

ФОНД ОЦЕНОЧНЫХ МАТЕРИАЛОВ ПО ДИСЦИПЛИНЕ

«Иностранный язык» (английский)

ЗАЧЕТ 1 СЕМЕСТР

КОНТРОЛИРУЮЩИЕ МАТЕРИАЛЫ ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ПО ДИСЦИПЛИНЕ «ИНОСТРАННЫЙ ЯЗЫК»

ЗАДАНИЕ К ЗАЧЕТУ № 1

(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Менеджмент основан на научных теориях и сегодня это развивающаяся наука.

2. М-р Блек - управляющий производством в нашей компании.

3. Крупная организация может нанимать много менеджеров.

4. Это крупный промышленный центр в северной части Англии.

5. Мы можем обсудить это завтра в 10.00.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Our Chief Buyer, Mr. Norman Lyman, would like you to ... contact/ link us with a view to discussing the ... probability/ possibility of setting up a ... contract/ letter with your ... organization/ company to supply us with steel over the next year. He will be in his ... room/ office all next week, and if you could write or ... phone/ speak him on 083-573 6621 he would be glad to ... organize/ arrange a meeting with you.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. manufacture

2. to come out

3. to employ

4. to retire

5. profits

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

FROM THE HISTORY OF SWM

Nicolas Hayek is the founder and President of SMH. SMH is a Swiss watch manufacturer with its head office in Zurich, Switzerland, and a large, modern factory in Granges, France. It employs 14,000 people. There are twelve companies in the group, including Tissot, Omega, and Swatch.

The company's most famous product is the Swatch watch. The Swatch has a quartz mechanism but only fifty one parts. A new collection comes out twice a year with forty new designs. SMH sells ten million Swatch watches a year.

The factory in Granges is open twenty-four hours a day, with a daily production of 35,000 watches. Created in 1983, the company makes large profits, every year, but a Swatch watch still only costs £ 25, the same price as in 1983.

Nicolas Hayek is now sixty-five, but he has no plans to retire. One day he hopes to produce the Swatch car, a revolutionary automobile for the century.

But it's not 'all work to play' for Mr. Hayek. In his free time he plays a lot of tennis, sometimes with his friend Jean-Paul Belmondo, the French, actor.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing traveling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ № 2 (Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Позвоните мне после двух часов.
2. Могу я поговорить с управляющим директором?
3. Я бы хотел оставить сообщение мистеру Ллойд.
4. Не могли бы вы повторить свой номер телефона, пожалуйста?
5. Мы можем обсудить это позже, после ланча.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

If you work, you will probably get a savings bank ... account/ record. You can keep the money you ... get/ earn in a box under your bed. Or you can keep it in the cupboard. You can ... lend/ borrow it to your friend, but don't lose your friend in this case. Some people hide their money in their refrigerator. But these ways aren't very clever. On the one hand it isn't very ... simply/ safe. If your house is robbed, you will lose everything you've saved. On the other hand your money will lose its ... volume/ value.

After some time, the money from the cupboard won't be able to do a lot of things. However money will earn ... profit/ interest if you make a deposit. The interest will help to... regulate/ compensate for the effect of inflation. But banks are more than just safe places for your money.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. commodities
2. to underline
3. durable
4. supersede
5. value

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

GLIMPSES OF HISTORY OF MONEY

At different periods of time and in different parts of the world many different commodities have served as money. These commodities were: cattle, sheep, furs, leather, fish, tobacco, tea, salt, shells etc. The experts underline that to serve effectively as money, the commodity should be fairly durable, easily divisible, and portable. None of the above-mentioned commodities possessed all these qualities, and in time they were superseded by precious metals.

First they were superseded by silver and later by gold.

When a payment was made the metal was first weighed out. The next stage was the cutting of the metal into pieces of definite weight and so coins came into use.

Paper money first came into use in the form of receipts given by goldsmiths in exchange for deposits of silver and gold coins. After goldsmiths became bankers their receipts became banknotes. That's how the first banknotes came into existence. At first coins were worth their face value as metal. But later token coins of limited value as legal tender were issued. Now smaller denomination coins are made from bronze and are often referred to as coppers. Bigger denomination coins are made from cupronickel and are usually called silver.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing travelling on business
5. A good place for a business lunch

ЗАДАНИЕ К ЗАЧЕТУ № 3
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Разрешите представиться.
2. М-р Джонсон – президент большой торговой компании.
3. Назовите мне Вашу фамилию.
4. Сколько продлится кофе-брейк?
5. Этот ресторан одно из лучших мест, где можно провести деловую встречу.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Mike Gore, the founder of Booksandstuff.com, began his ... career/job as a software engineer. In the mid-1990s, he saw that Internet use was ... growing/falling down at a phenomenal rate each year. He saw in this a great business ... problem/ opportunity. He moved to Seattle, where there was a large pool of technical know-how and, since the company began in 1996, it has generated billions of dollars in ... profits/ losses. His company has changed the way we do ... business/ things.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. audience
2. to present
3. to adjust
4. introduction
5. summary

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

PRESENTATION

The first step is to find out who you're going to be presenting to. You should find out how much the audience know about the subject. Are they experts or do they know very little? Are you presenting to a group from the same or from different countries? And adjust your language so that everybody can understand.

Now you're ready to start preparing what you're going to say. So stage one is the opening – the first few moments that can make or break the presentation. Then stage two, a brief introduction about the subject of your talk. Stage three – the main body of the presentation. And four, the conclusion, which should include a summary of your talk and your recommendations. Finally, the question and answer session.

When talking, face the audience at all times. Finally, remember that what you say is as important as how you say it. A good presentation is very much a performance.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing traveling on business
5. A good place for a business lunch

ЗАДАНИЕ К ЗАЧЕТУ № 4
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Позвольте мне представиться.
2. Как прошла поездка?
3. Мы собираемся расширить наше предприятие и ищем новых партнеров.
4. Давайте обсудим условия контракта.
5. Мы встречаемся с мистером Тимоти завтра в 10.00.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

The other main ... service/ offer of banks is lending money. Individuals and ... industries/ businesses often need to borrow money, and they need a ... borrower/ lender that they can trust. This is exactly what banks are – reliable lenders. In fact, most of the money that people deposit in their bank ... records/ accounts is immediately lent out to someone else.

Apart from storing and lending money, banks offer other financial services. Most of these are ways of making money more ... accessible/ reasonable to customers. For example, banks help people transfer money securely. They give customers cheque books and credit cards to use instead of cash. They provide ATM machines (automated teller machine) so that people can withdraw ... coins/ cash any time of the day or night.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. entrepreneur
2. to arrange
3. security
4. loan
5. forecast

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

DO YOU WANT TO BE AN ENTERPRENER?

Have you ever considered starting your own business? Can you imagine making a lot of money or being an entrepreneur? Or maybe it is not worth taking the risk?

If you start your own business, you will maybe borrow money from friends or family, or even from a bank. If you choose to borrow from a bank, you should arrange to see a bank manager to discuss the terms of a loan. But, you can expect to have a lot of work. If you arrange a meeting with the bank, you will have to think over your idea and prepare all your figures.

The bank will certainly want to see a business plan. You will have to prepare a lot of information. You will have to prepare a cash flow forecast which shows how much money you expect to make in the first three years, plus how many customers you hope to win. You will also have to decide what kind of security you want to offer the bank.

If the bank agrees to give you a loan, your problems don't stop there because the bank will often require you to update them on your progress. The business plan allows them to see if you are meeting your forecasts and, if you fail, they may want to have the money back. Of course, if you agree to borrow the money, you will have to repay the loan plus interest. That can be the hardest part...

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing travelling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ № 5
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Наша компания делает большие инвестиции в производство.
2. Мы обсуждали эту тему много раз.
3. Вы были в Новосибирске ранее или это ваш первый визит?
4. Почему вы заинтересовались нашим оборудованием?
5. Давайте обсудим это завтра после собрания акционеров.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

The English commercial banks have ... branches/ structures in all the major towns and a similar structure and mode of working is common to them all. The ... customers/ owners are the shareholders. At the outset they ... provide/suggest the necessary capital. They are all organized on the joint stock principle and are registered public companies.

The Chairman and Board of Directors are chosen by the ordinary ... members/ shareholders at the Annual General Meeting and are responsible for the efficient ... control/ management of the bank. The board is ... concerned/ connected with the overall policy of the bank and the major decisions which put that policy into effect.

The Board will appoint a Managing Director who is directly responsible to them and a member of the Board and the most senior ... workers/ executives who in turn appoint clerical staff responsible for the day to day running of the bank.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. to overcome
2. samples
3. observations
4. remote control
5. to transmit

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

EXPLORATION OF THE OCEAN

Recent technological advances in manned and unmanned undersea vehicles have overcome some of the limitations of divers and diving equipment. Without a vehicle, divers often became sluggish and their mental concentration became limited. Because of undersea pressure which affected their speech organs, communication among divers was difficult or impossible. But today, most oceanographers make observations by means of instruments which are lowered into the ocean or from samples taken from the water. Direct observations of the ocean floor are made not only by divers but also by deep-diving submarines. Some of these submarines can dive to depth of more than seven miles and cruise at depth of fifteen thousand feet. Radio-equipment buoys can be operated by remote control in order to transmit information back to land-based laboratories, including data about water temperature, currents and weather.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing travelling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ № 6 (Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Менеджмент основан на научных теориях и сегодня это развивающаяся наука.
2. М-р Блек - управляющий производством в нашей компании.
3. Крупная организация может нанимать много менеджеров.
4. Это крупный промышленный центр в северной части Англии.
5. Мы можем обсудить это завтра в 10.00.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Our Chief Buyer, Mr. Norman Lyman, would like you to ... contact/ link us with a view to discussing the ... probability/ possibility of setting up a ... contract/ letter with your ... organization/ company to supply us with steel over the next year. He will be in his ... room/ office all next week, and if you could write or ... phone/ speak him on 083-573 6621 he would be glad to ... organize/ arrange a meeting with you.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. manufacture
2. to come out
3. to employ
4. to retire
5. profits

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

FROM THE HISTORY OF SWM

Nicolas Hayek is the founder and President of SMH. SMH is a Swiss watch manufacturer with its head office in Zurich, Switzerland, and a large, modern factory in Granges, France. It employs 14,000 people. There are twelve companies in the group, including Tissot, Omega, and Swatch.

The company's most famous product is the Swatch watch. The Swatch has a quartz mechanism but only fifty one parts. A new collection comes out twice a year with forty new designs. SMH sells ten million Swatch watches a year.

The factory in Granges is open twenty-four hours a day, with a daily production of 35,000 watches. Created in 1983, the company makes large profits, every year, but a Swatch watch still only costs £ 25, the same price as in 1983.

Nicolas Hayek is now sixty-five, but he has no plans to retire. One day he hopes to produce the Swatch car, a revolutionary automobile for the century.

But it's not 'all work to play' for Mr. Hayek. In his free time he plays a lot of tennis, sometimes with his friend Jean-Paul Belmondo, the French, actor.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing traveling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ № 7
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Позвоните мне после двух часов.
2. Могу я поговорить с управляющим директором?
3. Я бы хотел оставить сообщение мистеру Ллойд.
4. Не могли бы вы повторить свой номер телефона, пожалуйста?
5. Мы можем обсудить это позже, после ланча.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

If you work, you will probably get a savings bank ... account/ record. You can keep the money you ... get/ earn in a box under your bed. Or you can keep it in the cupboard. You can ... lend/ borrow it to your friend, but don't lose your friend in this case. Some people hide their money in their refrigerator. But these ways aren't very clever. On the one hand it isn't very ... simply/ safe. If your house is robbed, you will lose everything you've saved. On the other hand your money will lose its ... volume/ value.

After some time, the money from the cupboard won't be able to do a lot of things. However money will earn ... profit/ interest if you make a deposit. The interest will help to... regulate/ compensate for the effect of inflation. But banks are more than just safe places for your money.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. commodities
2. to underline

3. durable
4. supersede
5. value

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

GLIMPSES OF HISTORY OF MONEY

At different periods of time and in different parts of the world many different commodities have served as money. These commodities were: cattle, sheep, furs, leather, fish, tobacco, tea, salt, shells etc. The experts underline that to serve effectively as money, the commodity should be fairly durable, easily divisible, and portable. None of the above-mentioned commodities possessed all these qualities, and in time they were superseded by precious metals.

First they were superseded by silver and later by gold.

When a payment was made the metal was first weighed out. The next stage was the cutting of the metal into pieces of definite weight and so coins came into use.

Paper money first came into use in the form of receipts given by goldsmiths in exchange for deposits of silver and gold coins. After goldsmiths became bankers their receipts became banknotes. That's how the first banknotes came into existence. At first coins were worth their face value as metal. But later token coins of limited value as legal tender were issued. Now smaller denomination coins are made from bronze and are often referred to as coppers. Bigger denomination coins are made from cupronickel and are usually called silver.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing travelling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ № 8 (Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Разрешите представиться.
2. М-р Джонсон – президент большой торговой компании.
3. Назовите мне Вашу фамилию.
4. Сколько продлится кофе-брейк?
5. Этот ресторан одно из лучших мест, где можно провести деловую встречу.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Mike Gore, the founder of Booksandstuff.com, began his ... career/job as a software engineer. In the mid-1990s, he saw that Internet use was ... growing/falling down at a phenomenal rate each year. He saw in this a great business ... problem/opportunity. He moved to Seattle, where there was a large pool of technical know-how and, since the company began in 1996, it has generated billions of dollars in ... profits/losses. His company has changed the way we do ... business/things.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. audience
2. to present
3. to adjust
4. introduction

5. summary

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

PRESENTATION

The first step is to find out who you're going to be presenting to. You should find out how much the audience know about the subject. Are they experts or do they know very little? Are you presenting to a group from the same or from different countries? And adjust your language so that everybody can understand.

Now you're ready to start preparing what you're going to say. So stage one is the opening – the first few moments that can make or break the presentation. Then stage two, a brief introduction about the subject of your talk. Stage three – the main body of the presentation. And four, the conclusion, which should include a summary of your talk and your recommendations. Finally, the question and answer session.

When talking, face the audience at all times. Finally, remember that what you say is as important as how you say it. A good presentation is very much a performance.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing traveling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ № 9 (Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Позвольте мне представиться.
2. Как прошла поездка?
3. Мы собираемся расширить наше предприятие и ищем новых партнеров.
4. Давайте обсудим условия контракта.
5. Мы встречаемся с мистером Тимоти завтра в 10.00.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

The other main ... service/ offer of banks is lending money. Individuals and ... industries/ businesses often need to borrow money, and they need a ... borrower/ lender that they can trust. This is exactly what banks are – reliable lenders. In fact, most of the money that people deposit in their bank ... records/ accounts is immediately lent out to someone else.

Apart from storing and lending money, banks offer other financial services. Most of these are ways of making money more ... accessible/ reasonable to customers. For example, banks help people transfer money securely. They give customers cheque books and credit cards to use instead of cash. They provide ATM machines (automated teller machine) so that people can withdraw ... coins/ cash any time of the day or night.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. entrepreneur
2. to arrange
3. security
4. loan
5. forecast

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

DO YOU WANT TO BE AN ENTERPRENER?

Have you ever considered starting your own business? Can you imagine making a lot of money or being an entrepreneur? Or maybe it is not worth taking the risk?

If you start your own business, you will maybe borrow money from friends or family, or even from a bank. If you choose to borrow from a bank, you should arrange to see a bank manager to discuss the terms of a loan. But, you can expect to have a lot of work. If you arrange a meeting with the bank, you will have to think over your idea and prepare all your figures.

The bank will certainly want to see a business plan. You will have to prepare a lot of information. You will have to prepare a cash flow forecast which shows how much money you expect to make in the first three years, plus how many customers you hope to win. You will also have to decide what kind of security you want to offer the bank.

If the bank agrees to give you a loan, your problems don't stop there because the bank will often require you to update them on your progress. The business plan allows them to see if you are meeting your forecasts and, if you fail, they may want to have the money back. Of course, if you agree to borrow the money, you will have to repay the loan plus interest. That can be the hardest part...

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing travelling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ № 10
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Наша компания делает большие инвестиции в производство.
2. Мы обсуждали эту тему много раз.
3. Вы были в Новосибирске ранее или это ваш первый визит?
4. Почему вы заинтересовались нашим оборудованием?
5. Давайте обсудим это завтра после собрания акционеров.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

The English commercial banks have ... branches/ structures in all the major towns and a similar structure and mode of working is common to them all. The ... customers/ owners are the shareholders. At the outset they ... provide/suggest the necessary capital. They are all organized on the joint stock principle and are registered public companies.

The Chairman and Board of Directors are chosen by the ordinary ... members/ shareholders at the Annual General Meeting and are responsible for the efficient ... control/ management of the bank. The board is ... concerned/ connected with the overall policy of the bank and the major decisions which put that policy into effect.

The Board will appoint a Managing Director who is directly responsible to them and a member of the Board and the most senior ... workers/ executives who in turn appoint clerical staff responsible for the day to day running of the bank.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. to overcome
2. samples
3. observations
4. remote control
5. to transmit

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

EXPLORATION OF THE OCEAN

Recent technological advances in manned and unmanned undersea vehicles have overcome some of the limitations of divers and diving equipment. Without a vehicle, divers often became sluggish and their mental concentration became limited. Because of undersea pressure which affected their speech organs, communication among divers was difficult or impossible. But today, most oceanographers make observations by means of instruments which are lowered into the ocean or from samples taken from the water. Direct observations of the ocean floor are made not only by divers but also by deep-diving submarines. Some of these submarines can dive to depth of more than seven miles and cruise at depth of fifteen thousand feet. Radio-equipment buoys can be operated by remote control in order to transmit information back to land-based laboratories, including data about water temperature, currents and weather.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment

3. Discussing problems in the company
4. Discussing travelling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАЧЕТ 2 СЕМЕСТР
КОНТРОЛИРУЮЩИЕ МАТЕРИАЛЫ ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ПО
ДИСЦИПЛИНЕ «ИНОСТРАННЫЙ ЯЗЫК»
ЗАДАНИЕ К ЗАЧЕТУ № 1
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Позвольте мне рассказать о нашей фирме.
2. Наша фирма состоит из шести отделов.
3. Кто ваши основные партнеры?
4. Оборот нашего предприятия составляет более 300 млн. фунтов.
5. Мы экспортируем оборудование в пять стран мира.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова в правильной грамматической форме. Если необходимо, воспользуйтесь словарём (УК-4.1).

| | | | | | |
|---------|--------|---------|-------------|-------------|---------|
| impress | vary | qualify | occupy | achieve | succeed |
| educate | effect | be able | be possible | be accurate | |

It is important to make a good 1) _____ when going for a job interview. Interviewers usually ask a 2) _____ of questions, many of which concern 3) _____. However, they also usually like to ask questions about previous 4) _____ as well as 5) _____ not connected to the work place. Often, the 6) _____ candidate is not the one with the most impressive 7) _____ but

the one who shows that he or she has made the most 8) _____ use of their time. Few employers want employees who are 9) _____ to think about themselves. The 10) _____ of advancement in any job very rarely on the 11) _____ of work but more on the enthusiasm and dedication of the employee.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. self-reliant
2. chief executive
3. to adhere
4. to value
5. completion

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

CLASSIFICATION OF ORGANIZATION CULTURES

Power Cultures. In these cultures self-reliant and highly competitive self-development provides the basis of relations. A manager's success is related to their charisma and influence, rather than to their knowledge and experience. The style of the chief executive is the model for other managers. In organizations of this type managers need to be tough-minded and aggressive.

Role Cultures. In these cultures a manager's role is completely related to their place within a centralized system. Their success depends on how well they adhere to rules, procedures, and precedents. Individualism and aggression are not valued here. Employees in these organizations should not exceed the limits of their roles.

Task Cultures. In organizations of this type they value everything that makes it possible to get the work done. The main concern in the organizations is with successful completion of their projects. A manager's success is related to their knowledge and experience required to achieve tasks, rather than to meet the requirements of their role.

Individual Cultures. In organizations of this type freedom of expression is valued the most. Effectiveness of any activity in these organizations is related by how much the activity satisfies the staff, rather than by how well it conforms to

business plans. Independence, creativity, and experiment are also valued in these organizations.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing travelling on business
5. A good place for a business lunch

Составил доцент
Заведующий кафедрой

Языкова И.Н.
Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ № 2 (Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Позвольте вам представить руководителя отдела продаж.
2. Мы экспортируем технологическое оборудование.
3. Какова цель вашего визита в нашу компанию?
4. Не хотите ли вы посетить нашу выставку?
5. Давайте обсудим условия поставки оборудования.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Chocolate is a food that is made from cocoa beans. The cocoa plant was first ... grown/ run by the Mayas, Toltec's and Aztecs more than 3,000 years ago. They prepared a drink from the beans and often used the beans as ... currency/ cash instead of money. Columbus first took the beans to Spain in 1502 and Hernan Cortes later ... produced/ introduced the bitter cocoa-bean drink there, too. There, it was sweetened and flavoured with cinnamon and vanilla and a Spanish secret had remained for almost a hundred years before it was ... produced/ introduced to France. In 1657, a Frenchman opened a ... company/ shop in London selling solid chocolate. Soon, more shops were opened in other European capitals. During the

1700s, the English ... corrected/ improved chocolate by adding milk. Sweet eating chocolate was produced for the first time in 1847 by the English firm Fry and Sons.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. convenient
2. to gain
3. accessible
4. concept
5. customer

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

ONLINE SHOPPING

A lot of people nowadays prefer to shop online because it is so convenient and easy. Every consumer who has experienced it will have his/her own views about it. It is very important to have a clear picture about the positives and negatives of online shopping so that you can easily analyze its risks and benefits. With increased use of Internet, more and more people are drawn towards online shopping. This means of buying products has gained immense popularity in today's times. Earlier, Internet was only accessible to people of developed countries, but recent revolution has made it accessible to almost all parts of the world. With increased awareness, people now flock towards Internet for shopping.

The concept of shopping goods through online services has been highly recognized and accepted, as it provides several benefits to the customer. However, every good aspect had a bad side to it and this is true to online shopping as well.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing travelling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ №3 (Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Здравствуйте. Чем могу помочь?
2. Мне нужно открыть банковский счет.
3. Какова процентная ставка по этому вкладу?
4. Я бы хотел начать свой бизнес.
5. Давайте обсудим условия кредита.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Although the composition and role of the board of ... managers/ directors of a company will vary from one organization to the next, a few generalizations may be made. As regards the composition of the board, customarily some directors are ... well-known/ prominent men and women selected to give prestige to the group. Others are usually chosen from ... newcomers/ retired executives of the organization for their specialized knowledge of the company. It is generally true that, as long as the ... top/ middle management maintains the confidence of the board of directors, the directors will not actively intervene to ... dictate/ control

specific policies. This is the same administrative ... procedure/ affair usually followed by the board of trustees of a college or university, and is similar many respects to the parliamentary ... system/ form of ministerial ... ability/ responsibility practiced in Great Britain.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. to purchase
2. to search for
3. variety
4. feature
5. to escape

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

ADVANTAGES OF ONLINE SHOPPING

The best part of online shopping is that you can shop from home. There is no need to go to the mall to purchase the item you need. You just need to order and it will be available right at your doorstep. It is convenient and easy! You do not need any degree to learn online shopping. All you have to do is visit the website, search for your product and buy it. Your product is just a click away!

Shopping online gives you the privilege to shop whenever you want. The stores are never closed and you can do your shopping 24x7. It provides variety to the buyer. You don't need to jump from shop to shop to look for varieties of a product available in the market. The options available online are many and this is one of the best features of online shopping.

Shopping from malls and stores makes it difficult to compare between features and prices of products. Shopping through websites provides simplified comparison of products and helps in deciding which one should be purchased. Many websites develop special discount schemes from time to time to attract customers. You can always buy products under such schemes and save a lot of money. It keeps annoying salesperson away. Aggressive salesmen often pressurize

you to buy their products. This harassment can be simply escaped by shopping using the Internet.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing travelling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ №4
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Простите, чем вы занимаетесь?
2. Я работаю в банке Нью-Йорка.
3. Я обычно на работе до шести. А ты?
4. Каковы твои должностные обязанности?
5. Давайте встретимся завтра в 10.00 и обсудим этот вопрос подробно.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

To find out what someone's job is you say "What do you do?" Here, Kerstin talks about her job: "I ... work at/ work for a large European car maker. I work on car design. In fact, I ... control/ run the design department and I manage a team of designers: 20 people work under me. It's very interesting. One of my main ... capabilities/ responsibilities is to make sure that new model designs are finished on

time. I'm also ... responsible/ in charge of design budgets. I ... cope/ deal with a lot of different people in the company. I'm responsible for the co-ordination between design and ... development/ production: I work with managers at our manufacturing plants."

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. service
2. to involve
3. supervisors
4. utilization
5. accounting

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

BUSINESS STRUCTURE

Each company has its business structure. Many companies have much in common in their structures. The number of departments in a company depends on the size of the company and on the nature of the goods and services it provides. In most companies the activity of a manager depends on the level at which he/she is working. Top managers are involved in long range planning, policy making, and the relations of the company with the outside world. Middle management and supervisors make day-to-day decisions. Managers at this level spend a great deal of time communicating, coordinating and making decisions affecting the daily operation of their organization. Managers perform various functions, but one of the most important aspects of their job is proper utilization of people.

A good manager should be aware of the type of organization culture his/her corporation adheres to. There are now five broad fields of business that offer exciting careers: management, marketing, accounting, finance, and data processing. Within each of these fields there are specific jobs in which one can specialize.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing travelling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ №5 (Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Что ты знаешь о Джексоне?
2. Он собирается сменить место работы.
3. Ты отправил резюме в компанию?
4. Мы встречаемся с начальником финансового отдела в понедельник.
5. Как прошло собеседование?

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

The process of finding people for particular jobs is ... retreatment/ recruitment or, especially in American English, hiring. Someone who has been

recruited is a recruit or, in American English, a hire. The company employs or hires them; they ... enjoy/ join the company. A company may recruit employers/ employees directly or use ... inside/ outside recruiters, recruitment agencies or employment agencies. Outside specialists called ... headhunter/ headquarters may be called on to headhunt people for very ... important/ stimulating jobs, persuading them to ... join/ leave the organizations they already work for. This process is called headhunting.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. delivery
2. to ship
3. extra taxes
4. expenditure
5. gateway

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

DISADVANTAGES OF ONLINE SHOPPING

The first disadvantage of online shopping is that there is a time lag between you making the payment and the delivery of the product. You cannot try out the product before buying it. High shipping costs often add up to the total cost of the product. Also, if the product is shipped from another country, you are to pay extra taxes for it. The payment method may not be secure. It is therefore important to check whether the payment gateway is secured or not. If the product received is damaged, it may again take several days for replacement or the company may not provide any replacement at all. The ease of shopping can be extremely dangerous for shopaholics, as they may get provoked to buy many items at a time leading to unwanted expenditure. You need to have a debit or credit card to make a purchase. Very few websites give you the option of paying cash or check on delivery. If you are trying this shopping method for the first time, you should get some tips for safe online shopping from your friends and relatives who have already tried it out, so

that you do not make any mistakes. Also, weigh the pros and cons and decide for yourself whether you would like to go for it or not.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing travelling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ № 6 (Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Позвольте мне рассказать о нашей фирме.
2. Наша фирма состоит из шести отделов.
3. Кто ваши основные партнеры?
4. Оборот нашего предприятия составляет более 300 млн. фунтов.
5. Мы экспортируем оборудование в пять стран мира.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова в

правильной грамматической форме. Если необходимо, воспользуйтесь словарём (УК-4.1).

| | | | | | |
|---------|--------|---------|-------------|-------------|---------|
| impress | vary | qualify | occupy | achieve | succeed |
| educate | effect | be able | be possible | be accurate | |

It is important to make a good 1) _____ when going for a job interview. Interviewers usually ask a 2) _____ of questions, many of which concern 3) _____. However, they also usually like to ask questions about previous 4) _____ as well as 5) _____ not connected to the work place. Often, the 6) _____ candidate is not the one with the most impressive 7) _____ but the one who shows that he or she has made the most 8) _____ use of their time. Few employers want employees who are 9) _____ to think about themselves. The 10) _____ of advancement in any job very rarely on the 11) _____ of work but more on the enthusiasm and dedication of the employee.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. self-reliant
2. chief executive
3. to adhere
4. to value
5. completion

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

CLASSIFICATION OF ORGANIZATION CULTURES

Power Cultures. In these cultures self-reliant and highly competitive self-development provides the basis of relations. A manager's success is related to their charisma and influence, rather than to their knowledge and experience. The style of the chief executive is the model for other managers. In organizations of this type managers need to be tough-minded and aggressive.

Role Cultures. In these cultures a manager's role is completely related to their place within a centralized system. Their success depends on how well they adhere to rules, procedures, and precedents. Individualism and aggression are not valued here. Employees in these organizations should not exceed the limits of their roles.

Task Cultures. In organizations of this type they value everything that makes it possible to get the work done. The main concern in the organizations is with successful completion of their projects. A manager's success is related to their knowledge and experience required to achieve tasks, rather than to meet the requirements of their role.

Individual Cultures. In organizations of this type freedom of expression is valued the most. Effectiveness of any activity in these organizations is related by how much the activity satisfies the staff, rather than by how well it conforms to business plans. Independence, creativity, and experiment are also valued in these organizations.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing travelling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ № 7 (Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Позвольте вам представить руководителя отдела продаж.
2. Мы экспортируем технологическое оборудование.
3. Какова цель вашего визита в нашу компанию?
4. Не хотите ли вы посетить нашу выставку?

5. Давайте обсудим условия поставки оборудования.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Chocolate is a food that is made from cocoa beans. The cocoa plant was first ... grown/ run by the Mayas, Toltec's and Aztecs more than 3,000 years ago. They prepared a drink from the beans and often used the beans as ... currency/ cash instead of money. Columbus first took the beans to Spain in 1502 and Hernan Cortes later ... produced/ introduced the bitter cocoa-bean drink there, too. There, it was sweetened and flavoured with cinnamon and vanilla and a Spanish secret had remained for almost a hundred years before it was ... produced/ introduced to France. In 1657, a Frenchman opened a ... company/ shop in London selling solid chocolate. Soon, more shops were opened in other European capitals. During the 1700s, the English ... corrected/ improved chocolate by adding milk. Sweet eating chocolate was produced for the first time in 1847 by the English firm Fry and Sons.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. convenient
2. to gain
3. accessible
4. concept
5. customer

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

ONLINE SHOPPING

A lot of people nowadays prefer to shop online because it is so convenient and easy. Every consumer who has experienced it will have his/her own views about it. It is very important to have a clear picture about the positives and negatives of online shopping so that you can easily analyze its risks and benefits. With increased use of Internet, more and more people are drawn towards online shopping. This means of buying products has gained immense popularity in today's times. Earlier, Internet was only accessible to people of developed countries, but

recent revolution has made it accessible to almost all parts of the world. With increased awareness, people now flock towards Internet for shopping.

The concept of shopping goods through online services has been highly recognized and accepted, as it provides several benefits to the customer. However, every good aspect had a bad side to it and this is true to online shopping as well.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing travelling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ №8 (Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Здравствуйте. Чем могу помочь?
2. Мне нужно открыть банковский счет.

3. Какова процентная ставка по этому вкладу?
4. Я бы хотел начать свой бизнес.
5. Давайте обсудим условия кредита.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Although the composition and role of the board of ... managers/ directors of a company will vary from one organization to the next, a few generalizations may be made. As regards the composition of the board, customarily some directors are ... well-known/ prominent men and women selected to give prestige to the group. Others are usually chosen from ... newcomers/ retired executives of the organization for their specialized knowledge of the company. It is generally true that, as long as the ... top/ middle management maintains the confidence of the board of directors, the directors will not actively intervene to ... dictate/ control specific policies. This is the same administrative ... procedure/ affair usually followed by the board of trustees of a college or university, and is similar many respects to the parliamentary ... system/ form of ministerial ... ability/ responsibility practiced in Great Britain.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. to purchase
2. to search for
3. variety
4. feature
5. to escape

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

ADVANTAGES OF ONLINE SHOPPING

The best part of online shopping is that you can shop from home. There is no need to go to the mall to purchase the item you need. You just need to order and it will be available right at your doorstep. It is convenient and easy! You do not need any degree to learn online shopping. All you have to do is visit the website, search for your product and buy it. Your product is just a click away!

Shopping online gives you the privilege to shop whenever you want. The stores are never closed and you can do your shopping 24x7. It provides variety to

the buyer. You don't need to jump from shop to shop to look for varieties of a product available in the market. The options available online are many and this is one of the best features of online shopping.

Shopping from malls and stores makes it difficult to compare between features and prices of products. Shopping through websites provides simplified comparison of products and helps in deciding which one should be purchased. Many websites develop special discount schemes from time to time to attract customers. You can always buy products under such schemes and save a lot of money. It keeps annoying salesperson away. Aggressive salesmen often pressurize you to buy their products. This harassment can be simply escaped by shopping using the Internet.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing travelling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ №9
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Простите, чем вы занимаетесь?
2. Я работаю в банке Нью-Йорка.

3. Я обычно на работе до шести. А ты?
4. Каковы твои должностные обязанности?
5. Давайте встретимся завтра в 10.00 и обсудим этот вопрос подробно.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

To find out what someone's job is you say "What do you do?" Here, Kerstin talks about her job: "I ... work at/ work for a large European car maker. I work on car design. In fact, I ... control/ run the design department and I manage a team of designers: 20 people work under me. It's very interesting. One of my main ... capabilities/ responsibilities is to make sure that new model designs are finished on time. I'm also ... responsible/ in charge of design budgets. I ... cope/ deal with a lot of different people in the company. I'm responsible for the co-ordination between design and ... development/ production: I work with managers at our manufacturing plants."

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. service
2. to involve
3. supervisors
4. utilization
5. accounting

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

BUSINESS STRUCTURE

Each company has its business structure. Many companies have much in common in their structures. The number of departments in a company depends on the size of the company and on the nature of the goods and services it provides. In most companies the activity of a manager depends on the level at which he/she is working. Top managers are involved in long range planning, policy making, and the relations of the company with the outside world. Middle management and supervisors make day-to-day decisions. Managers at this level spend a great deal of time communicating, coordinating and making decisions affecting the daily

operation of their organization. Managers perform various functions, but one of the most important aspects of their job is proper utilization of people.

A good manager should be aware of the type of organization culture his/her corporation adheres to. There are now five broad fields of business that offer exciting careers: management, marketing, accounting, finance, and data processing. Within each of these fields there are specific jobs in which one can specialize.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing travelling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ №10 (Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Что ты знаешь о Джеконе?

2. Он собирается сменить место работы.
3. Ты отправил резюме в компанию?
4. Мы встречаемся с начальником финансового отдела в понедельник.
5. Как прошло собеседование?

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

The process of finding people for particular jobs is ... retreatment/ recruitment or, especially in American English, hiring. Someone who has been recruited is a recruit or, in American English, a hire. The company employs or hires them; they ... enjoy/ join the company. A company may recruit employers/ employees directly or use ... inside/ outside recruiters, recruitment agencies or employment agencies. Outside specialists called ... headhunter/ headquarters may be called on to headhunt people for very ... important/ stimulating jobs, persuading them to ... join/ leave the organizations they already work for. This process is called headhunting.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. delivery
2. to ship
3. extra taxes
4. expenditure
5. gateway

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

DISADVANTAGES OF ONLINE SHOPPING

The first disadvantage of online shopping is that there is a time lag between you making the payment and the delivery of the product. You cannot try out the product before buying it. High shipping costs often add up to the total cost of the product. Also, if the product is shipped from another country, you are to pay extra taxes for it. The payment method may not be secure. It is therefore important to check whether the payment gateway is secured or not. If the product received is damaged, it may again take several days for replacement or the company may not

provide any replacement at all. The ease of shopping can be extremely dangerous for shopaholics, as they may get provoked to buy many items at a time leading to unwanted expenditure. You need to have a debit or credit card to make a purchase. Very few websites give you the option of paying cash or check on delivery. If you are trying this shopping method for the first time, you should get some tips for safe online shopping from your friends and relatives who have already tried it out, so that you do not make any mistakes. Also, weigh the pros and cons and decide for yourself whether you would like to go for it or not.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing travelling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

**ЗАЧЕТ 4 СЕМЕСТР
КОНТРОЛИРУЮЩИЕ МАТЕРИАЛЫ ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ПО
ДИСЦИПЛИНЕ «ИНОСТРАННЫЙ ЯЗЫК»
ЗАДАНИЕ К ЗАЧЕТУ №1
(Проверяемая компетенция УК-4)**

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Добрый день! Рад с вами познакомиться.
2. Как прошел полет?
3. Мы узнали о вашей компании от наших торговых партнеров.
4. Мы заинтересованы в сотрудничестве с вами.
5. Приглашаю вас посетить нашу выставку сельскохозяйственного оборудования.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

The process of finding people for particular jobs is ... retreatment/ recruitment or, especially in American English, hiring. Someone who has been recruited is a recruit or, in American English, a hire. The company employs or hires them; they ... enjoy/ join the company. A company may recruit employers/ employees directly or use ... inside/ outside recruiters, recruitment agencies or employment agencies. Outside specialists called ... headhunter/ headquarters may be called on to headhunt people for very ... important/ stimulating jobs, persuading them to ... join/ leave the organizations they already work for. This process is called headhunting.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. to state
2. to identify
3. to define
4. context
5. available

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

FIRST STEPS IN PROBLEM SOLVING

Decisions do not occur in a vacuum. Many come about as part of the firm's planning process. Others are prompted by new opportunities or new problems. It is natural to ask: What brought about the need for the decision? What is the decision

all about? In all kinds of textbooks examples, the decision problem is stated and is reasonably well defined. In practice, however, managerial decisions do not come so neatly packaged; rather, they are messy and poorly defined. Thus, problem definition is a prerequisite for problem management. A key part of problem definition is identifying the setting or context. Identifying the decision context and the decision maker represents a large step toward understanding the choice process. The particular setting has a direct bearing on both the decision maker's objectives and the available courses of action. The next two steps consider each of these aspects in turn.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing travelling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ № 2
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Мы узнали о вас от наших деловых партнеров.
2. Мы заинтересованы в покупке вашего оборудования.
3. Пожалуйста, пришлите нам ваши каталоги и прайс-лист.
4. Если мы получим выгодное предложение, то сможем разместить крупный заказ на ваше оборудование.
5. Заранее благодарим вас за любую информацию, которую вы можете нам предоставить.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Dear Mr. O'Dennel,

Some time ago we ... purchased/sold from you JF 72 battery powered pocket calculators.

As this model was so popular with our ... customers/manufactures, we would like to know if it is still ... possible/available. If so, would you kindly advise us ... from/of your terms of payment and any quantity discounts available. Could you also include details of any new models in the same price ... range/rank.

Sincerely yours,
Maria Mann
Sales Assistant

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. an employee
2. turnover
3. staff
4. to contribute to
5. a taboo

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

Mark Smith is working for a computer company during his university holidays. The company is called Logix. It has 25 employees, and its turnover is

four million pounds a year. For the moment they manufacture two basic computers: a desktop model and a notebook computer. Mark would like to join the company as a programmer after graduation from the university, but now he is working as an office boy.

There are a few rules and traditions in the office. Smoking and personal telephone talks are forbidden. Staff members do not wear jeans, T-shirts and bright make-up at work - business suits contribute more to the image of the company. Office workers call each other by their first names. It is a taboo to raise voice, gossip and come late to work. The office hours are from 8 a.m. till 5 p.m. with a lunch break. The employees prefer having lunch in the nearby cafe. In the same cafe they celebrate corporate events and national holidays.

Mark finds the office relations very friendly and helpful.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Опираясь на знание особенностей устной деловой коммуникации, дополните диалогическое высказывание фразами, подходящими по смыслу (УК-4.1):

Starkov: _____

Williams: Good afternoon, Mr. Starkov. Have you seen our advertising materials?

S.: _____

W.: Does our new electronic equipment interest you?

S.: _____

W.: Our new machinery corresponds to the highest standard existing in the world today.

S.: _____

W.: We've worked much and achieved some success, Mr. Starkov.

S.: _____

W.: Twenty four months from the start-up of the equipment.

S.: _____

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ № 3
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Здравствуйте! (Приветствие на официальном уровне)
2. Это г-н Петров – генеральный директор нашего предприятия.
3. Рад с Вами познакомиться.
4. Сколько сотрудников говорят по-английски?
5. Этот ресторан одно из лучших мест, где можно провести деловую встречу.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Mike Gore, the founder of Booksandstuff.com, began his ... career/job as a software engineer. In the mid-1990s, he saw that Internet use was ... growing/falling down at a phenomenal rate each year. He saw in this a great business ... problem/ opportunity. He moved to Seattle, where there was a large pool of technical know-how and, since the company began in 1996, it has generated billions of dollars in ... profits/ losses. His company has changed the way we do ... business/ things.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. manager
2. to sell
3. to employ
4. introduction
5. discount

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

PRESENTATION

The first step is to find out who you're going to be presenting to. You should find out how much the audience know about the subject. Are they experts or do they know very little? Are you presenting to a group from the same or from different countries? And adjust your language so that everybody can understand.

Now you're ready to start preparing what you're going to say. So stage one is the opening – the first few moments that can make or break the presentation. Then stage two, a brief introduction about the subject of your talk. Stage three – the main body of the presentation. And four, the conclusion, which should include a summary of your talk and your recommendations. Finally, the question and answer session.

When talking, face the audience at all times. Finally, remember that what you say is as important as how you say it. A good presentation is very much a performance.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing traveling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ № 4 (Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Я собираюсь устроиться на работу в международную компанию, так как хорошо владею английским.
2. Я уже отправила им свое резюме.
3. Назовите мне Ваш номер телефона.
4. Она только что нашла новую работу.
5. В последнее время вы не присылали мне электронных сообщений.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Our company changes all the time, and every month some ... employees/ employers lose their jobs. We are very ... happy/ worried about losing our jobs? It's very ... stressful/ delightful. We love our company but sometimes we lose motivation. We don't come ... home/ to work on time, or we leave early. We are not happy at work, and we are not happy at home. It's a ... difficult/ wonderful situation for our families, too.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. experience
2. to participate
3. exhibition
4. proposal
5. agreement

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

INTERNATIONAL BUSINESS RELATIONSHIPS

Problems in international business relationships are not always caused by language difficulties. The areas which we need to be aware of include body

language, gesture, social customs, attitudes to punctuality, dress code, and business practice.

It is useful to know, for example, that the British shake hands less often than other European people, that the Americans use first names more often than other nationalities, and that the Japanese think that harmony and consensus are very important.

We can find out about other cultures by reading and talking to people with experience. When we visit countries, it is important to be good observers and listeners. We should avoid criticizing other cultures and realize that we all have similar problems, but different ways of dealing with them.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing traveling on business
5. A good place for a business lunch

ЗАДАНИЕ К ЗАЧЕТУ № 5
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Добро пожаловать в нашу компанию!
2. Вы обедаете в офисе или в кафе?
3. Сколько дней в неделю вы работаете?
4. После университета я хочу работать в большой международной компании.
5. Каждое утро он проводит совещания.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

In my company, junior employees often ... work/ relax more than 60 hours a week. If the ... secretary/ boss is in the office, we feel we have to stay until he leaves. Very often we are not paid for working/ studying overtime, we work for free. And for many us, the summer holiday is only a one-week vacation. We work a lot of overtime, but we aren't more productive/ unproductive. We just have ... less/ more health problems.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. to hold talks
2. industry
3. demand
4. target
5. a subject of discussion

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

MAKING CONTACTS

If you want to find clients or improve your career prospects at networking (установление деловых контактов) events, preparation is essential. Find out who will be there - list the most important people you'd like to meet.

Arrive at the event early and walk around so you feel at home there. Take one drink but never eat – keep one hand free to shake hands and give business cards. One of the best ways of making contacts with your 'targets' is to stay near the registration area so that you meet them 'accidentally' as they arrive.

Begin by asking your 'target' at least three questions. Don't keep your arms folded in front of you – this is negative body language. Never look over the shoulder of the person you're talking to for someone more interesting. The worst mistake is spending too long with one person, so keep moving around. It's easier to join a group than to join two people, who may be having a private discussion. Have your business cards ready but only hand them out when people ask you for one.

After the event, study the cards you've collected and, before you forget, write when and where you met that person on the back of each one. Call important contacts a day or two after the event, or write a short note to say how much you enjoyed meeting them and suggest another meeting. A typed email is fine but isn't as personal as something through the post. A handwritten note can seem much warmer.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1) .

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing traveling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ № 6
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Вам нравится их работа?
2. Том еще не ответил на мое сообщение по электронной почте.
3. На прошлой неделе мы много работали.
4. Эта фирма занимается продажей офисного оборудования.
5. Он проводит личный прием по средам во второй половине дня.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Miguel Perez studied business at Santiago de Compostela University in Spain ... in/ from 1999 to 2002. During his summer holidays he ... worked/ studied part-time as a salesman for Levi's. After graduating in June 2002, he wanted to continue in sales, so he worked ... in/ for a year in the ... sales/ production department of his family's company. Then he decided to ... improve/ spoil his business English. In September 2003, he went to ... Paris/ London to study for a Diploma in Business with English.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. prophet
2. independent
3. to interview
4. advertising
5. gain

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

DO YOU NEED A JOB?

When I first came to Gainesville, I realized that it is a relatively inexpensive place to live, but I still needed to find a job so as not to worry about spending

money, when going out. Even though my parents helped support me, it was never enough. I felt that a job would give me spending money and allow me to be independent. I have worked throughout college, both on the territory of the university and in town, and have found that there are a lot of jobs in Gainesville for students who may be interested in finding a job that relates to their field of study. As I specialize in advertising, I wanted to find a job that relates to the field, so I looked around and got a job at one of the campus radio stations. I thought that if I had to work while going to university, it might as well be interesting.

One of my friends, who was going to be a doctor went to work at Shands Hospital while at university. He realized then that he had no wish to go into any aspect of the medical field and he decided to try something else. Another friend of mine was interested in theatre and got a job at the Hippodrome State Theatre. She said she wasn't sure if theatre was a good field to study. While working, she realized she loved the theatrical field and would like to become an actress.

All of us have gained valuable experience from our jobs. A job can help you find out if you want to go into the field, or if you'll absolutely hate it.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1) .

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing traveling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ № 7
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Во сколько Вы заканчиваете работу?
2. Я иногда завтракаю в офисе.
3. Г-н Браун просит повышения по службе в своей компании.
4. Он отправил СМС своему новому начальнику.
5. Мы приехали на встречу вовремя.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Dear Max,

Can you please book me a hotel in Brussels for two nights, Sunday, 23rd-Monday, 24th June? I want a large ... conference room / single room with an Internet ... connection/ location – that's very important. If possible, I would like to be near the airport because my return flight is on 7 a.m. on Tuesday. Please check that there is a fitness centre or a swimming pool in the hotel.

Monday is very busy. The first... meeting/ party is at 9.30 a.m., so we need a meeting room for that. Then there is our big workshop in the afternoon. Could you arrange a large room for a multimedia presentation at 3 p.m.? I ... expect/ suspect to finish at about 4.30.

Finally, can you ... book/ buy a table for 20 people in the hotel restaurant for 7.30 p.m.?

Many thanks.

Rob

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. to establish
2. enthusiastic
3. cooperation
4. valuable

5. complain

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

STARTING A NEW JOB

The first week of any job is to settle in and to get on with your boss and colleagues. Arrive on time, especially on your first day, and don't leave early. Be visible but don't try too hard to make a good impression. Watch, how others behave, and listen more than you speak. Your boss will judge you by the company you keep so avoid staff, who complain or gossip. Make friends with colleagues who are dynamic and enthusiastic. Never try to make yourself popular through silly jokes or bad behavior – people have long memories.

Don't make comparisons with other companies – especially your old ones. Keep a positive attitude. Don't criticize your colleagues or get involved in their arguments. If you're sharing an office, respect your colleagues' working space. Don't move the furniture or be untidy in the office.

Finally, new recruits sometimes expect to have important tasks straight away. The reality is different: whatever your experience and qualifications, expect to begin with basic jobs like photocopying or making the coffee. Stay busy, do every job well and keep smiling.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting
2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing traveling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ № 8 (Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Рад с вами познакомиться, г-н Браун.
2. Садитесь, пожалуйста.
3. Назовите мне Вашу фамилию.
4. Вы работали когда-либо секретарем?
5. Вы можете приступить к работе в следующий понедельник?

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Importers and exporters do not use the same ... currency/ coins. When they buy and sell ... things/ goods they change money from one currency to another. There are two ways of doing this. First, the importer can ... pay/ invest in his own currency and the exporter changes the money on the international currency market. Second, the importer ... sells/ buys his own currency and ... purchases/ sells the exporter's. Then the importer pays. Usually banks buy and sell currency for their clients.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. to hire
2. job seekers
3. interview
4. employer
5. references

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

GETTING A JOB

Getting a job is a very hard period in the life of most people. Companies choose an employee from hundreds of candidates according to special rules, that's why there are special 'typical' factors, influencing employer's choice. Among such factors are: age, sex, experience, family background and marital status, personality and references.

If you're to go to an interview tomorrow, sleep well before it and don't forget your CV at home. Moreover, there are some recommendations, which can help you, for example, to read an annual report, or the company newspaper to show your understanding of the corporate strategy on the interview. What's more, you should choose a corresponding dress code for the interview.

Even such advice may help you make a good impression; some companies don't want to hire a man who follows every advice.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Опираясь на знание особенностей устной деловой коммуникации, дополните диалогическое высказывание фразами, подходящими по смыслу (УК-4.1):

(Olga Bodrova is interviewed by Mr. Vlad Koshelev, the Personnel Manager of Wood Export Company)

V.K.:

O.B.: I read an advertisement of your firm in yesterday's Morning Express. You need a secretary, so I sent my application and now I'm here.

V.K.:

O.B.: I'm sorry to say that I haven't, but in spring I finished secondary school with the speciality of secretarial work. So it means that theoretically I should know something.

V.K.:

O.B.: Oh, to a certain extent, yes. I know fairly well Spanish and English, a little German and French.

V.K.:

O.B.: Oh, I can continue my studies in French. I'll go to some evening classes.

V.K.:

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ № 9
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Позвольте представить вам моих сотрудников.
2. Чем занимается господин Иванов?
3. Вы когда-нибудь бывали в Москве, г-н Браун?
4. Надеюсь, вам понравится ваш визит.
5. Мы направляемся в наш офис, который находится в центре города.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Dear Sirs,

We learn from the Russian Trade Delegation in London that you ... produce/
purchase for export cotton and other natural fabrics. There is a steady ... demand/
supply here for good and medium quality goods of this type, especially in pale
colours.

Will you please ... get/ send us your catalogues and full details of your export
prices and terms of ... payment/ service together with any samples you can let us
have.

We look forward to ... seeing/ hearing from you.

Yours faithfully,
William Mackenzie
Purchase Department Manager

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. to found
2. headquarters
3. chairman
4. retail segment
5. to operate

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

Virgin is a leading international company based in London. It was founded in 1970 by Richard Branson, the present chairman. The group has seven main divisions: cinema, communication, financial services, hotels, investments, retail and travel. Its retail segment is led by Virgin Megastores, a network of music and entertainment stores.

Virgin operates in 23 countries, including the United States, the United Kingdom, Continental Europe, Australia and Japan. In 1999, the combined sales of the different Virgin holding companies exceeded £3 bn.

5. Опираясь на информацию, представленную в визитной карточке, составьте письменное монологическое высказывание на тему из сферы деловой коммуникации (профайл компании) (УК-4.1).

Name of company: TESCO
Established: 1924
Headquarters: Chestnut, near London, UK
Chairman: John Gardiner
Business activities: 1) Superstores and hypermarkets – food, toys, clothes.
 2) Personal finance – banking, credit cards, loans, insurance.
 3) E-commerce – home shopping, books online, Internet service provider.
Main markets: UK, Ireland, France, Hungary, Poland, Slovakia, South Korea, Thailand (plans for Malaysia and Taiwan)
Sales in 1999: £ 18,5 bn

6. Дополните устное диалогическое высказывание фразами, подходящими по смыслу к данной ситуации из сферы делового общения (УК-4.1):

(Lorna Wright is leaving for Liberia.)

Lorna:

Ground stewardess: Good morning. Could I have your ticket and passport, please?

Lorna:

Ground stewardess: And where is your luggage?

Lorna:

Ground stewardess: I see, thank you. Now, would you like a smoking or non-smoking seat?

Lorna:

Ground stewardess: Fine. Here's your ticket, passport and boarding card. The flight is boarding through gate six at nine thirty.

Lorna:

Ground stewardess: You're welcome.

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ № 10 (Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Я надеюсь, вам понравится наше новое производственное оборудование.

2. Это ваша последняя разработка?

3. Наше оборудование соответствует наивысшему техническому уровню.

4. Как долго будет действовать гарантия на ваше оборудование, г-н Фостер (Mr. Foster)?

5. Двенадцать месяцев с момента запуска оборудования.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Dear Sirs,

Your name has been ... given/taken us by our business associate Mr. J. Miller, who informed us that they have been ... doing/making business with you for some years.

We are retailers in the leather goods trade, and would like to get in touch with suppliers of good quality leather articles. As ... retailers/manufactures we have a network of boutiques all over the country.

Will you please send us your current catalogues and price ... list/terms. We are also interested in discounts offered for regular ... rebates/purchases.

Thank you in advance for any information you can give us.

Yours faithfully,

Bruno Schmidt

Export Manager

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. to launch
2. an order
3. a trade fair
4. to promote
5. a transaction

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

TRADE EXHIBITIONS AND FAIRS

Trade fairs and exhibitions usually attract thousands of visitors and many potential buyers among them. So trade associations of our country never lose a chance to exhibit their products at international fairs and exhibitions both abroad and at home. They help to promote goods to new markets and launch new products in the markets already developed.

A great deal of profitable business is done at commercial centres at the exhibitions: new contacts are made, new transactions are concluded, new orders are placed and new markets are established. This work goes on after the exhibitions as well: enquiries are sent out for the goods our national economy requires and offers are made for new products.

There are traditional fairs and exhibitions that are held annually or twice a year. Some fairs and exhibitions are organized on and off and they are devoted to scientific achievements in this or that field of national economy.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

(Svetlana Petrova from “Insider” is meeting their business partner Mr. J. Brown in the airport)

Svetlana Petrova:

John Brown: Yes. I’m John Brown from “Continental Equipment.

S.P.:

J.B.: How do you do?

S.P.:

J.B.: Yes, thank you. Thank you for coming to meet me.

S.P.:

J.B.: Thank you.

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ № 11 (Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Позвольте мне рассказать вам о нашей фирме.
2. Наша фирма состоит из шести отделов.
3. На фирме занято около 1600 человек.
4. Есть ли у компании дочерние предприятия?
5. С каким отделом мы будем работать?

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Our firm consists of 6 ... departments/ branches: Production, Sales, Export, Financial, Personnel and Research & Development. The last one is the newest at the company. It was ... created/ made five years ago. We are ... managed/ examined by the Meeting of Shareholders and the ... Board/ Department of Directors. Earlier the Chairman of the Company was one of the senior partners, but now it is Mr. Rogers, as you know. Currently we employ about 1,600 people. Our ... turnover/ employee turnover is more than £300 million.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. department
2. goods
3. to make a decision
4. middle manager
5. to specialize in

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2).

BUSINESS COMPANY STRUCTURE

Each company has its business structure. Many companies have much in common in their structures. The number of departments in a company depends on the size of the company and on the nature of the goods and services it provides.

In most companies the activity of a manager depends on the level at which he/she is working. Top managers are involved in long range planning, policy making, and the relations of the company with the outside world. Middle management and supervisors make day-to-day decisions. Managers at this level spend a great deal of time communicating, coordinating and making decisions affecting the daily operation of their organization. Managers perform various functions, but one of the most important aspects of their job is proper utilization of people.

A good manager should be aware of the type of organization culture his/her corporation adheres to. There are now five broad fields of business that offer exciting careers: management, marketing, accounting, finance, and data processing. Within each of these fields there are specific jobs in which one can specialize.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Опираясь на знание особенностей устной деловой коммуникации, дополните диалогическое высказывание фразами, подходящими по смыслу (УК-4.1):

(You are the managing director of GIC Electronics and have just arrived in Lincoln. You have come here on business with Olga Bodrova, your secretary. John Wiley from Lincoln Freight Services is meeting you in the airport)

John Wiley: Excuse me! Are you ... (he says your full name)?

You:

John Wiley: How do you do, Mr. ... (he says your full name)? I am John Wiley from Lincoln Freight Services.

You:

John Wiley: And you call me John.

You:

John Wiley: I want you to meet Diana Eustace from our Sales department.
Diana, this is ... (he says your name).

You:

Diana: Glad to meet you too!

You:

John and Diana: Hello, Olga. Welcome to Lincoln!

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЗАДАНИЕ К ЗАЧЕТУ № 12
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Во сколько Вы заканчиваете работу?
2. Я иногда завтракаю в офисе.
3. Г-н Браун просит повышения по службе в своей компании.
4. Он отправил СМС своему новому начальнику.
5. Мы приехали на встречу вовремя.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Dear Max,

Can you please book me a hotel in Brussels for two nights, Sunday, 23rd-Monday, 24th June? I want a large ... conference room /single room with an Internet ... connection/ location – that's very important. If possible, I would like to be near the airport because my return flight is on 7 a.m. on Tuesday. Please check that there is a fitness centre or a swimming pool in the hotel.

Monday is very busy. The first... meeting/ party is at 9.30 a.m., so we need a meeting room for that. Then there is our big workshop in the afternoon. Could you arrange a large room for a multimedia presentation at 3 p.m.? I ... expect/ suspect to finish at about 4.30.

Finally, can you ... book/ buy a table for 20 people in the hotel restaurant for 7.30 p.m.?

Many thanks.

Rob

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. to establish
2. enthusiastic
3. cooperation
4. valuable
5. complain

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

STARTING A NEW JOB

The first week of any job is to settle in and to get on with your boss and colleagues. Arrive on time, especially on your first day, and don't leave early. Be visible but don't try too hard to make a good impression. Watch, how others behave, and listen more than you speak. Your boss will judge you by the company you keep so avoid staff, who complain or gossip. Make friends with colleagues who are dynamic and enthusiastic. Never try to make yourself popular through silly jokes or bad behavior – people have long memories.

Don't make comparisons with other companies – especially your old ones. Keep a positive attitude. Don't criticize your colleagues or get involved in their arguments. If you're sharing an office, respect your colleagues' working space. Don't move the furniture or be untidy in the office.

Finally, new recruits sometimes expect to have important tasks straight away. The reality is different: whatever your experience and qualifications, expect to begin with basic jobs like photocopying or making the coffee. Stay busy, do every job well and keep smiling.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

1. Getting ready for a business meeting

2. Getting ready for an appointment
3. Discussing problems in the company
4. Discussing traveling on business
5. A good place for a business lunch

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

**ЭКЗАМЕН 3 СЕМЕСТР
КОНТРОЛИРУЮЩИЕ МАТЕРИАЛЫ ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ПО
ДИСЦИПЛИНЕ «ИНОСТРАННЫЙ ЯЗЫК»**

**ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 1
(Проверяемая компетенция УК-4)**

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Я бы хотел поговорить с г-ном Миллером (Mr. Miller).
2. Извините, но г-на Миллера сейчас нет.
3. Он будет здесь через два часа.
4. Я хотел бы познакомить вас с Джоном Смитом (John Smith).
5. Когда вы сможете прийти, г-н Смит?

2. Опираясь на знание особенностей письменной деловой коммуникации, дополните текст наиболее подходящими по смыслу словами (УК-4.1):

| | |
|----------------|-------------------|
| a) skills | f) training |
| b) participate | g) interview |
| c) profession | h) graduated |
| d) companies | i) responsibility |
| e) apply | j) experience |

Graduating from the university is a very busy, exciting time for people. Everyone wants to find a good job and begin working in their chosen 1) _____ . The first step is to find a suitable vacancy and 2) _____ for the position. If you are called for an 3) _____, you will be asked what 4) _____ you have and what university you 5) _____ from. They may ask if you have any previous 6) _____ in that type of work. Many large businesses and 7) _____ will require their new employees to 8)

_____ in a special 9) _____ course before they are given the 10)
_____ of working on their own.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. etiquette
2. customer
3. to have a positive impact
4. common courtesy
5. a handshake

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

BUSINESS ETIQUETTE

Business etiquette is a set of manners that is accepted or required in a profession. Business etiquette is important because it creates a professional, mutually respectful atmosphere and improves communication, which helps an office serve as a productive place. People feel better about their jobs when they feel respected, and that translates into better customer relationships as well.

Improving your business etiquette can have a positive impact on your career. Remember to use common courtesy. Adopt the "you" attitude - consider others' needs and feelings first. This behavior leads to good manners and common courtesy, thereby improving your business etiquette.

Examples of courteous behavior include: using please and thank you as appropriate; speaking clearly and distinctly while using a pleasant tone of voice; smiling and offering a firm handshake when meeting someone new; writing thank-you notes and congratulation as appropriate etc.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Дополните устное диалогическое высказывание фразами, подходящими по смыслу к данной ситуации из сферы делового общения (УК-4.1):

Starkov: Good morning, Mr. Williams. How are you?

Williams: ...

S.: Very well, thank you. Could you tell us about your company, Mr. Williams?

W.: ...

S.: What department will we work with?

W.: ...

S.: Do you have any subsidiaries?

W.: ...

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 2
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Мы прочитали ваше рекламное объявление в журнале Business Magazine.

2. Наша компания была основана в 2001 году.

3. В нашей стране существует устойчивый спрос на вашу продукцию.

4. Мы также интересуемся новыми моделями в той же ценовой категории.

5. Мы будем признательны за быстрый ответ.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

| | |
|------------------|----------------|
| a) accuracy | f) successful |
| b) employers | g) employees |
| c) achievements | h) effective |
| d) occupation | i) possibility |
| e) qualification | j) impression |

It is important to make a good 1) _____ when going for a job interview. Interviewers usually ask a number of questions, many of which concern 2) _____. However, they also usually like to ask questions about previous 3) _____ as well as 4) _____ not connected to the workplace. Often, the 5) _____ candidate is not the one with the most impressive education but the one who shows that he or she has made the most 6) _____ use of their time. Few 7) _____ want 8) _____ who are unable to think about themselves. The 9)

_____ of advancement in any job rarely depends on the 10) _____ of work but more on the enthusiasm and dedication of the employee.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. a set of manners
2. to enforce
3. to violate business etiquette
4. to complain
5. a promotion

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

Business etiquette is a set of manners that is accepted or required in a profession. Often upheld by custom, it is enforced by the members of an organization. Those who violate business etiquette are considered offensive. The penalty for such behavior frequently lies in the disapproval of other organization members.

Failing to display proper business etiquette won't help your career, but engaging in unprofessional conduct could result in losing a promotion or even your job. Never engage in the following inappropriate behaviors: coming to work under the influence of drugs or alcohol; engaging in sexual harassment; showing a lack of respect to superiors, peers, or subordinates; using foul language; complaining publicly about your organization or supervisor; violating confidentiality etc.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1) .

6. Дополните устное диалогическое высказывание фразами, подходящими по смыслу к данной ситуации из сферы делового общения (УК-4.1):

Williams: Have you got price-lists with you now?

Starkov:

W.: All right. Let's get down to business. What are you going to talk about today?

S.:

W.: Right. And tomorrow we'll be talking about packing and transportation. By the way, Mr. Starkov, do you want to visit our exhibition which will be held the day after tomorrow?

S.:

W.: I hope so.

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 3 (Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Мы узнали о вас от нашего делового партнера г-на Миллера (Mr. Miller).

2. Мы хотели бы наладить контакт с производителями кормов для домашних животных.

3. Пожалуйста, пришлите нам ваши каталоги и прейскурант.

4. Нас также интересуют ваши условия оплаты.

5. Мы с нетерпением ждем вашего ответа.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

- a) abroad
- b) etiquette
- c) offensive
- d) custom
- e) sensitive
- f) sign

In Great Britain and the United States corporate gift giving is not a very popular 1_____; people can spend their entire working lives without ever receiving a corporate gift. However, gift giving is sometimes an integral part of the negotiation process when doing business 2_____. It is important to learn about the 3_____ of gift giving before sending a gift to an international client or business partner, or you may find that your gesture appears 4_____.

For example, in China a desk clock is a 5_____ bad luck or death. It is also interesting to note that the receiver never opens a gift in front of the giver as that would signify that the content was more important than the act of giving. Waiting for the person to open your gift would show that you were not 6_____ to Chinese culture.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. traits of character
2. a subordinate
3. to convince
4. to do one's best
5. to achieve goals

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

MANAGER

Not every man can be a good manager. A good manager needs to have certain personal traits of character. A manager has subordinates. He has to be authoritative and strong-willed - he must convince people to do things. A good manager is competent - he knows his job and the job of his subordinates well. A good manager is efficient - he never leaves tasks unfinished, and does his best to achieve the goals. A manager must be intelligent - a business cannot be successful with a stupid manager. In most businesses, a manager needn't be beautiful, friendly or stylish. But he must be able to see good ideas, innovations and to use them in his business. A real manager can make right decisions quickly.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Дополните устное диалогическое высказывание фразами, подходящими по смыслу к данной ситуации из сферы делового общения (УК-4.1):

(Lorna Wright is arriving in Liberia)

Immigration officer: Good afternoon. Can I have a look at your passport and landing card?

Lorna:

Immigration officer: Thank you. So, you're from Great Britain?

Lorna:

Immigration officer: And what's the purpose of your visit?

Lorna:

Immigration officer: And how long are you staying in Liberia?

Lorna:

Immigration officer: O.K.! Welcome to Liberia!

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 4
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Позвольте представиться.
2. Очень приятно познакомиться.
3. Говорите, пожалуйста, помедленнее. Я не очень хорошо Вас понимаю.
4. Когда начинается совещание?
5. Я сейчас не готов говорить на эту тему.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

- a) authority;
- b) subordinates;
- c) initiative;
- d) hierarchy;
- e) national culture;
- f) delegate.

The characteristics of management often vary according to 1 _____ which can determine how managers are trained, how they lead people and how they approach their jobs. The amount of responsibilities of any individual in a company depends on the position that he or she occupies in its 2 _____. Managers, for example, are responsible for leading the people directly under them, who are called 3 _____. To do this successfully, they must use their 4 _____, which is the right to take decisions and give orders. Managers often 5 _____ authority. This means that employees at lower levels in the company hierarchy can use their 6 _____ that is make decisions without asking their manager.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. gift
2. negotiation process
3. etiquette
4. an offensive gesture
5. to note

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

GIFT GIVING IN THE INTERNATIONAL BUSINESS CONTEXT

In Great Britain and the United States corporate gift giving is not a very popular custom; people can spend their entire working lives without ever receiving a corporate gift. However, gift giving is sometimes an integral part of the negotiation process when doing business abroad. It is important to learn about the etiquette of gift giving before sending or taking a gift to an international client or business partner, or you may find that your gesture appears offensive.

For example, in China a desk clock is a sign of bad luck or death. It is also interesting to note that the receiver never opens a gift in front of the giver. Waiting for the person to open your gift would show that you were not sensitive to China culture.

In France, don't give something with your company logo, as they find items like this impersonal and in a bad taste.

In England, Australia, and Canada, some people see white lilies as a symbol of death while in Germany, yellow and white chrysanthemums could be seen this way.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Опираясь на знание особенностей устной деловой коммуникации, дополните диалогическое высказывание фразами, подходящими по смыслу (УК-4.1):

(Ms. Brown is introducing you to Mr. Cartwright, the Production Manager of their company)

Ms. Brown: I'd like you to meet Mr. Cartwright, our Production Manager.

You:

Mr. Cartwright: Glad to meet you too. Did you have a nice trip?

You:

Mr. Cartwright: What are your first impressions of our city?

You:

Mr. Cartwright: Would you like anything to drink?

You:

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 5
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Мы забронировали одноместный номер с ванной комнатой в отеле недалеко от центра.

2. Мы едем в наш офис в центре города.

3. Каковы ваши первые впечатления от Москвы?

4. Позвольте представить вам моих сотрудников.

5. Чтобы ответить на ваш вопрос, господин Поспелов, я должен посетить ваш завод и изучить ваши требования.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

| | |
|-----------------------------|----------------------|
| a) workforce; | f) company officers; |
| b) hierarchy; | g) strategy; |
| c) board of Directors; | h) president; |
| d) shareholders; | i) running; |
| e) chief Executive Officer; | j) company. |

Most companies are made up of three groups of people: the 1_____ (who provide the capital), the management and the 2_____.

At the top of the company 3_____ is the 4_____, headed by the 5_____ or chairperson. The Board is responsible for policy decisions and 6_____. It will usually appoint a managing Director or 7_____, who has overall responsibility for the 8_____ of the business. Senior managers or 9_____ head the various departments or functions within the 10_____.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. Power Cultures
2. Task Cultures
3. Individual Cultures
4. to relate to
5. staff

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

CLASSIFICATION OF ORGANIZATION CULTURES

Power Cultures. In these cultures self-reliant and highly competitive self-development provides the basis of relations. A manager's success is related to their charisma and influence, rather than to their knowledge and experience. The style of the chief executive is the model for other managers. In organizations of this type managers need to be tough-minded and aggressive.

Task Cultures. In organizations of this type they value everything that makes it possible to get the work done. The main concern in these organizations is with successful completion of their projects. A manager's success is related to their knowledge and experience required to achieve tasks, rather than to meet the requirements of their role.

Individual Cultures. In organizations of this type freedom of expression is valued the most. Effectiveness of any activity in these organizations is related by how much the activity satisfies the staff, rather than by how well it conforms to business plans. Independence, creativity, and experiment are also valued in these organizations.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Опираясь на знание особенностей устной деловой коммуникации, дополните диалогическое высказывание фразами, подходящими по смыслу (УК-4.1):

(You are at the exhibition which is being held in London. The stand of one of the American companies has attracted your attention. At the moment you are talking to Mrs. Foster, the Sales Manager of the company)

Mrs. Foster: Does our new processing equipment interest you?

You:

Mrs. Foster: Our new equipment is not a bad choice. It corresponds to the highest technical level and the highest standards existing in the world today.

You:

Mrs. Foster: Twelve months from the start-up of the equipment, this is standard.

You:

Mrs. Foster: Two-three weeks from the date of payment.

You:

Mrs. Foster: Two-five days depending on the model.

You:

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 6 (Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Я бы хотел поговорить с г-ном Миллером (Mr. Miller).
2. Извините, но г-на Миллера сейчас нет.
3. Он будет здесь через два часа.
4. Я хотел бы познакомить вас с Джоном Смитом (John Smith).
5. Когда вы сможете прийти, г-н Смит?

2. Опираясь на знание особенностей письменной деловой коммуникации, дополните текст наиболее подходящими по смыслу словами (УК-4.1):

| | |
|----------------|-------------------|
| a) skills | f) training |
| b) participate | g) interview |
| c) profession | h) graduated |
| d) companies | i) responsibility |
| e) apply | j) experience |

Graduating from the university is a very busy, exciting time for people. Everyone wants to find a good job and begin working in their chosen 1) _____ . The first step is to find a suitable vacancy and 2) _____ for the position. If you are called for an 3) _____, you will be asked what

4) _____ you have and what university you 5)_____ from. They may ask if you have any previous 6) _____ in that type of work. Many large businesses and 7) _____ will require their new employees to 8) _____ in a special 9) _____ course before they are given the 10) _____ of working on their own.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. etiquette
2. customer
3. to have a positive impact
4. common courtesy
5. a handshake

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

BUSINESS ETIQUETTE

Business etiquette is a set of manners that is accepted or required in a profession. Business etiquette is important because it creates a professional, mutually respectful atmosphere and improves communication, which helps an office serve as a productive place. People feel better about their jobs when they feel respected, and that translates into better customer relationships as well.

Improving your business etiquette can have a positive impact on your career. Remember to use common courtesy. Adopt the "you" attitude - consider others' needs and feelings first. This behavior leads to good manners and common courtesy, thereby improving your business etiquette.

Examples of courteous behavior include: using please and thank you as appropriate; speaking clearly and distinctly while using a pleasant tone of voice; smiling and offering a firm handshake when meeting someone new; writing thank-you notes and congratulation as appropriate etc.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Дополните устное диалогическое высказывание фразами, подходящими по смыслу к данной ситуации из сферы делового общения (УК-4.1):

Starkov: Good morning, Mr. Williams. How are you?

Williams: ...

S.: Very well, thank you. Could you tell us about your company, Mr. Williams?

W.: ...

S.: What department will we work with?

W.: ...

S.: Do you have any subsidiaries?

W.: ...

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 7 **(Проверяемая компетенция УК-4)**

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Мы прочитали ваше рекламное объявление в журнале Business Magazine.

2. Наша компания была основана в 2001 году.

3. В нашей стране существует устойчивый спрос на вашу продукцию.

4. Мы также интересуемся новыми моделями в той же ценовой категории.

5. Мы будем признательны за быстрый ответ.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

| | |
|------------------|----------------|
| k) accuracy | p) successful |
| l) employers | q) employees |
| m) achievements | r) effective |
| n) occupation | s) possibility |
| o) qualification | t) impression |

It is important to make a good 1) _____ when going for a job interview. Interviewers usually ask a number of questions, many of which concern 2) _____. However, they also usually like to ask questions about previous 3) _____ as well as 4) _____ not connected to the workplace. Often, the 5) _____ candidate is not the one with the most impressive education but the one who shows that he or she has made the most 6) _____ use of their time. Few 7) _____ want 8) _____ who are unable to think about themselves. The 9) _____ of advancement in any job rarely depends on the 10) _____ of work but more on the enthusiasm and dedication of the employee.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. a set of manners
2. to enforce
3. to violate business etiquette
4. to complain
5. a promotion

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

Business etiquette is a set of manners that is accepted or required in a profession. Often upheld by custom, it is enforced by the members of an organization. Those who violate business etiquette are considered offensive. The penalty for such behavior frequently lies in the disapproval of other organization members.

Failing to display proper business etiquette won't help your career, but engaging in unprofessional conduct could result in losing a promotion or even your job. Never engage in the following inappropriate behaviors: coming to work under the influence of drugs or alcohol; engaging in sexual harassment; showing a lack of respect to superiors, peers, or subordinates; using foul language; complaining publicly about your organization or supervisor; violating confidentiality etc.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Дополните устное диалогическое высказывание фразами, подходящими по смыслу к данной ситуации из сферы делового общения (УК-4.1):

Williams: Have you got price-lists with you now?

Starkov:

W.: All right. Let's get down to business. What are you going to talk about today?

S.:

W.: Right. And tomorrow we'll be talking about packing and transportation. By the way, Mr. Starkov, do you want to visit our exhibition which will be held the day after tomorrow?

S.:

W.: I hope so.

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 8 (Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Мы узнали о вас от нашего делового партнера г-на Миллера (Mr. Miller).

2. Мы хотели бы наладить контакт с производителями кормов для домашних животных.

3. Пожалуйста, пришлите нам ваши каталоги и прейскурант.

4. Нас также интересуют ваши условия оплаты.

5. Мы с нетерпением ждем вашего ответа.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

- g) abroad
- h) etiquette
- i) offensive
- j) custom
- k) sensitive
- l) sign

In Great Britain and the United States corporate gift giving is not a very popular 1_____; people can spend their entire working lives without ever receiving a corporate gift. However, gift giving is sometimes an integral part of the negotiation process when doing business 2_____. It is important to learn about the 3_____ of gift giving before sending a gift to an international client or business partner, or you may find that your gesture appears 4_____.

For example, in China a desk clock is a 5_____ bad luck or death. It is also interesting to note that the receiver never opens a gift in front of the giver as that would signify that the content was more important than the act of giving. Waiting for the person to open your gift would show that you were not 6_____ to Chinese culture.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. traits of character
2. a subordinate
3. to convince
4. to do one's best
5. to achieve goals

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

MANAGER

Not every man can be a good manager. A good manager needs to have certain personal traits of character. A manager has subordinates. He has to be authoritative and strong-willed - he must convince people to do things. A good manager is competent - he knows his job and the job of his subordinates well. A good manager is efficient - he never leaves tasks unfinished, and does his best to achieve the goals. A manager must be intelligent - a business cannot be successful with a stupid manager. In most businesses, a manager needn't be beautiful, friendly or stylish. But he must be able to see good ideas, innovations and to use them in his business. A real manager can make right decisions quickly.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Дополните устное диалогическое высказывание фразами, подходящими по смыслу к данной ситуации из сферы делового общения (УК-4.1):

(Lorna Wright is arriving in Liberia)

Immigration officer: Good afternoon. Can I have a look at your passport and landing card?

Lorna:

Immigration officer: Thank you. So, you're from Great Britain?

Lorna:

Immigration officer: And what's the purpose of your visit?

Lorna:

Immigration officer: And how long are you staying in Liberia?

Lorna:

Immigration officer: O.K.! Welcome to Liberia!

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 9

(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Позвольте представиться.
2. Очень приятно познакомиться.
3. Говорите, пожалуйста, помедленнее. Я не очень хорошо Вас понимаю.
4. Когда начинается совещание?
5. Я сейчас не готов говорить на эту тему.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

- a) authority;
- b) subordinates;
- c) initiative;
- d) hierarchy;
- e) national culture;
- f) delegate.

The characteristics of management often vary according to 1 _____ which can determine how managers are trained, how they lead people and how they approach

their jobs. The amount of responsibilities of any individual in a company depends on the position that he or she occupies in its 2_____. Managers, for example, are responsible for leading the people directly under them, who are called 3_____. To do this successfully, they must use their 4_____, which is the right to take decisions and give orders. Managers often 5_____ authority. This means that employees at lower levels in the company hierarchy can use their 6_____ that is make decisions without asking their manager.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. gift
2. negotiation process
3. etiquette
4. an offensive gesture
5. to note

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

GIFT GIVING IN THE INTERNATIONAL BUSINESS CONTEXT

In Great Britain and the United States corporate gift giving is not a very popular custom; people can spend their entire working lives without ever receiving a corporate gift. However, gift giving is sometimes an integral part of the negotiation process when doing business abroad. It is important to learn about the etiquette of gift giving before sending or taking a gift to an international client or business partner, or you may find that your gesture appears offensive.

For example, in China a desk clock is a sign of bad luck or death. It is also interesting to note that the receiver never opens a gift in front of the giving. Waiting for the person to open your gift would show that you were not sensitive to China culture.

In France, don't give something with your company logo, as they find items like this impersonal and in a bad taste.

In England, Australia, and Canada, some people see white lilies as a symbol of death while in Germany, yellow and white chrysanthemums could be seen this way.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Опираясь на знание особенностей устной деловой коммуникации, дополните диалогическое высказывание фразами, подходящими по смыслу (УК-4.1):

(Ms. Brown is introducing you to Mr. Cartwright, the Production Manager of their company)

Ms. Brown: I'd like you to meet Mr. Cartwright, our Production Manager.

You:

Mr. Cartwright: Glad to meet you too. Did you have a nice trip?

You:

Mr. Cartwright: What are your first impressions of our city?

You:

Mr. Cartwright: Would you like anything to drink?

You:

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 10
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Мы забронировали одноместный номер с ванной комнатой в отеле недалеко от центра.

2. Мы едем в наш офис в центре города.

3. Каковы ваши первые впечатления от Москвы?

4. Позвольте представить вам моих сотрудников.

5. Чтобы ответить на ваш вопрос, господин Пospelov, я должен посетить ваш завод и изучить ваши требования.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

| | |
|-----------------------------|----------------------|
| a) workforce; | f) company officers; |
| b) hierarchy; | g) strategy; |
| c) board of Directors; | h) president; |
| d) shareholders; | i) running; |
| e) chief Executive Officer; | j) company. |

Most companies are made up of three groups of people: the 1_____ (who provide the capital), the management and the 2_____.

At the top of the company 3_____ is the 4_____, headed by the 5_____ or chairperson. The Board is responsible for policy decisions and 6_____. It will usually appoint a managing Director or 7_____, who has overall responsibility for the 8_____ of the business. Senior managers or 9_____ head the various departments or functions within the 10_____.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. Power Cultures
2. Task Cultures
3. Individual Cultures
4. to relate to
5. staff

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

CLASSIFICATION OF ORGANIZATION CULTURES

Power Cultures. In these cultures self-reliant and highly competitive self-development provides the basis of relations. A manager's success is related to their charisma and influence, rather than to their knowledge and experience. The style of the chief executive is the model for other managers. In organizations of this type managers need to be tough-minded and aggressive.

Task Cultures. In organizations of this type they value everything that makes it possible to get the work done. The main concern in these organizations is with successful completion of their projects. A manager's success is related to their knowledge and experience required to achieve tasks, rather than to meet the requirements of their role.

Individual Cultures. In organizations of this type freedom of expression is valued the most. Effectiveness of any activity in these organizations is related by how much the activity satisfies the staff, rather than by how well it conforms to business plans. Independence, creativity, and experiment are also valued in these organizations.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Опираясь на знание особенностей устной деловой коммуникации, дополните диалогическое высказывание фразами, подходящими по смыслу (УК-4.1):

(You are at the exhibition which is being held in London. The stand of one of the American companies has attracted your attention. At the moment you are talking to Mrs. Foster, the Sales Manager of the company)

Mrs. Foster: Does our new processing equipment interest you?

You:

Mrs. Foster: Our new equipment is not a bad choice. It corresponds to the highest technical level and the highest standards existing in the world today.

You:

Mrs. Foster: Twelve months from the start-up of the equipment, this is standard.

You:

Mrs. Foster: Two-three weeks from the date of payment.

You:

Mrs. Foster: Two-five days depending on the model.

You:

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕН 5 СЕМЕСТР
КОНТРОЛИРУЮЩИЕ МАТЕРИАЛЫ ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ПО
ДИСЦИПЛИНЕ «ИНОСТРАННЫЙ ЯЗЫК»
ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 1
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Я хочу найти другую работу.
2. Джон Смит встречается с клиентами после обеда.
3. Продажи растут каждый год.
4. Когда начинается совещание?
5. Иностранцы часто пользуются нашими услугами.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

The four Ps are:

Product: deciding what to ... sell/ sail;

Price: deciding what prices to sell;

Place: deciding how it will be ... contributed/ distributed and where people will buy it;

Promotion: deciding how the product will be ... reported/ supported with advertising, special activities, etc.

A fifth P which is sometimes added is packaging: all the materials used to protect and present a product before it is ... sold/ bought.

The four Ps are a useful summary of a marketing ... mix/use, the activities that you have to combine successfully in order to ... buy/ sell.

To market a product is to make a plan based on this ... combination/ cooperation and put it into action. A marketer or marketer is someone who works in this ... district/ area. (Marketer can also be used to describe an organization that sells particular goods or services.)

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. event
2. profit
3. loss
4. to launch
5. success

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

STORY OF SUCCESS

Conrad Asher is a businessman. When he was a boy he decided that he didn't want a job where he worked from 9am to 5pm every day. Conrad wanted something more exciting. When he finished college in 1999, he worked as an event organizer for 2 years. Then, in August of 2001, he launched his own company to help organizations choose which sporting events to sponsor. The company made a loss for the first few years, but last year, it made a good profit. Conrad likes to start work early. He is usually at his desk at 7am. He often goes to sporting events in the evenings. At the weekend, Conrad plays rugby and hockey and goes to watch football matches. 'I enjoy my free time, but I always enjoy getting back to work on Monday morning.' Conrad says, 'Sport is my work and my life; I'm very lucky.'

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

Williams: Good morning, Mr. Starkov. How are you?

Starkov: ...

W.: OK. Have you got price-lists with you now?

S.:

W.: All right. Let's get down to business then. What are you going to talk about today?

S.:

W.: Right. And tomorrow we'll be talking about packing and transportation. By the way, Mr. Starkov, do you want to visit our exhibition which will be held the day after tomorrow?

S.:

W.: I hope so.

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 2 **(Проверяемая компетенция УК-4)**

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Давайте встретимся в том же ресторане.
2. У Джеймса есть интересная бизнес-идея.
3. Президент компании просматривает отчеты каждый день.
4. Когда ваш отчет будет готов?
5. Какие услуги вы предлагаете?

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Dear Chris, I'm ... afraid/ scared I won't be able to make our meeting on Wednesday afternoon. I'm flying to Toronto ...on/ to business. ...Could/ must we change the meeting to Monday 21 June? I'm very ... sorry/ happy for any inconvenience and I ...look/ watch forward to seeing you soon. Best regards, Hilary

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. community
2. employee
3. market
4. to expand
5. to introduce

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

PRODUCTS AND BRANDS

Goods. Goods can be referred to the materials and components used to make products, or the products that are made. Here are the examples of these different types of goods: consumer goods that last a long time, such as cars and washing machines, are consumer durables. Consumer goods such as food products that sell quickly are fast-moving consumer goods, or FMCG.

Brands and Branding. A brand is a name a company gives to its products so they can be easily recognised. This may be the name of the company itself: the make of the product. For products like cars, you refer to the make and model, the particular type of car, for example, the Ford (make) Ka (model).

Brand awareness or brand recognition is how much people recognize a brand. The ideas people have about a brand is its brand image. Many companies have a brand manager.

Branding is creating brands and keeping them in customers' minds through advertising, packaging, etc. A brand should have a clear brand identity so that people think of it in a particular way in relation to other brands.

A product with the retailer's own name on it is an own-brand product (BrE) or own-label product (AmE). Products that are not branded, that do not have a brand name, are generic products or generics.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

(Lorna Wright is arriving in Liberia)

Immigration officer: Good afternoon. Can I have a look at your passport and landing card?

Lorna:

Immigration officer: Thank you. So, you're from Great Britain?

Lorna:

Immigration officer: And what's the purpose of your visit?

Lorna:

Immigration officer: And how long are you staying in Liberia?

Lorna:

Immigration officer: O.K.! Welcome to Liberia!

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 3 **(Проверяемая компетенция УК-4)**

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Следует начать с составления бизнес-плана.
2. Вам следует вложить деньги в хорошего дизайнера.
3. Правильно организуйте офисное пространство.
4. Вы обязательно добьетесь больших успехов!

5. Что должно составлять существенную часть бюджета?

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Some career offices complain that they have problems ... trying/ deciding to work out what employees want, and they ... think/ sure that the employers do not know either. They see that employers look for skills and ... knowledge/ success. They want to ... hire/ refuse for a specific ... job/ interview, not for a long-term career.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. allowance
2. annual
3. staff
4. remotely
5. appreciative

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

A NEED FOR A REAL HOLIDAY

It's summer! As the weather gets warmer, we all start thinking about booking that all-important annual holiday. But how long we get to lie in the sun depends on how generous our holiday allowance is.

Last month, when straight-talking Virgin boss Sir Richard Branson gave the opening speech at the Society for Human Resource Management Conference in Las Vegas, he criticized US companies for giving their employees a mere two weeks annual leave. Unsurprisingly, he received a huge round of applause from the appreciative audience.

Two weeks! Two weeks does not seem long enough to 're-energise'. What's more, a lot of workers in the States either do not take their full annual leave, or – can you imagine it? – continue to work remotely whilst on holiday! Doing business with their smartphones on the beach...

Branson went on to say that if it proved too difficult for companies to give longer holidays, they should offer staff the chance to take unpaid leave. He was

especially critical of the way that employers in the States are not very flexible in looking at the alternatives to full-time work which are becoming more common in Europe, such as job-sharing or going part time.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

(Ms. Brown is introducing you to Mr. Cartwright, the Production Manager of their company)

Ms. Brown: I'd like you to meet Mr. Cartwright, our Production Manager.

You:

Mr. Cartwright: Glad to meet you too. Did you have a nice trip?

You:

Mr. Cartwright: What are your first impressions of our city?

You:

Mr. Cartwright: Would you like anything to drink?

You:

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 4 (Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Они используют это программное обеспечение для своей работы.
2. Как ты планируешь усовершенствовать рабочее пространство?
3. Я не могу продолжать учиться в университете.
4. Когда ты сможешь приступить к реализации своей идеи?
5. Эрик Браун нашел хороший способ заработать деньги.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

I had a great business trip to New York ... last/ next week. The ... flight/ fly took three hours, and I didn't ... have/ must to get a taxi from the airport because the business partner was waiting for me to drive me to his office. The trip was a great success. I made a lot of ... useful/ useless contacts. My boss was very pleased when he ... read/ wrote my report.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. speech
2. trade
3. to realize
4. complete
5. to improvise

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

A BEIJING SURPRISE

Have I ever told you about the time I was asked to give a speech to some Chinese businessmen? I was in Beijing as part of a trade delegation and our company was one of several asked to give a speech. I had spent a long time preparing my speech and had written about five pages of notes. I suppose there were about thirty people in the room listening to me and I was quite nervous.

I started to speak. Just then there was a power cut and all the lights in the room went out. Because of this I couldn't see my notes very well at all. When I continued speaking, however, I realised that I had started with page three and couldn't find page four or five. In the end I just improvised, and then eventually I found page one.

Later somebody lit some candles and put them around the room, but I still couldn't see my notes very well. The speech was a complete disaster. You can imagine my surprise when the Chinese businessmen started to smile and clapped loudly when I finished the talk. I sat down and started to eat my meal. When I asked the translator sitting next to me why everyone had clapped so

enthusiastically, she replied, ‘None of the people here speaks English. I’ll translate your speech for them later.’ Since then I’ve never prepared any of my speeches. They seem to work better when I improvise. I did give the translator my notes though!

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

(Ms. Brown is introducing you to Mr. Cartwright, the Production Manager of their company)

Ms. Brown: I’d like you to meet Mr. Cartwright, our Production Manager.

You:

Mr. Cartwright: Glad to meet you too. Did you have a nice trip?

You:

Mr. Cartwright: What are your first impressions of our city?

You:

Mr. Cartwright: Would you like anything to drink?

You:

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 5 **(Проверяемая компетенция УК-4)**

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Я очень рад, что сейчас мне не нужно делать отчет.
2. Мне придется учиться много лет, чтобы стать профессионалом.
3. Вам следует нанять опытного работника.
4. Кто заботиться о дизайне офиса и его освещении?

5. Опыт абсолютно необходим в наше время, чтобы найти хорошую работу.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

It was just a ... quick/ long round trip – there and back in a day. But it was very tiring. I ... left/ lost early in the morning and got back late at night. The trip was a complete ... disaster/ dessert. Everything went ... wrong/ right – my ... flight/ fly was delayed on the way out and then my meeting was cancelled because the business partner was ill.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. Chief Executive Officer
2. profitable
3. state-run
4. to negotiate
5. to announce

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

BUSINESS PERSON OF THE YEAR

Each year, the well-known UK newspaper The Sunday Times chooses a Business Person of the Year. Last month, it announced the first ever woman winner: Moya Greene.

Moya Greene is the Canadian-born business woman who became the Chief Executive Officer of Royal Mail Company in 2010. She took over a 500-year old state-run company which was not profitable in its core business, despite dealing with an average of 58 million items per day. Unlike privately-owned delivery services, the Royal Mail must deliver post to anywhere in the country, no matter how far, for a fixed cost.

Greene helped the government to privatise the company. The Royal Mail became a private company, and Moya Greene became its chief executive and a winner of the Sunday Times award.

Greene was previously the chief executive of Canada Post, the equivalent of the Royal Mail in Canada. She has a strong track record in strategic planning and negotiating. She has been described as ‘inspiring awe’; relentless; and very effective – someone who can ‘get the job done’.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

(You are at the exhibition which is being held in London. The stand of one of the American companies has attracted your attention. At the moment you are talking to Mrs. Foster, the Sales Manager of the company)

Mrs. Foster: Does our new processing equipment interest you?

You:

Mrs. Foster: Our new equipment is not a bad choice. It corresponds to the highest technical level and the highest standards existing in the world today.

You:

Mrs. Foster: Twelve months from the start-up of the equipment, this is standard.

You:

Mrs. Foster: Two-three weeks from the date of payment.

You:

Mrs. Foster: Two-five days depending on the model.

You:

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 6
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Я хочу найти другую работу.

2. Джон Смит встречается с клиентами после обеда.
3. Продажи растут каждый год.
4. Когда начинается совещание?
5. Иностранцы часто пользуются нашими услугами.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

The four Ps are:

Product: deciding what to ... sell/ sail;

Price: deciding what prices to sell;

Place: deciding how it will be ... contributed/ distributed and where people will buy it;

Promotion: deciding how the product will be ... reported/ supported with advertising, special activities, etc.

A fifth P which is sometimes added is packaging: all the materials used to protect and present a product before it is ... sold/ bought.

The four Ps are a useful summary of a marketing ... mix/use, the activities that you have to combine successfully in order to ... buy/ sell.

To market a product is to make a plan based on this ... combination/ cooperation and put it into action. A marketer or marketer is someone who works in this ... district/ area. (Marketer can also be used to describe an organization that sells particular goods or services.)

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. event
2. profit
3. loss
4. to launch
5. success

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

STORY OF SUCCESS

Conrad Asher is a businessman. When he was a boy he decided that he didn't want a job where he worked from 9am to 5pm every day. Conrad wanted something more exciting. When he finished college in 1999, he worked as an event organizer for 2 years. Then, in August of 2001, he launched his own company to

help organizations choose which sporting events to sponsor. The company made a loss for the first few years, but last year, it made a good profit. Conrad likes to start work early. He is usually at his desk at 7am. He often goes to sporting events in the evenings. At the weekend, Conrad plays rugby and hockey and goes to watch football matches. 'I enjoy my free time, but I always enjoy getting back to work on Monday morning.' Conrad says, 'Sport is my work and my life; I'm very lucky.'

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

Williams: Good morning, Mr. Starkov. How are you?

Starkov: ...

W.: OK. Have you got price-lists with you now?

S.:

W.: All right. Let's get down to business then. What are you going to talk about today?

S.:

W.: Right. And tomorrow we'll be talking about packing and transportation. By the way, Mr. Starkov, do you want to visit our exhibition which will be held the day after tomorrow?

S.:

W.: I hope so.

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 7
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Давайте встретимся в том же ресторане.
2. У Джеймса есть интересная бизнес-идея.
3. Президент компании просматривает отчеты каждый день.
4. Когда ваш отчет будет готов?
5. Какие услуги вы предлагаете?

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Dear Chris, I'm ... afraid/ scared I won't be able to make our meeting on Wednesday afternoon. I'm flying to Toronto ...on/ to business. ...Could/ must we change the meeting to Monday 21 June? I'm very ... sorry/ happy for any inconvenience and I ...look/ watch forward to seeing you soon. Best regards, Hilary

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. community
2. employee
3. market
4. to expand
5. to introduce

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

PRODUCTS AND BRANDS

Goods. Goods can be referred to the materials and components used to make products, or the products that are made. Here are the examples of these different types of goods: consumer goods that last a long time, such as cars and washing machines, are consumer durables. Consumer goods such as food products that sell quickly are fast-moving consumer goods, or FMCG.

Brands and Branding. A brand is a name a company gives to its products so they can be easily recognised. This may be the name of the company itself: the make of the product. For products like cars, you refer to the make and model, the particular type of car, for example, the Ford (make) Ka (model).

Brand awareness or brand recognition is how much people recognize a brand. The ideas people have about a brand is its brand image. Many companies have a brand manager.

Branding is creating brands and keeping them in customers' minds through advertising, packaging, etc. A brand should have a clear brand identity so that people think of it in a particular way in relation to other brands.

A product with the retailer's own name on it is an own-brand product (BrE) or own-label product (AmE). Products that are not branded, that do not have a brand name, are generic products or generics.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

(Lorna Wright is arriving in Liberia)

Immigration officer: Good afternoon. Can I have a look at your passport and landing card?

Lorna:

Immigration officer: Thank you. So, you're from Great Britain?

Lorna:

Immigration officer: And what's the purpose of your visit?

Lorna:

Immigration officer: And how long are you staying in Liberia?

Lorna:

Immigration officer: O.K.! Welcome to Liberia!

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Следует начать с составления бизнес-плана.
2. Вам следует вложить деньги в хорошего дизайнера.
3. Правильно организуйте офисное пространство.
4. Вы обязательно добьетесь больших успехов!
5. Что должно составлять существенную часть бюджета?

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Some career offices complain that they have problems ... trying/ deciding to work out what employees want, and they ... think/ sure that the employers do not know either. They see that employers look for skills and ... knowledge/ success. They want to ... hire/ refuse for a specific ... job/ interview, not for a long-term career.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. allowance
2. annual
3. staff
4. remotely
5. appreciative

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

A NEED FOR A REAL HOLIDAY

It's summer! As the weather gets warmer, we all start thinking about booking that all-important annual holiday. But how long we get to lie in the sun depends on how generous our holiday allowance is.

Last month, when straight-talking Virgin boss Sir Richard Branson gave the opening speech at the Society for Human Resource Management Conference in Las Vegas, he criticized US companies for giving their employees a mere two

weeks annual leave. Unsurprisingly, he received a huge round of applause from the appreciative audience.

Two weeks! Two weeks does not seem long enough to 're-energise'. What's more, a lot of workers in the States either do not take their full annual leave, or – can you imagine it? – continue to work remotely whilst on holiday! Doing business with their smartphones on the beach...

Branson went on to say that if it proved too difficult for companies to give longer holidays, they should offer staff the chance to take unpaid leave. He was especially critical of the way that employers in the States are not very flexible in looking at the alternatives to full-time work which are becoming more common in Europe, such as job-sharing or going part time.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

(Ms. Brown is introducing you to Mr. Cartwright, the Production Manager of their company)

Ms. Brown: I'd like you to meet Mr. Cartwright, our Production Manager.

You:

Mr. Cartwright: Glad to meet you too. Did you have a nice trip?

You:

Mr. Cartwright: What are your first impressions of our city?

You:

Mr. Cartwright: Would you like anything to drink?

You:

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 9 (Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Они используют это программное обеспечение для своей работы.
2. Как ты планируешь усовершенствовать рабочее пространство?
3. Я не могу продолжать учиться в университете.
4. Когда ты сможешь приступить к реализации своей идеи?
5. Эрик Браун нашел хороший способ заработать деньги.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

I had a great business trip to New York ... last/ next week. The ... flight/ fly took three hours, and I didn't ... have/ must to get a taxi from the airport because the business partner was waiting for me to drive me to his office. The trip was a great success. I made a lot of ... useful/ useless contacts. My boss was very pleased when he ... read/ wrote my report.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. speech
2. trade
3. to realize
4. complete
5. to improvise

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

A BEIJING SURPRISE

Have I ever told you about the time I was asked to give a speech to some Chinese businessmen? I was in Beijing as part of a trade delegation and our company was one of several asked to give a speech. I had spent a long time preparing my speech and had written about five pages of notes. I suppose there were about thirty people in the room listening to me and I was quite nervous.

I started to speak. Just then there was a power cut and all the lights in the room went out. Because of this I couldn't see my notes very well at all. When I

continued speaking, however, I realised that I had started with page three and couldn't find page four or five. In the end I just improvised, and then eventually I found page one.

Later somebody lit some candles and put them around the room, but I still couldn't see my notes very well. The speech was a complete disaster. You can imagine my surprise when the Chinese businessmen started to smile and clapped loudly when I finished the talk. I sat down and started to eat my meal. When I asked the translator sitting next to me why everyone had clapped so enthusiastically, she replied, 'None of the people here speaks English. I'll translate your speech for them later.' Since then I've never prepared any of my speeches. They seem to work better when I improvise. I did give the translator my notes though!

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

(Ms. Brown is introducing you to Mr. Cartwright, the Production Manager of their company)

Ms. Brown: I'd like you to meet Mr. Cartwright, our Production Manager.

You:

Mr. Cartwright: Glad to meet you too. Did you have a nice trip?

You:

Mr. Cartwright: What are your first impressions of our city?

You:

Mr. Cartwright: Would you like anything to drink?

You:

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 10
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Я очень рад, что сейчас мне не нужно делать отчет.
2. Мне придется учиться много лет, чтобы стать профессионалом.
3. Вам следует нанять опытного работника.
4. Кто заботиться о дизайне офиса и его освещении?
5. Опыт абсолютно необходим в наше время, чтобы найти хорошую работу.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

It was just a ... quick/ long round trip – there and back in a day. But it was very tiring. I ... left/ lost early in the morning and got back late at night. The trip was a complete ... disaster/ dessert. Everything went ... wrong/ right – my ... flight/ fly was delayed on the way out and then my meeting was cancelled because the business partner was ill.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. Chief Executive Officer
2. profitable
3. state-run
4. to negotiate
5. to announce

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

BUSINESS PERSON OF THE YEAR

Each year, the well-known UK newspaper The Sunday Times chooses a Business Person of the Year. Last month, it announced the first ever woman winner: Moya Greene.

Moya Greene is the Canadian-born business woman who became the Chief Executive Officer of Royal Mail Company in 2010. She took over a 500-year old state-run company which was not profitable in its core business, despite dealing with an average of 58 million items per day. Unlike privately-owned delivery services, the Royal Mail must deliver post to anywhere in the country, no matter how far, for a fixed cost.

Greene helped the government to privatise the company. The Royal Mail became a private company, and Moya Greene became its chief executive and a winner of the Sunday Times award.

Greene was previously the chief executive of Canada Post, the equivalent of the Royal Mail in Canada. She has a strong track record in strategic planning and negotiating. She has been described as ‘inspiring awe’; relentless; and very effective – someone who can ‘get the job done’.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

(You are at the exhibition which is being held in London. The stand of one of the American companies has attracted your attention. At the moment you are talking to Mrs. Foster, the Sales Manager of the company)

Mrs. Foster: Does our new processing equipment interest you?

You:

Mrs. Foster: Our new equipment is not a bad choice. It corresponds to the highest technical level and the highest standards existing in the world today.

You:

Mrs. Foster: Twelve months from the start-up of the equipment, this is standard.

You:

Mrs. Foster: Two-three weeks from the date of payment.

You:

Mrs. Foster: Two-five days depending on the model.

You:

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 11
(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Я очень рад, что сейчас мне не нужно делать отчет.
2. Мне придется учиться много лет, чтобы стать профессионалом.
3. Вам следует нанять опытного работника.
4. Кто заботиться о дизайне офиса и его освещении?
5. Опыт абсолютно необходим в наше время, чтобы найти хорошую работу.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

It was just a ... quick/ long round trip – there and back in a day. But it was very tiring. I ... left/ lost early in the morning and got back late at night. The trip was a complete ... disaster/ dessert. Everything went ... wrong/ right – my ... flight/ fly was delayed on the way out and then my meeting was cancelled because the business partner was ill.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. Chief Executive Officer
2. profitable
3. state-run
4. to negotiate
5. to announce

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

BUSINESS PERSON OF THE YEAR

Each year, the well-known UK newspaper The Sunday Times chooses a Business Person of the Year. Last month, it announced the first ever woman winner: Moya Greene.

Moya Greene is the Canadian-born business woman who became the Chief Executive Officer of Royal Mail Company in 2010. She took over a 500-year old state-run company which was not profitable in its core business, despite dealing with an average of 58 million items per day. Unlike privately-owned delivery services, the Royal Mail must deliver post to anywhere in the country, no matter how far, for a fixed cost.

Greene helped the government to privatise the company. The Royal Mail became a private company, and Moya Greene became its chief executive and a winner of the Sunday Times award.

Greene was previously the chief executive of Canada Post, the equivalent of the Royal Mail in Canada. She has a strong track record in strategic planning and negotiating. She has been described as ‘inspiring awe’; relentless; and very effective – someone who can ‘get the job done’.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

(You are at the exhibition which is being held in London. The stand of one of the American companies has attracted your attention. At the moment you are talking to Mrs. Foster, the Sales Manager of the company)

Mrs. Foster: Does our new processing equipment interest you?

You:

Mrs. Foster: Our new equipment is not a bad choice. It corresponds to the highest technical level and the highest standards existing in the world today.

You:

Mrs. Foster: Twelve months from the start-up of the equipment, this is standard.

You:

Mrs. Foster: Two-three weeks from the date of payment.

You:

Mrs. Foster: Two-five days depending on the model.

You:

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 12

(Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Я хочу найти другую работу.
2. Джон Смит встречается с клиентами после обеда.
3. Продажи растут каждый год.
4. Когда начинается совещание?
5. Иностранцы часто пользуются нашими услугами.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

The four Ps are:

Product: deciding what to ... sell/ sail;

Price: deciding what prices to sell;

Place: deciding how it will be ... contributed/ distributed and where people will buy it;

Promotion: deciding how the product will be ... reported/ supported with advertising, special activities, etc.

A fifth P which is sometimes added is packaging: all the materials used to protect and present a product before it is ... sold/ bought.

The four Ps are a useful summary of a marketing ... mix/use, the activities that you have to combine successfully in order to ... buy/ sell.

To market a product is to make a plan based on this ... combination/ cooperation and put it into action. A marketer or marketer is someone who works in this ... district/ area. (Marketer can also be used to describe an organization that sells particular goods or services.)

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. event
2. profit
3. loss
4. to launch
5. success

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

STORY OF SUCCESS

Conrad Asher is a businessman. When he was a boy he decided that he didn't want a job where he worked from 9am to 5pm every day. Conrad wanted something more exciting. When he finished college in 1999, he worked as an event organizer for 2 years. Then, in August of 2001, he launched his own company to help organizations choose which sporting events to sponsor. The company made a loss for the first few years, but last year, it made a good profit. Conrad likes to start work early. He is usually at his desk at 7am. He often goes to sporting events in the evenings. At the weekend, Conrad plays rugby and hockey and goes to watch football matches. 'I enjoy my free time, but I always enjoy getting back to work on Monday morning.' Conrad says, 'Sport is my work and my life; I'm very lucky.'

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

Williams: Good morning, Mr. Starkov. How are you?

Starkov: ...

W.: OK. Have you got price-lists with you now?

S.:

W.: All right. Let's get down to business then. What are you going to talk about today?

S.:

W.: Right. And tomorrow we'll be talking about packing and transportation. By the way, Mr. Starkov, do you want to visit our exhibition which will be held the day after tomorrow?

S.:

W.: I hope so.

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 13 **(Проверяемая компетенция УК-4)**

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Давайте встретимся в том же ресторане.
2. У Джеймса есть интересная бизнес-идея.
3. Президент компании просматривает отчеты каждый день.
4. Когда ваш отчет будет готов?
5. Какие услуги вы предлагаете?

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Dear Chris, I'm ... afraid/ scared I won't be able to make our meeting on Wednesday afternoon. I'm flying to Toronto ...on/ to business. ...Could/ must we change the meeting to Monday 21 June? I'm very ... sorry/ happy for any inconvenience and I ...look/ watch forward to seeing you soon. Best regards,
Hilary

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. community
2. employee
3. market
4. to expand
5. to introduce

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

PRODUCTS AND BRANDS

Goods. Goods can be referred to the materials and components used to make products, or the products that are made. Here are the examples of these different types of goods: consumer goods that last a long time, such as cars and washing machines, are consumer durables. Consumer goods such as food products that sell quickly are fast-moving consumer goods, or FMCG.

Brands and Branding. A brand is a name a company gives to its products so they can be easily recognised. This may be the name of the company itself: the make of the product. For products like cars, you refer to the make and model, the particular type of car, for example, the Ford (make) Ka (model).

Brand awareness or brand recognition is how much people recognize a brand. The ideas people have about a brand is its brand image. Many companies have a brand manager.

Branding is creating brands and keeping them in customers' minds through advertising, packaging, etc. A brand should have a clear brand identity so that people think of it in a particular way in relation to other brands.

A product with the retailer's own name on it is an own-brand product (BrE) or own-label product (AmE). Products that are not branded, that do not have a brand name, are generic products or generics.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

(Lorna Wright is arriving in Liberia)

Immigration officer: Good afternoon. Can I have a look at your passport and landing card?

Lorna:

Immigration officer: Thank you. So, you're from Great Britain?

Lorna:

Immigration officer: And what's the purpose of your visit?

Lorna:

Immigration officer: And how long are you staying in Liberia?

Lorna:

Immigration officer: O.K.! Welcome to Liberia!

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 14 (Проверяемая компетенция УК-4)

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Следует начать с составления бизнес-плана.
2. Вам следует вложить деньги в хорошего дизайнера.
3. Правильно организуйте офисное пространство.
4. Вы обязательно добьетесь больших успехов!
5. Что должно составлять существенную часть бюджета?

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

Some career offices complain that they have problems ... trying/ deciding to work out what employees want, and they ... think/ sure that the employers do not know either. They see that employers look for skills and ... knowledge/ success. They want to ... hire/ refuse for a specific ... job/ interview, not for a long-term career.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. allowance
2. annual
3. staff

4. remotely
5. appreciative

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

A NEED FOR A REAL HOLIDAY

It's summer! As the weather gets warmer, we all start thinking about booking that all-important annual holiday. But how long we get to lie in the sun depends on how generous our holiday allowance is.

Last month, when straight-talking Virgin boss Sir Richard Branson gave the opening speech at the Society for Human Resource Management Conference in Las Vegas, he criticized US companies for giving their employees a mere two weeks annual leave. Unsurprisingly, he received a huge round of applause from the appreciative audience.

Two weeks! Two weeks does not seem long enough to 're-energise'. What's more, a lot of workers in the States either do not take their full annual leave, or – can you imagine it? – continue to work remotely whilst on holiday! Doing business with their smartphones on the beach...

Branson went on to say that if it proved too difficult for companies to give longer holidays, they should offer staff the chance to take unpaid leave. He was especially critical of the way that employers in the States are not very flexible in looking at the alternatives to full-time work which are becoming more common in Europe, such as job-sharing or going part time.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

(Ms. Brown is introducing you to Mr. Cartwright, the Production Manager of their company)

Ms. Brown: I'd like you to meet Mr. Cartwright, our Production Manager.

You:

Mr. Cartwright: Glad to meet you too. Did you have a nice trip?

You:

Mr. Cartwright: What are your first impressions of our city?

You:

Mr. Cartwright: Would you like anything to drink?

You:

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 15 **(Проверяемая компетенция УК-4)**

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Они используют это программное обеспечение для своей работы.
2. Как ты планируешь усовершенствовать рабочее пространство?
3. Я не могу продолжать учиться в университете.
4. Когда ты сможешь приступить к реализации своей идеи?
5. Эрик Браун нашел хороший способ заработать деньги.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

I had a great business trip to New York ... last/ next week. The ... flight/ fly took three hours, and I didn't ... have/ must to get a taxi from the airport because the business partner was waiting for me to drive me to his office. The trip was a great success. I made a lot of ... useful/ useless contacts. My boss was very pleased when he ... read/ wrote my report.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. speech
2. trade
3. to realize
4. complete

5. to improvise

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

A BEIJING SURPRISE

Have I ever told you about the time I was asked to give a speech to some Chinese businessmen? I was in Beijing as part of a trade delegation and our company was one of several asked to give a speech. I had spent a long time preparing my speech and had written about five pages of notes. I suppose there were about thirty people in the room listening to me and I was quite nervous.

I started to speak. Just then there was a power cut and all the lights in the room went out. Because of this I couldn't see my notes very well at all. When I continued speaking, however, I realised that I had started with page three and couldn't find page four or five. In the end I just improvised, and then eventually I found page one.

Later somebody lit some candles and put them around the room, but I still couldn't see my notes very well. The speech was a complete disaster. You can imagine my surprise when the Chinese businessmen started to smile and clapped loudly when I finished the talk. I sat down and started to eat my meal. When I asked the translator sitting next to me why everyone had clapped so enthusiastically, she replied, 'None of the people here speaks English. I'll translate your speech for them later.' Since then I've never prepared any of my speeches. They seem to work better when I improvise. I did give the translator my notes though!

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

(Ms. Brown is introducing you to Mr. Cartwright, the Production Manager of their company)

Ms. Brown: I'd like you to meet Mr. Cartwright, our Production Manager.

You:

Mr. Cartwright: Glad to meet you too. Did you have a nice trip?

You:

Mr. Cartwright: What are your first impressions of our city?

You:

Mr. Cartwright: Would you like anything to drink?

You:

Составил доцент

Языкова И.Н.

Заведующий кафедрой

Павлов А.Ю.

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 16 **(Проверяемая компетенция УК-4)**

1. Выполните письменный перевод следующих предложений из сферы деловой коммуникации с русского языка на английский (УК-4.2):

1. Я очень рад, что сейчас мне не нужно делать отчет.
2. Мне придется учиться много лет, чтобы стать профессионалом.
3. Вам следует нанять опытного работника.
4. Кто заботиться о дизайне офиса и его освещении?
5. Опыт абсолютно необходим в наше время, чтобы найти хорошую работу.

2. Опираясь на знание особенностей письменной деловой коммуникации, выберите наиболее подходящие по смыслу слова (УК-4.1):

It was just a ... quick/ long round trip – there and back in a day. But it was very tiring. I ... left/ lost early in the morning and got back late at night. The trip was a complete ... disaster/ dessert. Everything went ... wrong/ right – my ... flight/ fly was delayed on the way out and then my meeting was cancelled because the business partner was ill.

3. Используя ресурсы сети Интернет, найдите определения следующих лексических единиц из сферы деловой коммуникации (УК-4.3):

1. Chief Executive Officer
2. profitable
3. state-run
4. to negotiate
5. to announce

4. Выполните письменный перевод следующего текста из сферы деловой коммуникации с английского языка на русский (УК-4.2):

BUSINESS PERSON OF THE YEAR

Each year, the well-known UK newspaper The Sunday Times chooses a Business Person of the Year. Last month, it announced the first ever woman winner: Moya Greene.

Moya Greene is the Canadian-born business woman who became the Chief Executive Officer of Royal Mail Company in 2010. She took over a 500-year old state-run company which was not profitable in its core business, despite dealing with an average of 58 million items per day. Unlike privately-owned delivery services, the Royal Mail must deliver post to anywhere in the country, no matter how far, for a fixed cost.

Greene helped the government to privatise the company. The Royal Mail became a private company, and Moya Greene became its chief executive and a winner of the Sunday Times award.

Greene was previously the chief executive of Canada Post, the equivalent of the Royal Mail in Canada. She has a strong track record in strategic planning and negotiating. She has been described as ‘inspiring awe’; relentless; and very effective – someone who can ‘get the job done’.

5. Постройте письменное монологическое высказывание, формулируя ваше отношение к вопросам деловой коммуникации, рассматриваемым в тексте (из п.4) (УК-4.1).

6. Постройте устное диалогическое высказывание на одну из следующих тем, имеющих отношение к сфере деловой коммуникации (УК-4.1):

(You are at the exhibition which is being held in London. The stand of one of the American companies has attracted your attention. At the moment you are talking to Mrs. Foster, the Sales Manager of the company)

Mrs. Foster: Does our new processing equipment interest you?

You:

Mrs. Foster: Our new equipment is not a bad choice. It corresponds to the highest technical level and the highest standards existing in the world today.

You:

Mrs. Foster: Twelve months from the start-up of the equipment, this is standard.

You:

Mrs. Foster: Two-three weeks from the date of payment.

You:

Mrs. Foster: Two-five days depending on the model.

You:

Составил доцент

Заведующий кафедрой

Языкова И.Н.

Павлов А.Ю.