукати
5. to advance experience in - покращувати досвід у
6. to inspire - надихати
7. to deal with - мати справу з
8. to promise - обіцяти
9. to escape from - втекти від
10. to persuade - переконувати
11. company name - назва компанії
12. confident language - впевнена мова
13. application form - анкета, заява
14. previous job experience - попередній досвід роботи
15. to prioritize tasks - встановлювати пріоритети завдань

Exercise 1.

A) Translate into Ukrainian.

- ✓ retirement age
- ✓ training course
- ✓ under pressure
- ✓ time management
- ✓ starting point

- ✓ personal achievement
- ✓ motivated candidate
- ✓ experience in the field
- ✓ eager to work
- ✓ to avoid
- ✓ to grow in position
- ✓ to manage projects
- ✓ to follow instructions
- ✓ to employ people

B) Translate the following sentences to Ukrainian:

1. To apply for a job.
2. I need to preserve these documents.
3. Can you give me the receipt, please?
4. I am looking for a new apartment.
5. She has advanced experience in marketing.
6. The movie inspired me to pursue my dreams.
7. How do you deal with difficult customers?
8. He promised to finish the project on time.
9. They escaped from the crowded city to a peaceful village.
10. She persuaded her parents to let her go on the trip.

Exercise 2.

Fill in the blanks with the appropriate collocations.

1. What is the _____ of your company?
2. He spoke with a _____ and convinced the investors.
3. Please fill out the _____ for the job application.
4. His _____ helped him get the promotion.
5. Time _____ is an essential skill in a busy workplace.
6. The meeting point is the _____ for the hike.
7. Winning the award was a great _____ for her.
8. We are looking for a _____ who is eager to learn.

9. She has several years of _____ in the IT industry.
10. He wants to _____ his position within the company.

Exercise 3.

Match the English collocations on the left with their Ukrainian translations on the right:

- | | |
|---------------------------|-----------------------------|
| 1. To avoid | a) уникати |
| 2. To manage projects | b) керувати проектами |
| 3. To follow instructions | c) дотримуватися інструкцій |
| 4. To employ people | d) наймати людей |
| 5. To apply for | e) подати заявку на |
| 6. To preserve | f) зберігати |
| 7. The receipt | g) квитанція, чек |
| 8. To look for | h) шукати |
| 9. To promise | i) обіцяти |
| 10. To deal with | j) мати справу з |

Exercise 4.

Complete the sentences with the appropriate collocations:

1. She has _____ in the fashion industry.
2. The manager _____ his team to meet the deadline.
3. It's important to _____ tasks based on their urgency.
4. The _____ in our country is 65 years.
5. I attended a _____ on digital marketing.
6. He performs well _____ and always meets deadlines.
7. The _____ for this job is someone with strong leadership skills.
8. It's crucial to _____ mistakes in the beginning.
9. She wants to _____ and take on more responsibilities.

10. The supervisor ensures that employees _____ correctly.

Exercise 5.

Translate the following sentences from Ukrainian to English:

1. Подати заявку на посаду.
2. Я потребую зберегти ці документи.
3. Можете ви дати мені квитанцію, будь ласка?
4. Я шукаю нову квартиру.
5. Вона має досвід у сфері маркетингу.
6. Цей фільм надихнув мене дотримуватися своїх мрій.
7. Як ви маєте справу зі складними клієнтами?
8. Він обіцяв завершити проект вчасно.
9. Вони втекли від переповненого міста до спокійного села.
10. Вона переконала своїх батьків дозволити їй поїхати у подорож.

Exercise 6.

Read and dramatize the dialogues.

Dialogue 1:

John: Hey, Sarah! I heard you're looking for a job. Have you applied for any positions?

Sarah: Yes, I've applied for a few marketing positions in different companies. I hope to get an interview soon.

Dialogue 2:

Emma: How do you manage projects with such tight deadlines?

Mark: It's all about time management and prioritizing tasks. I make sure to follow instructions carefully and avoid any unnecessary delays.

Dialogue 3:

Alice: I'm thinking about taking a training course in web development. Do you have any recommendations?

David: Yes, there's a great training course at the local university. It offers advanced experience in the field and will help you grow in your position.

Dialogue 4:

Tom: I can't believe how much pressure I'm under at work. It's hard to deal with difficult customers all the time.

Emily: I understand. But try to stay motivated and inspired. Your confident language and ability to persuade will help you overcome any challenges.

Dialogue 5:

Alex: Are you planning to retire soon?

Lisa: Not yet. The retirement age in our country is 65. I still have a few more years to go.

Dialogue 6:

Mike: I've been looking for a reliable employee to join our team. We need someone with experience in the field.

Kate: I might have a candidate for you. She's motivated, eager to work, and has previous job experience in a similar role.

Dialogue 7:

Sarah: How do you avoid making mistakes when managing multiple projects?

Jake: I always double-check my work and follow instructions carefully. It helps me avoid unnecessary errors and maintain a high level of accuracy.

Dialogue 8:

Emma: Have you preserved the important documents from last year?

Mark: Yes, I've stored them safely in a file cabinet. The receipt for the purchase is also there, in case we need it.

Dialogue 9:

Alice: I promised my parents that I would prioritize my studies this semester.

David: That's great! It's important to set your goals and keep your promises. It will inspire you to achieve personal achievements.

Dialogue 10:

Tom: Our company is growing rapidly, and we need to employ more people.

Emily: We should look for motivated candidates who are eager to work and can manage projects effectively.

Grammar

Exercise 7.

Fill in the blanks with the appropriate tense of the verbs provided in parentheses.

1. I _____ (apply for) the position yesterday by submitting my application form.
2. It is important to _____ (preserve) the receipt as proof of purchase.
3. She _____ (look for) a new job for several months before finding the perfect opportunity.
4. Our company _____ (advance) experience in digital marketing to stay ahead of the competition.
5. The motivational speaker _____ (inspire) the audience with her powerful message.
6. He _____ (deal with) customer complaints on a daily basis as part of his job.
7. The manager _____ (promise) to provide training opportunities for career development.

8. They _____ (escape from) the busy city life and decided to move to a peaceful countryside.
9. She _____ (persuade) her colleagues to support her innovative idea.
10. The new employee asked for the _____ (company name) to complete the paperwork.
11. Speaking in a _____ (confident language) can make a positive impression during an interview.
12. He mentioned his _____ (previous job experience) in the field of finance during the interview.
13. It is important to _____ (prioritize tasks) to ensure efficient workflow.
14. She _____ (fill) out the application form and submitted it before the deadline.

Additional tasks

Exercise 8.

1. Identify the key elements of the application process mentioned in the text.
2. Create a checklist for filling out an application form based on the information provided.
3. List the qualities and skills that the candidate highlighted during the interview.
4. Reflect on the candidate's motivation and eagerness to work in the context of career development.

I recently had the opportunity to apply for a job in a well-known company. The application process required filling out an application form and submitting my previous job experience. I prioritized tasks and carefully followed the instructions while preparing my application. I felt confident in my language skills and used a motivated tone to persuade the hiring team that I was the right candidate for the position.

During the interview, I was asked about my experience in the field and how I manage projects under pressure. I shared my advanced experience in marketing and highlighted my ability to deal with difficult situations. The interviewers seemed inspired by my personal achievements and were impressed by my time management skills.

After a successful interview, I received a promising offer from the company. I felt a sense of accomplishment and believed that this opportunity would allow me to grow in my position. With the company's strong reputation, I knew it would be a starting point for further professional development.

I eagerly accepted the offer and joined the company, excited to employ my skills and contribute to their projects. I was motivated to avoid making any mistakes and to preserve the company's excellent reputation. I knew that by managing projects effectively and following instructions diligently, I would make a positive impact on the team.

Overall, my experience applying for this job was a confidence-boosting journey. It reminded me of the importance of being proactive, staying motivated, and continuously seeking opportunities to grow and advance in my career.

Lesson 6

Revision Exercises (Lessons 1-4)

Exercise 1.

Fill in the blanks with the appropriate word or collocation.

1. It is important to use _____ language in job advertisements to attract a diverse pool of candidates.
2. The company's career events provide opportunities for professionals to network and explore new job _____.

3. The organization is committed to creating an _____ workplace by providing equal access and opportunities to all employees.
4. Employees are required to wear _____ while working in hazardous areas to ensure their safety.
5. _____ is a key factor in building trust and credibility with customers and clients.
6. Due to unforeseen circumstances, the candidate missed their scheduled _____ with the hiring manager.
7. The workshop focused on enhancing participants' communication skills and _____ in the workplace.
8. The company values a _____ workforce and encourages diversity in hiring and promotions.
9. The organization uses various recruitment agencies to attract _____ candidates for open positions.
10. The company's job advertisements are widely promoted on social media _____ to reach a larger audience.

Exercise 2.

Match the collocations on the left with their corresponding meanings on the right.

- | | |
|----------------------------|--|
| 1. Discriminatory language | A. Communication that unfairly treats or excludes certain individuals or groups. |
| 2. Job advertisements | B. Notices or announcements about available job positions. |
| 3. Accessible | C. Able to be easily reached, understood, or used. |
| 4. Protective equipment | D. Gear worn to ensure safety in potentially dangerous situations. |
| 5. Reliability | E. Consistency and dependability in performance or behavior. |
| 6. Missed appointments | F. Appointments or meetings that were not attended or kept. |

- | | |
|------------------|--|
| 7. Career events | G. Events and activities related to professional growth and development. |
| 8. Politeness | H. Treating others with courtesy, respect, and good manners. |
| 9. Enhance | I. Improve or make something better. |
| 10. Diverse | J. Varied or different in terms of characteristics or qualities. |

Exercise 3.

Complete each sentence with the appropriate word or collocation.

1. The company actively promotes diversity and inclusion, and strictly prohibits the use of _____ in any form of communication.
2. The HR department is responsible for creating and posting _____ to attract qualified candidates for open positions.
3. The organization ensures that its facilities and services are _____ to individuals with disabilities.
4. Employees working in high-risk environments are required to wear _____ for their safety.
5. The _____ of a product or service plays a crucial role in building customer trust and loyalty.
6. Due to an unexpected emergency, the candidate had to reschedule the _____ with the hiring manager.
7. Attending _____ can provide valuable networking opportunities and insights into various career paths.
8. Demonstrating _____ in all interactions is essential for fostering positive work relationships.
9. The company continuously strives to _____ its customer service through training and feedback.
10. The organization values a _____ workforce that brings diverse perspectives and experiences.

Exercise 4.

Fill in the blanks with the appropriate collocations:

1. She decided to _____ a job in the marketing department.
2. It is important to _____ important documents for future reference.
3. Don't forget to keep _____ of your purchase for warranty purposes.
4. He has been _____ a new apartment for the past month.
5. The training program offered _____ marketing strategies.
6. The speaker's words _____ the audience to chase their dreams.
7. How do you _____ difficult customers in your line of work?
8. I _____ to complete the project by the end of the week.
9. They went on a vacation to _____ the city's hustle and bustle.
10. She was able to _____ her parents to support her decision.

Exercise 5.

Choose the correct collocation to complete each sentence:

1. The _____ is printed on the company's letterhead.
 - a) company name
 - b) application form
2. She delivered her presentation with _____.
 - a) confident language
 - b) previous job experience
3. Please fill out the _____ before the deadline.
 - a) confident language

- b) application form
4. His _____ helped him secure the promotion.
 a) experience in the field
 b) personal achievement
5. It is crucial to _____ tasks based on their urgency.
 a) prioritize tasks
 b) follow instructions
6. The _____ in our country is 65 years.
 a) retirement age
 b) training course
7. He enrolled in a _____ to enhance his skills.
 a) confident language
 b) training course
8. Working _____ can sometimes affect productivity.
 a) under pressure
 b) to grow in position
9. She excels in _____ and can effectively manage her time.
 a) time management
 b) starting point
10. His promotion to team lead was a _____ in his career.
 a) personal achievement
 b) motivated candidate

Exercise 6.

Match the collocations on the left with their definitions on the right:

1. To avoid a) To handle or cope with something
2. To manage projects b) To make a commitment to do something
3. To follow instructions c) To leave or get away from a situation
4. To employ people d) To convince or influence someone to do something

- | | |
|------------------------------------|--|
| 5. To apply for over others | e) To give preference to certain tasks |
| 6. To preserve away from something | f) To make an effort to prevent or stay |
| 7. The receipt or transaction | g) A document that confirms a purchase |
| 8. To look for | h) To search or seek something |
| 9. To promise | i) To submit an application for something |
| 10. To deal with or condition | j) To keep something in its original state |

Grammar

Exercise 7.

Choose the correct form of the verb to complete each sentence.

1. I _____ for a new job for several months now.
 - a) have been searching
 - b) am searching
 - c) searched
 - d) will search

2. She _____ her resume to multiple companies last week.
 - a) sent
 - b) has sent
 - c) will send
 - d) is sending

3. By the end of the day, he _____ three interviews scheduled.
 - a) will have
 - b) had
 - c) has
 - d) will be having

4. We _____ a job fair next month to connect job seekers with employers.
- a) are organizing
 - b) have organized
 - c) organize
 - d) organized
5. The candidate _____ the requirements for the position.
- a) meets
 - b) met
 - c) will meet
 - d) has met
6. They _____ several networking events to expand their job search contacts.
- a) attended
 - b) have attended
 - c) will attend
 - d) attend
7. I _____ a cover letter to accompany my job application.
- a) will write
 - b) am writing
 - c) have written
 - d) wrote
8. The company _____ online job postings to attract potential candidates.
- a) has posted
 - b) posted
 - c) will post
 - d) is posting

9. She _____ her interview skills to increase her chances of success.

- a) is improving
- b) has improved
- c) improves
- d) will improve

10. After the interview, they _____ a follow-up email to express their gratitude.

- a) sent
- b) will send
- c) have sent
- d) send

Lesson 7

Wordlist

1. Dear Sir/Madam - Шановний пане/пані
2. Subject - Тема
3. Salutation - Привітання
4. Greetings - Вітання
5. Introduction - Вступ
6. Request - Запит
7. Thank you - Дякую
8. Sincerely - З повагою
9. Signature - Підпис
10. Enclosure - Додаток.

Exercise 1.

Match the English words with their corresponding meanings:

- a) "Subject"
- b) "Salutation"
- c) "Greetings"

- d) "Thank you"
- e) "Sincerely"
- f) "Signature"

Match the meanings:

- 1) A closing word expressing sincerity and respect.
- 2) A person's name written in a distinctive way as a form of identification.
- 3) An opening phrase or word used to address the recipient.
- 4) A polite and friendly message or acknowledgement.
- 5) A word or phrase indicating the purpose of the letter.
- 6) A formal expression of thanks or appreciation.

Exercise 2.

- 1. True or False: In a formal letter, the salutation is placed at the end.
- 2. True or False: "Sincerely" is a common closing word used in formal letters.
- 3. True or False: The signature in a formal letter is typically the sender's handwritten name.
- 4. True or False: The subject of a formal letter is optional and can be omitted.
- 5. True or False: "Enclosure" is used to indicate that additional documents are included with the letter.
- 6. True or False: "Thank you" is a phrase commonly used in formal letters to express gratitude.
- 7. True or False: The introduction of a formal letter provides background information about the sender.
- 8. True or False: The request in a formal letter should be concise and clear.
- 9. True or False: The closing phrase of a formal letter is always "Yours faithfully."
- 10. True or False: The salutation in a formal letter should address the recipient by their first name.

Exercise 4.

Fill in the blanks with the following words: documents, introduction, gratitude, faithfully, salutation, omitted, signature, greeting, salutation, signature.

1. In a formal letter, it is important to use a proper _____.
2. Please express your _____ for the kind invitation received.
3. The formal letter should be signed with a _____.
4. A formal letter should begin with a polite _____.
5. The subject of a formal letter is optional and can be _____.
6. The _____ in a formal letter is typically the sender's handwritten name.
7. "Enclosure" is used to indicate that additional _____ are included.
8. The _____ of a formal letter provides background information.
9. The closing phrase of a formal letter is typically "Yours _____".
10. The _____ in a formal letter should address the recipient respectfully.

Exercise 5.

Write formal sentences expressing appreciation for a received letter.

Exercise 6.

Fill in the gaps.

[Your Name]

[Your Address]

[City, State, ZIP Code]

[Email Address]
[Phone Number]
[Date]

[Recipient's Name]
[Recipient's Designation/Title]
[Company/Organization Name]
[Company Address]
[City, State, ZIP Code]

Dear [Salutation] _____,

I am writing to [Purpose] _____ about the [Subject]
_____.

First and foremost, I would like to express my [Gratitude]
_____ for [Reason] _____.

I am writing to [Request] _____ your
[Assistance/Action] _____ regarding [Specific
Details/Information] _____.

In addition, I would like to inquire about [Additional
Information/Clarification] _____. It would be
greatly appreciated if you could [Action] _____.

Moreover, I have reviewed the [Documents/Attachments]
_____ that you provided and would like to [Express
Interest/Acknowledge] _____.

In conclusion, I [Sincerely/Faithfully] _____ hope
that you can provide the necessary assistance. Thank you for
your attention to this matter. Please feel free to contact me at

[Phone Number/Email Address] _____ for any further [Information/Inquiries] _____.

Thank you for your time and consideration.

Yours [Closing],
[Your Name]

Grammar

Exercise 7.

Fill in the blanks.

1. Yesterday, we _____ (visit) the museum and _____ (learn) about its rich history.
2. She _____ (study) diligently for the exam and _____ (achieve) an excellent grade.
3. The team _____ (work) tirelessly to complete the project ahead of schedule.
4. They _____ (travel) to Europe last summer and _____ (explore) various countries.
5. He _____ (meet) with the client yesterday to discuss the new business proposal.
6. The children _____ (play) soccer in the park and _____ (have) a great time.
7. I _____ (receive) an email from my friend, who _____ (share) exciting news.
8. We _____ (organize) a surprise party for her birthday and _____ (invite) all her friends.
9. The chef _____ (prepare) a delicious meal, and the guests _____ (enjoy) every bite.
10. Last night, they _____ (watch) a thrilling movie at the cinema and _____ (discuss) it afterward.

Lesson 8

Wordlist

1. Request - Запит
2. Response - Відповідь
3. Inquiry - Запитання
4. Complaint - Скарга
5. Apology - Вибачення
6. Appreciation - Вдячність
7. Reminder - Нагадування
8. Confirmation - Підтвердження
9. Announcement - Оголошення
10. Follow-up - Подальший контакт
11. Formality - Формальність
12. Confidential - Конфіденційно
13. Signature - Підпис
14. Protocol - Протокол
15. Deadline - Крайній термін

Exercise 1.

Match the Ukrainian translations with their corresponding English words:

1. Формальність - _____
2. Конфіденційно - _____
3. Підпис - _____
4. Протокол - _____
5. Крайній термін - _____
6. Request - _____
7. Response - _____
8. Запитання - _____
9. Скарга - _____
10. Вибачення - _____
11. Вдячність - _____
12. Нагадування - _____
13. Підтвердження - _____
14. Оголошення - _____
15. Подальший контакт - _____

Match the translations:

Complaint

Reminder

Formality

Deadline

Response

Follow-up

Announcement

Confirmation

Request

Signature

Confidential

Protocol

Appreciation

Apology

Inquiry

Exercise 2.

Fill in the blanks with the appropriate word from the given list:

1. "Please treat the following information as _____."
(Confidential / Reminder)
2. "I would like to express my sincere _____ for your assistance." (Appreciation / Complaint)
3. "Kindly provide a _____ to our previous inquiry."
(Response / Protocol)
4. "The project has a _____ of two weeks from today."
(Deadline / Signature)
5. "We would like to extend our apologies for the _____ caused." (Complaint / Follow-up)
6. "Please be informed that there is an important _____ scheduled for tomorrow." (Announcement / Request)

7. "We appreciate your prompt _____ of receipt for this letter." (Confirmation / Inquiry)
8. "The _____ of the meeting will be strictly adhered to." (Formality / Deadline)
9. "We kindly request your _____ on the proposed changes." (Response / Protocol)
10. "We apologize for any _____ this may have caused." (Inconvenience / Inquiry)

Exercise 3.

Read and translate.

Formal letters are an essential form of written communication used in various professional and official contexts. They are characterized by their adherence to specific rules of language and structure. There are several types of formal letters, each serving a distinct purpose and requiring specific language and formatting.

One common type of formal letter is a "request letter". This type of letter is used to formally ask for information, assistance, or action from an individual or organization. It typically begins with a polite "salutation" followed by a clear and concise explanation of the request. It is crucial to maintain a respectful and professional "tone" throughout the letter to convey the seriousness of the request.

Another important type of formal letter is a "response letter". This letter is written in reply to a previous communication, such as a request, inquiry, or complaint. It aims to provide relevant information, address concerns, or offer solutions. The "response" should be prompt, courteous, and informative, demonstrating the sender's commitment to effective communication.

A "complaint letter" is used to express dissatisfaction or raise concerns about a product, service, or situation. It requires a careful balance between asserting grievances and maintaining a respectful tone. The "complaint" should clearly state the issues and provide supporting evidence to substantiate the claims. It is crucial to express the desire for a fair resolution and avoid any offensive language.

"Apology letters" are written to express regret and offer an apology for a mistake, error, or inconvenience caused. These letters should begin with a sincere expression of "apology" and an acknowledgment of the impact of the situation. It is essential to take responsibility for the mistake and outline steps to prevent a recurrence. A well-written apology letter demonstrates accountability and a genuine commitment to rectify the situation.

Formal letters may also include "appreciation" letters, which are used to express gratitude and recognition for someone's help, support, or contribution. These letters begin with a warm and genuine expression of "appreciation", followed by specific details about the actions or assistance that are being appreciated. It is essential to mention the positive impact and convey the sender's heartfelt thanks.

Regardless of the type, all formal letters should conclude with an appropriate ****closing**** and the sender's ****signature****. The closing can be "Sincerely," "Yours faithfully," or another suitable option, depending on the nature of the letter. The ****signature**** can be a handwritten name or a digital representation, providing a personal touch to the formal letter.

In conclusion, formal letters play a vital role in professional communication. Understanding the different types of formal

letters and utilizing the appropriate language and structure ensures effective communication and fosters positive relationships in various business and official settings.

Exercise 4.

Answer the questions.

1. What are the distinguishing features of formal letters?
2. How many types of formal letters are mentioned in the text?
3. What is the purpose of a request letter?
4. What should be the tone of a request letter?
5. What is the purpose of a response letter?
6. How should a complaint letter be written?
7. What is the purpose of an apology letter?
8. What elements should be included in an apology letter?
9. What is the purpose of an appreciation letter?
10. How should an appreciation letter be structured?
11. What should be included in the closing of a formal letter?
12. How can a personal touch be added to a formal letter?
13. Why is it important to follow specific rules of language and structure in formal letters?
14. What is the significance of maintaining a respectful tone in formal letters?
15. How can effective communication be fostered through formal letters?

Exercise 5.

Write a formal letter of complaint to a customer service department regarding a recent unsatisfactory experience with a product or service. Use the asterisked words within your letter: Formality, Confidential, Signature, Protocol, Deadline, Request, Response, Inquiry, Complaint, Apology, Appreciation, Reminder, Confirmation, Announcement, Follow-up.

In your letter, clearly explain the issue you encountered, provide relevant details and evidence to support your complaint, and express your dissatisfaction with the product or service. Maintain a professional and respectful tone throughout the letter. Additionally, request a prompt response and appropriate action to resolve the matter. End the letter with an appropriate closing phrase and your signature.

Remember to adhere to the conventions of a formal letter, including proper formatting, address format, and formal language usage. Your letter should demonstrate your ability to effectively communicate a complaint in a professional manner while utilizing the given words appropriately.

Word count: Minimum 200 words.

Grammar

Exercise 7.

Choose the most appropriate word or phrase to complete each sentence.

1. I _____ to apply for the job opening next week.
 - a) will apply
 - b) am applying
 - c) have applied
 - d) applied

2. By this time tomorrow, he _____ his presentation.
 - a) will finish
 - b) is finishing
 - c) has finished
 - d) finished

3. They _____ a career event next month to promote job opportunities.

- a) will organize
- b) are organizing
- c) have organized
- d) organized

4. We _____ our customers with reliable and efficient services in the future.

- a) will provide
- b) are providing
- c) have provided
- d) provided

5. She _____ her new protective equipment before starting her shift.

- a) will wear
- b) is wearing
- c) has worn
- d) wore

6. The missed appointments _____ if the customers don't notify us in advance.

- a) will be rescheduled
- b) are rescheduled
- c) have been rescheduled
- d) rescheduled

7. They _____ their anxiety when they receive a positive response.

- a) will reduce
- b) are reducing
- c) have reduced
- d) reduced

8. The company _____ themselves at the upcoming career fair to attract potential candidates.

- a) will present
- b) is presenting
- c) has presented
- d) presented

9. We _____ the level of politeness in our customer interactions.

- a) will enhance
- b) are enhancing
- c) have enhanced
- d) enhanced

10. To avoid delays, please _____ the application form before the deadline.

- a) will submit
- b) are submitting
- c) have submitted
- d) submit

Lesson 9

Wordlist

1. Etiquette - Етикет
2. Protocol - Протокол
3. Cultural Sensitivity - Культурна чутливість
4. Handshake - Рукоштовняння
5. Bow - Вітання поклоном
6. Business Attire - Діловий одяг
7. Networking - Мережа контактів
8. Business Card - Візитна картка
9. Gift Giving - Подарункова культура
10. Punctuality - Пунктуальність

11. Language Skills - Вміння спілкуватися на мові
12. Dining Etiquette - Етикет при прийомі їжі
13. Respect - Повага
14. Cross-Cultural Communication - Міжкультурна комунікація
15. Business Etiquette - Діловий етикет

Exercise 1.

You are a business professional attending an international conference where you will be interacting with professionals from different countries. Write a short email to your colleague advising them on the importance of cultural sensitivity and proper business etiquette during the conference. Use at least 5 of the following words in your email: Cultural Sensitivity, Protocol, Networking, Language Skills, Respect, Business Attire, Punctuality, Cross-Cultural Communication.

In your email, explain the significance of cultural sensitivity and how it can enhance effective communication and relationship-building with attendees from diverse backgrounds. Emphasize the importance of following appropriate protocol and etiquettes, such as greetings, handshakes, and business card exchanges. Encourage your colleague to engage in networking activities and utilize their language skills to foster meaningful connections. Highlight the value of respect and demonstrate the importance of punctuality in professional settings. Lastly, mention the significance of cross-cultural communication in avoiding misunderstandings and fostering positive interactions.

Ensure that your email is concise, clear, and conveys the importance of cultural sensitivity and proper business etiquette in an international conference setting.

Word count: Minimum 100 words.

Exercise 2.

Imagine you are hosting a business dinner with international clients. Write a formal invitation email to your guests, emphasizing the importance of proper dining etiquette and cultural sensitivity. Use at least 5 of the following words in your email: Etiquette, Protocol, Business Attire, Dining Etiquette, Respect, Cultural Sensitivity, Punctuality, Language Skills.

In your email, start with a warm greeting and introduce the purpose of the event. Explain that the dinner is an opportunity to foster professional relationships and showcase your appreciation for their partnership. Emphasize the importance of following proper dining etiquette, including table manners, utensil usage, and cultural customs.

Highlight the significance of cultural sensitivity and respecting each other's traditions and practices during the dinner. Encourage your guests to dress appropriately in business attire to maintain a professional atmosphere. Stress the value of punctuality and ask them to arrive on time.

Lastly, mention the importance of language skills in effective communication and express your excitement to engage in meaningful conversations.

End the email with a polite closing, inviting your guests to confirm their attendance and any dietary preferences they may have.

Word count: Minimum 150 words.

Exercise 3.

Fulfill multiple-choice tasks.

1. What is the appropriate way to greet a business associate from Japan?

- a) Firm handshake
- b) Bow
- c) Hug

2. Which of the following is an essential aspect of cultural sensitivity in international business?

- a) Ignoring cultural differences
- b) Imposing one's own cultural practices
- c) Adapting to and respecting different cultural norms

3. Why is business attire important in international business settings?

- a) It demonstrates professionalism and respect.
- b) It allows for personal expression.
- c) It is optional and not necessary.

4. Why is punctuality crucial in international business meetings?

- a) It shows disinterest and lack of respect.
- b) It allows time for casual conversation.
- c) It demonstrates professionalism and respect for others' time.

5. What is the purpose of cross-cultural communication in international business?

- a) To promote misunderstandings and conflicts
- b) To foster positive relationships and effective collaboration
- c) To disregard cultural diversity

6. Why is it important to exchange business cards in some cultures?

- a) It is a waste of time and resources.
- b) It serves as a formality and has no real significance.
- c) It demonstrates respect, facilitates future communication, and signifies professional connections.

7. How can language skills contribute to successful international business interactions?

- a) By speaking only one's native language
- b) By relying solely on interpreters
- c) By demonstrating effort and building rapport with clients or partners by speaking their language or using interpreters when necessary.

8. What does etiquette refer to in the context of international business?

- a) Ignoring cultural practices
- b) Following cultural norms and appropriate behavior
- c) Imposing one's own cultural practices

Choose the correct answer for each question:

- 1. b) Bow
- 2. c) Adapting to and respecting different cultural norms
- 3. a) It demonstrates professionalism and respect.
- 4. c) It demonstrates professionalism and respect for others' time.
- 5. b) To foster positive relationships and effective collaboration

6. c) It demonstrates respect, facilitates future communication, and signifies professional connections.
7. c) By demonstrating effort and building rapport with clients or partners by speaking their language or using interpreters when necessary.
8. b) Following cultural norms and appropriate behavior

Exercise 4.

Fill in the blanks with the appropriate word from the given options: Dining, Business attire, Etiquette, Punctuality, Formal, Respect, Cultural, Protocol, Cultural Language.

1. It is important to practice _____ sensitivity when working with colleagues from different cultures.
2. Following proper _____ is essential in international business settings to demonstrate respect and professionalism.
3. Dressing in appropriate _____ is crucial for creating a positive impression in formal business meetings.
4. _____ etiquette plays a significant role in building rapport and establishing harmonious relationships with international clients.
5. Demonstrating _____ for cultural customs and traditions helps to create a positive and inclusive business environment.
6. _____ is a key factor in international business negotiations, as it shows respect for others' time and commitments.
7. Effective _____ skills are vital for overcoming language barriers and fostering clear communication in international business.

8. Understanding and respecting _____ differences is essential for successful cross-cultural collaboration.

9. _____ business card exchanges are a common practice in many cultures, serving as a sign of respect and professional connection.

10. Maintaining _____ in international business settings helps to avoid misunderstandings and conflicts.

Exercise 5.

Read and dramatize the dialogues.

Dialogue 1:

Sarah: Hi, John! I'm really excited about our upcoming international business trip. Do you have any tips for working with colleagues from different cultures?

John: Absolutely, Sarah! It's important to practice cultural sensitivity when interacting with colleagues from different backgrounds. Showing respect for their customs and traditions can go a long way in building strong relationships.

Dialogue 2:

Emily: Good morning, Mr. Johnson. I have a question about the protocol for our upcoming business meeting with the Japanese delegation.

Mr. Johnson: Good morning, Emily. I'm glad you brought it up. Following proper protocol is crucial in international business settings. We should be aware of their customs and etiquettes to ensure a smooth and respectful meeting.

Dialogue 3:

Mark: Hey, Anna, I noticed you always dress professionally for our business meetings. Does it really matter?

Anna: Absolutely, Mark. Dressing in appropriate business attire is important in international business settings. It shows professionalism and respect for our clients and partners.

Dialogue 4:

Sophia: Mike, I'm a bit nervous about the formal dinner with our international clients tonight. I'm not sure about the dining etiquette.

Mike: Don't worry, Sophia. Dining etiquette plays a significant role in creating a positive impression. Just follow the lead of the host and observe the proper table manners.

Dialogue 5:

Carlos: Maria, when we interact with clients from different cultures, how can we show respect for their customs and traditions?

Maria: Carlos, demonstrating respect for cultural customs is crucial in international business. We should be open-minded, adaptable, and sensitive to their practices to create a welcoming and inclusive business environment.

Dialogue 6:

Lisa: Jack, we have an important meeting scheduled tomorrow. What time should we arrive?

Jack: Lisa, punctuality is key in international business. Let's make sure we arrive a few minutes early to show respect for our clients' time and to be fully prepared.

Exercise 6.

Answer the questions.

1. Why is practicing cultural sensitivity important when working with colleagues from different cultures?
2. What role does following proper protocol play in international business settings?
3. Why is dressing in appropriate business attire crucial in formal meetings?
4. How does understanding and practicing dining etiquette contribute to successful business relationships?
5. In what ways can demonstrating respect for cultural customs and traditions create a positive business environment?
6. Why is punctuality considered crucial in international business?
7. How can effective language skills help overcome language barriers in international business interactions?
8. Why is it important to understand and respect cultural differences in cross-cultural collaboration?
9. What is the significance of formal business card exchanges in international business?
10. How does maintaining etiquette contribute to avoiding misunderstandings and conflicts in international business settings?

Grammar

Exercise 7.

Choose the most appropriate word or phrase to complete each sentence.

1. She _____ for an interview at the company tomorrow morning.

- a) will be preparing
- b) is preparing
- c) has prepared
- d) prepared

2. By next year, they _____ a new branch in the city.

- a) will open
- b) are opening
- c) have opened
- d) opened

3. The team _____ a training session next month to improve their skills.

- a) will attend
- b) is attending
- c) has attended
- d) attended

4. We _____ new strategies to expand our market share in the coming years.

- a) will develop
- b) are developing
- c) have developed
- d) developed

5. He _____ his master's degree in two years from now.

- a) will complete
- b) is completing
- c) has completed
- d) completed

6. The tickets _____ online starting next week.

- a) will be available
- b) are available
- c) have been available
- d) were available

7. They _____ a company-wide meeting to discuss the future plans.

- a) will hold
- b) are holding
- c) have held
- d) held

8. The technology _____ significant advancements in the near future.

- a) will undergo
- b) is undergoing
- c) has undergone
- d) underwent

9. We _____ a special offer for our loyal customers next month.

- a) will announce
- b) are announcing
- c) have announced
- d) announced

10. Please remember to bring your identification card as it _____ required for entry.

- a) will be
- b) is
- c) has been
- d) was

Lesson 10

Wordlist

1. Interview - Інтерв'ю
2. Resume - Резюме
3. Cover letter - Супровідний лист
4. Qualifications - Кваліфікації
5. Experience - Досвід
6. Skills - Навички
7. Professionalism - Професіоналізм
8. Attire - Одяг
9. Communication - Комунікація
10. Confidence - Впевненість
11. Preparation - Підготовка
12. References - Рекомендації
13. Questions - Питання
14. Follow-up - Наступні кроки
15. Offer - Пропозиція

Exercise 1.

Complete the sentences by filling in the blanks with the appropriate words from the given options:

1. A _____ is a formal conversation between a job applicant and a potential employer.
 - a) Interview
 - b) Resume
 - c) Cover letter

2. A _____ provides a summary of a person's education, work experience, and skills.
 - a) Interview
 - b) Resume
 - c) Cover letter

3. A _____ is a letter that accompanies a resume and introduces the applicant to the employer.

- a) Interview
- b) Resume
- c) Cover letter

4. _____ are the skills, knowledge, or qualifications that make a person suitable for a job.

- a) Qualifications
- b) Experience
- c) Skills

5. _____ refers to the knowledge and expertise gained through previous employment or activities.

- a) Qualifications
- b) Experience
- c) Skills

6. _____ are the abilities and competencies that a person possesses.

- a) Qualifications
- b) Experience
- c) Skills

7. _____ is the conduct, behavior, and attitude expected in a professional setting.

- a) Professionalism
- b) Attire
- c) Communication

8. _____ refers to the clothing and appearance suitable for a particular occasion or workplace.

- a) Professionalism
- b) Attire

c) Communication

9. Effective _____ is essential for conveying information clearly and listening attentively during an interview.

- a) Professionalism
- b) Attire
- c) Communication

10. Demonstrating _____ during an interview can help project a positive image and self-assurance.

- a) Confidence
- b) Preparation
- c) References

Exercise 2.

Fill in the blanks with the most appropriate word from the given English words list.

1. After submitting your _____, you may be invited for an interview.
2. It is important to include a _____ with your job application to introduce yourself.
3. The candidate's _____ and relevant experience will be considered during the selection process.
4. Good _____ in communication can greatly benefit your professional career.
5. Dressing appropriately in professional _____ is crucial for making a positive impression.
6. Confidence plays a key role in showcasing your _____ during an interview.
7. Proper _____ and research are essential for a successful job interview.
8. It is advisable to provide references who can speak to your qualifications and _____.

9. The interviewer may ask you various _____ to assess your suitability for the position.
10. Sending a _____ email or thank-you note after the interview shows your interest and professionalism.
11. If you receive a job _____, carefully evaluate the offer before making a decision.
12. Your _____ should highlight your relevant skills, experience, and achievements.
13. Following up with the employer after an interview demonstrates your continued interest and initiative in the _____ process.
14. Demonstrating professionalism and _____ throughout the interview is important for leaving a positive impression.
15. Make sure to prepare thoughtful _____ to ask the interviewer about the company and the role.

Exercise 3.

Task: Write a Cover Letter

Imagine you are applying for a job position in a company you are interested in. Write a cover letter expressing your interest in the position and showcasing your relevant qualifications and skills. Use the wordlist provided earlier to incorporate some of the vocabulary into your cover letter.

Guidelines:

1. Begin with a formal salutation, such as "Dear Hiring Manager" or "Dear [Company Name] Recruitment Team."
2. Introduce yourself and state the position you are applying for.
3. Express your interest in the company and why you are attracted to the position.
4. Highlight your qualifications and relevant experience that make you a strong candidate.

5. Discuss your skills and how they align with the requirements of the job.
6. Emphasize your professionalism, communication abilities, and confidence.
7. Mention any additional preparation or certifications you have that are relevant to the position.
8. Conclude the letter by expressing your gratitude for the opportunity and your willingness to provide references or additional information.
9. Sign off with a formal closing, such as "Sincerely" or "Yours faithfully."
10. Include your full name and contact information (address, phone number, email) below your signature.

Remember to tailor your cover letter to the specific job and company you are applying to, and proofread it for grammar and spelling errors before submitting.

Write your cover letter using the provided guidelines. Feel free to refer to the wordlist for vocabulary inspiration.

Once you have completed your cover letter, you can review it for clarity, coherence, and language accuracy.

Exercise 4.

Job Interview Dialogue

Instructions:

1. Imagine you are the interviewer (I) and the other person is the interviewee (You).
2. Create a dialogue between the interviewer and interviewee based on a job interview scenario.
3. Use the wordlist provided earlier to incorporate relevant vocabulary into the dialogue.

4. Aim for a natural conversation flow, including greetings, introductions, questions, and responses.
5. Ensure that the dialogue reflects the typical structure and tone of a job interview.

Example Dialogue:

I: Good morning. Welcome to our company. Please have a seat.

You: Thank you. Good morning. It's a pleasure to be here.

I: Let's start by discussing your qualifications. Could you tell me about your experience in the industry?

You: Certainly. I have over five years of experience in project management. I've successfully led several projects, demonstrating strong organizational and leadership skills.

I: That sounds impressive. Can you provide an example of a challenging project you managed and how you handled it?

You: Of course. One of the most challenging projects I managed was a tight deadline for a client. I organized the team, delegated tasks efficiently, and communicated effectively to ensure timely delivery without compromising quality.

I: Excellent. Communication is essential in our company. How would you rate your communication skills?

You: I believe my communication skills are one of my strengths. I am an active listener and can articulate ideas clearly both in writing and verbally. I have experience collaborating with cross-functional teams and effectively conveying information to stakeholders.

I: That's great to hear. Our company values professionalism. How do you define professionalism, and how do you incorporate it into your work?

You: Professionalism, to me, means maintaining a high standard of conduct and ethical behavior in the workplace. I ensure punctuality, dress appropriately, and maintain a respectful and courteous attitude towards colleagues and clients. I believe in upholding the company's reputation and representing it with integrity.

I: That aligns with our company values. Before we conclude, do you have any questions for us?

You: Yes, I do. Can you provide more details about the company culture and opportunities for professional growth?

I: Absolutely. Our company fosters a collaborative and inclusive culture, promoting innovation and continuous learning. We offer various training programs and career development opportunities to support employees' growth.

You: That's fantastic to hear. It aligns with my career aspirations. Thank you for your time and consideration.

I: You're welcome. Thank you for coming in today. We will be in touch soon with further updates.

You: I look forward to hearing from you. Thank you again. Goodbye.

I: Goodbye. Have a great day.

Exercise 5.

Read the following job advertisement and answer the questions based on the information provided:

Job Advertisement:

Company: XYZ Corporation

Position: Marketing Specialist

Location: Cityville

Job Type: Full-time

Responsibilities:

- Develop and implement marketing strategies to increase brand awareness and drive customer acquisition.
- Conduct market research to identify customer needs, preferences, and trends.
- Create and manage digital marketing campaigns across various platforms.
- Collaborate with cross-functional teams to develop and execute marketing initiatives.
- Analyze campaign performance and provide insights for continuous improvement.
- Monitor and report on market trends, competitor activities, and industry developments.

Requirements:

- Bachelor's degree in Marketing or related field.
- Minimum 3 years of experience in marketing roles.
- Strong knowledge of digital marketing tools and platforms.
- Excellent written and verbal communication skills.
- Analytical mindset with the ability to interpret data and make data-driven decisions.
- Ability to work independently and as part of a team in a fast-paced environment.

Questions:

1. What is the name of the company advertising the job?

- a) XYZ Corporation
 - b) Cityville Marketing Specialist
 - c) Full-time Marketing Position
2. Where is the job located?
- a) XYZ Corporation
 - b) Cityville
 - c) Marketing Specialist
3. What are the responsibilities of the Marketing Specialist?
- a) Develop and implement marketing strategies.
 - b) Conduct market research.
 - c) Create and manage digital marketing campaigns.
 - d) All of the above.
4. What is one of the requirements for the job?
- a) Minimum 5 years of experience in marketing roles.
 - b) Bachelor's degree in Engineering.
 - c) Strong knowledge of digital marketing tools and platforms.
5. Which of the following skills is not required for the job?
- a) Excellent written and verbal communication skills.
 - b) Analytical mindset with data interpretation abilities.
 - c) Ability to work independently and as part of a team.

Grammar

Exercise 6.

Choose the correct word or phrase to complete each sentence.

1. During the job interview, the candidate should _____ confident and professional.
- a) be
 - b) being
 - c) being being
 - d) to be

2. The interviewer asked the applicant _____ previous job experience.

- a) about
- b) with
- c) from
- d) on

3. It is important to _____ prepared for common interview questions.

- a) are
- b) be
- c) being
- d) to be

4. The candidate _____ her skills and qualifications during the interview.

- a) demonstrate
- b) demonstrated
- c) demonstrates
- d) demonstrating

5. The interviewer was impressed _____ the candidate's communication skills.

- a) in
- b) with
- c) on
- d) at

6. It is crucial to _____ your strengths and weaknesses honestly.

- a) discuss
- b) discussing
- c) discussed
- d) discusses

7. The interviewee should _____ questions about the company and the role.

- a) ask
- b) asking
- c) asked
- d) asks

8. The panel of interviewers _____ the candidate's performance carefully.

- a) watch
- b) watches
- c) watching
- d) watched

9. The applicant should _____ the interviewers for their time at the end of the interview.

- a) thanks
- b) thanking
- c) thank
- d) thanked

10. It is recommended _____ a follow-up email after the interview.

- a) sending
- b) to send
- c) send
- d) sends

Additional tasks.

Exercise 7.

Complete each sentence with the appropriate word.

The _____ is an opportunity for the employer to assess the candidate's suitability for the job.

A well-written _____ can highlight your relevant skills and experiences.

Dressing professionally shows your _____ and respect for the company.

Good _____ skills are crucial for effective teamwork.

The candidate's previous work _____ will be considered during the hiring process.

Make sure to mention your relevant _____ in your job application.

_____ is a key trait employers look for in their employees.

The _____ should include a brief introduction and a summary of your qualifications.

Asking thoughtful _____ shows your interest and engagement during the interview.

After the interview, it is important to send a _____ to express your gratitude.

Semester 7.

Lesson 11

Wordlist

1. Wholesale distribution - Оптова дистрибуція
2. Retail chain - Роздрібна мережа
3. Import-export trade - Зовнішньоторговельна діяльність
4. Global sourcing - Глобальне здійснення постачання
5. Supply chain management - Управління ланцюгом постачання
6. Market penetration - Проникнення на ринок
7. B2B commerce - Бізнес-для-бізнесу торгівля
8. Consumer demand - Попит споживачів
9. Pricing strategy - Стратегія ціноутворення

10. Inventory control - Контроль за запасами
11. Export market - Экспортный рынок
12. Retail store - Роздiбний магазин
13. Wholesale supplier - Оптовий постачальник
14. International trade agreements - Мiжнароднi торговi угоди
15. Distribution network - Мережа дистрибуцiї

Exercise 1.

Choose the appropriate word from the previous list to complete each sentence.

Quality control, branding, wholesaling, retail chain, International trade, supply chain management, market research, global market, trade agreements, B2B commerce, wholesale supplier.

1. The company specializes in _____ of goods to retailers worldwide.
2. Our _____ includes various retail stores across the country.
3. _____ plays a crucial role in promoting economic growth and development.
4. Effective _____ requires efficient coordination of suppliers, warehouses, and distribution channels.
5. Understanding _____ is essential for developing successful marketing strategies.
6. The company aims to expand its _____ by entering new international markets.
7. _____ is the process of buying and selling goods between businesses.
8. The success of a product depends on meeting _____ and satisfying customer needs.
9. A well-planned _____ is crucial for achieving profitability and competitive advantage.
10. _____ help regulate trade and promote fair competition among nations.

11. The store's _____ attracts customers with its diverse range of products.
12. The _____ provides products at wholesale prices to retailers in the region.
13. _____ facilitate trade and ensure the smooth flow of goods across borders.
14. The company implements strict _____ to maintain high-quality standards.
15. Effective _____ can differentiate a brand from its competitors.

Exercise 2: Match each term related to wholesaling and retailing in the international market with its corresponding definition.

1. Wholesale distribution () The process of buying goods in large quantities from manufacturers and selling them to retailers.
2. Market segmentation () Identifying and dividing a market into distinct groups based on characteristics and needs.
3. Import-export trade () Buying and selling goods and services across national borders.
4. Supply chain management () Managing the flow of goods, services, and information from suppliers to customers.
5. Retail store () A physical location where consumers can purchase products or services.
6. B2B commerce () Business-to-business trade involving transactions between companies.
7. Pricing strategy () The approach used to set prices for products or services in the market.
8. Consumer demand () The desire and willingness of customers to purchase goods or services.
9. Inventory control () Monitoring and managing the quantities and locations of stocked goods.

10. Export market () A market in a foreign country where goods are sold and shipped from the home country.

Exercise 3: Word Scramble. Unscramble the letters to form words related to wholesaling and retailing in the international market.

1. sesolaweh
2. retilra
3. ibtrisdut
4. csahin
5. treinmpoer
6. ppyriscngi traetegy
7. teadcnmu snoitcelloc
8. txrepoe kraet
9. tardepene eht ebmug
10. rontsaminre detwork

Exercise 4: Complete each sentence with the appropriate term related to wholesaling and retailing in the international market.

- A. suppliers/distributors
- B. tariffs
- C. retailing
- D. branding
- E. market research
- F. product assortment
- G. inventory management
- H. wholesaling
- I. consumer demand
- J. distribution

1. _____ involves selling products directly to consumers.

2. Effective _____ can help businesses understand their target audience and create tailored marketing campaigns.
3. International trade agreements aim to reduce _____ and promote fair competition.
4. The success of a retail store depends on its ability to meet _____ and provide an exceptional shopping experience.
5. _____ is the process of moving products from manufacturers to wholesalers and retailers.
6. A strong _____ can help a brand stand out in a competitive market.
7. Retailers often rely on _____ to ensure a consistent supply of products.
8. _____ refers to the variety of products a retailer offers to customers.
9. Efficient _____ can help businesses minimize costs and optimize their supply chain.
10. Wholesalers play a vital role in _____ by supplying goods to retailers in bulk.

Exercise 5: Determine whether the following statements are true or false.

1. Wholesaling involves selling products directly to consumers. (False)
2. Market segmentation helps businesses understand their target audience. (True)
3. International trade agreements aim to increase tariffs and protect domestic industries. (False)
4. Retailers are not influenced by consumer demand. (False)
5. Logistics refers to the process of moving products from manufacturers to wholesalers and retailers. (True)

6. Pricing strategy has no impact on consumer purchasing behavior. (False)
7. Inventory management is irrelevant for businesses. (False)
8. Retailers offer only a limited selection of products. (False)
9. Supply chain optimization helps businesses reduce costs and improve efficiency. (True)
10. Wholesalers have no role in supplying goods to retailers. (False)

Exercise 6: Fill in the blanks with the appropriate terms related to wholesaling and retailing in the international market.

1. _____ is the process of buying goods in large quantities and selling them in smaller quantities to retailers.
2. Effective _____ is crucial for understanding customer needs and preferences.
3. Trade agreements help facilitate _____ between countries by reducing trade barriers.
4. Retailers need to carefully manage their _____ to ensure sufficient stock levels and avoid shortages.
5. _____ involves coordinating the flow of goods, services, and information across the supply chain.
6. A well-executed _____ can help a brand differentiate itself from competitors.
7. _____ serve as intermediaries between manufacturers and retailers, supplying products at wholesale prices.
8. _____ refers to the specific mix of products available for purchase in a retail store.
9. Effective _____ can help businesses optimize their inventory levels and reduce holding costs.
10. Wholesalers play a critical role in _____, ensuring that retailers have access to a wide range of products.

Grammar

Exercise 7.

Read each sentence below and identify the adjective(s) within the sentence. Choose the correct option that indicates the adjective(s) related to wholesaling.

Example:

The wholesale price of the product is competitive.

Adjective(s): wholesale, competitive

1. Our company offers a _____ range of products for wholesale buyers.

- a) range
- b) offers
- c) wholesale
- d) buyers

2. The _____ supplier provides high-quality goods at affordable prices.

- a) high-quality
- b) supplier
- c) affordable
- d) provides

3. Efficient _____ processes ensure timely delivery of orders.

- a) efficient
- b) processes
- c) timely
- d) delivery

4. We provide _____ customer service to our wholesale clients.

- a) provide
- b) customer
- c) wholesale
- d) service

5. The wholesaling industry requires _____ supply chain management.

- a) requires
 - b) supply
 - c) chain
 - d) management
6. Our company has a _____ network of wholesale distributors.
- a) has
 - b) network
 - c) wholesale
 - d) distributors
7. The _____ market conditions influence pricing strategies.
- a) market
 - b) conditions
 - c) influence
 - d) pricing
8. The wholesaler offers _____ discounts for bulk orders.
- a) offers
 - b) discounts
 - c) bulk
 - d) orders
9. Accurate inventory management is crucial for _____ stock control.
- a) accurate
 - b) inventory
 - c) management
 - d) stock
10. The wholesaling sector requires _____ communication between suppliers and retailers.
- a) sector
 - b) requires
 - c) communication
 - d) suppliers

Lesson 12

Wordlist

1. Market expansion - Розширення ринку
2. Trade negotiations - Торгові переговори
3. Retail outlet - Роздрібний магазин
4. Wholesale purchase - Оптовий закуп
5. Distribution channel - Канал дистрибуції
6. Merchandising - Доставка товару
7. Sales forecast - Прогноз продажів
8. Customer loyalty - Клієнтська лояльність
9. Product display - Виставка товарів
10. Packaging and labeling - Упаковка та маркування
11. Market competition - Ринкова конкуренція
12. E-commerce platform - Платформа електронної комерції
13. Supply and demand - Пропозиція та попит
14. Retail inventory - Роздрібний інвентар
15. Cross-border trade - Торгівля через кордон

Exercise 1.

Fill in the blanks with the appropriate words from the list provided.

- A. sales forecast
- B. market competition
- C. customer loyalty
- D. e-commerce platform
- E. packaging and labeling
- F. distribution channels
- G. branding
- H. market research
- I. market expansion
- J. inventory

1. The company plans to expand its _____ by entering new international markets.
2. Effective _____ can help businesses understand consumer needs and preferences.
3. _____ plays a significant role in shaping pricing strategies.
4. Retailers need to carefully manage their _____ to ensure sufficient stock levels.
5. The company uses various _____ to distribute its products globally.
6. A strong _____ can help a brand stand out from the competition.
7. _____ involves predicting future sales based on market trends and customer behavior.
8. Customer _____ is crucial for long-term business success.
9. The _____ of a product can influence consumer purchasing decisions.
10. The company utilizes an _____ platform to sell products online.

Exercise 2.

Matching Exercise

1. Wholesale purchase () Buying goods in large quantities at a lower price for resale.
2. Merchandising () Arranging and presenting products in a visually appealing manner.
3. Market competition () Rivalry among businesses in the same industry to gain customers.
4. Customer loyalty () The willingness of customers to repeatedly purchase from a specific brand or retailer.
5. E-commerce platform () An online platform that facilitates buying and selling of goods or services.

6. Packaging and labeling () The process of designing and creating product packaging and attaching labels.
7. Sales forecast () An estimation of future sales based on market trends and historical data.
8. Retail inventory () The stock of goods available for sale in a retail store.
9. Cross-border trade () Buying and selling of goods between countries.
10. Supply and demand () The relationship between the availability of a product and consumer desire for it.

Exercise 3.

Word Association. Associate each word with the most closely related term from the list. Each term can only be used once.

1. Market expansion
2. Merchandising
3. E-commerce platform
4. Packaging and labeling
5. Retail inventory
6. Wholesale purchase
7. Customer loyalty
8. Market competition
9. Cross-border trade
10. Sales forecast

Terms:

- a. Competitive advantage
- b. Online retail
- c. Global trade
- d. Branding
- e. Visual presentation
- f. Stock management
- g. Product presentation
- h. Customer retention

- i. Future sales prediction
- j. Packaging design

Exercise 4.

Construct sentences using the given words related to wholesaling and retailing in the international market.

- A. E-commerce platform
- B. Retail inventory
- C. Wholesale purchase
- D. Market expansion
- E. Market research
- F. Market competition
- G. Sales forecast
- H. Customer loyalty
- I. Packaging and labeling
- J. Cross-border trade

1. _____ plays a crucial role in expanding business operations into new regions.
2. Effective _____ can significantly impact the buying behavior of consumers.
3. The company launched an _____ to facilitate online sales and reach a wider customer base.
4. _____ is an essential aspect of product presentation and consumer appeal.
5. Accurate management of _____ is vital to ensure sufficient stock availability.
6. The company made a _____ from a manufacturer to secure bulk quantities of the product.
7. Building strong _____ is key to fostering customer trust and repeat purchases.
8. _____ drives businesses to innovate and improve to gain an edge in the market.

9. Cross-border trade enables businesses to explore new markets and tap into international demand.
10. The sales team relies on _____ to estimate future revenue and plan accordingly.

Exercise 5.

Answer the following questions.

1. What is the importance of market expansion for businesses?
2. How can effective merchandising impact consumer behavior?
3. What is an e-commerce platform and how does it facilitate online sales?
4. Why is packaging and labeling important for product presentation?
5. How does accurate retail inventory management ensure sufficient stock availability?
6. What is the purpose of wholesale purchasing from manufacturers?
7. How does building customer loyalty contribute to business success?
8. What drives market competition and why is it beneficial for businesses?
9. What opportunities does cross-border trade provide for businesses?
10. How do sales forecasts help businesses plan for future revenue?

Exercise 6.

Translate the following sentences.

1. Our company is planning to expand into new markets for market expansion.
2. Effective merchandising strategies can attract more customers to the store.
3. We launched an e-commerce platform to sell our products online.

4. The packaging and labeling of our products are visually appealing.
5. Retail inventory management is crucial to ensure products are always available.
6. We made a wholesale purchase to stock up on products at a lower price.
7. Building customer loyalty is our priority through excellent service.
8. Market competition drives businesses to improve their offerings.
9. Cross-border trade allows us to reach customers in different countries.
10. Our sales forecast indicates a growth in revenue for the upcoming quarter.

Lesson 13

Wordlist

16. Advertising campaign - Рекламна кампанія
17. Brand awareness - Свідомість бренду
18. Market research - Дослідження ринку
19. Product placement - Розміщення продукту
20. Consumer behavior - Поведінка споживача
21. Pricing strategy - Стратегія ціноутворення
22. Promotional activities - Промоційні заходи
23. Target audience - Цільова аудиторія
24. Market segmentation - Сегментація ринку
25. Brand positioning - Позиціонування бренду
26. Customer satisfaction - Задоволеність клієнтів
27. Marketing campaign - Маркетингова кампанія
28. Product development - Розробка продукту
29. Competitive advantage - Конкурентна перевага
30. Market share - Частка ринку

Exercise 1.

Fill in the blanks with the appropriate words.

1. The company's _____ strategy helped it gain a larger market share.
2. We conducted extensive _____ to understand consumer preferences.
3. The new _____ was strategically placed at eye level to attract customers.
4. Our advertising _____ reached a wide target audience.
5. Customer _____ is crucial for building long-term relationships.

Exercise 2.

Match the English words on the left with their corresponding Ukrainian translations on the right.

- | | |
|-----------------------|------------------------|
| 1. Brand awareness | a. Канал дистрибуції |
| 2. Retail inventory | b. Роздрібний магазин |
| 3. Pricing strategy | c. Свідомість бренду |
| 4. Market competition | d. Прогноз продажів |
| 5. Supply and demand | e. Ринкова конкуренція |

Exercise 3.

Choose the correct English translation for each Ukrainian word or phrase. Select the letter (a, b, c, d, or e) corresponding to your answer.

1. Розширення ринку
 - a) Market expansion
 - b) Trade negotiations
 - c) Retail outlet
 - d) Wholesale purchase
 - e) Distribution channel
2. Торгові переговори
 - a) Market competition
 - b) E-commerce platform

- c) Sales forecast
 - d) Trade negotiations
 - e) Customer loyalty
3. Роздрібний магазин
- a) Product display
 - b) Packaging and labeling
 - c) Retail outlet
 - d) Cross-border trade
 - e) Supply and demand
4. Оптовий закуп
- a) Merchandising
 - b) Market expansion
 - c) Wholesale purchase
 - d) Brand awareness
 - e) Retail inventory
5. Канал дистрибуції
- a) Market competition
 - b) E-commerce platform
 - c) Distribution channel
 - d) Brand positioning
 - e) Product placement
6. Доставка товару
- a) Advertising campaign
 - b) Brand awareness
 - c) Market research
 - d) Merchandising
 - e) Customer satisfaction
7. Прогноз продажів
- a) Sales forecast
 - b) Target audience
 - c) Market segmentation
 - d) Competitive advantage
 - e) Market share
8. КЛІЄНТСЬКА ЛОЯЛЬНІСТЬ

- a) Customer loyalty
- b) Product development
- c) Promotional activities
- d) Brand positioning
- e) Market research

Exercise 4.

Complete the following dialogues by filling in the blanks with appropriate words or phrases related to marketing and business. Choose the most suitable option from the given choices. Write the letter (a, b, c, d, or e) corresponding to your answer.

Dialogue 1:

Customer: Excuse me, where can I find the new product launch event?

Salesperson: It will be held at the _____.

- a) retail outlet
- b) market competition
- c) distribution channel
- d) packaging and labeling
- e) advertising campaign

Dialogue 2:

Manager: We need to come up with a _____ to reach our target audience effectively.

Marketing Executive: I suggest launching an _____ on social media platforms.

- a) product display / competitive advantage
- b) pricing strategy / market research
- c) advertising campaign / e-commerce platform
- d) sales forecast / customer loyalty
- e) brand awareness / market segmentation

Dialogue 3:

Supplier: We can offer a special discount for _____ purchases.

Retailer: That sounds great! I'll place a(n) _____ right away.

- a) cross-border trade / market share
- b) wholesale purchase / order
- c) trade negotiations / supply and demand
- d) market expansion / customer satisfaction
- e) merchandising / brand positioning

Dialogue 4:

Manager: Our _____ shows that there is high demand for the new product.

Sales Representative: That's excellent! We should focus on _____ to maximize our sales.

- a) retail inventory / product placement
- b) promotional activities / target audience
- c) brand awareness / market research
- d) e-commerce platform / competitive advantage
- e) customer loyalty / market segmentation

Dialogue 5:

Entrepreneur: I'm planning to start an online business. Which _____ would you recommend?

Business Consultant: I suggest choosing a platform that provides a user-friendly interface and secure payment options. Consider using a reputable _____.

- a) market expansion / packaging and labeling
- b) advertising campaign / retail outlet
- c) distribution channel / merchandising
- d) e-commerce platform / market research
- e) supply and demand / trade negotiations

Dialogue 6:

Marketing Manager: We need to analyze consumer _____ to understand their preferences.

Data Analyst: Absolutely! We'll conduct extensive _____ and provide valuable insights.

- a) sales forecast / customer loyalty
- b) brand positioning / market competition
- c) market segmentation / market research
- d) product development / competitive advantage
- e) target audience / advertising campaign

Dialogue 7:

Business Owner: Our sales have been declining. How can we improve _____?

Sales Trainer: One effective way is to focus on enhancing _____ through excellent customer service.

- a) market share / merchandising
- b) packaging and labeling / market expansion
- c) customer loyalty / brand awareness
- d) retail inventory / distribution channel
- e) trade negotiations / product placement

Dialogue 8:

Marketing Executive: We should participate in trade shows and _____ to showcase our products.

Sales Manager: I agree. It's important to create a visually appealing _____ to attract potential customers.

- a) retail outlets / market research
- b) distribution channels / product display
- c) advertising campaigns / sales forecast
- d) merchandising / brand positioning
- e) cross-border trade / customer satisfaction

Exercise 5.

Task: Marketing Proposal.

You work as a marketing executive for a company that is launching a new product. Your task is to create a marketing proposal outlining the strategies and tactics to promote and position the product in the market. Write a written proposal addressing the following points:

1. Product Overview:

- Provide a brief description of the new product, its features, and benefits.
- Explain how the product fills a gap or meets a need in the market.

2. Target Audience:

- Identify the specific target audience for the product.
- Describe their demographic profile, interests, and purchasing behavior.
- Explain why this audience is a valuable segment to target.

3. Marketing Objectives:

- Outline the specific marketing objectives for the product launch.
- Clearly state what you aim to achieve in terms of sales, market share, brand awareness, or customer engagement.

4. Marketing Strategies:

- Describe the key marketing strategies to reach the target audience effectively.
- Explain how you plan to position the product in the market and differentiate it from competitors.
- Discuss the channels you will utilize to communicate with the target audience (e.g., online advertising, social media, traditional media, events).

5. Tactics and Execution:

- Provide a detailed list of tactics and activities to implement the marketing strategies.
- Include specific actions for each marketing channel or medium.

- Mention any partnerships, collaborations, or influencer marketing plans, if applicable.

6. Budget Allocation:

- Allocate a budget for the marketing activities, specifying the amount for each tactic or channel.

- Justify the budget allocation based on the expected reach, effectiveness, and ROI of each marketing effort.

7. Measurement and Evaluation:

- Explain how you will measure the success of the marketing campaign.

- Identify key performance indicators (KPIs) to track, such as sales figures, website traffic, social media engagement, or customer feedback.

- Discuss how you will evaluate the campaign's performance and make necessary adjustments if needed.

8. Timeline:

- Create a timeline that outlines the key milestones and deadlines for the marketing activities.

- Indicate the start and end dates for each phase of the campaign.

Remember to present your proposal professionally, ensuring clarity and coherence in your writing. Your proposal should showcase a thorough understanding of marketing principles and a strategic approach to promoting the new product.

Exercise 6.

Task: Marketing Research Questionnaire.

You are conducting marketing research for a company to gather insights and feedback from potential customers. Create a questionnaire consisting of ten questions that will help you understand the target audience's preferences, needs, and opinions related to the product or service. Design questions that are clear, concise, and focused on obtaining relevant information.

The sample of the questionnaire:

1. What is your age group?
 - a) 18-24
 - b) 25-34
 - c) 35-44
 - d) 45-54
 - e) 55 and above
2. What is your gender?
 - a) Male
 - b) Female
 - c) Other
3. Have you heard of our company/product before?
 - a) Yes
 - b) No
4. How likely are you to purchase our product/service in the next six months?
 - a) Very likely
 - b) Likely
 - c) Neutral
 - d) Unlikely
 - e) Very unlikely
5. What factors influence your purchasing decisions the most?
(Select all that apply)
 - a) Price
 - b) Quality
 - c) Brand reputation
 - d) Product features
 - e) Customer reviews
 - f) Convenience
 - g) Other (please specify) _____
6. Which marketing channels do you frequently use or engage with? (Select all that apply)
 - a) Social media

- b) Television
 - c) Radio
 - d) Print media (newspapers, magazines)
 - e) Online search
 - f) Word-of-mouth recommendations
 - g) Other (please specify) _____
7. What is the primary purpose of using our product/service?
- a) Meeting a specific need
 - b) Enhancing lifestyle
 - c) Entertainment
 - d) Solving a problem
 - e) Other (please specify) _____
8. How would you rate your satisfaction with similar products/services currently available in the market?
- a) Very satisfied
 - b) Satisfied
 - c) Neutral
 - d) Dissatisfied
 - e) Very dissatisfied
9. Are there any specific features or improvements you would like to see in our product/service?
10. Would you recommend our product/service to others?
- a) Yes, definitely
 - b) Yes, maybe
 - c) No

Thank you for taking the time to complete this questionnaire. Your feedback is highly valuable and will assist us in improving our product/service to better meet your needs.

Lesson 14

Exercise 1.

Practice your English conversational skills by imagining and writing out a dialogue for each of the following everyday

situations. Feel free to add additional details or characters to make the dialogues more engaging.

1. At a Restaurant:

You are ordering food at a restaurant. Write a dialogue between yourself and the waiter, including greetings, ordering food, and asking for the bill.

2. Asking for Directions:

You are lost and need directions to a nearby park. Write a dialogue between yourself and a passerby, including greetings, asking for directions, and expressing gratitude.

3. Shopping for Clothes:

You are at a clothing store, looking for a new shirt. Write a dialogue between yourself and a salesperson, including greetings, asking for assistance, describing your preferences, and making a purchase.

4. Booking a Hotel Room:

You are calling a hotel to book a room for your upcoming trip. Write a dialogue between yourself and the hotel receptionist, including greetings, inquiring about room availability, discussing price and amenities, and making a reservation.

5. Meeting a Friend:

You are meeting a friend at a café. Write a dialogue between yourself and your friend, including greetings, asking about each other's well-being, discussing plans or activities, and saying goodbye.

Exercise 2.

Task: Marketing Plan Presentation.

Instructions: Imagine that you are a marketing manager presenting a marketing plan to a group of stakeholders. Use the previous wordlist to create a presentation that highlights the key elements of the plan. Each slide should focus on a specific aspect of the marketing plan. Write a brief description of the content for each slide.

Slide 1: Introduction

- Introduce the marketing plan and its purpose.
- Provide an overview of the company and the product/service being marketed.

Slide 2: Market Analysis

- Present the findings of the market analysis, including market size, trends, and competition.
- Discuss the target audience and their characteristics.

Slide 3: Marketing Objectives

- Clearly state the marketing objectives, such as sales targets, market share goals, or brand awareness objectives.
- Explain how achieving these objectives will contribute to the overall success of the company.

Slide 4: Marketing Strategies

- Highlight the key marketing strategies to reach the target audience effectively.
- Discuss how the product/service will be positioned in the market and differentiated from competitors.

Slide 5: Marketing Tactics

- Provide an overview of the specific tactics and activities to be implemented.
- Mention the use of distribution channels, merchandising techniques, and sales forecasting.

Slide 6: Promotional Activities

- Discuss the planned promotional activities, including advertising, public relations, and digital marketing campaigns.
- Explain how these activities will create brand awareness and generate customer interest.

Slide 7: Customer Relationship Management

- Outline strategies for building and maintaining customer loyalty.
- Describe initiatives to enhance customer experience and foster long-term relationships.

Slide 8: Budget Allocation

- Present the budget allocated for the marketing plan.
- Break down the budget into different categories, such as advertising, promotions, and market research.

Slide 9: Timeline and Milestones

- Provide a timeline that shows the key milestones and deadlines for the marketing plan.
- Illustrate the sequence of activities and their expected durations.

Slide 11: Conclusion

- Summarize the main points of the marketing plan.
- Emphasize the anticipated impact of the plan on the company's growth and success.

Exercise 3.

Task: Word Association.

Instructions: For each word from the previous wordlist, write down the first word that comes to your mind when you see or hear it. Aim to associate a word quickly without overthinking. Write your word associations in a list format.

Word associations may vary from person to person based on personal experiences and individual thought processes. The given associations are just examples and do not represent definitive or universally accepted answers.

1. Market expansion - Growth
2. Trade negotiations - Bargaining
3. Retail outlet - Store
4. Wholesale purchase - Bulk
5. Distribution channel - Logistics
6. Merchandising - Display
7. Sales forecast - Projection
8. Customer loyalty - Repeat
9. Product display - Showcase
10. Packaging and labeling - Branding
11. Market competition - Rivalry

12. E-commerce platform - Online shopping
13. Supply and demand - Balance
14. Retail inventory - Stock
15. Cross-border trade - Import/export

Exercise 4.

Scenario: You are a business owner who wants to expand your wholesale and retail operations into the international market. Answer the following questions based on your knowledge of wholesaling and retailing in the international context.

1. What are the key factors to consider when choosing international markets for wholesaling and retailing?
2. How can you adapt your product assortment and pricing strategy to cater to the preferences and purchasing power of international customers?
3. What are the potential challenges you may face when dealing with international suppliers and manufacturers?

Lesson 15

Wordlist

1. Wholesale - Оптова торгівля
2. Supplier - Постачальник
3. Retailer - Роздрібний продавець
4. Inventory - Інвентар
5. Order - Замовлення
6. Bulk - Оптова кількість
7. Distribution - Дистрибуція
8. Warehouse - Склад
9. Price - Ціна
10. Delivery - Доставка
11. Catalogue - Каталог
12. Packaging - Упаковка
13. Logistics - Логістика
14. Merchandise - Товари

15. B2B (Business-to-Business) - Бізнес-бізнес

Exercise 1.

Match the following wholesale-related words with their definitions.

- a. Supplier
- b. Retailer
- c. Inventory
- d. Wholesale
- e. Order

Definitions:

- 1. A request to buy goods.
- 2. A business that sells goods to the public.
- 3. The act of buying or selling goods in large quantities.
- 4. A person or company that provides goods to retailers.
- 5. A large quantity of goods stocked for selling.

Exercise 2.

Fill in the blanks with the appropriate words to complete the sentences.

- a. A wholesaler sells goods to _____.
- b. Retailers buy products in _____ quantities.
- c. Wholesalers often offer _____ prices to retailers.
- d. Wholesalers need to manage their _____ to meet demand.
- e. Retailers place _____ to restock their inventory.

Exercise 3.

Write 5 sentences about the wholesaling and retailing. Use the wordlist.

Example: The wholesaler supplies products to retailers in large quantities.

Exercise 4.

Read the following short text and answer the questions below.

Text:

Sarah runs a wholesale business. She buys products in bulk from manufacturers and sells them to retailers. Her customers include small shops, supermarkets, and online sellers. Sarah keeps a large inventory to meet the demands of her customers. She also offers discounts to retailers who place regular orders.

Questions:

- a. What kind of business does Sarah run?
- b. Who are Sarah's customers?
- c. Why does Sarah keep a large inventory?
- d. What benefit does Sarah offer to retailers?

Exercise 6.

Scenario: You are a financial manager responsible for handling international payments for a company engaged in wholesaling and retailing. Answer the following questions related to international payments.

1. What are the different methods of international payment commonly used in wholesaling and retailing?
2. How can you mitigate the risks associated with currency fluctuations when making international payments?

Lesson 16.

Wordlist

1. Retail - Роздрібна торгівля
2. Store - Магазин
3. Customer - Клієнт
4. Sale - Розпродаж
5. Discount - Знижка
6. Cashier - Касир
7. Product - Товар
8. Shelf - Полиця

- 9. Shopping - Покупки
- 10. Receipt - Квитанція
- 11. Display - Виставка
- 12. Checkout - Каса
- 13. Shopping Cart - Кошик для покупок
- 14. Brand - Бренд
- 15. Loyalty - Лояльність

Exercise 1.

Match the following retail-related words with their definitions.

- a. Customer
- b. Store
- c. Sale
- d. Cashier
- e. Discount

Definitions:

- 1. A place where goods are sold to the public.
- 2. A person who handles payments and transactions at a store.
- 3. A reduction in the price of a product.
- 4. An event where products are sold at lower prices.
- 5. A person who buys goods or services from a store.

Exercise 2.

Fill in the blanks with the appropriate words to complete the sentences.

- a. A retail store is a place where customers can _____ goods.
- b. A cashier is responsible for handling _____ at the checkout counter.
- c. Many stores offer _____ during holiday seasons.
- d. Retailers focus on providing good customer _____.

e. Customers visit stores to _____ products they need.

Exercise 3.

Write 5 sentences using the wordlist.

Example: The store had a sale, and many customers visited to buy products at discounted prices.

Exercise 4.

Read the following short text and answer the questions below.

Text:

Mark works as a cashier at a retail store. He greets customers, scans their products, and collects payments. The store offers discounts on select items every Friday. Mark enjoys helping customers find what they need and ensures their shopping experience is pleasant.

Questions:

- a. What is Mark's job?
- b. When does the store offer discounts?
- c. What does Mark do to help customers?
- d. What is the goal of Mark's job?

Exercise 5.

Role Play. Imagine you are a customer visiting a retail store. Have a conversation with a store employee (another person or role-playing) discussing a product you are interested in, asking about any ongoing sales or discounts, and making a purchase.

Exercise 6.

Read and identify the purpose or intention behind each utterance in a dialogue, such as asking a question, giving a command, expressing an opinion, or showing agreement/disagreement.

Dialogue 1: Cultural Factors

Person A: Before expanding into international markets, we need to consider the cultural factors of each target market. It plays a crucial role in shaping consumer behavior and preferences. What cultural aspects should we research?

Person B: Absolutely. We should study the language spoken, cultural norms, values, and social customs. It's also important to understand their preferred communication styles and buying habits.

Person A: Right. For example, in some cultures, negotiation is a common practice while making business deals. We need to be aware of such nuances and adapt our strategies accordingly.

Dialogue 2: Marketing Adaptation

Person A: How can we adapt our marketing and promotional strategies to appeal to diverse international customer segments?

Person B: We should conduct thorough market research to understand the target market's preferences and expectations. This will help us tailor our messaging, packaging, and branding to resonate with their cultural sensitivities.

Person A: True. We might need to localize our advertising campaigns by using regional influencers, translating content, or incorporating culturally relevant symbols and imagery.

Dialogue 3: Localization and Customization

Person A: Why is localization and customization of products important in international markets?

Person B: Localization ensures that our products meet the specific needs and preferences of each market. By customizing features, packaging, or sizing, we can enhance their appeal and increase customer satisfaction.

Person A: That makes sense. For instance, in some countries, there may be regulations or preferences for certain product

specifications or ingredients. Adapting to those requirements will help us gain a competitive edge.

Dialogue 4: Supply Chain Considerations

Person A: What are the major logistics and supply chain considerations when operating in multiple international markets?

Person B: We need to assess transportation options, such as shipping, air freight, or local distribution partnerships. Additionally, customs regulations, import/export documentation, and warehousing facilities must be taken into account.

Person A: Absolutely. We should also consider the lead times for production, shipping, and customs clearance. Efficient supply chain management is vital to ensure timely delivery and minimize disruptions.

Grammar

Exercise 7.

Fill in the blanks with the appropriate words or phrases to complete each sentence correctly.

1. The store manager decided to _____ the prices of the products during the holiday season.
 - a) raise
 - b) rise
2. The customers were pleased with the _____ customer service they received at the clothing boutique.
 - a) excellent
 - b) excellently
3. The new shopping mall has a wide _____ of shops, ranging from clothing stores to electronics outlets.
 - a) variety
 - b) variation

4. The supermarket offers a _____ discount on all items purchased in bulk.
- a) significant
 - b) significantly
5. The cashier quickly _____ the transaction at the checkout counter.
- a) processed
 - b) processing
6. Online retailers often provide _____ shipping options to attract more customers.
- a) convenient
 - b) conveniently
7. The company is planning to _____ its product line to include more sustainable and eco-friendly options.
- a) expand
 - b) expanding
8. The store manager conducted a _____ inventory check to ensure accurate stock levels.
- a) thorough
 - b) thoroughly
9. The sales associate _____ recommended the latest smartphone to the customer.
- a) enthusiastically
 - b) enthusiastic
10. The retailer decided to _____ its storefront to create a more appealing shopping experience.
- a) renovate
 - b) renovation

Lesson 17.

Exercise 1. Read the following definitions and translate into Ukrainian.

1. Agreement: A legally binding understanding or arrangement between two or more parties that outlines their rights and obligations.
2. Contract: A formal written or verbal agreement between parties that establishes legal obligations and responsibilities.
3. Terms and Conditions: The specific details and provisions that govern the rights, duties, and responsibilities of the parties involved in a contract.
4. Parties: The individuals or entities that enter into a contract and are bound by its terms. They are often referred to as the "contracting parties."
5. Obligations: The duties and responsibilities that each party is required to fulfill under the terms of the contract.
6. Performance: The fulfillment or execution of the contractual obligations by the involved parties.
7. Breach: The violation or failure to fulfill the terms of the contract by one or more parties.
8. Termination: The act of ending or canceling a contract before its agreed-upon expiration date.
9. Legal: Pertaining to or in accordance with the law, ensuring compliance with legal requirements and standards.
10. Binding: Creating a legal obligation or commitment that must be honored by the parties involved.

Exercise 2.

Fill in the gaps with the appropriate words from the word bank:

Agreement, Terms and Conditions, Parties, Obligations, Breach, Termination, Legal, Binding, Consideration, Offer, Acceptance, Indemnification, Confidentiality, Dispute, Governing Law

1. The _____ between the two companies clearly outlined the rights and responsibilities of each party.
2. Both _____ agreed to the _____ before signing the contract.

3. Failure to fulfill the _____ stated in the contract may result in a _____.
4. The _____ provided a reasonable _____ to the client, and their _____ was promptly accepted.
5. The contract includes a _____ clause to protect the parties against any losses incurred during the project.
6. The _____ of sensitive information is crucial to maintain _____ between the parties involved.
7. A _____ arose regarding the interpretation of a specific clause in the _____.
8. In the event of a _____, the parties agreed to enter into _____ proceedings to resolve the matter.
9. The _____ stipulated that the _____ of the contract would be governed by the laws of the respective jurisdiction.
10. Both parties were fully aware that the contract was _____ and legally enforceable.

Exercise 3.

Match each word from the previous vocabulary list with its correct definition.

1. Agreement
2. Breach
3. Acceptance
4. Indemnification

Definitions:

- a) The act of compensating or protecting one party against losses, damages, or liabilities specified in the contract.
- b) The violation or failure to fulfill the terms of the contract by one or more parties.
- c) A legally binding understanding or arrangement between two or more parties that outlines their rights and obligations.

d) The explicit agreement by a party to the terms of an offer, resulting in the formation of a contract.

Exercise 4.

Fill in the blanks with the appropriate words from the wordlist.

1. The _____ clause in the contract provided the client with financial protection in case of unforeseen circumstances.
2. The party's failure to fulfill its _____ resulted in a _____ of the contract.
3. Both parties engaged in negotiations to reach an _____ on the terms and conditions.
4. The _____ of confidential information is a critical aspect of maintaining trust between the parties.
5. The _____ between the two companies was carefully reviewed by legal experts.
6. The contractor's _____ of the agreed-upon timeline constituted a _____ of the contract.
7. After careful consideration, the client provided _____ to the revised proposal.
8. The _____ clause provided protection to the company against any potential legal liabilities.

Exercise 5.

Identify a synonym and an antonym for each word from the previous vocabulary list.

1. Agreement
Synonym: Pact
Antonym: Disagreement
2. Breach
Synonym: Violation
Antonym: Compliance
3. Acceptance

Synonym: Approval

Antonym: Rejection

4. Indemnification

Synonym: Compensation

Antonym: Liability

Exercise 6.

Read and translate.

[Your Name]

[Your Company Name]

[Your Address]

[City, State, ZIP Code]

[Email Address]

[Phone Number]

[Date]

[Client's Name]

[Client's Company Name]

[Client's Address]

[City, State, ZIP Code]

Subject: Retailers' Contract

Dear [Client's Name],

This agreement ("Agreement") is entered into between [Your Company Name] ("Retailer") and [Client's Company Name] ("Client"), collectively referred to as the "Parties," effective as of [Effective Date].

1. Scope of Agreement

1.1 The Retailer agrees to supply the Client with specified merchandise/products in accordance with the terms and conditions outlined in this Agreement.

1.2 The Client agrees to purchase and sell the provided merchandise/products exclusively through their retail establishments.

2. Product Supply

2.1 The Retailer will provide the Client with a detailed product catalog or list, including descriptions, specifications, pricing, and any applicable terms.

2.2 The Retailer will make commercially reasonable efforts to ensure the availability and timely delivery of the products as agreed upon.

3. Orders and Delivery

3.1 The Client shall place product orders with the Retailer, specifying the desired quantity, delivery date, and any other relevant details.

3.2 The Retailer shall process the orders promptly and deliver the products to the Client's designated location(s) within the agreed timeframe.

4. Pricing and Payment Terms

4.1 The pricing for the products shall be as mutually agreed upon by both Parties.

4.2 The Client shall make payments to the Retailer within [number] days of receiving the products, in the agreed-upon currency and payment method.

4.3 Any additional taxes, customs duties, or shipping charges shall be borne by the Client.

5. Confidentiality

5.1 Both Parties acknowledge that during the course of this Agreement, they may have access to confidential information of the other Party. They shall treat such information as strictly confidential and shall not disclose or use it for any purpose other than the performance of this Agreement, unless required by law.

6. Term and Termination

6.1 This Agreement shall remain in effect for a period of [number] years, starting from the Effective Date, unless terminated earlier as provided herein.

6.2 Either Party may terminate this Agreement with written notice of [number] days to the other Party in the event of a material breach of this Agreement by the other Party.

7. Governing Law and Dispute Resolution

7.1 This Agreement shall be governed by and construed in accordance with the laws of [Jurisdiction].

7.2 Any disputes or claims arising out of or in connection with this Agreement shall be resolved through good-faith negotiations. If the dispute remains unresolved, it shall be referred to mediation or arbitration as per the mutually agreed-upon procedures.

Please indicate your acceptance of the terms and conditions of this Agreement by signing below. Upon execution, this Agreement shall constitute a legally binding contract between the Parties.

Thank you for your cooperation. We look forward to a mutually beneficial business relationship.

Sincerely,

[Your Name]

[Your Position]

Accepted and Agreed:

[Client's Name]

[Client's Position]

[Date]

Lesson 18.

Exercise 1.

Match the terms from the retailers' contract (from the previous lesson) with their definitions.

Terms:

1. Scope of Agreement
2. Product Supply
3. Orders and Delivery
4. Pricing and Payment Terms
5. Confidentiality
6. Term and Termination
7. Governing Law and Dispute Resolution

Definitions:

- a) The section that outlines the specific merchandise/products the Retailer agrees to supply to the Client.
- b) The provision that specifies the duration of the agreement and the conditions under which it can be terminated.
- c) The terms and conditions regarding the pricing of the products and the payment process.
- d) The agreement between the Parties on how disputes will be resolved and which laws will govern the contract.
- e) The Retailer's commitment to delivering the ordered products to the Client within the agreed-upon timeframe.

- f) The Client's obligation to place orders for products and the Retailer's responsibility to process and fulfill those orders.
- g) The requirement for both Parties to keep any confidential information disclosed during the contract period private and not disclose it to third parties

Exercise 2.

Answer the following questions based on the sample retailers' contract:

1. What is the purpose of the Agreement?
2. How does the Retailer ensure the availability of products for the Client?
3. What are the payment terms for the Client?
4. What is the significance of the confidentiality clause in the contract?
5. Can either Party terminate the Agreement before the specified term?

Exercise 3.

Role Play.

Act out a scenario where the Retailer and the Client negotiate specific terms within the retailers' contract. One person can play the role of the Retailer, and another person can play the role of the Client. Focus on discussing pricing, delivery terms, and any additional conditions both parties might want to include.

Exercise 4.

Clause Identification.

Identify the specific clauses or sections in the retailers' contract that address the following topics:

1. The duration of the agreement and conditions for termination.
2. The obligations and responsibilities of the Retailer in supplying products.

3. The Client's responsibility in placing orders and the Retailer's responsibility in delivering them.
4. The terms and conditions related to pricing, payment, and any additional charges.
5. The provisions regarding confidentiality and protection of sensitive information.

Exercise 5.

Critical Thinking and Analysis.

Analyze the retailers' contract and answer the following questions:

1. Are there any potential areas of concern or ambiguity in the contract? If yes, what are they, and how would you suggest addressing them?
2. What potential benefits does the inclusion of a governing law and dispute resolution clause provide for both the Retailer and the Client?
3. Why is it important to include a confidentiality clause in a retailers' contract? What types of information would typically be considered confidential in this context?

Exercise 6.

Contract Modification Exercise.

Imagine that both the Retailer and the Client want to make modifications to the existing contract. Choose one aspect of the contract (e.g., pricing, delivery terms, confidentiality) and propose a modification that would benefit both parties. Provide a written explanation justifying the proposed modification and how it would enhance the contract terms.

Grammar

Exercise 7.

Fill in the blanks with the appropriate form of the verb provided in parentheses.

1. The retailer _____ (deliver) the products to the client's store yesterday.
2. If the client _____ (place) a large order, the retailer will offer a discount.
3. Both parties _____ (agree) on the terms and conditions of the contract.
4. The breach of contract _____ (result) in legal consequences.
5. The pricing details _____ (discuss) during the negotiation phase.
6. The client _____ (make) the payment within the specified timeframe.
7. Confidential information _____ (treat) with utmost care and protection.
8. The governing law _____ (determine) the jurisdiction for resolving disputes.
9. The retailer and the client _____ (sign) the agreement last week.
10. The termination clause _____ (allow) either party to end the contract early.

Lesson 19.

Exercise 1.

Read and translate into Ukrainian 10 definitions related to "The terms of supply in accordance with international requirements":

1. Terms of Supply: The specific conditions and provisions that govern the supply of goods or services from one party to another.
2. International Requirements: Standards, regulations, or guidelines that are established at the international level and are applicable to various aspects of trade, including product quality, safety, packaging, labeling, and documentation.
3. Supply Chain: The sequence of activities involved in the production, procurement, storage, and distribution of goods or

services from the supplier to the end consumer, ensuring compliance with international requirements at each stage.

4. Incoterms: A set of standardized international trade terms that define the obligations, risks, and costs associated with the delivery of goods from the seller to the buyer.

5. Quality Control: The process of ensuring that the supplied goods or services meet the required quality standards and conform to the specifications outlined in international requirements.

6. Compliance: The act of adhering to or conforming with the rules, regulations, and standards set forth by international bodies or organizations.

7. Documentation: The paperwork, records, or electronic records that accompany the supply of goods or services and provide evidence of compliance with international requirements, including invoices, certificates of origin, packing lists, and shipping documents.

8. Packaging and Labeling: The process of appropriately packaging and labeling products to ensure they meet international requirements regarding safety, information disclosure, language requirements, and proper handling during transportation and storage.

9. Trade Regulations: Laws, policies, and measures implemented by governments to regulate and control international trade activities, including import and export restrictions, customs procedures, and product standards.

10. Harmonization: The process of aligning or standardizing regulations, requirements, and practices across different countries or regions to facilitate international trade and ensure consistency in the terms of supply.

Exercise 2.

1. What are the terms of supply, and why are they important in international trade?

2. What do international requirements refer to, and how do they impact the terms of supply?
3. How does the supply chain contribute to ensuring compliance with international requirements in the terms of supply?
4. What are Incoterms, and what role do they play in defining the obligations and risks in the terms of supply?
5. Why is quality control crucial in the context of international requirements and the terms of supply?
6. What does compliance mean in relation to international requirements and the terms of supply?
7. Why is documentation necessary in international trade, particularly in terms of supply and compliance with international requirements?
8. How does packaging and labeling affect compliance with international requirements and the terms of supply?
9. What are trade regulations, and how do they impact the terms of supply in international trade?
10. Why is harmonization important in international trade and the terms of supply, and how does it facilitate consistency and efficiency?

Exercise 3.

Read and answer the question "What types of the terms of supply are used in your country?"

- 1) FOB (Free On Board): FOB is a term used in supply chain management to indicate that the seller is responsible for delivering the goods to a designated port or location and covering the costs up until the point of loading them onto the vessel. After the goods are loaded, the responsibility transfers to the buyer.
- 2) Delivered at Place (DAP): DAP is a term that signifies the seller's responsibility to deliver the goods to a specific destination agreed upon with the buyer. The seller takes care of

all costs and risks until the goods are unloaded at the designated place of delivery, where the responsibility shifts to the buyer.

3) Cost, Insurance, and Freight (CIF): CIF is a term that indicates the seller's responsibility to arrange and pay for the costs, insurance, and freight necessary to deliver the goods to a specified destination. The seller takes care of the risks and costs until the goods are loaded onto the vessel for transportation.

4) CIP (Carriage and Insurance Paid): CIP is a term that signifies the seller's responsibility to arrange and pay for the costs of transportation and insurance to deliver the goods to a specified destination. The seller covers the risks and costs until the goods are delivered to the carrier or the point agreed upon with the buyer.

5) Ex-works (EXW): Ex-works is a term indicating that the seller's responsibility ends when they make the goods available at their premises or another agreed-upon location. The buyer assumes all risks and costs associated with transportation, including loading the goods onto the transportation vehicle.

6) DDP (Delivered Duty Paid): DDP is a term that signifies the seller's responsibility for delivering the goods to the buyer's designated location, including taking care of all costs, risks, and customs duties or taxes involved in the import process. The seller is responsible for the goods until they are delivered to the buyer.

These terms play crucial roles in determining the distribution of costs, risks, and responsibilities between buyers and sellers in supply chain transactions, ensuring clarity and understanding in international trade.

Exercise 4.

Find the correct answer.

Question 1: What does the term "FOB" stand for in supply chain management?

A) Free On Board

- B) Freight On Board
- C) Forward On Board
- D) Full Order Billing

Question 2: Which of the following terms refers to the responsibility of the seller to deliver goods to a specific destination?

- A) Ex-works (EXW)
- B) Cost, Insurance, and Freight (CIF)
- C) Delivered at Place (DAP)
- D) Carriage Paid To (CPT)

Question 3: Which term indicates that the seller is responsible for all costs and risks until the goods are delivered to the buyer's nominated place?

- A) Free Carrier (FCA)
- B) Cost and Freight (CFR)
- C) Delivery Duty Paid (DDP)
- D) Cost, Insurance, and Freight (CIF)

Question 4: What does the abbreviation "CIP" represent in terms of supply chain?

- A) Cost, Insurance, and Payment
- B) Carriage and Insurance Paid
- C) Carriage, Insurance, and Packaging
- D) Cost, Insurance, and Packaging

Question 5: Which term signifies that the seller is responsible for all costs and risks until the goods are loaded onto the vessel?

- A) Free Alongside Ship (FAS)
- B) Carriage and Insurance Paid To (CIP)
- C) Cost and Freight (CFR)
- D) Delivered Ex-Ship (DES)

Question 6: What does the abbreviation "DDP" stand for in supply chain logistics?

- A) Delivered Duty Paid
- B) Delivery Document Processing
- C) Direct Delivery Protocol

D) Duty and Documentation Process

Question 7: Which of the following terms indicates that the buyer bears all costs and risks after the goods have been delivered at the named place of destination?

- A) Free Carrier (FCA)
- B) Delivered at Place (DAP)
- C) Ex-works (EXW)
- D) Cost and Freight (CFR)

Question 8: What does the term "DAT" refer to in the context of supply chain terms?

- A) Delivered at Terminal
- B) Destination Arrival Time
- C) Delivery and Transport
- D) Documentation and Tracking

Question 9: Which term signifies that the seller fulfills their obligation to deliver when the goods have been made available at the named place of delivery?

- A) Delivered Duty Unpaid (DDU)
- B) Free On Board (FOB)
- C) Delivered Ex-Quay (DEQ)
- D) Ex-works (EXW)

Question 10: What does the abbreviation "DAP" represent in terms of supply chain management?

- A) Delivered at Port
- B) Delivery and Payment
- C) Direct Arrival Point
- D) Delivered at Place

Grammar

Exercise 5.

Read and translate the following reminder letter. Analyze the tenses used.

Subject: "Reminder: Outstanding Payment"

Dear [Recipient's Name],

I hope this letter finds you in good health. We are writing to remind you about the outstanding payment on invoice number [Invoice Number] dated [Invoice Date] with a total amount of [Total Amount]. As of the date of this letter, the payment is [Number of Days Late] days overdue.

We understand that sometimes delays can occur, but we kindly urge you to settle this outstanding amount as soon as possible to avoid any further complications. Your timely payment is crucial in maintaining a smooth and mutually beneficial business relationship.

Here are the payment details for your reference:

- Invoice Number: [Invoice Number]
- Invoice Date: [Invoice Date]
- Total Amount: [Total Amount]
- Due Date: [Due Date]

Please make the payment at your earliest convenience. You can send the payment to the following bank account:

- Bank Name: [Bank Name]
- Account Holder Name: [Account Holder Name]
- Account Number: [Account Number]
- Bank Address: [Bank Address]
- SWIFT/BIC Code: [SWIFT/BIC Code]

Additionally, if you have already made the payment, please accept our apologies for this oversight and kindly ignore this letter. However, if you have not, we request you to treat this matter with urgency and settle the outstanding amount.

If you have any questions or concerns regarding this payment reminder, please do not hesitate to contact our accounts department at [Accounts Department Phone Number] or [Accounts Department Email Address]. We are here to assist you and resolve any issues you might have.

Thank you for your immediate attention to this matter. We value your business and look forward to your prompt payment.

Sincerely,

[Your Name]
[Your Job Title]
[Your Company Name]
[Your Contact Information]

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