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бизнеса и туризма*

Министерство науки и высшего образования Российской Федерации

**Федеральное государственное бюджетное образовательное учреждение
высшего образования
«Российский экономический университет имени Г.В. Плеханова»**

Кафедра бухгалтерского учета и анализа

ОЦЕНОЧНЫЕ МАТЕРИАЛЫ

по учебной дисциплине **Б1.О.03 ИНОСТРАННЫЙ ЯЗЫК**

Направление подготовки 38.03.02 Менеджмент

Направленность (профиль) программы Менеджмент на предприятиях ресторанно-гостиничного бизнеса и туризма

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ОЦЕНОЧНЫЕ МАТЕРИАЛЫ

по учебной дисциплине «Иностранный язык»

ПЕРЕЧЕНЬ КОМПЕТЕНЦИЙ С УКАЗАНИЕМ РЕЗУЛЬТАТОВ ОБУЧЕНИЯ И ЭТАПОВ ИХ ФОРМИРОВАНИЯ ПО ДИСЦИПЛИНЕ

| Формируемые компетенции (код и наименование компетенции) | Индикаторы достижения компетенций (код и наименование индикатора) | Результаты обучения (знания, умения) |
|---|--|---|
| УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах) | УК-4.1. Выбирает на государственном языке РФ и иностранном(-ых) языках коммуникативно приемлемые стиль и средства взаимодействия в общении с деловыми партнерами | УК-4.1. З-1. Знает нормы устной речи, принятые в профессиональной среде. УК-4.1. У-1. Умеет выбирать стиль общения на государственном языке РФ и иностранном языке применительно к ситуации взаимодействия. УК-4.1. У-2. Владет иностранным языком на уровне, необходимо и достаточном для общения в профессиональной среде. |
| | УК-4.2. Ведет деловую переписку на государственном языке РФ и иностранном(-ых) языках | УК-4.2. З-1. Знает нормы письменной речи, принятые в профессиональной среде. УК-4.2. У-1. Умеет вести деловую переписку на государственном языке РФ и/или иностранном языке. |
| | УК-4.4. Умеет выполнять перевод профессиональных текстов с иностранного(-ых) на государственный язык РФ и с государственного языка РФ на иностранный(-ые) | УК-4.4. З-1. Владет жанрами устной и письменной речи в профессиональной сфере. УК-4.4. У-1. Умеет выполнять корректный устный и письменный перевод с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный язык профессиональных текстов. |

МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ХАРАКТЕРИЗУЮЩИЕ ЭТАПЫ ФОРМИРОВАНИЯ КОМПЕТЕНЦИЙ

Перечень учебных заданий на аудиторных занятиях

Тема 1. Установление деловых контактов. Establishing business contacts.

Индикаторы достижения: УК-4.1, З-1

Вопросы для проведения опроса

1. Greetings.
2. Addressing people.
3. Introducing yourself.
4. Getting to the point.
5. Giving information.

Вопросы для проведения дискуссии

1. Finding information.
2. The importance of attending business networking events.
3. The first step in successful networking.
4. Getting social.
5. How to articulate your worth.
6. How to be helpful when you can.
7. The importance of following up.

Тема 2. Этикетные формы профессионального общения. Etiquette forms of professional communication.

Индикаторы достижения: УК-4.2, З-1

Темы для проведения собеседования

1. Determining the correct medium.
2. Deciding on the level of formality.
3. Adjusting one's tone.
4. Being respectful on the phone.
5. Considering timing.
6. Trying being concise but thorough.
7. Criticizing constructively.
8. Acknowledging others.

Тема 3. Планирование дня. Planning activities.

Индикаторы достижения: УК-4.1, У-1, УК-4.2, У-1

Вопросы для проведения опроса

1. Write down each day's tasks ahead of time.
2. Organize tasks in their order of priority.
3. Allocate time for your tasks.
4. Include some contingency time on your schedule.
5. Reevaluate the items on your planner.
6. Write a journal.

Тема 4. В офисе. At the office.

Индикаторы достижения: УК-4.1, У-1

Вопросы для проведения опроса

1. Establishing work zones.
2. Keeping workspace clean and tidy.

3. Setting key tasks.
4. Dialogue and teamwork.
5. Taking a few minutes to plan a day/week/month/year.
6. Taking breaks.
7. Stopping multitasking.

Тема 5. Карьера. The career ladder.

Индикаторы достижения: УК-4.1, У-1, УК-4.2, З-1

Вопросы для проведения опроса

1. Being specific about your goals.
2. Working smarter, not harder.
3. Maintaining modesty and accountability.
4. Mastering teamwork skills.
5. Being honest.
6. Learning the hard skills for the job.
7. Keeping goals in mind.

Тема 6. Процедура трудоустройства. Getting a job.

Индикаторы достижения: УК-4.4, З-1, УК-4.4, У-1

Темы для проведения собеседования

1. Using social media presence.
2. Highlighting transferable skills.
3. Using proper words.
4. Telling a compelling story in your cover letter.
5. Catching resume mistakes.
6. Preparing for an interview before getting it.

Вопросы для дискуссии

1. Learning foreign languages.
2. Getting a job.
3. Arranging a meeting.
4. Arranging presentations at exhibitions and fairs.
5. Arranging a business trip.
6. Visiting a factory.
7. Information about goods and services.
8. Producing goods.

Тема 7. Международные деловые контакты. International business activities.

Индикаторы достижения: УК-4.2, У-1

Вопросы для проведения опроса

1. The movement of goods from country to another (exporting, importing, trade)
2. Contractual agreements that allow foreign firms to use products, services, and processes from other nations (licensing, franchising)
3. The formation and operations of sales, manufacturing, research and development
4. Distribution facilities in foreign markets
5. A multi-domestic company with independent subsidiaries that act as domestic firms
6. Global operations with integrated subsidiaries
7. A combination of the multi-domestic company

Тема 8. Выставки и ярмарки. Exhibitions and fairs.

Индикаторы достижения: УК-4.1, З-1, УК-4.1, У-1

Вопросы для проведения опроса

1. Get the right people for the show.
2. Get staffing levels right.
3. Know what you're looking for.
4. Book meetings beforehand.
5. Ditch the pointless freebies.
6. Get your tech set-up right.
7. Design your lead capture form.
8. Set targets.
9. Have planning meetings beforehand.

Тема 9. Деловые переговоры. Business talks.**Индикаторы достижения: УК-4.4, З-1, УК-4.4, У-1****Темы для проведения собеседования**

1. Remember golden rules of business talks.
2. Articulate the problem.
3. Propose solution to the problem.
4. Determine your goals.
5. Be clear on what you want to accomplish.
6. Distinguish short-term and long-term objectives .
7. Learn the rules of the game.
8. In order to win be ready to play the whole game.
9. Do the legwork to justify your "asks".
10. Make sure you have a Plan B.
11. Your tactics without a Plan B.

Тема 10. Организация деловой поездки. Arranging a business trip.**Индикаторы достижения: УК-4.1, У-1, УК-4.1, У-2****Вопросы для проведения опроса**

1. Make your travel arrangements well in advance.
2. Select your accommodation based on both price and convenience.
3. Create an itinerary.
4. Research your destination.
5. Remember your electronics, accessories and travel documents.
6. Prepare for your meeting.

Тема 11. Прибытие. Отъезд. Arrival. Departure.**Индикаторы достижения: УК-4.2, У-1****Вопросы для проведения опроса**

1. Plan the trip.
2. Book yourself accommodation.
3. Take pictures of your credit cards, drivers license, and passport.
4. Scan or take photos of your receipts of the items you will be travelling with (luggage, gadgets etc) in case you need to make a claim.
5. Try not to overpack your working day with activities.
6. Pack lightly.
7. Resolving/managing the problems arriving at the airport and leaving it.

Тема 12. Поездка на предприятие. Visiting a factory.**Индикаторы достижения: УК-4.2, З-1, УК-4.2, У-1****Темы для проведения собеседования**

1. Factory organization.

2. Factory capacity: production planning board.
3. Factory working conditions and instructions.
4. Production equipment at the factory.
5. Warehouse and material inventory.
6. Production samples.

Тема 13. Controlling business.

Индикаторы достижения: УК-4.4, З-1

Вопросы для проведения опроса

1. Setting standards and objectives.
2. Measuring performance.
3. Analyzing performance.
4. Taking corrective action.
5. Navigating the management process.

Тема 14. Promotion of goods.

Индикаторы достижения: УК-4.4, З-1, УК-4.4, У-1

Вопросы для проведения опроса

1. Advertising.
2. Personal selling or telemarketing.
3. Publicity.
4. Short-term sales promotions.
5. Direct marketing.
6. Developing marketing strategy.

Тема 15. Making a contract.

Индикаторы достижения: УК-4.1, З-1, УК-4.1, У-1

Вопросы для проведения опроса

1. Essential elements of the contract
2. Negotiating the contract
3. Types of contracts
4. Contract templates
5. Contract management

Критерии оценки (в баллах):

- 1,2 балла выставляется обучающемуся, если он свободно владеет материалом по существу заданных вопросов, логично излагает мысли, проявляет способность аргументировать ответы, в соответствии с правилами изучаемого языка;
- 0,6 балла выставляется обучающемуся, если он владеет материалом в полном объеме, отвечает последовательно, демонстрирует умение сравнивать и обобщать теоретический материал, допускает лишь мелкие неточности, не влияющие на сущность ответа;
- 0,3 балла выставляется обучающемуся, если он знает материал курса дисциплины недостаточно полно, отвечает не всегда последовательно, сбивчиво и бессистемно при аргументации не ссылается на правила изучаемого языка;
- 0 баллов выставляется обучающемуся, если в ответе допущены значительные ошибки, свидетельствующие о недостаточном уровне его подготовки.

Задания для текущего контроля

Комплект практических заданий

Тема 1. Установление деловых контактов. Establishing business contacts.

Индикаторы достижения: УК-4.1, 3-1

Задание 1. Choose the right word.

1. This is a very (good, well) watch. 2. Which of your friends speaks English (good, well)? 3. My son knows German (bad, badly). 4. Mr. Petrov is a (good, well) engineer. 5. This park is very (good, well). I often go there on Sunday. 6. Do you answer your teacher's questions (good, well)? 7. My friend translates from English into Russian (good, well), but he translates from Russian into English (bad, badly). 8. I read English (good, well), but I write English (bad, badly). 9. This book is (bad, badly). Don't read it. 10. How is your daughter? She is quite (good, well), thank you.

Задание 2. Open the brackets using the proper forms of the verbs.

Basov: Hallo, (to be) that Lake and Co.? I'd like to speak to Mr. Lake.

Lake: Yes, Lake (to speak).

Basov: Good afternoon, Mr. Lake. This (to speak) Basov of Avtoexport. We (to see) your new model of cars lately and we (to be interested) in buying some of your new cars. Can you send us your offer?

Lake: I (to believe) we (to send) you our offer, Mr. Basov.

Задание 3. Retell the dialogue.

1. ___ Sunday my wife and I do not go ___ our offices. Sunday is our day off. ___ the morning we get 8 o'clock. 2. ___ breakfast we often go to see our friends. We are usually ___ home ___ the evening. Tell me ___ your day off, please. 3. Ann, look ___ the watch. It is already 8 o'clock. Get ___, wash, dress and eat. 4. Your bag is ___ the shelf. Take it ___ the shelf and go ___ school. 5. My friend and I work ___ this Ministry. We are engineers. The engineers ___ our office learn English. 6. We go ___ our lessons ___ Tuesday, Thursday and Saturday. 7. Our lessons begin ___ 8 o'clock. ___ the lessons we answer the teacher's questions and read English. 8. We do not speak Russian ___ our teacher ___ the lessons. ___ home we translate exercises ___ Russian ___ English and learn words.

Задание 4. Fill in the gaps and make up a dialogue based on the text.

I work ___ Machinoexport. A lot ___ foreign firms are interested ___ doing business ___ us. We have made some contracts ___ boilers ___ a new model lately. Our boilers are ___ great demand now, and we sell them ___ high prices. The other day Mr. Gray ___ Roberts & Co. came ___ Moscow to have talks ___ us. As soon as he came ___ Moscow he phoned our secretary and made an appointment ___ us ___ the next day. He came to see us ___ half ___ nine. We discussed a lot ___ different questions. Our terms ___ payment and delivery were acceptable ___ him. When the talks were over we asked Mr. Gray to have dinner ___ us ___ Saturday.

Задание 5. Choose the correct variant.

1. A museum should aim to _____ as well as educate.
a. enjoy b. entertain c. make fun of
2. _____, men still earn more than women.
a. in medium b. on average c. in the middle
3. He _____ the doctor's advice and had no further trouble.
a. followed b. gave c. did
4. The Jury decided that Walker _____ in self-defence.
a. had performed b. had behaved c. had acted
5. Many of our students enjoy outdoor _____ such as hiking or climbing.
a. actions b. activity c. activities

Задание 6. Choose the correct word.

1. In summer the children usually _____ at their grandmother's.
a. remain b. stay c. leave
2. Japan's low crime rate _____ the envy of the industrialized world.
a. remains b. stays c. keeps
3. The previous government _____ the economy in ruins.
a. remained b. left c. stayed
4. A few cows _____ on the farm to provide milk, cheese and cream.
a. are kept b. are remained c. are held
5. It goes without _____ that London is the best city in the world.
a. speaking b. saying c. telling

Задание 7. Choose the correct variant.

1. Julie, listen to this. It's Thursday evening and I _____ home really late from the club, and she _____ to me...
a. get... says b. am getting... is saying c. have got... has said
2. – Sorry, I haven't phoned. I lost my address book.
– Oh, you _____ your address book! Why don't you keep everything on the computer?
a. always lose b. are always losing c. has always lost
3. We can't leave a ten-year-old child on her own. What on earth _____ of?
a. are you thinking b. do you think c. have you thought
4. Don't ask him! He _____ really difficult at the moment.
a. is b. is being c. was
5. We _____ that you won't be disappointed with the performance of our new washing machine.
a. are guaranteeing b. guaranteed c. guarantee

Задание 8. Choose the correct variant.

1. The new equipment in the laboratory gave the chance to the scientist to put his ideas into _____.
a. action b. practice c. practise
2. Video classes give students the opportunity _____ their speaking skills.
a. to perform b. to act c. to practise
3. The Charity Foundation provides financial and _____ help for disabled children.
a. practice b. practised c. practical
4. My friend Oliver translates books _____ pleasure, not _____ money.
a. in b. because of c. for
5. Though the Ashers' house was quite _____ they couldn't receive so many guests at a time.
a. spacing b. spacious c. spaced

Задание 9. Open the brackets using the proper forms of the verbs.

Lake: Did you (to receive) our offer, Mr. Basov?

Basov: Not yet. When you (to send) it?

Lake: We (to send) it a week ago, I (to believe).

Basov: Then we must receive it today or tomorrow.

Lake: I (to think) so. How many cars-would you like to buy?

Basov: 5 or 6.

Lake: Good. And when you (to require) them?

Basov: In April or in May.

Lake: I (to believe) we can ship you the cars in April.

Basov: Thank you, Mr. Lake. Good-bye. Lake: Good-bye.

Задание 10. Translate into Russian.

1. Наша контора обычно отгружает оборудование вовремя. 2. Наша контора отгрузила оборудование в прошлом месяце. 3. Наша контора еще не отгрузила оборудование. 4. Наша контора может отгрузить оборудование в следующем месяце. 5. Наша контора собирается отгрузить оборудование через месяц.

Тема 2. Этикетные формы профессионального общения. Etiquette forms of professional communication.

Индикаторы достижения: УК-4.2, 3-1

Задание 1. Choose the correct variant.

1. Quite a number of countries refuse _____ Kosovo's independence.
a. to know b. to accept c. to recognize
2. Jerry sent the application form too late and missed the opportunity _____ to Great Britain to study in Sandhurst summer language school.
a. to go b. of going c. for going
3. The results of this work were _____ excellent but still better than last year.
a. by no means b. by all means c. at no means
4. Travellers to Africa are being _____ the danger of various exotic infections.
a. threatened of b. warned from c. warned about
5. He said that he _____ the same salary as his friends, but I don't think he tells the truth.
a. had got b. had

Задание 2. Choose the correct variant.

1. Many schools don't _____ the Internet.
a. make advantage of b. take advantage of c. possess advantage in
2. The publicity has _____ Jim Morrison's reputation.
a. raised b. increased c. enhanced
3. A line of US tanks slowly _____ .
a. ran b. moved out c. advanced
4. Bertha eventually _____ her goal of becoming a professor of mathematics.
a. reached b. obtained c. achieved

Задание 3. Choose the correct variant.

1. There is some _____ that the economy in Nicaragua is improving.
a. recognition b. evidence c. facts
2. Climate change could have disastrous _____ for the humanity.
a. consequences b. conditions c. results
3. Many people expressed _____ over moves to restore the death penalty.
a. attention b. attitude c. concern
4. As far as spelling _____ Ronald has never been a strong student.
a. is concerned b. concerns c. is taken

Задание 4. Choose the correct variant.

1. If we _____ inflation _____ , we actually spend less now.
a. make... an account b. take... for account c. take... into account
2. Home visits by staff are an _____ of the service.
a. integral part b. integral share c. integration part
3. There is nothing _____ this dress, but if you don't like the way it fits you, take it back to the shop.
a. wrongly with b. wrong with c. wrong about
4. Some aliens in Ireland have been _____ for months.
a. out of the work b. away from work c. out of work

Задание 5. Choose the correct tense form of the verb.

1. We were _____ when the telephone rang.
a. on the point of leaving b. at the point of leaving c. on the point to leave
2. Samantha Kelly kept walking _____ the hallway all night long thinking over the situation.
a. about and down b. along and up c. up and down
3. Our dependence _____ oil as a source of energy is absolutely enormous.
a. of b. on c. from
4. The relationship in our family is _____ mutual respect.
a. formed on b. founded from c. based on

Задание 6. Choose the correct variant.

1. When the old woman _____ the top of the stairs her heart was pounding.
a. achieved b. reached c. reached to
2. The Rubens Hotel in Amsterdam is _____ of the town centre.
a. within easy reach b. about close reach c. within a short distance
3. Medicine must be kept _____ of children.
a. out of reach b. away from reach c. out of the distance
4. You don't have to go to his office, you can _____ Mr. Black by telephone.
a. achieve b. obtain c. reach

Задание 7. Choose the correct words.

1. Cecily never imagined that it _____ so difficult to run for the Senate.
a. will be b. would be
2. Did he really tell you that he _____ you?
a. loves b. loved
3. The teacher explained to the pupils that the Earth _____ round the Sun.
a. goes b. went
4. James added that he really _____ the problem.
a. doesn't understand b. didn't understand
5. Alex said that he would meet us _____ again _____ at 6:30.
a. here... tomorrow b. there... the next day

Задание 8. Choose the correct variant.

1. Susanna said she _____ on holiday _____ .
a. is going... tomorrow morning
b. was going... the next morning
2. We expected that everybody _____ to support _____ candidate.
a. will come... this b. would come... that
3. Mother said that the children _____ sleeping _____ and asked us to turn down the music.
a. are... now b. were... then
4. We decided that if the weather _____ fine we _____ go to the country for a picnic _____ .
a. is... will... next Saturday b. was... would... the following Saturday

Задание 9. Choose the correct variant.

1. The assistant said that Mr. Saroyan _____ busy _____ .
a. was... at the time b. is... at the moment
2. We thought that the train from Riga _____ at 10:30.
a. arrives b. arrived
3. They announced that the plane _____ in 35 minutes and asked the passengers _____ their seats.
a. will be taking off... took b. would be taking off... to take
4. The lawyer advised us _____ the judge about our intentions.

- a. to inform b. should inform
 5. The secretary _____ to come later.
 a. said to us b. told us

Задание 10. Choose the correct variant.

1. The doctor warned the patient _____ again.
 a. didn't smoke b. not to smoke
2. The trade unions urged the workers _____ peacefully.
 a. to demonstrate b. demonstrated
3. Valerie encouraged _____ to take _____ job.
 a. her brother... that b. to her brother... this
4. They asked us _____ the window.
 a. not to open b. to not open
5. The CEO asked the assistant _____ him when the mail _____ .
 a. to inform... arrived b. inform... arrives

Тема 3. Планирование дня. Planning activities.

Индикаторы достижения: УК-4.1, У-1; УК-4.2, У-1

Задание 1. Fill in the gaps with prepositions.

1. The engineers ___ this office work every day. 2. We begin our work ___ 9 o'clock ___ the morning. 3. Our children sit down and put their books... the table. 4. Nick, don't take your books ___ the shelf. 5. My son goes ___ school ___ 8 o'clock. 6. Does Mike work ___ room 40? 7. I go ___ the Ministry ___ 8 o'clock. 8. Take my watch ___ the table and look ___ it. Tell me the time. 9. My wife and my children get ___ ___ 9 o'clock ___ Sunday. 10. ___ breakfast my wife takes our son ___ the nursery school and goes ___ the factory. 11. Take the letter my bag and put it ___ the desk. 12. Don't go ___ that room. 13. Jane, take the book ___ the shelf and come up ___ me. 14. Where is my spoon? It's ___ your cup. 15. ___ breakfast we eat cheese, bread and butter and drink tea. 16. Tell me ___ the engineers ___ your office.

Задание 2. Give some further information using the words on the topic.

1. Mr. Losev is my friend. He is an economist. He is a good economist. This is his office and that is his desk. He is not in the room now.
2. Ann is a student. She is a good student. She is in room 10 now. The room is large and good.
3. This woman is my wife. She is an engineer. She is at the office now.

Задание 3. Choose the correct form of the noun.

For the best taste choose chocolate with a high cocoa _____ (contents/content) – never _____ (fewer than/less than) 70 _____ (per cent/per cents) if possible. It goes without saying that you should also use other _____ (ingredient/ingredients) of the highest quality, too. If, for example, you are using _____ (a coffee/coffee) in your chocolate recipe, always use _____ (a strong/strong) fresh coffee. If you are making _____ (a cake/cake), use the right kind of _____ (flours/flour), and always weigh the ingredients on your kitchen _____ (scale/scales). Believe me, if you follow _____ (these/this) simple rules, the next time you bake a chocolate cake, there won't be a slice left over

Задание 4. Choose the correct word.

1. Larry _____ his mother's permission before he invited his friends to the villa. She felt hurt.
 a. must have asked b. should have asked c. needn't have asked
2. They _____ to stay at a hotel. Why didn't they stay with us? We have plenty of room in the house.
 a. didn't have to pay b. shouldn't have paid c. needn't have paid

3. It's your own fault that you are so tired, you _____ to bed so late.
 a. shouldn't have gone b. needn't have gone c. mustn't go
4. You _____ allow David to walk home from school every day on his own. He's far too young.
 a. shouldn't b. needn't c. don't have to
5. Bartholomew _____ his girlfriend in such a ruthless way. Now she feels hurt and is unlikely to come back to him.
 a. needn't have treated b. shouldn't have treated c. didn't have to treat

Задание 5. Choose the correct word.

1. We found the house very quickly. We _____ very hard.
 a. didn't have to look b. shouldn't have looked c. needn't have looked
2. While I was in the shop, the police took my car away and I _____ over USD 1000 to get it back.
 a. had to pay b. should pay c. must pay
3. You _____ your sister before you took her car. Now she is annoyed.
 a. must have asked b. should have asked c. had to ask
4. Children _____ respect their parents and elderly people.
 a. ought to b. have to c. can
5. Why are you drinking coffee in the lounge? You _____ be working now!
 a. ought to b. need to c. have to

Задание 6. Choose the correct variant.

1. They have just rung the school-bell, so the children _____ out of their classrooms in a minute.
 a. can b. should be c. will have to be
2. I've got a stomach-ache this morning. Seemingly I _____ too much of Indian food last night.
 a. might have eaten b. should have eaten c. didn't have to eat
3. Everything is going to be all right. If I were you I _____ stop worrying about it.
 a. must b. should c. would have to
4. I don't think you _____ offer him your help.
 a. will need b. have to c. should
5. Hurry up, Jennifer! You _____ be having a bath now. The taxi is coming in 20 minutes.
 a. can't b. mustn't c. shouldn't

Задание 7. Choose the correct modal verb.

1. We _____ go home at twelve because my mother wants the car back.
 a. have to b. should c. can
2. I think you _____ tell your parents you are going to be late. They'll be worried.
 a. can b. should c. have to
3. You _____ never do it again! It is very dangerous.
 a. must b. should c. have to
4. The manager suggested that we _____ try to find another hotel.
 a. may b. must c. should
5. Do you think I _____ tell my parents what happened? My father will be furious.
 a. have to b. need c. should

Задание 8. Choose the correct word.

1. Ann's friends wonder how she _____ to run the business and look after the children.
 a. manages b. copes c. can
2. The job requires someone with specialized scientific and _____ knowledge.
 a. technical b. technic c. technology

3. The parents asked their children to behave _____ .
a. closely b. properly c. thoroughly
4. We believe in investing in _____ research.
a. science b. scientific c. scientifical
5. Nowadays more and more people are _____ for holidays.
a. going aboard b. going abroad c. coming abroad

Задание 9. Choose the correct variant.

1. 1. Some theatres give _____ for children.
a. matinee performances b. morning performances c. matinee plays
2. They could see the airport _____ far below them.
a. burnt b. lit up c. switched on
3. I think you shouldn't take offence. I'm sure your brother did it _____ .
a. because of fun b. for fun c. for a fun
4. In this company the employees can have a holiday _____ .
a. twice a year b. twice in a year c. twice in year
5. We are _____ a partner in a new business venture.
a. looking for b. looking c. looking into

Задание 10. Choose the correct word.

1. The children were _____ before the beginning of the new school year.
a. exciting b. excited c. exhausting
2. The church tower is under _____ .
a. repair b. repairing c. repairs
3. The emergency services _____ to deal with natural disasters of this kind.
a. are equipped b. are equipping c. are provided
4. It's no use _____ this work so late.
a. doing b. to do c. in doing
5. It's useless _____ this man. He is not a professional auditor.
a. to consult b. in consulting c. consulting

Тема 4. В офисе. At the office

Индикаторы достижения: УК-4.1, У-1

Задание 1. Change the sentences into plural.

1. There is a brown desk in this room. 2. There is a fork and a knife on the table. 3. There is a blue sofa in his room. 4. There was a telex on Mr. Zotov's desk. 5. There is a good exercise in this lesson. 6. There was an English book on the shelf. 7. There is a large kitchen in our flat. 8. There is a man and a woman in the room. 9. There is a new computer on the table. 10. There was a car in the parking lot.

Задание 2. Make up questions to which the words in bold type are answers.

1. There are **students** in this room (1). 2. There were **English books** on the shelf (2). 3. There is a **woman** in the kitchen (1). 4. There was a **computer** on the table. (1). 5. There are **good texts** in this book (2).

Задание 3. Translate into English.

1. Эти экономисты сейчас много работают. 2. В Омске было мало заводов в 1945 году. 3. У нас мало сыра сегодня. 4. Мои дети не пьют много кофе. 5. В чайнике немного чая. 6. Многие люди пьют кофе за завтраком. 7. Много было студентов на уроке в прошлую среду? 8. В этом ломе немного трехкомнатных квартир. 9. Мой сын мало читает по-английски. 10. В нашей конторе работает мало экономистов. 11. К сожалению, у меня

сейчас очень мало времени. 12. На нашей фирме работает мало менеджеров. 13. Сегодня на стоянке много машин.

Задание 4. Put in *a lot of*, *many* or *much*.

A: There are a lot of athletes taking part in these Students Olympics, aren't there? And there's been _____ interest.

B: Our runners haven't won _____ medals, have they?

A: Well, not as _____ medals as last time. But there are still _____ events to come.

B: Unfortunately I haven't got _____ time for watching sport at the moment. I'm rather busy.

A: Well, I'm hoping to get a ticket for the weekend. But there aren't _____ seats left, I hear.

B: I heard the cheapest ticket is £ 25. That's too _____ in my opinion.

Задание 5. Choose the right variant.

1. 1. Helen _____ to the children while Benjamin _____ .

a. read... washed up b. was reading... was washing up

2. Yesterday I _____ the essay for 3 hours!

a. wrote b. was writing

3. She _____ very badly whenever she stayed at her aunt's.

a. slept b. was sleeping

4. I _____ trouble with that car the whole of the time I owned it.

a. was having b. had

5. The company _____ trouble with that department at the time.

a. had b. was having

Задание 6. Choose the correct variant.

1. _____ seems to be a traffic jam downtown on Old Hope Road.

a. it b. there

2. _____ an honour that Professor Alexander Belov is attending the conference.

a. it is b. there is

3. _____ surprising if the two countries don't reach an agreement soon.

a. it will be b. there will be

4. _____ hope of getting money for the research.

a. there is no b. it is no

5. _____ no good getting annoyed. That won't help solve the problem.

a. it is b. there is

Задание 7. Choose the correct variant.

1. Take a taxi. _____ a long way to the station.

a. there is b. it is

2. _____ any truth at all in that newspaper article.

a. there wasn't b. it wasn't

3. _____ several accidents this week.

a. there have been b. it has been

4. _____ raining since Monday.

a. there has been b. it has been

5. _____ any problem with my ticket?

a. will there be b. will be there

Задание 8. Choose the correct variant.

1. _____ no point in doing this work.

a. there is b. it is

2. You do this work at the expense of your health. _____ not worth it!

- a. it is b. there is
3. Is _____ the eighteenth today? – No, the seventeenth.
- a. it b. there
4. Someone is injured. _____ an accident.
- a. there has been b. it has been
5. _____ a picture on the wall. _____ an abstract painting.
- a. there is... it is b. it is... there is

Задание 9. Choose the correct variant.

1. _____ time to finish our discussion after classes.
- a. there will be b. it will be
2. Why _____ so many police there?
- a. are there b. is it
3. _____ going to be a bus strike next week.
- a. there is b. it is
4. _____ time to go to bed?
- a. is it b. is there
5. Look! The sky is cloudy. _____ going to rain.
- a. it is b. there is

Задание 10. Choose the correct variant.

1. _____ everyone here now? We'll start the tour straight away then.
- a. is b. are c. does
2. There is hardly _____ to be seen on the streets of the centre after dark.
- a. anybody b. nobody c. somebody
3. Peter decided that he needed to do _____ with his life.
- a. constructive something b. something constructive c. everything constructive
4. The kidnap victims were blindfolded, driven into the country and thrown from the car miles from _____.
- a. somewhere b. anywhere c. nowhere
5. The mayor is caught in the city traffic. We've _____ got to find a way to get her here fast.
- a. somehow b. anyhow c. nohow

Тема 5. Карьера. The career ladder

Индикаторы достижения: УК-4.1, У-1; УК-4.2, 3-1

Задание 1. Make up questions to which the underlined words are answers.

1. Our office sells a lot of different goods to foreign firms (3). 2. Our director usually receives businessmen at half past ten (3). 3. Our engineers must send three enquiries to foreign firms today (5). 4. The secretary usually brings the mail to our director at 9 o'clock. (4). 5. Our country buys a lot of different equipment from Great Britain. (3).

Задание 2. Change the place of the compliment where it is possible.

1. I cannot give you his telephone-number. 2. This is Mike's watch. Give it to him. 3. Take that book off the table and give it to me, please. 4. I'd like to read this telex to you. 5. When can you send us your answer? 6. We write letters to foreign companies every day. 7. The secretary brings telexes to the director every day. 8. We can send our goods to the firm this week.

Задание 3. Choose the correct form of the noun.

In today's Cookery Corner I'd like to address a request from Mrs. Parkinson for _____ (an information/information) about which of _____ (chocolate/chocolates) to use in cooking. Well, Mrs. Parkinson, my _____ (advice is/advice are) always to use the best possible chocolate you can find. It is the same principle as with _____ (wines/wine): in cooking always

use _____ (an equivalent quality/equivalent quality) to what you eat or drink. With _____ (a chocolate/chocolate), the reason for this is that higher quality chocolate will always give your cakes and sweets _____ (better/a better) taste. To judge the quality of chocolate, look at _____ (the amount of/the number of) cocoa in the chocolate. Good quality chocolate has more cocoa solids and _____ (less sugar/fewer sugars).

Задание 4. Choose the correct variant.

16. Judith felt much better by the weekend, so we _____ her shopping for her.
a. didn't have to do b. needn't have done c. mustn't do
- Service was included in the bill, so you _____ the waiter. It was a waste of money.
a. needn't have tipped b. didn't have to tip c. mustn't have tipped
- You _____ a coat. Look what a lovely day it is!
a. needn't have brought b. didn't have to bring c. couldn't have brought
- Laura _____. After driving at top speed she arrived half an hour early.
a. needn't have hurried b. needn't hurry c. didn't have to hurry
- You _____ tell Schumacher what happened to his car. He would never forgive us.
a. needn't to b. mustn't c. needn't

Задание 5. Put in the verbs from the list below. Use the Future Simple or the Present Simple.
get, come, remind, make, know, post, receive

A: What about my money?

B: I'll send the cheque to you as soon as I have it.

A: Why can't you write me a cheque now?

B: The manager writes the cheques. He's away until Tuesday. I can't do anything until he _____ back. When he _____ in on Tuesday morning, I _____ him about it. I _____ sure that he _____ you want the money immediately. If I _____ the cheque first class, you _____ it on Wednesday.

Задание 6. Choose the correct words.

6. Do you smoke? – I _____, but I quit.
a. used to do b. used to
- Ben and Vera _____ at the camp for a week.
a. stayed b. used to stay
- The Earth _____ round the Sun.
a. goes b. used to go
- _____ to play computer games when you were a child?
a. did you used b. did you use
- When they went to the seaside last summer they _____ go for a swim every morning.
a. used to b. would

Задание 7. Choose the correct words.

- Mr. Brown _____ jog every morning, but now he is too old to do it.
a. used to b. didn't
- There was an eclipse of the sun yesterday. Unfortunately I didn't even _____ it.
a. use to see b. see
- He never _____ to "Club 13".
a. used to go b. didn't go
- An acquaintance of mine _____ to drink a lot, but now he has given up this vicious habit.
a. used b. would
- The Berlinghettis _____ to make scenes in public.
a. didn't used b. didn't use

Задание 8. Choose the correct words.

1. Probably, Jessica _____ on Friday morning.
a. comes b. will come
2. Perhaps I _____ recognize Julia Andrews. I haven't seen her for ages.
a. won't b. don't
3. Brenda is not convinced that her friend _____ the exam next Tuesday.
a. passes b. will pass
4. Nancy and David's wedding _____ place at St. Peter's Church of San Diego on Sunday.
a. will take b. takes
5. The more you _____, the better your spelling will be.
a. will read b. read

Задание 9. Choose the correct words.

1. Whenever his friends _____, he is glad to see them.
a. call in b. will call in
2. My friend Ian _____ in London for a long time.
a. is b. will be
3. We wonder when we _____ a pay rise.
a. will have b. have
4. Whatever place of interest in London you _____, you will like it.
a. visit b. will visit
5. The train from Mogadishu _____ at 10 o'clock.
a. will arrive b. arrives

Задание 10. Choose the correct words.

1. I will explain everything to Morgan on condition he _____ to me carefully.
a. listens b. will listen
2. My girlfriend _____ 25 next week.
a. is b. will be
3. I expect that you _____ this work in time.
a. do b. will do
4. _____ you lend me this book please?
a. will b. do
5. Margaret does not know when she _____ to the theatre.

Тема 6. Процедура трудоустройства. Getting a job.

Индикаторы достижения: УК-4.4, 3-1; УК-4.4, У-1

Задание 1. Change the sentences into negative and interrogative (special questions).

1. They discussed the terms of delivery with them last week.
2. They received this flat five years ago.
3. She bought this computer last Sunday.
4. His son went to the nursery school last year.
5. The director of the factory was at our office yesterday.
6. He spoke at the meeting about it.
7. They came home at a quarter to eleven.
8. I sent her a letter the other day.

Задание 2. Choose the correct words.

1. The coat you are wearing _____ the one you bought last year at Harrods'.
a. is similar to b. is similar with
2. _____ the price _____ reliable the product.
a. the higher... the more b. a higher... a more
3. We can't do crosswords _____ as you do.
a. as quickly b. quicker
4. Toledo is twice _____ your city.

- a. as old as b. older than
5. Blue Mountain is one hundred feet _____ Machu Picchu.
a. as high as b. higher than

Задание 3. Make up texts based on the answers to the questions.

1. Who is director of your office? 2. When does he discuss business with you and other engineers? 3. Whom does your director receive at his office? 4. What does he discuss with them? 5. What language does he speak with foreign businessmen? 1. What's your secretary's name? 2. What does she bring to the director in the morning? 3. What does she bring you and other engineers? 4. Does she usually telephone other offices? 5. Who asks her to telephone other offices? 1. What are you? 2. What office do you work at? 3. Does your office buy or sell goods? 4. Must you receive foreign businessmen at your office? 5. What do you discuss with them? 6. What language can you speak with foreign businessmen?

Задание 4. Complete each sentence with the most suitable word.

1. Who is _____ – Jane or Allan?
a. more tall b. taller c. most tall
2. Joe is _____ of the students in the group.
a. the cleverest b. the most clever c. more clever
3. Which of these two dogs is _____ ?
a. friendlier b. friendlier c. most friendly
4. A Lexus is _____ than a Honda.
a. more expensive b. most expensive c. expensiver
5. The _____ instructions will be given at page 12.
a. further b. farther c. farthest

Задание 5. Complete each sentence with the most suitable word.

1. The children were playing in the _____ corner of the garden.
a. farthest b. farther c. farest
2. Connie walks _____ because she has just had an operation.
a. more slow b. more slowly c. slowlier
3. John's grades are really bad. – Yes, but Tom's are even _____ .
a. worst b. badder c. worse
3. I think we have _____ money than you.
a. least b. fewer c. less
5. Our new house has _____ space than the old one.
a. a lot more b. more of c. most

Задание 6. Complete each sentence with the most suitable word.

1. The northern part of Canada generally receives _____ snow than the southern part.
a. much more b. much most c. so much
2. You should get off at the _____ stop.
a. next b. nearest c. nearer
3. Mrs. Parkinson has got two sons: George and Ronald. The former already works, the _____ is still a student.
a. latter b. last c. later
4. Have you heard the _____ news? It's awful.
a. last b. latest c. late
5. You can find this place _____ if you have a map.
a. more easily b. easilier c. most easily

Задание 7. Complete each sentence with the most suitable word.

1. Today you seem _____ than you were yesterday.
a. more happy b. happier c. happiest
2. These tomatoes are _____ than the ones I saw in Sainsbury's.
a. more red b. redder c. little red
3. Now we will have to think of a _____ method.
a. better b. gooder c. best
4. Nowadays people use electric appliances much _____ than thirty years ago.
a. more oftener b. often c. more often
5. People believe they will live better in the _____ future.
a. nearest b. nearer c. near

Задание 8. Choose the correct words.

1. More _____ 80 percent of the students passed the test.
a. than b. that
2. Are you _____ Burney?
a. the same age as b. so old as
3. The harder we studied _____ we got.
a. the more confused b. more confused
4. _____ all the cities I have visited, I like London best.
a. of b. from
5. The more it snowed, _____ .
a. the colder it got b. it got colder

Задание 9. Choose the correct words.

1. Belinda is more thorough _____ her co-workers.
a. than b. as
2. The _____ my friend complains the _____ people listen.
a. more... less b. much... little
3. July is the hottest _____ all the months in Zimbabwe.
a. of b. from
4. Please come _____ soon _____ possible.
a. as... as b. as... than
5. We have _____ opinion about this film _____ you.
a. the same... as b. the same... than

Задание 10. Choose the correct words.

1. To my mind *Slaughterhouse 5* by Kurt Vonnegut Jr. is _____ thrilling of his books that I have read.
a. the most b. a most
2. *Look Homeward, Angel* by Thomas Wolfe is _____ fascinating book about life in America. You must read it, Emma.
a. most b. a most
3. The previous grammar test was not _____ difficult _____ this one.
a. so... as b. more... as
4. The rescue workers did their _____ to help Chinese people after the earthquake.
a. better b. best
5. What an awful film! It is _____ interesting one by this famous film director.
a. the least b. less

Тема 7. Международные деловые контакты. International business activities.

Индикаторы достижения: УК-4.2, У-1

Задание 1. Open the brackets using the proper forms of the verbs.

Lake: Did you (to receive) our offer, Mr. Basov?
 Basov: Not yet. When you (to send) it?
 Lake: We (to send) it a week ago, I (to believe).
 Basov: Then we must receive it today or tomorrow.
 Lake: I (to think) so. How many cars-would you like to buy?
 Basov: 5 or 6.
 Lake: Good. And when you (to require) them?
 Basov: In April or in May.
 Lake: I (to believe) we can ship you the cars in April.
 Basov: Thank you, Mr. Lake. Good-bye. Lake: Good-bye.

Задание 2. Translate into Russian.

1. Наша контора обычно отгружает оборудование вовремя. 2. Наша контора отгрузила оборудование в прошлом месяце. 3. Наша контора еще не отгрузила оборудование. 4. Наша контора может отгрузить оборудование в следующем месяце. 5. Наша контора собирается отгрузить оборудование через месяц.

Задание 3. Choose the correct variant.

- Many schools don't _____ the Internet.
 a. make advantage of b. take advantage of c. possess advantage in
- The publicity has _____ Jim Morrison's reputation.
 a. raised b. increased c. enhanced
- A line of US tanks slowly _____ .
 a. ran b. moved out c. advanced
- Bertha eventually _____ her goal of becoming a professor of mathematics.
 a. reached b. obtained c. achieved
- Quite a number of countries refuse _____ Kosovo's independence.
 a. to know b. to accept c. to recognize

Задание 4. Choose the correct variant.

- There is some _____ that the economy in Nicaragua is improving.
 a. recognition b. evidence c. facts
- Climate change could have disastrous _____ for the humanity.
 a. consequences b. conditions c. results
- Many people expressed _____ over moves to restore the death penalty.
 a. attention b. attitude c. concern
- As far as spelling _____ Ronald has never been a strong student.
 a. is concerned b. concerns c. is taken
- Jerry sent the application form too late and missed the opportunity _____ to Great Britain to study in Sandhurst summer language school.
 a. to go b. of going c. forgoing

Задание 5. Choose the correct variant.

- If we _____ inflation _____ , we actually spend less now.
 a. make... an account b. take... for account c. take... into account
- Home visits by staff are an _____ of the service.
 a. integral part b. integral share c. integration part
- There is nothing _____ this dress, but if you don't like the way it fits you, take it back to the shop.
 a. wrongly with b. wrong with c. wrong about
- Some aliens in Ireland have been _____ for months.
 a. out of the work b. away from work c. out of work

5. The results of this work were _____ excellent but still better than last year.
a. by no means b. by all means c. at no means

Задание 6. Choose the correct tense form of the verb.

1. We were _____ when the telephone rang.
a. on the point of leaving b. at the point of leaving c. on the point to leave
2. Samantha Kelly kept walking _____ the hallway all night long thinking over the situation.
a. about and down b. along and up c. up and down
3. Our dependence _____ oil as a source of energy is absolutely enormous.
a. of b. on c. from
4. The relationship in our family is _____ mutual respect.
a. formed on b. founded from c. based on
5. Travellers to Africa are being _____ the danger of various exotic infections.
a. threatened of b. warned from c. warned about

Задание 7. Choose the correct variant.

1. When the old woman _____ the top of the stairs her heart was pounding.
a. achieved b. reached c. reached to
2. The Rubens Hotel in Amsterdam is _____ of the town centre.
a. within easy reach b. about close reach c. within a short distance
3. Medicine must be kept _____ of children.
a. out of reach b. away from reach c. out of the distance
4. You don't have to go to his office, you can _____ Mr. White by telephone.
a. achieve b. obtain c. reach

Задание 8. Choose the correct words.

1. Cecily never imagined that it _____ so difficult to run for the Senate.
a. will be b. would be
2. Did he really tell you that he _____ you?
a. loves b. loved
3. The teacher explained to the pupils that the Earth _____ round the Sun.
a. goes b. went
4. James added that he really _____ the problem.
a. doesn't understand b. didn't understand
5. Alex said that he would meet us _____ again _____ at 6:30.
a. here... tomorrow b. there... the next day

Задание 9. Choose the correct variant.

1. Susanna said she _____ on holiday _____.
a. is going... tomorrow morning
b. was going... the next morning
2. We expected that everybody _____ to support _____ candidate.
a. will come... this b. would come... that
3. Mother said that the children _____ sleeping _____ and asked us to turn down the music.
a. are... now b. were... then
4. We decided that if the weather _____ fine we _____ go to the country for a picnic _____.
a. is... will... next Saturday b. was... would... the following Saturday
5. He said that he _____ the same salary as his friends, but I don't think he tells the truth.
a. had got b. had

Задание 10. Choose the correct variant.

11. The assistant said that Mr. Ivanov _____ busy _____.

- a. was... at the time b. is... at the moment
2. We thought that the train from Riga _____ at 10:30.
a. arrives b. arrived
3. They announced that the plane _____ in 35 minutes and asked the passengers _____ their seats.
a. will be taking off... took b. would be taking off... to take
4. The lawyer advised us _____ the judge about our intentions.
a. to inform b. should inform
5. The secretary _____ to come later.
a. said to us b. told us

Тема 8. Выставки и ярмарки. Exhibitions and fairs.

Индикаторы достижения: УК-4.1, 3-1, УК-4.1, У-1

Задание 1. 1. Complete the sentences using one of these verbs in the correct form:

cause damage hold include invite make overtake show translate write

1. Many accidents are caused by dangerous driving.
2. Cheese _____ from milk.
3. The roof of the building _____ in a storm a few days ago.
4. There's no need to leave a tip. Service _____ in the bill.
5. You _____ to the wedding. Why didn't you go?
6. A cinema is a place where films _____.
7. In the United States, elections for President _____ every four years.
8. Originally the book _____ in Spanish and a few years ago it
9. We were driving along quite fast but we _____ by lots of other cars.

Задание 2. Write questions using the passive. Some are present and some are past.

1. Ask about the telephone. (when/invent?) – *When was the telephone invented?*
2. Ask about glass. (how/make?) – How...
3. Ask about Australia. (when/discover?)
4. Ask about silver. (what/use for?)
5. Ask about television. (when/invent?)

Задание 3. Put the verb into the correct form, present simple or past simple, active or passive.

1. It's a big factory. Five hundred people are employed (employ) there.
2. Water _____ (cover) most of the Earth's surface.
3. Most of the Earth's surface _____ (cover) by water.
4. The park gates _____ (lock) at 6.30 p.m. every evening.
5. The letter _____ (post) a week ago and it _____ (arrive) yesterday.
6. The boat _____ (sink) quickly but fortunately everybody _____ (rescue).
7. Ron's parents _____ (die) when he was very young. He and his sister _____ (bring) up by their grandparents.

Задание 4. Put the verb into the correct form.

1. I was born in London but I _____ (grow) up in the north of England.
2. While I was on holiday, my camera _____ (steal) from my hotel room.
3. While I was on holiday, my camera _____ (disappear) from my hotel room.
4. Why _____ (Sue/resign) from her job? Didn't she enjoy it?
5. Why _____ (Bill/sack) from his job? What did he do wrong?
6. The company is not independent. It _____ (own) by a much larger company.
7. I saw an accident last night. Somebody _____ (call) an ambulance but nobody _____ (injure) so the ambulance _____ (not/need).
8. Where _____ (these photographs/take)? In London? _____ (you/take) them?

Задание 5. Choose the correct tense form.

1. A fire protection device _____ a mechanism that reacts to smoke and heat.
a. has b. is having c. has had
2. It was after the Civil War ended that an assassin named John Wilkes Booth _____ Abraham Lincoln.
a. has killed b. had killed c. killed
3. Millions of people _____ Disney World in Orlando, Florida, since it opened.
a. had been visiting b. have visited c. will have visited
4. Gertrude Stein, a well-known American novelist, was born in 1874 and _____ in 1946.
a. had died b. died c. has died
5. Harry S. Truman assumed the presidency of the USA after F.D. Roosevelt _____ in office.
a. dies b. has died c. died

Задание 6. Choose the correct variant.

1. All I had for lunch was _____ of crisps.
a. a package b. a packet c. a packing
2. Neither Simon nor Sally _____ Spanish yet.
a. speak b. speaks c. don't speak
3. Both Latvia and Lithuania _____ members of the European Union.
a. is b. are c. are not
4. I don't feel _____ for a stroll in such rainy weather.
a. like going b. as going c. like to go
5. The main _____ on the agenda is the pay-roll dispute.
a. place b. piece c. item

Задание 7. Choose the correct variant.

1. We are doing _____ on the Queen's visit to China for the evening news.
a. a point b. a piece c. an item
2. _____ labour is a job which involves physical work using one's hands.
a. hand b. manual c. arms'
3. Children under 12 must be _____ by an adult.
a. followed b. seen off c. accompanied
4. Don't worry, Mrs. Parker, it will all become clear _____ of time.
a. at the course b. in the course c. in a course
5. They do _____ lunch for £ 5.
a. two-course b. a two-course c. two-course's

Задание 8. Choose the correct variant.

1. He spoke with considerable _____ about the importance of art and literature.
a. passionate b. passion c. fit of passion
2. You can _____ your English by reading and listening to the tapes.
a. improvise b. improve c. excel
3. There has been a big _____ in the children's behaviour.
a. improve b. improving c. improvement
4. The chief engineer described the process of producing this new material _____.
a. detail b. in detail c. in details
5. The tickets for the performance are _____ from the box office.
a. found b. acceptable c. available

Задание 9. Choose the correct variant.

1. Helen _____ to have a Halloween party at her house this year.

- a. suggested b. volunteered c. offered
2. The eruption of this volcano _____ states as far away as Montana with a fine layer of ash.
a. covered b. put c. protected
3. Was there anything _____ that you wanted to talk about?
a. particularly b. in particular c. of particular
4. The _____ rehearsal of the closing ceremony of World Youth Festival in Moscow attracted a lot of spectators.
a. final b. general c. dress
5. The drug is effective against _____ of bacteria.
a. a range b. a row c. an amount

Задание 10. Choose the correct word (Reported Speech).

1. The doctor said that the operation _____ a resounding success.
a. was b. had been
2. My friend claimed that he _____ with the problem in 2002 already.
a. dealt b. had dealt
3. The student answered that Kurt Vonnegut _____ in 1922.
a. was born b. had been born
4. Sophie exclaimed that she _____ Leon since they _____ from University.
a. had known... graduated b. knew... had graduated
5. The teacher stood up and announced that the party _____ over.
a. was b. had been

Тема 9. Деловые переговоры. Business talks.

Индикаторы достижения: УК-4.1, 3-1; УК-4.1, У-1

Задание 1. Open the brackets using the proper forms of the verbs.

1. Our manager (to be) abroad five years ago. 2. Mr. Brown (to be) in the Caucasus last year? 3. Our production manager (not yet to come) back. 4. The director (to go) already? 5. When your partner (to see) you last? 6. Our engineers just (to get) a letter from Bell & Co. 7. You (to take) any photographs while being on a business trip in south?

Задание 2. Translate from English into Russian.

1. The large scale transfer of ownership of industry from the public sector to the private sector has led to an important increase in the individual ownership of shares. 2. The distribution of government economic policy. 3. Present years have seen substantial changes in the occupational distribution of the labour force. 4. In many countries economic development has led to periods of rapid population growth.

Задание 3. Answer the questions.

1. Have you received our shipment of tires? 2. When did it arrive? 4. Did you get the invoice too? 4. Have you paid the invoice for the last shipment yet? 5. But why haven't I got the record of the payment?

Задание 4. Read the dialogue. Put 10 special questions on the dialogue.

Kozlov: There is another point. Your delivery dates don't suit us. We require the first parcel of 20 compressors a month after we sign the contract.

Lipman: So I understand that we are to ship the first parcel in December. And what about the remaining goods?

Kozlov: We can accept them in March.

Lipman: Very good. Well, Mr. Kozlov, as regards the terms of payment I hope you'll pay against shipping documents by a Letter of Credit. You are to open it with the London Bank after our fax that the goods are ready for shipment.

Kozlov: Quite right. I'll be glad to sign the contract when you get it ready.

Lipman: We can sign it tomorrow. I'll be glad, Mr. Kozlov, if you and Mr. Zotov join our Sales Manager and me for lunch after we sign the contract.

Kozlov: Thank you.

Lipman: So we hope to see you at our office at 12 tomorrow.

Kozlov: Good. See you tomorrow.

Lipman: Good-bye.

Задание 5. Make up a text based on the answers to the questions.

Задание 6. Choose the correct word.

- Nick _____ to find a permanent job for a considerable time.
a. have tried b. have been trying
- Indeed, he _____ for several companies on a temporary basis.
a. has already worked b. has already been working
- Lewis _____ Spanish a few months ago.
a. started learning b. have been learning
- Susanne _____ for a reply from the company for several weeks, but she _____ any answer yet.
a. has been waiting... hasn't received b. waited... didn't receive
- Larry _____ the Encyclopaedia Britannica in the reading room since 10 o'clock.
a. has been reading b. was reading

Задание 7. Open the brackets, using Past Simple or Present Perfect.

- I ___ English since 1991. (to study)
- We ___ English at school. (to study)
- From 1991 to 1992 Jim ___ as a customs officer. (to work)
- He ___ three hours ago and ___ yet. (to go out, to return)
- When he was a sales representative, he ___ twelve hours a day. (to work)
- I ___ very busy all this week. (to be)
- How many pages ___ you ___ yet? (to read)
- How much ___ you ___ at your present job? (to get)

Задание 8. Insert in the sentences the appropriate words which are given below:

| | | |
|---------|--------------|-------|
| after | since | many |
| long | before | never |
| of | by | yet |
| already | this morning | ever |

- Have you discussed the terms of delivery ___ ?
- They've ___ discussed the terms of payment?
- I've ___ been to Kiev.
- I haven't seen the Director ___ .
- Have you ___ been to Moscow?
- I'll have finished my work ___ 6 o'clock.
- Jane had completed the report ___ you left.
- How ___ have you been here?

Задание 9. Translate from English into Russian.

- Up to now we have tested five applications.
- Turnover has increased by 5 per cent this year.
- She has worked in the department for 10 years.
- Have you chosen an advertising agency yet?

Задание 10. Choose the correct word.

- I had a hard time taking notes at the lecture as the professor speaks exceedingly _____.
a. fastly b. fast
- Do you know if there are any _____ trains to Barcelona?

- a. fastly b. fast
3. I have never met a policeman who behaves _____ .
a. friendly b. in a friendly way
4. I have never met a _____ policeman.
a. friendly b. friendly
5. If this sportsman tries _____ he may succeed in breaking the world record.
a. hard b. hardly

Тема 10. Организация деловой поездки. Arranging a business trip

Индикаторы достижения: УК-4.1, У-1; УК-4.1, У-2

Задание 1. Match the verbs and nouns.

- | | |
|------------|----------------|
| 1. project | a) an impact |
| 2. target | b) an ad |
| 3. make | c) an image |
| 4. endorse | d) a campaign |
| 5. sponsor | e) an event |
| 6. launch | f) a brand |
| 7. run | g) a launch |
| 8. cancel | h) an audience |

Задание 2. Choose the best word for each gap.

1. Kitchen helpers are often young men or women taking the first steps in the long _____ to become cooks.
a) apprenticeship b) beverage c) category d) consultant
2. Many of the best cooks in the world came from _____ .
a) Asia b) Europe c) Africa d) America
3. Many universities now offer courses in restaurant _____ .
a) accounting b) management c) bookkeeping d) cleaning
4. It was a pleasure _____ business with you.
a) making b) having c) running d) doing
5. A _____ actually is a very important marketing tool.
a) tips b) appetizer c) menu d) dish

Задание 3. Choose the most suitable word for each gap:

1. A calorie is _____ unit of heat that is used to indicate the energy value of food.
a) an b) a c) the d) –
2. The daily menu offers _____ large number of different dishes.
a) – b) a c) the d) an
3. Perishable food must be used _____ it is fresh.
a) while b) in c) within d) at
4. Word-of-mouth recommendation is the most important means _____ merchandising restaurants.
a) of b) in c) at d) for
5. Direct and indirect costs _____ be considered in menu planning.
a) may b) need c) must d) could

Задание 4. Put these sentences in a logical order.

- 1 I paid my bill.
- 2 I checked in at reception.
- 3 I left the hotel.
- 4 I went up to my room.
- 5 I spent the night in the hotel.

- 6 I had an early morning call at seven o'clock.
- 7 I booked a room at the hotel.
- 8 I went out for dinner in a local restaurant.
- 9 I arrived at the hotel.
- 10 I got up and had a shower.
- 11 I had breakfast.
- 12 I tipped the porter who carried my luggage upstairs.

Задание 5. What would you say in these situations?

- 1 You want to stay in a hotel for two nights next week with your husband/wife. You phone the hotel. What do you ask or say?
- 2 You are at the hotel reception and you are planning to leave in about 15 minutes. What could you ask the receptionist?
- 3 You want to wake up at 7 a.m. but you don't have an alarm clock. What do you ask at reception?
- 4 You have a drink in the hotel bar. The barman asks how you want to pay. What's your reply?
- 5 When you turn on the shower in your room, the water comes out very slowly. What could you say at reception?
- 6 You want to go to the nearest bank but don't know where it is. What do you ask at reception?

Задание 6. Choose the best word for each gap.

1. Before any new restaurant opens, the ____ has decided on its basic character.
a) owner b) chef c) customer d) waiter
2. There are different kinds of ____; some are known by French terms – table d'hôte, a la carte du jour.
a) restaurants b) menus c) beverages d) foodservice
3. ____ is usually defined as indirect business costs of the business.
a) liabilities b) assets c) overhead d) expenses
4. Menus ____ include a variety of foods that appeal to customers in different ways.
a) must b) may c) can d) need
5. ____ include not only the food itself but also wages paid to employees.

Задание 7. Match 1-6 with a-f to make meaningful phrases.

- 1) to have
- 2) to be free
- 3) to lead
- 4) to keep
- 5) to cause
- 6) to be subject

- a) to maximum profits
- b) prices close to costs
- c) the right to own, control and dispose of real assets
- d) to buy, hire, and sell
- e) to laws and government regulations
- f) changes in market prices

Задание 8. Complete the sentences.

1. A period in which spending falls and unemployment rises is called _____ .
2. A stage during which people find job and begin to buy more products and services is called _____ .

_____ . 3. _____ is a period when employment is high and businesses turn out goods and services as fast as they can. 4. _____ is the point when business is bad and unemployment is high.

Задание 9. Choose the proper word from two variants in brackets.

1. The fashion for mini-skirt (increased/reduced) the demand for textile materials. 2. Even in (some/the same) middle-income countries many people are very poor. 3. Government regulations sometimes (decrease/impose) a change in (technology/quantity) that producers do not want to use. 4. Stabilization of prices is of great importance to industrial nations (as well/as well) the Third World countries. 5. Freeing up (освобождение) prices leads to their (decrease/increase).

Задание 10. Complete the sentences using comparative constructions with the words than or as.

Model: *We face the problem of surplus when supply is higher than demand. Market economic system is not so stable as command system. Producers supply as many goods as consumers are ready to buy.*

1. The market is in equilibrium when the demanded quantity is as large _____ 2. Prices rise when they are not so high _____ 3. Prices rise when they are lower _____ 4. We may have excess supply if prices are higher _____ 5. The demand for inferior goods at high incomes will not be as high _____

Тема 11. Прибытие. Отъезд. Arrival. Departure.

Индикаторы достижения: УК-4.2, У-1

Задание 1. Read the text. Give a headline to it. Make five special questions on the text.

Roberts and Company, a British firm, sent an enquiry for boilers to "Machinoexport". The buyers were interested in boilers of different models. "Machinoexport" received the enquiry from the firm and the President of our office asked Mr. Bunin to be ready for the talks.

On the 3rd of April Mr. Camp, a representative of Roberts and Co. came to Moscow. The next day he had a talk with Mr. Bunin and got the necessary materials from him. Mr. Camp and Mr. Bunin made an appointment for the 6th of April.

Задание 2. Read the dialogue. Put five special questions on the dialogue. Make up a text based on the contents of the dialogue.

Camp: Good afternoon, Mr. Bunin.

Bunin: Good afternoon, Mr. Camp. I hope you are having a good time.

Camp: Oh, yes. I like it here very much.

Bunin: Have you gone sightseeing yet?

Camp: Well, I've only been here since Tuesday and I haven't seen much yet. I was at the Tretyakov Gallery yesterday and I've just been to the Kremlin. It's wonderful.

Bunin: Glad to hear it. Now, what can I do for you?

Camp: I've gone through your catalogues and price-lists. I believe we can buy from you two boilers. Model PK-67 and three boilers Model BK-220. But your prices are too high, I'm afraid.

Bunin: I don't think so. We usually sell our boilers at these prices. They are in great demand, and we have sold a lot of them at these prices lately. I'm afraid we can't reduce them.

Camp: I see. And what about the terms of delivery?

Bunin: We can offer you the goods c.i.f. London.

Camp: Good, then we accept the terms.

Bunin: When do you require the boilers?

Camp: We'd like to have them in May.

Bunin: That's all right. We can ship them in May.

Camp: Fine. I'd like to contact my people and let them know your answer. Can I see you on Friday?

Bunin: Certainly. What time is convenient to you?

Camp: Any time you say.

Bunin: 11.30 then.

Camp: Very good. Good-bye.

Bunin: Good-bye.

Задание 3. Set all the possible questions.

1. We are interested in selling our mining equipment. 2. Our office is going to sell our new model of cars. 3. The secretary has made an appointment with Mr. Brown for 12 o'clock. 4. We were having talks when the secretary brought us the mail.

Задание 4. Divide these lines into words and say what factor they refer to.

To gather and analyse data

To understand and explain what people think about product or adverts

To find out about customer satisfaction

To predict how customers might respond to a new product on the market

Задание 5. Translate phrases into Russian. Mind prefixes.

a lot of unsolved problems, under unusual conditions, inaccurate amount, irregular form, impossible situation, to misunderstand the word, to reassemble the model, to reread the article, supernatural phenomenon, to overcool the substance, to overvalue the factor, semiconductor materials, semiautomatic machine-tools, intercontinental communication.

Задание 6. Read the words below and translate them into Russian. Define the parts of speech words in bold belong to.

to conduct a time service, a conductor of electricity, a semiconductor device, the conductivity of this metal, the conduction of electrons, good conductance, conducting capacity, to observe stars, an accurate observation, a careful observer, astronomical observatory instruments, an observable phenomenon, electric power, a power station, a powerful telescope, technical progress, highly skilled technician, modern technique

Задание 7. Use suffixes given below to form nouns. Translate the words.

-ist: physic(s), telegraph, special, social, economic

-er: transform, design, build, read, report, lectur(e)

-or: generat(e), escalat(e), construct, translate, act

-ing: engineer, build, read, draw, begin

-ment: measure, equip, employ, require, develop, manage, improve

-ion: construct, , illustrat(e), express

-ation: combin(e), inform, appl(y), accredit, confirm, implement, compete

-sion: divi(de), deci(de), conver

-ssion: transmit(t), permi(t), admi(t)

Задание 8. Translate word-combinations. Mind prepositions.

of: the pressure of water, to speak of something, one of them

to: to show to the students, to go to the plant, to turn to the right

by: to operate by hand, to speak by telephone, by means of a battery, to sit by the window

with: to illustrate with tables, to write with a pencil, a tube with water, to speak with our friends

about: to speak about the lecture, to do about 15 experiments

Задание 9. Read adjectives below and use suffix *-ly* to change into adverbs. Translate the words.

simple, normal, usual, complete large, near, great, high, hard

Задание 10. Translate into English .

- Здравствуйте, меня зовут Эдвард Грин. Я хотел бы поговорить с господином Смитом.
- Извините, но г-на Смита сейчас нет.
- Хорошо. Я перезвоню. Можно связаться с г-ном Смитом по прямой телефонной линии?
- Простите, но его номер не разглашается.
- Хорошо. Спасибо.

Тема 12. Поездка на предприятие. Visiting a factory.

Индикаторы достижения: УК-4.2, 3-1; УК-4.2, У-1

Задание 1. Compose sentences using the models.

1. We'd like you to inspect the goods in July, if possible. 2. Our machines are of high quality. 3. They arranged to meet on Monday. 4. I'd like you to make arrangements with Mr. N. about our trip to Manchester. 5. This is just what we are going to do. 6. The quality of the insulation isn't quite up to standard. 7. We'll try and do our best to improve the model. 8. It won't take more than 3 or 4 days to eliminate the defects. 9. Is there anything else you want us to change? 10. I'm pleased with the results of the tests.

Задание 2. Translate the sentences into English.

1. «Вы хотите, чтобы я заказала билеты заранее?» – спросила меня секретарь. 2. Мне хотелось, чтобы кто-нибудь помог мне уложить вещи. 3. Когда бы вы хотели, чтобы мы встретились и решили вопрос о цене? 4. Я думаю, вы бы не хотели, чтобы мы разместили заказ у другой фирмы. 5. Мы хотим, чтобы вы отгрузили товар в апреле. 6. Я бы хотел, чтобы кто-нибудь еще поехал со мной в командировку. 7. Мы не ожидали, что они пробудут в Ростове неделю. 8. Я хочу, чтобы вы узнали их новый адрес. 9. Где вы были вечером? Нам хотелось, чтобы вы пообедали с нами. 10. Я не хочу, чтобы они работали больше, чем мы.

Задание 3. Fill in the gaps with suitable pronouns.

1. Let Mr. Denisov tell us ___ else about his visit to Edinburgh. 2. Let's hurry! ___ is waiting for us there. 3. Does ___ of you know how to get to the Tretyakov Gallery from here? 4. At their office ___ can speak English. 5. It's very dark in the room. I can't see ___. 6. I don't want to go ___ in this bad weather. 7. Have you packed ___? Not yet. I'm going to do it tonight. 8. ___ has changed here since my first visit. 9. Is there ___ else I can do for you? 10. I remember that I left the magazine in the living-room yesterday, but now I can find it ___. 11. ___ of us has heard ___ about him since he left for Omsk. 12. I recommend you to buy this book. Now it is available ___. 13. Is ___ pleased with the contract we've just signed? 14. Let's go ___ tomorrow if the weather is fine.

Задание 4. Translate the sentences into English.

1. Все уже пришли. Давайте начнем собрание. 2. Если вам не нравятся эти книги, то я ничего не могу вам больше порекомендовать, потому что у нас нет ничего нового. 3. Некоторые из наших инженеров часто ездят в командировки. 4. Я не могу заказывать такси, пока я все не упакую. 5. — Вы кого-нибудь ждете? — Да, я жду директора конторы.

Задание 5. Complete the sentences.

1. I'm worried about the last part of _____. 2. It's good of you to visit us. Thank you for sparing your time. I know you have a busy _____. 3. We'll do our best to

make your visit _____ . 4. You're seeing Bill Watson at twelve o'clock about _____ . 5. We need different colors. This display unit must make _____ . 6. We employ about 7 hundred full time employees. But we take on _____ when we need them.

Задание 6. Complete the sentences.

1. Sorry, I was late. Shall we get _____ . 2. I'm sorry _____ your work. 3. You are welcome. Make yourself _____ . 4. How are you fixed for lunch? Thank you, but I have another _____ . 5. Geraldine, please confirm lunch for two at Rane's and _____ . 6. I love going to the theatre, but travelling makes me very _____ .

Задание 7. Describe the company you would like to work for. Think about:

the size
the product
the staff
the partners

Задание 8. Make up slogans for the following goods: a car, a watch, a perfume, athletic shoes, an adventure novel, a chewing gum, a tape recorder. (You can give the products names if you like).

Задание 9. Complete the dialogue.

Ph. W. So, that's excellent. We agree _____ . I think those colors will _____ and the lettering _____ .

Ed. Gr. I think Don will be _____ .

Ph. W. And when is your deadline?

Ed. Gr. Everything must be _____ .

Ph. W. No problem.

Ed. Gr. Do you mind if _____ .

Ph. W. I'll do it for you. Hello. Could you _____, please. _____ ?

Ed. Gr. Barlo House, Canary Wharf.

Ph. W. _____ .

Задание 10. Answer the questions.

1. Have you ever stayed at a hotel? 2. Do you like staying at hotels? (Would you like to stay there?) Why? 3. How long have you stayed there? (would you like to stay there?) 4. What room did you have? (would you like to have?) 5. Did you feel comfortable? (What would you need to feel comfortable?) 6. Where did you have your meals? (would you like to have your meals?) 7. Were the hotel employees polite with you? 8. Did you have any conflicts or confusions with the hotel administration?

Тема 13. Управление производством. Controlling business.

Индикаторы достижения: УК-4.4, 3-1

Задание 1. Translate these sentences into Russian.

1. «Что вы сейчас делаете?» – «Я просматриваю спецификации, полученные со вчерашней почтой». 2. В настоящее время цены на мировом рынке на этот тип станков падают, так как они не пользуются большим спросом. 3. К сожалению, мы должны заявить, что качество поставленного вами товара ниже качества образца, на основании которого был заключен контракт. 4. Мы будем признательны, если Вы сообщите нам название и адрес организации, являющейся экспортером товара, который нас интересует.

Задание 2. Say whether you agree or disagree with these statements. Give your reasons.

1. If you see a machine-tool in operation no specification is required. 2. You quote the most favourable terms of payment only to your regular buyers. 3. You do not study any instructions before you put the equipment bought by you into operation. 4. It is easier to sell goods than to buy them. 5. If the goods are in great demand on the world market prices for them go up.

Задание 3. Give extensive answers to these questions.

1. What information can buyers find in advertisements? 2. In what case will you ask the firm to show you their machine-tools in operation? 3. What is a tender? What is usually stated in it? 4. In what case can prices of goods go up? 5. Why is it necessary for our companies to be in close touch with the world market?

Задание 4. Add tail-questions to these sentences and answer them.

1. You've read the advertisement in the latest issue of the journal. 2. The delivered goods were of inferior quality. 3. We cannot agree to the terms of payment stated in their offer. 4. The machine-tool is reliable in operation. 5. The specification wasn't enclosed with their order. 6. They will grant us a discount if we increase the order. 7. The delivery dates were changed at their request. 8. He's got in touch with Mr. Camp.

Задание 5. Choose the correct variant.

- The thieves _____ out of the bank, _____ into their cars and _____ up the high street.
a. ran... jumped... sped
b. had run... jumped... sped
c. were running... were jumping... were speeding...
- Rameses II _____ over ancient Egypt for more than fifty years.
a. was ruling b. ruled c. had ruled
- Intervention was urgently required – the starving children _____ weaker by the day and there _____ little sign of an end to the drought.
a. grew... was b. had grown... was being c. were growing... was
- By the middle of the nineteen sixties many parts of Europe _____ a tremendous economic boom.
a. experienced b. were experiencing c. had experienced
- Jim _____ on the early flight the next morning so he made his excuses and left the party before midnight.
a. will be leaving b. left c. was leaving

Задание 6. Choose the correct variant.

- Many of the survivors _____ in the fields when the earthquake struck.
a. were working b. worked c. had worked
- The early rains were a disappointment as we _____ to reach the coast before the monsoon set in.
a. expected b. had expected c. were expecting
- At the time of the take-over the company's shares _____ in value for several months.
a. had declined b. had been declining c. would have been declined
- The staff _____ to be paid weekly but now they receive a monthly salary.
a. used b. were used c. had used
- Things have certainly changed – there _____ a lot of small shops around here when I was young.
a. used to be b. were used to be being c. had used to be

Задание 7. Translate these sentences into Russian.

1. Цены на товар, предложенный фирмой, выше цен, указанных другими фирмами. 2. Вы будете удовлетворены качеством наших машин, так как они имеют отличные рабочие характеристики и надежны в эксплуатации. 3. Я не могу согласиться с Вами, что цены на этот тип оборудования будут расти.

Задание 8. Choose the correct word.

1. We heard the Executive Board _____ in the conference hall.
a. discussing b. to discuss
2. Abigail saw her brother _____ upstairs.
a. go b. to go
3. My mother didn't notice _____ the door and _____ .
a. me open, go b. I opened, went
4. We saw a man _____ the way to the Sloan Square underground station.
a. showing b. showed
5. Have you ever heard her _____ a lie?
a. tell b. has told

Задание 9. Choose the correct variant.

1. After the sunset the tourists felt the temperature _____ to fall.
a. begin b. began
2. When Grace was getting on the train she felt somebody _____ her by the shoulder.
a. touch b. touched
3. The children watched the road _____ .
a. being repaired b. repairing
4. Suddenly Bella heard a familiar voice _____ her name.
a. call b. had called
5. The stranger stood on the platform and watched the train _____ .
a. going away b. go away

Задание 10. Choose the correct words.

1. I have heard _____ for a week now.
a. him being ill b. that he has been ill
2. _____ her knock at the door?
a. did you hear b. have you heard
3. _____ Mr. Cox has bought a new house?
a. did you hear b. have you heard
4. I noticed _____ to discuss that confusing situation.
a. my friend not to want b. that my friend didn't want
5. She has often seen an old man _____ along the beach with a dog.
a. walking b. Walked

Тема 14. Продвижение товара. Promotion of goods.

Индикаторы достижения: УК-4.4, 3-1; УК-4.4, У-1

Задание 1. Answer these questions.

1. Were any letters received from England yesterday? 2. When is the mail usually brought to your office? 3. How many times a day is the mail to be brought? 4. Is the mail brought on Sundays? 5. What countries is your equipment exported to? 6. Were a lot of goods exported by your company last year? 7. In what case is a discount given? 8. Can any ready-made clothes be bought in this shop?

Задание 2. Put questions to the underlined words.

1. The appointment was made for Friday (1). 2. Many hotels can be recommended for stay in our city (1). 3. This book can be bought in any book-shop. (2). 4. Delivery dates will be discussed during the preliminary talks. (3). 5. The remaining goods are to be shipped in May. (2). 6. The offer was not accepted because the prices were too high. (1).

Задание 3. Turn these sentences into the Passive Voice.

1. Can we reserve a single room with a private bath in your hotel? 2. The receptionist asked him to fill in a form in English. 3. The secretary showed Mr. Black into the- President's private room. 4. We must settle the problem in the shortest possible time. 5. They told me they would improve their model. 6. I could not find the book anywhere. 7. They serve breakfast from eight to eleven at this hotel.

Задание 4. Answer these questions and sum up the answers: 1. Are any defects found during tests ? By whom are they to be eliminated ? Is another test to be made after the defects are eliminated? 2. Is the Tretjakov Gallery visited by a lot of people? Whose pictures are shown there? Can pictures from other countries be found there? What museum can they be found in? 3. Are foreign businessmen usually met at the airport? Where are they taken from the airport? Is accommodation booked for them in advance? Why is accommodation to be booked in advance?

Задание 5. Translate into English.

1. Эти новости очень интересные. 2. Кто оставил эти деньги? 3. «Вы получили сведения о результатах испытаний?» – «Нет еще. Мы надеемся получить их на следующей неделе». 4. Ваши советы мне всегда очень помогают. 5. Боюсь, у меня мало денег, чтобы купить хороший подарок.

Задание 6. Open the brackets using the verb in the correct voice and tense-form.

Mr. Nikitin came to Manchester to inspect the goods which his company were buying from a British firm. All the necessary arrangements for Comrade Nikitin's visit to the factory (to make) on Monday. As soon as Mr. Nikitin (to come) to the factory he (to take) to the shop where machines usually (to test). Only a few temperature tests (to make) that day. During the tests some defects in the motors (to find). The chief engineer (to promise) Mr. Nikitin that the insulation (to improve) and all the other defects (to eliminate) in two or three days. He also (to say) that the goods (to ship) in time. When all the necessary documents (to sign) Mr. Nikitin (to leave) Manchester for London.

Задание 7. Translate into English.

1. У меня очень приятная новость для вас. 2. Фирма добилась больших успехов. Сейчас ее товар пользуется большим спросом на мировом рынке. 3. У нас очень мало сведений по этому вопросу. 4. «Что вы можете сказать об его успехах?» — «Боюсь, они незначительны (небольшие)». 5. Вы всегда следуете советам друзей?

Задание 8. Mark the sentences as true or false.

1. All economics students are required to take this course of marketing. 2. The course lasts 5 months. _____ 3. All these aspects are studied in the course: pricing, brands and promotion, taxation, competitors, organizational learning. _____ 4. Students will have to take three tests and an exam. _____ 5. Mr. Red says that the Assessments were quite easy. _____ 6. Pablo consulted his teaches through the internet. _____

Задание 9. Read the text and define the functions of participles.

People living in Japan have some customs different from ours. For example, we wipe our washed faces with dry towels (полотенце), they wipe their faces with wet towels. Entering houses our men take off their hats, the Japanese take off their shoes. We give presents when

arriving, they leave them when departing. When in mourning (траур) we wear black, they wear white. We frown (хмуриться) when being scolded (бранить), they smile. When we say that Japanese are strange people, they could reply, "The same to you."

Задание 10. Read and translate into Russian.

The student attending all lectures; using new methods; having entered the Institute; the achieved results; the plan containing many details; constructing new machines; having calculated the distance; all developed countries; the workers building a new house; achieving good results; having developed the speed of 120 km; the apple divided into three parts; the scientist using a new method; dividing the orange into three parts; having introduced new methods of work; the growing population of the country; refusing to give an explanation; receiving important information; having obtained the necessary information; having found the new way; help offered by the teacher; the lecture read by a well-known professor.

Тема 15. Заключение контракта. Making a contract.

Индикаторы достижения: УК-4.1, 3-1; УК-4.1, У-1

Задание 1. Open the brackets using the verbs in the correct form of the passive

A REPORT

This report (produce) has been produced at the request of the Hotel and Catering Association. The survey on which the report _____ (base) was carried out between March 25 and March 30, 1999. Twenty hotel managers _____ (interview) for the purposes of this report. The majority of the hotels which _____ (visit) (all in the Brighton area) _____ (build) in the last twenty years and _____ (design) to meet the needs of the modern tourists. One hotel which _____ (consider) unacceptable by the Association _____ (close) at the end of the tourist season

Задание 2. Choose the correct variant.

1. The Marconi family _____ to the United States thirty years ago.
a. has come b. come c. came
2. I'm sorry. I _____ my homework yet.
a. hadn't finished b. didn't finish c. haven't finished
3. The town _____ two big snowstorms before Christmas last year.
a. has had b. had had c. was having
4. My father _____ for a long time.
a. was smoking b. is smoking c. has smoked
5. Oh, no! It _____ to rain and my clothes are on this line.
a. is starting b. starts c. will start

Задание 3. Choose the correct variant.

1. Kay and her boyfriend have been dating _____ four years.
a. through b. since c. for
2. I thought I would get to the restaurant first, but Jim _____ before me.
a. had arrived b. has arrived c. arrived
3. We _____ the rest of the souvenirs by tomorrow.
a. will sell b. have sold c. will have sold
4. I _____ reading this book.
a. had finally finished b. have finally finished c. will have finally finished
5. The swimmers haven't completed the race _____.
a. still b. already c. yet

Задание 4. Choose the correct variant.

– How long have you been with the company?

- I _____ there for two years by January.
 a. will work b. was working c. will have worked
7. – When are you planning to send the memo to the staff?
 – I _____ it already.
 a. send b. had sent c. have sent
8. – Betty told me that you have a cottage on Lake Superior.
 – Yes, we _____ there since we first moved to Michigan.
 a. have been going b. are going c. had been going
9. – Can I come by for my check tomorrow?
 – Yes, by then I _____ time to go to the bank.
 a. will have had b. had c. have
10. – Where are Ken and Margaret?
 – They were hungry, so they _____ to the grocery store.
 a. had gone b. went c. were gone

Задание 5. Open the brackets using the verbs in the correct form of the passive.

Some of the older hotels _____ (renovate) recently and also meet the highest standards. This _____ (show) by the fact that all the hotels _____ (equip) with modern facilities, from swimming pools to satellite TV. In addition, the usual services _____ (provide) (room service, laundry service) and the restaurant and bar service _____ (consider) satisfactory in most cases. Most of the hotel staff who _____ (interview) were highly qualified or experienced. Seventy five percent of the hotels in this report _____ (award) a three or four star rating by the tourist board.

Задание 6. Choose the correct tense form.

1. A fire protection device _____ a mechanism that reacts to smoke and heat.
 a. has b. is having c. has had
2. It was after the Civil War ended that an assassin named John Wilkes Booth _____ Abraham Lincoln.
 a. has killed b. had killed c. killed
3. Millions of people _____ Disney World in Orlando, Florida, since it opened.
 a. had been visiting b. have visited c. will have visited
4. Gertrude Stein, a well-known American novelist, was born in 1874 and _____ in 1946.
 a. had died b. died c. has died
5. Harry S. Truman assumed the presidency of the USA after F.D. Roosevelt _____ in office.
 a. dies b. has died c. died

Задание 7. Choose the correct variant.

1. All I had for lunch was _____ of crisps.
 a. a package b. a packet c. a packing
2. Neither Simon nor Sally _____ Spanish yet.
 a. speak b. speaks c. don't speak
3. Both Latvia and Lithuania _____ members of the European Union.
 a. is b. are c. are not
4. I don't feel _____ for a stroll in such rainy weather.
 a. like going b. as going c. like to go
5. The main _____ on the agenda is the pay-roll dispute.
 a. place b. piece c. item

Задание 8. Choose the correct variant.

1. We are doing _____ on the Queen's visit to China for the evening news.
 a. a point b. a piece c. an item

2. _____ labour is a job which involves physical work using one's hands.
a. hand b. manual c. arms'
3. Children under 12 must be _____ by an adult.
a. followed b. seen off c. accompanied
4. Don't worry, Mrs. Parker, it will all become clear _____ of time.
a. at the course b. in the course c. in a course
5. They do _____ lunch for £ 5.
a. two-course b. a two-course c. two-course's

Задание 9. Choose the correct variant.

1. He spoke with considerable _____ about the importance of art and literature.
a. passionate b. passion c. fit of passion
2. You can _____ your English by reading and listening to the tapes.
a. improvise b. improve c. excel
3. There has been a big _____ in the children's behaviour.
a. improve b. improving c. improvement
4. The chief engineer described the process of producing this new material _____.
a. detail b. in detail c. in details
5. The tickets for the performance are _____ from the box office.
a. found b. acceptable c. available

Задание 10. Choose the correct variant.

1. Helen _____ to have a Halloween party at her house this year.
a. suggested b. volunteered c. offered
2. The eruption of this volcano _____ states as far away as Montana with a fine layer of ash.
a. covered b. put c. protected
3. Was there anything _____ that you wanted to talk about?
a. particularly b. in particular c. of particular
4. The _____ rehearsal of the closing ceremony of World Youth Festival in Moscow attracted a lot of spectators.
a. final b. general c. dress
5. The drug is effective against _____ of bacteria.
a. a range b. a row c. an amount

Кейс-Задание

Тема 3 "Planning activities", семестр 1

Making a list of what you are to do tomorrow. You work at an office and you have a lot to do. Try to arrange your working hours and your activities in most useful way.

A Useful Language Bank for Communication

Expressing opinion: My point of view is that... Well, as far as I'm concerned... Well, if you ask me... It seems\ appears to me that... I think\ believe...\ must...\ In my opinion\ view... To me...\ may\ might From my point of view... To my mind/ way of thinking... As far as I am concerned... I am totally against... I (do not) agree that \ with... I (completely) agree \ disagree that \ with...

Making Suggestions: If I were ... I would... Perhaps they should... Why don't we/they... How/What about...? A good idea would be... If they..., then... They can/ should... I think we/ you should... You could always... Let's... Have you thought about... It would be a great idea to... We can/ could... A useful suggestion would be to... It would help/It would be a good idea if... The situation would be improved if/ by... Another way to... is / would be to...

Presenting results and consequences: This would .../ In this way...; you /it /etc would.... By doing this, you/we/ etc, should... The effect / consequence / result of... would be... Consequently,... As a result,

Тема 4 “At the office”, семестр 2

You work at an office. You have a meeting and your task is to prepare for it. You discuss the schedule and the points to discuss at it.

Asking for opinion: What’s your opinion on...? How do you feel about...? What do you think about...? What’s your view on...?

Agreeing: I think you are right... That’s true... I quite agree with you... You’re right. I couldn’t agree more. That’s a great / good/ fantastic idea. Sure, why not. That sounds interesting/great.

Disagreeing: I’m not sure I agree with you. That’s true, but... Do you really think so? I’m afraid I can’t agree with you. No, I really can’t agree with you. I don’t really feel like it. That sounds boring.

Тема 5 “The career ladder”, семестр 2

Your task is to talk to your boss about career advancement.

Speaking with your boss about potential career advancement opportunities is a great way to ensure you're working towards your long-term career goals. Do not forget to mention the points mentioned below.

Demonstrate your loyalty: Companies often provide training and development for their employees, so they're usually eager for employees to stay with the organization. Asking about internal career advancement opportunities shows you hope to stay loyal to the company and continue to work there.

Show your potential: When you ask about career advancement opportunities with your company, you have the chance to share your skills, abilities and potential with your supervisor, which can help you receive a promotion.

Develop relationships: The more time you spend discussing your career with your supervisor, the better your professional relationship with them will be.

Share your goals: When your supervisor or boss knows what your short- and long-term career ambitions are, they can help you gain the necessary skills and education to achieve them.

Тема 9 “Business talks”, семестр 3

Work out hints and tips of your own for having/preparing for business talks.

Here are some examples to help you:

1) Here are a few tips to ease your conversations in social business situations.

Learn as much as you can about a meeting before you attend. ...

Know your audience. ...

Develop conversation starters. ...

Topics for discussion. ...

Pretend you're a reporter. ...

Don't be afraid to work the room. ...

Carry a small note pad and pen. ...

Follow up.

2) Have approachable body language. Take the initiative and be the first to say hello.

Be the first to introduce yourself and ask an open-ended question. This not only demonstrates confidence and shows interest in the other person, but it gives you an opportunity to guide the conversation.

Begin with statements or questions about the immediate environment, situation, weather, how the person arrived at your location, etc. A compliment is also a great way to start a conversation.

Be well-informed and prepared. Go prepared with topics or experiences to discuss that you think will be of interest to the persons you will be meeting. Focus on the other person and less on yourself. This will help you feel less self-conscious, and make the other person feel important.

Do listen. Control internal and external distractions. Be present; watch the tendency to daydream. Truly listening to another person is the highest compliment you can pay them.

Keep the tone light and positive until you find a topic in which you are both interested. Discuss general-interest subjects such as movies, theater, sports, books, food, travel and hobbies. It demonstrates to others that you are approachable and friendly.

Think before you speak. It makes you appear thoughtful; and it may help you avoid a faux pas, or saying something that is better left unsaid.

Always close a conversation before walking away from the other person by using a graceful exit line; don't simply melt from conversations. "It's been great talking with you. I really enjoyed hearing about..."

Тема 11 "Arrival. Departure", семестр 4

Задание:

- You decided to go on business to another country with your colleagues. But one of your fellow-travellers has got a head injury during the trip. One more of them is going to be late. What is to be done in such situation?

Students should use some sources on the topic 'First Aid': http://bestfriend.co.in/junior_issue/zoom/Big-Chart---Keeping-Safe-andFirst-Aid.jpg <https://www.youtube.com/watch?v=XjMvBW9KDLA>. Students are to give some variants/a variant of solving the given problem.

Тема 12 "Visiting a factory", семестр 4

Before doing the task think over the points:

1. Have you ever been on a factory tour? What were they making and what was your favorite part of the tour? What did you learn? 2. Provide some examples of how London's factories show that workers' conditions have improved since the dawn of industrialization. 3. What are some of the resources that London's factories used to make their products?

Before the businessmen get down to business they speak about the hotel and the flight. Then they discuss the points to examine at the factory.

Тема 15 "Making a contract", семестр 4

When you're in business, you need contracts because they lay out the expectations for both you and the person you're doing business with, so both parties are clear about their rights and obligations.

Contracts should be specific and detailed to ensure that both parties' interests are protected in the event of a disagreement. As a contract is an agreement between parties that creates mutual obligations, your task is to draw a draft of a contract. Discuss the parts and the terms of the contract.

Деловая (ролевая) игра

Действующими лицами являются участники, организуемые в команды, и выполняющие индивидуальные или командные роли. При этом и модель, и действующие лица находятся в игровой среде. Сама игровая деятельность предстает в виде вариативного воздействия на имитационную модель, зависящего от ее состояния и осуществляемого в процессе взаимодействия участников, регламентируемого правилами.

Тема 2. Etiquette forms of professional communication

Индикаторы достижения: УК-4.2, 3-1

Концепция игры (main problems): personal space; facial expressions; eye contact; hand gestures; audience

Роли:

- Speaker;
- audience (3-9 people).

Ожидаемые результаты: презентация и активизация ЛЕ, закрепление изученных грамматических структур

1. Warm-up discussion. (Topic: “Being Polite”).

T.: Today we have a discussion-lesson. Our subject is “Politeness”. We’ll cover problems: giving information; receiving information; using speech formulas.

T.: In fact, the most desired characteristic of a new employee are soft skills – namely the ability to communicate well. We have an entire series on effective communication techniques:

Speaking style and voice tips

Body language

Be prepared to communicate

Additional elements of etiquette in professional communications

Showing gratitude and appreciation

Interjections.

2. Main part.

T.: Your ability to communicate effectively is a primary factor in building your professional brand. Can you communicate well? Effectively?

(Участники обдумывают ответ, затем высказывают своё мнение). Opinion Talk (Topic: “The Importance of Being Earnest”).

T.: While it is very difficult to dramatically change the way we speak, there are numerous things that can serve to create fit, avoid bias, and make us better understood. All of these things have positive effects on how we are perceived by others. Give your ideas what qualities a speaker to have to be pleasant and effective to deal with. Make a list of the qualities.

(work with the list, then the students role play the situation).

Debate on a simulated situation (Topic: “The Importance of Being Earnest”).

3. Conclusion. Homework.

Prepare a topic “The importance of being polite”.

Тема 10. Arranging a business trip

Индикаторы достижения: УК-4.1, У-1; УК-4.1, У-2

Концепция игры (main problems): preparation for going on business to another place; things you should do before going on business; things you should/shouldn’t do at another place

Роли:

- Worker who is going to another country on business;
- Secretary;
- Worker 1 (colleague);
- Worker 2 (colleague);
- Worker 3 (colleague).

Ожидаемые результаты: презентация и активизация ЛЕ, закрепление изученных грамматических структур

1. Warm-up discussion. (Topic: “Arranging a business trip”).

T.: Today we have a discussion-lesson. Our subject is “Arranging a business trip”. We’ll cover the problems: making preparations for going on business; things you should/shouldn’t do at another place.

If you have a job that requires traveling or business trips, there are many things you need to do before you leave.

T.: Before you go on a business trip, you will need to make a preparation. You should find answers to some questions such as:

Where will you stay at?
How far is the place from the office/business hall?
Where will all the events take place?
Where will you spend spare time?

2. Main part.

T.: So, sometimes people go somewhere for work purposes, i.e., on behalf of your company, that is a business trip. The term applies to both the journey to your destination and your trip back. Imagine you go to another place. Discuss and decide the things:

- you should do before you go;
- during the trip;
- coming back.

(Группы обдумывают ответ в течение нескольких минут, затем высказывают своё мнение). Opinion Talk (Topic: “Arranging a business trip”).

T.: If you go on business some preparation should be done. You can write an e-mail letter to book accommodation. Here is an example of such a letter.

To: info@ascot-hotel.co.uk

From: David Mathews

Subject: Booking 2 nights next week

Dear Ascot Hotel,

I would like to reserve an accessible single room for two nights with breakfast on the 22 and 23 of April. Could I have a quiet room with a view if possible, please?

I will arrive at about 10 p.m. and I have an early meeting the next morning, so please could you leave an iron and ironing board in the room?

I have a promotional code (MH2219). Please can you confirm that it is £80 per night with breakfast included?

Please could you confirm the booking? Let me know if you need any further information.

Many thanks.

With kind regards,

David Mathews

T.: Look at the letter, translate and analyze it. Then your task will be to write another letter in accordance with your conception.

Debate on a simulated situation (Topic: “Booking accommodation at a hotel”).

3. Conclusion. Homework.

Prepare a topic “Arrangements going on business”.

Тема 11. “Arrival. Departure” раздела 4 “A business trip”

Индикаторы достижения: УК-4.2, У-1

2. Концепция игры (main problems): going on business to another place/country; making preparations for going on business; doing sightseeing in another place; business appointment in another place

3. Роли:

- Director/Head of the Department;
- Worker 1 (going on business);
- Worker 2 (going on business);
- Worker 3 (going on business).

4. Ожидаемые результаты: презентация и активизация ЛЕ, закрепление грамматических структур

1. Warm-up discussion. (Topic: “Arrival”).

T.: Today we have a discussion-lesson. Our subject is “Travelling on business. Arrival”. We’ll cover 4 main problems: going on business to another place/country; making preparations for going on business; doing sightseeing in another place; business appointment in another place.

If you have a job that requires traveling or business trips, there are many things you need to know how to say. For this lesson, it's necessary to cover the things you need to say to the people you are traveling with and questions you need to ask about the business trip. Most of this lesson is primarily showing you a variety of questions you might need.

T.: When you go on a business trip, you will need to find out a lot of information. You should find answers to some questions such as:

What is the purpose of the passenger's visit?

How long will the passenger be in the country?

Where is the person staying?

Does the person have anything to declare?

What line is the person instructed to pass through?

2. Main part.

T.: So, people who go on business trips get a daily allowance for food and other small necessities. This is called a per diem. The amount depends on the company, but you should ask how much you get a day. Let's think what for we need the money. Can you give some examples?

(Группы обдумывают ответ в течение нескольких минут, затем высказывают своё мнение). Opinion Talk (Topic: "Preparation for a business trip").

T.: If you go to another country perhaps the most anxious portion of a trip for passengers traveling abroad is going through immigration and customs. This process is a necessary part of traveling internationally and is not nearly as scary as many people imagine.

Often, immigration sections are in the basements of major airports and are quite a distance from the plane. In order to keep the area secure, passengers have to walk through a maze of hallways and concourses to reach immigration, the baggage area, and finally, customs.

Always follow the verbal directions of the uniformed personnel in the vicinity of the immigration area. Be sure to read all of the signs very carefully and go to the proper line (it is usually clearly marked as "non-US citizens" or "non-residents"). It is important that you have your paperwork completely filled out and in your hand ready to give to the agent. Also, have your passport out and ready. With so many thousands of people coming and going into major airports every day, agents get very frustrated with passengers who reach the head of the line and are not prepared, can't find their passports, or have mislaid the necessary forms. Organize yourself and your things before getting into the line.

After completing the immigration process, you will immediately proceed to the baggage area to retrieve your suitcases. Once you have all of your bags, you must then proceed to "customs". Each airport is arranged differently, so it is important to follow the signs and the directions of the agents in the area.

T.: Look at the table, then listen to an announcement and say which solutions are mentioned (work with the table, then the students role play the situation).

Debate on a simulated situation (Topic: "At the Customs Office").

T.: An agent will most likely interview you. At this time it will be decided whether you need to have your bags checked further, or will be allowed to go directly to the exit. The customs' form you filled out on the plane will be collected at this point. In addition, there may also be custom agents walking around with trained dogs sniffing for prohibited items (i.e. food, drugs, fruits, meats, fish, etc.) among the passengers. Do not try to pet these dogs; they are hard at work and do not need any unnecessary distractions. Always conduct yourself in a courteous manner. Answer questions in a concise but polite way. Never make jokes with immigration or custom agents.

3. Conclusion. Homework.

Prepare a topic "Arrangements going on business to another country".

Тема 13. Controlling business

Индикаторы достижения: УК-4.4, 3-1

Концепция игры (main problems): control in a business setting; processes and procedures; management; planning, organizing, leading

Роли:

- Heads of the Department;
- Worker 1 (going on business);
- Worker 2 (going on business);
- Worker 3 (going on business).

Ожидаемые результаты: презентация и активизация ЛЕ, закрепление изученных грамматических структур

1. Warm-up discussion. (Topic: "Control in business").

T.: Today we have a discussion-lesson. Our subject is "Control in business". Control in general is a device or mechanism used to regulate or guide the operation of a machine, apparatus, or system. Control in a business setting, or organizational control, involves the processes and procedures that regulate, guide, and protect an organization. It is one of the four primary managerial functions, along with planning, organizing, and leading.

Organizational control involves:

- Developing rules;
- Procedures;
- Other protocols for directing the work of employees;
- Processes as well as monitoring the work.

2. Main part.

T.: The purpose of organizational control is to ensure that a specific function is performed according to established standards. What is the function?

(Участники обдумывают ответ, затем высказывают своё мнение). Opinion Talk (Topic: "The constituencies of control in business").

T.: Controls help to better define an organization's objectives so that employees and resources are focused on them. They safeguard against misuse of resources and facilitate corrective measures. All businesses need controls. Even sole proprietor businesses must keep records for tax reporting.

Discuss what to do about management to understand what happened in the past and where change can be effective.

(work with the actions, then the students role play the situation).

Debate on a simulated situation (Topic: "Control in business").

3. Conclusion. Homework.

Prepare a topic "The constituencies of control in business".

Тема 14. Promotion of goods

Индикаторы достижения: УК-4.4, З-1; УК-4.4, У-1

2. Концепция игры (main problems): products promotion; brand; market; launching a product

3. Роли:

- Marketing Director/Head of the Marketing Department;
- Worker 1 (going on business);
- Worker 2 (going on business);
- Worker 3 (going on business).

4. Ожидаемые результаты: презентация и активизация ЛЕ, закрепление изученных грамматических структур

1. Warm-up discussion. (Topic: "Products promotion").

T.: Products promotion is the process of marketing a new or featured item or service to consumers. It is a group of techniques used to bring attention to a brand and a specific product when it is first released into the market or once a company decides to feature this item after it's been launched.

T.: A sales promotion is any undertaking by an organization designed to increase sales or encourage the use or trial of a product or service. Sales promotions take many different forms, but they all focus on persuading a target audience to become customers of a business. Let's take a look at some sales promotion ideas to build and strengthen your brand story.

- Minimize risk;
- Make a profit;
- Attract new customers;
- Retain customers.

And the list goes on. Your task is to describe the steps involved in designing a promotion campaign.

2. Main part.

T.: Generally advertising is used primarily for low cost, mass volume consumer products. Can you give some examples?

(Группы обдумывают ответ в течение нескольких минут, затем высказывают своё мнение). Opinion Talk (Topic: "Steps involved in a communications campaign design").

T.: Advertising must only be undertaken for a specific purpose(s) and this purpose must be translated into objectives. Whilst difficult to directly attribute to advertising, persuasive advertising's ultimate objective is to obtain sales. Other objectives include building a favourable image, information giving, stimulating distributors or building confidence in a product. Whatever objective(s) are pursued, these must be related to the product life cycle and the stage the product is in.

No product or service will sell unless it is promoted. Whilst many commodities from developing countries end up as ingredients in downstream industries, which themselves may promote their brand, many suffer from the lack of a reputation.

As with product choice, promotion decisions are subject to the "standardization" versus "adaptation" argument, depending on the similarities and differences between product and markets. When the appropriate strategy is chosen then decisions have to be made on the promotional campaign objectives, budget, message and media selection, scheduling and evaluation.

As with global intelligence gathering, promotion campaigns can be subject to all sorts of distortion or "noise". These are mainly related to cultural differences but could also be caused by physical problems including lack of media availability and skilled personnel.

Debate on a simulated situation (Topic: "Steps involved in a communications campaign design").

3. Conclusion. Homework.

Prepare a topic "Communications campaign design".

Задания для тестирования

Тема 1. Установление деловых контактов. Establishing business contacts.

Индикаторы достижения: УК-4.1, 3-1

1. Определите по грамматическим признакам, какой частью речи являются слова, оформленные окончанием -s и какую функцию это окончание выполняет, т.е. служит ли оно:

- а) показателем 3-го лица единственного числа глагола в Present Simple;
- б) признаком множественного числа имени существительного;
- в) показателем притяжательного падежа имени существительного.

Переведите предложения на русский язык.

- 1.1. Many outstanding statesmen, painters, writers and poets are buried in the Abbey.
- 1.2. Many visitors to the Abbey are attracted to Poets' Corner.
- 1.3. The street called Whitehall stretches from Parliament Square to Trafalgar Square.

2. Перепишите следующие предложения и переведите их, обращая внимание на особенности перевода на русский язык определений, выраженных именем существительным.

2.1. Scotland Yard is situated on the Thames Embankment close to the Houses of Parliament and the familiar clock tower of Big Ben.

2.2. An interesting branch of Scotland Yard is the branch of Police Dogs, first used as an experiment in 1938.

2.3. The popular nickname of the London policeman “bobby” is a tribute to Sir Robert Peel, who introduced the police force in 1829, and whose Christian name attached itself to members of the force.

3. Перепишите следующие предложения, содержащие разные формы сравнения, и переведите их на русский язык.

3.1. Most museums of London are free and give free guided tours as well as lectures.

3.2. Some cinemas are cheaper on Mondays; others sell half-price tickets before 6 p.m.

3.3. The Cutty Sark at the village of Greenwich on the River Thames is the most famous teaclipper in Britain.

4. Перепишите и письменно переведите предложения на русский язык, обращая внимание на перевод неопределенных и отрицательных местоимений.

4.1. Some people think that the monarchy should be abolished.

4.2. The monarchy in Britain has no power and it costs the State a lot of money to maintain.

4.3. Can you give any examples borrowed from books and films characterizing the British people?

5. Перепишите следующие предложения, определите в них видо-временные формы глаголов и укажите их инфинитив; переведите предложения на русский язык (см. образец выполнения 3).

5.1. Everybody knows about the devotion of the English to animals.

5.2. You might think that marriage and the family are not so popular as they once were.

5.3. During the nineteenth century Britain traded all over the world.

6. Прочитайте и устно переведите на русский язык 1,2,3,4,6 абзацы текста. Перепишите и письменно переведите 1,2,3 абзацы.

London

1. London is where the invading Romans first crossed the River Thames. They built a city a square mile in size, surrounded it with a wall and called it Londinium. This original site of London is now called the City of London and is Britain’s main financial centre.

2. The City is only a very small part of London. In the eleventh century London began to expand beyond the City walls when King Edward the Confessor built a huge abbey at Westminster. Even today, Westminster Abbey and the Houses of Parliament, as well as the shops, cafes, theatres and cinemas of the West End, are in the City of Westminster and not in the City of London.

3. The saying “When a man is tired of London, he is tired of life” (Dr. Johnson) is a cliché, but you can’t be bored in London. There are hundreds of historic buildings, galleries and museums. There are parks and street markets, over 80 theatres and even more cinemas.

4. If you want to discover London, it is best to start with a tour on a sightseeing bus. It is also fun to go on a guided walk. The walks last up to three hours.

5. The centre of London has many different areas. Each one has its own special character. Covent Garden in London West End, is crowded with cafes, clubs and clothes shops. Soho⁴ is

also known for its clubs. Knightsbridge⁴ has a lot of exclusive and expensive shops, as well as many of the embassies. Fleet Street is the home of Law Courts. One part of the West End has so many Chinese shops and restaurants that is called Chinatown.

6. When you go outside the centre you find many areas which used to be small villages. The villages became part of the city when they expanded but they still managed to keep their village character. Hampstead, the best known of the villages, is extremely expensive.

7. Прочитайте 5-й абзац текста и письменно ответьте на вопрос:
What is called Chinatown?

Задания для контрольной работы

Тема 6. Getting a job

Индикаторы достижения: УК-4.4, 3-1; УК-4.4, У-1

Задание 1. Read texts and complete the sentences.

This is Brigitte. She's from France. She's a teacher. Her school is in Chartres, near Paris.

This is Jamie. He's from Edinburgh, in Scotland. He's a taxi – driver.

This is Sarah. Sarah's from Liverpool. She's a doctor. Her hospital is in the centre of London.

- a. Brigitte's a _____
- b. Jamie is from _____
- c. Brigitte's school is in _____, near Paris.
- d. Sarah's from _____
- e. Jamie's a _____
- f. Sarah's hospital is in _____

Задание 2. Write questions to the answers.

1. _____?

He's a shop assistant

2. _____?

I'm neither a policeman nor a nurse.

3. _____?

I am a football player.

4. _____?

They're from Japan.

5. _____?

New York isn't in Italy.

6. _____?

I'm fine, thanks.

7. _____?

She isn't 19.

Задание 3. Open the brackets.

1. When I (to call for) Pete his mother told me that he not (to come back) from abroad yet. 2. We were afraid that the goods (not to arrive) yet. 3. When we (to arrive) at the airport the plane (to take off). 4. When I (to see) that man last night I (to think) that I (to meet) him before. 5. He told me that they (to wait for) us outside the Ministry at 5 o'clock. 6. Mr. S. said that they (to be going) to place an order with a French firm. 7. The firm let us know last week that they not (to ship) the equipment yet. 8. The firm did not accept our offer. They already (to buy) the goods from another firm. 9. The stewardess said that the plane (to take off) in 10 minutes. 10. Yesterday our director (to fly) to London on business. He never (to be) there before.

Задание 4. Complete these sentences using one of these verbs:

get, become, change, rise, fall, increase

1. The number of people without jobs _____ at the moment.
2. He is still ill but he _____ better slowly.
3. These days food _____ more and more expensive.
4. The world _____. Things never stay the same.
5. The cost of leaving _____.
6. The economic situation is already very bad and it _____ worse.

Задание 5. Open the brackets:

1. – Who you (to phone)? – I (to try) to get through to Joan.
2. Here we are in Switzerland again. We (to stay) in a very comfortable hotel.
3. At the moment she (to spend) most of her time in her office.
4. What I (to speak) is that you (to do) well in your job. Really! I (to tell) the truth.
5. She has an important project to finish by next week, so she (to work) in the evenings at present.
6. Jane (to leave) in few minutes.
7. The growing number of visitors (to damage) the footpaths.
8. I think (to rain) soon.
9. What time (to get up) you tomorrow?
10. Oh dear! It's already 9 and I'm not ready. I (to be late).

Тема 15. Making a contract

Индикаторы достижения: УК-4.1, 3-1;У УК-4.1, У-1

- | | |
|----------------------------------|---------------------|
| 1. The engineering Co. Can ... ? | a) put you through |
| 2. Could ... Mr. Smith, please? | b) there's no reply |
| 3. Trying to | c) good-bye |
| 4. Hello, are | d) I help you? |
| 5. Yes, I'm sorry, ... | e) you there? |
| 6. Thank you. Good-bye. | f) I speak to |

Задание 2. Write a letter, using these words and phrases.

Dear Sirs

We\please\ to confirm\ your packing instructions\ carried out. Our forwarding agents\to tell\ crates\lightweight. This \ to reduce\ freight. The crates \not returnable. We\ to send\ an advice of dispatch\when\arrangements\ to complete\ and the order\to ship\.

Задание 3. Translate the letter into Russian.

28th November, 200...

Dear Sirs

Order 7361

Thank you for your letter of 20th of November.

We shall be pleased to accept your draft for the amount of your invoice, payable at 60d/s. Our bank's agent in London, the Merchant and General Bank, will accept your draft on them on our behalf. The bank informs us that the terms are the documents against acceptance.

We would like to know if you are prepared to offer us 60 d/s terms in the future, as this credit is available to us in the retail trade.

Yours faithfully,

Задание 4. Translate the letter from Russian into English.

Госпожа Б. Каасен
Бредгейт 51
Копенгаген
Дания

Благодарим за запрос, который мы сегодня получили.

Высылаем наш каталог и прейскурант оборудования, которое Вас интересует. Хотели бы обратить Ваше внимание на страницы 31-35 каталога, где Вы найдете все подробности оборудования «Омега».

Будем и в дальнейшем рады Вашим запросам. Пожалуйста, обращайтесь к нам.

С уважением,
Д. Симпсон,
менеджер по продажам

Задание 5. Insert the correct phrases in the letter. Note the phrases:

in good condition The goods arrived *in good condition* (undamaged)

in triplicate The application form must be completed *in triplicate* (three copies)

on board (US: on deck) The captain received the goods *on board* the M/V Seine (on the ship)

on receipt of *On receipt of your* letter (*when we receive your letter*) we shall dispatch the goods

to order Make the bill of Exchange payable *to order* (*not to one particular person*)

Dear Sirs

Order 7361

We have sent your consignment to our forwarding agents, and they are arranging shipment. Your goods will arrive ____ the S/S Shannon before the end of the week. When the captain is satisfied that he has received the goods ____ he will sign the Bills of Lading. These are usually completed ____ And one of them will reach you a few days after we receive it. We shall send another copy by separate mail.

____ the Bill of Lading you or your agent can keep it to prove ownership of the goods ____ when the consignment arrives. We have, according to your instructions, made out the Bill of Lading ____, so that you can transfer ownership of the goods to another buyer, even before the consignment arrives, if you wish, by endorsing it.

Yours faithfully,

Задание 6. Translate the text into Russian

Negotiations are demanding and may become emotional. You may find your Russian negotiator banging his or her fist on the table or leaving the room. Accept such tactics with patience and calmness. They are designed to make it difficult for you to concentrate.

Russian negotiating teams are often made up of experienced managers whose style can be like a game of chess, with moves planned in advance. Wanting to make compromises may be seen as a sign of weakness.

Distinguish between your behavior inside and outside the negotiations. Impatience, toughness and emotion during the negotiations should be met with calmness, patience and consistency. Outside the negotiating process you can show affection and personal sympathy.

Критерии оценки по каждой теме (в баллах):

- 1,5 баллов выставляется обучающемуся, если он свободно владеет материалом по существу заданных вопросов, логично излагает мысли, проявляет способность аргументировать ответы, в соответствии с правилами изучаемого языка;
- 0,8 балла выставляется обучающемуся, если он владеет материалом в полном объеме, отвечает последовательно, демонстрирует умение сравнивать и обобщать теоретический материал, допускает лишь мелкие неточности, не влияющие на сущность ответа;
- 0,3 балла выставляется обучающемуся, если он знает материал курса дисциплины недостаточно полно, отвечает не всегда последовательно, сбивчиво и бессистемно при аргументации не ссылается на правила изучаемого языка;
- 0 баллов выставляется обучающемуся, если в ответе допущены значительные ошибки, свидетельствующие о недостаточном уровне его подготовки.

Задания для творческого рейтинга

Перечень тем для практических заданий

Тема 1. Establishing business contacts

Индикаторы достижения: УК-4.1, З-1

1. Простое неопределенное время.
2. Понятие об артикле. Использование артиклей.
3. Общие сведения о простом предложении.
4. Повелительное наклонение.
5. Указательные местоимения.

Тема 2. Etiquette forms of professional communication

Индикаторы достижения: УК-4.2, З-1

1. Род и число имен существительных.
2. Личные местоимения.
3. Притяжательный падеж существительных.
4. Предлоги направления и движения.
5. Выражение отношений родительного падежа при помощи предлога of.

Тема 3. Planning activities

Индикаторы достижения: УК-4.1, У-1; УК-4.2, У-1

1. Вопросы к группе подлежащего.
2. Место наречий неопределенного времени и образа действия в предложении.
3. Конструкция there is/are в настоящем и прошедшем времени.
4. Объектный падеж личных местоимений.
5. Коммуникативные типы предложений.

Тема 4. At the office

Индикаторы достижения: УК-4.1, У-1

1. Модальные глаголы can, may, must.
2. Прямое, косвенное и предложное дополнение.
3. Порядок слов в зависимости от коммуникативного типа предложения.
4. Порядковые числительные.
5. Обстоятельство цели, выраженное инфинитивом.

Тема 5. The career ladder

Индикаторы достижения: УК-4.1, У-1; УК-4.2, З-1

1. Неопределенные местоимения some, any.
2. Особенности употребления a lot (of).
3. Именные безличные предложения.
4. Члены предложения и порядок слов в предложении.
5. Сложносочиненные предложения.

Тема 6. Getting a job

Индикаторы достижения: УК-4.4, З-1; УК-4.4, У-1

1. Сложноподчиненные предложения.
2. Придаточные предложения времени.
3. Понятие о причастии настоящего времени.
4. Настоящее продолженное время.
5. Прошедшее продолженное время.

Тема 7. International business activities

Индикаторы достижения: УК-4.2, У-1

1. Времена Simple и Continuous.
2. Причастие как неличная форма глагола.
3. Понятие о причастии прошедшего времени (Participle II).
4. Настоящее совершенное время.
5. Дополнительные придаточные предложения.

Тема 8. Exhibitions and fairs

Индикаторы достижения: УК-4.1, З-1; УК-4.1, У-1

1. Предпрошедшее время (Past Perfect).
2. Прямая речь.
3. Косвенная речь.
4. Согласование времен.
5. Будущее время в прошедшем.

Тема 9. Business talks

Индикаторы достижения: УК-4.4, З-1; УК-4.4, У-1

1. Типы придаточных предложений.
2. Уступительные придаточные предложения.
3. Дополнительные придаточные предложения.
4. Придаточные предложения причины.
5. Вопросительные предложения в косвенной речи (общий вопрос).

Тема 10. Arranging a business trip

Индикаторы достижения: УК-4.1, У-1; УК-4.1, У-2

1. Вопросительные предложения в косвенной речи (специальный вопрос).
2. Вопросительные предложения в косвенной речи (альтернативный вопрос).
3. Разделительный вопрос в косвенной речи.
4. Альтернативный вопрос в косвенной речи.
5. Эквиваленты модальных глаголов.

Тема 11. Arrival. Departure

Индикаторы достижения: УК-4.2, У-1

1. Безличные глаголы *to rain, to snow*.
2. Конструкции *as... as, not so... as (not as... as)*.
- 3.оборот *let's*.
4. Степени сравнения прилагательных.
5. Степени сравнения наречий.

Тема 12. Visiting a factory

Индикаторы достижения: УК-4.2, З-1; УК-4.2, У-1

1. Вопросительно-отрицательные предложения.
2. Употребление настоящего времени в значении будущего в условных и временных придаточных предложениях.
3. Неопределенные местоимения *each, every*.
4. Времена Simple Past и Present Perfect в сравнении.
5. Определительные придаточные предложения.

Тема 13. Controlling business

Индикаторы достижения: УК-4.4, З-1

1. оборот *it is difficult for... to do....*
2. Производные местоимения и наречия от *some, any, no, every*.
3. Сложное дополнение с глаголами *to want, I should/would like*.
4. Сложное дополнение с глаголом *to expect*.
5. Возвратные и эмфатические местоимения.

Тема 14. Promotion of goods

Индикаторы достижения: УК-4.4, З-1; УК-4.4, У-1

1. Оформление деловой корреспонденции.
2. Система времен.
3. Страдательный залог (простые глагольные времена).
4. Страдательный залог (сложные глагольные времена).
5. Конструкция *both ... and ...*.

Тема 15. Making a contract

Индикаторы достижения: УК-4.1, З-1;У УК-4.1, У-1

1. Существительные, употребляющиеся только в единственном числе.
2. Разделительные вопросы.
3. Сложное дополнение (с инфинитивом страдательного залога).
4. Особые случаи употребления притяжательного падежа имен существительных.
5. Особые случаи употребления артиклей.

Перечень тем для проведения презентации

Тема 8 “Exhibitions and Fairs”

Индикаторы достижения: УК-4.1, З-1; УК-4.1, У-1

1. Arranging an exhibition.
2. Establishing business contacts at the exhibition.
3. Presentation goods and services at an exhibition.

Критерии оценки по каждой теме (в баллах):

– 0,7 баллов выставляется обучающемуся, если он свободно владеет материалом по существу заданных вопросов, логично излагает мысли, проявляет способность аргументировать ответы, в соответствии с правилами изучаемого языка;

– 0,3 балла выставляется обучающемуся, если он владеет материалом в полном объеме, отвечает последовательно, демонстрирует умение сравнивать и обобщать теоретический материал, допускает лишь мелкие неточности, не влияющие на сущность ответа;

– 0,1 балла выставляется обучающемуся, если он знает материал курса дисциплины недостаточно полно, отвечает не всегда последовательно, сбивчиво и бессистемно при аргументации не ссылается на правила изучаемого языка;

– 0 баллов выставляется обучающемуся, если в ответе допущены значительные ошибки, свидетельствующие о недостаточном уровне его подготовки.

Расчет баллов по выполнению учебных заданий на аудиторных занятиях и результатам текущего контроля

Расчет баллов по выполнению учебных заданий на аудиторных занятиях и результатам текущего контроля представлен в таблице.

| Форма проведения текущего контроля | Номер темы, выносимой на контроль | Максимальное количество работ, опросов на 1 студента в семестр | Количество баллов, максимально |
|--|-----------------------------------|--|--------------------------------|
| Выполнение учебных заданий на аудиторных занятиях | | | |
| Опрос по теме | 1, 3-5, 7, 8, 10, 11, 13-15 | 11 | 12 |
| Дискуссия | 1, 6 | 2 | 3 |
| Собеседование | 2, 6, 9, 12 | 4 | 5 |
| Всего | | | 20 |
| Текущий контроль, в т.ч.: | | | |
| Выполнение практических заданий | 1-15 | 15 | 9,8 |
| Тест | 1 | 1 | 0,7 |
| Ролевая игра | 2, 10, 11, 13, 14 | 5 | 3,4 |
| Кейс-стали | 3-5, 9, 11, 12, 15 | 7 | 4,8 |
| Контрольная работа | 6, 15 | 2 | 1,3 |
| Всего | | | 20 |

Критерии оценки творческого рейтинга

Распределение баллов осуществляется по решению кафедры и результат распределения баллов за соответствующие виды работ представляется в виде приведенной ниже таблицы.

| Вид работы по темам дисциплины | Количество баллов, максимально |
|--|--------------------------------|
| Разработка в составе команды для последующего использования в учебном процессе: - практических заданий - презентаций - наглядных пособий - сценария деловой игры | 8 |

| Вид работы по темам дисциплины | Количество баллов, максимально |
|---|--------------------------------|
| <ul style="list-style-type: none"> - одной или нескольких ситуационных задач или кейсов - сценария дискуссии, в том числе в форме виртуальной дискуссии, мозгового штурма, тематического круглого стола - кроссворда | |
| Публикация авторской статьи и (или) написание студенческой научной работы, участие в научной студенческой конференции | 8 |
| Работа в научных кружках и (или) участие в конкурсе студенческих научных работ, олимпиаде, создание презентации, написание реферата, доклада | 4 |
| Итого | 20 |

МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ХАРАКТЕРИЗУЮЩИЕ ЭТАПЫ ФОРМИРОВАНИЯ КОМПЕТЕНЦИЙ ВО ВРЕМЯ ПРОВЕДЕНИЯ ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ

Типовая структура зачетного задания

ЗАЧЕТНОЕ ЗАДАНИЕ № __ По дисциплине «Иностранный язык»

| | |
|----|---------------------------|
| 1. | Вопрос 1. |
| 2. | Вопрос 2. |
| 3. | Практическое задание № 1. |

Структура экзаменационного билета

| Наименование оценочного средства | Максимальное количество баллов |
|-----------------------------------|--------------------------------|
| Вопрос 1 | 10 |
| Вопрос 2 | 10 |
| Работа с текстом | 10 |
| Выполнение практического задания. | 10 |

Задания, включаемые в экзаменационный билет/зачетное задание Типовой перечень вопросов к зачету/зачету с оценкой/экзамену

Грамматика

1. Структура простого предложения. Глагол to be.
2. Формы английского глагола. Глагол to have.
3. Определенный и неопределенный артикль: особенности употребления, исключения, устойчивые выражения.
4. Множественное число имен существительных: особенности образования, исключения.
5. Числительные: общие сведения.
6. Сложные количественные числительные.
7. Отсутствие артикля перед существительным с последующим количественным числительным.
8. Употребление артикля с существительным с предшествующим порядковым числительным.
9. Повелительное наклонение: структура построения побудительного и отрицательного предложения.
10. Указательные местоимения.
11. Личные местоимения.
12. Притяжательный падеж имен существительных: особенности образования и перевода на русский язык.
13. Притяжательные местоимения.
14. Неопределенные местоимения.
15. Личные местоимения в именительном и объектном падеже.
16. Предлоги направления и движения.
17. Выражение отношений родительного падежа при помощи предлога of.

18. Место наречий неопределенного времени в предложении.
19. Место наречий образа действия в предложении.
20. Простое настоящее время: образование, вспомогательные глаголы.
21. Вопросительные предложения. Типы вопросительных предложений.
22. Общий вопрос. Ответы: полный и краткий, утвердительный и отрицательный.
23. Специальный вопрос.
24. Вопросы к подлежащему (группе подлежащего).
25. Альтернативный вопрос.
26. Разделительный вопрос.
27. Именные безличные предложения.
28. Сложносочиненные предложения.
29. Обстоятельство цели, выраженное инфинитивом
30. Наречия much, many, few, little.
31. Количественные прилагательные many, much, few, little.
32. Конструкция there is/are: особенности перевода предложений на русский язык.
33. Настоящее длительное время: образование и употребление.
34. Прошедшее длительное время: образование и употребление.
35. Простое прошедшее время: образование, употребление.
36. Прилагательные other, another, the other: особенности употребления.
37. Модальные глаголы can, must, may: особенности употребления.
38. Настоящее длительное время для выражения действия в будущем.
39. Простое будущее время: особенности образования и употребления.
40. Настоящее совершенное время: образование, особенности перевода.
41. Настоящее совершенное время и простое прошедшее время (в сравнении).
42. Степени сравнения прилагательных и наречий.
43. Прошедшее совершенное время: образование и употребление.
44. Просьбы и приказания к косвенной речи.
45. Время будущее в прошедшем.
46. Прямая и косвенная речь.
47. Согласование времен.
48. Придаточные предложения времени и условия (первый тип).
49. Производные от some, any, no и every.
50. Абсолютные формы притяжательных местоимений.
51. Other и качестве существительного.
52. Эквиваленты модальных глаголов.
53. Возвратные местоимения.
54. Страдательный залог.
55. Модальный глагол should.
56. Сложное дополнение (простые временные формы).
57. Сложное дополнение (в действительном и страдательном залоге).
58. Неличные формы глагола: Причастие I.
59. Неличные формы глагола: Причастие II.
60. Неличные формы глагола: инфинитив.

Лексика

1. Самопрезентация.
2. Рабочий день бизнесмена.
3. В офисе.
4. Выходной день.
5. Процедура трудоустройства.
6. Карьера.
7. Переговоры.

8. Поездка в командировку.
9. Выставки и ярмарки.
10. Внешняя торговля.

Практические задания к экзамену

Three months ago Rusimport received an inquiry for compressors from their customers. Ivanov, an engineer of Rusimport went to Great Britain to have talks with Brown & Co who sell compressors of high quality.

When he came to London he made an appointment with Mr. Morris from Brown & Co for Wednesday at 11. The Seller offered the goods on CIF terms. Ivanov agreed to the delivery terms and payment for collection.

Brown & Co could deliver the goods only in 8 months as they were heavy with orders. The price was not attractive to Ivanov and he asked the company to give them a discount off the price. Mr. Morris could offer only a 2% discount as their goods were in great demand and sold very well at that price. The discount didn't suit the Russian side. But Mr. Morris explained, "We usually give a discount to the Buyers if we have known them for a long time. There is a heavy demand for the compressors of the new model as they are of very high quality." Mr. Ivanov agreed to it. When the businessmen discussed all the questions they signed the contract.

When Ivanov and Mr. Morris signed the contract Mr. Morris invited Ivanov and his friends to spend the weekend in Brighton.

It's very convenient to go to Brighton for a weekend as the place is near London and it's easy to get there.

Mr. Morris had a very comfortable car. He wanted to pick them up at 5 on Friday. But it was not convenient to Ivanov as he had an appointment at 4 that day.

Mr. Morris picked up the Russian engineers at 9 o'clock on Saturday morning.

They stayed at a comfortable hotel near the beach.

Ivanov and his friends enjoyed their weekend very much.

1. What company received an enquiry for compressors from their customers?
2. What is Ivanov?
3. Where did Ivanov go?
4. On what terms did the Seller offer the goods?
5. When could Brown & Co offer the goods?
6. Where did Ivanov spend his weekend?

CULTURAL DIVERSITY: A WORLD VIEW-1

"Diversity" has become one of the most often used words of our time – and a word almost never defined. Diversity is invoked in discussions of everything from employment policy to curriculum reform and from entertainment to politics. Nor is the word merely a description of the long-known fact that the American population is made up of people from many countries, many races, and many cultural backgrounds. All that was well known long before the word "diversity" became an insistent part of our vocabulary, an invocation, an imperative, or a bludgeon in ideological conflicts.

The very motto of the country recognizes the diversity of the American people. For generations, this diversity has been celebrated, whether in comedies like *Abie's Irish Rose* (the famous play featuring a Jewish boy and an Irish girl) or in patriotic speeches on the Fourth of July. Yet one senses something very different in today's crusades for "diversity"-- certainly not a patriotic celebration of America and often a sweeping criticism of the United States, or even a condemnation of Western civilization as a whole.

At the very least, we need to separate the issue of the general importance of cultural diversity – not only in the United States but in the world at large – from the more specific, more parochial, and more ideological agendas which have become associated with that word in recent years. Nowadays it makes sense to talk about the worldwide importance of cultural diversity over centuries of human history before returning to the narrower issues of our time.

CULTURAL DIVERSITY: A WORLD VIEW-2

The entire history of the human race, the rise of man from the caves, has been marked by transfers of cultural advances from one group to another and from one civilization to another. Paper and printing, for example, are today vital parts of Western civilization – but they originated in China centuries before they made their way to Europe. So did the magnetic compass, which made possible the great ages of exploration that put the Western Hemisphere in touch with the rest of mankind. Mathematical concepts likewise migrated from one culture to another: trigonometry from ancient Egypt, and the whole numbering system now used throughout the world originated among the Hindus of India, though Europeans called this system Arabic numerals because it was the Arabs who were the intermediaries through which these numbers reached medieval Europe. Indeed, much of the philosophy of ancient Greece first reached Western Europe in Arabic translations, which were then retranslated into Latin or into the vernacular languages of the West Europeans.

Much that became part of the culture of Western civilization originated outside that civilization, often in the Middle East or Asia. The game of chess came from India, gunpowder from China, and various mathematical concepts from the Islamic world, for example. The conquest of Spain by Moslems in the eighth century A.D. made Spain a center for the diffusion into Western Europe of the more advanced knowledge of the Mediterranean world and of the Orient in astronomy, medicine, optics, and geometry. The later rise of Western Europe to world preeminence in science and technology built upon these foundations, and then the science and technology of European civilization began to spread around the world, not only to European offshoot societies such as the United States or Australia but also to non-European cultures, of which Japan is perhaps the most striking example.

The historic sharing of cultural advances, until they became the common inheritance of the human race, implied much more than cultural diversity. It implied that some cultural features were not only different from others but better than others. The very fact that people – all people, whether Europeans, Africans, Asians, or others – have repeatedly chosen to abandon some feature of their own culture in order to replace it with something from another culture implies that the replacement served their purposes more effectively: Arabic numerals are not simply different from Roman numerals, they are better than Roman numerals. This is shown by their replacing Roman numerals in many countries whose own cultures derived from Rome, as well as in other countries whose respective numbering systems were likewise superseded by so-called Arabic numbers.

CULTURAL DIVERSITY: A WORLD VIEW-3

It is virtually inconceivable today that the distances in astronomy or the complexities of higher mathematics should be expressed in Roman numerals. Merely to express the year of American independence requires more than twice as many Roman numerals as Arabic numerals. Moreover, Roman numerals offer more opportunities for errors, as the same digit may be either added or subtracted, depending on its place in the sequence. Roman numerals are good for numbering Kings or Super Bowls, but they cannot match the efficiency of Arabic numerals in most mathematical operations and that is, after all, why we have numbers at all. Cultural features do not exist merely as badges of “identity” to which we have some emotional attachment. They exist to meet the necessities and forward the purposes of human life. When they are surpassed by features of other cultures, they tend to fall by the wayside or to survive only as marginal curiosities, like Roman numerals today.

Not only concepts, information, products, and technologies transfer from one culture to another. The natural produce of the Earth does the same. Malaysia is the world's leading grower of rubber trees – but those trees are indigenous to Brazil. Most of the rice grown in Africa today originated in Asia, and its tobacco originated in the Western Hemisphere. Even a great wheat-exporting nation like Argentina once imported wheat, which was not an indigenous crop to that country. Cultural diversity, viewed internationally and historically, is not a static picture of differentness but a dynamic picture of competition in which what serves human purposes more effectively survives while what does not tends to decline or disappear.

Manuscript scrolls once preserved the precious records, knowledge, and thought of European or Middle Eastern cultures. But once paper and printing from China became known in these cultures, books were clearly far faster and cheaper to produce and drove scrolls virtually into extinction. Books were not simply different from scrolls; they were better than scrolls.

CULTURAL DIVERSITY: A WORLD VIEW-4

The point that some cultural features are better than others must be insisted on today because so many among the intelligentsia either evade or deny this plain reality. The intelligentsia often use words like “perceptions” and “values” as they argue in effect that it is all a matter of how you choose to look at it.

They may have a point in such things as music, art, and literature from different cultures, but there are many human purposes common to peoples of all cultures. They want to live rather than die, for example. When Europeans first ventured into the arid interior of Australia, they often died of thirst or hunger in a land where the Australian aborigines had no trouble finding food or water. Within that particular setting, at least, the aboriginal culture enabled people to do what both aborigines and Europeans wanted to do survive. A given culture may not be superior for all things in all settings, much less remain superior over time, but particular cultural features may nevertheless be clearly better for some purposes not just different.

Why is there any such argument in the first place? Perhaps it is because we are still living in the long, grim shadow of the Nazi Holocaust and are understandably reluctant to label anything or anyone “superior” or “inferior”. But we don't need to. We need only recognize that particular products, skills, technologies, agricultural crops, or intellectual concepts accomplish particular purposes better than their alternatives. It is not necessary to rank one whole culture over another in all things, much less to claim that they remain in that same ranking throughout history. They do not.

Clearly, cultural leadership in various fields has changed hands many times. China was far in advance of any country in Europe in a large number of fields for at least a thousand years and, as late as the sixteenth century, had the highest standard of living in the world. Equally clearly, China today is one of the poorer nations of the world and is having great difficulty trying to catch up to the technological level of Japan and the West, with no real hope of regaining its former world preeminence in the foreseeable future.

MELTING POT-1

The melting pot is a metaphor for a heterogeneous society becoming more homogeneous, the different elements “melting together” into a harmonious whole with a common culture. It is particularly used to describe the assimilation of immigrants to the United States. The melting-together metaphor was in use by the 1780s. The exact term “melting pot” came into general usage in the United States after it was used as a metaphor describing a fusion of nationalities, cultures and ethnicities in the 1908 play of the same name.

The desirability of assimilation and the melting pot model has been reconsidered by some proponents of multiculturalism, who have suggested alternative metaphors to describe the current American society, such as a *mosaic*, *salad bowl*, or *kaleidoscope*, in which different cultures mix, but remain distinct in some aspects. Others argue that cultural assimilation is important to the maintenance of national unity, and should be promoted.

In the 18th and 19th centuries, the metaphor of a “crucible” or “(s)melting pot” was used to describe the fusion of different nationalities, ethnicities and cultures. It was used together with concepts of the United States as an ideal republic and a “city upon a hill” or new promised land. It was a metaphor for the idealized process of immigration and colonization by which different nationalities, cultures and “races” (a term that could encompass nationality, ethnicity and race) were to blend into a new, virtuous community, and it was connected to utopian visions of the emergence of an American “new man”. While “melting” was in common use the exact term “melting pot” came into general usage in 1908, after the premiere of the play *The Melting Pot* by Israel Zangwill.

MELTING POT-2

The first use in American literature of the concept of immigrants “melting” into the receiving culture are found in the writings of J. Hector St. John de Crevecoeur. In his *Letters from an American Farmer* (1782) Crevecoeur writes, in response to his own question, “What then is the American, this new man?” that the American is one who “leaving behind him all his ancient prejudices and manners, receives new ones from the new mode of life he has embraced, the government he obeys, and the new rank he holds. He becomes an American by being received in the broad lap of our great Alma Mater. Here individuals of all nations are *melted* into a new race of men, whose labors and posterity will one day cause great changes in the world.”

In 1845, Ralph Waldo Emerson, alluding to the development of European civilization out of the medieval Dark Ages, wrote in his private journal of America as the Utopian product of a culturally and racially mixed “smelting pot”, but only in 1912 were his remarks first published. In his writing, Emerson explicitly welcomed the racial intermixing of whites and non-whites, a highly controversial view during his lifetime.

In 1893, historian Frederick Jackson Turner also used the metaphor of immigrants melting into one American culture. In his essay *The Significance of the Frontier in American History*, he referred to the “composite nationality” of the American people, arguing that the frontier had functioned as a “crucible” where “the immigrants were Americanized, liberated and fused into a mixed race, English in neither nationality nor characteristics”.

In his 1905 travel narrative *The American Scene*, Henry James discusses cultural intermixing in New York City as a “fusion, as of elements in solution in a vast hot pot”.

Перечень практических заданий к экзамену (семестр 4)

4. a. Will there be _____ seems to be a traffic jam downtown on Old Hope Road.
b. Will be there
c. There weren't
5. a. It _____
b. There
c. The
What is the government's _____ on immigration?
6. a. politic
b. politics
c. policy
The students of the Faculty of International Economic Relations have quite a number of _____ classes a week.
7. a. Economic
b. Economy
c. Economics
The _____ of Southeast Asia has been growing rapidly lately.
8. a. economics
b. economy
c. economical development
Who _____ the delegation of the Russian Ministry of Finance to Angola?
9. a. headed
b. led
c. attended
From her childhood Nancy has dreamt _____ to John Hopkins University.
10. a. to go
b. about going
c. of going
Let me _____ my new friend to you.
11. a. acquaint
b. introduce
c. get acquainted
Many shops nowadays are not closed for _____ .
a. lunch interruption
b. lunch interval
c. lunch break

12. One can find the latest copies of this magazine in the _____ department.
a. reference b. information c. inquiry
13. Very often the students have to study in the reading _____ after classes.
a. hall b. room c. auditorium
14. If you don't work regularly you can feel _____ before the exams.
a. hurried for time b. pressed for time c. urgent
15. The students looked forward _____ part in the contest.
a. to taking b. to take c. taking
16. Alex is going to Egypt and he _____ a camera from his friend.
a. lent b. let c. borrowed
17. All the team were there _____ Ben Johnson who was ill.
a. beside b. besides c. except
18. The book was _____ for Judy to read in the original.
a. easy enough b. enough easy c. too easy
19. She will visit her parents before she _____ to Montego Bay.
a. will go b. goes
20. I _____ you a postcard when I get to Montserrat.
a. will send b. send
21. I will call you as soon as we _____ the contract.
a. will sign b. sign
22. The moment he _____ I'll tell him the truth.
a. comes b. will come
23. . I will explain everything to Morgan on condition he _____ to me carefully.
a. listens b. will listen
24. – Are Alice and Tom still living in New York?
– No, they _____ to Dallas.
a. had just moved b. have just moved c. will just move
25. – Where is the new stove that you bought yesterday?
– The colour didn't match, so I _____ to the store.
a. had returned b. have returned c. returned
26. – You and Carl seem to be getting along well.
– Yes, I _____ him better than before.
a. am liking b. like c. liked
27. My sister is a paperback writer. So far she _____ five novels.
a. has written b. wrote
28. _____ this programme before?
a. have you seen b. did you see
29. After the examinations at the University my _____ and I went to Finland for the winter vacation.
a. fellow-students b. classmates c. fellow-travellers
30. Jane was upset because she _____ the exam in maths, though trigonometry was always her favourite.
a. had failed b. had passed c. had taken
31. My mother enjoys _____ to classical music, best of all Verdi.
a. listening b. to listen c. to be listening
32. Successful job _____ will be notified by telephone.
a. applicants b. participants c. students
33. When was the University of Bologna _____ ?
a. found b. founded c. made
34. Linda has done _____ she could, but all in vain.
a. anything b. something c. nothing
35. She was too exhausted to go _____ .

a. somewhere

b. everywhere

c. anywhere

**Показатели и критерии оценивания планируемых результатов освоения компетенций и результатов обучения,
шкала оценивания**

| Шкала оценивания | | Формируемые компетенции | Индикатор достижения компетенции | Критерии оценивания | Уровень освоения компетенций |
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| 85 – 100 баллов | «отлично» | УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах) | УК-4.1. Выбирает на государственном языке РФ и иностранном(-ых) языках коммуникативно приемлемые стиль и средства взаимодействия в общении с деловыми партнерами | Знает верно и в полном объеме: нормы устной речи, принятые в профессиональной среде. Умеет мыслить структурно, верно и в полном объеме: выбирать стиль общения на государственном языке РФ и иностранном языке применительно к ситуации взаимодействия. Владеет: иностранным языком на уровне, необходимо и достаточном для общения в профессиональной среде. | Продвинутый |
| | | | УК-4.2. Ведет деловую переписку на государственном языке РФ и иностранном(-ых) языках | Знает верно и в полном объеме: нормы письменной речи, принятые в профессиональной среде. Умеет мыслить структурно, верно и в полном объеме: вести деловую переписку на государственном языке РФ и/или иностранном языке. | |
| | | | УК-4.4. Умеет выполнять перевод профессиональных текстов с иностранного(-ых) на государственный язык РФ и с государственного языка РФ на иностранный(-ые) | Знает верно и в полном объеме: жанры устной и письменной речи в профессиональной сфере. Умеет мыслить структурно, верно и в полном объеме: выполнять корректный устный и письменный перевод с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный язык профессиональных текстов. | |
| 70 – 84 баллов | «хорошо» | УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах) | УК-4.1. Выбирает на государственном языке РФ и иностранном(-ых) языках коммуникативно приемлемые стиль и средства взаимодействия в общении с деловыми партнерами | Знает с незначительными замечаниями: нормы устной речи, принятые в профессиональной среде. Умеет с незначительными замечаниями: выбирать стиль общения на государственном языке РФ и иностранном языке применительно к ситуации взаимодействия; владеть иностранным языком на уровне, необходимо и достаточном для общения в профессиональной среде. | Повышенный |
| | | | УК-4.2. Ведет деловую переписку на государственном языке РФ и иностранном(-ых) языках | Знает с незначительными замечаниями: нормы письменной речи, принятые в профессиональной среде. Умеет с незначительными замечаниями: вести деловую переписку на государственном языке РФ и/или иностранном языке. | |

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| | | | УК-4.4. Умеет выполнять перевод профессиональных текстов с иностранного(-ых) на государственный язык РФ и с государственного языка РФ на иностранный(-ые) | Знает с незначительными замечаниями: жанры устной и письменной речи в профессиональной сфере. Умеет с незначительными замечаниями: выполнять корректный устный и письменный перевод с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный язык профессиональных текстов. | |
| 50 – 69 баллов | «удовлетворительно» | УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах) | УК-4.1. Выбирает на государственном языке РФ и иностранном(-ых) языках коммуникативно приемлемые стиль и средства взаимодействия в общении с деловыми партнерами | Знает на базовом уровне, с ошибками: нормы устной речи, принятые в профессиональной среде. Умеет на базовом уровне с ошибками: выбирать стиль общения на государственном языке РФ и иностранном языке применительно к ситуации взаимодействия; владеть иностранным языком на уровне, необходимо и достаточном для общения в профессиональной среде. | Базовый |
| | | | УК-4.2. Ведет деловую переписку на государственном языке РФ и иностранном(-ых) языках | Знает на базовом уровне, с ошибками: нормы письменной речи, принятые в профессиональной среде. Умеет на базовом уровне с ошибками: вести деловую переписку на государственном языке РФ и/или иностранном языке. | |
| | | | УК-4.4. Умеет выполнять перевод профессиональных текстов с иностранного(-ых) на государственный язык РФ и с государственного языка РФ на иностранный(-ые) | Знает на базовом уровне, с ошибками: жанры устной и письменной речи в профессиональной сфере. Умеет на базовом уровне с ошибками: выполнять корректный устный и письменный перевод с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный язык профессиональных текстов. | |
| менее 50 баллов | «неудовлетворительно» | УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах) | УК-4.1. Выбирает на государственном языке РФ и иностранном(-ых) языках коммуникативно приемлемые стиль и средства взаимодействия в общении с деловыми партнерами | Не знает на базовом уровне: нормы устной речи, принятые в профессиональной среде. Не умеет на базовом уровне: выбирать стиль общения на государственном языке РФ и иностранном языке применительно к ситуации взаимодействия; владеть иностранным языком на уровне, необходимо и достаточном для общения в профессиональной среде. | Компетенции не сформированы |
| | | УК-4.2. Ведет деловую переписку на государственном языке РФ и иностранном(-ых) языках | Не знает на базовом уровне: нормы письменной речи, принятые в профессиональной среде. Не умеет на базовом уровне: вести деловую переписку на государственном языке РФ и/или иностранном языке. | | |
| | | УК-4.4. Умеет выполнять перевод профессиональных текстов с иностранного(-ых) на государственный язык РФ и с | Не знает на базовом уровне: жанры устной и письменной речи в профессиональной сфере. Не умеет на базовом уровне: выполнять корректный устный и письменный перевод с иностранного языка на государственный | | |

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| | | | государственного языка РФ на иностранный(-ые) | язык РФ и с государственного языка РФ на иностранный язык профессиональных текстов. | |
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