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Приложение 6
к основной профессиональной образовательной программе
по направлению подготовки 09.03.02
Информационные системы и технологии
направленность (профиль) программы
Системы и технологии искусственного интеллекта

**Министерство науки и высшего образования Российской Федерации
федеральное государственное бюджетное образовательное учреждение
высшего образования
«Российский экономический университет имени Г.В. Плеханова»**

Улан-Баторский филиал РЭУ им. Г.В. Плеханова



Одобрено
На заседании Совета Улан-Баторского
филиала РЭУ им. Г.В. Плеханова
Протокол № 3 от 23 октября 2025 г.
Председатель совета
Н.В. Антипова

ОЦЕНОЧНЫЕ МАТЕРИАЛЫ

по дисциплине Иностранный язык

Направление подготовки 09.03.02 Информационные системы и технологии

Направленность (профиль) программы Системы и технологии искусственного интеллекта

Уровень высшего образования Бакалавриат

Год начала подготовки 2026

Улан-Батор – 2025 г.

Рабочая программа одобрена на заседании междисциплинарной кафедры Улан-Баторского филиала РЭУ им. Г.В. Плеханова

протокол № 3 от 23 октября 2025 г.

ОЦЕНОЧНЫЕ МАТЕРИАЛЫ

по учебной дисциплине «Иностранный язык»

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

Формируемые компетенции (код и наименование компетенции)	Индикаторы достижения компетенций (код и наименование индикатора)	Результаты обучения (знания, умения)	Наименование контролируемых разделов и тем
УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах).	УК-4.1 Выбирает на государственном языке РФ и иностранном(-ых) языках коммуникативно приемлемые стиль и средства взаимодействия в общении с деловыми партнерами	УК-4.1. 3-1.. Знает нормы устной речи, принятые в профессиональной среде	Тема 1. Личность человека.
		УК-4.1. У-1. Умеет выбирать стиль общения на государственном языке РФ и иностранном языке применительно к ситуации взаимодействия	Тема 2. Путешествия и туризм.
		УК-4.1. У-2. Владеет иностранным языком на уровне, необходимом и достаточном для общения в профессиональной среде	Тема 3. Работа.
	УК-4.2 Ведет деловую переписку на государственном языке РФ и иностранном(-ых) языках	УК-4.2. 3-1. Знает нормы письменной речи, принятые в профессиональной среде	Тема 4. Изучение иностранного языка.
		УК-4.2. У-1. Умеет вести деловую переписку на государственном языке РФ и/или иностранном языке	Тема 5. Реклама.
		УК-4.3. У-1. Владеет нормами и моделями речевого поведения применительно к конкретной ситуации академического и профессионального взаимодействия	Тема 6. Образование.
УК-4.3 Использует диалог для сотрудничества в социальной и профессиональной сферах	УК-4.3 Использует диалог для сотрудничества в социальной и профессиональной сферах	УК-4.3. У-2. Умеет выстраивать монолог, вести диалог и полилог с соблюдением норм речевого этикета, аргументированно	Тема 7. Дизайн.
			Тема 8. Бизнес.
			Тема 9. Инновации.
			Тема 10. Современные тренды.
			Тема 11. Искусство и медиа.
			Тема 12. Общество и закон.
			Тема 13. Коммуникации в бизнесе.
			Тема 14. Международные рынки и международный маркетинг.
			Тема 15. Деловые отношения.
			Тема 16. Построение успешной карьеры и бизнеса.
			Тема 17. Мотивация.
			Тема 18. Управление

		отстаивать свои позиции и идеи	рисками.
	УК-4.4 Умеет выполнять перевод профессиональных текстов с иностранного(-ых) на государственный язык РФ и с государственного языка РФ на иностранный(-ые)	УК-4.4. У-1. Владеет жанрами устной и письменной речи в профессиональной сфере УК-4.4. У-2. Умеет выполнять корректный устный и письменный перевод с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный язык профессиональных текстов	

МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ХАРАКТЕРИЗУЮЩИЕ ЭТАПЫ ФОРМИРОВАНИЯ КОМПЕТЕНЦИЙ

Перечень учебных заданий на аудиторных занятиях

Тема 1. Личность человека

Вопросы для опроса:

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

Вопросы для групповой дискуссии:

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

Тема 2. Путешествия и туризм

Вопросы для опроса:

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

Вопросы для групповой дискуссии:

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

Тема 3. Работа

Вопросы для опроса:

1. How useful is working at home?
2. What are the pros and cons of working from home?
3. What does 'work placement' mean?
4. Would you like to do any work placement?
5. What skills and personal qualities must a candidate have applying for a job of a manager in a fitness club?

Вопросы для групповой дискуссии:

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

Тема 4. Изучение иностранного языка

Вопросы для опроса:

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

Вопросы для групповой дискуссии:

1. Why would a company organize English courses for their staff?
2. What are the tips for avoiding mistakes online?
3. In your opinion, how can a person improve his/her command of a foreign language?

4. What activities do you think learning a language is similar to (playing a musical instrument, driving a car, painting and others)?
5. What are the most demanded languages now? Why?

Тема 5. Реклама

Вопросы для опроса:

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

Вопросы для групповой дискуссии:

1. How would you choose the advertising agency?
2. Do you agree advertising should not be aimed at children? Why/why not?
3. How is advertising controlled in different countries? Provide examples.
4. Do you agree that advertising impresses us? Why/Why not?
5. Which products do you usually buy - branded or unbranded?

Тема 6. Образование

Вопросы для опроса:

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

Вопросы для групповой дискуссии:

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

Тема 7. Дизайн

Вопросы для опроса/групповой дискуссии:

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

Вопросы для обсуждения:

1. What products do you think designers will develop in the next ten years?

2. What do you think is the best innovation of the 21st century?
3. What ideas influenced design at different times?
4. What attracts you more when buying a particular product – appearance or special features? Give reasons.
5. High price does not always mean quality of a product. Why/Why not?

Тема 8. Бизнес

Вопросы для опроса:

1. Can you name a successful business from your country? Why do you think it is so successful?
2. What business would you set up in your native town? Give reasons.
3. What dilemmas might people face in business? Describe one of them in detail.
4. Talk about a famous entrepreneur. What is he/she famous for?
5. What characteristics should one have to become a successful businessman/businesswoman?

Вопросы для групповой дискуссии:

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

Тема 9. Инновации

Вопросы для опроса:

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

Вопросы для групповой дискуссии:

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

Тема 10. Современные тренды

Вопросы для опроса/групповой дискуссии:

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

Вопросы для обсуждения:

1. How cultures influence on fashion trends?
2. What are the trends in the music industry?
3. What are the trends in the cinematography?
4. What are the trends in literature?
5. What is going to be trendy in the nearest future?

Тема 11. Искусство и медиа**Вопросы для опроса:**

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

Вопросы для групповой дискуссии:

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

Тема 12. Общество и закон**Вопросы для опроса:**

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

Вопросы для групповой дискуссии:

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

Тема 13. Коммуникации в бизнесе**Вопросы для опроса:**

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

5. What are the advantages and disadvantages of face-to-face communication?

Вопросы для групповой дискуссии:

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

Тема 14. Международные рынки и международный маркетинг.

Вопросы для опроса:

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

Вопросы для групповой дискуссии обсуждения:

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

Тема 15. Деловые отношения.

Вопросы для опроса:

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

Вопросы для групповой дискуссии:

1. What is more important for Russian culture: hygiene factors or motivational factors ?
2. How is staff development related to the performance evaluation of employees?
3. Discuss the benefits of effective staff development programs.
4. What are some strategies that can be used to motivate employees to participate in staff development programs?
5. How might the principles of adult learning influence the creation of staff development programs?

Тема 16. Построение успешной карьеры и бизнеса.

Вопросы для опроса:

1. How is SCM different from logistics?
2. What does the supply chain describe?
3. What are the functions of a supply chain?
4. What is the main purpose of the supply chain?

5. What are the three decision-making phases of the supply chain? What can you say about each?
6. What does *sustainable* mean? Give examples.

Вопросы для групповой дискуссии обсуждения:

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

Тема 17. Мотивация

Вопросы для опроса:

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

Вопросы для групповой дискуссии:

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

Тема 18. Управление рисками

Вопросы для опроса:

1. What financial statements do companies keep?
2. Why do companies draw up financial statements?
3. Which stakeholders inside and outside the company would be interested in the financial statements?
4. Give examples of income or expenditure.
5. Give examples of assets and liabilities.

Вопросы для групповой дискуссии:

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

Задания для текущего контроля

Ролевая игра

по теме «Работа»

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.3, УК-4.4.

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

Критерии оценки (в баллах):

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

Составитель _____ Торосян Л.Д.

Деловая игра №1
по теме «Бизнес»

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.3, УК-4.4.

- 1 **Topic:** Beginning a business relationship
- 2 **The concept of the role play:** Making successful small talk
- 3 **Roles:**

- a new business partner 1;

- a new business partner 2;

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

4 The outcome of the role play:

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

Критерии оценки (в баллах):

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

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

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

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

Составитель _____ Торосян Л.Д.

Деловая игра №2

по дисциплине «Коммуникации в бизнесе»

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.3, УК-4.4.

1 Тема: Building relationships at a conference

2 Концепция игры: Making successful pre-meeting small talk

3 Роли:

-A new business partner 1;

-A new business partner 2;

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

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

Критерии оценки (в баллах):

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

Составитель _____ Торосян Л.Д.

Деловая игра №3
по теме «Деловые отношения»

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.3, УК-4.4.

1 Тема (проблема): Поглощение конкурента в бизнесе. Риски и преимущества.

2. Концепция игры: условное, приближенное к реальному воспроизведение коммуникативной ситуации обсуждения «за» и «против» слияния с конкурентом.

3.Роли:

- Глава корпорации;
- Ведущий менеджер;
- Финансовый аналитик;
- Представитель компании-конкурента;

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

Критерии оценки (в баллах):

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

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

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

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

допущены ошибки в использовании грамматических конструкций.

Составитель _____ Торосян Л.Д.

Деловая игра №4
по теме «Построение успешной карьеры в бизнесе»

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.3, УК-4.4.

1 Тема (проблема) Работа. Ролевой диалог «интервью с работодателем».

2 Концепция игры: условное, приближенное к реальной воспроизведение коммуникативной ситуации собеседования на работу.

3 Роли:

- Интервьюер;
- Кандидат;

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

Критерии оценки (в баллах):

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

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

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

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

допущены ошибки в использовании грамматических конструкций.

Составитель _____ Торосян Л.Д.

Кейс-задание №1

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.3, УК-4.4.

ISSUE

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

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

Notes to the agenda

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

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

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

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

3. Rank the problems in order of seriousness.

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

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

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

Критерии оценки (в баллах):

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

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

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

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

Составитель _____ Торосян Л.Д.

Кейс-задание №2

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.3, УК-4.4.

ISSUE

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

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

Notes to the agenda

2. Discuss the possible problems that may arise in a situation like this.

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

1. Hold the meeting to discuss whether the problems concern hygiene or motivation.

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

3. A plan to help motivation.

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

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

Members of the group work together to play the discussion.

Составитель _____ Торосян Л.Д.

Кейс-задача №3

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.3, УК-4.4.

ISSUE

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

AGENDA

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

Notes to the agenda

1. Geoff Peters: report and discussion.

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

2. Competition clause

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

3. Legal action

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

4. Employment contracts

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

Составитель _____ Торосян Л.Д.

Комплект тестов/тестовых заданий

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.3, УК-4.4.

1 курс

Тест для входного контроля знаний см приложение

Тема Units 1-3

Вариант 1 см приложение

Вариант 2 см приложение

Тема Units 4-6

Вариант 1 см приложение

Вариант 2 см приложение

Тема Units 7-9

Вариант 1 см приложение

Вариант 2 см приложение

Тема Units 10-12

Вариант 1 см приложение

Вариант 2 см приложение

Критерии оценки (в баллах):

- 8,5-10 баллов выставляется студенту, если 90%-100% заданий теста или к/р выполнены;
- 7,0-8,4 баллов выставляется студенту, если 70%-89% заданий теста или к/р выполнены;
- 5,0-6,9 баллов выставляется студенту, если 50%-69% заданий выполнены;
- менее 5,0 баллов выставляется студенту, если менее 50% заданий теста или к/р выполнены.

Тест для входного контроля знаний

1 I'm 18 and my brother is 20, so he's..... me.

- a** the oldest of
- b** older than
- c** as old as

2 Carl's very He's never late, and he never forgets to do things.

- a** reliable
- b** patient
- c** strict

3 We stayed in a lovely villa the sea.

- a** it overlooks
- b** overlooked
- c** overlooking

4 Not until the 1980s for the average person to own a computer.

- a** it was possible
- b** was it possible
- c** was possible

5 Jan her arm on a hot iron.

- a** broke
- b** burned
- c** sprained

6 Tomorrow's a holiday, so we go to work.

- a** have to
- b** mustn't
- c** don't have to

7 I usually swimming at least once a week.

- a** go
- b** do
- c** play

8 My friend Siena to Russia last year.

- a** went
- b** has gone
- c** has been

9 This is area, with a lot of factories and warehouses.

- a** an agricultural
- b** an industrial
- c** a residential

10 If I well in my exams, I to university.

- a** will do; will go
- b** will do; go
- c** do; will go

11 She was so upset that she bursttears.

- a** into
- b** out
- c** with

12 Where did you go holiday last year?

- a** for
- b** on
- c** to

13 Ocean currents play an important part in regulating global climate.

- a** are known to
- b** thought to
- c** are believed that they

14 My cousin getting a job in Bahrain.

- a** would like
- b** is planning
- c** is thinking of

15 I can't your hair, because I haven't got any scissors.

- a** brush
- b** cut
- c** wash

16 I wish I have an exam tomorrow!

- a** don't
- b** didn't
- c** won't

17 The government plans to taxes on sales of luxury items.

- a** increase
- b** expand
- c** go up

18 When I first moved to Hong Kong, life in a different country was very strange, but now I'm used here.

- a** living
- b** to live
- c** to living

19 There milk in the fridge.

- a** is some
- b** are some
- c** is a

20 Criminals are people who are guilty of the law.

- a** breaking
- b** cheating
- c** committing

21 Why on earth isn't Josh here yet?for him for over an hour!

- a** I'm waiting
- b** I've been waiting
- c** I've waited

22 "It's pouring down, and it's freezing." What are the weather conditions?

- a** high winds and snow
- b** heavy rain and cold temperatures
- c** thick cloud but quite warm

23 feeling OK? You don't look very well.

- a** Do you
- b** You are
- c** Are you

24 Daniel's hair is getting far too long; he should soon.

- a** cut it
- b** have cut it
- c** have it cut

25 Mandy works for a computer software company. She got recently, and so now she's an area manager.

- a** made redundant
- b** promoted
- c** a raise

26 I can't hear you – it's noisy in here.

- a** too
- b** too much
- c** too many

27 Jamal has just sent me to arrange plans for this weekend.

- a** a blog
- b** an email
- c** a website

28 I promise I'll call you as soon as I

- a** I arrive
- b** I arrived
- c** I'll arrive

29 Photographers and designers need to be very

- a** creative
- b** fit
- c** annoying

30 The global financial crisis, is forcing lots of small businesses to close, does not look set to end soon.

- a** it
- b** that
- c** which

31 There a terrible accident if the pilot hadn't reacted so quickly.

- a** had been
- b** was
- c** would have been

32 “Are you ready to order?” “Not yet – I’m still looking at the”

- a** bill
- b** menu
- c** service

33 “My job is never boring.” The speaker’s job is always

- a** interesting
- b** popular
- c** difficult

34 I’ve been working here about the last two years.

- a** during
- b** for
- c** since

35 “It leaves from Platform 2 at 4.15.” The speaker is talking about

- a** an airline flight
- b** a train
- c** a taxi

36 I went to a lovely last Saturday. The bride was my best friend when we were at school.

- a** anniversary
- b** marriage
- c** wedding

37 “I’ve got a headache.” “Maybe you to take an aspirin.”

- a** should
- b** ought
- c** don’t

38 The patient had an to insert metal pins in his broken leg.

- a** injection
- b** operation
- c** X-ray

39 She won a seat in parliament at the last

- a** general election
- b** opinion poll
- c** referendum

40 I’m surprised you didn’t get upset. If someone said that to me, really angry.

- a** I’m
- b** I was
- c** I’d be

41 This used to be part of the city, but since the old buildings were renovated it's become a very fashionable area.

- a** an affluent
- b** a run-down
- c** a trendy

42 Cassie went to bed early because she was..... .

- a** tired
- b** stressed
- c** relaxed

43 In the 1960s, computers wereexpensive that ordinary people couldn't afford them.

- a** so
- b** such
- c** too

44 Do you want the match tonight?

- a** watching
- b** watch
- c** to watch

45 Researchers claim the new discovery is a major in the fight against malaria.

- a** breakthrough
- b** investigation
- c** progress

46 The Maths problem was really difficult and I just couldn't the answer.

- a** check in
- b** set off
- c** work out

47 When I was a child, I never about the future.

- a** have worried
- b** used to worry
- c** was worrying

48 A local politician has charges of corruption made by the opposition party.

- a** accused
- b** blamed
- c** denied

49 worries me about society today is how completely we have come to depend on technology.

- a** That
- b** What
- c** Which

50 Cats and dogs are usually kept as

- a** farm animals
- b** wild animals
- c** pets

Name _____

Date _____

STUDENT ANSWER SHEET

PLACEMENT TEST

Circle the correct letter.

1. a b c

2. a b c

3. a b c

4. a b c

5. a b c

6. a b c

7. a b c

8. a b c

9. a b c

10. a b c

11. a b c

12. a b c

13. a b c

14. a b c

15. a b c

16. a b c

17. a b c

18. a b c

19. a b c

20. a b c

21. a b c

22. a b c

23. a b c

24. a b c

25. a b c

26. a b c

27. a b c

28. a b c

29. a b c

30. a b c

31. a b c

32. a b c

33. a b c

34. a b c

35. a b c

36. a b c

37. a b c

38. a b c

39. a b c

40. a b c

41. a b c

42. a b c

43. a b c

44. a b c

45. a b c

46. a b c

47. a b c

48. a b c

49. a b c

50. a b c

Units 1-3
Variant 1

1. Underline the odd word or phrase.

0	stressful	<u>generous</u>	repetitive	satisfying
1	get back	see sights	set out	stop off
2	assertive	bossy	outperform	sensible
3	rewarding	misbehave	underrated	dislike
4	abroad	travel	destination	workstation
5	carry on	ex-boss	outrun	discomfort

2. Complete the dialogue with the correct form of the verb in brackets. There may be more than one possible answer.

A: Good afternoon. ⁰ Have you come (come) far?

B: No, for the last two weeks, I ¹ _____ (live) with my friend ten minutes away. A: That's lucky. Alright, a question we like to ask all our candidates is 'Why

² _____ you _____ (want) this job?

B: That's a very good question. I ³ _____ (take) many courses on writing software at university and really ⁴ _____ (love) it. When I finished university,

I ⁵ _____ (not find) a job in software. Since then I

⁶ _____ (write) thirteen programmes. In fact you

⁷ _____ (buy) all of them. I ⁸ _____ (think) you like my work.

A: That's true. In fact I, ⁹ _____ just _____ (look) at your programmes and we

¹⁰ _____ (think) for a long time that you would work well here. One final

question. Last week our best designer ¹¹ _____ (go) on a one-year holiday and we have to finish a programme quickly. When can you start?

B: I ¹² _____ (meet) the owner of my house today but I can start tomorrow.

3. Complete the text with the correct prepositions.

Sorry I didn't ring you with my answer last night. I had to stop ⁰ off on my way home to see Asli. She's just arrived in England and depends ¹ _____ me to help her get used to living here. She needs to improve her knowledge ² _____ English. She has little fluency ³ _____ the language and without this, she has few prospects ⁴ _____ finding a job. She's my sister's best friend so I feel responsible ⁵ _____ her. Anyway I'm spending a lot of time right now looking ⁶ _____ a job for Asli so I will get ⁷ _____ to you when I can.

4. Complete the text by putting the sentences (a-g) in the correct place.

- a) They think it also helps you to be more successful in meetings and negotiations.
- b) In meetings, if you know the other person is cautious, you probably don't want to be too assertive or too much of a risk-taker.
- c) She created a list of questions.
- d) It has been translated into more than thirty languages.
- e) For this reason, every year new companies are training their staff about MBTI.
- f) Today, if you want to make a psychological test you have to depend on lots of tests and research. Mothers and daughters can not just tests things with their children.
- g) In 1923 she read a book by the famous psychoanalyst, Carl Jung and started thinking about testing people's personalities.

The Myers-Briggs Indicator

Introduction

Companies all over the world today use the Myers Briggs Type Indicator (MBTI) to train the managers of the future. Many companies believe that Myers Briggs helps managers to understand their workers. ⁰ a_____

A mother-daughter team:

Katherine Cook Briggs was always interested in how people were different. Her early work was studying biographies but this led to an interest in personality differences between people. ¹ _____. She tried to sell Jung's ideas in the United States but was not successful.

In 1941, Isabel Briggs Myers, Katherine's daughter and originally a writer of novels, also became interested in using Jung's ideas. She wanted to help people find the best job for their character. She had no knowledge of how to make something like this so, helped by her mother, Isabel taught herself how to make a way to measure people. ² _____. You could find out your type of personality by answering these questions. Isabel's children took these questions to school and tested them on their friends. ³ _____.

There are now more than 100 books on MBTI training and regular training workshops to teach people how to use it. ⁴ _____. It is also used by many companies in Australia, Britain, Canada, Korea, New Zealand, South Africa and elsewhere.

What does this mean for companies?

If you are sensitive then you probably don't want to be in a stressful job. If you are ambitious, you will want a challenging job. ⁵ _____. Companies believe that the MBTI helps people find out if they are right for a job and also prepare well for meetings. Many managers around the world talk about how they changed their style and won a contract thanks to MBTI. ⁶ _____.

Although there are many arguments for and against the MBTI, many companies still believe it can make the difference between success and failure. Try it, maybe it will tell you something about yourself.

5.Listen to the dialogue and correct the sentences.

Track 1

0 She's had three cups of coffee this morning.

She's had two cups of coffee this morning.

1 Her train will leave at 11.30 tomorrow morning.

2 She's done a lot of charity work.

3 She's been to the Alps six times.

4 Last year she worked as a personal assistant.

5 She went on two expeditions last year.

Units 1-3
Variant 2

1. Complete the text by putting the sentences (a-g) in the correct place.

- a) They think it also helps you to be more successful in meetings and negotiations.
- b) In 1923 she read a book by the famous psychoanalyst, Carl Jung and started thinking about testing people's personalities.
- c) It has been translated into more than thirty languages.
- d) For this reason, every year new companies are training their staff about MBTI.
- e) In meetings, if you know the other person is cautious, you probably don't want to be too assertive or too much of a risk-taker.
- f) She created a list of questions.
- g) Today, if you want to make a psychological test you have to depend on lots of tests and research. Mothers and daughters can not just tests things with their children.

The Myers-Briggs Indicator

Introduction

Companies all over the world today use the Myers Briggs Type Indicator (MBTI) to train the managers of the future. Many companies believe that Myers Briggs helps managers to understand their workers. ⁰ a

A mother-daughter team:

Katherine Cook Briggs was always interested in how people were different. Her early work was studying biographies but this led to an interest in personality differences between people. ¹ _____. She tried to sell Jung's ideas in the United States but was not successful.

In 1941, Isabel Briggs Myers, Katherine's daughter and originally a writer of novels, also became interested in using Jung's ideas. She wanted to help people find the best job for their character. She had no knowledge of how to make something like this so, helped by her mother, Isabel taught herself how to make a way to measure people. ² _____. You could find out your type of personality by answering these questions. Isabel's children took these questions to school and tested them on their friends. ³ _____.

There are now more than 100 books on MBTI training and regular training workshops to teach people how to use it. ⁴ _____. It is also used by many companies in Australia, Britain, Canada, Korea, New Zealand, South Africa and elsewhere.

What does this mean for companies?

If you are sensitive then you probably don't want to be in a stressful job. If you are ambitious, you will want a challenging job. ⁵ _____. Companies believe that the MBTI helps people find out if they are right for a job and also prepare well for meetings. Many managers around the world talk about how they changed their style and won a contract thanks to MBTI. ⁶ _____.

Although there are many arguments for and against the MBTI, many companies still believe it can make the difference between success and failure. Try it, maybe it will tell you something about yourself.

2. Complete the text with the correct prepositions.

Sorry I didn't ring you with my answer last night. I had to stop ⁰ off on my way home to see Asli. She's just arrived in England and depends ¹ _____ me to help her get used to living here. She needs to improve her knowledge ² _____ English. She has little fluency ³ _____ the language and without this, she has few prospects ⁴ _____ finding a job. She's my sister's best friend so I feel responsible ⁵ _____ her. Anyway I'm spending a lot of time right now looking ⁶ _____ a job for Asli so I will get ⁷ _____ to you when I can.

3. Complete the dialogue with the correct form of the verb in brackets. There may be more than one possible answer.

A: Good afternoon. ⁰ *Have* _____ you come (come) far?

B: No, for the last two weeks, I ¹ _____ (live) with my friend ten minutes away.

A: That's lucky. Alright, a question we like to ask all our candidates is 'Why ² _____ you _____ (want) this job?'

B: That's a very good question. I ³ _____ (take) many courses on writing software at university and really ⁴ _____ (love) it. When I finished university, I ⁵ _____ (not find) a job in software. Since then I ⁶ _____ (write) thirteen programmes. In fact you ⁷ _____ (buy) all of them. I ⁸ _____ (think) you like my work.

A: That's true. In fact I, ⁹ _____ just _____ (look) at your programmes and we ¹⁰ _____ (think) for a long time that you would work well here. One final question. Last week our best designer ¹¹ _____ (go) on a one-year holiday and we have to finish a programme quickly. When can you start?

B: I ¹² _____ (meet) the owner of my house today but I can start tomorrow.

4. Listen to the dialogue and correct the sentences.

Track 1

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2 She's done a lot of charity work.

3 She's been to the Alps six times.

4 Last year she worked as a personal assistant.

5 She went on two expeditions last year.

5. Underline the odd word or phrase.

0 stressful generous repetitive satisfying

1	carry on	ex-boss	outrun	discomfort
2	rewarding	misbehave	underrated	dislike
3	abroad	travel	destination	workstation
4	get back	see sights	set out	stop off
5	assertive	bossy	outperform	sensible

Units 4-6 Variant 1

1. Underline the odd word or phrase.

0	junk food	vast sums	persuasive message	<u>misleading</u>
1	permit	endorse	let	allow
2	manufacturer	competitor	community	customer
3	extinction	die out	disappear	devastate
4	handbill	mail order	contract	endorsement
5	catchy	logo	witty	eye-catching
6	retailer	slang	dialect	accent

2. Complete the text with one or two words in each gap.

Let's have a look at the two companies. At first, I thought Pauleta Inc. was ⁰as good as Kashubi Co. However, last week I received the report on Pauleta. Their director ¹_____ told me before that their profits were up by 5%. That's a lot ²_____ than Kashubi, who made a profit of 1.5%. However, when I ³_____ at the report, I saw that this was not true. They have actually made a loss of 5%. That's a lot ⁴_____ profit _____ I had been told. As you know I ⁵_____ their director at 7 o'clock and it's unlikely that I ⁶_____ good news for him. Now, I think we ⁷_____ make an offer for Kashubi.

3. Complete the text with the correct prepositions.

You've really let yourself ⁰down this time! You can't expect to keep ¹_____ with the other students if you spend all your time at parties. You're falling ²_____ and if your results don't pick ³_____ soon they are going to fail you. You can't get ⁴_____ copying friends' papers. Wake up Carl! If you don't catch ⁵_____ soon you'll need to find something else to take ⁶_____. Like a job!

4. Create first or second conditional sentences using *if*. Use the information provided.

0 Maybe the weather will be good tomorrow and then we can go to the beach.

If the weather is good tomorrow we will go to the beach.

1 I don't have any money. I want that car.

2 I want to learn Spanish. I have to finish my French course first.

3 I hope we finish on time and then we can meet Jason.

4 The advert isn't catchy. We won't buy your product.

5 The company doesn't make a profit. We can't invest in it.

5. Complete the text by putting the sentences (a-g) in the correct place.

- a) In the 1970s and 80s people could become rich very fast if they owned a language school.
- b) They don't just want a holiday in England, they want good English teaching.
- c) After all, they learnt English too and know the problems.
- d) If you don't let your students have some choice then your school will eventually fail.
- e) They have to think as a business.
- f) What happened and what can be done?
- g) Students had thought the best way to learn English was to go to a school in England.

LANGUAGE AS BUSINESS

Where have the students gone?

For English speakers, English Language Teaching has been a very successful business. For the last 35 years students from all over the world have rushed to England to learn English. ⁰ a. As well as London, towns and cities, like Oxford, Cambridge, Brighton and Bournemouth, made huge profits from mostly teenage and twenty-somethings coming to England to study English.

Today more than 30% of the schools that were teaching English twenty years ago have gone bankrupt and schools now have to learn good business skills to try and survive.

¹ _____

Firstly, the market changed. In the 70s and 80s most students came from countries with money such as Italy, Spain, Switzerland etc. Today most students come from central and eastern Europe, Asia etc. They are not necessarily poorer but they are looking for value for money. ² _____. Many schools didn't take notice of this change.

Secondly, students wanted a different type of English. Fewer students want cheap summer courses or just English for conversation. They want Business English. They also want to choose different things to study with English. ³ _____.

Basically speaking, schools thought students would keep coming and spending their money. They didn't. Schools now have to negotiate their futures with the students. Students don't want the set meal, they want to choose from the menu.

Finally, people don't see the need to go to England to learn English. ⁴ _____. Now, because language schools in the home countries have got much better, students don't feel the need to go to the UK. Students also now realise that maybe they can learn better with their own bilingual teachers from their country than with native speakers of English. ⁵ _____.

It's not all bad news for schools in England. English language teaching will not become extinct. However, schools now have to learn to change. ⁶ _____. They have to provide what the customer wants and they have to remember that their competitors are not only in England. They are everywhere.

6.Listen to the dialogue and tick the things they decide to do to advertise the Raymond Jacquet Classique range.

Track 2

Have a big budget	
Have colourful long commercials	
Keep the commercials short	
Use only young people	
Use film stars	
Show people at work	
Focus on their wrists	✓
Use classical music	
Use modern music	
Use a young director	

**Units 4-6
Variant 2**

1.Create first or second conditional sentences using *if*. Use the information provided.

0 Maybe the weather will be good tomorrow and then we can go to the beach.

If the weather is good tomorrow we will go to the beach.

1 I hope we finish on time and then we can meet Jason.

2 The company doesn't make a profit. We can't invest in it.

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4 I don't have any money. I want that car.

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2.Complete the text with the correct prepositions.

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3.Complete the text with one or two words in each gap.

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their profits were up by 5%. That's a lot ² _____ than Kashubi, who made a profit of 1.5%. However, when I ³ _____ at the report, I saw that this was not true. They have actually made a loss of 5%. That's a lot ⁴ _____ profit _____ I had been told. As you know I ⁵ _____ their director at 7 o'clock and it's unlikely that I ⁶ _____ good news for him. Now, I think we ⁷ _____ make an offer for Kashubi.

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- b) Students had thought the best way to learn English was to go to a school in England.
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- d) They have to think as a business.
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Keep the commercials short	
Use only young people	
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Show people at work	
Focus on their wrists	✓
Use classical music	
Use modern music	
Use a young director	

6. Underline the odd word or phrase.

0	junk food	vast sums	persuasive message	<u>misleading</u>
1	retailer	slang	dialect	accent
2	extinction	die out	disappear	devastate
3	handbill	mail order	contract	endorsement
4	permit	endorse	let	allow
5	manufacturer	competitor	community	customer
6	catchy	logo	witty	eye-catching

Unit 7-9

Variant 1

1. Underline the odd word or phrase.

0	engineer	developer	designer	<u>invent</u>
1	comet	retro	meteor	asteroid
2	unique	higher	primary	secondary
3	industrialisation	modernity	manufacturer	efficiency
4	prototype	graduate	mass-produce	modification
5	grade	corporate	distance	lifelong
6	futuristic	handmade	stylish	compulsory

2. Complete the text with the correct word in the gaps.

I don't think ⁰ the product research has ¹ _____ finished properly. We ² _____ have more information. For example, the research, ³ _____ was done ⁴ _____ year ago, is incomplete. The people ⁵ _____ answered the questions, didn't say why they didn't like the design. We ⁶ _____ think that the colour is wrong or it ⁷ _____ be true that people don't like the packaging. We really don't know. We ⁸ _____ have more up-to-date research, with more detailed information. Paul Rimmer, ⁹ _____ job should be to do the research properly, is in ¹⁰ _____ US now. A call should ¹¹ _____ made to him, asking him to get on ¹² _____ earliest plane back here. It's very important ¹³ _____ we get more research done before going forward.

3. Give the adjective forms of the words below.

0	produce	<u>productive</u>
1	use	_____
2	innovation	_____
3	science	_____
4	inventor	_____
5	art	_____
6	develop	_____

4. Read the text. In which paragraph can you find out:

0	When and where Sinan was born.	<u>b</u>
1	Why Sinan's work is still popular.	_____
2	Sinan's big career change.	_____
3	How his architectural designs continued to be used after his death .	_____
4	How Sinan changed people's beliefs.	_____
5	How Sinan first became popular.	_____

THE ARCHITECT SINAN

430 years old and still going strong!

- a) When people think about architecture today most people think about big towers in New York, beautiful palaces and churches in Italy and futuristic buildings in Asia. Yet one of the greatest architects that ever lived spent his whole life in Eastern Europe, Turkey and the Middle East and today, the work of Sinan can be seen and his influence felt more than 400 years after his death
- b) Sinan was born in Kayseri, Turkey on April 15th 1489. He started life as a soldier and later worked as a skilled engineer and architect in Sultan Selim's military campaigns in the East. When the Ottoman army captured Cairo, Sinan was promoted to chief architect and was given the privilege of removing any buildings in the city that were not in the city plan. In 1534, the Ottoman army needed to get across Lake Van so Sinan created a clever system to get the soldiers across quickly and safely. This made him very popular with the Sultan. He was sent to Central Europe as a judge and while

he was there he started building bridges. It was here that he began to spend more time as an architect than as a soldier. From the end of the 1530s until his death on July 15th 1578, Sinan worked all over the Ottoman Empire, from Budapest to Mecca, building around 340 public structures. This included 94 great mosques, 57 universities and 35 palaces.

- c) Sinan's greatest work is the Selimiye Mosque in Edirne, finished four years before he died. Before the Selimiye Mosque, the largest dome (round top of a church or mosque) in the world was St Sophia in Istanbul, which was built during the Byzantine Empire. It was believed that a bigger dome could never be built. Sinan's dome in the Selimiye Mosque showed that a bigger dome could be built.
- d) Domes are important in Sinan's work. In fact, the designs that people connect with Islamic or Turkish architecture are either originally by Sinan or mostly by his students. His school of architecture still influences the Islamic World today. This is seen especially with the long thin towers on the sides of mosques, called minarets. Yet it is not only the Islamic World that Sinan's work has influenced. In particular his design of bridges was the model used for hundreds of years throughout central and Eastern Europe.
- e) In fact in some countries, Sinan's styles are coming back into fashion. What makes Sinan's work important today is that he was not only a master designer, but also a master engineer. His experience in the army led him to make sure that every piece of work he completed was safe, elegant and functional. It is because of this that today so many examples of Sinan's work can be seen all over Eastern Europe and the Middle East.

5. Listen to the dialogue and decide whether the sentences are true or false.

Track 3

- 0 You don't need a good salary to buy a place to live in some cities. (Speaker 1) false
- 1 Getting a job that needs a degree can get you a lot of extra benefits (Speaker) _____
- 2 He was told by everyone to go into higher education. (Speaker 2) _____
- 3 I work hard but get paid very well. (Speaker 2) _____
- 4 Always choose a subject connected with your future job. (Speaker 3) _____
- 5 It was easier to study at school. (Speaker 4) _____

Unit 7-9 Variant 2

1. Read the text. In which paragraph can you find out:

- 0 When and where Sinan was born. b
- 1 How Sinan first became popular. _____
- 2 How his architectural designs continued to be used after his death. _____
- 3 How Sinan changed people's beliefs. _____
- 4 Why Sinan's work is still popular. _____

THE ARCHITECT SINAN

430 years old and still going strong!

- a) When people think about architecture today most people think about big towers in New York, beautiful palaces and churches in Italy and futuristic buildings in Asia. Yet one of the greatest architects that ever lived spent his whole life in Eastern Europe, Turkey and the Middle East and today, the work of Sinan can be seen and his influence felt more than 400 years after his death.
- b) Sinan was born in Kayseri, Turkey on April 15th 1489. He started life as a soldier and later worked as a skilled engineer and architect in Sultan Selim's military campaigns in the East. When the Ottoman army captured Cairo, Sinan was promoted to chief architect and was given the privilege of removing any buildings in the city that were not in the city plan. In 1534, the Ottoman army needed to get across Lake Van so Sinan created a clever system to get the soldiers across quickly and safely. This made him very popular with the Sultan. He was sent to Central Europe as a judge and while he was there he started building bridges. It was here that he began to spend more time as an architect than as a soldier. From the end of the 1530s until his death on July 15th 1578, Sinan worked all over the Ottoman Empire, from Budapest to Mecca, building around 340 public structures. This included 94 great mosques, 57 universities and 35 palaces.
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- d) Domes are important in Sinan's work. In fact, the designs that people connect with Islamic or Turkish architecture are either originally by Sinan or mostly by his students. His school of architecture still influences the Islamic World today. This is seen especially with the long thin towers on the sides of mosques, called minarets. Yet it is not only the Islamic World that Sinan's work has influenced. In particular his design of bridges was the model used for hundreds of years throughout central and Eastern Europe.
- e) In fact in some countries, Sinan's styles are coming back into fashion. What makes Sinan's work important today is that he was not only a master designer, but also a master engineer. His experience in the army led him to make sure that every piece of work he completed was safe, elegant and functional. It is because of this that today so many examples of Sinan's work can be seen all over Eastern Europe and the Middle East.

2. Give the adjective forms of the words below.

0	produce	<u>productive</u>
1	develop	_____
2	science	_____
3	inventor	_____

- 4 art _____
- 5 use _____
- 6 innovation _____

3. Complete the text with the correct word in the gaps.

I don't think ⁰ the product research has ¹ _____ finished properly. We ² _____ have more information. For example, the research, ³ _____ was done ⁴ _____ year ago, is incomplete. The people ⁵ _____ answered the questions, didn't say why they didn't like the design. We ⁶ _____ think that the colour is wrong or it ⁷ _____ be true that people don't like the packaging. We really don't know. We ⁸ _____ have more up-to-date research, with more detailed information. Paul Rimmer, ⁹ _____ job should be to do the research properly, is in ¹⁰ _____ US now. A call should ¹¹ _____ made to him, asking him to get on ¹² _____ earliest plane back here. It's very important ¹³ _____ we get more research done before going forward.

4. Listen to the dialogue and decide whether the sentences are true or false.

Track 3

- 0 You don't need a good salary to buy a place to live in some cities. (Speaker 1) false
- 1 Getting a job that needs a degree can get you a lot of extra benefits. (Speake) _____
- 2 He was told by everyone to go into higher education. (Speaker 2) _____
- 3 I work hard but get paid very well. (Speaker 2) _____
- 4 Always choose a subject connected with your future job. (Speaker 3) _____
- 5 It was easier to study at school. (Speaker 4) _____

5. Underline the odd word or phrase.

- | | | | | |
|---|-------------------|-----------|--------------|---------------|
| 0 | engineer | developer | designer | <u>invent</u> |
| 1 | futuristic | handmade | stylish | compulsory |
| 2 | industrialisation | modernity | manufacturer | efficiency |
| 3 | prototype | graduate | mass-produce | modification |
| 4 | grade | corporate | distance | lifelong |
| 5 | comet | retro | meteor | asteroid |
| 6 | unique | higher | primary | secondary |

Unit 10-12

Variant 1

1. Underline the odd word or phrase.

- | | | | | |
|---|----------|------------|-----------|------------------|
| 0 | attorney | prosecutor | suspect | <u>character</u> |
| 1 | decline | dub | level off | top out |
| 2 | pitch | sitcom | animation | soap |
| 3 | chapter | novel | character | captor |
| 4 | offender | fraud | stabilise | charge |

5	documentary	gripping	groundbreaking	incomparable
6	genre	set	hostage	sequel

2. Complete the text with one or two words in the gaps.

The witness started by giving her name and promising ⁰ to tell the truth. The prosecutor asked the witness if ¹ _____ seen the man before. She said that she had. She thought it had been two months ² _____. The prosecutor then asked the witness where. She told the prosecutor she ³ _____ met him at the party in the victim's house. The prosecutor suggested ⁴ _____ at the suspect again. The prosecutor ⁵ _____ know how she could ⁶ _____ sure he was the man. The witness replied that there had been a ⁷ _____ people at the party but only one man had one eye. Also, ⁸ _____ the other people at the party wore glasses. She said if she had met another man in her life who had one eye and wore glasses, she was sure she ⁹ _____ remembered. At this point the lawyer for the defence decided ¹⁰ _____ protest but the judge advised the lawyer ¹¹ _____ quiet.

3. Fill the gaps with a word to make phrasal verbs or word combinations.

- 0 This is a company with a long tradition. We're over 150 years old you know.
- 1 Mr Eberhardt will take _____ as manager next week.
- 2 Scientists cannot find a genetic _____ between the two babies.
- 3 We must protect these insects before they die _____.
- 4 I hope the idea catches _____. He spent a lot of money on it.
- 5 Leaving the company was a career _____.
- 6 You have to slow _____ or you'll have a heart attack.
- 7 My father and I have always had a close _____.
- 8 Children who fail at school often believe they can't do well and so continue to fail. It's a vicious _____.

4. Read the text. In which paragraph can you find out:

- 0 The name of the actor who played Buffy. c
- 1 What has happened to the other actors since Buffy. _____
- 2 How many series were made. _____
- 3 How Buffy came to TV. _____
- 4 The future for Buffy. _____
- 5 The director's feelings towards TV and film companies. _____

5 YEARS LATER ... WHERE'S BUFFY NOW?

- a) In 2003, if you didn't know who Buffy was, you obviously didn't live on this planet. All of us were loving or hating the most surprising and, possibly, most financially successful series in TV history.
- b) A 1992 film, Buffy the Vampire Slayer (for those of you living on that other planet, 'vampires' are dead people who drink the blood of the living) was a failure so the creator, Joss Whedon took the idea for a TV series and pitched it to Warner Bros. What did they see? 'Buffy' was a mix of horror, soap opera and sitcom, directed towards teenagers and twenty-somethings. It was a completely untried new genre. Most people would have laughed but Warner didn't. They gave Whedon the chance and the rest is history.
- c) This groundbreaking TV series ran for seven series with a total of 144 episodes. It would have gone to an eighth series if Sarah Michelle Geller, who played Buffy, hadn't decided she had had enough. Was that the right career decision?
- d) The truth is that actors and actresses have found out that life after Buffy has not been as successful as they had expected. Ms Geller has made a few films but nothing as big as Buffy. Two or three of the other actors and actresses have been in films but have done little. The only successful actor has been David Boreanaz, who had his own successful TV series and is now starring in a successful crime series called 'Bones'. For everyone else it's all been a little disappointing.
- e) Joss Whedon must have thought that he had a big future. It hasn't quite happened for him. The other series he did for Boreanaz, 'Angel' was quite successful but his next series 'Firefly' failed. The critics loved it but the TV channels didn't buy into the idea. Since then, however, 'Firefly' has been turned into a film which has been very successful. Nevertheless, Joss has felt that he is still not properly understood by the big media companies.
- f) However, although Buffy can no longer be seen on TV, she is still very much alive. A comic book series is very successful. There are still plans for films and a TV series connected to Buffy and the DVDs still sell very well. The World of Buffy is still with us and Joss Whedon is still very popular in TV land.

5. Listen to the dialogue and decide whether the sentences are true or false.

Track 4

- 0 Chloe didn't enjoy her first week. false
- 1 Sales staff need to be just fashion specialists. _____
- 2 Sales staff don't need to wear a uniform. _____
- 3 They picked up an idea at a Milan fashion show. _____
- 4 They didn't take assistants to shows last year but will this year. _____
- 5 Chloe should put pressure on customers to make a decision. _____

Unit 10-12

Variant 2

1. Read the text. In which paragraph can you find out:

- 0 The name of the actor who played Buffy. c
- 1 The director's feelings towards TV and film companies. _____

- 2 How Buffy came to TV. _____
- 3 The future for Buffy. _____
- 4 What has happened to the other actors since Buffy. _____
- 5 How many series were made. _____

5 YEARS LATER ... WHERE'S BUFFY NOW?

- a) In 2003, if you didn't know who Buffy was, you obviously didn't live on this planet. All of us were loving or hating the most surprising and, possibly, most financially successful series in TV history.
- b) A 1992 film, Buffy the Vampire Slayer (for those of you living on that other planet, 'vampires' are dead people who drink the blood of the living) was a failure so the creator, Joss Whedon took the idea for a TV series and pitched it to Warner Bros. What did they see? 'Buffy' was a mix of horror, soap opera and sitcom, directed towards teenagers and twenty-somethings. It was a completely untried new genre. Most people would have laughed but Warner didn't. They gave Whedon the chance and the rest is history.
- c) This groundbreaking TV series ran for seven series with a total of 144 episodes. It would have gone to an eighth series if Sarah Michelle Geller, who played Buffy, hadn't decided she had had enough. Was that the right career decision?
- d) The truth is that actors and actresses have found out that life after Buffy has not been as successful as they had expected. Ms Geller has made a few films but nothing as big as Buffy. Two or three of the other actors and actresses have been in films but have done little. The only successful actor has been David Boreanaz, who had his own successful TV series and is now starring in a successful crime series called 'Bones'. For everyone else it's all been a little disappointing.
- e) Joss Whedon must have thought that he had a big future. It hasn't quite happened for him. The other series he did for Boreanaz, 'Angel' was quite successful but his next series 'Firefly' failed. The critics loved it but the TV channels didn't buy into the idea. Since then, however, 'Firefly' has been turned into a film which has been very successful. Nevertheless, Joss has felt that he is still not properly understood by the big media companies.
- f) However, although Buffy can no longer be seen on TV, she is still very much alive. A comic book series is very successful. There are still plans for films and a TV series connected to Buffy and the DVDs still sell very well. The World of Buffy is still with us and Joss Whedon is still very popular in TV land.

2. Fill the gaps with a word to make phrasal verbs or word combinations.

- 0 This is a company with a long tradition. We're over 150 years old you know.
- 1 My father and I have always had a close _____.
- 2 We must protect these insects before they die _____.
- 3 I hope the idea catches _____. He spent a lot of money on it.
- 4 Mr Eberhardt will take _____ as manager next week.
- 5 Scientists cannot find a genetic _____ between the two babies.
- 6 Leaving the company was a career _____.
- 7 You have to slow _____ or you'll have a heart attack.

8 Children who fail at school often believe they can't do well and so continue to fail. It's a vicious _____.

3. Complete the text with one or two words in the gaps.

The witness started by giving her name and promising ⁰ to tell the truth. The prosecutor asked the witness if ¹ _____ seen the man before. She said that she had. She thought it had been two months ² _____. The prosecutor then asked the witness where. She told the prosecutor she ³ _____ met him at the party in the victim's house. The prosecutor suggested ⁴ _____ at the suspect again. The prosecutor ⁵ _____ know how she could ⁶ _____ sure he was the man. The witness replied that there had been a ⁷ _____ people at the party but only one man had one eye. Also, ⁸ _____ the other people at the party wore glasses. She said if she had met another man in her life who had one eye and wore glasses, she was sure she ⁹ _____ remembered. At this point the lawyer for the defence decided ¹⁰ _____ protest but the judge advised the lawyer ¹¹ _____ quiet.

4. Listen to the dialogue and decide whether the sentences are true or false.

Track 4

- | | | |
|---|--|--------------|
| 0 | Chloe didn't enjoy her first week. | <u>false</u> |
| 1 | Sales staff need to be just fashion specialists. | _____ |
| 2 | Sales staff don't need to wear a uniform. | _____ |
| 3 | They picked up an idea at a Milan fashion show. | _____ |
| 4 | They didn't take assistants to shows last year but will this year. | _____ |
| 5 | Chloe should put pressure on customers to make a decision. | _____ |

5. Underline the odd word or phrase.

- | | | | | |
|---|-------------|------------|-----------------|------------------|
| 0 | attorney | prosecutor | suspect | <u>character</u> |
| 1 | genre | set | hostage | sequel |
| 2 | chapter | novel | character | captor |
| 3 | offender | fraud | stabilise | charge |
| 4 | documentary | gripping | ground breaking | incomparable |
| 5 | decline | dub | level off | top out |
| 6 | pitch | sitcom | animation | soap |

2 курс

Тема Units 1-2

Вариант 1 см приложение

Вариант 2 см приложение

Тема Units 3-4

Вариант 1 см приложение

Вариант 2 см приложение

Тема Units 5-6

Вариант 1 см приложение

Вариант 2 см приложение

Тема Review

Вариант 1 см приложение

Вариант 2 см приложение

Критерии оценки (в баллах):

- 8,5-10 баллов выставляется студенту, если 90%-100% заданий теста или к/р выполнены;
- 7,0-8,4 баллов выставляется студенту, если 70%-89% заданий теста или к/р выполнены;
- 5,0-6,9 баллов выставляется студенту, если 50%-69% заданий выполнены;
- менее 5,0 баллов выставляется студенту, если менее 50% заданий теста или к/р выполнены.

Units 1-2

Variant 1

1. Read the article on job interviews and sentences 1–6 below.

For each sentence 1–6 mark one letter (A, B, C or D).

It makes sense to interview no more than six candidates because of the cost and time involved. After the short-listing process of reviewing CVs or application forms against the job description and person specifications, preparation for the interviews can be started.

The aim of the interview is to collect information about the suitability of the candidate for a particular post, not to find out if the candidate is likeable. Individual interviews can be useful, but panel interviews can help protect against individual bias, though they are more expensive. Too many people on the panel can be intimidating: three seems to be a good number, with one chairperson. The interviewers should review the job description, person specification and applications, and be familiar with the requirements of the job. They should make notes of the key areas and discuss these with their colleagues. It should be clear before the interviews start who will ask which questions, because a free-for-all can be confusing for the candidate.

The interview should have a clear structure and this should be explained to the candidate at the very start. The chairperson should link between the phases of the interview and between the panelists. This is especially true for telephone interviews.

There are five phases to the interview. An introduction to the interviewers helps to settle the candidate. Then the structure of the interview should be explained.

The main phase is the questioning of the candidate to obtain the information necessary to make a good decision. Questions should focus on the past, not the future and the panel should avoid hypothetical questions. General questions should lead to more focused questions which are looking for evidence of what the candidate did in certain situations. You will use the CV or application form as the basis for this stage. You are looking for concrete answers which highlight learning experiences and achievements. You should also explore the candidate's background, expertise, knowledge and skills as well as what they think of as their strengths and weaknesses. You are also checking to see if there are any inconsistencies between what the application and the candidate says.

After this, the longest phase, the candidate should be invited to ask any questions they have about the job, the company, or anything else they might want clarified. Remember that the interview is not just about whether you feel the candidate is right for the job: it is also the time for the candidate to decide if the job and the company are suitable for them, and the opportunity for the candidate to question you is essential for them to be able to make this decision. At the conclusion of the interview the chairperson should make it clear when the candidate will hear the results of the interview.

An interview should be relaxed and friendly, but the interviewers should remain in control and be able to draw out nervous or shy candidates and to manage over-confident ones. Making a recruitment error can be very expensive and difficult to correct and interviewing should be seen as a moment of truth in the selection process.

1. In the first paragraph, the writer suggests that six people should be interviewed because

- A. not everyone deserves an interview.
- B. it is the right thing to do.
- C. it takes a long time to read all the applications.
- D. it is expensive and time-consuming to interview more than six.

2. In the second paragraph, the writer suggests there should be

- A. a large panel of good interviewers.
- B. four on a panel including one chairperson.
- C. a good number of people on the panel.
- D. a chairperson and two others on the panel.

3. The questioning phase of the interview is

- A. when the candidate can ask questions about the company.

- B. the longest and most important part of the whole interview.
- C. a time to talk about the past and future of the candidate.
- D. when you can ask what the candidate would do in certain situations.

4. The chairperson's role is important because they

- A. introduce the interviewers and close the interview at the end.
- B. control the structure of the interview and connect the phases.
- C. decide if there will be a second interview or not.
- D. check to make sure the candidate did not lie on their CV.

5. According to the text the candidate can ask questions

- A. about what they have forgotten to say in the interview.
- B. to find out more about the interview.
- C. to find out when the results will be known.
- D. to help them decide if they are a good match for the job.

6. Which of the following best summarizes the text?

- A. An interview takes a long time.
- B. Interviews should be the same for everyone.
- C. Interviews are too important to get wrong.
- D. There are lots of documents for interviews.

2. Choose the best alternative.

- 1. If we reduce/ reduced/ will reduce the prices, we would attract more customers.
- 2. If / unless the working conditions improve, I will not turn to the trade union.
- 3. If/ unless you talk to the boss, you cannot hope to be promoted.
- 4. Where have you been? – I have worked/ have been working/ worked on my report for Friday meeting.
- 5. Where have you worked/ have you been working/ did you work before you applied for a position in our company?

3. Choose the correct variant to complete the sentences.

- 1. Eva had excellent academic ... , but no work experience.
A. skills B. qualities C. portfolio D. qualifications
- 2. We will need ... from your former employers.
A. referees B. testimony C. references D. certificates
- 3. She's established a good ... with her new colleagues.
A. rapport B. communication C. affair D. bond
- 4. Fear of change is the greatest single ... to progress.
A. trouble B. obstacle C. difficult D. suffering
- 5. Part of Anne's job as a librarian is to ... with local schools.
A. contact B. rapport C. liaison D. get engaged
- 6. She has a real ... for drawing and painting.
A. power B. aptitude C. incline D. possibility
- 7. Judge Ginsburg is to fill the ... on the US supreme court.
A. vacancy B. workplace C. rank D. posting
- 8. Teaching isn't just a job - it's a
A. vacation B. call C. tendency D. vocation
- 9. Our financial problems should be ... in a week or two.
A. decided B. determined C. allowed D. sorted out
- 10. Recruitment and training have to be planned in the most ... way.
A. cost conscious B. cost profitable C. cost effective D. cost avoiding

4. Match two halves of the expression.

- 1. job A. accomplishment

- | | |
|----------------|-----------------|
| 2. material | B. satisfaction |
| 3. invasion | C. course |
| 4. to give | D. a sabbatical |
| 5. to make | E. a refund |
| 6. to identify | F. obstacles |
| 7. to take | G. redundant |
| 8. degree | H. of privacy |

5. Write an email based on the following brief. Write about 50–60 words.

Your friend Jane Cliffe wants to set up her own personal website.

Write an email to Jane:

- Ask how her plans are going
- Suggest some web design essentials
- Say that you are available to help her more

To: Jane Cliffe

Cc:

Subject: Web design

Units 1-2
Variant 2

1. Look at the statements below and the extracts from an article on negotiation.

Which section (A, B, C or D) does each statement 1–8 refer to?

For each statement 1–8 mark one letter (A, B, C or D).

You will need to use some of these letters more than once.

1. You should try work out how the other person negotiating feels, and what they want.
2. You need to know what you can use to show movement during the negotiation.
3. Win-win is better for business over a longer period.
4. You need to know if you can stop negotiating if you have to.
5. A win-win negotiation is where the two parties are working hard together.
6. You need to be creative during the negotiation.
7. This type of negotiation is where one party finishes the negotiation in a better position.
8. You should be able to offer something to encourage the other party to reach agreement.

A.

There are two main forms of negotiation. *Distributive* negotiation is where you want to win the negotiation and you must use persuasion to reach your goals. Both parties to the negotiation are looking for a different outcome – both to want to achieve what is best for them. This is known as a ‘win-lose’ negotiation. *Integrative* negotiation is where both parties are striving together to reach the best compromise solution to the issue and both will achieve something of what they want and offset this against something they do not get. This is also known as a ‘win-win’ scenario.

B.

Before negotiating, it is a good idea to prepare extremely thoroughly. You need to know how you feel personally about the negotiation and how the other party feels about the negotiation. It is also good to find out what style of negotiation they prefer – win-win or win-lose. Write down what your objectives are and try to think what their objectives are. What would be a win for you, and what is your bottom line? You should finally decide on your ‘BATNA’, which is the ‘Best Alternative to A Negotiated Agreement’. Can you walk away from the deal? What other choices do you have? What is the BATNA of the other party? Thinking like them will help you achieve your own goals, because you will understand what it is important to them.

C.

Your objectives should be divided into three categories – your ‘needs’, ‘wants’, and things which would be ‘nice to have’. The ‘needs’ are what you must get out of the negotiation – your bottom line, upon which you are unwilling or unable to compromise. Your ‘wants’ are things that you can be flexible about and allow movement on during the negotiation process. The ‘nice to have’ items can be used as bargaining chips. You shouldn’t allow emotion to come into your objectives – be realistic. Knowing what you want will help you to keep a clear focus during the negotiation.

D.

When aiming at a win-win solution, you should open the negotiation with some small talk. This will help you to get to know the other side a bit better first. The next step is to state clearly your objectives and carefully listen to theirs. Be open about your commitment to a win-win outcome, which will build a long-term business relationship. Once it is clear where everyone stands then areas of disagreement or conflict can be agreed on and then resolved through movement by both negotiators. You should be adaptable and be able to think outside the box during the negotiation, and remember that you are trying to reach a mutually beneficial outcome. Consider what incentives you can offer to close the deal. When mutual agreement has been reached then the agreed-upon terms should be put into writing.

2. Rewrite these sentences, starting with the words given.

1 I told him to order 1,000 pieces initially.

I suggested _____

2 Unless I get a big pay rise, I'll leave.

If _____

3 I don't care what you wear if you work hard.

Providing _____

4 I wouldn't recommend doing that.

I suggest _____

5 I might consider it if the money was good.

As long as _____

3. Choose the correct variant to complete the sentences.

1. He claimed a ... of his rights under the Fifth Amendment.

A. break B. offence C. misdemeanor D. violation

2. The bank charges a fixed rate for each

A. transaction B. action C. occupation D. occasion

3. You can apply for a ... of your travel costs.

A. expenditure B. refund C. loan D. receipt

4. The new Windows software was announced in April and they're planning to ... it in October.

A. ship B. transact C. load D. move

5. They ... us \$800 for car repairs.

A. set B. valued C. appreciated D. quoted

6. A limousine is one of the ... of the job.

A. benefits package B. fringe benefits C. profits D. gains

7. She's been ... for the sales director's job.

A. short cut B. list shortened C. brief listed D. short listed

8. The company had to put forward a ... that layoffs be considered.

A. supply B. proposal C. bidding D. sentence

9. The advertising campaign is intended to ... sales.

A. boost B. boom C. rise D. decrease

10. We have very strict quality control, so anything that is imperfect is

A. turned out B. turned off C. rejected D. digressed

4. Match two halves of the expression.

1. career

A. to strict deadlines

2. job

B. a candidate

3. to make

C. bonus

4. top-performing

D. description

5. performance-related

E. a commitment

- | | |
|-------------|--------------------|
| 6. to seek | F. path |
| 7. relevant | G. work experience |
| 8. to work | H. employee |

5. Write an email based on the following brief. Write about 50–60 words.

Your friend Diane, who works in another company, is thinking of taking a year off to travel the world and reassess her career.

Write an email to Diane:

- Say that you think it is a good idea
- Suggest good reasons for taking a year off
- Mention some things she could do
- Wish her luck

To: Diane

Cc:

Subject: Year off

Units 3-4
Variant 1

Part 1 Reading

Task 1

Read the article on job interviews and sentences 1–6 below.

For each sentence 1–6 mark one letter (A, B, C or D).

It makes sense to interview no more than six candidates because of the cost and time involved. After the short-listing process of reviewing CVs or application forms against the job description and person specifications, preparation for the interviews can be started.

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After this, the longest phase, the candidate should be invited to ask any questions they have about the job, the company, or anything else they might want clarified. Remember that the interview is not just about whether you feel the candidate is right for the job: it is also the time for the candidate to decide if the job and the company are suitable for them, and the opportunity for the candidate to question you is essential for them to be able to make this decision. At the conclusion of the interview the chairperson should make it clear when the candidate will hear the results of the interview.

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- C. it takes a long time to read all the applications.
- D. it is expensive and time-consuming to interview more than six.

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- A. a large panel of good interviewers.
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- A. when the candidate can ask questions about the company.
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- D. when you can ask what the candidate would do in certain situations.

4. The chairperson's role is important because they

- A. introduce the interviewers and close the interview at the end.
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- C. decide if there will be a second interview or not.
- D. check to make sure the candidate did not lie on their CV.

5. According to the text the candidate can ask questions

- A. about what they have forgotten to say in the interview.
- B. to find out more about the interview.
- C. to find out when the results will be known.
- D. to help them decide if they are a good match for the job.

6. Which of the following best summarizes the text?

- A. An interview takes a long time.
- B. Interviews should be the same for everyone.
- C. Interviews are too important to get wrong.
- D. There are lots of documents for interviews.

Task 2

Complete this text with the correct form of the verbs in brackets. There are two examples at the beginning.

Professor Jake K. McLear (00) is (be) a leading light in the Open Source Movement. He (0) devotes (devote) his life to the crusade against software giants: he (1) _____ (travel) the world from conference to conference arguing for Linux, Openoffice.org and other open source initiatives as the only sensible and cost-effective alternative to products like Microsoft Office. 'There (2) _____ (be) no answer to the Open Source Movement,' he says, 'Microsoft is a giant which (3) _____ (need) to be killed. It is least innovative in those areas it (4) _____ (dominate) – like Office and Explorer – and most innovative in new areas like gaming. It's too big, too fat and lazy.'

Professor McLear (5) _____ (be) an unlikely champion for open source software as his background was as an engineer for a large software company which (6) _____ (sell) very expensive network solutions to corporate clients. He worked there for ten years before he (7) _____ (be) made redundant in a takeover of the company. 'It

(8) _____ (be) the best thing which (9) ever _____ (happen) to me,' he now says. 'I (10) _____ (go) out to teach in Asia and found myself coming into contact with people who, incredibly, were contributing to software projects for free. They

(11) _____ (be) part of a huge worldwide network of committed and highly-skilled software writers who were willing to spend their time doing something they

(12) _____ (believe) in. Even at that time, they (13) _____ (have) great contacts with people in Silicon Valley.'

Professor McLear's experience in Asia (14) _____ (be) a turning-point in his life. Since then, he (15) _____ (give) hundreds of presentations and written many papers on what he calls the 'this living breathing collective of cool people.' At the moment he (16) _____ (write) a book about his experiences and achievements. He (17) _____ (write) about half of it and (18) _____ (have) offers from interested publishers. 'Open source (19) _____ (be) the best experience of my life and, at the moment, this book (20) _____ (be) the second best,' he laughs, as he packs his bags for another flight to another city and another conference.

Part 2 Writing

Task 1

Write an email based on the following brief. Write about 50–60 words.

Your friend Diane, who works in another company, is thinking of taking a year off to travel the world

and reassess her career.

Write an email to Diane:

- Say that you think it is a good idea
- Suggest good reasons for taking a year off
- Mention some things she could do
- Wish her luck

Units 3-4
Variant 2

Part 1 Reading

Task 1

Read the text below about online shopping.

Choose the best word to fill each gap from A, B, C or D below.

Every year in the USA over \$150 billion is spent online, but this is only 5 % of

(1) _____ retail sales in the country. Most people using the Internet for shopping don't actually make a (2) _____ online. Instead they use the Internet for pre-purchase research to find the best (3) _____ deals available, and then they go to that shop (if possible) to make the final purchase.

This is all despite the e-tailing promise that shopping online will be (4) _____ and convenient. Convenient it might be, but 30% of all online purchases (5) _____, which means that there are a lot of disappointed (6) _____ out there. There is also the (7) _____ of credit card security.

In Britain there is over £500m of credit card fraud every year and over 25% of that is when stolen credit card details are used on the telephone or Internet to place (8) _____ which the card holder does not find out about until their next statement. As a result of this, many people do not trust websites

(9) _____ their credit card details.

Other potential customers do not like the way websites track their visits and the way some, like Amazon.com, make suggestions to (10) _____ customers based on their previous purchases. They see this as being (11) _____, and even a (12) _____ of their privacy. So although online retailers have (13) _____ down prices and can (14) _____ large discounts because they are only taking orders and shipping products from large warehouses, they are still (15) _____ it difficult to turn visitors into paying customers.

- | | | | |
|------------------|--------------|--------------|--------------|
| 1 A. on | B. whole | C. total | D. these |
| 2 A. buy | B. purchase | C. shop | D. demand |
| 3 A. extra | B. good | C. make | D. possible |
| 4 A. expensive | B. cheap | C. good | D. quality |
| 5 A. fail | B. work | C. succeed | D. bought |
| 6 A. buyer | B. customers | C. orders | D. consume |
| 7 A. problem | B. situation | C. status | D. issued |
| 8 A. products | B. goods | C. purchases | D. orders |
| 9 A. for | B. by | C. to | D. with |
| 10 A. new | B. next | C. returning | D. excellent |
| 11 A. intrude | B. intruded | C. intrusive | D. intruding |
| 12 A. protection | B. violation | C. entrance | D. intrude |
| 13 A. brought | B. bring | C. bringing | D. bought |
| 14 A. ask | B. gave | C. suggest | D. offer |
| 15 A. finding | B. making | C. saying | D. seeing |

Task 2

Complete the text with one word in each space. There is an example at the beginning.

A customer logs on to the Internet and looks up a (0) product on a search engine. She clicks on a (1) _____ to a seller's site and then she (2) _____ the site and identifies the product which interests her. Then the customer (3) _____ similar products on other sites before selecting the best offer she can find. She (4) _____ a product and places it in a shopping cart before going to the (5) _____.

Part 2 Writing

Task 1

Write an email based on the following brief. Write about 50–60 words.

Your friend Jane Cliffe wants to set up her own personal website.

Write an email to Jane:

- Ask how her plans are going
- Suggest some web design essentials
- Say that you are available to help her more

Units 5-6

Variant 1

Part 1 Reading

Task 1

Read the article below about corporate social responsibility

Choose the best sentence from A–F below to fill each of the gaps.

For each question 1–6, mark one letter.

Do not use any letter more than once.

Corporate social responsibility is all about how your business can make a positive contribution to life in the places where you operate. (1) _____. It is about working in partnership with others to improve the environment and life conditions of the communities you operate in.

(2) _____. These can be reduced costs, a better reputation, improved morale and better skills development. Working with the local community can lead to an improved relationship with partners and clients. Projects can lead to innovation and the better management of risks. It is a win-win situation for both the community and your business, and will enhance shareholder value.

CSR starts within the firm in such areas as code of practices governing the giving and receiving of gifts and hospitality, to extending these codes outside the business to your suppliers. (3) _____. It means supporting charities and using company resources – people, time and money – in specific projects with local partners. (4) _____.

Some analysts argue, though, that we should move away from *corporate* social responsibility to *personal* social responsibility. (5) _____.

Another issue is how the results of CSR are reported. (6) _____. The current situation of short paper-based reports with more information publicly available on the Internet seems to be the standard model to follow.

A It seems unlikely that this will move to being completely based on the Web.

B It may be a case of releasing a manager to lend their expertise to a worthy project or developing, funding and supporting a larger scale project.

C Rather than the corporation being responsible, it is everyone inside and outside the company who should contribute what they can to social improvements.

D There are many benefits.

E It is about more than just providing employment for your workers.

F It means recognizing the merit of individual members of staff and being fully transparent with regulatory agencies, customers and the public if something goes wrong.

Task 2

Complete this text with the correct form of the verbs in brackets.

I (1) _____ (offer) a job yesterday working for BP. They (2) _____ (be) a great company to work for. They (3) _____ (operate) in many interesting countries – last month a new office (4) _____ (open) in Ecuador. The interview (5) _____ (be) really difficult. I (6) _____ (ask) lots of challenging questions. I (7) _____ (give) a copy of

their code of conduct which I (8) _____ (have) to read and learn before I start work, so that's going to be my bedtime reading for a while! I (9) _____ (be) very much looking forward to (10) _____ (work) for them.

Part 2 Writing

Task 1

Write an email based on the following brief. Write about 50–60 words.

You are the mayor of a small town in Slovakia. A large multi-national company has just announced the closure of the factory it operates in your town. 150 people will lose their jobs.

Write an email to the director of the factory, Ms J. Johns:

- Say that you are unhappy with the company's decision
- Say that promises have been broken
- Ask her for an urgent meeting
- Suggest a date and time

Part 3 Listening

Task 1 / Recording 2.49

Listen to Part two of the talk on NPR about Corporate Social Responsibility. Complete these phrases.

1. Purely _____ - _____ considerations
2. to enhance _____ value
3. feel aligned with the company's _____
4. we feel we can _____ the world
5. Southwest Airlines will favour its _____
6. and then the _____ third
7. happy, engaged, _____ employees
8. get into an argument with someone there, the _____ when word

Task 2 / Recording 2.61

Listen to part of a meeting at Phoenix's Head Office in Sydney. Which of these expressions do you hear being used?

1. Well, that's good news!
2. We all agree we need to keep a watch on that one.
3. They all have problems.
4. Sounds good.
5. There are several plus points.
6. Shall we let Helen finish?
7. Never heard of it!
8. It's possible.
9. It's exactly what we were looking for.
10. Can you bring us up to date?
11. But I don't think it's going to be a problem.
12. Any negatives?

Units 5-6
Variant 2

Part 1 Reading

Task 1

Look at the statements below and the financial reports from a newspaper.

Which section (A, B, C or D) does each statement 1–8 refer to?

For each statement 1–8 mark one letter (A, B, C or D).

You will need to use some of the letters more than once.

- 1 A company's share price climbed.
- 2 A company's costs had dropped.
- 3 A company almost doubled its profits.
- 4 A company is confident problems will not stop it making money soon.
- 5 A company has gone to the wall.
- 6 A company is making a small profit.
- 7 A company is losing money.
- 8 A company's share price slid then rose and levelled off.

A

Oldies Records reported that sales of its popular MP3 player continued to fluctuate on a month to month basis. Following months of rumours Titanic Enterprises has announced that it has gone bankrupt with debts of almost \$4 bn. This was followed by an announcement that Brizal Coffee is now just in the black for the first time.

B

Bradburgers, the new catering giant, announced record revenues in Europe but a poor performance in the USA due to stiff competition from established fast food chains which will hit profits. The share price dipped to \$4. Predictor Inc's share price slumped to a record low of \$1.50 from a peak of \$15.65 – it stabilized at \$2.10. After the market closed Henry Halen announced that 3rd Quarter profits had risen by 46% to a record high.

C

Kylton Electronics shares collapsed today on poor sales of its new home entertainment system, but overall sales of other products remained good. The share price of Tezin Pharma had fluctuated over the last six months but on the news of FDA approval of its new heart drug, shares jumped to \$56 in late trading. Nidden PLC reported that operating costs had fallen but that due to lower demand it was cutting back on production of some lines.

D

HoneyTrap, the organic food company, announced that the debt incurred from its restructuring had peaked and the company would not go under. The IT company Marks and Angel gave another profits warning and said that it expected to be in the red for the next two quarters before a recovery early next year. JTL Holdings reported higher variable costs and said that it had some problems with cash flow but that this should not affect production and expected that the 4th Quarter should show a return to profitability.

Task 2

Complete the text with the best form of the verbs in brackets, affirmative or negative. In some cases, more than one tense is possible.

Good morning, ladies and gentlemen. I (1) _____ (ask) you here today to talk about the long-term plans and prospects of Predictor IT. I (2) _____ (be) delighted to be able to announce that predictor IT and EPQ Software (3) _____ (merge). I (4) _____ (have) a final meeting with the chairman of EPQ last week and we (5) _____ (agree) all the details. I am very pleased to say that there (6) _____ (be) any redundancies and we (7) _____ (employ) more people in the future. I (8) _____ (tell) you any more today as there (9) _____ (be) a joint press conference at 4pm today. Even though we (10) _____ (merge) with EPQ this doesn't mean the launch of our new multi-media home entertainment system will be delayed. We (11) _____ (launch) the system next month on time. We (12) _____ (expect) this product to be very successful and that annual profits (13) _____ (rise) by over 10%. EPQ (14) _____ (launch) a new suite of business software next Friday and the long-term prospects for our co-operation are very good. I (15) _____ (see) you at the press conference at 4pm.

Part 2 Writing

Task 1

Write an email based on the following brief. Write about 50–60 words.

Your friend Sam Browne has decided to look for a new job.

Write an email to him:

- Say he could go freelance and giving reasons for this
- Suggest he could also start a serious job search and giving some ideas where to start
- Wish him good luck

Task 2

Rewrite these sentences using the words given. Add any other words you feel necessary to communicate the meaning most accurately.

1 Last year our stock market valuation rose by over 45%.
doubled

2 GBH Chemicals has gone bankrupt.
wall

3 As a result of the restructuring, the company is in a much better situation.
to

4 There will be a slight increase in costs.
slightly

5 Because of the lower cost from our suppliers we are making higher profits.
consequence

6 Record revenues have matched our costs for the first time.
broken

7 We hope to make a profit in the next quarter.
black

Part 3 Listening

Task 1 / Recording 3.02

Listen to this financial report. Are these statements True or False?

1. One year after the floatation, shares were worth \$12.
2. The stock peaked at \$50 in 1991.
3. The Nimmco takeover was popular and shares rose sharply by over 40%.
4. The alliance with Haffman meant the share price more than doubled.
5. Oxtel's first offer is \$5 less than the share price.

Task 2 / Recording 3.15

Listen to the early part of the President of Calisto's presentation to the Board of Directors.

Complete these phrases.

1. Unless we take action now, we will _____
2. However, they have achieved this by _____
3. unless there is _____
4. Our second option is to follow _____
5. this investment would _____

Review Test
Variant 1

Part 1 Reading

Text 1

Questions 1–7

Look at the statements below and the extracts from an article on work placements.

Which section (A, B, C or D) does each statement 1–7 refer to?

For each statement 1–7 mark one letter (A, B, C or D).

You will need to use some of these letters more than once.

1. The employer should offer their opinion on how successful a student has been on the placement.
2. You might have to do many different tasks.
3. There are many advantages for students doing a work placement.
4. Doing a work placement will make you more attractive to future employers.
5. You can watch how one person does their work.
6. It is better for a company to employ someone they know already.
7. Doing an internship can help you check if you have chosen the most appropriate career.

A. There are many benefits if you do a work placement or internship. You will have the opportunity to practise your skills in the workplace and you can test your career plans to see if you have made the right decision. You can make contacts for the future, if you make a good impression. You will learn how to take responsibility for your work and how to behave in an environment which is different from being a student. A work placement also enhances the look of your CV (many jobs are unavailable to those with no experience) – and, of course, you'll earn some money.

B. Employers can also benefit from work placements. Students have up-to-date knowledge and skills which can be put to good use on a project. Students are often highly motivated and work hard, and staff and students learn from each other as they do their work tasks. If a student works really well, the employer can offer them a full time job with less risk than with an unknown person. The student will be familiar with the organization and its unwritten rules and will fit in better than someone who is completely new.

C. There are different kinds of work placements. 'Work shadowing' means following someone around as they do their work to see how they do it. A general role will mean being involved in many different aspects of work in a department or company and learning how a wide range of things work in the organisation. Taking on a specific role on a project or in a department is more like having a real job and you will probably be responsible for a specific area of work.

D. The most important quality the employer is looking for is attitude. When you approach an employer for a work placement you must show that you are enthusiastic and willing to learn. This is more important than previous experience. You will be able to learn from any work experience but it is best to apply for a role which you are interested in and in which you can offer the employer some benefit. You should also expect the employer to assess your work and to offer you a written appraisal of how you performed in such areas as meeting deadlines and dealing with your workload.

Text 2

Questions 8–12

Read the article below about Global Volunteers.

Choose the best sentence from A–E below to fill each of the gaps.

For each question 8–12, mark one letter.

Do not use any letter more than once.

Are you bored with the nine to five routine? Are you looking for a new challenge? (8) ____ If you

answered 'yes' to any of these, then you are who we are looking for.

We need enthusiastic, qualified and passionate people of all ages to work with us to help in the developing world. We send volunteers all over the world on one-year placements to train local people in your skills. When you return home, your skills remain and enrich the lives of the people you worked with – how's that for job satisfaction? (9) _____

We need experts in many different sectors – from accountancy to project management to teaching. You will receive a local salary and housing, as well as flights and medical insurance. And we aren't just looking for professional skills. Your personal integrity, strength and fitness are important, as well. (10) _____ Working closely with local people, you will find the experience extremely satisfying, and you will return home having really achieved something

This is a really exciting opportunity. You'll be able to test yourself and your knowledge in demanding conditions. (11) _____

When you return home you'll find employers really take a positive attitude to these experiences on your CV. You'll be seen as being more mature and responsible. (12) _____

1. Your investment in the lives of the people you work with will be an investment in yourself.
2. You'll really find out what your strengths and weaknesses are.
3. This is an opportunity for you to work with a passion, where you can make a real difference.
4. Would you like to make a valuable contribution in an underprivileged area of the world?
5. You will be working in difficult situations which are physically demanding.

Text 3

Questions 13–17

Read the article on being a customer service advisor and sentences 13–17 below.

For each sentence 13–17 mark one letter (A, B, C or D).

Being a customer service advisor in a call centre in India is not sweatshop work. It is highly skilled and not easy to do well. Advisors need to be educated and able to master complex areas such as motor insurance and to be able to deal with many different English accents. Not everyone can cope with this. Some just learn the standard responses and repeat these without real understanding and this causes problems when something unusual or difficult occurs. Compared with working conditions in other industries in India, the working environment in call centres is extremely good and the wages are high. There is fierce competition for jobs and the best companies attract the best people. Advisors often see working in a call centre as a step up the corporate ladder to a management position or to another job, having worked on their language and customer care skills. Having dealt with the high pressure of taking non-stop calls from the UK in the middle of the night, advisors have proved themselves capable of dealing with a heavy workload. The job is not an easy one but then many jobs are difficult. Compared with coal mining or industrial manufacturing, the kind of pressures are completely different and different people can cope with different pressures. Working in a call centre is not just answering the phone. It's being able to cope with many different problems and situations. It is a real skill to be able to sound patient and understanding with equally stressed customers who many have been on hold for a long time and who are calling because they have a problem which needs to be solved.

13. To be a good customer service advisor you need

- A. to be able to deal with a variety of challenges well.
- B. to learn what to say and say it.
- C. to be able to speak in many English accents.
- D. to know everything about cars and car insurance.

14. Experienced customer service advisors

- A. have a choice of career moves for the next stage in their career.
- B. can all become managers.

- C. can easily find a job.
 D. can start to learn English and customer care skills.
- 15. Experienced customer service advisors have shown that they**
 A. can use the telephone.
 B. can improve their language skills.
 C. can work at night.
 D. can cope well with a lot of pressure and a high volume of work.
- 16. Jobs in call centers**
 A. are as difficult as coal mining and industrial manufacturing.
 B. are done by people who could be coal miners.
 C. do not have the same pressures as coal mining.
 D. are harder than coal mining and industrial manufacturing.
- 17. When a customer service advisor talks to a customer, they**
 A. both want to finish the call quickly.
 B. both have a problem.
 C. both should be patient and understanding.
 D. are both under pressure.

Text 4

Questions 18–32

Read the text below about colour packaging.

Choose the best word to fill each gap from A, B, C or D below.

It's been a busy quarter. You (18) _____ one of your main products and it's been a disaster. (19) _____ are down 10%. What went wrong? Did you try to (20) _____ your product too much from the competition? Or not enough? Have you thought about the (21) _____ colour? In your redesign you changed a lot – perhaps too much? Colour is a key factor in packaging, especially in today's highly (22) _____ marketplace. When a consumer walks along the supermarket shelves they will take a few seconds to decide what to buy and you need to (23) _____ the worth of your product from three metres away. The packaging should be (24) _____. It should grab the (25) _____ of the consumer and shout 'Buy me!'. It's not just a case of putting yellow and red 'new and improved' labels on. The whole colour combination of the product and packaging should be considered. The colour combination should be (26) _____, as some colours are not (27) _____ when put together. The colour should suit the contents of the package – the background colour of the package should reflect the colour or properties of the product itself. Green is seen as environmentally friendly. White and blue indicate freshness, while purple, gold and black reflect luxury. Colour should be a prime consideration in product development right from the initial (28) _____ and should be thoroughly tested with focus (29) _____ and during (30) _____ studies. Only when you have a package with the right combination of colours, which reflects the product's qualities and is (31) _____, should you go into (32) _____.

- | | | | |
|------------------|----------------|-------------|-----------------|
| 18 A replaced | B relaunched | C retried | D returned |
| 19 A sales | B losses | C products | D stocks |
| 20 A change | B alter | C adapt | D differentiate |
| 21 A pack | B box | C packaging | D product |
| 22 A competitive | B competition | C compete | D uncompetitive |
| 23 A tell | B communicate | C make | D show |
| 24 A eye-opening | B eye-watering | C eye-ful | D eye-catching |
| 25 A attend | B attentive | C attention | D attended |
| 26 A efficient | B attractive | C affect | D impact |
| 27 A working | B contrasting | C impacting | D effective |

A colleague of yours wants to rewrite their CV. Write some advice for him or her on how they should lay out their CV, and give reasons. Use the notes below to help you. Write about 120 words.

Name, address, nationality at top.

Work experience since leaving university. Latest job first.

Include details of job and responsibilities – why?

Education and qualifications– start with university.

Voluntary roles/positions of responsibility – why?

Additional skills – why? For example?

References – where? How many?

Part 3 Listening

Task 1 / Recording 1.01

Listen to Alessandra talking about her placement and complete the sentences below with the right number of words. Each space is one word. The first one is done as an example for you.

- 0 The first day, I arrived at 8.30 and I was a bit surprised
- 1 But everybody was very _____
- 2 So, I thought, great, I can really do a good job here and , you know, _____
- 3 _____ like I said, I wanted to impress the company, and I've never been afraid _____
- 4 And it turned out that it wasn't _____
- 5 they all thought I was just some lazy student _____ !

Task 2 / Recording 1.22

Listen to *Guess the Product* and complete the answers. Five have already been done for you.

- 1 No, it isn't.
- 2 _____
- 3 Yes, you would.
- 4 _____
- 5 No, it didn't.
- 6 _____
- 7 No, you don't.
- 8 _____
- 9 No, it doesn't.
- 10 _____

Task 3 / Recordings 1.36–1.38

Listen to these three customer ratings of telephones. Are these statements True or False? The first one is done as an example for you.

Caller 1

- | | |
|---|---------------------|
| 0 It is an excellent phone for beginners. | <u>True</u> / False |
| 1 The battery life is the best feature. | True / False |

Caller 2

- | | |
|--|--------------|
| 2 The user needs to use two hands to open the phone. | True / False |
| 3 The caller has upgraded to another phone. | True / False |

Caller 3

- | | |
|---|--------------|
| 4 The caller has not dropped the phone. | True / False |
| 5 The caller isn't sure why there is a problem with the signal. | True / False |

Review Test Variant 2

Part 1 Reading

Text 1

Questions 1–8

Look at the statements below and the extracts from an article on negotiation.

Which section (A, B, C or D) does each statement 1–8 refer to?

For each statement 1–8 mark one letter (A, B, C or D).

You will need to use some of these letters more than once.

1. You should try work out how the other person negotiating feels, and what they want.
2. You need to know what you can use to show movement during the negotiation.
3. Win-win is better for business over a longer period.
4. You need to know if you can stop negotiating if you have to.
5. A win-win negotiation is where the two parties are working hard together.
6. You need to be creative during the negotiation.
7. This type of negotiation is where one party finishes the negotiation in a better position.
8. You should be able to offer something to encourage the other party to reach agreement.

A.

There are two main forms of negotiation. *Distributive* negotiation is where you want to win the negotiation and you must use persuasion to reach your goals. Both parties to the negotiation are looking for a different outcome – both to want to achieve what is best for them. This is known as a ‘win-lose’ negotiation. *Integrative* negotiation is where both parties are striving together to reach the best compromise solution to the issue and both will achieve something of what they want and offset this against something they do not get. This is also known as a ‘win-win’ scenario.

B.

Before negotiating, it is a good idea to prepare extremely thoroughly. You need to know how you feel personally about the negotiation and how the other party feels about the negotiation. It is also good to find out what style of negotiation they prefer – win-win or win-lose. Write down what your objectives are and try to think what their objectives are. What would be a win for you, and what is your bottom line? You should finally decide on your ‘BATNA’, which is the ‘Best Alternative to A Negotiated Agreement’. Can you walk away from the deal? What other choices do you have? What is the BATNA of the other party? Thinking like them will help you achieve your own goals, because you will understand what it is important to them.

C.

Your objectives should be divided into three categories – your ‘needs’, ‘wants’, and things which would be ‘nice to have’. The ‘needs’ are what you must get out of the negotiation – your bottom line, upon which you are unwilling or unable to compromise. Your ‘wants’ are things that you can be flexible about and allow movement on during the negotiation process. The ‘nice to have’ items can be used as bargaining chips. You shouldn’t allow emotion to come into your objectives – be realistic. Knowing what you want will help you to keep a clear focus during the negotiation.

D.

When aiming at a win-win solution, you should open the negotiation with some small talk. This will help you to get to know the other side a bit better first. The next step is to state clearly your objectives and carefully listen to theirs. Be open about your commitment to a win-win outcome, which will build a long-term business relationship. Once it is clear where everyone stands then areas of disagreement or conflict can be agreed on and then resolved through movement by both negotiators. You should be adaptable and be able to think outside the box during the negotiation, and remember that you are trying to reach a mutually beneficial outcome. Consider what incentives you can offer to close the deal. When mutual agreement has been reached then the agreed-upon terms should be put into writing.

Text 2

Questions 9–13

Read the article below about hotels and business travellers.

Choose the best sentence from A–E below to fill each of the gaps.

For each question 9–13, mark one letter.

Do not use any letter more than once.

What do business travellers want from a hotel? Is it just a room, a bed and CNN on cable? What more can a hotel offer business customers? Hotels do not just cater for business travellers, but offer services for tourists and other types of guests. (9) _____. Business travellers might also be interested in the latest in entertainment like virtual golfing simulators so they can keep up their game without having to join a golf club. (10) _____. Ten years ago the TV and mini-bar were all that could be found in hotel rooms. Now rooms generally have hi-speed or Wi-Fi Internet connections, as well as a large menu of free and Pay TV options. Even bathrooms are becoming more sophisticated, with extra powerful hair driers, and make-up mirrors which do not steam up! (11) _____. In every good hotel there should be a range of hotel services available. You should be able to exchange money into the local currency and, of course, there is also room service, for when you just can't face eating alone in the hotel restaurant. Some hotels now offer baby sitter services (not usually much use for the business traveller!). (12) _____. After a long day of meetings and difficult negotiations, some business people often just want to collapse on their beds and get ready for the next day or their early morning flight, but for others there is always the hotel bar to relax in. Security is a major issue in hotels. All rooms should have a spy hole and door chain and the lift door should only open on your floor if you have a card key for a room there. Some lifts now have CCTV in them, monitored from the hotel reception or security centre. (13) _____. In Washington the Hamilton Crowne Plaza has introduced a woman-only floor. The rooms have Danielle Steele and Nora Roberts novels, women's magazines and a special room service menu.

- A. As modern hotels often have dedicated business centres, with computer, printing and photo-copying facilities, it's possible to get a lot of work done at the hotel.
- B. Others even have a personal shopper for those who need help in the local shops and markets.
- C. Some hotels have women-only rooms, such as the five-star Grange City Hotel in London, which has 68 rooms reserved exclusively for women after customer research revealed half of its clients were women, and most of them felt vulnerable when travelling.
- D. These range from spas and beauty treatments, indoor heated swimming pools, saunas and gymnasiums to theatres and games rooms, and can be used by the business man or woman with time on their hands.
- E. Even though rooms are often equipped with trouser presses and irons, most good hotels offer a fast and reliable laundry service.

Text 3

Questions 14–19

Read the article on mergers and acquisitions and sentences 14–19 below.

For each sentence 14–19 mark one letter (A, B, C or D).

The theory behind mergers and acquisitions is that the two companies together will be stronger, and shareholder value will be created. Often in economically difficult times stronger companies will buy weaker ones and hope that the synergy between the two companies or the cost-savings which can be made will help the company increase market share or become more efficient. Sometimes companies agree to be taken over because they know they cannot survive in a deteriorating situation. They might be nearing bankruptcy or might be trying to avoid the threat of a takeover from another company. Mergers and acquisitions are not really the same. A merger is when two companies agree to form a new company, which then starts trading. When one company buys another this is an acquisition – the

buyer's company continues to exist. A third alternative is some kind of alliance when companies agree to cooperate in a market or development of a new product or service. Mergers of equals do not often happen – often the takeover is called a merger to make it sound better to stockholders and the media. The key difference between a merger and an acquisition is whether the deal is a friendly or a hostile one. If the deal is friendly then it will often be described as a merger even when it is a takeover. Hostile takeover bids are always acquisitions. Companies come together for a number of reasons. Of these the most important are staff reductions, economies of scale, and gaining access to key technology and new markets. Most mergers involve job losses, as jobs done in one company are replicated in another one. In a merger of finance and marketing departments, for instance, someone is going to lose their job. Often the CEO of the weaker partner firm loses their job, but departs with a generous compensation package to thank them for agreeing to the merger. Often the targets of takeovers are smaller and more innovative companies which have unique technology that the larger company wants or needs. By acquiring such companies, the larger company can save R&D costs, have access to innovation and stay competitive. Companies often try to buy rivals who are operating in different markets or sectors, to increase the reach and size of the company. It is an easy way to enter a new market and avoids all of the costs involved in building up market share. Larger companies can also raise capital more easily than small companies, and with cheaper money can expand even more. Acquisitions are paid for in cash, stock or a combination of both – a premium of about 10% on the current share price of the takeover target is reasonable. Companies are generally more careful of valuations when cash is involved and less so when the deal is made on the basis of shares. The dream of every investment banker is to be involved in a takeover battle when two or more companies are bidding to buy a third. In such a situation of bid and counter bid there are huge fees to be made as advisors.

14. According to the text, companies might want to be acquired when

- A. they cannot takeover another company.
- B. they do not want to merge with another company.
- C. they are in economic difficulty.
- D. they want increase their market share.

15. According to the text, a merger is when

- A. two companies agree to work together to start a new company to provide a new service.
- B. one of the companies continues to operate after buying the other one.
- C. two companies become one new one.
- D. one company launches a hostile takeover bid for another one.

16. According to the text, an acquisition is

- A. where two companies merge by mutual agreement.
- B. basically the same as a merger.
- C. always better for stockholders than a merger.
- D. where one company takes over another in a hostile bid.

17. According to the text, companies merge because

- A they can then spend money on increasing market share.
- B CEOs like to agree to mergers and get a generous compensation package.
- C they can then reduce costs, widen their market and increase their resources.
- D investment bankers like to earn big fees by advising companies to merge.

18. According to the text, companies often acquire competing firms

- A. because they cannot afford to enter new markets.
- B. who have desirable new technology or products.
- C. to raise capital.
- D. because it is difficult to build up market share.

19. According to the text, investment bankers like

- A. deteriorating economic situations.
- B. big, powerful companies.

- C. friendly mergers of companies.
- D. hostile takeovers.

Text 4

Questions 20–34

Read the text below about ethics.

Choose the best word to fill each gap from A, B, C or D below.

Most people think of ‘being ethical’ in business ethics as compliance with laws and financial regulations to avoid (20) _____. When these are not (21) _____, as in the case of Enron, the story makes headlines around the world and has a huge negative impact on the people and companies involved. Most business people are not tempted to commit large scale financial fraud, though, and are (22) _____ of the consequences. Instead, it is the day-to-day actions and behaviour of individuals which present the most problems.

As a manager, if you (23) _____ a blind eye to seemingly small matters such as staff taking home office supplies then you are not (24) _____ yourself with an ethical workplace. Everyone watches everyone else to see where the ethical boundaries are. You should carefully consider what messages you are sending by your (25) _____ or inaction, words and attitudes.

(26) _____ the whole there are three areas to consider in everyday business ethics. The first is respect. Respect for the people you work with; respect for the company resources – time, equipment and money; and respect for the working environment, which includes obeying laws and regulations. You should treat the people you work with well – with (27) _____ and honesty – and use the company equipment for work purposes – that means no personal phone calls.

Responsibility is the second area, and means working well with others – (28) _____ instance doing your share of the work – and providing high quality services and goods to your customers.

(29) _____, the ‘The end justifies the means’ argument is not one that an ethical person would use. Means are as important as ends because *good* results are important. (30) _____ you achieved the results by being unethical either morally or legally then you endanger the business and your own career.

Do not forget: don’t take what isn’t yours. This applies to everything from taking office supplies (31) _____ as paper and pens to taking the credit for work done by others. Also, (32) _____ you agree to confidentiality, keep your word. And be able to say that every answer you give is as (33) _____ as it can be, because if you give (34) _____ information it is bound to affect your future business relationship. And remember that the excuse ‘Everyone does it’ just doesn’t work, especially in a court of law.

- | | | | | |
|----|--------------|--------------|------------|--------------|
| 20 | A legal | B law | C lawyers | D lawsuits |
| 21 | A obeying | B obeyed | C obey | D disobey |
| 22 | A careful | B respectful | C mindful | D lawful |
| 23 | A see | B show | C take | D turn |
| 24 | A aligning | B sharing | C turning | D leaving |
| 25 | A words | B thoughts | C actions | D message |
| 26 | A To | B At | C In | D On |
| 27 | A integrity | B pleasant | C nice | D polite |
| 28 | A in | B for | C to | D as |
| 29 | A Secondly | B At last | C Finally | D Then |
| 30 | A If | B Unless | C When | D Could |
| 31 | A seen | B good | C like | D such |
| 32 | A providing | B could | C unless | D if |
| 33 | A sure | B reasonable | C accurate | D believable |
| 34 | A misleading | B true | C correct | D real |

Text 5

Questions 35–50

Read the article below about e-Tailing

In most of lines 35–50 there is one extra word. It is either grammatically incorrect or does not fit in with the meaning of the text. Some lines, however, are correct. If the line is correct, write **CORRECT** in the space provided.

If there is an extra word in the line, write the extra word in **CAPITAL LETTERS** in the space provided.

There are two examples at the beginning.

00. Other sites are closely watching how the people navigate a site,	<u>THE</u>
01. and testing out what pages or promotions work best with	<u>CORRECT</u>
35 different from customer groups. But seller beware: research done	_____
36 by the New York University's Stern School of Business has found	_____
37 most shoppers consider it tracking without their consent a violation	_____
38 of their own privacy. When in a store, a customer has no expectation	_____
39 of privacy. But when someone is shopping there online, he or she is	_____
40 usually at home or unless at work. A sales rep barging into your	_____
41 shopping experience can feel like an invasion of privacy.	_____
42 'This is a lot about expectations,' says NYU Marketing Professor	_____
43 Eric Greenleaf. 'You feel like it's private when you're available at home,	_____
44 as opposed to there being in a store.'	_____
45 E-tailing company Overstock limits chats to about 10% of its customers,	_____
even if	_____
46 though sales rise briskly even with customers who are engaged in	_____
47 an interactive sales discussion of products. Says Tad Martin, Senior	_____
48 Vice-president for Merchandising and Operations at Overstock:	_____
49 'We are taking about the conservation approach right now. We don't	_____
50 want to really be intrusive.'	_____

Part 2 Writing

Task 1

Write an email based on the following brief. Write about 50–60 words.

You have just received the following email from a customer:

To: Customer services

Subject: A Complaint

Dear Sir or Madam,

I placed an order for an FGT25P from your website on 23rd November, hoping it would arrive by Christmas. It was a present for my nephew. It did not arrive until 5th January, and when it did arrive the box was damaged and the FGT25P inside was scratched. I would like to return this to you for a full refund and compensation for the delay and disappointment of my nephew.

Regards,

Marcus Kiggell

Write an email in reply to the customer:

- Apologize for the problem
- Explain what caused the problem
- Say what you will do to solve the problem

Task 2

You work for a large company. You have been asked to write a report on the trends in export

sales.

Look at the information below and the notes.

Then, using all the notes and supporting figures, write a report to your manager.

Write about 120 words.

	2002 10,000 GBP	2003 10,000 GBP	2004 10,000 GBP	2005 10,000 GBP	2006 10,000 GBP
Toiletries (includes toothpaste, shaving products, shampoo, etc.)	25	31	17	22	27
Perfume	0	5	6	7	18
Handbags	17	23	35	30	29
Shoes	55	40	40	39	41
Hats	3	5	17	19	17

Notes

Toiletries disappointing.

Perfume sales doing very well: over 100% increase over last year

Handbags – excellent in 2004, doing less well now

Shoes seem to be recovering.

Hats doing very well

Part 3 Listening

Task 1 / Recording 2.40

Listen to this conversation. Which of these phrases do you hear?

- 1 What are your priorities?
- 2 Could I suggest ...?
- 3 I'd really like to ...
- 4 I'm sorry, but I'd really like to ...
- 5 I couldn't agree more.
- 6 I might consider going to ...
- 7 We're making progress.
- 8 ... so long as ...
- 9 but only if you....
- 10 now wait a moment

Task 2 / Recordings 2.52–2.57

Read these sentences and then listen to the speakers. Correct the mistakes in the sentences.

There is one mistake in each sentence. The first one is done as an example for you.

- 0 Ms Belabed complained that 100 people were made – **should be 'had been made'** – redundant and she reminded Mr Bullard that he had promised to create new jobs for the town.
- 1 Mr Bullard explained that new technologies had revolutionized the factory and that with the new automated machinery there was no need for so many operators.
- 2 Ms Belabed persuaded Mr Bullard that it was a disaster for the families and asked what he was going to do to help them.
- 3 Mr Bullard explained that they were setting up an outplacement service and said that he was sure most would find work eventually.

- 4 Ms Belabed said that some would not find work and that they had a lot of savings and she asked if they were being offered any financial help.
- 5 Mr Bullard assured Ms Belabed that everyone would receive a redundancy package, and advice and interest free loans were available.

Критерии оценки тестовых заданий

Каждый правильно сделанный пункт оценивается в 1 балл. Сумма баллов переводится в 5-балльную систему в соответствии с формулой:

Количество правильно выполненных пунктов студентом в тесте умножается на 5 и делится на общее кол-во баллов в тесте. При выполнении менее 50% теста, студенту выставляется 0 баллов.

Так, например, если тест состоит из 30 пунктов (30 баллов), значит, 30 баллов надо перевести в 5 баллов. Предположим, студент выполнил правильно 27 пунктов из 30, в этом случае производим следующий расчет:

$$27 \times 5 : 30 = 4,5$$

Таким образом, студент набрал 4,5 балла из 5 за тест.

Задания для творческого рейтинга

Темы индивидуальных и/или групповых проектов

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.3, УК-4.4.

1 курс

Групповые творческие задания (презентации):

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

Индивидуальные творческие задания (презентации):

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

2 курс

Групповые творческие задания (презентации):

1. Solving relocation and repatriation problems.
2. Create a joint venture to deal with a disruptive technology.
3. Your ideal job or workplace.
4. Design a training program.

5. Find solutions for a matrix problem.
6. Recent Perfect Competition Market Models.
7. Successful Company Employee Reward Systems.
8. Organization Framework.
9. Marketing Mix on the example of companies.
10. Socially Responsible Companies.

Индивидуальные творческие задания (презентации):

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

Критерии оценки (в баллах):

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

Составитель _____ Торсян Л.Д.

Темы эссе

Индикаторы достижения: УК-4.1, УК-4.2, УК-4.3, УК-4.4.

1 курс

1. Are men or women better managers?
2. Are men or women better teachers?
3. Are men or women better politicians?
4. Are men or women better doctors?
5. Are men or women better public speakers?
6. Tourism brings only advantages to the country.

7. Virtual tourism is the best way of travelling.
8. Package holiday is the best way of travelling.
9. Going to dangerous or unexplored places is the only way real travelling.
10. Educational trips really broaden horizons.

2 курс

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

Критерии оценки (в баллах):

- **5 баллов** выставляется студенту, если тема эссе раскрыта полностью, идеи представлены в логической последовательности с использованием связующих слов, отмечена грамотная организация эссе, соответствующая его структуре; продемонстрировано использование активной лексики курса, в основном не было допущено ошибок в использовании грамматических конструкций;
- **4 балла** выставляется студенту, если тема раскрыта полностью, но с незначительными отступлениями, идеи представлены с использованием связующих слов, но лексически не всегда грамотно подобраны, продемонстрировано использование активной лексики курса, были допущены незначительные ошибки в использовании грамматических конструкций;
- **3 балла** выставляется студенту, если тема раскрыта частично, с незначительными погрешностями, идеи представлены с использованием недостаточного количества связующих слов, продемонстрирована организация эссе, не полностью соответствующая его структуре с ограниченным использованием лексических единиц, допущены ошибки в использовании грамматических конструкций, которые частично мешают пониманию;
- **2 балла** выставляется студенту, если тема не раскрыта, идеи не связаны с друг другом, отсутствуют связующие слова и использован ограниченный запас лексических единиц с огромным содержанием ошибок в грамматических структурах.

Темы докладов

1. Выдающиеся путешественники (исследователи, открытия).
2. Известные дизайнеры современности.
3. Интересные инженерные сооружения и проекты.
4. Современные тенденции развития общества.
5. Корпоративная этика в Великобритании и России.
6. Основные причины недовольства покупателей.
7. Искусство быть лидером.
8. Работа в режиме онлайн. Преимущества и недостатки.
9. Работа в офисе с открытой планировкой. Плюсы и минусы.
10. Искусство завоевать клиента.
11. Гендерные различия при выборе профессии.
12. Одежда и мода.
13. Гендерное обучение.
14. Искусство быть лидером.
15. Книга против Интернета.

16. Фрилансер. Плюсы и минусы.
17. Дизайн – наука или искусство.
18. Стереотипы о нациях и странах: возникновение и развитие.
19. Основные стереотипы об англоговорящих странах.
20. Национальные стереотипы поведения.
21. Релевантность национальных стереотипов.
22. Система субординации и координации внутри компании: принципы и правила.
23. Вероятные сложности выстраивания системы внутренней коммуникации.
24. Плюсы и минусы партнерства.
25. Переезд за границу и возвращение на родину.
26. Бренд-менеджмент: принципы и функционирование.
27. Стили менеджмента: эффективные и неэффективные.
28. Тимбилдинг в международной компании.
29. Лидерство и стили менеджмента.
30. Конкуренция как элемент совершенствования продукта.
31. Конкуренция и ее виды.
32. Функции и обязанности топ-менеджмента.
33. Как создать команду? Стратегии и принципы.
34. Основные источники инвестирования и кредитования бизнеса.
35. Увеличение прибыльности и доходности предприятия с учетом возможности/невозможности привлечения инвестиций.
36. Различные уровни потребительской аудитории. Их основные характеристики.
37. Уровни брендов, которые принято выделять, исходя из характеристик потребительской аудитории.
38. Обобщите различные определения термина «Luxury Management» и приведите примеры данного явления в различных сегментах рынка.
39. Основные жалобы потребителей на определенный спектр товаров (на базе текстового материала темы).
40. Корпоративная социальная ответственность.

Критерии оценки в баллах:

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

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

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

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

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

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

- 4) недостаточно или, наоборот, избыточно используются средства связи;
 - 5) язык работы в целом не соответствует уровню курса.
- менее **5,0** баллов выставляется студенту, если
- 1) во введении тезис отсутствует или не соответствует теме эссе;
 - 2) в основной части нет логичного последовательного раскрытия темы;
 - 3) выводы не вытекают из основной части;
 - 4) средства связи не обеспечивают связность изложения;
 - 5) отсутствует деление текста на введение, основную часть и заключение;
 - 6) язык работы можно оценить, как «примитивный».

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

Структура экзаменационного билета/зачетного задания

Структура зачетного задания

<i>Наименование оценочного средства</i>	<i>Максимальное количество баллов</i>
Вопрос 1. Выполнение письменного лексико-грамматического теста.	30
Вопрос 2. Теоретический вопрос по изученным темам повседневного и делового общения	10

Задания, включаемые в экзаменационный билет/зачетное задание

Типовой перечень вопросов к зачету. 1 семестр.

1. What personality types did Carl Jung come up with? Describe them in detail.
2. Describe your personality type according to Carl Jung.
3. “Never judge by appearance”. Do you agree with the saying?
4. Talk about some charismatic people.
5. What qualities should one have to make friends with you?
6. What is the difference between travel and tourism?
7. Talk about a famous traveler/explorer and his/her achievements.
8. What do you know about Amelia Earhart? Tell her life story.
9. Do you like package holidays? Why? Why not?
10. “Travelers should always respect other people’s culture.” Do you agree?
11. Do you agree that being paid for a job gives a person greater self-esteem than working voluntarily?

12. Would you ever lie to get a job you want?
13. What professional strengths and weaknesses would you mention at a job interview?
14. What is teleworking? What are the reasons for the rise of working from home? What are the advantages/disadvantages of working from home?
15. Talk about work placements. "Work placements should always be paid". Do you agree with this statement?
16. Give your recommendations on how to avoid mistakes working online.
17. What activities do you think learning a language is similar to (playing a musical instrument, driving a car, painting and others)?
18. Why is English an international language?
19. If you are a boss, will you organize English language training for your staff? Why?/Why not?
20. In your opinion, how can a person improve his/her command of a foreign language?
21. Is it acceptable to manipulate images of people in advertising? Give your arguments for and against.
22. What are the ways of advertising products and services today?
23. How is advertising controlled in different countries? Provide examples.
24. Do you agree that advertising impresses us? Why/Why not?
25. Which products do you usually buy - branded or unbranded?

Типовой перечень вопросов к зачету с оценкой. 2 семестр

1. Do you think that bullying is common at our schools? What are the reasons for it?
2. What methods of teaching did Maria Montessori come up with?
3. Should we pay for higher education? Arguments for and against.
4. What forms of training do you know? Describe one of them in detail.
5. What sort of facilities should students be provided with at university? Which of them are you interested in?
6. What is design? What misconceptions do people have about design?
7. What ideas influenced design at different times?
8. Talk about the famous Italian design company.
9. What attracts you more when buying a particular product – appearance or special features? Give reasons.
10. High price does not always mean quality of a product. Why/Why not?
11. Eat and drink with your relatives, do business with strangers. Do you agree with this Greek proverb?
12. If you started a business, would you have a partner?
13. Talk about a famous entrepreneur. What is he/she famous for?
14. Would you tell your boss if you suspected your colleague of being dishonest?
15. What characteristics should one have to become a successful businessman/businesswoman?
16. What do engineers do? What types of engineers do you know?
17. Describe an engineering project which had a strong effect on you.
18. What do scientists do to avoid asteroids colliding with the Earth?
19. What do you think will be the benefits and problems of building the vertical city?
20. Talk about one of the greatest engineering achievements of the 20th century.
21. Talk about current trends in Russia.
22. Which trends that have died out will have a revival do you think?
23. Name three types of people who are influential in the development of trends (according to M. Gladwell).
24. People should pay for their music, books and films. Do you agree with this statement?
25. Do you think it is exciting/glamorous to work in the fashion industry? Why?/Why not?

Типовой перечень вопросов к зачету. 3 семестр.

1. What unwritten rules do you imagine you might encounter?
2. How can companies help interns to adapt to their work culture?
3. Describe a company's possible structure.
4. What kind of personal problems can employees experience when working abroad?
5. What are the advantages and disadvantages of working in a call centre?
6. Are you for or against outsourcing call centres from industrialized countries to the developing world?
7. Describe skills and qualities of an efficient helpline operator.
8. What annoys you most as a customer?
9. What are the functions of packaging?
10. What are the qualities and structure of a good presentation?
11. What stages of product development do you know?
12. What aspects of your personality should be taken into consideration when choosing a career?
13. What tips for creating a career can you give?
14. What fringe benefits are the most desirable for you?
15. Think of advantages and disadvantages of taking a gap year and the ways of spending it.

Типовой перечень вопросов к экзамену. 4 семестр.

1. Do you prefer shopping in a store or on a website? Give your reasons.
2. What measures do e-tailers take to turn surfers into shoppers?
3. What is a conversational agent?
4. What steps in an e-tail transaction can you name?
5. A company has a responsibility towards different groups of people. What conflicts of interest are there between the different groups ?
6. How do you understand the phrase "elastic ethics"? Give you examples.
7. Does a credo really change the way a company operates or is it just good PR?
8. Do small businesses have the same responsibilities as multinationals?
9. What are good and wrong reasons for mergers and acquisitions?
10. What are the five Gs of a possible acquisition?
11. How are mergers and acquisitions perceived by employees/ shareholders/ customers/ the general public?
12. Give examples of a company's performance.
13. Call possible difficulties of selling in overseas markets.
14. What is the difference between high-context and low-context cultures? Give your examples.
15. How do negotiators avoid misunderstandings?

Типовые тестовые задания:

1 курс.

Test 1.

Task 1 Translate from Russian into English

1. Прибыльный
2. Грубость
3. Что происходит?

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

Task 2 Fill the gaps with the words

be off disruptions dresses down relationships
solutions succeed upturn

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

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

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

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

Go bankrupt frantic unique opportunity precisely

Test 2.

Task 1 Translate from Russian into English

1. Неудивительно
2. Светская беседа
3. Доска объявлений
4. Невербальный
5. Возмутительный
6. Нехватка, дефицит
7. Требующий много времени
8. Исследование
9. Давать возможность

Task 2 Fill the gaps with the words

ambition euphemism issue recycle
respond setback signature

1. His _____ is to sail round the world.
2. A key _____ for higher education in the 1990's was the need for greater diversity of courses.
3. I wrote my _____ at the bottom of the page.
4. The objective would be to _____ 98 per cent of domestic waste.
5. They are likely to _____ positively to the President's request for aid.

6. A _____ is an event that delays your progress or reverses some of the progress that you have made.
7. The term 'early retirement' is nearly always a _____ for redundancy nowadays.

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

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

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

Work overtime free gift bug frown

Test 3.

Task 1 Translate from Russian into English

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

Task 2 Fill the gaps with the words

acquaintance confidential euphemism hinder
relevant shortlist soothe

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

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

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

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

Through the grapevine fail consequences fierce competition

Test 4.

Task 1 Translate from Russian into English

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

Task 2 Fill the gaps with the words from the box

casual emphasize fidget frantic mess things up
resist vice versa

1. When politicians _____, it is the people who pay the price.
2. _____ clothes are ones that you normally wear at home or on holiday, and not on formal occasions.
3. But it's also been _____ ed/d that no major policy changes can be expected to come out of the meeting.
4. A busy night in the restaurant can be _____ in the kitchen.
5. If you _____, you keep moving your hands or feet slightly or changing your position slightly, for example because you are nervous, bored, or excited.
6. The Prime Minister says she will _____ a single European currency being imposed.
7. Teachers qualified to teach in England are not accepted in Scotland and _____.

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

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

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

Get lost stay focused power pose Mind you

Test 5.

Task 1 Translate from Russian into English

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

Task 2 Fill the gaps with the words from the box

annoying glitch grinned hectic
locate persuasion quit

1. Atlanta was voted the best city in which to _____ a business by more than 400 chief executives.

2. A nicotine spray can help smokers _____ the habit without putting on weight.
3. He _____, delighted at the memory.
4. She was using all her powers of _____ to induce the Griffins to remain in Rollway.
5. The _____ thing about the scheme is that it's confusing.
6. Despite his _____ work schedule, Benny has rarely suffered poor health.
7. There is a _____ in the computer program somewhere.

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

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

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

Keep smb. in the dark completely safe crisis management fidget

Test 6.

Task 1 Translate from Russian into English

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

Task 2 Fill the gaps with the words from the box

affiliation bribe downsize hush-hush
impact outline terrific

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

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

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

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

Keep on top of

consistency

appropriately

annoying

Test 7.

Task 1 Translate from Russian into English

1. Произвести благоприятное первое впечатление
2. Невероятно грациозная
3. Выразить обеспокоенность
4. Огромное количество дел
5. Откладывать к пенсии
6. Продвигать идею
7. Доля рынка
8. Принять меры
9. Уложиться в срок

Task 2 Fill the gaps with the words from the box

fabulous

facilitate

harmless

nuisance

overtime

profitable

tempting

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

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

1. Elizabeth *has gone out/ is going out/ has been going out* with Leo for two months.
2. You will *have to/should/can* recycle to help to protect the environment.
3. What time *is/does/will* your train *leaves/leave/leaving*?
4. Many/event/attended/have/people/how/the?
5. *Have you seen the film? / Did you see the film?*
6. Has your friend got *a lot of/many* experience in the field?

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

Heading

lower power pose

accurately

downsize

Утверждено на заседании кафедры иностранных языков № 2

Протокол № _____ от «__» _____ 20__

Зав. каф. ин. яз. № 2

Торосян Л. Д.

Test 8.

Task 1 Translate from Russian into English

1. Побудить к действию
2. Чувствующие влечение друг к другу
3. Извлекать пользу, выгоду
4. Сделать что-либо в ответ
5. Ощущать, что не можете принять участие в разговоре
6. Близко мне

7. Поддерживать уверенность
8. Говорить прямо, по делу
9. Огромное достижение

Task 2 Fill the gaps with the words from the box

anticipate halfway through small talk precisely
reasonable reciprocity withdraw

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

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

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

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

Asterisk keep fingers crossed make savings fabulous

Test 9.

Task 1 Translate from Russian into English

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

Task 2 Fill the gaps with the words

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

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

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

1. I was exhausted on Tuesday because I **was doing/did/had done** a lot of work on Monday.

- Richard believes he *has/had/must* work hard to pass the exams. There is no choice!
- What time *does/is/will* the concert *begin/begins/beginning*?
- We *have been learning/have learnt/are learning* English for six years.
- Travelled/life/far/have/how/you/your/in?
- How *much/many* ice-cream do you eat?

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

Go bankrupt frantic act of kindness precisely

Test 10.

Task 1 Translate from Russian into English

- Неудивительно
- Светская беседа
- Доска объявлений
- Невербальный
- Возмутительный
- Приободрить
- Требующий много времени
- Исследование

Task 2 Fill the gaps with the words

ambition euphemism issue recycle refund
respond setback signature

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

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

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

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

Feel low confectioner bug frown

Test 11.

1. Translate from Russian into English.

- чувство единства;
- таможня, пропускной пункт;
- заграничный филиал;
- переоцененный;

- 5) противоположное мнение;
- 6) нездоровая пища;
- 7) стать более самостоятельным;
- 8) покрывать расходы, издержки;
- 9) быстрый карьерный рост;
- 10) жадина, скряга.

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

- 1) Look _____ (explore);
- 2) Carry _____ research;
- 3) _____ lingual (many);
- 4) Pay attention _____ detail;
- 5) Get _____ (survive, live out).

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

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

4. Translate the following sentences into Russian.

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

Test 12.

1. Translate from Russian into English.

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

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

- 1) Stop _____ (break a journey);
- 2) Let _____ (disappoint);
- 3) _____ patient;
- 4) Spend time _____ smth;
- 5) Pick _____ (learn easily).

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

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

4. Translate the following sentences into Russian.

- 1) Если ты родился в двуязычной семье, то ты позже начнешь произносить первые слова.
- 2) Мы получим больше прибыли, если запустим наш новый продукт через интернет.
- 3) Мы все обсудили и я пришел к выводу, что твои аргументы перевешивают мои доводы.

- 4) Для того чтобы мы заплатили за поездку хотя бы чуть меньше чем в том году, путевки нужно купить заранее.
- 5) Работодатель отклонил мое резюме без всяких объяснений. Я считаю это неэтичным.

Test 13.

1. Translate from Russian into English.

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

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

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

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

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

4. Translate the following sentences into Russian.

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

Test 14.

1. Translate from Russian into English.

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

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

- 1) Get ____ (arrive);
- 2) Keep ____ ____ (make as much progress as others) (two prepositions);
- 3) ____ behave (behave badly);

- 4) Advert ____ radio;
- 5) To be fluent.

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

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

4. Translate the following sentences into Russian.

- 1) Мы потратили огромные суммы денег на рекламную кампанию, но я не вижу роста продаж!
- 2) В этом вопросе компания возлагает контроль на производителя товаров.
- 3) Если бы вы были более внимательны, вы бы знали, где сдавать багаж и где пройти таможеню.
- 4) Я не люблю повторяющийся набор обязанностей, предпочитаю получать трудные и интересные задания.
- 5) Давайте усовершенствуем базовые принципы дипломатии и стандартизируем принципы международной коммуникации.

Test 15.

1. Translate from Russian into English.

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

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

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

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

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

4. Translate the following sentences into Russian.

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

2 курс.

Test 1.

1. Give the definitions to the words.

assignment,

copycat,
focus group,
inertia,
labour saving device.

2. Translate the word combinations from Russian into English.

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

3. Translate the collocations and phrasal verbs into Russian.

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

4. Fill in the gaps with the words.

autonomy, earth shattering, frustration, perspective, clips

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

5. Choose the correct option.

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

Test 2.

1. Give the definitions to the words.

autonomy,
tax break,
frustration,
treadmill,
staff turnover.

2. Translate the word combinations from Russian into English.

отчитываться напрямую генеральному директору,
идентифицировать симптомы,
высота и длина,
расстроенный потребитель,
предложить должность.

3. Translate the collocations and phrasal verbs into Russian.

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

4. Fill in the gaps with the words.

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

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

5. Choose the correct option.

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

Test 3.

1. Give the definitions to the words.

dress code,
tax holiday,
provocation,
multitasking,
threat.

2. Translate the word combinations from Russian into English.

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

3. Translate the collocations and phrasal verbs into Russian.

quality and complaints,
unscrew the side panel,
put through,
energy-saving devices,
work to strict deadlines.

4. Fill in the gaps with the words.

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

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

5. Choose the correct option.

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

Test 4.

1. Give the definitions to the words.

etiquette,
clip,
rage,
headhunter,

plug-in.

2. Translate the word combinations from Russian into English.

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

3. Translate the collocations and phrasal verbs into Russian.

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

4. Fill in the gaps with the words.

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

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

5. Choose the correct option.

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

Test 5.

1. Give the definitions to the words.

initiative,
side-panel,
resistant,
liaise,
franchisee.

2. Translate the word combinations from Russian into English.

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

3. Translate the collocations and phrasal verbs into Russian.

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

4. Fill in the gaps with the words.

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

1. IBM is _____ over the smaller company.
2. We're trying to _____ and retain skilled staff.
- 3 He expressed his _____ at not being able to talk openly.
4. The new initiatives were really _____ .
5. Community workers will _____ with the police in an effort to prevent further violence.

5. Choose the correct option.

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

Test 6.

1. Give the definitions to the words.

organigram,
slot,
wrap,
unconventional,
get rid of.

2. Translate the word combinations from Russian into English.

подчиняться генеральному директору,
организовать визит техника,
макет прибора,
терпеливый оператор,
быть безработным.

3. Translate the collocations and phrasal verbs into Russian.

cleaning and maintenance,
lift out the memory model,
get back to,
water-resistant materials,
manage a busy workload.

4. Fill in the gaps with the words.

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

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

5. Choose the correct option.

1. I *worked* / *was working* on my monthly report when my computer crashed.
2. Some people close it, but you *don't have to* / *have to* / *need to*.
3. Alan Turing, *that* / *which* / *who* / *whose* died in 1954, was the father of computer science.
4. You will notice that at university I *studied* / *have studied* design, not accountancy.
5. I *have visited* / *have been* visiting ten different shops and none of them are interested in carrying our products.

Test 7.

1. Give the definitions to the words.

take over,
crash,
benefit,
achievement,
empowerment.

2. Translate the word combinations from Russian into English.

отвечать за упаковку товара,
обменять продукт,
огнестойкий материал,
благодарный потребитель,
уйти в отставку.

3. Translate the collocations and phrasal verbs into Russian.

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

4. Fill in the gaps with the words.

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

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

5. Choose the correct option.

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

Test 8.

1. Give the definitions to the words.

body language,
staff turnover,
feature,
cope with,
blueprint.

2. Translate the word combinations from Russian into English.

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

3. Translate the collocations and phrasal verbs into Russian.

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

4. Fill in the gaps with the words.

upset, body language, empower, achievements, overwhelmingly

1. Their _____ betrayed the tension between negotiators.
2. They felt too _____ to talk about the incident.
3. Our goal is to _____ everyone on our staff.
4. Residents voted _____ in support of the plan.

5. In your CV give your remarkable ____ .

5. Choose the correct option.

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

Test 9.

1. Give the definitions to the words.

open question,
obsolescence,
workhorse,
rapport,
attention grabbing.

2. Translate the word combinations from Russian into English.

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

3. Translate the collocations and phrasal verbs into Russian.

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

4. Fill in the gaps with the words.

bounced back, rating, duplicated, coping with, threat

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

5. Choose the correct option.

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

Test 10.

1. Give the definitions to the words.

outlook,
inconsistency,
rating,
strength,
foolproof.

2. Translate the word combinations from Russian into English.

неписанные законы компании,

компьютер не запускается,
сплав,
ярость от упаковки,
нанимать на работу.

3. Translate the collocations and phrasal verbs into Russian.

marketing and Sales,
turn on the PC,
call back,
tamper-resistant packaging,
make redundant.

4. Fill in the gaps with the words.

USP, inconsistencies, rapport, outlook, wrap up

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

5. Choose the correct option.

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

Test 11.

1. Give the definitions to the words:

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

2. Translate the word combinations from Russian into English:

оформить заказ,
провести голосование,
признать наличие проблемы,
комплексная юридическая и финансовая экспертиза,
быть в прибыли.

3. Fill in the gaps with the words:

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

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

4. Choose the correct option:

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

Test 12.

1. Give the definitions to the words:

in-store conversion rate,
supplier,
fair return,
takeover,
indirect costs.

2. Translate the word combinations from Russian into English:

снизить цену,
одобрить (подписать) протокол собрания,
вести переговоры по урегулированию проблемы,
презентационный блокнот,
быть в убытке, нести убытки.

3. Fill in the gaps with the words:

negotiating, product, rise, go under, accurate

1. Before you purchase anything, be sure to price the _____ on various sites

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

4. Choose the correct option:

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

Test 13.

1. Give the definitions to the words:

social media marketing,
distributor,
charity,
acquisition,
overheads.

2. Translate the word combinations from Russian into English:

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

3. Fill in the gaps with the words:

record, acknowledge, dip, matched, dishonest

1. The problem occurred because our computer failed to _____ your transaction.
2. Some _____ building companies take clients' money without completing the job.
3. We want to openly _____ the problems that caused the incident.

4. In their most recent financial report, Apex Finances affirmed that the business was improving because for the first time in three years revenues _____ expenses.
5. In the leisure sector, there is a slight _____ in revenue in the winter months.

4. Choose the correct option:

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

Test 14.

1. Give the definitions to the words:

hidden costs,
tax,
sound profit,
assets,
cash flow.

2. Translate the word combinations from Russian into English:

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

3. Fill in the gaps with the words:

false, rapidly, ship, break even, limit

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

4. Choose the correct option:

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

Test 15.

1. Give the definitions to the words:

extra costs
damage limitation,
charity,
liabilities,
takeover bid

2. Translate the word combinations from Russian into English:

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

3. Fill in the gaps with the words:

send, deceptive, obey, sudden, return

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

4. Choose the correct option:

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

Тематика курсовых работ/проектов (при наличии):

Курсовая работа/проект по дисциплине «Иностранный язык» учебным планом не предусмотрена.

Курсовая работа (курсовой проект) оценивается в соответствии с Положением о курсовых работах (проектах) в федеральном государственном бюджетном образовательном учреждении высшего образования «Российский экономический университет имени Г.В. Плеханова».

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

Шкала оценивания		Формируемые компетенции	Индикатор достижения компетенции	Критерии оценивания	Уровень освоения компетенций
85 – 100 баллов	«отлично»/ «зачтено»	УК-4	УК-4.1 Выбирает на государственном языке РФ и иностранном(-ых) языках	Знает верно и в полном объеме: нормы устной речи, принятые в профессиональной среде; нормы письменной речи,	Продвинутый

			коммуникативно приемлемые стиль и средства взаимодействия в общении с деловыми партнерами УК-4.2 Ведет деловую переписку на государственном языке РФ и иностранном(-ых) языках УК-4.3. Использует диалог для сотрудничества в социальной и профессиональной сферах УК-4.4 Умеет выполнять перевод профессиональных текстов с иностранного(-ых) на государственный язык РФ и с государственного языка РФ на иностранный(-ые)	принятые в профессиональной среде. Умеет верно и в полном объеме: выбирать стиль общения на государственном языке РФ и иностранном языке применительно к ситуации взаимодействия; владеть иностранным языком на уровне, необходимом и достаточном для общения в профессиональной среде; вести деловую переписку на государственном языке РФ и/или иностранном языке; владеть нормами и моделями речевого поведения применительно к конкретной ситуации академического и профессионального взаимодействия; выстраивать монолог, вести диалог и полилог с соблюдением норм речевого этикета, аргументированно отстаивать свои позиции и идеи; владеть жанрами устной и письменной речи в профессиональной сфере; выполнять корректный устный и письменный перевод с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный язык профессиональных текстов	
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70 – 84 баллов	«хорошо»/ «зачтено»	УК-4	УК-4.1 Выбирает на государственном языке РФ и иностранном(-ых) языках коммуникативно приемлемые стиль и средства взаимодействия в общении с деловыми партнерами УК-4.2 Ведет деловую переписку на государственном языке РФ и иностранном(-ых) языках УК-4.3. Использует диалог для сотрудничества в социальной и профессиональной сферах УК-4.4 Умеет выполнять перевод профессиональных текстов с иностранного(-ых) на государственный язык РФ и с государственного языка РФ на иностранный(-ые)	Знает с незначительными замечаниями: нормы устной речи, принятые в профессиональной среде; нормы письменной речи, принятые в профессиональной среде. Умеет с незначительными замечаниями: выбирать стиль общения на государственном языке РФ и иностранном языке применительно к ситуации взаимодействия; владеть иностранным языком на уровне, необходимом и достаточном для общения в профессиональной среде; вести деловую переписку на государственном языке РФ и/или иностранном языке; владеть нормами и моделями речевого поведения применительно к конкретной ситуации академического и профессионального взаимодействия; выстраивать монолог, вести диалог и полилог с соблюдением норм речевого этикета, аргументированно отстаивать свои позиции и идеи; владеть жанрами устной и письменной речи в профессиональной сфере; выполнять корректный устный и письменный перевод с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный язык профессиональных текстов	Повышенный
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50 – 69 баллов	«удовлетворительно»/ «зачтено»	УК-4	УК-4.1 Выбирает на государственном языке РФ и иностранном(-ых) языках коммуникативно приемлемые стиль и средства взаимодействия в общении с деловыми партнерами УК-4.2 Ведет деловую переписку на государственном языке РФ и иностранном(-ых) языках УК-4.3. Использует диалог для сотрудничества в социальной и профессиональной сферах УК-4.4 Умеет выполнять перевод профессиональных текстов с иностранного(-ых) на государственный язык РФ и с государственного языка РФ на иностранный(-ые)	Знает на базовом уровне, с ошибками: нормы устной речи, принятые в профессиональной среде; нормы письменной речи, принятые в профессиональной среде. Умеет на базовом уровне, с ошибками: выбирать стиль общения на государственном языке РФ и иностранном языке применительно к ситуации взаимодействия; владеть иностранным языком на уровне, необходимом и достаточном для общения в профессиональной среде; вести деловую переписку на государственном языке РФ и/или иностранном языке; владеть нормами и моделями речевого поведения применительно к конкретной ситуации академического и профессионального взаимодействия; выстраивать монолог, вести диалог и полилог с соблюдением норм речевого этикета, аргументированно отстаивать свои позиции и идеи; владеть жанрами устной и письменной речи в профессиональной сфере; выполнять корректный устный и письменный перевод с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный язык профессиональных текстов	Базовый
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менее 50 баллов	«неудовлетворительно»/ «не зачтено»	УК-4	УК-4.1 Выбирает на государственном языке РФ и иностранном(-ых) языках коммуникативно приемлемые стиль и средства взаимодействия в общении с деловыми партнерами УК-4.2 Ведет деловую переписку на государственном языке РФ и иностранном(-ых) языках УК-4.3. Использует диалог для сотрудничества в социальной и профессиональной сферах УК-4.4 Умеет выполнять перевод профессиональных текстов с иностранного(-ых) на государственный язык РФ и с государственного языка РФ на иностранный(-ые)	Не знает на базовом уровне: нормы устной речи, принятые в профессиональной среде; нормы письменной речи, принятые в профессиональной среде. Не умеет на базовом уровне: выбирать стиль общения на государственном языке РФ и иностранном языке применительно к ситуации взаимодействия; владеть иностранным языком на уровне, необходимом и достаточном для общения в профессиональной среде; вести деловую переписку на государственном языке РФ и/или иностранном языке; владеть нормами и моделями речевого поведения применительно к конкретной ситуации академического и профессионального взаимодействия; выстраивать монолог, вести диалог и полилог с соблюдением норм речевого этикета, аргументированно отстаивать свои позиции и идеи; владеть жанрами устной и письменной речи в профессиональной сфере; выполнять корректный устный и письменный перевод с иностранного языка на государственный язык РФ и с государственного языка РФ на иностранный язык профессиональных текстов	Компетенции не сформированы
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