

Egzamin programowy przeznaczony dla studentów Wydziału Ekonomiczno – Socjologicznego po czterech semestrach nauki języka. Sprawdza znajomość struktur gramatycznych oraz umiejętność formułowania wypowiedzi pisemnych, czytania ze zrozumieniem i wnioskowania na poziomie B2.

EGZAMIN PROGRAMOWY Z TERMINOLOGIĄ EKONOMICZNĄ POZIOM B2

I. Read the following extract and do all the subsequent exercises:

Large companies routinely take advantage of the enormous potential of international markets. They simply budget for the expansion, spending whatever it takes to build the infrastructure to support future revenue. Entrepreneurs, on the other hand, have limited resources, few connections and tight budgets. When they go global, they need to be convinced that they are doing the right thing. They also need to stick with one guiding principle: grow as you go. In other words, finance global expansion as global revenue comes in - and not before. Why go global at all? One reason for many is that they must. These days, entrepreneurial companies are more likely to be selling products across geographic boundaries. By entering international markets, even very small companies can increase revenue significantly - as much as 50 percent can come from international markets. They can open their doors to global customers and by doing so they can boost market share.

Getting into foreign markets requires a minimal up-front investment, as well as decisions about which markets to enter and how best to do business in each - directly or through distributors. As a rule, small companies should select a first-priority region and focus on building operations there, rather than expanding into all regions at once. A company must then decide whether to do business directly in a given country or to work through distributors. Turning to a third party isn't necessary if you have regional experience in identifying resellers, negotiating deals with them, and working with them to produce sales. But know about what you don't know. If you don't have this expertise, don't be shy about buying from the outside.

Let global revenue pay for global growth. Try closing the first clients quickly by making deals as attractive as possible for them; they will serve as references for others. When others sign on, you can begin marketing and adding staff. If you go out and immediately hire a bevy of people, you'll go bust.

a) Decide whether the following statements are true or false placing the letter T or F next to them:

(10 x 1,5 = 15)

1. International markets are accessible only to big companies.
2. Invest as much as you can to go global.
3. Nowadays companies should expand the area of business activity.
4. Small businesses may face problems while entering new markets.
5. The only way to sell your product abroad is through distributors.
6. Before conquering new markets one ought to choose at least three or four countries.
7. If you are not an expert in international marketing, hire a specialist.
8. First of all, concentrate on getting a big number of customers.
9. Satisfied customers are an invaluable asset.
10. You can increase your human resources only if your financial condition is stable.

b) Find synonyms in the text of the following words and expressions:

(10 x 1,5 = 15)

1. the total amount of money for a specific purpose
2. to increase
3. money put in e.g. a business to bring profits
4. to go bankrupt
5. special knowledge or skills
6. basic facilities or services of a country, e.g. roads, water, power
7. firm in one's belief
8. the process or act of growing
9. covering, influencing or relating to the whole world
10. the owner or manager of a business enterprise

II. Complete each sentence with the correct word derived from the word in capitals:
(10 x 1,5 = 15)

1. A new campaign started yesterday to promote recycling.
ADVERTISE
2. Recent statistics show that unfortunately is on the rise again.
EMPLOY
3. A lot of money was spent on of the space programme.
DEVELOP
4. Everyone has a to keep our city clean.
RESPONSIBLE
5. She doesn't have the right to become a nurse.
QUALIFY
6. The two countries have overcome many of their differences.
CULTURE
7. The company's Financial proposed a plan to cut spending.
DIRECT
8. Our over the years has helped us build a good friendship.
CORRESPOND
9. The presidents of both countries signed an important trade
AGREE
10. Getting accurate is important to every journalist.
INFORM

III. Complete the dialogue with appropriate verb forms: (15 x 1 = 15)

INTERVIEWER: Well, perhaps you could begin by telling us a little bit more about your career history? And afterwards we 1) (move) on to your current job.

APPLICANT: Yes, of course. Well, I 2) (graduate) from Bologna University five years ago but during studies I 3) (work) briefly as an analyst in my uncle's consultancy firm.

I.: Uh, huh, And 4) you (manage) to find a job easily after leaving university?

A: Well, not really, I 5) (offer) a job in an Italian bank, but before that I

6) (look for) work for quite a long time. It 7) (not be) easy to find a job in Italy at that time, you know, but luckily the situation 8) (get) much better since then.

I: Yes, I see, so how long 9) you (work) at he bank?

A: Well, for about two years.

I: Two years... and why 10)you (leave)?

A: I enjoyed my time there a lot, but I 11) (want) the chance to do something more challenging in an international environment. Actually, it had been my dream to work in an international company since 12) (leave) school.

I: Well, you definitely 13) (apply) to the right place. So what did you do then?

A: Well, I decided 14) (take) a risk and move to London, which was about two years ago.

I: Did you have a job to go to in London?

A: No. I thought that it would be easier to find a job while I was actually living in London and after some months I found a job at a bank in the City where I 15) (work) now.

IV. Match the following business definitions:

(10 x 1 = 10)

- | | |
|---------------------|--|
| ___ 1. agenda | A. a talk to s potential employer |
| ___ 2. endorsement | B. a set of products |
| ___ 3. R&D | C. a business selling goods directly to the public |
| ___ 4. slush fund | D. the main office of an organization |
| ___ 5. headhunting | E. someone who owns shares in a company |
| ___ 6. retailer | F. research and development |
| ___ 7. headquarters | G. a well-known person advertises a product |
| ___ 8. range | H. the recruitment, esp. through an agency |
| ___ 9. interview | I. money collected for illegal purposes |
| ___ 10. shareholder | J. a list of subjects to be discussed at a meeting |

V. You have seen in 'Gazeta Wyborcza' an advertisement for a position you are interested in.

Write a covering letter to the company including the following information:

- *where you have heard about the position*
- *why you are interested in it and direct the reader to your qualities, skills or experience*
- *when you are available for interview*

(maks. 20)

VI. Match the following responses:

(10 x 1 = 10)

- | | |
|--|--------------------------------------|
| 1. Could you put me through to the extension 253? | A. Mostly dealing with the media. |
| 2. We cannot afford to employ any new personnel. | B. Can't complain. |
| 3. We have reduced customer complaints by 30%. | C. And what salary can I expect? . |
| 4. I've just been fired. | D. I'm afraid the number is engaged. |
| 5. Your job title will be "Regional Manager". | E. Sure, I'll just get a pen |
| 6. What are your duties as a Public Relations manager? | F. Really? How did you do it? |
| 7. Shall I give you a hand with this paperwork? | G. Yes, we have to cut costs |
| 8. Could you take a message for her, please? | H. Oh, dear, I'm sorry to hear it. |
| 9. How's your new business? | I. It's the best I've ever been to. |
| 10. Are you enjoying the conference? | J. Thank you. I'd appreciate it. |