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по направлению подготовки 09.03.03 Прикладная информатика

направленность (профиль) программы Прикладная информатика в экономике

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федеральное государственное бюджетное образовательное учреждение  
высшего образования**

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**Факультет экономики, менеджмента и торговли**

**Кафедра корпоративного и государственного управления**

**ОЦЕНОЧНЫЕ МАТЕРИАЛЫ**  
**дисциплине ИНОСТРАННЫЙ ЯЗЫК**

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**09.03.03 Прикладная информатика**

**Направленность (профиль) программы**

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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)	Наименование контролируемых разделов и тем
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. <b>Знает</b> нормы устной речи, принятые в профессиональной среде	Тема 1. Личность человека.  Тема 2. Путешествия и туризм.  Тема 3. Работа.  Тема 4. Изучение иностранного языка.  Тема 5. Реклама.  Тема 6. Образование.  Тема 7. Дизайн.  Тема 8. Бизнес.
		УК-4.1. У-1. <b>Умеет</b> выбирать стиль общения на государственном языке РФ и иностранном языке применительно к ситуации взаимодействия  УК-4.1. У-2. <b>Владеет</b> иностранным языком на уровне, необходимом и достаточном для общения в профессиональной среде	Тема 9. Инновации.  Тема 10. Современные тренды.  Тема 11. Искусство и медиа.  Тема 12. Общество и
	УК-4.2 Ведет деловую переписку на государственном языке РФ и иностранном(-ых) языках	УК-4.2. З-1. <b>Знает</b> нормы письменной речи, принятые в профессиональной среде	
		УК-4.2. У-1. <b>Умеет</b> вести деловую переписку на государственном языке РФ и/или иностранном языке	

	<p>УК-4.4 Умеет выполнять перевод профессиональных текстов с иностранного(-ых) на государственный язык РФ и с государственного языка РФ на иностранный(-ые)</p>	<p>УК-4.4. У-1. <b>Владеет</b> жанрами устной и письменной речи в профессиональной сфере</p> <p>УК-4.4. У-2. <b>Умеет</b> выполнять корректный устный и письменный перевод с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный язык профессиональных текстов</p>	<p>закон.</p> <p>Тема 13. Коммуникации в бизнесе.</p> <p>Тема 14. Международные рынки и международный маркетинг.</p> <p>Тема 15. Деловые отношения.</p> <p>Тема 16. Построение успешной карьеры и бизнеса.</p> <p>Тема 17. Мотивация.</p> <p>Тема 18. Управление рисками.</p>
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# **МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ХАРАКТЕРИЗУЮЩИЕ ЭТАПЫ ФОРМИРОВАНИЯ КОМПЕТЕНЦИЙ**

## **Перечень учебных заданий на аудиторных занятиях**

### **Тема 1. Личность человека.**

#### **Вопросы для опроса:**

1. Do you believe two personality types (extroverts and introverts) are useful for describing personality?
1. What role does the charisma play in your life?
2. Is charisma the most important quality to possess if you want to be successful in your career?
3. What is 'personality clash'? Think of possible examples.
4. Which personal qualities a personal assistant should have?

#### **Вопросы для групповой дискуссии:**

1. Are men or women better at listening?
2. Are men or women better at taking decisions?
3. Are men or women more inspiring?
4. Are men or women better at getting the best out of people?
5. Are men or women better organisers?

### **Тема 2. Путешествия и туризм.**

#### **Вопросы для опроса:**

1. Why is travelling important?
2. What's the difference between a tourist and a traveler?
3. What's an "armchair traveler"?
4. What are travel tips for visitors to your country?
5. How can traveling broaden your horizon?

#### **Вопросы для групповой дискуссии:**

1. Virtual tourism is the best way of travelling
2. Educational trips really broaden horizons.
3. A famous explorer and his/her achievements.
4. Are you a traveler or a tourist?
5. What might travel change or develop in the future? Do you agree travel is no longer necessary?

### **Тема 3. Работа.**

#### **Вопросы для опроса:**

1. How useful is working at home?
2. What are the pros and cons of working from home?

3. What does 'work placement' mean?
4. Would you like to do any work placement?
5. What skills and personal qualities must a candidate have applying for a job of a manager in a fitness club?

**Вопросы для групповой дискуссии:**

1. What factors will you take into consideration when choosing a job?
2. Have you ever had an interview? If you have, what was it for?
3. What difficult questions can a person be asked at the interview?
4. What are the most frequently asked questions at the interview?
5. How can a person prepare for an interview?

**Тема 4. Изучение иностранного языка.**

**Вопросы для опроса:**

1. What sort of people makes the best language learners?
1. Should everyone learn at least one foreign language?
2. Why do you think English is an international language?
3. If you are a boss, will you organize English language training for your staff? Why?/Why not?
4. Why is English an international language?

**Вопросы для групповой дискуссии:**

1. Why would a company organize English courses for their staff?
2. What are the tips for avoiding mistakes online?
3. In your opinion, how can a person improve his/her command of a foreign language?
4. What activities do you think learning a language is similar to (playing a musical instrument, driving a car, painting and others)?
5. What are the most demanded languages now? Why?

**Тема 5. Реклама.**

**Вопросы для опроса:**

1. Have you ever bought something just because of an advert? When?
2. Are there any adverts which you particularly dislike? Which one(s)? Why?
3. Is it acceptable to manipulate images in advertising?
4. What are the ways of advertising products and services today?
5. What is AIDA? Explain.

**Вопросы для групповой дискуссии:**

1. How would you choose the advertising agency?
2. Do you agree advertising should not be aimed at children? Why/why not?
3. How is advertising controlled in different countries? Provide examples.

4. Do you agree that advertising impresses us? Why/Why not?
5. Which products do you usually buy - branded or unbranded?

## **Тема 6. Образование.**

### **Вопросы для опроса:**

1. Are single-sex schools better than mixed schools? Justify your answer.
1. Should schools spend more time teaching the skills people need to get a job? Why/Why not?
2. Should private education exist? Why/why not?
3. What methods of teaching did Maria Montessori come up with?
4. What forms of training do you know? Describe one of them in detail.

### **Вопросы для групповой дискуссии:**

1. Describe Montessori teaching method. What is your opinion about this style of teaching?
2. Do you think university should be free for everyone?
3. Do you think that bullying is common at our schools? What are the reasons for it?
4. Should we pay for higher education? Arguments for and against.
5. What sort of facilities should students be provided with at university? Which of them are you interested in?
6. What are the pros and cons of distance learning?

## **Тема 7. Дизайн.**

### **Вопросы для опроса/групповой дискуссии:**

1. What is design?
1. What misconceptions do people have about design?
2. If you had skills, what would you like to design/re-design?
3. What are the three products you could not live without?
4. Talk about the famous Italian design company.

### **Вопросы для обсуждения:**

1. What products do you think designers will develop in the next ten years?
2. What do you think is the best innovation of the 21<sup>st</sup> century?
3. What ideas influenced design at different times?
4. What attracts you more when buying a particular product – appearance or special features? Give reasons.
5. High price does not always mean quality of a product. Why/Why not?

## **Тема 8. Бизнес.**

### **Вопросы для опроса:**

1. Can you name a successful business from your country? Why do you think it is so successful?
1. What business would you set up in your native town? Give reasons.

2. What dilemmas might people face in business? Describe one of them in detail.
3. Talk about a famous entrepreneur. What is he/she famous for?
4. What characteristics should one have to become a successful businessman/businesswoman?

**Вопросы для групповой дискуссии:**

1. Does a difficult childhood help a person to become a successful businessman/businesswoman? Justify your answer.
2. Give a brief description of one of the most successful business person. What is the secret of his/her success?
3. Eat and drink with your relatives, do business with strangers. Do you agree with this Greek proverb?
4. If you started a business, would you have a partner?
5. Would you tell your boss if you suspected your colleague of being dishonest?

**Тема 9. Инновации.**

**Вопросы для опроса:**

1. What do engineers do?
1. What types of engineers do you know?
2. Describe an engineering project which had a strong effect on you.
3. Why do you think there are fewer female engineers than male engineers?
4. Should there be more women in engineering? Why?/ Why not?

**Вопросы для групповой дискуссии:**

1. What is the greatest engineering achievement of the 21<sup>st</sup> century in your opinion?
2. What is the largest man-made structure you have been in or on?
3. What do scientists do to avoid asteroids colliding with the Earth?
4. What do you think will be the benefits and problems of building the vertical city?
5. Spending billions on superstructures cannot be justified when people are starving.

**Тема 10. Современные тренды.**

**Вопросы для опроса/групповой дискуссии:**

1. What are current trends in your country? Describe one of them.
1. How are trends developing?
2. Which old-fashioned trends you think should return?
3. What does the fashion term “tipping point” mean?
4. Name three types of people who are influential in the development of trends (according to M. Gladwell).

**Вопросы для обсуждения:**

1. How cultures influence on fashion trends?



2. What are the trends in the music industry?
3. What are the trends in the cinematography?
4. What are the trends in literature?
5. What is going to be trendy in the nearest future?

### **Тема 11. Искусство и медиа.**

#### **Вопросы для опроса:**

1. What types of media do you know?
1. Do you think celebrities have the right to a private life?
2. Why are we fascinated by the artists themselves when really their work should speak for them?  
Share your opinion.
3. What is fame? Explain your view.
4. Do you think that newspapers will disappear in the future?

#### **Вопросы для групповой дискуссии:**

1. Which books, songs and films do you think are masterpieces?
2. What qualities does a journalist need to be a foreign correspondent?
3. People should pay for their music, books and films. Do you agree with this statement?
4. Do you think it is exciting/glamorous to work in the fashion industry? Why?/Why not?
5. What is the worst film you have ever watched?

### **Тема 12. Общество и закон.**

#### **Вопросы для опроса:**

1. Can you think of some funny and dumb criminal stories?
2. Have there been any spectacular robberies recently?
3. Is there such a thing as the 'criminal type'?
4. Is crime a serious problem where you live?
5. How does crime affect the society?

#### **Вопросы для групповой дискуссии:**

1. What are the main reasons why people commit crimes?
2. Would you like to try to be a jury sometime? Why/why not?
3. Once a criminal, always a criminal. Do you agree? Why/why not?
4. Would you tell your boss if you suspected your colleague of being dishonest?
5. Are some people naturally bad or does their upbringing and environment lead them to commit crimes?

### **Тема 13. Коммуникации в бизнесе.**

#### **Вопросы для опроса:**

1. What types of communication do you know?
2. Do modern technologies make communication easier?
3. How important do you think it is to understand your own culture before trying to understand someone else's?
4. How will communications change in the future?
5. What are the advantages and disadvantages of face-to-face communication?

**Вопросы для групповой дискуссии:**

1. What are the most preferable types of communication for modern companies?
2. How can communication between departments be improved?
3. How can portable devices improve communication?
4. What are the main peculiarities of intercultural communication?
5. What are the main difficulties of intercultural communication?

**Тема 14. Международные рынки и международный маркетинг.**

**Вопросы для опроса:**

1. Have you ever helped a company with its market research?
1. When might it not be appropriate to ask members of the public for their ideas?
2. Would this approach be popular in your culture?
3. What are the advantages of creating a product through an online community?
4. What are the disadvantages of creating a product through an online community?

**Вопросы для групповой дискуссии обсуждения:**

1. What problems might a company have if they rely too much on this form of product development?
2. How did people in business communicate with colleagues and with their business partners 20 years ago? What's the situation today?
3. What market research techniques are the most effective?
4. What market research techniques are the least effective?
5. Innovative business technologies.

**Тема 15. Деловые отношения.**

**Вопросы для опроса:**

1. What is more important for you high salary or career opportunities in the future?
2. What examples of the glass-ceiling can you think of?
3. What are the most common fringe benefits in your country or organization you work for?
4. What do you think makes a good work-life balance?
5. Would you prefer to work in an open plan office or do you think that managers should have their own personal office?

**Вопросы для групповой дискуссии:**

1. What is more important for Russian culture: hygiene factors or motivational factors ?
2. How is staff development related to the performance evaluation of employees?
3. Discuss the benefits of effective staff development programs.

4. What are some strategies that can be used to motivate employees to participate in staff development programs?
5. How might the principles of adult learning influence the creation of staff development programs?

### **Тема 16. Построение успешной карьеры и бизнеса.**

#### **Вопросы для опроса:**

1. How is SCM different from logistics?
2. What does the supply chain describe?
3. What are the functions of a supply chain?
4. What is the main purpose of the supply chain?
5. What are the three decision-making phases of the supply chain? What can you say about each?
6. What does *sustainable* mean? Give examples.

#### **Вопросы для групповой дискуссии обсуждения:**

1. What is Kaizen philosophy?
2. What is the difference between western and Japanese philosophy?
3. How can Kaizen change the way people behave outside of work as well as in work?
4. What are the advantages and disadvantages of teamwork to the organisation and to the employee?
5. Is it possible to measure improvement? Is it always necessary? Why/why not?

### **Тема 17. Мотивация.**

#### **Вопросы для опроса:**

1. What is CRM?
2. What do consumers want?
3. Why does the organization need CRM?
4. What is the main purpose of CRM?
5. What are the several types of interaction with different types of customer that organisations have to keep in mind?

#### **Вопросы для групповой дискуссии:**

1. In what way can a company contribute to the community or do something that it can 'believe in'?
2. What does a value-centered business mean?
3. How is price different from the other 3Ps?
4. What are the differences between penetration pricing, skimming pricing and competition pricing?
5. What does Place mean to the organisation?

### **Тема 18. Управление рисками.**

#### **Вопросы для опроса:**

1. What financial statements do companies keep?
2. Why do companies draw up financial statements?

3. Which stakeholders inside and outside the company would be interested in the financial statements?
4. Give examples of income or expenditure.
5. Give examples of assets and liabilities.

**Вопросы для групповой дискуссии:**

1. What are the problems with buying something on credit?
2. What are the possible cashflow problems?
3. What advice would you need before you invested in a new product or business?
4. Why do you think people invest in certain companies but not in others?
5. What would you do with 20000€ to get the maximum ROI?

**Задания для текущего контроля**

**Ролевая игра**  
по теме «Работа»

**Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4.**

1. **Topic:** Choosing a new team member.
2. **The concept of the role play:** discuss good and bad points of four candidates for the job and choose the most suitable one.
3. **Roles:**
  - Chris, one of the directors;
  - Jodie, one of the directors;
  - Elayne, a candidate;
  - Daniela, a candidate;
  - Rashid, a candidate;
  - Mitsuo, a candidate.
4. **The outcome of the role play:** the discussion of pluses and minuses of four candidates with taking the roles of every participant into account and unanimous agreement on the one best candidate for this job.

**Критерии оценки (в баллах):**

- **5 баллов** выставляется студенту, если суть игры была правильно понята, отмечено эффективное взаимодействие с другими участниками, было продемонстрировано развернутое и аргументированное изложение своей мысли, употребление ключевой лексики курса, в основном не было допущено ошибок в использовании грамматических конструкций;
- **4 балла** выставляется студенту, если суть игры была правильно понята, отмечено эффективное взаимодействие с другими участниками, но было продемонстрировано не совсем развернутое и аргументированное изложение своей мысли, было отмечено употребление ключевой лексики курса, но допущены незначительные ошибки в использовании грамматических конструкций;

- **3 балла** выставляется студенту, если суть игры была правильно понята, отмечено эффективное взаимодействие с другими участниками, но возникали сложности при демонстрации развернутого и аргументированного изложения своей мысли, был отмечен ограниченный лексический запас ключевых единиц грамматических конструкций;
- **2 балла** выставляется студенту, если суть игры была неправильно понята, проявлена сложность в формировании своего высказывания, что помешало эффективному воздействию с другими участниками, отмечено лимитированное употребление ключевой лексики курса, допущены ошибки в использовании грамматических конструкций.

### Деловая игра №1 по теме «Бизнес»

**Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4.**

**1 Topic:** Beginning a business relationship

**2 The concept of the role play:** Making successful small talk

**3 Roles:**

- a new business partner 1;
- a new business partner 2;

You are at an evening reception of a business conference. You are interested in making some new business contacts. Try to speak to as many people at the reception as possible.

**4 The outcome of the role play:**

Introduce yourself. Talk about one of the small talk topics you have prepared. Show interest in what other people say.

**Критерии оценки (в баллах):**

- **5 баллов** выставляется студенту, если суть игры была правильно понята, отмечено эффективное взаимодействие с другими участниками, было продемонстрировано развернутое и аргументированное изложение своей мысли, употребление ключевой лексики курса, в основном не было допущено ошибок в использовании грамматических конструкций;
- **4 балла** выставляется студенту, если суть игры была правильно понята, отмечено эффективное взаимодействие с другими участниками, но было продемонстрировано не совсем развернутое и аргументированное изложение своей мысли, было отмечено употребление ключевой лексики курса, но допущены незначительные ошибки в использовании грамматических конструкций;
- **3 балла** выставляется студенту, если суть игры была правильно понята, отмечено эффективное взаимодействие с другими участниками, но возникали сложности при демонстрации развернутого и аргументированного изложения своей мысли, был отмечен ограниченный лексический запас ключевых единиц грамматических конструкций;
- **2 балла** выставляется студенту, если суть игры была неправильно понята, проявлена сложность в формировании своего высказывания, что помешало эффективному воздействию

с другими участниками, отмечено лимитированное употребление ключевой лексики курса , допущены ошибки в использовании грамматических конструкций.

## **Деловая игра №2**

по дисциплине «Коммуникации в бизнесе»

**Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4.**

**1. Тема:** Building relationships at a conference

**2. Концепция игры:** Making successful pre-meeting small talk

**3. Роли:**

-A new business partner 1;

-A new business partner 2;

You are at a business conference. You are interested in making some new business contacts. Try to speak to as many people at the reception as possible.

**4. Ожидаемый (е) результат (ы)** Introduce yourself. Talk about one of the small talk topics you have prepared. Show interest in what other people say.

**Критерии оценки (в баллах):**

- **5 баллов** выставляется студенту, если суть игры была правильно понята, отмечено эффективное взаимодействие с другими участниками, было продемонстрировано развернутое и аргументированное изложение своей мысли, употребление ключевой лексики курса, в основном не было допущено ошибок в использовании грамматических конструкций;

- **4 балла** выставляется студенту, если суть игры была правильно понята, отмечено эффективное взаимодействие с другими участниками, но было продемонстрировано не совсем развернутое и аргументированное изложение своей мысли, было отмечено употребление ключевой лексики курса, но допущены незначительные ошибки в использовании грамматических конструкций;

- **3 балла** выставляется студенту, если суть игры была правильно понята, отмечено эффективное взаимодействие с другими участниками, но возникали сложности при демонстрации развернутого и аргументированного изложения своей мысли, был отмечен ограниченный лексический запас ключевых единиц грамматических конструкций ;

- **2 балла** выставляется студенту, если суть игры была неправильно понята, проявлена сложность в формировании своего высказывания ,что помешало эффективному воздействию с другими участниками, отмечено лимитированное употребление ключевой лексики курса , допущены ошибки в использовании грамматических конструкций.

## **Деловая игра №3**

по теме «Деловые отношения»

**Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4.**

1. **Тема (проблема):** Поглощение конкурента в бизнесе. Риски и преимущества.
2. **Концепция игры:** условное, приближенное к реальному воспроизведение коммуникативной ситуации обсуждения «за» и «против» слияния с конкурентом.
3. **Роли:**
  - Глава корпорации;
  - Ведущий менеджер;
  - Финансовый аналитик;
  - Представитель компании-конкурента;
4. **Ожидаемый(е) результат(ы):** Студенты знают: активную лексику по теме. Умеют: создавать краткое/развернутое монологическое/диалогическое высказывание; воспринимать и понимать иноязычную речь на слух. Владеют: речевым этикетом в коммуникативных ситуациях делового общения.

**Критерии оценки (в баллах):**

- **5 баллов** выставляется студенту, если суть игры была правильно понята, отмечено эффективное взаимодействие с другими участниками, было продемонстрировано развернутое и аргументированное изложение своей мысли, употребление ключевой лексики курса, в основном не было допущено ошибок в использовании грамматических конструкций;
  - **4 балла** выставляется студенту, если суть игры была правильно понята, отмечено эффективное взаимодействие с другими участниками, но было продемонстрировано не совсем развернутое и аргументированное изложение своей мысли, было отмечено употребление ключевой лексики курса, но допущены незначительные ошибки в использовании грамматических конструкций;
  - **3 балла** выставляется студенту, если суть игры была правильно понята, отмечено эффективное взаимодействие с другими участниками, но возникали сложности при демонстрации развернутого и аргументированного изложения своей мысли, был отмечен ограниченный лексический запас ключевых единиц грамматических конструкций;
  - **2 балла** выставляется студенту, если суть игры была неправильно понята, проявлена сложность в формировании своего высказывания, что помешало эффективному воздействию с другими участниками, отмечено лимитированное употребление ключевой лексики курса, допущены ошибки в использовании грамматических конструкций.
- допущены ошибки в использовании грамматических конструкций.

**Деловая игра №4**

по теме «Построение успешной карьеры в бизнесе»

**Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4.**

1. **Тема (проблема) Работа.** Ролевой диалог «интервью с работодателем».
2. **Концепция игры:** условное, приближенное к реальной воспроизведение коммуникативной ситуации собеседования на работу.

### 3. Роли:

- Интервьюер;
- Кандидат;

**4. Ожидаемый (е) результат (ы)** Студенты знают: активную лексику по теме. Умеют: создавать краткое/развернутое монологическое/диалогическое высказывание; воспринимать и понимать иноязычную речь на слух. Владеют: речевым этикетом в коммуникативных ситуациях повседневного и делового общения.

### Критерии оценки (в баллах):

- **5 баллов** выставляется студенту, если суть игры была правильно понята, отмечено эффективное взаимодействие с другими участниками, было продемонстрировано развернутое и аргументированное изложение своей мысли, употребление ключевой лексики курса, в основном не было допущено ошибок в использовании грамматических конструкций;
  - **4 балла** выставляется студенту, если суть игры была правильно понята, отмечено эффективное взаимодействие с другими участниками, но было продемонстрировано не совсем развернутое и аргументированное изложение своей мысли, было отмечено употребление ключевой лексики курса, но допущены незначительные ошибки в использовании грамматических конструкций;
  - **3 балла** выставляется студенту, если суть игры была правильно понята, отмечено эффективное взаимодействие с другими участниками, но возникали сложности при демонстрации развернутого и аргументированного изложения своей мысли, был отмечен ограниченный лексический запас ключевых единиц грамматических конструкций;
  - **2 балла** выставляется студенту, если суть игры была неправильно понята, проявлена сложность в формировании своего высказывания, что помешало эффективному воздействию с другими участниками, отмечено лимитированное употребление ключевой лексики курса, допущены ошибки в использовании грамматических конструкций.
- допущены ошибки в использовании грамматических конструкций.

### Кейс-задание №1

**Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4.**

### ISSUE

*You work for a multinational company with subsidiaries on different continents. Six weeks ago you returned your home country after working for three years in another branch of your company. You had a holiday for three weeks and have now been back working in the head office for three weeks. You are having some problems and you want to ask Human Resources manager for help.*

1. Discuss the possible problems that may arise in a situation like this.
2. Hold the meeting to discuss the most serious problems.
3. Rank the problems in order of seriousness.
4. Make suggestions which will be beneficial for both the company and the colleague.



## Notes to the agenda

### **1. Discuss the possible problems that may arise in a situation like this.**

Brainstorm possible problems in small groups of colleagues before going to a meeting.

### **2. Hold the meeting to discuss the most serious problems.**

Representatives of the groups should share their ideas concerning the most serious issues.

### **3. Rank the problems in order of seriousness.**

Representatives of the groups should build up a list of problems in order of seriousness.

### **4. Make suggestions which will be beneficial for both the company and the colleague.**

Members of the group work together to play the discussion between the HR manager and repatriated employee.

## **Критерии оценки (в баллах):**

- **5 баллов** выставляется студенту, если суть и проблема кейса была правильно понята и проанализирована, были получены все ответы на заданные в кейсе вопросы, продемонстрировано развернутое и аргументированное изложение своей мысли и употребление ключевой лексики курса, в основном не было допущено ошибок в использовании грамматических конструкций;

- **4 балла** выставляется студенту, если суть и проблема кейса была правильно понята и проанализирована, однако были получены не все ответы на заданные в кейсе вопросы, продемонстрировано не полностью развернутое и аргументированное изложение своей мысли и употребление ключевой лексики курса, но допущены незначительные ошибки в использовании грамматических конструкций;

- **3 балла** выставляется студенту, если суть и проблема кейса не была правильно понята и проанализирована, были получены не все ответы на заданные в кейсе вопросы, возникали сложности при демонстрации развернутого и аргументированного изложения своей мысли, был отмечен ограниченный лексический запас ключевых единиц грамматических конструкций;

- **2 балла** выставляется студенту, если суть и проблема кейса совсем не была понята и проанализирована, студент не смог произвести анализ поставленной в кейсе задачи и ответить на заданные в кейсе вопросы.

## **Кейс-задание №2**

**Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4.**

## **ISSUE**

*Your consultancy firm is going to advise a company that produces plastic on how to motivate their staff. The company has problems with staff motivation. Look at the comments from managers. "Too many people are calling in sick on Monday morning. A lot of workers don't think we listen to them but we do. We increased the pay and still staff are not motivated, etc."*

1. Discuss the possible problems that may arise in a situation like this.
2. Hold the meeting to discuss whether the problems concern hygiene or motivation.
3. A plan to help motivation.
4. Make suggestions that will prevent a situation like that in the future.

#### **Notes to the agenda**

##### **1. Discuss the possible problems that may arise in a situation like this.**

Brainstorm possible problems in small groups of colleagues before going to a meeting.

##### **2. Hold the meeting to discuss whether the problems concern hygiene or motivation.**

Representatives of the groups should share their ideas concerning the most serious issues.

##### **3. A plan to help motivation.**

Members of the group discuss whether the plans the company have thought will help motivation.

##### **4. Make suggestions which will prevent a situation like that in the future.**

Members of the group work together to play the discussion.

### **Кейс-задача №3**

**Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4.**

#### **ISSUE**

*Five years ago your company employed a young computer expert, Geoff Peters. He has worked in the customer service department for the last two years. Essentially he supports a number of key customers doing maintenance and trouble-shooting work. Three months ago he suddenly left the company and he is now working for several of your customers, providing service as an independent computer consultant. His employment contract had a competition clause in it forbidding him from working for any customers for a two-year period after leaving. The meeting has been called to discuss this case and also to see whether any lesson can be learned for the future.*

#### **AGENDA**

1. Geoff Peters: report and discussion.
2. Competition clause
3. Legal action
4. Employment contracts

#### **Notes to the agenda**

##### **1. Geoff Peters: report and discussion.**

The Personnel Manager will report on the case and then there will be a chance to discuss why Geoff left the company.

##### **2. Competition clause**

The Legal Affairs Manager will clarify the exact meaning of the competition clause and the implications.

### **3. Legal action**

The meeting will decide whether to take Geoff Peters to court for breach of contract.

### **4. Employment contracts**

Finally a decision on whether the competition clause needs to be changed.

## Комплект тестов/тестовых заданий

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4.

### ТЕСТ 1

1. Her lessons (to begin) at half past eight.
2. At 3 o'clock Nelly (to finish) her work at school, but she always (to have) a lot of work to do at home.
3. Nelly's husband (to be) director of a large factory.
4. These factories (to make) different equipment for export.
5. In the morning his secretary (to bring) him the mail.
6. He (to receive) a lot of mail every morning.
7. He usually (to go through) it and (to answer) it.
8. They often (to receive) engineers and workers from this factory and from other factories.
9. It (to take) me an hour to get there by bus.
10. He often (to communicate) with different companies by fax.
11. We \_\_\_\_\_ TV at 5 p.m. yesterday evening.  
a) watch      b) watched      c) was watching      d) are watching      e) were watching
12. We \_\_\_\_\_ these machines at a good price last year.  
a) have bought      b) buy      c) bought      d) buys      e) has bought
13. We \_\_\_\_\_ you our catalogues and price lists. We expect you to send us a letter.  
a) send      b) sent      c) have sent      d) was sending      e) has sent
14. When he was young he \_\_\_\_\_ a lot.  
a) has travelled      b) have travelled      c) was travelling      d) travelled      e) were travelling
15. We \_\_\_\_\_ this job since morning.  
a) are doing      b) have been doing      c) have done      d) do      e) did
16. He \_\_\_\_\_ at the plant since 2001.  
a) has been working      b) is working      c) are working      d) has worked      e) worked
17. \_\_\_\_\_ play a guitar?  
a) may      b) must      c) can      d) could      e) might
18. I \_\_\_\_\_ smoke in this room.  
a) must      b) can      c) may      d) could      e) might
19. You \_\_\_\_\_ do it by all means. It's obligatory.  
a) can      b) must      c) could      d) may      e) might
20. This bag is \_\_\_\_\_ than that.  
a) big      b) bigger      c) more big      d) more biggere) the biggest

### Use the proper form of the verb.

21. They often (to have talks).
22. They (to have talks) now.
23. They (to have talks) last week.
24. They (to have talks) this week.
25. When we came back to the office they still (to have talks).
26. We (to have talks) with the firm one of these days.
27. Our office (to ship) the equipment last month.
28. They (to ship) the equipment the next month.

29. They (to ship) the equipment lately.  
 30. They (to ship) the equipment by last December.
31. This book is \_\_\_ of all. I like it.  
 a) better                      b) good                      c) the best                      d) much better                      e) more good
32. They \_\_\_ the report by 7 o'clock p.m. yesterday.  
 a) had prepared                      b) have prepared                      c) prepared                      d) prepare                      e) prepares
33. We came to the station after the train \_\_\_\_\_.  
 a) left                      b) had left                      c) has left                      d) have left                      e) leaves
34. They \_\_\_ to Moscow soon.  
 a) go                      b) will go                      c) would go                      d) are going                      e) is going
35. We \_\_\_ talks at 10 a.m. today.  
 a) have                      b) are having                      c) has                      d) will have                      e) is having
36. He started \_\_\_ a letter immediately.  
 a) writing, b) to write, c) write, d) writes, e) wrote
37. Stop \_\_\_, please!  
 a) to talk                      b) talking                      c) talk                      d) talkse) will talk
38. The boy \_\_\_ at the table is my son.  
 a) sits                      b) sitting                      c) sat                      d) will sit                      e) sit
39. I expect you \_\_\_ in the office earlier tomorrow.  
 a) to be b) be                      c) are                      d) is                      e) be
40. If I \_\_\_ you I would refuse him.  
 a) am                      b) was                      c) were d) is                      e) are.

**Fill in the gaps with *must, can, may, needn't*.**

- 41) Ann's brother \_\_\_\_\_ read, but he \_\_\_\_\_ speak German.  
 42) \_\_\_\_\_ I speak to Mr. Sonin? I'm sorry he is out now. \_\_\_\_\_ you telephone him at 12?  
 43) \_\_\_\_\_ I ask you a question? Yes, you \_\_\_\_\_.  
 44) \_\_\_\_\_ we learn thirty-five words? No, you \_\_\_\_\_. You \_\_\_\_\_ know only the first twenty words.  
 45) My daughter is fourteen, but she \_\_\_\_\_ already cook very well.  
 46) Pete \_\_\_\_\_ go to school today. He is not well.  
 47) \_\_\_\_\_ we write these exercises now? No, you \_\_\_\_\_. Just read them.  
 48) \_\_\_\_\_ I open the window? No, you \_\_\_\_\_. I am not well.  
 49) Bob, you \_\_\_\_\_ take Kate's spoon. Take your spoon. It is on the table.  
 50) \_\_\_\_\_ I come to the meeting today? Yes, you \_\_\_\_\_.

## TECT 2

**Fill in the gaps with *some, any*.**

1. There are \_\_\_\_\_ new words in this lesson.
2. There are not \_\_\_\_\_ letters on your desk.
3. I have \_\_\_\_\_ other questions to ask you.
4. Have you \_\_\_\_\_ questions?
5. \_\_\_\_\_ of us learned English at school.
6. I haven't \_\_\_\_\_ pencils and she has \_\_\_\_\_.
7. Are there \_\_\_\_\_ price-lists on your desk? Yes, there are \_\_\_\_\_.
8. Can you give me \_\_\_\_\_ magazines to read?
9. I didn't see \_\_\_\_\_ of them yesterday.
10. The other day we sent \_\_\_\_\_ enquiries for furniture.
11. I haven't seen him since he \_\_\_\_\_ for Moscow.  
a) left            b) leaves            c) has left            d) to leave            e) leave
12. When did you \_\_\_\_\_ this film?  
a) saw            b) see            c) to see            d) sees            e) seen
13. She \_\_\_\_\_ at the office since 1992.  
a) has been working    b) has worked            c) worked            d) works            e) work
14. \_\_\_\_\_ you speak English?  
a) may            b) can            c) must            d) should            e) could
15. We \_\_\_\_\_ work hard.  
a) may            b) can            c) must            d) could            e) should
16. You \_\_\_\_\_ go to the doctor's. You are ill.  
a) must    b) may            c) can            d) could            e) should
17. \_\_\_\_\_ I smoke here?  
a) may            b) can            c) could            d) should            e) must
18. He \_\_\_\_\_ speak French even two years ago.  
a) may            b) could            c) can            d) must            e) should
19. She is \_\_\_\_\_ girl in the world!  
a) good            b) better            c) the best            d) more good            e) the most good
20. When they got to the theater the play already \_\_\_\_\_.  
a) started            b) starts            c) has started            d) had started            e) to start

**Use the proper form of the verb.**

21. We (to go sightseeing) today.
22. We (to go sightseeing) three days ago.
23. We (to go sightseeing) last week.
24. Mr. Johnson (to go sightseeing) one of these days.
25. Ann said we (to go sightseeing) a fortnight before.
26. They (to be) in (to) Omsk (never).
27. They (to be) in Omsk last year.
28. They (to be) in Omsk lately.
29. They (to be) in Omsk in 2 years.
30. They (to be) in Omsk 2 years ago.

31. It began snowing after I \_\_\_\_\_ home.

- a) came                      b) come                      c) to come                      d) had come
32. I \_\_\_\_\_ it tomorrow.
- a) will do                      b) do                      c) to do                      d) does
33. At 11 o'clock I \_\_\_\_\_ talks with the French businessmen.
- a) have                      b) am having                      c) to have                      d) has
34. Mr. Bell said they usually \_\_\_\_\_ goods on CIF terms.
- a) buy                      b) to buy                      c) has bought                      d) bought
35. Mr. Smith said their plane \_\_\_\_\_ on time.
- a) take off                      b) takes off                      c) to take off                      d) would take off
36. He is said \_\_\_\_\_ six languages.
- a) know                      b) knows                      c) to know                      d) has known                      e) knew
37. She was said \_\_\_\_\_ a lot.
- a) work                      b) works                      c) working                      d) worked                      e) to work
38. I wish I \_\_\_\_\_ the article yesterday.
- a) translated                      b) had translated                      c) to translate                      d) translate                      e) translates
39. If I \_\_\_\_\_ about it yesterday, I should have been pleased.
- a) had heard                      b) heard                      c) has heard                      d) hear                      e) hears
40. If you \_\_\_\_\_ free I should come to see you.
- a) are                      b) were                      c) is                      d) am                      e) to be
- 41) Their working hours (to begin) at half past eight.
- 42) Nelly (to like) her work very much. All her pupils (to do) well at school.
- 43) There (to be) a telephone on every of the desks in our office.
- 44) Our engineers (to discuss) prices, terms of payment and delivery.
- 45) All our engineers (to know) one or two foreign languages.
- 46) They can (to have talks) with foreign businessmen in different languages.
- 47) He (to make) contracts for different equipment for our factories.
- 48) You can also (to see) four book-cases in our room.
- 49) Mr. Black (not to receive) many foreign businessmen in this room.
- 50) The economists (to come) to the meeting today, didn't they?

### TECT 3

**Fill in the gaps with *to hear, to listen to*.**

1. Can you \_\_\_\_\_ me well from there?
2. You must always \_\_\_\_\_ your teacher at the lessons.
3. I usually \_\_\_\_\_ the news on the radio in the morning before work.
4. Did you \_\_\_\_\_ the 6 o'clock news?
5. I'm very sorry but I can't \_\_\_\_\_ you now.
6. Yesterday I \_\_\_\_\_ a lot about this new performance. I'd like to see it very much.
7. Can you \_\_\_\_\_ us now? We'd like to ask you some questions about London.
8. I'm sorry I didn't \_\_\_\_\_ the last word.
9. This is a surprise \_\_\_\_\_ it from you.
10. The other day I \_\_\_\_\_ some good music on the radio.

11. We \_\_\_\_\_ accommodation at the hotel the day before yesterday.

- a) have reserved, b) reserve, c) reserved, d) reserves, e) to reserve

12. I \_\_\_\_\_ to Paris three times.

- a) was, b) were, c) have been, d) has been, e) am

13. He \_\_\_\_\_ this book since Tuesday.

- a) reads, b) is reading, c) has read, d) has been reading, e) read

14. She \_\_\_\_\_ at the hospital since 1997.

- a) has been working, b) works, c) has worked, d) to work, e) worked

15. They \_\_\_\_\_ swim very well.

- a) may, b) can, c) could, d) must, e) should

16. You \_\_\_\_\_ do it just now. It's an order.

- a) could, b) can, c) must, d) may, e) should

17. \_\_\_\_\_ I come in ?

- a) may, b) can, c) could, d) must, e) should

18. You \_\_\_\_\_ take care of your health.

- a) may, b) can, c) must, d) could, e) should

19. High prices \_\_\_\_\_ in this price-list.

- a) quote, b) are quoted, c) to quote, d) quotes, e) is quoted

20. The price problem \_\_\_\_\_.

- a) settles, b) settle, c) has been settled, d) has settled, e) to settle

**Use the proper form of the verb.**

21. I (to send) them the offer this week.

22. I (to send) them the offer yesterday.

23. I just (to send) them the offer.

24. I (to send) them the offer a fortnight ago.

25. I (to send) them the offer this morning.

26. I (to send) them the offer last week.

27. I (to send) them the offer next week.

28. Mr. Brown (to send) them the offer by last October.

29. I said they (to send) us the offer the following week.

30. I say they (to be going; to send) us the offer the next week.

31. Our managers \_\_\_\_\_ talks at 11 a.m. today.

- a) have                      b) will have      c) are having                      d) to have                      e) has



32. Mrs. Bell asked Voronin if he \_\_\_\_\_ active holidays.  
 a) like                      b) likes c) liked                      d) will like                      e) to like
33. I wondered how long he \_\_\_\_\_ Mr. Bond.  
 a) had known              b) knew              c) knows                      d) to know                      e) has known
34. They \_\_\_\_\_ usually at 8 o'clock.  
 a) are delivered              b) delivers              c) am delivered              d) to deliver                      e) deliver
35. The contract \_\_\_\_\_ two years ago.  
 a) was signed              b) sign              c) to sign                      d) signed                      e) is signed
36. At the Customs House I \_\_\_\_\_ to open my suit-cases.  
 a) asked                      b) asks                      c) to ask                      d) was asked                      e) ask
37. He is said \_\_\_\_\_ a good translator  
 a) be                      b) to be                      c) to have been                      d) has been                      e) had been
38. I wish I \_\_\_\_\_ the article yesterday.  
 a) had translated b) translated c) translate                      d) translates                      e) to translate
39. If he \_\_\_\_\_ hard, he would have achieved great progress.  
 a) had worked              b) worked              c) to work                      d) work                      e) works
40. Long live our country!  
 a) to live                      b) lives c) live                      d) lived                      e) will live.

**Use the proper form of the pronoun.**

- 41) Don't let (he) sunbathe today. It's very hot.  
 42) Don't let (she) see this film.  
 43) Let (they) spend their holiday in the Crimea.  
 44) Let (she) come here in a fortnight.  
 45) Let (we) go to the Baltic Sea this summer.  
 46) Let (I) buy tickets to the cinema tonight.  
 47) Let (they) go to the holiday-home in June.  
 48) Don't let (we) ski today.  
 49) Let (she) go to the cinema to-night.  
 50) Let (I) go to the beach together with you.

Ключи для проверки заданий

Вариант №1									
1.	begin	11.	e	21.	have talks	31.	c	41.	can/can't (can't/can)
2.	finishes; has	12.	c	22.	are having talks	32.	a	42.	May/can
3.	is	13.	c	23.	had talks	33.	b	43.	May/may
4.	make	14.	d	24.	have had talks	34.	b	44.	Must/needn't/must
5.	brings	15.	b	25.	were still having talks	35.	b	45.	can
6.	receives	16.	a	26.	are having ('ll have talks)	36.	a	46.	can't (mustn't)
7.	goes through; answers	17.	c	27.	shipped	37.	b	47.	Must/needn't
8.	receive	18.	c	28.	are shiping ('ll ship)	38.	b	48.	May; mustn't
9.	takes	19.	b	29.	have shipped	39.	a	49.	mustn't
10.	communicates	20.	b	30.	had shipped	40.	c	50.	Must/needn't
Вариант №2									
1.	some	11.	a	21.	have gone	31.	d	41.	begin
2.	any	12.	b	22.	went	32.	a	42.	likes; do
3.	some	13.	a	23.	went	33.	b	43.	is
4.	any	14.	b	24.	will go (is going)	34.	d	44.	discuss
5.	some	15.	c	25.	had gone	35.	e	45.	know
6.	any; some	16.	e	26.	have never been	36.	c	46.	have talks
7.	any; some	17.	a	27.	were	37.	e	47.	make
8.	any	18.	b	28.	have been	38.	b	48.	see
9.	any	19.	c	29.	will be	39.	a	49.	doesn't receive
10.	some	20.	d	30.	were	40.	b	50.	came
Вариант №3									
1.	hear	11.	c	21.	have sent	31.	c	41.	him
2.	listen to	12.	c	22.	sent	32.	c	42.	her
3.	listen to	13.	d	23.	have just sent	33.	a	43.	them
4.	listen to	14.	a	24.	sent	34.	a	44.	her
5.	hear	15.	b	25.	have sent	35.	a	45.	us
6.	heard	16.	c	26.	sent	36.	d	46.	me
7.	listen to	17.	a	27.	will send	37.	b	47.	them
8.	hear	18.	e	28.	had sent	38.	a	48.	us
9.	to hear	19.	b	29.	would send	39.	a	49.	her
10.	heard	20.	c	30.	are going to send	40.	c	50.	me

Критерии оценки (в баллах):

- 8,5-10 баллов выставляется студенту, если выполнены 90%-100% заданий теста или контрольной работы;
- 7,0-8,4 баллов выставляется студенту, если выполнены 70%-89% заданий теста или контрольной работы;
- 5,0-6,9 баллов выставляется студенту, если выполнены 50%-69% заданий теста или контрольной работы;

- менее 5,0 баллов выставляется студенту, если выполнены менее 50% заданий теста или контрольной работы.

### **Задания для творческого рейтинга**

#### **Темы индивидуальных и/или групповых проектов**

**Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4.**

##### **1 курс**

##### **Групповые творческие задания (презентации)**

1. Cosmetic surgery on people under the age of twenty-one should be made illegal.
2. TV advertisements for unhealthy products should be banned.
3. Schools should spend more time teaching the skills people need to get a job.
4. Universities should be free for everybody.
5. Distance learning is going to be the most popular way to get a degree.

##### **Индивидуальные творческие задания (презентации)**

1. A charismatic politic figure.
2. A package holiday abroad.
3. Arranging a job interview.
4. A famous traveler.
5. Organising an advertising campaign.

##### **2 курс**

##### **Групповые творческие задания (презентации)**

1. Solving relocation and repatriation problems.
2. Create a joint venture to deal with a disruptive technology.
3. Your ideal job or workplace.
4. Design a training program.
5. Find solutions for a matrix problem.
6. Recent Perfect Competition Market Models.
7. Successful Company Employee Reward Systems.
8. Organization Framework.
9. Marketing Mix on the example of companies.
10. Socially Responsible Companies.

##### **Индивидуальные творческие задания (презентации)**

1. Make decisions about investment opportunities
2. Create a SWOT analysis.
3. Organise an e-learning platform
4. STEEP Analysis of Global Companies
5. Recent Multinational Mergers

**Критерии оценки (в баллах):**

No	ITEM	MAX. SCORE
1.	Contents and relevance	2
2.	Appropriacy (vocabulary)	2
3.	Grammar	1
4.	Presentation skills:	5
4.1.	Timing (7-10 minutes)	1
4.2.	Visuals	1
4.3.	Contact with the audience	1
4.4.	Sign posting	1
4.5.	Body language	1
	<b>TOTAL</b>	<b>10</b>

**Темы эссе****Индикаторы достижения: УК-4.1, УК-4.2, УК-4.4.****1 курс**

1. Are men or women better managers?
2. Are men or women better teachers?
3. Are men or women better politicians?
4. Are men or women better doctors?
5. Are men or women better public speakers?
6. Tourism brings only advantages to the country.
7. Virtual tourism is the best way of travelling.
8. Package holiday is the best way of travelling.
9. Going to dangerous or unexplored places is the only way real travelling.
10. Educational trips really broaden horizons.

**2 курс**

1. Make first contact via email
2. A Covering letter for a job application.
3. External business email in an appropriate style.
4. An email to staff in a department.
5. A letter responding to a complaint
6. A summary based on information in graphs
7. A proposal for a training course.

**Критерии оценки (в баллах):**

- **5 баллов** выставляется студенту, если тема эссе раскрыта полностью, идеи представлены в логической последовательности с использованием связующих слов, отмечена грамотная

организация эссе ,соответствующая его структуре; продемонстрировано использование активной лексики курса, основном не было допущено ошибок в использовании грамматических конструкций;

- **4 балла** выставляется студенту, если тема раскрыта полностью, но с незначительными отступлениями, идеи представлены с использованием связующих слов, но лексически не всегда грамотно подобраны, продемонстрировано использование активной лексики курса, были допущены незначительные ошибки в использовании грамматических конструкций;

- **3 балла** выставляется студенту, если тема раскрыта частично, с незначительными погрешностями, идеи представлены с использованием недостаточного количества связующих слов, продемонстрирована организация эссе, не полностью соответствующая его структуре с ограниченным использованием лексических единиц, допущены ошибки в использовании грамматических конструкций, которые частично мешают пониманию;

- **2 балла** выставляется студенту, если тема не раскрыта, идеи не связаны с друг другом, отсутствуют связующие слова и использован ограниченный запас лексических единиц с огромным содержанием ошибок в грамматических структурах.

### Темы докладов

1. Выдающиеся путешественники (исследователи, открытия).
2. Известные дизайнеры современности.
3. Интересные инженерные сооружения и проекты.
4. Современные тенденции развития общества.
5. Корпоративная этика в Великобритании и России.
6. Основные причины недовольства покупателей.
7. Искусство быть лидером.
8. Работа в режиме онлайн. Преимущества и недостатки.
9. Работа в офисе с открытой планировкой. Плюсы и минусы.
10. Искусство завоевать клиента.
11. Гендерные различия при выборе профессии.
12. Одежда и мода.
13. Гендерное обучение.
14. Искусство быть лидером.
15. Книга против Интернета.
16. Фрилансер. Плюсы и минусы.
17. Дизайн – наука или искусство.
18. Стереотипы о нациях и странах: возникновение и развитие.
19. Основные стереотипы об англоговорящих странах.
20. Национальные стереотипы поведения.
21. Релевантность национальных стереотипов.
22. Система субординации о координации внутри компании: принципы и правила.
23. Вероятные сложности выстраивания системы внутренней коммуникации.
24. Плюсы и минусы партнерства.
25. Переезд за границу и возвращение на родину.

26. Бренд-менеджмент: принципы и функционирование.
27. Стили менеджмента: эффективные и неэффективные.
28. Тимбилдинг в международной компании.
29. Лидерство и стили менеджмента.
30. Конкуренция как элемент совершенствования продукта.
31. Конкуренция и ее виды.
32. Функции и обязанности топ-менеджмента.
33. Как создать команду? Стратегии и принципы.
34. Основные источники инвестирования и кредитования бизнеса.
35. Увеличение прибыльности и доходности предприятия с учетом возможности/невозможности привлечения инвестиций.
36. Различные уровни потребительской аудитории. Их основные характеристики.
37. Уровни брендов, которые принято выделять, исходя из характеристик потребительской аудитории.
38. Обобщите различные определения термина «Luxury Management» и приведите примеры данного явления в различных сегментах рынка.
39. Основные жалобы потребителей на определенный спектр товаров (на базе текстового материала темы).
40. Корпоративная социальная ответственность.

#### **Критерии оценки в баллах:**

- **8,5-10** баллов выставляется студенту, если

- 1) во введении четко сформулирован тезис, соответствующий теме эссе/доклада;
- 2) деление текста на введение, основную часть и заключение в основной части;
- 3) логично, связно и полно доказывается выдвинутый тезис;
- 4) заключение содержит выводы, логично вытекающие из содержания основной части;
- 5) для выражения своих мыслей не пользуется упрощенно-примитивным языком;
- 6) Демонстрирует полное понимание проблемы. Все требования, предъявляемые к заданию, выполнены.

- **7,0-8,4** баллов выставляется студенту, если

- 1) во введении четко сформулирован тезис, соответствующий теме эссе/доклада, в известной мере выполнена задача заинтересовать читателя;
- 2) в основной части логично, связно, но недостаточно полно доказывается выдвинутый тезис;
- 3) заключение содержит выводы, логично вытекающие из содержания основной части;
- 4) уместно используются разнообразные средства связи;
- 5) для выражения своих мыслей студент не пользуется упрощенно-примитивным языком.

- **5,0-6,9** баллов выставляется студенту, если

- 1) во введении тезис сформулирован нечетко или не вполне соответствует теме эссе;
- 2) в основной части выдвинутый тезис доказывается недостаточно логично (убедительно) и последовательно;
- 3) заключение выводы не полностью соответствуют содержанию основной части;

- 4) недостаточно или, наоборот, избыточно используются средства связи;
- 5) язык работы в целом не соответствует уровню курса.

- менее **5,0** баллов выставляется студенту, если

- 1) во введении тезис отсутствует или не соответствует теме эссе;
- 2) в основной части нет логичного последовательного раскрытия темы;
- 3) выводы не вытекают из основной части;
- 4) средства связи не обеспечивают связность изложения;
- 5) отсутствует деление текста на введение, основную часть и заключение;
- 6) язык работы можно оценить, как «примитивный».

### **Темы для групповых дискуссий**

1. Искусство быть лидером.
2. Работа в режиме онлайн. Преимущества и недостатки.
3. Работа в офисе с открытой планировкой. Плюсы и минусы.
4. Искусство завоевать клиента.
5. Гендерные различия при выборе профессии.
6. Одежда и мода.
7. Гендерное обучение.
8. Искусство быть лидером.
9. Книга против Интернета.
10. Фрилансер. Плюсы и минусы.
11. Дизайн – наука или искусство.
12. Стереотипы о нациях и странах: возникновение и развитие.
13. Основные стереотипы об англоговорящих странах.
14. Национальные стереотипы поведения.
15. Релевантность национальных стереотипов.
16. Система субординации о координации внутри компании: принципы и правила.
17. Вероятные сложности выстраивания системы внутренней коммуникации.
18. Плюсы и минусы партнерства.
19. Переезд за границу и возвращение на родину.
20. Конкуренция и ее виды.

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

### **Структура экзаменационного билета/зачетного задания**

#### **Структура зачетного задания**

Наименование оценочного материала	Максимальное
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	количество баллов
Работа с текстом	10
Выполнение практического задания	10
Выполнение практического задания	20

### Структура экзаменационного билета

Наименование оценочного материала	Максимальное количество баллов
Работа с текстом	10
Выполнение практического задания	10
Выполнение практического задания	20

### Задания, включаемые в экзаменационный билет/зачетное задание

### Типовой перечень изучаемых вопросов

#### 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.

#### Задания, включаемые в экзаменационный билет/зачетное задание

## Семестр 1

### ЗАЧЕТНОЕ ЗАДАНИЕ № 1 По дисциплине «Иностранный язык»

1.	<p>Read and translate the text into Russian.</p> <p>Some jobs don't <b>require</b> any special training, e.g. the job of a cleaner; other jobs require a lot of training and a few qualifications, e.g. the job of a lawyer, an accountant or a designer. When a company <b>decides to employ</b> new people it often <b>advertises</b> jobs in a newspaper. A few people <b>apply for</b> this job. They send a <b>letter of application</b> and a <b>CV</b> with details of their education and <b>experience</b>. The company then invites candidates for an interview. A good company usually <b>recruits responsible</b> and experienced <b>staff</b>. People <b>look for</b> jobs which give them much money, career <b>opportunities</b>, job <b>satisfaction</b>. Some companies <b>offer fringe benefits</b> – swimming-pools, fitness centers, doctors, dentists. Many <b>employers</b> want to show that they help <b>employees</b> to balance their lives. A lot of people change their jobs if the <b>pay</b> is low, or they <b>commute</b> a long way to work, and for some other <b>reasons</b>.</p>
2.	<p>Set questions to the <u>underlined</u> words.</p> <p>1. Our office sells <u>a lot of different goods</u> to <u>foreign firms</u>. (3)</p>
3.	<p>1. Translate into English.</p> <p>1. С кем ты разговаривал, когда я встретил тебя на улице?</p> <p>2. – Каких представителей вы принимали вчера в 9 часов? – Представителей одной из французских фирм. Мы обсуждали с ними условия платежа и поставки.</p> <p>2. Fill in the gaps using the words given in brackets.</p> <p>1. Their representatives left Moscow and we cannot _____ with them now. (to meet)</p> <p>2. We _____ any contracts with "Barton &amp; Co." lately. (not to sign)</p>

### ЗАЧЕТНОЕ ЗАДАНИЕ № 2 По дисциплине «Иностранный язык»

1.	<p>Read and translate the text into Russian.</p> <p>There are different ways to work. A lot of people work nine-to-five, some have <b>flexible</b> working hours, a few work in <b>shifts</b>. Many employers and employees find flexible employment very progressive. This is especially good for women with children. <b>Part-time work appeals</b> to students because they are very busy at universities. Some people make the decision to leave their jobs and <b>start their own businesses</b>. A few of them start their business at home and then move it out, for example Disney, Amazon.com, Microsoft, Apple. You have the ability to run your business if you are decisive, organized, ready to take risk. But if you have little self-discipline, you do not plan ahead and you are not creative, you are not ready to start your own business.</p>
2.	<p><b>Set questions to the <u>underlined</u> words.</b></p> <p><u>Our engineers</u> must send <u>five enquiries</u> to <u>foreign firms</u>. (3).</p>
3.	<p>1. Translate into English.</p> <p>1. Я не смотрел вчера телевизионную передачу в 9 часов. Моя жена смотрела её, я писал письмо своему другу.</p>

	<p>2. – Что они делали, когда вы вернулись? – Они обсуждали условия контракта.</p> <p>2. Finish the sentences using the words given in brackets.</p> <p>1. Our director says... (to clear up; tomorrow).</p> <p>2. I hope... (not to leave for; next week).</p>
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**ЗАЧЕТНОЕ ЗАДАНИЕ № 3**  
**По дисциплине «Иностранный язык»**

1.	<p>Read and translate the text into Russian.</p> <p>Timberland is a world-famous company in the market for boots and shoes. It is a real market leader. At the moment it is rapidly <b>increasing</b> its exports to Japan, Taiwan and Hong-Kong. The <b>goods</b> of this company are of high <b>quality</b>. They <b>meet up-to-date</b> international <b>standards</b>. Timberland is a large corporation. It has a lot of <b>foreign</b> and <b>domestic subsidiaries</b>. The company <b>consists of</b> nine <b>departments</b>. The company Chief Executive Officer (CEO) and president is Sidney Swartz. He is <b>in charge of</b> the global strategy. His son, Mr. Jeffry Swartz, is executive vice-president. He knows everything about this business and helps his father to <b>run</b> the company. Now they are <b>planning to expand</b> their business to Latin America.</p>
2.	<p>Set questions to the <u>underlined</u> words.</p> <p><u>Our director</u> usually receives <u>businessmen</u> at <u>half past ten</u>. (3)</p>
3.	<p>1. Translate into English.</p> <p>1. Уже темнело, когда мы пришли домой.</p> <p>2. Вчера вечером моя жена читала английскую книгу, в то время как я просматривал вечерние газеты.</p> <p>2. Fill in the gaps with the verbs <i>to say, to speak, to tell</i>.</p> <p>1. The representative of the firm _____ that our terms of payment are acceptable to them.</p> <p>2. I'm afraid I cannot _____ you about it now. I can let you know our answer tomorrow morning.</p>

**ЗАЧЕТНОЕ ЗАДАНИЕ № 4**  
**По дисциплине «Иностранный язык»**

1.	<p>Read and translate the text into Russian.</p> <p>Mr. Stevens is the company Sales Manager. His working day starts at 9 a.m. and finishes at 5 p.m. He works hard every day. Mr. Stevens always gets up early, takes a shower and has breakfast. During breakfast he watches the latest news on TV or listens to the radio. Then Mr. Stevens drives to work. It takes him twenty five minutes to get to the office. When he starts his working day he usually <b>switches on</b> his computer and <b>looks through</b> the mail. After that he sends some e-mails or asks his secretary to do it. Then he and his assistant make the plan for the day. Mr. Stevens discusses a lot of <b>business matters</b> on the phone. Sometimes he <b>makes appointments</b> with his <b>suppliers</b>. At 12 o'clock he always has lunch in the company cafeteria. After lunch he meets his <b>customers</b> or regional sales managers.</p>
2.	<p>Set questions to the <u>underlined</u> words.</p> <p><u>The secretary</u> usually brings <u>the mail</u> to our director at 9 o'clock. (4)</p>
3.	<p>1. Translate into English.</p>

	1. Вчера я собирался позвонить вам, но не мог. 2. Что вы собираетесь делать сегодня вечером?  2. Fill in the gaps with articles or possessive pronouns. 1. During _____ talks we discussed all _____ terms of _____ contract. 2. We had _____ talks with them _____ other day.
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**ЗАЧЕТНОЕ ЗАДАНИЕ № 5**  
**По дисциплине «Иностранный язык»**

1.	Read and translate the text into Russian.  It is 4 p.m. now and Mr. Stevens is having <b>talks</b> with Mr. Brown from the Public Relations Department (PR) and Advertising Department. They are discussing the new advertising <b>campaign</b> of their new product. Now they are speaking about budget problems. They are hoping to find a <b>reasonable solution to the issue</b> . Mr. Stevens is <b>efficient</b> and hard-working. He tries to solve all the problems, so his clients like to do business with him. They discuss <b>terms of delivery and payment, prices and discounts</b> . Mr. Stevens travels a lot and visits the subsidiaries of Timberland. He enjoys his job because he meets a lot of new people and goes to different countries.
2.	Set questions to the <u>underlined</u> words. <u>Our country buys a lot of different equipment from Great Britain.</u> (3)
3.	1. Translate into English. 3. – Какой язык собирается изучать ваш сын? – Французский. 4. – Куда вы собираетесь поехать этим летом? – Я собираюсь поехать в Одессу.  2. Finish the sentences using the words given in brackets. 1. Do the Buyers know when... (to ship the goods)? 2. Let us know what goods ... (to require).

**ЗАЧЕТНОЕ ЗАДАНИЕ № 6**  
**По дисциплине «Иностранный язык»**

1.	Read and translate the text into Russian.  The Ford Motor Company <b>entered</b> the business world on July 16, 1903 with only \$ 28,000 <b>in cash</b> . At that time it was a small company in a Detroit wagon factory with 10 people on the staff. One year after the company started its operations (in 1904) the foreign expansion programme began. On August 17, 1904 a <b>modest</b> plant opened in the small town Walkersville, Ontario, with the name of the Ford Motor Company of Canada, Ltd. It was the beginning of an overseas organization of <b>manufacturing plants, assembly plants and a dealer network</b> .
2.	Set questions to the <u>underlined</u> words. 1. At 11 o'clock we went for a walk (3).
3.	1. Translate into English. 3. В субботу я собираюсь посмотреть новый спектакль в Художественном театре. 4. – Когда вы собираетесь послать ответ английской фирме? – В пятницу.

	<p>2. Open the brackets.</p> <p>1. – What film you (to see) lately? – I (to see) “Hamlet”. – I (to like) it very much. When it (to be on)? – It (to be on) last week.</p>
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**ЗАЧЕТНОЕ ЗАДАНИЕ № 7**  
**По дисциплине «Иностранный язык»**

1.	<p>Read and translate the text into Russian.</p> <p>The company had hard times in its first years, young Henry Ford, as chief engineer and later as president, <b>directed</b> a <b>development</b> and <b>production</b> programme. Some of Ford cars were experimental and never <b>reached</b> the public. But some of their models were an immediate <b>success</b>.</p> <p>During the years of its fast expansion the Ford Motor Company was producing trucks and tractors (in 1917), it bought the Lincoln Motor Company (in 1922), built the first of 196 Ford Tri-Motor airplanes which in 1925 America’s first commercial airlines used with a great success.</p> <p>In 1942 the civilian car production stopped as the company was working for the U.S. war industry. The <b>huge</b> wartime programme was producing “Liberator” bombers, aircraft engines, jeeps, tanks and other types of war <b>machinery</b>.</p>
2.	<p>Set questions to the <u>underlined</u> words.</p> <p>2. We decided <u>to go to the country on Sunday</u>. (3).</p>
3.	<p>1. Translate into English.</p> <p>1. Мы встретили Виктора у театральной кассы. Он покупал билеты.</p> <p>2. С кем ты разговаривал по телефону, когда я пришёл?</p> <p>2. Open the brackets.</p> <p>1. How many enquiries from foreign firms you (to receive) this month? We (to receive) two enquiries from a German firm last week.</p> <p>2. You (to have) a holiday this year? Yes, I (to have) it two months ago.</p>

**ЗАЧЕТНОЕ ЗАДАНИЕ № 8**  
**По дисциплине «Иностранный язык»**

1.	<p>Read and translate the text into Russian.</p> <p>Ford was the first international company. In 1914 it had assembly plants in Canada, Europe, Australia, South America and Japan. The real opportunity to become a global company came with the electronic revolution of the late 1980s. In 1987 Ford <b>launched</b> a computer-based system that <b>linked</b> manufacturing and engineering groups in Ford factories all over the world. Now Ford <b>represents</b> itself in 200 countries around the world. It is the world’s second-largest industrial corporation and the second-largest producer of cars and trucks.</p> <p>Although Ford is better known as a manufacturer of cars, trucks and tractors, it now produces a wide <b>range of</b> other products such as industrial engines, construction machinery, glass and plastics. And Ford has a good reputation in other businesses: financial services, insurance, automobile spare parts, and electronics.</p>
2.	<p>Set questions to the <u>underlined</u> words.</p> <p>3. There is <u>a large parking lot behind that new building</u>. (3)</p>

3.	<p>1. Translate into English.</p> <p>1. – Я видел их вчера в 6 часов вечера. Куда они шли? – Они шли в театр.</p> <p>2. – Что ты делал вчера в 10 часов утра? – Я просматривал утреннюю почту.</p> <p>2. Fill in the gaps with the verbs <i>to say, to speak, to tell</i>.</p> <p>1. What did you _____? I didn't hear you.</p> <p>2. He _____ to us, "We require the goods this month".</p>
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**ЗАЧЕТНОЕ ЗАДАНИЕ № 9**  
По дисциплине «Иностранный язык»

1.	<p>Read and translate the text into Russian.</p> <p>Mr. Spencer works for Maggate that is a multinational company which manufactures more than 50.000 different products. Mr. Spencer is in the computer business. In fact he is responsible for European business which <b>accounts for</b> about 40% of the company's worldwide <b>sales</b>. Maggate has had subsidiaries for almost 30 years and Mr. Spencer has helped to <b>set up research</b> and development centers in Europe. He has already been to many countries all over the world.</p> <p>Last week Mr. Spencer flew to Germany to discuss business with German partners. Maggate has always spent a large part of its <b>annual</b> budget on the <b>improvement</b> of its products, and Mr. Spencer's <b>mission</b> in Germany was to <b>exchange</b> ideas and information <b>concerning</b> computer software. Constant information exchange and coordination of <b>efforts</b> is a key to Maggate's success. Mr. Spencer has succeeded in his mission. He and his German colleague Mr. Brown have known each other for a long time and during the talks they <b>got down to business</b> immediately. They didn't <b>waste</b> time <b>on</b> formalities and ceremonies and <b>managed to settle</b> a lot of <b>crucial</b> items.</p>
2.	<p>Set questions to the <u>underlined</u> words.</p> <p>There is <u>a theatre box-office</u> in <u>that new building</u>. (3)</p>
3.	<p>1. Translate into English.</p> <p>1. У какой фирмы вы собираетесь покупать автомобильный завод?</p> <p>2. Какой спектакль вы собираетесь посмотреть в Малом театре?</p> <p>2. Fill in the gaps with the verbs <i>to say, to speak, to tell</i>.</p> <p>1. I'm afraid I cannot _____ you about it now. I can let you know our answer tomorrow morning.</p> <p>2. The President _____ to the representatives of the firm about their offer when I came into the room.</p>

**ЗАЧЕТНОЕ ЗАДАНИЕ № 10**  
По дисциплине «Иностранный язык»

1.	<p>Read and translate the text into Russian.</p> <p>The partners looked through the latest catalogues and <b>closely</b> studied the models on the market, they <b>agreed on</b> several changes in the planning of the new models. They <b>accepted</b> several new methods to increase their sales. They also made an appointment for October. Both parties <b>were very pleased with</b> the results of the meeting and are <b>looking forward to</b> seeing each other again.</p>
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	Such meetings are important to the organization. Mr. Spencer has organized and <b>attended</b> a number of international meetings. He knows their organizers usually take into account a lot of factors. As a business traveller Mr. Spencer also knows that if you do business abroad, it's useful to <b>find out</b> local customs before you start. Mistakes are often expensive. Mr. Spencer is a successful businessman. He has never made serious mistakes and has <b>gained</b> a lot of business experience.
2.	Set questions to the <u>underlined</u> words. 2. <u>I</u> had supper at home with my family yesterday. (4)
3.	1. Translate into English. 1. Что вы собираетесь делать сегодня вечером? 2. Вчера я собирался позвонить вам, но не мог.  2. Fill in the gaps with the verbs <i>to say, to speak, to tell</i> . 1. Mr. Brown _____ that 12 o'clock is quite convenient to them. 2. _____ the representative of the firm that we are interested in buying their goods. 3. Mr. Harris _____ their goods are in great demand now and they cannot reduce their price.

**ЗАЧЕТНОЕ ЗАДАНИЕ № 11**  
**По дисциплине «Иностранный язык»**

1.	Read and translate the text into Russian.  Tom Archer is Sales Manager of Malesan Ltd. This is a well-known wine company. Tom's job is demanding but interesting. He has to <b>get in touch with various</b> customers all over Europe. Tom Archer needs to know the market very well, as well as his competitors' products. Competition is a real <b>challenge</b> because customers may <b>prefer</b> some other brands or they might not be satisfied with prices. A sales manager has to <b>maintain</b> feedback with his regular clients and <b>establish</b> new connections. He has to travel a lot and <b>take part</b> in sales conferences and negotiations. Sometimes when he doesn't have to talk to a customer face-to-face, Tom sends and receives a lot of e-mails. Archer must always be well-informed about the range of products, the latest vintage wines and popular brands.
2.	Set questions to the <u>underlined</u> words. 1. <u>Nick</u> bought <u>four</u> tickets <u>for us</u> . (3)
3.	1. Translate into English. 1. – Когда вы собираетесь послать ответ английской фирме? – В пятницу. 2. У какой фирмы вы собираетесь покупать автомобильный завод?  2. Fill in the gaps with the verbs <i>to say, to speak, to tell</i> . 1. You see, I don't know English well. I cannot _____ it in English. 2. The President _____ the secretary not to contact Brown & Co. that day. 3. The President is out now. Please, _____ Mr. Ward to telephone us in half an hour.

**ЗАЧЕТНОЕ ЗАДАНИЕ № 12**  
**По дисциплине «Иностранный язык»**

1.	Read and translate the text into Russian.  As <b>Senior</b> Manager Tom has to <b>perform</b> a lot of other functions within the company. There are three sales managers in his department and Tom's responsibilities are to
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	<b>supervise</b> and motivate his staff. His employees should receive acceptable salaries, must understand their tasks, need good working conditions and job security. One very important thing in Tom's work is to make his people a team. He has succeeded in this. He motivates his people not only by financial <b>targets</b> but the belief that their company sells high quality natural wines. At the same time Tom should not forget to develop a business plan, to <b>monitor</b> the progress of the company sales and to <b>keep up with</b> the changing management trends.
2.	Set questions to the <u>underlined</u> words. 2. <u>My sister's nephew usually goes to school on weekdays.</u> (4)
3.	1. Translate into English. 1. У меня был отпуск в мае, и я провел его на Чёрном море. 2. – Куда ты идёшь? – Я иду в театр. – А у тебя есть билеты на этот спектакль? – Да, я купил их вчера. 3. Я не видел его с тех пор, как он вернулся из Франции.  2. Open the brackets using <i>some</i> or <i>any</i> . 1. I'm afraid I can't speak to you now. Come and see me _____ other time. 2. I can make an appointment with him for _____ other time. 3. I'd like to listen to _____ good music on the radio.

**ЗАЧЕТНОЕ ЗАДАНИЕ № 13**  
**По дисциплине «Иностранный язык»**

1.	Read and translate the text into Russian.  Last year was rather hard for Malesan. The volume of production dropped and the company had to increase prices. At the same time Chilean competitors became very active. Some corporate clients who were to purchase Malesan wines decided to <b>place trial orders</b> with their rival. Tom Archer had to offer the customers some attractive terms and <b>additional</b> discounts. He and his staff couldn't lose their <b>customer base</b> . So they found new <b>distributors</b> and targeted the segment of family- type small restaurants. That helped the company to <b>avoid</b> great costs. This year Tom Archer and his <b>sales force</b> are to <b>break into</b> one of the East European markets. With <b>consistent</b> quality at reasonable prices Malesan wines will be able to gain a good market niche and to bring <b>sufficient</b> profit.
2.	Set questions to the <u>underlined</u> words. 1. <u>Now it is 9 o'clock in the morning and Mr. Black's children are swimming in the sea.</u> (3)
3.	1. Translate into English. 1. – Сколько времени вы потратили на эту работу? – Две недели. 2. Сейчас уже 10 часов, а ребёнок все ещё смотрит телевизор. Не разрешайте ему смотреть телевизор после 9 часов. 3. Они катаются на коньках, в то время как мы ходим на лыжах.  2. Open the brackets using <i>some</i> or <i>any</i> . 1. Please, give me _____ coffee. I'm sorry but there isn't _____. 2. We had _____ tea, but there wasn't _____ sugar to put in it. 3. He hasn't got _____ books to read and he asked me to bring him _____.

**ЗАЧЕТНОЕ ЗАДАНИЕ № 14**



**По дисциплине «Иностранный язык»**

1.	<p>Read and translate the text into Russian.</p> <p>Boris Baker is an engineer in electronics. He works for the Browns' company. They design and manufacture electronic equipment. Boris is responsible for its technical supervision. He is always very busy. He's got a lot of work to do every day. He comes to work in the morning and stays there practically all day long. He is satisfied with his job but he dislikes the fact that he works long hours. Very often he stays at work till nine o'clock in the evening.</p> <p>Alex O'Hara is his friend and colleague. He is in sales. At the office Alex writes business letters, looks through the mail, reads cables, talks business on the telephone. Sometimes Alex meets foreign businessmen. Alex O'Hara's working hours finish at 6 o'clock. He is always tired after work but he likes it and does it with pleasure.</p>
2.	<p>Set questions to the <u>underlined</u> words.</p> <p>1. <u>The director of the factory</u> usually phones <u>him every day</u>. (3)</p>
3.	<p>1. Translate into English.</p> <p>1. Книги моих друзей на письменном столе.</p> <p>2. На письменном столе книги моих друзей.</p> <p>3. Ваша дочь студентка или ученица?</p> <p>2. Insert the right preposition.</p> <p>1. ____ Monday I usually have breakfast ____ 7 o'clock.</p> <p>2. All the engineers ____ our Ministry learn English.</p> <p>3. After work we often go ____ the park as we live not far ____ it.</p>

**ЗАЧЕТНОЕ ЗАДАНИЕ № 15**

**По дисциплине «Иностранный язык»**

1.	<p>Read and translate the text into Russian.</p> <p>Mr. Brown is a sales manager in a manufacturing business. The company «Farmco» produces high quality farming equipment. It is modern and now the company is increasing the export of its goods to African countries.</p> <p>«Farmco» consists of three departments: production department – its manager is in charge of production and service, finance department – its manager is responsible for finance and accounting and marketing and sales department. As a Sales manager Mr. Brown is in charge of selling and advertising.</p> <p>Mr. Brown works hard and has a lot of things to do during his working day. He looks through the mail; plans and watches every step in the supply of his customers with the goods; employs salesmen, wholesalers and retailers to sell the goods. He sees that the system of distribution works efficiently and economically. Also during the day there are business matters which need his immediate attention.</p>
2.	<p>Set questions to the <u>underlined</u> words.</p> <p>1. <u>Mr. White's children</u> are going to school. (3)</p>
3.	<p>1. Translate into English.</p> <p>1. – В котором часу вы приходите на работу? – Без четверти девять.</p> <p>2. Мой рабочий день начинается в девять часов, но я прихожу в офис без четверти девять, чтобы подготовиться к работе.</p> <p>3. Анна успешно обучается в университете.</p>

	<p>2. Open the brackets using <i>some</i> or <i>any</i>.</p> <p>1. They have a lot of magazines. Can you give me ____ of them to read?</p> <p>2. She has got ____ pencils, but she hasn't got ____ pens.</p> <p>3. Please bring me ____ books to read as I haven't ____ books at home.</p>
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## Семестр 2

### ЗАЧЕТНОЕ ЗАДАНИЕ № 1 по дисциплине «Иностранный язык»

1.	<p>Read and translate the text.</p> <p>Three important forms of privately owned business are the sole proprietorship, the partnership, and the corporation. The sole proprietorship is the most common in American business. More than 80 percent of all businesses in the United States are sole proprietorship.</p> <p>Sole proprietorships, however, do not do the greatest volume of business. They account for less than 16 percent of all business receipts. What kind of business is likely to be a sole proprietorship? These small businesses are very often service industries such as Laundromats, beauty salons, repair shops, and restaurants.</p> <p>A sole proprietorship does not need a lawyer to form a business. The owner can start or stop the business whenever he likes. He also does not need to consult partners or a board of directors, so he can put his policies into effect quickly. He can decide his vacation, salary, hiring, and firing. Besides that, a sole proprietorship has some of the risks. The most important risk to remember is that it has unlimited liability. The owner is responsible for all business debts. If there is a bankruptcy, he will lose his own personal assets. Another thing to know is that he will not get some of the tax benefits, other types of business get. A bookkeeper is needed unless the owner can do the book himself.</p>
2.	<p>Answer the questions.</p> <p>1. What are three ways that a business can be privately owned?</p> <p>2. What form do most American businesses have?</p> <p>3. What form do most businesses in your country have?</p> <p>4. Do sole proprietorships make the most money?</p>
3.	<p>Open the brackets.</p> <p>1. He says that he (never; to be) to London.</p> <p>2. I (to have) my dinner when some of my friends (to come) to my house and (to ask) me to go out with them.</p> <p>3. What you (to do) when I (to call) you on the phone last night?</p>

### ЗАЧЕТНОЕ ЗАДАНИЕ № 2 по дисциплине «Иностранный язык»

1.	<p>Read and translate the text.</p> <p>A partnership is an association of two or more persons to carry on business for</p>
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	<p>profit. When the owners of partnership have unlimited liability, they are called general partners. If one or more partners have limited liability, they are called limited partners. There may be a silent partner as well as if a person who is known to the public a member of the firm but without authority in management. The reserve of the silent partner is the secret partner, which is a person who takes part in management but who is not known to the public. Any business may be operated as a partnership. There are partnerships in professional field such as medicine, law, accounting, insurance, and stockbrokerage. Limited partnerships are common forms of ownership in real estate, mining, and others. Partnerships are more advantageous than the sole proprietorship if one needs multiple sources of capital. On the other hand, besides it is advantageous, there are a number of disadvantages. One is unlimited liability. This means that each partner is responsible for all debts and legal responsibilities in connection with the business. Another disadvantage is that the partner may disagree with each other. The next is when one of them dies suddenly; a share of the business could come into less desirable consideration.</p>
2.	<p>Answer the questions.</p> <ol style="list-style-type: none"> <li>1. What is an important difference between a general partnership and a limited partnership?</li> <li>2. What is the difference between a silent and a secret partner?</li> <li>3. What are some professional fields in which partnerships are found?</li> <li>4. Tell the advantages of partnership.</li> <li>5. Tell the disadvantages of partnership.</li> </ol>
3.	<p>Open the brackets.</p> <ol style="list-style-type: none"> <li>1. The people (to work) when the fire (to break) out yesterday afternoon.</li> <li>2. When you (to call) me last night I (to have) talks with our British partners.</li> <li>3. My father (to read) the newspaper when I (to arrive) home from campus.</li> </ol>

### ЗАЧЕТНОЕ ЗАДАНИЕ № 3 по дисциплине «Иностранный язык»

1.	<p>Read and translate the text.</p> <p>Economics is a science which is based upon the facts of our everyday lives. So, the science of economics is concerned with all our material needs and wants. Economist studies our everyday lives. He studies the system which affects our lives. The economist tries to describe the facts of the economy in which we live. He tries to explain how the system works. His methods should be objective and scientific. We need food, clothes, and shelter. If we could get food, clothes, and shelter without working, we probably would not work. However, when we have got those basic needs, we still want some other things such as radios, toys for children, books, seeing movies, and many others that might make our lives more enjoyable.</p> <p>Most people have to work in order to earn their living. They produce goods and services. Goods are either produced on farms, such as rice, soybean, tobacco, and milk, or in factories, like cars, television, and computers. Services are produced by such things as schools, hospitals, and shops. Some people provide goods, some provide services. Other people provide both goods and services.</p> <p>All of the works which people do is called economic activity. Economic activities can make up the economic system. The economic system is the sum total of</p>
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	what people do and what they want. The work which people undertake either provides what they need or want, they need or provide them with money, because people buy essential commodities with money.
2.	<p>Answer the questions.</p> <ol style="list-style-type: none"> <li>1. What do you know about economics?</li> <li>2. What is the main job of economist? What does he do?</li> <li>3. What are our basic needs?</li> <li>4. Mention some of our secondary needs. Why do we need them?</li> <li>5. Why do we have to work?</li> </ol>
3.	<p>Open the brackets.</p> <ol style="list-style-type: none"> <li>1. It (to rain) very hard when I (to get) up this morning.</li> <li>2. I don't know how long he (to live) in Moscow.</li> <li>3. Mr. Red (to write) a letter in his office when you (to call) him.</li> </ol>

**ЗАЧЕТНОЕ ЗАДАНИЕ № 4**  
**по дисциплине «Иностранный язык»**

1.	<p>Read and translate the text.</p> <p>The privately owned business corporation is an institution established for the purpose of making a profit. It is operated by individuals whose shares of ownership are represented by stock certificates. Persons owning stock certificates are called stockholders.</p> <p>The corporate form of ownership has several advantages. The first is its ability to attract financial resources. A second advantage is that if the corporation attracts a large amount of capital, it can make investments in plants, equipment, and research. A third advantage is that corporation can offer high salaries, and thus attract talented managers.</p> <p>The privately owned business corporation is not the only type corporation that exists. Educational, religious, and charitable institutions are also permitted to incorporate. Usually, this type of corporation does not issue stock and is a non-profit institution. If there is a profit, it is generally reinvested in the institution rather than distributed to private stockholders.</p> <p>In addition, there are governmental corporations in the United States which may be established by cities, states, and special agencies. Some examples of these government corporations are state hospitals, universities, and city-owned utilities. Governmental corporations are always non-profit and usually do not issues stock certificates.</p>
2.	<p>Answer the questions</p> <ol style="list-style-type: none"> <li>1. Who are the owners of corporation?</li> <li>2. Is a corporation necessarily larger than a partnership?</li> <li>3. List at least three advantages of the corporate form of partnership.</li> <li>4. What do you think the disadvantages of the corporate form of the ownership?</li> <li>5. Name some well-known corporations from various countries or world, such as the USA, Germany, Japan, and your own country.</li> </ol>
3.	<p>Open the brackets.</p> <ol style="list-style-type: none"> <li>1. Please, (to tell) me whose telephone number it is.</li> <li>2. I (to listen) to the music in my bedroom when you (to knock) at the door.</li> <li>3. We (to make) five contracts with foreign countries lately.</li> </ol>

**ЗАЧЕТНОЕ ЗАДАНИЕ № 5**  
**по дисциплине «Иностранный язык»**

1.	<p>Read and translate the text.</p> <p>A world in which no one has to work, in which all time is leisure time, in which scarcity is unknown and nature freely gives to man all the goods and services that he would like to have is a beautiful dream world. But it is not the world in which we live.</p> <p>Man has to work for a living. Nature supplies him with various resource with which he can work: soil, minerals, water, air, sunlight, wild animals, and plants. But man must use a part of his time to convert these resources into things that can satisfy his desires. He must have food, clothing, living quarters, house furnishings, medicine, and many other things that can make life more enjoyable.</p> <p>However, although we sacrifice our leisure, we still do not produce enough to satisfy all our wants. Millions of people have not enough food, clothing, and shelter. They are in bad health and are always suffering from hunger. Other million have just enough to maintain their health and strength. Even those people who have a very high standard of living have many unsatisfied desires: they want more leisure, better clothes, bigger house, more cars, more travel, more books, more music, more plays, and many other things. In short, we live in a world of scarcity.</p>
2.	<p>Complete the following sentence, marking the group of words which corresponds most closely to the text.</p> <p>1. A world in which no one has to work...</p> <p>a. is a dream world</p> <p>b. is a world in which leisure is not known</p> <p>c. is world in which nature does not give anything to man</p> <p>2. Nature supplies man...</p> <p>a. with manufactured goods</p> <p>b. with various resources like water, air, and minerals</p> <p>c. with house furnishings, medicine, and clothing</p>
3.	<p>Open the brackets.</p> <p>1. When Mrs. Richmond (to bring) the morning mail yesterday, Mr. Black (to speak) on the phone.</p> <p>2. The secretary (to make) an appointment with Mr. Brown for 12 o'clock yet.</p> <p>3. We (to have) talks when Mr. Black brought us the mail yesterday morning.</p>

**ЗАЧЕТНОЕ ЗАДАНИЕ № 6**  
**по дисциплине «Иностранный язык»**

1.	<p>Read and translate the text.</p> <p>A world in which no one has to work, in which all time is leisure time, in which scarcity is unknown and nature freely gives to man all the goods and services that he would like to have is a beautiful dream world. But it is not the world in which we live.</p> <p>Man has to work for a living. Nature supplies him with various resource with which he can work: soil, minerals, water, air, sunlight, wild animals, and plants. But man must use a part of his time to convert these resources into things that can satisfy his desires. He must have food, clothing, living quarters, house furnishings, medicine,</p>
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	<p>and many other things that can make life more enjoyable.</p> <p>However, although we sacrifice our leisure, we still do not produce enough to satisfy all our wants. Millions of people have not enough food, clothing, and shelter. They are in bad health and are always suffering from hunger. Other million have just enough to maintain their health and strength. Even those people who have a very high standard of living have many unsatisfied desires: they want more leisure, better clothes, bigger house, more cars, more travel, more books, more music, more plays, and many other things. In short, we live in a world of scarcity.</p>
2.	<p>Complete the following sentence, marking the group of words which corresponds most closely to the text.</p> <p>1. Millions of people all over the world, the greater part of mankind...</p> <p>a. enjoy the highest standard of life</p> <p>b. have many unsatisfied of desires</p> <p>c. do not need any more books, clothes, or motorcars</p> <p>2. There is very reason to believe...</p> <p>a. that scarcity will disappear in the near future</p> <p>b. that people's desires will diminish</p> <p>c. that scarcity will persist</p>
3.	<p>Open the brackets.</p> <p>1. They (to reduce) their prices yet.</p> <p>2. He doesn't know what film (to be on) at our cinema.</p> <p>3. I believe you like the new performance which you (to see) last week.</p>

**ЗАЧЕТНОЕ ЗАДАНИЕ № 7**  
**по дисциплине «Иностранный язык»**

1.	<p>Read and translate the text.</p> <p>In modern society, work is highly organized. We have to must produce enough goods to meet the needs of a large population. We call any organized and productive activity and industry. There is, for example, the timber industry, the iron and steel industry and the motor car industry.</p> <p>Some industries make direct use of natural resources. The timber and mining industries are examples. Other industries take raw materials and make them into finished products. All these industries are called manufacturing industries. The iron and steel industry processes iron ore mined from the ground, and turns it into steel. Then it manufactures many kinds of other products from the steel.</p> <p>Shipbuilding and clock-making are two quite different kinds of manufacturing industries. Shipbuilding is called a heavy industry. It uses large amounts of materials such as steel plate, and with the aid of heavy machines, make them into massive products. Clock-making, in the other hand, is called a light industry. It uses only a small amount of materials to make quite small products. The main feature of industry today is the widespread use of machines. By using machinery, men can produce goods in greater quantities, more quickly, and more cheaply than they could by using their hands. The introduction of machines on a large scale about two hundred years ago brought about the Industrial Revolution.</p>
2.	<p>Answer the following questions, basing your answers on the text.</p>

	<ol style="list-style-type: none"> <li>1. Why is it necessary to produce plenty of goods in a modern society?</li> <li>2. Give a definition of an 'industry'.</li> <li>3. What materials does manufacturing industry make use of?</li> <li>4. What kind of industry do we call shipbuilding?</li> <li>5. Is clock-making a heavy industry?</li> </ol>
3.	<p>Open the brackets.</p> <ol style="list-style-type: none"> <li>1. I'm afraid I can't (to tell) you about it now.</li> <li>2. They (to have) talks with one of the French firms last week</li> <li>3. How many enquiries from foreign firms you (to receive) this month?</li> </ol>

**ЗАЧЕТНОЕ ЗАДАНИЕ № 8**  
**по дисциплине «Иностранный язык»**

1.	<p>Read and translate the text.</p> <p>Banks are closely concerned with the flow of money into and out of economy. They often cooperate with government in efforts to stabilize economies and to prevent inflation. They are specialists in the business of providing capital, and in allocating funds of credit.</p> <p>Banks normally receive money from their costumers in two distinct forms, on current account and deposit account. With a current account, a customer can issue personal checks. No interest is paid by the bank on this type of account. With a deposit account, however, the customer undertakes to leave his money in the bank for a minimum specified period of time. Interest is paid on this money.</p> <p>The bank in turn lends the deposited money to customers who need capital. This activity earns interest for the bank, and this interest is almost always at a higher rate than any interest which the bank pays to its depositors. In this way, the bank makes its main profit.</p> <p>We can say that the primary function of a bank today is to act as an intermediary between depositors who wish to make interest on their saving, and borrowers who wish to obtain capital. The bank is a reservoir of loan able money, with streams of money flowing in and out. For this reason, economists and financiers often talk of money being 'liquid'. Many small sums which might not otherwise be used as capital are rendered useful simply because the bank acts as a reservoir.</p>
2.	<p>Answer these questions in complete answers.</p> <ol style="list-style-type: none"> <li>1. In what way do bank co-operate with governments?</li> <li>2. What was the original function of a bank?</li> <li>3. In what two ways do banks receive money from their customers?</li> <li>4. What does the customer agree to do when he opens a deposit account?</li> <li>5. How does the bank make its profit?</li> </ol>
3.	<p>Open the brackets.</p> <ol style="list-style-type: none"> <li>1. We (to receive) two enquiries from a German firm last week.</li> <li>2. When you (to phone) Mr. White in the morning he (to go) to his office.</li> <li>3. They (to sell) us ten boilers of a new model lately.</li> </ol>



**ЗАЧЕТНОЕ ЗАДАНИЕ № 9**  
**по дисциплине «Иностранный язык»**

1.	<p>Read and translate the text.</p> <p>In the United States, commercial banks are classified into two main groups. First, there are national banks, which are chartered and supervised by Federal Governments. Secondly, there are state banks which are chartered and supervised by the state in which they are operated. In either case, all commercial banks can make loans to borrowers.</p> <p>Commercial bank in major cities throughout the world such as Tokyo, Rio de Janiero, or Paris, cooperate each other. In this way, they can finance import and export between countries. When an importer buys merchandise from another country, he will usually pay for it in the currency of that country. He buys this currency from the foreign exchange department of his bank. In the same way, when an exporter receives foreign money from sales to other countries, he sells this currency to his bank. By this method, the currency of any country can usually be exchanged for that of any other. It is a system of international exchange.</p> <p>The relation of the banks to business is that the bank makes loan to corporations, to organizations, to individuals, and to small companies. For this service, the banks always charge interest. The loans are divided into two kinds: a short-term loan and a long-term loan. A business may receive a loan from a bank by deciding its financial statement. This list what the company has in inventory, accounts receivable and other assets and liabilities. The company's income and expenses are shown in a profit and loss statement.</p>
2.	<p>Answer these questions.</p> <ol style="list-style-type: none"> <li>1. What can all commercial banks do?</li> <li>2. How many kinds of commercial banks are there in United States? What are they called?</li> <li>3. Who regulated the operation of national banks?</li> <li>4. When an importer buys goods from another country, what kind of currency does he generally use?</li> <li>5. What is the rate of exchange between your currency and that of three other countries?</li> </ol>
3.	<p>Open the brackets.</p> <ol style="list-style-type: none"> <li>1. You ever (to do business) with Roberts &amp; Co.?</li> <li>2. In the morning Ann (to be) at the factory and she (to come back) only 10 minutes ago.</li> <li>3. We (to do business) with Hudson &amp; Co. since we made a contract a year ago.</li> </ol>

**ЗАЧЕТНОЕ ЗАДАНИЕ № 10**  
**по дисциплине «Иностранный язык»**

1.	<p>Read and translate the text.</p> <p>People measure everything what has values in economic systems in terms of money. Our goods and services are sold for money, and that money is in turn exchanged for other goods and services. There is additionally a wider sense of the word "money", covering anything which is used as a means of exchange, whatever form it</p>
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	<p>may take. Originally, a value metal (gold, silver, or copper) served as a constant store of value, and even today the American dollar is technically “backed” by the store of gold which the US government maintains.</p> <p>The value of money is basically its value as a medium of exchange, or as economists put it, its “purchasing power” is dependent on supply and demand. The demand for money is reckonable as the quantity needed to affect business transactions. An increase in business requires an increase in the amount of money coming into general circulation. The supply of money, on the other hand, is the actual amount in notes and coins available for business purposes. If too much money is available, its value decrease, and it does not buy as much as it did, say, five years earlier. This condition we know as “inflation”.</p>
2.	<p>Answer the following questions.</p> <ol style="list-style-type: none"> <li>1. How do they measure all values in the economic system?</li> <li>2. What kind of money they use for general business?</li> <li>3. What is the wider sense of the word “money”?</li> <li>4. What phrase do economists use for the value of money?</li> <li>5. What is inflation?</li> </ol>
3.	<p>Open the brackets.</p> <ol style="list-style-type: none"> <li>1. Mr. Fedin (to go through) some letters while we (to get ready) for the talks.</li> <li>2. When I came in they (to discuss) a new contract for machine tools.</li> <li>3. When you (to send) the offer to their firm?</li> </ol>

**ЗАЧЕТНОЕ ЗАДАНИЕ № 11**  
**по дисциплине «Иностранный язык»**

1.	<p>Read the dialogue.</p> <p>Bob and Darren work together. They are talking about interviews for a new sales manager position at their company.</p> <p><b>Bob:</b> <u>We need to make a decision on who we are going to hire for the new salesperson position. The first person is Phil. He has worked as a salesperson for 10 years in both The United States and Canada. Also, he has been the manager of the sales department of a large auto-parts company.</u></p> <p><b>Darren:</b> <u>Sounds interesting, but has he ever worked in the food sales industry?</u></p> <p><b>Bob:</b> <u>No he hasn't.</u></p> <p><b>Darren:</b> <u>That might be a problem. We need someone with food experience.</u></p> <p><b>Bob:</b> <u>OK, what about Karen? She has worked in the food industry for 6 years. She has been a manager of a major supermarket and worked in marketing for a large meat company.</u></p> <p><b>Darren:</b> <u>But that could be a problem that she has never worked in international sales. This job will require a lot of international experience. I think we need someone who has worked in an international environment.</u></p> <p><b>Bob:</b> Well what about Larry? We haven't met him yet but his resume looks good. He has been a salesperson in the food industry for 13 years. He has worked in The United States, Canada and Mexico. In the past 4 years he has learned to speak Spanish and French. But the problem is we still haven't had an interview with him. I have called him many times, but I haven't been able to reach him.</p>
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2.	Translate the underlined part of the dialogue in writing.
3.	Open the brackets. 1. And when you (to require) the goods? 2. She (to be) to the theatre this week. 3. When I came into the office the director (to phone) a British firm.

**ЗАЧЕТНОЕ ЗАДАНИЕ № 12**  
**по дисциплине «Иностранный язык»**

1.	Read and translate the text.  In the eyes of the business world and of many economists, advertising serves an essential function. It helps consumers to choose among competing products. Also, it encourages demand for products, extends the possibilities of mass production and helps to lower consumer costs. Indeed, advertising is sometimes depicted as “the engine of prosperity”. Advertising informs consumers about the existence and benefits of products and services, and its aim is to persuade them to buy these products. The best form of advertising is probably word-of-mouth advertising, which occurs when people tell their friends about the benefits of products or services that they have purchased. Indeed, many organizations also use institutional or prestige advertising, which is designed to build up their reputation rather than to sell particular products. Sponsors place any paid form of an advertisement in mass media. They include magazines, direct mail, radio, television, billboards or hoardings, newspapers. Advertisements (ads for short) on the radio and TV we call commercials. Unfortunately there is spam is unwanted ads sent to a large number of people by e-mail or SMSs. Advertising is sometimes misleading. Although it is illegal for advertisers to make untrue statements about their goods, services or prices, advertisers create a demand for products and services.
2.	Translate the first two paragraphs of the text in writing.
3.	Open the brackets. 1. Mr. Maslov (to answer) an enquiry at 10 o'clock in the morning 2. The film (to be on) since last week. 3. You (to buy) this book yesterday?

**ЗАЧЕТНОЕ ЗАДАНИЕ № 13**  
**по дисциплине «Иностранный язык»**

1.	Read and translate the text.  Unemployment is the number of adult workers who are not employed and are seeking jobs. An unemployed person is one who can and wills to work, be actively seeks work, but he is without a job. The real world is dynamic and ever-changing. Production and consumption change as new technologies are developing. The rapid expansion of jobs in the high-tech computer-oriented sectors and the loss of jobs in traditional sectors such as automobiles and steel-making have resulted in a large rate of labour turnover, which has resulted in workers moving not only from one sector of the economy to another but from one
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	<p>region of the country to another.</p> <p>Unemployment has negative sides. The most obvious result of unemployment is the loss of output and the loss of income. Besides prolonged unemployment seriously lowers the value of a person's human capital, the value of a person's education, acquired skills and self-esteem.</p> <p>A rise in the unemployment rate also causes an increase in the amount of crime. When people cannot earn money from legitimate work, they sometimes turn to crime.</p>
2.	Translate the first two paragraphs of the text in writing.
3.	<p>Open the brackets.</p> <ol style="list-style-type: none"> <li>1. We (to discuss) the prices when you telephoned us yesterday.</li> <li>2. They (to do business) with this British firm for a long time.</li> <li>3. The firm (to discuss) the prices yesterday.</li> </ol>

**ЗАЧЕТНОЕ ЗАДАНИЕ № 14**  
**по дисциплине «Иностранный язык»**

1.	<p>Read and translate the text.</p> <p>The 21st century is the century of the great World Wide Web and scientific progress. Due to new technologies, now we can purchase and sell goods without leaving home, just over the Internet where you can buy everything from beauty products to a washing machine. Everyone chooses what is more important for them: convenience, quality, price or delivery service. But there are two sides of the coin, and here we consider advantages of shopping online.</p> <p>Pluses:</p> <ul style="list-style-type: none"> <li>• you can shop from the comfort of your own home;</li> <li>• web-sites are open 24 hours a day, 7 days a week and practically 365 days a year;</li> <li>• prices of a wide range of goods for different tastes are much lower in online-shops rather than in traditional shops because seller doesn't have to pay for renting, utility bills and additional taxes therefore the prime cost (себестоимость) is lower;</li> <li>• we can avoid the crowds and traffic, and there are no heavy bags to carry;</li> <li>• it saves the time and efforts which you spend on shopping around in a big number of traditional shops.</li> </ul>
2.	Translate the first paragraph of the text in writing.
3.	<p>Open the brackets.</p> <ol style="list-style-type: none"> <li>1. They (to live) in Moscow for a long time.</li> <li>2. Who you (to speak) to when I met you yesterday on your way home?</li> <li>3. He was going through the catalogues when I (to come) into the room.</li> </ol>

**ЗАЧЕТНОЕ ЗАДАНИЕ № 15**  
**по дисциплине «Иностранный язык»**

1.	<p>Read and translate the text.</p> <p>The 21st century is the century of the great World Wide Web and scientific progress. Due to new technologies, now we can purchase and sell goods without leaving home, just over the Internet. There are a great number of trade Internet-platforms such as Aliexpress, eBay, OZON, Onliner and etc. There you can buy everything from beauty products to a washing machine. But there are two sides of the</p>
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	<p>coin, and we consider disadvantages of shopping online.</p> <p>Minuses:</p> <ul style="list-style-type: none"> <li>• purchased goods are impossible to get right now because you have to wait for delivery, the delivery time can be from 1 to 30 days;</li> <li>• you can spend a lot of time comparing products and reading reviews about them;</li> <li>• you can't touch the material the product was made of or estimate its quality, you can rely only on the photos;</li> <li>• pictures on a computer screen may not live up to your expectations;</li> <li>• it is impossible to try on clothes and shoes; you can mistake with the sizes;</li> <li>• if you are not satisfied with the goods it will take a long period of time to return money;</li> <li>• you can face with scams and cheaters.</li> </ul>
2.	Translate the first paragraph of the text in writing.
3.	<p>Open the brackets.</p> <ol style="list-style-type: none"> <li>1. There were a lot of holidaymakers on the beach. Some of them (to swim) in the sea and other holidaymakers (to sunbathe).</li> <li>2. Mr. Black (to translate) the contract from Russian into English while Plev (to answer) our engineers' questions.</li> <li>3. We were discussing the prices when you (to telephone) us.</li> </ol>

### Семестр 3

#### ЗАЧЕТНОЕ ЗАДАНИЕ № 1 По дисциплине «Иностранный язык»

1.	<p>Read and translate the text into Russian.</p> <p>Many companies are beginning to use the Internet for <b>commerce</b>. The <b>mass media</b> have been noting recently that e-commerce hasn't met their financial expectations and many Internet <b>start-ups</b> have <b>gone bankrupt</b>. In reality many businesses have set up electronic commerce sites. Successful technology companies have been <b>creating</b> online shopping sites for business-to-business and business-to-<b>consumer transactions</b>. The examples of the companies that have successfully been using the Internet to sell their products are Dell and Cisco. Dell is generating more than seven million dollars a day in web sales, while Cisco <b>exceeded</b> one billion dollars in annual sales over the web in 1998. In e-commerce small companies can <b>compete with</b> big companies. In fact the Internet is very <b>attractive</b> to small companies for several reasons: it makes the size of a company irrelevant. Large and small companies have the same <b>access</b> to customers and can create the same kind of Internet presence; it makes the location of a company irrelevant. Customers from anywhere can easily use your company's site; it increases <b>feedback</b>. If for example your company sells printing <b>equipment</b> you can go to a printing discussion group and see what subjects are of interest to people, what they are saying about you or your competitors' products.</p>
2.	Set questions to the text.
3.	<p>Open the brackets.</p> <ol style="list-style-type: none"> <li>a) If the buyers (to increase) their order to 100 tools we (to give) them a discount of 3%.</li> <li>b) They (to complete) the talks before we arrived at the exhibition.</li> </ol>

	c) Why are you so late? I (have to complete) my job.
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**ЗАЧЕТНОЕ ЗАДАНИЕ № 2**  
По дисциплине «Иностранный язык»

1.	<p>Read and translate the text into Russian.</p> <p>Many companies are beginning to use the Internet for <b>commerce</b>. The <b>mass media</b> have been noting recently that e-commerce hasn't met their financial expectations and many Internet <b>start-ups</b> have <b>gone bankrupt</b>. In reality many businesses have set up electronic commerce sites. Successful technology companies have been <b>creating</b> online shopping sites for business-to-business and business-to-<b>consumer transactions</b>. The examples of the companies that have successfully been using the Internet to sell their products are Dell and Cisco. Dell is generating more than seven million dollars a day in web sales, while Cisco <b>exceeded</b> one billion dollars in annual sales over the web in 1998. In e-commerce small companies can <b>compete with</b> big companies. In fact the Internet is very <b>attractive</b> to small companies for several reasons:</p> <p>it makes the size of a company irrelevant. Large and small companies have the same <b>access</b> to customers and can create the same kind of Internet presence;</p> <p>it makes the location of a company irrelevant. Customers from anywhere can easily use your company's site;</p> <p>it increases <b>feedback</b>. If for example your company sells printing <b>equipment</b> you can go to a printing discussion group and see what subjects are of interest to people, what they are saying about you or your competitors' products.</p>
2.	Set questions to the text.
3.	<p>Open the brackets.</p> <p>a) There is a mistake in the report. You (to have to look through) it again.</p> <p>b) After we (to ship) the goods we ( to open ) a L/C.</p> <p>c) We (to be to sign) the contract at 12 today.</p>

**ЗАЧЕТНОЕ ЗАДАНИЕ № 3**  
По дисциплине «Иностранный язык»

1.	<p>Read and translate the text into Russian.</p> <p>Tom Archer is Sales Manager of Malesan Ltd. This is a well-known wine company. Tom's job is demanding but interesting. He has to <b>get in touch with various</b> customers all over Europe. Tom Archer needs to know the market very well, as well as his competitors' products. Competition is a real <b>challenge</b> because customers may <b>prefer</b> some other brands or they might not be satisfied with prices. A sales manager has to <b>maintain</b> feedback with his regular clients and <b>establish</b> new connections. He has to travel a lot and <b>take part</b> in sales conferences and negotiations. Sometimes when he doesn't have to talk to a customer face-to-face, Tom sends and receives a lot of e-mails. Archer must always be well-informed about the range of products, the latest vintage wines and popular brands.</p> <p>As <b>Senior</b> Manager Tom has to <b>perform</b> a lot of other functions within the company. There are three sales managers in his department and Tom's responsibilities are to <b>supervise</b> and motivate his staff. His employees should receive acceptable salaries, must understand their tasks, need good working conditions and job security.</p>
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2.	Set questions to the text.
3.	Open the brackets. a) Mr. Bell (to be to arrive at 12) but he (not to come) yet. b) Yesterday at 12 we (to discuss) the price problem with British company. c) If he (to take) a good course he (to be) a highly specialized manager.

**ЗАЧЕТНОЕ ЗАДАНИЕ № 4**  
**По дисциплине «Иностранный язык»**

1.	Read and translate the text into Russian.  One very important thing in Tom Archer's work as a Sales Manager of Malesan Ltd is to make his people a team. He has succeeded in this. He motivates his people not only by financial <b>targets</b> but the belief that their company sells high quality natural wines. At the same time Tom should not forget to develop a business plan, to <b>monitor</b> the progress of the company sales and to <b>keep up with</b> the changing management trends. Last year was rather hard for Malesan. The volume of production dropped and the company had to increase prices. At the same time Chilean competitors became very active. Some corporate clients who were to purchase Malesan wines decided to <b>place trial orders</b> with their rival. Tom Archer had to offer the customers some attractive terms and <b>additional</b> discounts. He and his staff couldn't lose their <b>customer base</b> . So they found new <b>distributors</b> and targeted the segment of family type small restaurants. That helped the company to <b>avoid</b> great costs. This year Tom Archer and his <b>sales force</b> are to <b>break into</b> one of the East European markets. With <b>consistent</b> quality at reasonable prices Malesan wines will be able to gain a good market niche and to bring <b>sufficient</b> profit.
2.	Set questions to the text.
3.	Open the brackets. If the Buyer (to pay) in cash we (to give) him a 5% discount. After Mr. Bell (to study) the contract form he (to discuss) it with the Seller. When I came in the partners (to have talks).

**ЗАЧЕТНОЕ ЗАДАНИЕ № 5**  
**По дисциплине «Иностранный язык»**

1.	Read and translate the text into Russian.  Companies in international business should constantly be in touch with the latest developments in their field of activity. It is necessary to know what types of new products their competitors have <b>come up with</b> , where you can see those products, what the price range is. The best way to obtain first-hand information is to visit international trade <b>fairs</b> and <b>exhibitions</b> regularly. Each time <b>executives</b> go to such exhibitions, they would like to know if they can establish beneficial contacts and whether they will manage to <b>clinch a profitable</b> deal with a new overseas partner. Even exchanging business cards at the exhibition might come in useful <b>in the long run</b> . That is why top managers of successful companies try to take part in the most prestigious international trade fairs. Two weeks ago the General Manager of <i>Peter Hambro Mining Plc</i> asked his Deputy, Martin Green, to investigate the market of giant construction trucks. Last Thursday Martin Green came back from the sales exhibition in Germany. It <b>took place</b> in Bonn and <b>housed</b>
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	<b>exhibits</b> from 20 countries including Japan, the USA, Canada and China. Martin's boss told him to get some information about industrial construction trucks from the leading manufacturers. He also had to get in touch with some Japanese firms to establish contacts in the export field. His visit was very useful and he got the important information his boss had asked him to find.
2.	Set questions to the text.
3.	Open the brackets. a) If the Buyers(to agree) to the terms of shipment we (to give) them a discount off the price. b) We didn't sign the contract. We (not to discuss) the delivery time. c) We (to be to reserve) accommodation for Mr. Brown tomorrow.

**ЗАЧЕТНОЕ ЗАДАНИЕ № 6**  
**По дисциплине «Иностранный язык»**

1.	Read and translate the text into Russian.  Martin told his Chief that he had managed to get in touch with Mr. Yoshiki Yamamoto, Executive Director of <i>Komatsu Ltd.</i> Martin's boss wanted to know what aspects of business they had <b>covered</b> during their meeting. Martin informed him that he had asked Mr. Yamamoto what range of heavy trucks they were producing then, where their production facilities were located in Europe, what their <b>current volume</b> of European sales was. Martin wondered if they were planning to set up their dealer network in the North of England. Mr. Yamamoto <b>replied</b> that they would start selling to England if they found a <b>suitable</b> partner. Mr. Yamamoto asked if Mr. Green's company <b>was involved in</b> industrial construction. Martin explained that his company had been one of the leading mining companies in Britain for many years. Then Martin supplied publicity material and sales literature, which Mr. Yamamoto had asked for. Martin told his boss that Mr. Yamamoto had got a good <b>impression</b> of their meeting and said that they would be able to establish <b>mutually</b> beneficial and <b>long-standing</b> cooperation with their British <b>counterparts</b> . Martin's boss said he was completely satisfied with his Deputy's work and added he was going to give him a <b>generous</b> bonus if the deal worked out.
2.	Set questions to the text.
3.	Open the brackets. a) If he (to be) friendlier to people he (to have) more friends. b) We knew that you (to have to agree) to Seller's terms. c) After Mr. Bell (to study) the contract form he made some remarks.

**ЗАЧЕТНОЕ ЗАДАНИЕ № 7**  
**По дисциплине «Иностранный язык»**

1.	Read and translate the text into Russian.  At one time the word "manager" was just a mere title. "Sales manager" was a salesman whose sufficient knowledge and experience of salesmanship gave him seniority over his fellows. In these days, however, management is both a science and profession. The sales manager still needs the knowledge and experience of salesmanship, although some very successful sales managers have never been "on the road"; but they should also have the
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	<p>knowledge and experience of management. Doing something oneself and supervising the operations of others are two very different things. It does not mean that if a man can do certain work he can successfully monitor the progress of other sales force.</p> <p>It is, of course, obvious that the product, the channel of distribution, the market and customer base demand the performance of various functions from the manager. Even if they have no great selling ability or experience, they must have a “selling sense,” and creative organizing abilities, and they must have managerial abilities. These are the three fundamental qualities, and it is almost equally important that they should be in well-balanced proportions.</p>
2.	Set questions to the text.
3.	<p>Open the brackets.</p> <p>a) The manager already (to leave) the office when I phoned there.</p> <p>b) You should (take part, have taken part) in the exhibition. It was rather interesting.</p> <p>c) What ... (to do) yesterday at 12? – We (to have talks).</p>

**ЗАЧЕТНОЕ ЗАДАНИЕ № 8**  
**По дисциплине «Иностранный язык»**

1.	<p>Read and translate the text into Russian.</p> <p>The sales manager must be able to make decisions, and have the courage to put them into action. This may be quite challenging.</p> <p>He must have the personality of a leader, because he has to inspire his sales force. When a sales manager leads his staff with enthusiasm and goodwill, these qualities benefit the whole organization. Every employee tries to take an important part in the success of work.</p> <p>A manager is to set a good example. If the manager is unpunctual, the staff is unpunctual; if the manager is lazy and careless, the staff is lazy and careless; if the manager is dishonest, the staff is dishonest as well.</p> <p>Leadership must be consistent and systematic, and this means that the sales manager must be in close touch with his staff, and accessible to them at all times. The manager who shuts himself up in his room, and avoids his assistants may find things in a very bad shape when he leaves his room for a tour of inspection.</p>
2.	Set questions to the text.
3.	<p>Open the brackets.</p> <p>a) Our director ... (not to sign) the contract until he closely (to study) contract terms.</p> <p>b) We (to be to have) talks at 12 tomorrow.</p> <p>c) After the partners (to discuss) the price problem they (to sign) the contract.</p>

**ЗАЧЕТНОЕ ЗАДАНИЕ № 9**  
**По дисциплине «Иностранный язык»**

1.	<p>Read and translate the text into Russian.</p> <p>Speaking about work of a manager it is also necessary to remember that high education and high achievement in practical affairs don't necessarily go together. A story tells of two schoolboy friends, one brilliant at maths, one completely hopeless, who meet much later when the first is a professor and the second a multimillionaire. Unable to control his curiosity, the professor asks the figureblind friend how he managed to find his fortune. 'It's simple,' was the answer. 'I buy things at £1 and sell them for £2, and from that difference I</p>
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	make a living.' The business world is full of successful people who live by knowing the difference between a buying price and a selling price. It is also full of clever fools who establish ambitious financial targets but can't achieve them. A Harvard Business School graduate has no reason at all to suppose that he can manage more effectively than a less instructed person.
2.	Set questions to the text.
3.	Open the brackets. a) There is a mistake in the report. You (to have to look through) it again. b) After we (to ship) the goods we (to open) a L/C. c) We (to be to sign) the contract at 12 today.

**ЗАЧЕТНОЕ ЗАДАНИЕ № 10**  
**По дисциплине «Иностранный язык»**

1.	Read and translate the text into Russian.  Michael, Patrick Casey's elder son, spent a week in Hollywood as a bonus for his good work at Christmas. He stayed at the Peninsula Beverly hotel and was impressed by top quality accommodation service, 24-hour room service and a wide range of facilities. He had travelled before but that was the first time he liked everything: food, service, accommodation.  Michael managed to talk to Ali Mamedov, general manager of Hills the Peninsula Beverly hotel at a welcoming Friday party. Although the Cosy Corner is less expensive, and its guests are not as wealthy and demanding as the guests of the Peninsula there is always room for innovation. This simple (but revolutionary) innovation was an unconventional style that had made the Peninsula Beverly Hills one of the best hotels in southern California. Michael talked with Mamedov about how he kept guests coming back. Mamedov told him that too many people had copied too many other people's best practices. That was a sure route to mediocrity. They had decided to be different.
2.	Set questions to the text.
3.	Open the brackets. a) Mr. Bell (to be to arrive at 12) but he (not to come) yet. b) Yesterday at 12 we (to discuss) the price problem with British company. c) If he (to take) a good course he (to be) a highly specialized manager.

**ЗАЧЕТНОЕ ЗАДАНИЕ № 11**  
**По дисциплине «Иностранный язык»**

1.	Read and translate the text into Russian.  Many people take flights from Asia, Australia, and New Zealand. They fly all night. They get to Los Angeles at 9 or 10 in the morning. At that point, there is nothing worse than telling them that their room isn't ready. At Mamedov's hotel, they offer a 24-hour-a-day check-in. The moment you arrive – whatever time of day – Mamedov and his colleagues have a room available. The funniest thing is that it was simple to do. And it hadn't cost a penny but required only some small changes. Some of their maids had to come earlier in the morning. That was uncomfortable for a few of them. But for others, it was great, because they could leave earlier. They also work differently. The vacuums that they had used before sounded like 747 engines. That was okay at 10 in the morning, but not at 6. Now they use handhelds.
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	Michael asked Mamedov about his idea of a good service. The answer was the following.” Good service is memorable service. You have five senses. Good service is the sixth. You can’t describe it, but you know it when you experience it. Good service is also a culture. You can’t teach it. All you can do is to provide fertile ground so that good service can grow there.”
2.	Set questions to the text.
3.	Open the brackets. a) If the Buyer (to pay) in cash we (to give) him a 5% discount. b) After Mr. Bell (to study ) the contract form he (to discuss) it with the Seller. c) When I came in the partners (to have talks).

**ЗАЧЕТНОЕ ЗАДАНИЕ № 12**  
**По дисциплине «Иностранный язык»**

1.	Read and translate the text into Russian.  It is well-known that a small business does not have large resources of money and people to carry out detailed market research. In this situation international trade fairs and exhibitions are a good option of inexpensive market research. Here you can find out what your competitors are coming up with and how they go about selling to foreign markets. It is also a good idea to begin exporting by taking a stand at such exhibitions. James Peterson is involved in selling fashion goods. In his business it is vital to study the particular needs of each marketplace and to suit the product to local requirements. A year ago Mr. Peterson decided to export to Russia. A friend of his, Ben, told him that when he had started international business he had got a lot of assistance from the British Overseas Trade Board and Chambers of Commerce. Ben said that the Chamber had provided the Letter of introduction for him, had supplied him with the necessary current commercial information, had translated his promotional written material into the foreign language and, in the long run, had been his first consultant. Ben also advised James to visit the UK office of the Russian Chamber of Commerce.
2.	Set questions to the text.
3.	Open the brackets. a) If the Buyers (to agree) to the terms of shipment we (to give) them a discount off the price. b) We didn’t sign the contract. We (not to discuss) the delivery time. c) We (to be to reserve) accommodation for Mr. Brown tomorrow.

**ЗАЧЕТНОЕ ЗАДАНИЕ № 13**  
**По дисциплине «Иностранный язык»**

1.	Read and translate the text into Russian.  After a number of visits and meetings Mr. Peterson decided to take part in an international fair in the Expocenter, an exhibition hall located in Moscow in Krasnaya Presnya Street. He found out that Expocenter had held such events as “ Prodexpo”, “Stroiindustria”, “Consumexpo”, “ Auto Show” and a lot of other largest fairs and exhibitions which had housed a great number of exhibits from all over the world. He also knew that Expocenter had organized exhibitions abroad, for example industrial fairs in Hannover, Budapest and Belgrade; the chemical fair in Bratislava, the fair “Man, Nature and Technology” in Hannover as well as fairs in Latin America and Africa. Mr. Peterson was very pleased with the results of his trip and impressed by the
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	exhibition. He understood that such visits were part of every exporter's market research role which enabled not only to keep up to date with the requirements of customers but also to study the activities of competitors. He noted some social, cultural, practical differences which he would have to take into account to do his business in Russia successfully. Mr. Peterson hadn't managed to clinch any deals but he had had some useful meetings with Russian fashion clothes manufacturers and wholesalers. He was sure that he would be able to establish mutually profitable and long-standing cooperation with them.
2.	Set questions to the text.
3.	Open the brackets. a) Mr. Black (to be) a friendly person and he has a lot of friends. b) We know that you (to agree) to Seller's terms. c) While Mr. Bell (to study) the contract form his engineers were having talks.

**ЗАЧЕТНОЕ ЗАДАНИЕ № 14**  
**По дисциплине «Иностранный язык»**

1.	Read and translate the text into Russian.  <b>Trade</b> is buying and selling goods and services. Trade occurs because people need and want things that others produce or services others perform. People must have such necessities as food, clothing and shelter. They also want many other things that make life convenient and pleasant. They want such goods as cars, books, and television sets. They want such services as haircuts, cinemas and theatres, and bus rides. As individuals, people cannot produce all the goods and services they want. Instead, they receive money for the goods and services they produce for others. They use the money to buy the things they want but do not produce. Trade has contributed greatly to the advance of civilization. As merchants travelled from region to region, they helped spread civilized ways of life. These traders carried the ideas and inventions of various cultures over the routes of commerce. The mixing of civilized culture was an important development in world history.
2.	Set questions to the text.
3.	Open the brackets. a) The manager already ( to leave) the office when I phoned there. b) Your economists (take part) in the exhibition yesterday. It was rather interesting. c) What ... (to do) the engineers now? – They (to have talks). They (to test) already the equipment.

**ЗАЧЕТНОЕ ЗАДАНИЕ № 15**  
**По дисциплине «Иностранный язык»**

1.	Read and translate the text into Russian.  <b>International trade</b> is the exchange of goods and services between countries. Trade that takes place within a single country is called <i>domestic trade</i> . International trade is sometimes called <i>world trade</i> or <i>foreign trade</i> . International trade permits countries to specialize in producing those things they are best suited to make with the resources they have. Countries benefit by producing the goods they can make most cheaply, and buying those goods that other countries can make more cheaply. International trade makes it possible for more goods to be produced and for more human wants
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	<p>to be satisfied than if each country tried to produce everything it needed within its own borders.</p> <p>By the early 1990's, world trade, as measured by exports, amounted to approximately 3,5 trillion U.S. dollars a year. The world's leading exporting nations were Germany, the United States, Japan, France, and the United Kingdom. Most world trade is carried out by private exporters and importers. Only a small part of international trade is handled by governments. In Communist countries, however, the government conducts much international trade.</p>
2.	Set questions to the text.
3.	<p>Open the brackets.</p> <p>a) We'll sign the contract after we closely (to study) contract terms.</p> <p>b) Mr. White (to have) talks at 12 o'clock yesterday.</p> <p>c) After the partners (to discuss) the price problem they (to sign) the contract.</p>

#### Семестр 4

#### БИЛЕТ № 1

#### По дисциплине «Иностранный язык»

1.	<p>Read and translate the text.</p> <p>Just as television has extended human sight across the barriers of time and distance, so the computers extend the power of the human mind across the existing barriers.</p> <p>They save a lot of time. They seldom make mistakes. It's much faster and easier to surf the Internet than to go to the library.</p> <p>In the last 10 years or so, most large businesses have become completely depended on computers for storing and looking an information, for writing and calculating financial and mathematical information.</p> <p>Computers within a single office or building may be connected, and they there fore form a network. Users of computers on a network can send messages to each other utilizing the same collections of data or information. In many offices and organizations computer message have replaced messages written on paper, and they are now called e-mail or electronic mail.</p> <p>E-mail is a great invention, too. It's faster than sending a letter and cheaper than sending a telegram.</p> <p>E-mail saves paper and the work of moving paper from one place to another. Workers can send and receive e-mail without leaving their desks and their desktop computers. But computers have some disadvantages. Computers can get viruses. Sometimes the wrong people can make use of the information available in the wrong way. Computers become out of date very quickly, they need to be replaced.</p>
2.	Set questions to the text.
3.	<p>Fill in the gaps.</p> <p>a) When you _____ your work, you may leave the class. (to finish)</p> <p>b) Before I went to bed, I _____ all the doors and _____ the lights. (to close; to switch off)</p> <p>c) Mr. Black left home after he _____ the things and _____ the papers. (to pack; to check)</p>

#### БИЛЕТ № 2

#### По дисциплине «Иностранный язык»

1.	Read and translate the text.
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	<p>The Internet, a global computer network which embraces millions of users all over the world, began in the United States in 1969 as a military experiment. It was designed to survive a nuclear war. Information sent over the Internet takes the shortest path available from one computer to another. Because of this, any two computers on the Internet will be able to stay in touch with each other as long as there is a single route between them.</p> <p>This technology is called packet switching. Owing to this technology, if some computers on the network are knocked out (by a nuclear explosion, for example), information will just route around them. One such packet-switching network already survived a war. It was the Iraq computer network, which was not knocked out during the Gulf War.</p> <p>Most Internet host computers (more than 50%) are in the United States, while the rest are located in more than 100 other countries. Although the number of host computers can be counted fairly accurately, nobody knows exactly how many people use the Internet. There are millions and their number is growing by thousands each month world-wide.</p> <p>The most popular Internet service is e-mail. Most of people, who have access to the Internet, use the networks only for sending and receiving e-mail messages. However, other popular services are available on the Internet: reading news, using the World Wide Web, telnet etc.</p>
2.	Set questions to the text.
3.	<p>Fill in the gaps.</p> <p>a) Don't disturb Mr. White. He _____ talks with the engineers of the factory. (to have)</p> <p>b) He thanked me for what I _____ for him. (to do)</p> <p>c) Mathematics _____ the language of science. (to call)</p>

**БИЛЕТ № 3**  
**По дисциплине «Иностранный язык»**

1.	<p>Read and translate the text.</p> <p>Computers play a very important part in our life. They help people in their work and studies, they save us a lot of time and give access to a lot of information: to find data and descriptions, chapters from necessary books.</p> <p>The Internet, a global computer network, which embraces millions of users all over the world, began in the United States in 1969 as a military experiment. It was designed to survive in a nuclear war. Information sent over the Internet takes the shortest path available from one computer to another. There are millions of users and their number is growing by thousands each month worldwide.</p> <p>Users of computers on a network can send messages to each other, utilizing the same collections of data or information. In many offices and organizations computer messages have replaced messages written on paper, and they are now called <i>e-mail</i> or <i>electronic mail</i>. E-mail is fast and easy (if you understand how to use the computer), it saves paper and the work of moving paper from one place to another. Workers can send and receive e-mail without leaving their desks and their desktop computers. Commercial users can communicate over the Internet with the rest of the world and can do it very cheaply. So, the Internet is an inseparable part of our life.</p>
2.	Set questions to the text.
3.	<p>Fill in the gaps.</p> <p>a) Good results _____ by our industry for the last few years. (to achieve)</p>

	b) The delivery dates _____ yet. (to discuss)
	c) If Ann _____ hard he would _____ the test last week. (to study; to pass)

**БИЛЕТ № 4**  
**По дисциплине «Иностранный язык»**

1.	<p>Read and translate the text.</p> <p>Let's compare our life nowadays with the life of people at the beginning of the 20th century. It has changed beyond recognition. Our ancestors hadn't the slightest idea of the trivial things created by the scientific progress that we use in our every day life. I mean refrigerators, TV sets, computers, microwave ovens, radio telephones, what not. They would seem miracle to them that made our life easy, comfortable and pleasant. On the other hand, the great inventions of the beginning of the 20th century, I mean radio, airplanes, combustion and jet engines have become usual things and we can't imagine our life without them.</p> <p>A century is a long period for scientific and technological progress, as it's rather rapid. Millions of investigations, the endless number of outstanding discoveries have been made. Our century has had several names that were connected with a certain era in science and technology. At first it was called the atomic age due to the discovery of the splitting of the atom. Then it became the age of the conquest of space when for the first time in the history of mankind a man overcame the gravity and entered the Universe. And now we live in the information era when the computer network embraces the globe and connects not only the countries and space stations but a lot of people all over the world. All these things prove the power and the greatest progressive role of science in our life.</p>
2.	Set questions to the text.
3.	<p>Fill in the gaps.</p> <p>a) We _____ the Buyer a 5% discount yesterday if he _____ in cash. (to give; to pay)</p> <p>b) I _____ to the station at 5 o'clock yesterday. My friend _____ for me there as he _____ earlier than I. (to come; to wait; to come)</p> <p>c) The partners _____ terms of payment when I came. (to discuss)</p>

**БИЛЕТ № 5**  
**По дисциплине «Иностранный язык»**

1.	<p>Read and translate the text.</p> <p>The personal computer can serve as a work station for the individual today. Moreover, as it has become financially feasible to provide a computer for the individual worker, so also technical developments have made the interface between man and machine increasingly "friendly", so that a wide array of computer functions are now accessible to people with no technical background. A personal computer is a small computer based on a microprocessor; it is a microcomputer. Not all computers, however, are personal computers. A microcomputer can be dedicated to a single task such as controlling a machine tool or metering the injection of fuel into an automobile engine; it can be a word processor, a video game or a "pocket computer" that is not quite a computer. A personal computer is something different: a standalone computer that puts a wide array of capabilities at the disposal of an individual. The first generation of true personal computers, which came on the market between 1977 and 1981, had eight-bit microprocessors; later introduced systems had 16-bits ones. Now 32-bit</p>
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	microprocessor chips are available, and soon they will be included in complete computer systems.
2.	Set questions to the text.
3.	Fill in the gaps. a) I'm afraid I _____ to collect the tickets tomorrow. (not to be able) b) I was glad to find out that this _____ a through train and we _____. (to be; not to have to change) c) Accommodation for Mr. Brown _____ tomorrow. (to reserve)

**БИЛЕТ № 6**  
**По дисциплине «Иностранный язык»**

1.	Read and translate the text.  One might think that this network of millions of computers around the globe is as fast and captivating as television, but with more and more users logging on everyday and staying on longer and longer, this "Information Superhighway" could be perhaps more correctly referred to as an expressway of big city centre at rush hour. It is estimated that thirty five to forty million users currently are on the Internet. According to a recent statistics, an average Internet call lasts five times as longer as the average regular telephone call. 10 percent of the Internet calls last 6 hours or longer. This can cause an overload and, in turn, cause telephone network to fail. The local network was designed for short calls which you make and then hang up, but Internet calls often occupy a line for hours. With so many users in the Internet and their number is growing by 200 percent annually, it certainly provides new challenges for the telephone companies. The Internet, up to the beginning of the 90s, was used only to read a different texts. Then in the early 90s, a way was made to see pictures and listen to a sound on the Internet. This breakthrough made the Internet to be most demanded means of communication, data saving and transporting. However, today's net is much more than just pictures, text, and sound. The Internet is now filled with voice messages, video conferencing and video games.
2.	Set questions to the text.
3.	Fill in the gaps. a) When we came to the station the train already (to leave) and we had _____ for the next train for an hour and a half. (to leave; to wait) b) I should like them _____ in the exhibition. It was rather interesting. (to take part) c) Mr. Bell made the contract after the contract form _____ by him. (to study)

**БИЛЕТ № 7**  
**По дисциплине «Иностранный язык»**

1.	Read and translate the text.  Nowadays we no longer have to own a computer to access the Internet. Now, devices such as Web TV allow our television to browse the Web and use Electronic Mail. Cellular phones are now also dialing up the Internet to provide E-mail and answering machine services. The telephone network was not designed and built to handle these sorts of things. Many telephone companies are spending enormous amounts of money to upgrade the telephone lines. K. Kao and G. Hockman were the first to come up with the idea of using
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	<p>fiber optic cables, as opposed to copper wire, to carry telephone signals. Fiber optics uses pulses of light to transmit binary code, such as that used in computers and other electronic devices. As a result the amount of bandwidth is incredibly raised. Another solution for the problem is fast modems which satisfy the need for speed. By accessing the Net through the coaxial cable that provides television to our homes, the speed can be increased 1,000 fold. However, the cable system was built to only send information one way. In other words, they can send stuff to us, but we can't send anything back, if there is no modem available. Yet another way is being introduced to access the Internet, and that is through the use of a satellite dish just like the TV dishes currently used to deliver television from satellites in space to your home. However, like cable connection, the information can only be sent one way. Faster ways of connecting to the Internet may sound like a solution to the problem, but, just as new lanes on highways attract more cars, a faster Internet could attract many times more users, making it even slower than before.</p>
2.	Set questions to the text.
3.	<p>Fill in the gaps.</p> <p>a) When I phoned their office the manager already _____. (to leave)</p> <p>b) I should like them _____ in the exhibition. It is rather interesting. (to take part)</p> <p>c) I would like the matter _____ to by Mr. White right away. (to attend)</p>

**БИЛЕТ № 8**  
**По дисциплине «Иностранный язык»**

1.	<p>Read and translate the text.</p> <p>Technological advances are changing our lives very rapidly. Nowadays we can't do without such gadgets as mobile phones, PCs, digital tape recorders, air conditioners, fax machines and so on. Many people feel ill at ease without their laptop computers or GPS navigation systems. In my opinion, technology facilitates our lives and saves our time. Computers help us do the most difficult sums and investigate complicated data. People do business, communicate and do the shopping via the Internet. It is much easier to do housework nowadays, thanks to electric equipment such as microwave ovens, washing machines and so on. However, many people say that technology makes us lazier and weaker. For example, such technological developments as the telephone and the Internet have made communication much easier, but they can cause the loss of social interaction. A lot of people prefer communicating through a keyboard than face to face. That is why people don't meet as often as they did in the past. A lot of people are fond of watching TV and playing computer games. They spend hours in front of the screen. They have no time to read books or to communicate with their friends. They move less, speak less and they even think less. Of course, such way of life does much harm to their health. People should continue to develop technology, but they must do it wisely. Otherwise we may regret in the future. Some people say that technical devices do more harm than good. However, others think that it is impossible to live without computers or mobile phones nowadays. Nowadays people can't imagine their lives without different technical devices.</p>
2.	Set questions to the text.
3.	<p>Fill in the gaps.</p> <p>a) The contract _____ until we closely _____ contract terms. (to sign; to study)</p> <p>b) We cannot get in touch with him as he _____ talks now. (to have)</p> <p>c) The room _____ before you came to London? (to reserve)</p>

**БИЛЕТ № 9**



**По дисциплине «Иностранный язык»**

1.	<p>Read and translate the text.</p> <p>A good website has to be easy to navigate. If visitors can't find what they want quickly, they can leave and go to a competitor's website with just a few clicks of the mouse.</p> <p>Choose the background and the colour of your text carefully. Don't use colours which can be difficult for the eyes like white text on a grey background.</p> <p>Your home page should not look too cluttered. Your company's name, logo, location and a clear description of your product or services is usually enough. Photos of customers or staff, however, are not recommended.</p> <p>Research has shown that customers are four times more likely to buy a product online if the site is in their own language. It is worth translating some of the pages or even creating a local version of the site.</p> <p>Once your website is completed, it is worth getting it listed on the major search engines such as Alta Vista and Google. This can significantly expand your market. However, it can be a time-consuming process and requires a lot of knowledge about search engines and how they work.</p> <p>Finally, make sure your website is kept up to date. It is best to avoid time-sensitive information unless you have the time to change it regularly.</p>
2.	Set questions to the text.
3.	<p>Fill in the gaps.</p> <p>a) Alice asked them if they _____ take part deliveries. (can)</p> <p>b) We _____ a L/C after we _____ the goods. (to open; to deliver)</p> <p>c) The contract _____ at 12 p.m. today after we discuss all the details. (to make)</p>

**БИЛЕТ № 10**

**По дисциплине «Иностранный язык»**

1.	<p>Read and translate the text.</p> <p>With cyber attacks, data breaches and leakage of sensitive information on the rise, companies and governments are placing more efforts on computer security than ever before. This is why computer security specialists are in great demand at both corporations and at government agencies. If an organization deals with a large workforce or management of sensitive data, there are many reasons to hire computer security specialists. Here are four major areas of responsibility of a computer security specialist: control of IT infrastructure usage, protection of company data, ensuring the safety of users, and assisting senior management.</p> <p>A computer security specialist is one who designs and implements security protocols in a computer network. That involves controlling what data users have access to, implementing password authentications and firewalls. Computer security specialists can block access to certain websites and disallow the installation and usage of specific applications – especially if they pose a threat to the network infrastructure. If an employee violates company policies on usage of office IT infrastructure, it is the computer security specialists who can catch them in the act and notify senior management.</p>
2.	Set questions to the text.
3.	Fill in the gaps.

	a) Mr. Bell _____ stay in London for another day when he was on business there. (must) b) The secretary said that all the necessary information _____ to the firm by her yesterday. (to send) c) If Robert _____ a good course he _____ to become a highly specialized manager in the future. (to take; can)
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**БИЛЕТ № 11**  
**По дисциплине «Иностранный язык»**

1.	Read and translate the text.  <p>Data The job of ensuring the safety of valuable data is entrusted to the computer security specialist. These specialists can also be considered information security analysts, as their task largely involves monitoring the flow of information, checking on bandwidth usage and preventing unauthorized users (or even hackers) from accessing sensitive data. For any large corporation like a bank or a telecom operator, sensitive data could be pertaining to their customers – like addresses, phone numbers, bank account details and credit card numbers. For a government agency, sensitive data pertaining to internal communications and secretive operations can pose a threat to national security. Hiring computer security specialists is crucial for such organizations.</p> <p>There have been instances when companies who outsourced their data management and security have had privacy violations committed by the contractor. Hiring computer security specialists and holding them liable gives the organization an additional sense of security knowing the data management and protection is all being done internally. The specialists can ensure safety of users and their ease of use on any given network. In an office environment that means preventing downloads that may pose a virus threat. If you are a service provider, computer security specialists will ensure safety of customer data and assist in helping out with any technical problems users may face.</p>
2.	Set questions to the text.
3.	Fill in the gaps. a) The company _____ ship the goods the next week. (can) b) What did you do when the quality of Sellers' goods _____ your requirements? (not to meet) c) The firm _____ deliver the goods last week. (must)

**БИЛЕТ № 12**  
**По дисциплине «Иностранный язык»**

1.	Read and translate the text.  <p>Software breaks. Hardware breaks. We need someone to fix those things. That someone is a system administrator. As long as we have things that break, we will need system administrators. The automobile is more than 100 years old, and yet you still have mechanics to fix cars because they still break. These magical devices in our hands are so far advanced, yet there are mobile phone repair shops in every city, and they're all very busy. Things break. We need a fixer. System administrators fix things. We need system administrators.</p> <p>So, what exactly does this job entail? A system administrator wears many hats and the smaller your environment, the more hats you will wear. A system administrator covers backups, file restores, disaster recovery, hardware maintenance, automation, user</p>
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	<p>maintenance, filesystem housekeeping, application installation and configuration, and system security management. System administration covers just about every aspect of hardware and software management for both physical and virtual systems.</p> <p>You also need a broad knowledge base of network configuration, virtualization, operating systems, and interoperability.</p>
2.	Set questions to the text.
3.	<p>Fill in the gaps.</p> <p>a) Before Mr. Mashkov went to London, he and his experts _____ the latest catalogues of the firm. (to study)</p> <p>b) I wonder if you _____ come to their office in two hours. (can)</p> <p>c) What would you do if the quality of Sellers' goods _____ your requirements? (not to meet)</p>

### БИЛЕТ № 13

#### По дисциплине «Иностранный язык»

1.	<p>Read and translate the text.</p> <p>A system administrator needs to have some technical knowledge of network security, firewalls, databases, and all aspects of a working network. The reason is that, there are hundreds of fail points in a network and your job is to help locate and resolve failures.</p> <p>System administration also requires that you stay on top of best practices, learn new software, maintain patches, comply with security notifications, and update hardware. A system administrator's day is very full. In fact, you never really finish, but you have to pick a point in time to abandon your activities. Being a system administrator is a 24x7x365 job, which does take its toll on you physically and mentally. You'll hear a lot about burnout in this field.</p> <p>It can be said that doing the technical stuff is relatively easy. It's dealing with people that makes the job really hard. You deal with your management, which is not always easy.</p>
2.	Set questions to the text.
3.	<p>Fill in the gaps.</p> <p>a) If we have spent more money on advertising we _____ by now. (to increase our sales)</p> <p>b) The machine _____ by our engineers yet. (not; to test)</p> <p>c) Mr. Novikov _____ to leave for the town of Nikolaev the day after tomorrow. (must)</p>

### БИЛЕТ № 14

#### По дисциплине «Иностранный язык»

1.	<p>Read and translate the text.</p> <p>A system administrator is the person who gets blamed when things go wrong and when things go right, it's "just part of your job". It's a tough place to be.</p> <p>Coworkers don't seem to make life better for the system administrator. They should, but they often don't. You'll deal with lazy, unmotivated coworkers so often that you'll feel that you're carrying all the weight of the job yourself. Fortunately, not all coworkers are bad – some are helpful, diligent, and proactive.</p> <p>And then there are users. Oh, the bane of every system administrator's life, the end user! A system administrator once said, "You know, this would be a great job if I just didn't have to interface with users". Many would agree. But then again, with no users, there's probably also no job. Dealing with computers is easy. Dealing with people is hard. Learn to breathe, smile, and comply if you want to survive and maintain your sanity.</p>
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	Being a system administrator is a rewarding job. It carries with it a great deal of responsibility. It is sometimes unpleasant. It is sometimes really fun. It's a job. System administration isn't easy nor is it for the thin-skinned. It's for those who want to solve complex problems and improve the computing experience for everyone on their network. It's a good job and a good career.
2.	Set questions to the text.
3.	Fill in the gaps. a) I _____ my homework yet. (not to do) b) We _____ to book seats for a performance tomorrow. (can) c) They found that compressors Model AC-30 _____ meet the requirements of their customers. (can)

**БИЛЕТ № 15**  
**По дисциплине «Иностранный язык»**

1.	Read and translate the text.  The photos that are integrated into a web design layout have a huge impact on the overall look and feel of a website. Poorly shot images with fuzzy focus and questionable composition can diminish even the most brilliant of designs. Generic stock photos can drain the life from a design, leaving it bland and uninspiring. Using high-quality photos is a simple way to improve your designs. There are plenty of great options out there if you want to use stock photos. But don't just use them as they are. Make sure you crop and edit them. Use filters, adjust the saturation, change the warmth, and use other photo editing techniques to make the images better fit in with the harmony of a web design. Additionally, pay attention to the file types you're using. Know the difference between a JPG and a PNG. Implementing the correct file types can make a huge difference in how fast your pages load. There are many devices out there with varying screen sizes. No matter how someone is accessing your web design, it should offer a similar experience no matter what it's being viewed on. Instead of putting a huge amount of effort into overly complex animations and hover effects that may not work on every device, it's better to spend that time improving UI (user interface) and UX (user experience) for everyone. Using responsive design means your website will be user-friendly and offer an optimized experience across desktop and mobile devices.
2.	Set questions to the text.
3.	Fill in the gaps. a) If we signed an agreement with them, we _____. (to use their brand) b) The exhibition _____ by many people last month. (to visit) c) The exhibition _____ yet. (not; to open)

**Типовые тестовые задания**

**1 курс**

**Test 1**

**Task 1 Translate from Russian into English.**

1. Прибыльный
2. Грубость

3. Что происходит?
4. Выглядеть внушительно
5. Беседа, беседовать
6. Хмуриться
7. Перетянуть на свою сторону
8. Уменьшать, сокращать
9. Родственная душа

**Task 2 Fill the gaps with the words.**

*be off    disruptions    dresses down    relationships    solutions    succeed    upturn*

1. Money problems place great stress on close family\_\_\_\_\_.
2. She \_\_\_\_\_ in dark glasses and baggy clothes to avoid hordes of admirers.
3. I have always admired the ability to find simple, effective \_\_\_\_\_ to practical problems.
4. He was anxious to \_\_\_\_\_.
5. Some people will \_\_\_\_\_ in their efforts to stop smoking.
6. They do not expect a/an \_\_\_\_\_ in the economy until the end of the year.
7. The rail strike is causing major \_\_\_\_\_ at the country's ports.

**Task 3 Choose the correct option or put the words in the correct order.**

1. I was exhausted on Tuesday because I **was doing/did/had done** a lot of work on Monday.
2. Richard believes he *has/had/must* work hard to pass the exams. There is no choice!
3. What time *does/is/will* the concert *begin/begins/beginning*?
4. We *have been learning/have learnt/are learning* English for six years.
5. Travelled/life/far/have/how/you/your/in?
6. How *much/many* ice-cream do you eat?

**Task 4 Translate the words and phrases into Russian and use them in your own sentences.**

*to go bankrupt    frantic    unique opportunity    precisely*

**Test 2**

**Task 1. Translate from Russian into English.**

1. Неудивительно
2. Светская беседа
3. Доска объявлений
4. Невербальный
5. Возмутительный

6. Нехватка, дефицит
7. Требующий много времени
8. Исследование
9. Давать (предоставлять) возможность

**Task 2. Fill the gaps with the words.**

*ambition      euphemism      issue      recycle   respond   setback   signature*

1. His \_\_\_\_\_ is to sail round the world.
2. A key \_\_\_\_\_ for higher education in the 1990's was the need for greater diversity of courses.
3. I wrote my \_\_\_\_\_ at the bottom of the page.
4. The objective would be to \_\_\_\_\_ 98 per cent of domestic waste.
5. They are likely to \_\_\_\_\_ positively to the President's request for aid.
6. A \_\_\_\_\_ is an event that delays your progress or reverses some of the progress that you have made.
7. The term 'early retirement' is nearly always a \_\_\_\_\_ for redundancy nowadays.

**Task 3. Choose the correct option or put the words in the correct order.**

1. This time next week I *am flying/will be flying/will have been flying* to Spain.
2. You *must/can/could* have a visa to travel to most countries.
3. My friend *finishes/ will finish/will have finished* the report by next week.
4. Time/you/you/learnt/how/languages/many/had/by/were/fifteen/the?
5. Do you like *sweets/sweet*?
6. What *have you done/did you do* yesterday?

**Task 4. Translate the words and phrases into Russian and use them in your own sentences.**

*to work overtime      free gift      bug      frown*

**Test 3**

**Task 1 Translate from Russian into English.**

1. Привлечь внимание
2. Привлекать финансирование
3. Неподдельный энтузиазм
4. Оставаться целеустремленным
5. Нажать на кнопку
6. Тема сообщения (в электронном письме)
7. Старый холостяк
8. Схема пенсионного обеспечения
9. Мрачные перспективы

**Task 2 Fill the gaps with the words.**

*acquaintance   confidential   euphemism   hinder   relevant   shortlist   soothe*

1. If you talk to someone in a \_\_\_\_\_ way, you talk to them quietly because what you are saying is secret or private.
2. He was \_\_\_\_\_d/ed for the Nobel Prize for literature several times.
3. Make sure you enclose all the \_\_\_\_\_ certificates.
4. Does the fact that your players are part-timers help or \_\_\_\_\_ you?
5. If you \_\_\_\_\_ someone who is angry or upset, you make them feel calmer.
6. I first made his \_\_\_\_\_ and that of his wife and young family in the early 1960s.
7. The term 'early retirement' is nearly always a/an \_\_\_\_\_ for redundancy nowadays.

**Task 3 Choose the correct option or put the words in the correct order.**

1. I *know/have known/am known* Jean for a year.
2. You *don't have/mustn't/doesn't need* to talk in the lessons.
3. The students hope they *will pass /are passing/ will have passed* the exam by January.
4. Life/many/your/in/you/have/how/languages/learnt?
5. We *have studied/have been studying* German since October.
6. Do you like *a/-* chocolate?

**Task 4 Translate the words and phrases into Russian and use them in your own sentences.**

*through the grapevine   fail   consequences   fierce competition*

**Test 4**

**Task 1 Translate from Russian into English.**

1. Завладеть вниманием
2. Застать врасплох
3. Полная занятость
4. Лучше этого не делать
5. Меняться к лучшему
6. Радоваться успеху
7. Промежуточные результаты
8. Вдохновлять
9. Руководитель

**Task 2 Fill the gaps with the words from the box.**

*casual   emphasize   fidget   frantic   mess things up   resist   vice versa*

1. When politicians \_\_\_\_\_, it is the people who pay the price.
2. \_\_\_\_\_ clothes are ones that you normally wear at home or on holiday, and not on formal occasions.

3. But it's also been \_\_\_\_\_ ed/d that no major policy changes can be expected to come out of the meeting.
4. A busy night in the restaurant can be \_\_\_\_\_ in the kitchen.
5. If you \_\_\_\_\_, you keep moving your hands or feet slightly or changing your position slightly, for example because you are nervous, bored, or excited.
6. The Prime Minister says she will \_\_\_\_\_ a single European currency being imposed.
7. Teachers qualified to teach in England are not accepted in Scotland and \_\_\_\_\_.

**Task 3 Choose the correct option or put the words in the correct order.**

1. We *will finish/will have finished/will have been finished* the report by Monday.
2. You *mustn't/don't have to/couldn't* buy a ticket now. You can do it later.
3. Long/he/learning/German/been/how/has?
4. My brother *will/want/ is going* to be a computer programmer.
5. Our company *did/has been doing* well since the beginning of the year.
6. How *many/much cup/cups* of tea do you drink every day?

**Task 4 Translate the words and phrases into Russian and use them in your own sentences.**

*to get lost*

*to stay focused*

*power pose*

*Mind you*

**Test 5**

**Task 1. Translate from Russian into English.**

1. Она нас покорила.
2. Человек, который ищет работу
3. Личные качества
4. Изменения к лучшему
5. Ничего особенного
6. Пройти без задержки, без проблем, как по маслу
7. Ты не шутишь?
8. Взятка
9. Семинар, мастер-класс

**Task 2. Fill the gaps with the words from the box.**

*annoying glitch grinned hectic locate persuasion quit*

1. Atlanta was voted the best city in which to \_\_\_\_\_ a business by more than 400 chief executives.
2. A nicotine spray can help smokers \_\_\_\_\_ the habit without putting on weight.
3. He \_\_\_\_\_, delighted at the memory.
4. She was using all her powers of \_\_\_\_\_ to induce the Griffins to remain in Rollway.



5. The \_\_\_\_\_ thing about the scheme is that it's confusing.
6. Despite his \_\_\_\_\_ work schedule, Benny has rarely suffered poor health.
7. There is a \_\_\_\_\_ in the computer program somewhere.

**Task 3 Choose the correct option or put the words in the correct order.**

1. You look tired. *Have you worked/Have you been working/Were you working* a lot today?
2. Jack *will have/must/don't need* to try hard to pass the exam.
3. You/finished/have/by/the/then/report/will?
4. Nancy and I have already discussed our plans for the summer. We *go/are going/will go* to Italy.
5. Have you done it *yet/already*? It's about time to finish writing.
6. How *much/many* tea do you drink?

**Task 4 Translate the words and phrases into Russian and use them in your own sentences.**

*to keep smb. in the dark*      *completely safe*      *crisis management*      *fidget*

**Test 6**

**Task 1 Translate from Russian into English.**

1. Поднять цену
2. Защитная поза
3. Ты смеешься надо мной!
4. Делать более грамотный выбор
5. Заключить сделку
6. Получить признание
7. Создать компанию
8. Напряженно слушать
9. Установить полезные связи

**Task 2 Fill the gaps with the words from the box.**

*affiliation*      *bribe*      *downsize*      *hush-hush*      *impact*      *outline*      *terrific*

1. They say they expect the meeting to have a marked \_\_\_\_\_ on the future of the country.
2. They were desperate to keep the marriage \_\_\_\_\_.
3. American manufacturing organizations have \_\_\_\_\_ed/d their factories.
4. He was being investigated for receiving a \_\_\_\_\_.
5. They asked what her political \_\_\_\_\_s were.
6. Everybody there was having a/an \_\_\_\_\_ time.
7. The proposals were given in \_\_\_\_\_ by the Secretary of State.

**Task 3 Choose the correct option or put the words in the correct order.**

1. Sue **has already given/has already been giving/is already giving** a report for ten minutes.
2. You **may/must /can** choose to take the exam next year.
3. Many/Sweden/been/you/ how/times/to/have?
4. I've just made up my mind. We **will go/ are going/go** to Greece on winter holiday!
5. When **have you done/did you do** it?
6. How **many/much** rooms are there in your flat?

**Task 4 Translate the words and phrases into Russian and use them in your own sentences.**

*to keep on top of*

*consistency*

*appropriately*

*annoying*

### Test 7

**Task 1 Translate from Russian into English.**

1. Производить благоприятное первое впечатление
2. Невероятно грациозная
3. Выражать обеспокоенность
4. Огромное количество дел
5. Откладывать к пенсии
6. Продвигать идею
7. Доля рынка
8. Принимать меры
9. Укладываться в срок

**Task 2 Fill the gaps with the words from the box.**

*fabulous*

*facilitate*

*harmless*

*nuisance*

*overtime*

*profitable*

*tempting*

1. The dinner was just \_\_\_\_\_!
2. The new airport will \_\_\_\_\_ the development of tourism.
3. At first glance, it would be \_\_\_\_\_ to agree.
4. Drug manufacturing is the most \_\_\_\_\_ business in America.
5. If you say that someone or something is a \_\_\_\_\_, you mean that they annoy you or cause you a lot of problems.
6. If you say that someone is working \_\_\_\_\_ to do something, you mean that they are using a lot of energy, effort, or enthusiasm trying to do it and work longer hours.
7. This experiment was \_\_\_\_\_ to the animals.

**Task 3 Choose the correct option or put the words in the correct order**

1. Elizabeth **has gone out/ is going out /has been going out** with Leo for two months.
2. You will **have to/should/can** recycle to help to protect the environment.

3. What time *is/does/will* your train *leaves/leave/leaving*?
4. Many/event/attended/have/people/how/the?
5. ***Have you seen the film? / Did you see the film?***
6. Has your friend got *a lot of/many* experience in the field?

**Task 4 Translate the words and phrases into Russian and use them in your own sentences.**

*heading          lower power pose          accurately          downsize*

## Test 8

**Task 1 Translate from Russian into English.**

1. Побудить к действию
2. Чувствующие влечение друг к другу
3. Извлекать пользу, выгоду
4. Сделать что-либо в ответ
5. Ощущать, что не можете принять участие в разговоре
6. Близко мне
7. Поддерживать уверенность
8. Говорить прямо, по делу
9. Огромное достижение

**Task 2 Fill the gaps with the words from the box.**

*anticipate    halfway through    small talk    precisely    reasonable    reciprocity    withdraw*

1. Smiling for the cameras, the two men strained to make \_\_\_\_\_.
2. You get an interesting meal for a \_\_\_\_\_ price.
3. What's the use of giving up the ghost \_\_\_\_\_ writing your book?
4. \_\_\_\_\_ is the exchange of something between people or groups of people when each person or group gives or allows something to the other.
5. Officials \_\_\_\_\_ that rivalry between leaders of the various drug factions could erupt into full scale war.
6. The meeting began at \_\_\_\_\_ 4.00 p.m.
7. If you \_\_\_\_\_ money from a bank account, you take it out of that account.

**Task 3 Choose the correct option or put the words in the correct order**

1. ***Have you done/Do you do/were you doing*** your visa application form yet?
2. Do the students in your group ***have to/able to/must*** work hard?
3. Long/teacher/been/you/a/working/how/have/as?
4. ***I play/will play/am playing*** tennis with Jeremy, we've already arranged it.
5. My friend ***has been/gone*** to twenty-five countries.
6. I like to have ***-/a/the*** cup of coffee before lunch.

**Task 4 Translate the words and phrases into Russian and use them in your own sentences.**

*asterisk*

*keep fingers crossed*

*make savings*

*fabulous*

**Test 9.**

**Task 1 Translate from Russian into English.**

1. Потребитель
2. Грубость
3. Что происходит?
4. Выглядеть внушительно
5. Беседа, беседовать
6. Хмуриться
7. Перетянуть на свою сторону
8. Уменьшать, сокращать

**Task 2 Fill the gaps with the given words**

*be off    disruptions    dresses down    held on to    relationships    solutions    succeed    upturn*

1. He was imprisoned for 19 years yet \_\_\_\_\_ his belief in his people.
2. Money problems place great stress on close family \_\_\_\_\_.
3. She \_\_\_\_\_ in dark glasses and baggy clothes to avoid hordes of admirers.
4. I have always admired the ability to find simple, effective \_\_\_\_\_ to practical problems.
5. He was anxious to \_\_\_\_\_.
6. Some people will \_\_\_\_\_ in their efforts to stop smoking.
7. They do not expect a/an \_\_\_\_\_ in the economy until the end of the year.
8. The rail strike is causing major \_\_\_\_\_ at the country's ports.

**Task 3 Choose the correct option or put the words in the correct order**

1. I was exhausted on Tuesday because I **was doing/did/had done** a lot of work on Monday.
2. Richard believes he **has/had/must** work hard to pass the exams. There is no choice!
3. What time **does/is/will** the concert **begin/begins/beginning**?
4. We **have been learning/have learnt/are learning** English for six years.
5. Travelled/life/far/have/how/you/your/in?
6. How **much/many** ice-cream do you eat?

**Task 4 Translate the words and phrases into Russian and use them in your own sentences**

*to go bankrupt*

*frantic*

*act of kindness*

*precisely*

## Test 10

### Task 1 Translate from Russian into English

1. Неудивительно
2. Светская беседа
3. Доска объявлений
4. Невербальный
5. Возмутительный
6. Приободрять
7. Требующий много времени
8. Исследование

### Task 2 Fill the gaps with the words

*ambition euphemism issue recycle refund respond setback signature*

1. His \_\_\_\_\_ is to sail round the world.
2. A key \_\_\_\_\_ for higher education in the 1990's was the need for greater diversity of courses.
3. I wrote my \_\_\_\_\_ at the bottom of the page.
4. The objective would be to \_\_\_\_\_ 98 per cent of domestic waste.
5. They are likely to \_\_\_\_\_ positively to the President's request for aid.
6. We guarantee to \_\_\_\_\_ your money if you're not delighted with your purchase.
7. A \_\_\_\_\_ is an event that delays your progress or reverses some of the progress that you have made.
8. The term 'early retirement' is nearly always a \_\_\_\_\_ for redundancy nowadays.

### Task 3 Choose the correct option or put the words in the correct order

1. This time next week I *am flying/will be flying/will have been flying* to Spain.
2. You *must/can/could* have a visa to travel to most countries.
3. My friend *finishes/ will finish/will have finished* the report by next week.
4. Time/you/you/learnt/how/languages/many/had/by/were/fifteen/the?
5. Do you like *sweets/sweet*?
6. What *have you done/did you do* yesterday?

### Task 4 Translate the words and phrases into Russian and use them in your own sentences

*to feel low confectioner bug frown*

## Test 11

### 1. Translate from Russian into English.

- 1) чувство единства
- 2) таможня, пропускной пункт

- 3) заграничный филиал
- 4) переоцененный
- 5) противоположное мнение
- 6) нездоровая пища
- 7) становиться более самостоятельным
- 8) покрывать расходы, издержки
- 9) быстрый карьерный рост
- 10) жадина, скряга

**2. Fill in the gaps using appropriate preposition or prefix.**

- 1) Look \_\_\_\_\_ (explore);
- 1) Carry \_\_\_\_\_ research;
- 2) \_\_\_\_\_lingual (many);
- 3) Pay attention \_\_\_\_ detail;
- 4) Get \_\_\_\_ (survive, live out).

**3. Write the verbs in brackets in the correct form.**

- 1) I ..... (visit) so many countries in my life that I can't remember them all.
- 1) ..... you ..... (wait) long?
- 2) If I ..... (know) your email address, I would write to you.
- 3) If you buy this one, you ..... (get) an extra one for free.
- 4) By the time he ..... (apply), the job had already gone.

**4. Translate the following sentences into Russian.**

- 1) Чем больше знаменитостей поддерживают бренд, тем выше будут продажи.
- 1) Если бы в мире был единый язык, то люди быстрее понимали бы друг друга.
- 2) Вероятно, что она навестит нас. Она не собиралась осматривать достопримечательности.
- 3) К сожалению, компания не предложила мне гибкий график работы. Но я уверен, что я найду то, что ищу.
- 4) Ты должен отчитаться перед ним на следующей неделе. Постарайся правильно определить приоритетность излагаемой информации.

**Test 12**

**1. Translate from Russian into English.**

- 1) решительный, волевой
- 2) любитель
- 3) удаленная работа
- 4) неудобство
- 5) утомительный, нудный
- 6) равнина
- 7) терять сознание
- 8) поставщик
- 9) жизнеспособность
- 10) разориться на что-либо

**2. Fill in the gaps using appropriate preposition or prefix.**

- 1) Stop \_\_\_\_ (break a journey);

- 2) Let \_\_\_\_\_ (disappoint);
- 3) \_\_\_\_\_ patient;
- 4) Spend time \_\_\_\_\_ smth;
- 5) Pick \_\_\_\_\_ (learn easily).

**3. Write the verbs in brackets in the correct form.**

- 1) If we raise money for charity, it \_\_\_\_\_ (be) good for the company's image.
- 2) If our cars \_\_\_\_\_ (have) our logo on the side, it would be a cheap form of advertising.
- 3) They \_\_\_\_\_ (climb) Mount Everest twice before and are going for a third time this year.
- 4) We \_\_\_\_\_ (prepare) three boxes and they're all ready to be sent.
- 5) He called while I \_\_\_\_\_ (try) to finish this essay.

**4. Translate the following sentences into Russian.**

- 1) Если ты родился в двуязычной семье, то ты позже начнешь произносить первые слова.
- 2) Мы получим больше прибыли, если запустим наш новый продукт через интернет.
- 3) Мы все обсудили и я пришел к выводу, что твои аргументы перевешивают мои доводы.
- 4) Для того чтобы мы заплатили за поездку хотя бы чуть меньше чем в том году, путевки нужно купить заранее.
- 5) Работодатель отклонил мое резюме без всяких объяснений. Я считаю это неэтичным.

**Test 13.**

**1. Translate from Russian into English.**

- 1) добрый, душевный
- 2) отдаленные уголки
- 3) трудоемкая работа
- 4) задержка, остановка
- 5) возмещение, возврат
- 6) запасной набор
- 7) самая важная задача
- 8) сопроводительное письмо
- 9) обширный, большой
- 10) отбывать тюремный срок

**2. Fill in the gaps using appropriate preposition or prefix.**

- 1) Study \_\_\_\_\_ qualification;
- 2) Apply \_\_\_\_\_ a position;
- 3) \_\_\_\_\_ boss (former);
- 4) Carry \_\_\_\_\_ (continue);
- 5) Interact \_\_\_\_\_.

**3. Write the verbs in brackets in the correct form.**

- 1) What \_\_\_\_\_ (happen) if we put a poster up?
- 2) I don't think I \_\_\_\_\_ (do) anything on Monday. Can we meet then?
- 3) He \_\_\_\_\_ (get) enough sleep. He is really tired.
- 4) \_\_\_\_\_ he \_\_\_\_\_ (have) time to see Martin last week?

5) After he \_\_\_\_\_ (invest) money, the business took off.

**4. Translate the following sentences into Russian.**

- 1) Если ты хочешь расширить свой кругозор и стать более независимым, я бы посоветовал отправиться изучать новые места.
- 2) Я устал работать под постоянным давлением. Что мне нужно сделать, чтобы моя работа была менее стрессовой?
- 3) Пожалуйста, не преувеличивай проблему. Мы в любом случае справимся со всеми последствиями.
- 4) Я бы рассказала тебе обо всех своих волнениях и заботах, если бы ты был более чувствительным.
- 5) Я выступаю против того, чтобы фото знаменитостей приукрашивали и ретушировали.

**Test 14**

**1. Translate from Russian into English.**

- 1) нерешительный
- 2) пункт назначения
- 3) поддерживать новейшую базу данных
- 4) сдержанный
- 5) убедительный
- 6) привлекающий внимание
- 7) затейливый, содержащий уловки, ухищрения
- 8) производственная практика;
- 9) страховой полис
- 10) вводящий в заблуждение

**2. Fill in the gaps using appropriate preposition or prefix.**

- 1) Get \_\_\_\_\_ (to arrive);
- 2) Keep \_\_\_\_\_ (to make as much progress as others: **two prepositions**);
- 3) \_\_\_\_\_ behave (behave badly);
- 4) Advert \_\_\_\_\_ radio;
- 5) To be fluent.

**3. Write the verbs in brackets in the correct form.**

- 1) \_\_\_\_\_ you ever \_\_\_\_\_ (ride) a camel?
- 2) We \_\_\_\_\_ (only/see) five minutes of the film, so sit down.
- 3) Could you do it if I \_\_\_\_\_ (ask) you?
- 4) As soon as the class \_\_\_\_\_ (end) we'll go for coffee.
- 5) The entrepreneur \_\_\_\_\_ (give) another billion dollars to charity after he had already given three billion.

**4. Translate the following sentences into Russian.**

- 1) Мы потратили огромные суммы денег на рекламную кампанию, но я не вижу роста продаж!
- 2) В этом вопросе компания возлагает контроль на производителя товаров.
- 3) Если бы вы были более внимательны, вы бы знали, где сдавать багаж и где пройти таможенно.



- 4) Я не люблю повторяющийся набор обязанностей, предпочитаю получать трудные и интересные задания.
- 5) Давайте усовершенствуем базовые принципы дипломатии и стандартизируем принципы международной коммуникации.

### Test 15

#### 1. Translate from Russian into English.

- 1) активный, авантюрного склада
- 2) жестокий, грозный
- 3) самопожертвование
- 4) незначительное происшествие
- 5) стажер
- 6) броский, бросающийся в глаза
- 7) оборудованное рабочее место
- 8) отвлекать
- 9) рентабельный
- 10) вести умный разговор

#### 2. Fill in the gaps using appropriate preposition or prefix.

- 1) Get \_\_\_\_\_ (to survive);
- 2) Set \_\_\_\_\_ (to leave);
- 3) \_\_\_\_\_ rail (one);
- 4) Be divided \_\_\_\_\_ three parts;
- 5) Catch \_\_\_\_\_ \_\_\_\_\_ smth (**two prepositions**).

#### 3. Write the verbs in brackets in the correct form.

- 1) If you put your email on the site, we \_\_\_\_\_ (not/to receive) so many calls.
- 2) What \_\_\_\_\_ you \_\_\_\_\_ (to do) if they don't buy your product anymore?
- 3) I haven't made up my mind yet but I ..... (probably; to go) to the lesson tonight.
- 4) Can you take over? I \_\_\_\_\_ (to pack) our luggage all morning. I need a rest.
- 5) We didn't need to clean the house, because he \_\_\_\_\_ (to do) it.

#### 4. Translate the following sentences into Russian.

- 1) Сотрудникам важно поддерживать баланс между работой и личной жизнью с целью сохранения определенного уровня стрессоустойчивости.
- 2) Мне нужно сдать задание вовремя, иначе я буду отставать по программе.
- 3) Ты считаешь его амбициозным, не так ли? Не знаю, до сегодняшнего дня я не замечала у него больших достижений.
- 4) Что ты сейчас изучаешь? Мне кажется, самое время взяться (начать изучать) китайский.
- 5) Пожалуйста, не искажайте исходную информацию. Это неприемлемый метод общения.

## 2 курс

### Test 1

#### 1. Give the definitions to the words.

assignment

copycat

focus group  
inertia  
labour saving device

**2. Translate the word combinations from Russian into English.**

организационная структура компании,  
решать проблему,  
огнеупорный материал,  
характеристики и польза для покупателя,  
быть назначенным на должность.

**3. Translate the collocations and phrasal verbs into Russian.**

public relations  
to hold on  
to call back  
fool-proof technology  
to shortlist candidates

**4. Fill in the gaps with the given words.**

*autonomy, earth shattering, frustration, perspective, clips*

1. Rebel leaders are demanding \_\_\_\_\_ for the region.
2. He has lost all \_\_\_\_\_ in the rush to get what he wants.
3. Use cable \_\_\_\_\_ to secure loose wires.
4. He expressed his \_\_\_\_\_ at not being able to talk openly.
5. The new initiatives were really \_\_\_\_\_.

**5. Choose the correct option.**

1. After Danuta retired, Sue *ran / was running* the business on her own for a few years.
2. I'd like to switch my bank account to you. How *can / do I have to* I do that?
3. The UK's Design Museum, *that / which / who / whose* was founded in 1989, is located in London.
4. As you will see from my CV, I *gained / have gained* several years of experience in financial management.
5. I *have read / have been reading* proposals all day and I still have to approve 16 projects.

**Test 2**

**1. Give the definitions to the words.**

autonomy  
tax break  
frustration  
treadmill  
staff turnover

**2. Translate the word combinations from Russian into English.**

отчитываться напрямую генеральному директору

идентифицировать симптомы  
высота и длина  
расстроенный потребитель  
предложить должность

**3. Translate the collocations and phrasal verbs into Russian.**

to take over  
to disconnect the power cable  
to speak up  
future-proof technology  
to make a commitment to

**4. Fill in the gaps with the given words.**

*resistant, duplicate, assignments, predecessors, at the deep end*

1. Please hand in your completed \_\_\_\_\_ by 30 October.
2. We hope to \_\_\_\_\_ the success of last year's auction.
3. There are people who are stubbornly \_\_\_\_\_ to any change in the company policy.
4. The scheme, like its two \_\_\_\_\_, had little chance to prove itself.
5. He believes in throwing new recruits in \_\_\_\_\_.

**5. Choose the correct option.**

1. Frida *had looked* / *was looking* for a new challenge, so she accepted the job of training supervisor.
2. You *can* / *don't have to* / *mustn't* switch your bank account online or over the phone.
3. The government offers benefits to companies *that* / *which* / *who* / *whose* invest in training.
4. I *worked* / *have worked* for three different furniture companies in the last ten years.
5. Sandy *has written* / *has been writing* 50 application letters and she still hasn't got a job.

**Test 3**

**1. Give the definitions to the words.**

dress code  
tax holiday  
provocation  
multitasking  
threat

**2. Translate the word combinations from Russian into English.**

отвечать за финансы  
определить причину  
ширина и длина  
убедительный аргумент  
пригласить на собеседование

**3. Translate the collocations and phrasal verbs into Russian.**

quality and complaints  
unscrew the side panel  
put through

energy-saving devices  
work to strict deadlines

**4. Fill in the gaps with the given words.**

*earthed , to start the ball rolling, triggered, etiquette intern*

1. Professional/business/diplomatic \_\_\_\_\_ are various forms of behavior norms.
2. Make sure the machine is \_\_\_\_\_ properly.
3. The report has \_\_\_\_\_ a fierce response from the CEO.
4. I have no income to speak of, as I'm \_\_\_\_\_ at a law firm that pays nearly nothing.
5. There are several things we should discuss. Who'd like \_\_\_\_\_?

**5. Choose the correct option.**

1. After six months sales had dropped / were dropping by 20% , the things began going smoothly.
2. After switching your bank account you can / don't need to / 'll have to send us proof of your name and address.
3. Some retailers use too much packaging, that / which / who/ whose can damage the environment.
4. I maintained / have maintained high standards of personal performance throughout my career, as you can see.
5. Sales have continued / have been continuing to go down by five per cent this month.

**Test 4**

**1. Give the definitions to the words.**

etiquette  
clip  
rage  
headhunter  
plug-in

**2. Translate the word combinations from Russian into English.**

работать на постоянной основе  
информировать потребителя в течение всего процесса  
макет прибора  
удовлетворенный клиент  
подать заявление на вакансию

**3. Translate the collocations and phrasal verbs into Russian.**

recruiting teachers  
remove the side panel  
hold on  
labour-saving devices  
build good working relationships

**4. Fill in the gaps with the given words.**

to pick your brains, retain, outlook, wrapping, initiative

1. Employees are encouraged to use their \_\_\_\_\_ if faced with a problem.
2. These plans encourage the elderly to \_\_\_\_\_ their independence.
3. Keep the cheeses fresh by \_\_\_\_\_ each one individually.
4. The \_\_\_\_\_ for the economy is still uncertain.
5. I wanted \_\_\_\_\_ about this idea I've had.

**5. Choose the correct option.**

1. Pierre is well-qualified for the job, he *studied* / *had studied* business administration at a top university.
2. Now, about your old bank – you *have to* / *need to* / *needn't* contact them yourself.
3. Tom Stott, *that* / *which* / *who* / *whose* won an international design award in 2005, is the owner of Future Furnishings.
4. At my current place of work, total sales *grew* / *have grown* by over 25 per cent under my management.
5. The management still *hasn't decided* / *hasn't been deciding* anything about the pay raise.

**Test 5**

**1. Give the definitions to the words.**

initiative  
side-panel  
resistant  
liaise  
franchisee

**2. Translate the word combinations from Russian into English.**

иметь дело со стратегией  
направить проблему начальнику  
график  
раздраженный пользователь  
взять творческий отпуск

**3. Translate the collocations and phrasal verbs into Russian.**

transport and logistics  
release clips  
get through  
fire-retardant materials  
make a valuable contribution to

**4. Fill in the gaps with the given words.**

*taking over, liaison, recruit, earth shattering, frustration*

1. IBM is \_\_\_\_\_ over the smaller company.
2. We're trying to \_\_\_\_\_ and retain skilled staff.
- 3 He expressed his \_\_\_\_\_ at not being able to talk openly.

4. The new initiatives were really \_\_\_\_ .
5. Community workers will \_\_\_\_ with the police in an effort to prevent further violence.

**5. Choose the correct option.**

1. The new CEO had called / called a press conference to announce the company's annual results.
2. If you prefer, you can / don't have to / need to keep your old account open.
3. The Design Council is an organization that / which / who / whose supports product innovation.
4. In the last financial year, the company met / has met all of its financial targets.
5. Ms Rodriguez has interviewed / has been interviewing candidates all morning.

**Test 6**

**1. Give the definitions to the words.**

organization

slot

to wrap

unconventional

to get rid of

**2. Translate the word combinations from Russian into English.**

подчиняться генеральному директору

организовать визит техника

макет прибора

терпеливый оператор

быть безработным

**3. Translate the collocations and phrasal verbs into Russian.**

cleaning and maintenance

lift out the memory model

get back to

water-resistant materials

manage a busy workload

**4. Fill in the gaps with the given words.**

on the spot, a mockup, rapport, retain, controversial

1. Many companies develop an excellent \_\_\_\_ with their customers.
2. The US expects to \_\_\_\_ control over the operation.
3. The team of engineers presented \_\_\_\_ of an airplane.
4. We tried to stay away from \_\_\_\_ topics at the dinner party.
5. Any workers found breaking these rules will be sacked \_\_\_\_ .

**5. Choose the correct option.**

1. I *worked* / *was working* on my monthly report when my computer crashed.
2. Some people close it, but you *don't have to* / *have to* / *need to*.

3. Alan Turing, *that / which / who / whose* died in 1954, was the father of computer science.
4. You will notice that at university I *studied / have studied* design, not accountancy.
5. I *have visited / have been* visiting ten different shops and none of them are interested in carrying our products.

### Test 7

#### 1. Give the definitions to the words.

take over  
crash  
benefit  
achievement  
empowerment

#### 2. Translate the word combinations from Russian into English.

отвечать за упаковку товара  
обменивать продукт  
огнестойкий материал  
благодарный потребитель  
уйти в отставку

#### 3. Translate the collocations and phrasal verbs into Russian.

legal questions  
insert the memory model  
take down  
waterproof personal stereos  
possess strong negotiating skills

#### 4. Fill in the gaps with the given words.

*relevant, tampered with, slot, takes the mickey, foolproof*

1. He \_\_\_\_ out of everyone in the office.
2. He put a coin in the \_\_\_\_.
3. It was clear that someone had \_\_\_\_ the computer.
4. He devised what he thought was a \_\_\_\_ plan.
5. Once we have all the \_\_\_\_ information, we can make a decision.

#### 5. Choose the correct option.

1. We *decided / were deciding* to cancel the presentation when only one person came.
2. But in that case you *don't have to / might have to / mustn't* post them all your documents, like your debit cards and cheque books.
3. Various USB ports are a new feature *that / which / who / whose* everyone expects to find on a PC.
4. Since then, I *remained / have remained* interested in quality design.
5. Ned *has worked / has been working* on my computer for hours. He still can't find the problem.

### Test 8

**1. Give the definitions to the words.**

body language  
staff turnover  
feature  
cope with  
blueprint

**2. Translate the word combinations from Russian into English.**

управлять отделом маркетинга и продаж  
полностью компенсировать( вернуть деньги)  
несанкционированно взламывать систему  
знающий оператор  
уйти на пенсию

**3. Translate the collocations and phrasal verbs into Russian.**

IT and Technical Support  
fasten the clips  
hang up  
shockproof personal stereos  
take on ownership

**4. Fill in the gaps with the given words.**

*upset, body language, empower, achievements, overwhelmingly*

1. Their \_\_\_\_ betrayed the tension between negotiators.
2. They felt too \_\_\_\_ to talk about the incident.
3. Our goal is to \_\_\_\_ everyone on our staff.
4. Residents voted \_\_\_\_ in support of the plan.
5. In your CV give your remarkable \_\_\_\_ .

**5. Choose the correct option.**

1. When I arrived at the office for the job interview, I *recognized / was recognizing* an ex-colleague.
2. I'd like to switch my bank account to you. How *can / do I have to* I do that?
3. A good example of a company investing in design is Apple©, *that / which / who / whose* products have been very successful.
4. As presentation skills are so relevant to this post, I should point out that I *took / have taken* three courses to improve my skills last year.
5. What happened? Did you get the job? We *have waited / have been waiting* for you for hours.

**Test 9**

**1. Give the definitions to the words.**

open question  
obsolescence  
workhorse  
rapport  
attention grabbing

**2. Translate the word combinations from Russian into English.**



нести ответственность за персонал  
продолжать ломаться  
совместимость с другими операционными системами  
расстроенный покупатель  
увольнять

### 3. Translate the collocations and phrasal verbs into Russian.

R & D manager  
replace the side panel  
hold on  
child-resistant packaging  
apply for a job

### 4. Fill in the gaps with the given words.

*bounced back, rating, duplicated, coping with, threat*

1. BT's shares fell dramatically, but \_\_\_\_ before the end of the day.
2. Digital images can be \_\_\_\_ in seconds.
3. The university consistently receives a high \_\_\_\_ for the quality of its research.
- 4 The new policy provided by the government is a \_\_\_\_ to freedom and democracy.
5. It is recommended to attend a seminar on \_\_\_\_ stress in the workplace.

### 5. Choose the correct option.

1. After we launched the new campaign, our sales *increased / were increasing* by over 40%.
- 2 You *'ll have to / mustn't / needn't* cut them up first for security reasons.
3. The UK's Design Museum, *that / which / who / whose* was founded in 1989, is located in London.
4. In addition, I *began / have begun* studying Swedish in night classes six months ago.
5. I *have read / have been reading* proposals all day and I still have to approve 16 projects.

## Test 10

### 1. Give the definitions to the words.

outlook  
inconsistency  
rating  
strength  
foolproof

### 2. Translate the word combinations from Russian into English.

неписанные законы компании  
компьютер не запускается  
сплав  
яркость упаковки  
нанимать на работу

### 3. Translate the collocations and phrasal verbs into Russian.

marketing and Sales  
to turn on the PC

to call back  
tamper-resistant packaging  
to make redundant

**4. Fill in the gaps with the given words.**

*USP, inconsistencies, rapport, outlook, wrap up*

1. The general \_\_\_\_\_ is much better than it was last year.
2. There were some \_\_\_\_\_ in his story.
3. We ought to \_\_\_\_\_ this meeting and get back to work.
4. Due to the \_\_\_\_\_ of a new product the company increased its profits greatly.
- 5 Many businessmen develop an excellent \_\_\_\_\_ with their customers.

**5. Choose the correct option.**

1. There's a message on your desk. Someone called while you *met / were meeting* the accountants.
2. I'd like to switch my bank account to you. How *can / do I have to* I do that?
3. The UK's Design Museum, *that / which / who / whose* was founded in 1989, is located in London.
4. The digital boom (5) *is changing / changes* the way people work.
5. *I have read / have been reading* proposals all day and I still have to approve 16 projects.

**Test 11**

**1. Give the definitions to the words.**

bricks-and-mortar store  
corporate social responsibility (CSR)  
fair profit  
merger  
cost of sales

**2. Translate the word combinations from Russian into English.**

оформлять заказ  
проводить голосование  
признавать наличие проблемы  
комплексная юридическая и финансовая экспертиза  
быть в прибыли

**3. Fill in the gaps with the words.**

*surged, trustworthy, compensate, generated, to be in the red*

- 1 As soon as you give us your credit information, your invoice will be \_\_\_\_\_.
2. GE place a lot of emphasis on their \_\_\_\_\_reputation: they are honest and dependable.
3. Our first responsibility is to the victims. Of course, we will \_\_\_\_\_them properly.
4. The troubled chairman of Seinsco told shareholders that another year of losses was expected. It's one thing \_\_\_\_\_ for one year, but three years of losses is too much.
5. Macromart's share price \_\_\_\_\_suddenly after it acquired Pencil Corp.

**4. Choose the correct option.**

1. I'll only agree to the meeting if we have / had it on Tuesday.
2. Though restricted products are manufactured / manufacture by our company, we respect all government laws.
3. The manager explained that no refunds will be made/would be made without a receipt.
4. By 2050, it's likely that manufacturing companies will use / are going to use / are using only robots in their factories.
5. The company transferred/ had transferred me to Toronto before I got a promotion.

## Test 12

### 1. Give the definitions to the given words.

in-store conversion rate

supplier

fair return

takeover

indirect costs

### 2. Translate the word combinations from Russian into English:

снижать цену

одобрять (подписывать) протокол собрания

вести переговоры по урегулированию проблемы

презентационный блокнот

быть в убытке, нести убытки

### 3. Fill in the gaps with the given words.

*negotiating, product, rise, go under, accurate*

1. Before you purchase anything, be sure to price the \_\_\_\_\_ on various sites.
2. Customers often rely on \_\_\_\_\_ technical information to be able to use products appropriately.
3. We are now \_\_\_\_\_ a fair settlement of the issue.
4. After a series of devastating accidents, the rail maintenance firm Traintrack has to pay millions of euros for emergency track repairs. Experts in the sector say the company will certainly \_\_\_\_\_
5. Due to political instability, the price of petrol is expected to \_\_\_\_\_ sharply next year.

### 4. Choose the correct option.

1. I believe Miss Smith would speak at the conference if we offer / offered her more money.
2. The workers who will lose their jobs will be compensated/ will compensate.
3. Mr Dunleavy said that he won't be making/ wouldn't be making any redundancies.
4. Since I need to improve my job prospects, I will do / am going to do / am doing an MBA some time soon.
5. At first, things went smoothly, but then sales had dropped/dropped by 20 %.

## Test 13

### 1. Give the definitions to the words.

social media marketing

distributor

charity  
acquisition  
overheads

**2. Translate the word combinations from Russian into English:**

назначить цену  
прийти к единогласному решению  
компенсировать пострадавшим  
набор раздаточного материала  
доход, остающийся после уплаты налогов

**3. Fill in the gaps with the given words.**

*record, acknowledge, dip, matched, dishonest*

1. The problem occurred because our computer failed to \_\_\_\_\_ your transaction.
2. Some \_\_\_\_\_ building companies take clients' money without completing the job.
3. We want to openly \_\_\_\_\_ the problems that caused the incident.
4. In their most recent financial report, Apex Finances affirmed that the business was improving because for the first time in three years revenues \_\_\_\_\_ expenses.
5. In the leisure sector, there is a slight \_\_\_\_\_ in revenue in the winter months.

**4. Choose the correct option.**

1. If we had a better website, more people will buy / would buy our products online.
2. Due to the instability in the economy some redundancies will be made/will make.
3. The CEO admitted that they had occasionally delayed/ delay payments to their suppliers.
4. I can't come to squash practice on Tuesday evening – I will play / am going to play / am playing football for the company team.
5. Sales continued / had been continuing to go down by five per cent last month.

**Test 14**

**1. Give the definitions to the words.**

hidden costs  
tax  
sound profit  
assets  
cash flow

**2. Translate the word combinations from Russian into English.**

объявить цену  
отклоняться от  
производить токсические продукты  
программное обеспечение для создания и демонстрации презентаций  
агрессивное дисконтирование

### 3. Fill in the gaps with the given words.

*false, rapidly, ship, break even, limit*

1. You guaranteed to \_\_\_\_\_ the product within ten days.
2. Advertisers can be imaginative in their work, but they should not knowingly give \_\_\_\_\_ information about products.
3. We want to \_\_\_\_\_ the impact of the incident on the environment.
4. Online retailer Orinoco, which has made losses for each of its five years of trading, has announced that it finally expects to just \_\_\_\_\_.
5. KPRC's share price fell \_\_\_\_\_ following the announcement of losses.

### 4. Choose the correct option.

1. If I were you, I 'd apply / 'll apply for the job sooner rather than later.
2. Children mustn't be employed/employ in toxic productions.
3. Ms Lawson *promised* us that she would accompany/ will accompany us to the meeting.
4. It's only a guess, but I think that someone will buy / is going to buy / is buying the company before next year.
5. The management still hadn't decided / hadn't been deciding anything about the pay raise by the end of that year.

## Test 15

### 1. Give the definitions to the words.

extra costs  
damage limitation  
charity  
liabilities  
takeover bid

### 2. Translate the word combinations from Russian into English.

предложить скидку  
разное ( в повестке дня на собрании)  
производить токсические продукты  
пункт безубыточного производства  
захватить долю рынка

### 3. Fill in the gaps with the given words.

*send, deceptive, obey, sudden, return*

1. If you are not completely satisfied, just \_\_\_\_\_ the product back by post.
2. A common problem in some companies is the use of \_\_\_\_\_ advertising that misleads the public with false information.
3. We would like to ensure that the company fully \_\_\_\_\_ the laws.
4. Chelsea F.C. announced that its \_\_\_\_\_ in investments this year was above what had been expected.
5. As a result of the court case, there was a \_\_\_\_\_ increase in Ben Black's novels.

**4. Choose the correct option:**

1. We'll get more customers if we place / placed an ad in the local newspaper.
2. Payments have been delayed/ have delayed recently.
3. The Chief accountant promised that all expenses will be reimbursed/would be reimbursed.
4. The Board have reached a decision. They will sell / are going to sell / are selling the company before next year.
5. Ms Rodriguez had interviewed / was interviewing all candidates by the end of the working day.

**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
<b>85 – 100 балло в</b>	<b>«отлично»/ «зачтено»</b>	УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	<p>УК-4.1 Выбирает на государственном языке РФ и иностранном(-ых) языках коммуникативно приемлемые стиль и средства взаимодействия в общении с деловыми партнерами</p> <p>УК-4.2 Ведет деловую переписку на государственном языке РФ и иностранном(-ых) языках</p> <p>УК-4.4 Умеет выполнять перевод профессиональных текстов с иностранного(-ых) на государственный язык РФ и с государственного языка РФ на иностранный(-ые)</p>	<p><b>Знает верно и в полном объеме:</b> нормы устной речи, принятые в профессиональной среде; принципы построения устного и письменного высказывания на государственном и иностранном языках; требования к деловой устной и письменной коммуникации; нормы письменной речи, принятые в профессиональной среде; грамматические особенности письменной и устной повседневной и профессиональной коммуникации на иностранном языке; жанры устной и письменной речи в профессиональной сфере; общую и терминологическую лексику иностранного языка в объеме, необходимом для чтения и перевода (со словарем) иноязычных текстов научной и профессиональной направленности</p> <p><b>Умеет верно и в полном объеме:</b> выбирать стиль общения на</p>	<b>Продвинутый</b>

				<p>государственном языке РФ и иностранном языке применительно к ситуации взаимодействия; владеть иностранным языком на уровне, необходимо и достаточно для общения в профессиональной среде; выражать свои мысли на государственном, родном и иностранном языках в ситуации деловой коммуникации; составлять суждения в межличностном деловом общении на государственном и иностранном языках, с применением адекватных языковых форм и средств; вести деловую переписку на государственном языке РФ и/или иностранном языке; применять на практике устную и письменную деловую коммуникацию; владеть жанрами устной и письменной речи в профессиональной сфере; выполнять корректный устный и письменный перевод с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный язык профессиональных текстов; оформлять извлеченную из источников на иностранном языке информацию в виде</p>	
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				перевода, доклада, резюме, реферата и аннотации	
<b>70 – 84 балло в</b>	<b>«хорошо»/ «зачтено»</b>	УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	<p>УК-4.1 Выбирает на государственном языке РФ и иностранном(-ых) языках коммуникативно приемлемые стиль и средства взаимодействия в общении с деловыми партнерами</p> <p>УК-4.2 Ведет деловую переписку на государственном языке РФ и иностранном(-ых) языках</p> <p>УК-4.4 Умеет выполнять перевод профессиональных текстов с иностранного(-ых) на государственный язык РФ и с государственного языка РФ на иностранный(-ые)</p>	<p><b>Знает с незначительными замечаниями:</b> нормы устной речи, принятые в профессиональной среде; принципы построения устного и письменного высказывания на государственном и иностранном языках; требования к деловой устной и письменной коммуникации; нормы письменной речи, принятые в профессиональной среде; грамматические особенности письменной и устной повседневной и профессиональной коммуникации на иностранном языке; жанры устной и письменной речи в профессиональной сфере; общую и терминологическую лексику иностранного языка в объеме, необходимом для чтения и перевода (со словарем) иноязычных текстов научной и профессиональной направленности</p> <p><b>Умеет с незначительными замечаниями:</b> выбирать стиль общения на государственном языке РФ и иностранном языке применительно к ситуации</p>	<b>Повышенный</b>

				<p>взаимодействия; владеть иностранным языком на уровне, необходимо и достаточном для общения в профессиональной среде; выражать свои мысли на государственном, родном и иностранном языках в ситуации деловой коммуникации; составлять суждения в межличностном деловом общении на государственном и иностранном языках, с применением адекватных языковых форм и средств; вести деловую переписку на государственном языке РФ и/или иностранном языке; применять на практике устную и письменную деловую коммуникацию; владеть жанрами устной и письменной речи в профессиональной сфере; выполнять корректный устный и письменный перевод с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный язык профессиональных текстов; оформлять извлеченную из источников на иностранном языке информацию в виде перевода, доклада, резюме, реферата и аннотации</p>	
<b>50 –</b>	<b>«удовлетворительно»</b>	УК-4.	УК-4.1 Выбирает	<b>Знает на базовом</b>	<b>Базовый</b>

<p><b>69</b> <b>балло</b> <b>в</b></p>	<p>»/ «зачтено»</p>	<p>Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).</p>	<p>на государственном языке РФ и иностранном(-ых) языках коммуникативно приемлемые стиль и средства взаимодействия в общении с деловыми партнерами</p> <p>УК-4.2 Ведет деловую переписку на государственном языке РФ и иностранном(-ых) языках</p> <p>УК-4.4 Умеет выполнять перевод профессиональных текстов с иностранного(-ых) на государственный язык РФ и с государственного языка РФ на иностранный(-ые)</p>	<p><b>уровне, с ошибками:</b> нормы устной речи, принятые в профессиональной среде; принципы построения устного и письменного высказывания на государственном и иностранном языках; требования к деловой устной и письменной коммуникации; нормы письменной речи, принятые в профессиональной среде; грамматические особенности письменной и устной повседневной и профессиональной коммуникации на иностранном языке; жанры устной и письменной речи в профессиональной сфере; общую и терминологическую лексику иностранного языка в объеме, необходимом для чтения и перевода (со словарем) иноязычных текстов научной и профессиональной направленности</p> <p><b>Умеет на базовом уровне, с ошибками:</b> выбирать стиль общения на государственном языке РФ и иностранном языке применительно к ситуации взаимодействия; владеть иностранным языком на уровне, необходимо и достаточно для общения в</p>	
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				профессиональной среде; выражать свои мысли на государственном, родном и иностранном языках в ситуации деловой коммуникации; составлять суждения в межличностном деловом общении на государственном и иностранном языках, с применением адекватных языковых форм и средств; вести деловую переписку на государственном языке РФ и/или иностранном языке; применять на практике устную и письменную деловую коммуникацию; владеть жанрами устной и письменной речи в профессиональной сфере; выполнять корректный устный и письменный перевод с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный язык профессиональных текстов; оформлять извлеченную из источников на иностранном языке информацию в виде перевода, доклада, резюме, реферата и аннотации	
менее 50 баллов в	<b>«неудовлетворитель- но»/ «не зачтено»</b>	УК-4. Способен осуществлять деловую коммуникаци ю в устной и письменной формах на	УК-4.1 Выбирает на государственном языке РФ и иностранном(- ых) языках коммуникативно приемлемые	<b>Не знает на базовом уровне:</b> нормы устной речи, принятые в профессиональной среде; принципы построения устного и письменного	<b>Компетенции не сформированы</b>

		государственным языке Российской Федерации и иностранным(ых) языке(ах).	<p>стиль и средства взаимодействия в общении с деловыми партнерами</p> <p>УК-4.2 Ведет деловую переписку на государственном языке РФ и иностранным(-ых) языках</p> <p>УК-4.4 Умеет выполнять перевод профессиональных текстов с иностранного(-ых) на государственный язык РФ и с государственного языка РФ на иностранный(-ые)</p>	<p>высказывания на государственном и иностранном языках; требования к деловой устной и письменной коммуникации; нормы письменной речи, принятые в профессиональной среде; грамматические особенности письменной и устной повседневной и профессиональной коммуникации на иностранном языке; жанры устной и письменной речи в профессиональной сфере; общую и терминологическую лексику иностранного языка в объеме, необходимом для чтения и перевода (со словарем) иноязычных текстов научной и профессиональной направленности</p> <p><b>Не умеет на базовом уровне:</b> выбирать стиль общения на государственном языке РФ и иностранном языке применительно к ситуации взаимодействия; владеть иностранным языком на уровне, необходимом и достаточном для общения в профессиональной среде; выражать свои мысли на государственном, родном и иностранном языках в ситуации деловой коммуникации;</p>	
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				<p>составлять суждения в межличностном деловом общении на государственном и иностранном языках, с применением адекватных языковых форм и средств; вести деловую переписку на государственном языке РФ и/или иностранном языке; применять на практике устную и письменную деловую коммуникацию; владеть жанрами устной и письменной речи в профессиональной сфере; выполнять корректный устный и письменный перевод с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный язык профессиональных текстов; оформлять извлеченную из источников на иностранном языке информацию в виде перевода, доклада, резюме, реферата и аннотации</p>	
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**Тестовые задания для оценки степени сформированности индикаторов компетенций по дисциплине**

**Направление подготовки 09.03.03 Прикладная информатика  
направленность (профиль) программы Прикладная информатика в экономике  
Тесты по дисциплине Б1.О.03 ИНОСТРАННЫЙ ЯЗЫК**

**Индикатор компетенции УК-4.1**

1. Her lessons (to begin) at half past eight.
2. At 3 o'clock Nelly (to finish) her work at school, but she always (to have) a lot of work to do at home.
3. Nelly's husband (to be) director of a large factory.
4. These factories (to make) different equipment for export.
5. In the morning his secretary (to bring) him the mail.
6. He (to receive) a lot of mail every morning.
7. He usually (to go through) it and (to answer) it.
8. They often (to receive) engineers and workers from this factory and from other factories.
9. It (to take) me an hour to get there by bus.
10. He often (to communicate) with different companies by fax.
11. We \_\_\_\_\_ TV at 5 p.m. yesterday evening.  
a) watch      b) watched      c) was watching      d) are watching      e) were watching
12. We \_\_\_\_\_ these machines at a good price last year.  
a) have bought      b) buy      c) bought      d) buys      e) has bought
13. We \_\_\_\_\_ you our catalogues and price lists. We expect you to send us a letter.  
a) send      b) sent      c) have sent      d) was sending      e) has sent
14. When he was young he \_\_\_\_\_ a lot.  
a) has travelled      b) have travelled      c) was travelling      d) travelled      e) were travelling
15. We \_\_\_\_\_ this job since morning.  
a) are doing      b) have been doing      c) have done      d) do      e) did
16. He \_\_\_\_\_ at the plant since 2001.  
a) has been working      b) is working      c) are working      d) has worked      e) worked
17. \_\_\_\_\_ play a guitar?  
a) may      b) must      c) can      d) could      e) might
18. I \_\_\_\_\_ smoke in this room.  
a) must      b) can      c) may      d) could      e) might
19. You \_\_\_\_\_ do it by all means. It's obligatory.  
a) can      b) must      c) could      d) may      e) might
20. This bag is \_\_\_\_\_ than that.  
a) big      b) bigger      c) more big      d) more biggere) the biggest

**Use the proper form of the verb.**

21. They often (to have talks).
22. They (to have talks) now.
23. They (to have talks) last week.
24. They (to have talks) this week.
25. When we came back to the office they still (to have talks).
26. We (to have talks) with the firm one of these days.
27. Our office (to ship) the equipment last month.

28. They (to ship) the equipment the next month.  
 29. They (to ship) the equipment lately.  
 30. They (to ship) the equipment by last December.
31. This book is \_\_\_ of all. I like it.  
 a) better                      b) good                      c) the best                      d) much better                      e) more good
32. They \_\_\_ the report by 7 o'clock p.m. yesterday.  
 a) had prepared                      b) have prepared                      c) prepared                      d) prepare                      e) prepares
33. We came to the station after the train \_\_\_\_\_.  
 a) left                      b) had left                      c) has left                      d) have left                      e) leaves
34. They \_\_\_ to Moscow soon.  
 a) go                      b) will go                      c) would go                      d) are going                      e) is going
35. We \_\_\_ talks at 10 a.m. today.  
 a) have                      b) are having                      c) has                      d) will have                      e) is having
36. He started \_\_\_ a letter immediately.  
 a) writing, b) to write, c) write, d) writes, e) wrote
37. Stop \_\_\_, please!  
 a) to talk                      b) talking                      c) talk                      d) talkse) will talk
38. The boy \_\_\_ at the table is my son.  
 a) sits                      b) sitting                      c) sat                      d) will sit                      e) sit
39. I expect you \_\_\_ in the office earlier tomorrow.  
 a) to be b) be                      c) are                      d) is                      e) be
40. If I \_\_\_ you I would refuse him.  
 a) am                      b) was                      c) were d) is                      e) are.

**Fill in the gaps with *must, can, may, needn't*.**

- 41) Ann's brother \_\_\_\_\_ read, but he \_\_\_\_\_ speak German.  
 42) \_\_\_\_\_ I speak to Mr. Sonin? I'm sorry he is out now. \_\_\_\_\_ you telephone him at 12?  
 43) \_\_\_\_\_ I ask you a question? Yes, you \_\_\_\_\_.  
 44) \_\_\_\_\_ we learn thirty-five words? No, you \_\_\_\_\_. You \_\_\_\_\_ know only the first twenty words.  
 45) My daughter is fourteen, but she \_\_\_\_\_ already cook very well.  
 46) Pete \_\_\_\_\_ go to school today. He is not well.  
 47) \_\_\_\_\_ we write these exercises now? No, you \_\_\_\_\_. Just read them.  
 48) \_\_\_\_\_ I open the window? No, you \_\_\_\_\_. I am not well.  
 49) Bob, you \_\_\_\_\_ take Kate's spoon. Take your spoon. It is on the table.  
 50) \_\_\_\_\_ I come to the meeting today? Yes, you \_\_\_\_\_.

**Индикатор компетенции УК-4.2**

**Fill in the gaps with *some, any*.**

1. There are \_\_\_\_\_ new words in this lesson.  
 2. There are not \_\_\_\_\_ letters on your desk.  
 3. I have \_\_\_\_\_ other questions to ask you.  
 4. Have you \_\_\_\_\_ questions?  
 5. \_\_\_\_\_ of us learned English at school.  
 6. I haven't \_\_\_\_\_ pencils and she has \_\_\_\_\_.  
 7. Are there \_\_\_\_\_ price-lists on your desk? Yes, there are \_\_\_\_\_.  
 8. Can you give me \_\_\_\_\_ magazines to read?



9. I didn't see \_\_\_\_\_ of them yesterday.
10. The other day we sent \_\_\_\_\_ enquiries for furniture.
11. I haven't seen him since he \_\_\_\_\_ for Moscow.  
 a) left              b) leaves              c) has left              d) to leave              e) leave
12. When did you \_\_\_\_\_ this film?  
 a) saw              b) see              c) to see              d) sees              e) seen
13. She \_\_\_\_\_ at the office since 1992.  
 a) has been working    b) has worked              c) worked              d) works              e) work
14. \_\_\_\_\_ you speak English?  
 a) may              b) can              c) must              d) should              e) could
15. We \_\_\_\_\_ work hard.  
 a) may              b) can              c) must              d) could              e) should
16. You \_\_\_\_\_ go to the doctor's. You are ill.  
 a) must    b) may              c) can              d) could              e) should
17. \_\_\_\_\_ I smoke here?  
 a) may              b) can              c) could              d) should              e) must
18. He \_\_\_\_\_ speak French even two years ago.  
 a) may              b) could              c) can              d) must              e) should
19. She is \_\_\_\_\_ girl in the world!  
 a) good              b) better              c) the best              d) more good              e) the most good
20. When they got to the theater the play already \_\_\_\_\_.  
 a) started              b) starts              c) has started              d) had started              e) to start

**Use the proper form of the verb.**

21. We (to go sightseeing) today.
22. We (to go sightseeing) three days ago.
23. We (to go sightseeing) last week.
24. Mr. Johnson (to go sightseeing) one of these days.
25. Ann said we (to go sightseeing) a fortnight before.
26. They (to be) in (to) Omsk (never).
27. They (to be) in Omsk last year.
28. They (to be) in Omsk lately.
29. They (to be) in Omsk in 2 years.
30. They (to be) in Omsk 2 years ago.
31. It began snowing after I \_\_\_\_\_ home.  
 a) came              b) come              c) to come              d) had come
32. I \_\_\_\_\_ it tomorrow.  
 a) will do              b) do              c) to do              d) does
33. At 11 o'clock I \_\_\_\_\_ talks with the French businessmen.  
 a) have              b) am having              c) to have              d) has
34. Mr. Bell said they usually \_\_\_\_\_ goods on CIF terms.  
 a) buy              b) to buy              c) has bought              d) bought
35. Mr. Smith said their plane \_\_\_\_\_ on time.  
 a) take off              b) takes off              c) to take off              d) would take off
36. He is said \_\_\_\_\_ six languages.  
 a) know              b) knows              c) to know              d) has known              e) knew
37. She was said \_\_\_\_\_ a lot.  
 a) work              b) works              c) working              d) worked              e) to work

38. I wish I \_\_\_\_\_ the article yesterday.  
 a) translated    b) had translated    c) to translate    d) translate    e) translates
39. If I \_\_\_\_\_ about it yesterday, I should have been pleased.  
 a) had heard    b) heard    c) has heard    d) hear    e) hears
40. If you \_\_\_\_\_ free I should come to see you.  
 a) are    b) were    c) is    d) am    e) to be
- 41) Their working hours (to begin) at half past eight.  
 42) Nelly (to like) her work very much. All her pupils (to do) well at school.  
 43) There (to be) a telephone on every of the desks in our office.  
 44) Our engineers (to discuss) prices, terms of payment and delivery.  
 45) All our engineers (to know) one or two foreign languages.  
 46) They can (to have talks) with foreign businessmen in different languages.  
 47) He (to make) contracts for different equipment for our factories.  
 48) You can also (to see) four book-cases in our room.  
 49) Mr. Black (not to receive) many foreign businessmen in this room.  
 50) The economists (to come) to the meeting today, didn't they?

#### **Индикатор компетенции УК-4.4**

**Fill in the gaps with *to hear, to listen to*.**

1. Can you \_\_\_\_\_ me well from there?
2. You must always \_\_\_\_\_ your teacher at the lessons.
3. I usually \_\_\_\_\_ the news on the radio in the morning before work.
4. Did you \_\_\_\_\_ the 6 o'clock news?
5. I'm very sorry but I can't \_\_\_\_\_ you now.
6. Yesterday I \_\_\_\_\_ a lot about this new performance. I'd like to see it very much.
7. Can you \_\_\_\_\_ us now? We'd like to ask you some questions about London.
8. I'm sorry I didn't \_\_\_\_\_ the last word.
9. This is a surprise \_\_\_\_\_ it from you.
10. The other day I \_\_\_\_\_ some good music on the radio.
11. We \_\_\_\_\_ accommodation at the hotel the day before yesterday.  
 a) have reserved, b) reserve, c) reserved, d) reserves, e) to reserve
12. I \_\_\_\_\_ to Paris three times.  
 a) was, b) were, c) have been, d) has been, e) am
13. He \_\_\_\_\_ this book since Tuesday.  
 a) reads, b) is reading, c) has read, d) has been reading, e) read
14. She \_\_\_\_\_ at the hospital since 1997.  
 a) has been working, b) works, c) has worked, d) to work, e) worked
15. They \_\_\_\_\_ swim very well.  
 a) may, b) can, c) could, d) must, e) should
16. You \_\_\_\_\_ do it just now. It's an order.  
 a) could, b) can, c) must, d) may, e) should
17. \_\_\_\_\_ I come in ?  
 a) may, b) can, c) could, d) must, e) should
18. You \_\_\_\_\_ take care of your health.  
 a) may, b) can, c) must, d) could, e) should
19. High prices \_\_\_\_\_ in this price-list.

a) quote, b) are quoted, c) to quote, d) quotes, c) is quoted

20. The price problem \_\_\_\_.

a) settles, b) settle, c) has been settled, d) has settled, e) to settle

**Use the proper form of the verb.**

21. I (to send) them the offer this week.

22. I (to send) them the offer yesterday.

23. I just (to send) them the offer.

24. I (to send) them the offer a fortnight ago.

25. I (to send) them the offer this morning.

26. I (to send) them the offer last week.

27. I (to send) them the offer next week.

28. Mr. Brown (to send) them the offer by last October.

29. I said they (to send) us the offer the following week.

30. I say they (to be going; to send) us the offer the next week.

31. Our managers \_\_\_\_ talks at 11 a.m. today.

a) have                      b) will have      c) are having                      d) to have                      e) has

32. Mrs. Bell asked Voronin if he \_\_\_\_ active holidays.

a) like                      b) likes c) liked                      d) will like                      e) to like

33. I wondered how long he \_\_\_\_ Mr. Bond.

a) had known                      b) knew                      c) knows                      d) to know                      e) has known

34. They \_\_\_\_ usually at 8 o'clock.

a) are delivered                      b) delivers                      c) am delivered                      d) to deliver                      e) deliver

35. The contract \_\_\_\_ two years ago.

a) was signed                      b) sign                      c) to sign                      d) signed                      e) is signed

36. At the Customs House I \_\_\_\_ to open my suit-cases.

a) asked                      b) asks                      c) to ask                      d) was asked                      e) ask

37. He is said \_\_\_\_ a good translator

a) be                      b) to be                      c) to have been                      d) has been                      e) had been

38. I wish I \_\_\_\_ the article yesterday.

a) had translated b) translated c) translate                      d) translates                      e) to translate

39. If he \_\_\_\_ hard, he would have achieved great progress.

a) had worked                      b) worked                      c) to work                      d) work                      e) works

40. Long live our country!

a) to live                      b) lives c) live                      d) lived                      e) will live.

**Use the proper form of the pronoun.**

41) Don't let (he) sunbathe today. It's very hot.

42) Don't let (she) see this film.

43) Let (they) spend their holiday in the Crimea.

44) Let (she) come here in a fortnight.

45) Let (we) go to the Baltic Sea this summer.

46) Let (I) buy tickets to the cinema tonight.

47) Let (they) go to the holiday-home in June.

48) Don't let (we) ski today.

49) Let (she) go to the cinema to-night.

50) Let (I) go to the beach together with you.

УК-4.1							
1.	begin	11.	e	21.	have talks	31.	c 41. can/can't (can't/can)
2.	finishes; has	12.	c	22.	are having talks	32.	a 42. May/can
3.	is	13.	c	23.	had talks	33.	b 43. May/may
4.	make	14.	d	24.	have had talks	34.	b 44. Must/needn't/must
5.	brings	15.	b	25.	were still having talks	35.	b 45. can
6.	receives	16.	a	26.	are having ('ll have talks)	36.	a 46. can't (mustn't)
7.	goes through; answers	17.	c	27.	shipped	37.	b 47. Must/needn't
8.	receive	18.	c	28.	are shiping ('ll ship)	38.	b 48. May; mustn't
9.	takes	19.	b	29.	have shipped	39.	a 49. mustn't
10.	communicates	20.	b	30.	had shipped	40.	c 50. Must/needn't
УК-4.2							
1.	some	11.	a	21.	have gone	31.	d 41. begin
2.	any	12.	b	22.	went	32.	a 42. likes; do
3.	some	13.	a	23.	went	33.	b 43. is
4.	any	14.	b	24.	will go (is going)	34.	d 44. discuss
5.	some	15.	c	25.	had gone	35.	e 45. know
6.	any; some	16.	e	26.	have never been	36.	c 46. have talks
7.	any; some	17.	a	27.	were	37.	e 47. make
8.	any	18.	b	28.	have been	38.	b 48. see
9.	any	19.	c	29.	will be	39.	a 49. doesn't receive
10.	some	20.	d	30.	were	40.	b 50. came
УК-4.4							
1.	hear	11.	c	21.	have sent	31.	c 41. him
2.	listen to	12.	c	22.	sent	32.	c 42. her
3.	listen to	13.	d	23.	have just sent	33.	a 43. them
4.	listen to	14.	a	24.	sent	34.	a 44. her
5.	hear	15.	b	25.	have sent	35.	a 45. us
6.	heard	16.	c	26.	sent	36.	d 46. me
7.	listen to	17.	a	27.	will send	37.	b 47. them
8.	hear	18.	e	28.	had sent	38.	a 48. us
9.	to hear	19.	b	29.	would send	39.	a 49. her
10.	heard	20.	c	30.	are going to send	40.	c 50. me

Критерии оценки освоения компетенций:

Уровень освоения компетенции	Процент баллов максимального количества
Компетенция сформирована	50% и выше
Компетенция не сформирована	менее 50%