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КОМПЛЕКТ ОЦЕНОЧНЫХ МАТЕРИАЛОВ

по дисциплине (модулю)

Б1.О.02 Иностранный язык профессиональной направленности

(технический перевод)

(индекс и наименование дисциплины по учебному плану)

Чистополь

2022 г.

Комплект оценочных материалов по дисциплине (модулю) разработан для обучающихся всех форм обучения по направлению подготовки (специальности):

| Код и наименование направления | Направленность (профиль, специализация, |
|--------------------------------|---|
| подготовки (специальности) | магистерская программа) |
| 27.04.05 Инноватика | Цифровое производство |

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Комплект оценочных материалов по дисциплине (модулю) рассмотрен на заседании кафедры ЭИП, протокол № 8/3 от 24.03.2022г.

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1 ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ПО ОСВОЕНИЮ ДИСЦИПЛИНЫ (МОДУЛЯ)

Текущий контроль успеваемости обеспечивает оценивание хода освоения дисциплины (модуля).

Промежуточная аттестация предназначена для оценки достижения запланированных результатов обучения по завершению изучения дисциплины (модуля) и позволяет оценить уровень и качество ее освоения обучающимися.

Комплект оценочных материалов представляет собой совокупность оценочных средств (комплекс заданий различного типа с ключами правильных ответов, включая критерии оценки), используемых при проведении оценочных процедур (текущего контроля, промежуточной аттестации) с целью оценивания достижения обучающимися результатов обучения по дисциплине (модулю).

1.1 Оценочные средства и балльные оценки для контрольных мероприятий Таблица 1.1а Объем дисциплины (модуля) для очной формы обучения

| • | -0 | Виды учебной работы | | | | | | | | | | | |
|---------|---|---------------------|---------------------|----------------------|---|---|-----------------------------------|--|-----------------------------------|-----------------------------------|--|--|---------------------------|
| | дисциплины (мо- Е/час | i | npeno | даван | і работ пелем і іторна | по вида | им уче | бных | | цегося | | удито | ота обу- рная ра- |
| Семестр | Общая трудоемкость дисці дуля), в ЗЕ/час | Лекции | Лабораторные работы | Практические занятия | Курсовая работа (консульта- ция, защита) | Курсовой проект (консуль- тации, защита) | Консультации перед экзаме- ном | Контактная работа на про- межуточной аттестации | Курсовая работа (подготов- ка) | Курсовой проект (подготов- ка) | Проработка учебного материала (самоподготовка) | Подготовка к промежуточ- ной аттестации | Форма промежуточной атте- |
| 2 | 4 3E/144 | | | 48 | | | _ | 0,35 | | | 96,65 | | Зачет |
| Итого | 4 3E/144 | | | 48 | | | | 0,35 | | | 96,65 | | |

Таблица 1.1, δ – Объем дисциплины (модуля) для очно-заочной формы обучения

| | цу- | Виды учебной работы | | | | | | | | | | | |
|---------|---|--|---------------------|----------------------|---|---|---|--|-----------------------------------|-----------------------------------|--|--|---------------------------|
| | :циплины (мо) ас | Контактная работа обучающихся с преподавателем по видам учебных занятий (аудиторная работа), в т.ч.: | | | | | Самостоятельная работа обучающегося (внеаудиторная работа), в т.ч.: | | | | • | | |
| Семестр | Общая трудоемкость дисциплины (моду- ля), в ЗЕ/час | Лекции | Лабораторные работы | Практические занятия | Курсовая работа (консульта- ция, защита) | Курсовой проект (консуль- тации, защита) | Консультации перед экзаме- ном | Контактная работа на про- межуточной аттестации | Курсовая работа (подготов- ка) | Курсовой проект (подготов- ка) | Проработка учебного материала (самоподготовка) | Подготовка к промежуточ- ной аттестации | Форма промежуточной атте- |
| | 4 3E/144 | | | 48 | | - | | 0,35 | | - | 96,65 | | Зачет |
| Итого | 4 3E/144 | | | 48 | | | | 0,35 | | | 96,65 | | |

Текущий контроль успеваемости и промежуточная аттестация по дисциплине (модулю) осуществляется в соответствии с балльно-рейтинговой системой по 100-балльной шкале. Балльные оценки для контрольных мероприятий представлены в таблице 1.2. Пересчет суммы баллов в традиционную оценку представлен в таблице 1.3.

Таблица 1.2 Балльные оценки для контрольных мероприятий

| | Рейтинговые показатели | | | | | | | |
|--|------------------------|---------------|----------------|-------------------------------------|--|--|--|--|
| Наименование контрольного мероприятия | I аттестация | II аттестация | III аттестация | по результатам текущего контроля | по итогам промежуточной аттестации (зачета /экзамена) | | | |
| Тема 1 (1-3) | 17 | | | 17 | | | | |
| Работа с текстом: чтение и перевод, отра- | | | | | | | | |
| ботка и активизация лексики в упражнениях, | 5 | | | 5 | | | | |
| развитие коммуникативных навыков. | | | | | | | | |
| Лексико-грамматические тесты по темам | 7 | | | 7 | | | | |
| Выполнение индивидуальных заданий в ви- | 5 | | | 5 | | | | |
| де презентаций и докладов | J | | | J | | | | |
| Тема 2 (3-6) | | 16 | | 16 | | | | |

| Работа с текстом: чтение и перевод, отработка и активизация лексики в упражнениях, развитие коммуникативных навыков. | 5 | | 5 | |
|--|---|----|----|----|
| Лексико-грамматические тесты по темам | 6 | | 6 | |
| Выполнение индивидуальных заданий в виде презентаций и докладов | 5 | | 5 | |
| Тема 3 (7-9) | | 17 | 17 | |
| Работа с текстом: чтение и перевод, отра- ботка и активизация лексики в упражнениях, развитие коммуникативных навыков. | | 5 | 5 | |
| Лексико-грамматические тесты по темам | | 7 | 7 | |
| Выполнение индивидуальных заданий по конкретной ситуации | | 5 | 5 | |
| Промежуточная аттестация (зачет): | | | | 50 |
| тест промежуточной аттестации по дисци- плине | | | | 25 |
| устный опрос по билетам | | | | 25 |

Таблица 1.3 Шкала оценки на промежуточной аттестации

| Выражение в баллах | Словесное выражение при форме промежуточной аттестации - зачет | Словесное выражение при форме промежуточной аттестации – экзамен, зачет с оценкой |
|--------------------|--|---|
| от 86 до 100 | Зачтено | Отлично |
| от 71 до 85 | Зачтено | Хорошо |
| от 51 до 70 | Зачтено | Удовлетворительно |
| до 51 | Не зачтено | Неудовлетворительно |

Дисциплина «Иностранный язык профессиональной направленности (технический перевод)» изучается один семестр и завершается промежуточной аттестацией в виде зачета во 2 семестре.

Форма и организация промежуточной аттестации по итогам освоения дисциплины – зачет проводится в виде итогового тестирования.

2. Оценочные средства для проведения текущего контроля

Задания для контроля усвоения лексики и самопроверки по дисциплине (пороговый уровень)

Данный вид заданий предназначен для проверки знаний студентов о форме, значении и употреблении лексических единиц профессионально ориентированного текста. Максимальное количество баллов, которое может получить

студент, составляет 20 баллов, при условии, что все задания выполнены, с допущением незначительных ошибок.

Контроль усвоения лексики

- I. Choose the answer from the alternatives.
- 1. Economics may best be defined as:
 - a. the interaction between macro and micro considerations.
 - b. the study of the behavior of people and institutions in the production, distribution, and consumption of scarce goods.
 - c. the empirical testing of value judgements through the use of induction and deduction.

2. Economic theories:

- a. are useless because they are not based upon laboratory experimentation.
- b. which are true for individual economic units are never true for the economy as a whole.
- c. are generalizations based upon a careful observation of facts.
- 3. Generally speaking, it may be said that the inductive method:
 - a. cannot be applied in economic analysis.
 - b. moves from facts to generalizations or theory.
 - c. Begins with the hypotheses which are then tested against real-world facts.

4. The deductive method:

- a. begins with the hypotheses which are then tested against facts.
- b. begins with facts and moves to generalizations or theory.
- c. applies to the physical sciences, but not to social sciences.
- 5. Microeconomics is concerned with:
 - a. detailed examination of specific economic units which comprise the economic system.
 - b. total levels of income, employment, and output.
 - c. an overall view of the operation of the economic system.
- 6. Macroeconomics approaches the study of economics in terms of:
 - a. the entire economy.
 - b. governmental units.
 - c. individual firms.

Контроль усвоения лексики

I. Choose the answer from the alternatives.

- 1. The economizing problem is one of deciding how to make the best use of:
 - a. unlimited resources to satisfy unlimited wants.
 - b. limited resources to satisfy unlimited wants.
 - c. unlimited resources to satisfy limited wants.
 - d. limited resources to satisfy limited wants.
- 2. The fundamental problem of economics is:
 - a. the scarcity of productive resources relative to material wants.
 - b. the establishment of prices which reflect the relative scarcities of products and resources.
 - c. to establish an equitable system of personal and business taxation.
- 3. Because of their scarcity, the efficient use of resources is:
 - a. an important issue in all economies.
 - b. an important issue only in centrally planned economies.
 - c. an important issue only in market economies.
 - d. not an important issue.
- 4. Money is not considered to be an economic resource because:
 - a. money is not a free gift of nature.
 - b. money is not productive.
 - c. the terms of trade can be determined in nonmonetary terms.
- 5. The term «laissez faire» suggests that:
 - a. land and other natural resources should be privately owned, but capital should be publicly owned.
 - b. land and other natural resources should be publicly owned, but capital equipment should be privately owned.
 - c. Government should not interfere with the operation of the economy.
- 6. Economic scarcity:
 - a. applies to all economies.
 - b. is a characteristic feature of market economies.
 - c. is a characteristic feature of centrally planned economies.
- 7. The basic institutional-ideological differences among the industrially advanced countries of the world center upon:
 - a. the relative importance of agriculture, manufacturing, and the service sectors of the economy.

- b. the ownership of resources and the method of directing and coordinating economic activity.
- c. varying rates of unemployment and inflation.

d.

Контроль усвоения лексики

- I. Choose the answer from the alternatives.
- 1. The economic policies and programs of government can effect:
 - a. the distribution of income.
 - b. the allocation of resources.
 - c. the composition of output.
 - d. the level of national output.
 - e. all the above.
- 2. The American economy is called mixed capitalism because:
 - a. the products of many business enterprises are used partly by business and partly by consumers.
 - b. the answers to the Three Fundamental Questions are to some extent determined by government and to some extent by private individuals and businesses.
 - c. a large percentage of business enterprises are owned by government and private business.
- 3. For which of the following goods or services would a government subsidy most likely improve the allocation of resources:
 - a. wheat.
 - b.newspaper publishing.
 - c.cancer research.
 - d.toys.
 - e.automobiles.
- 4. Which of the following are public goods:
 - a. clean streets.
 - b. ambulance service,
 - c. postal service.
- 5. Which of the following items of government spending reflect 1) provision of public goods, 2) provision of merit goods, 3) concern with income distribution:
 - a. police patrols,
 - b. old aged pensions,
 - c. unemployment benefit,

d. free state primary school.

Self-Assessment Tests

Данный вид теста предназначен для обобщения лексического и грамматического материала по дисциплине «Профессиональный иностранный язык». Максимальное количество баллов, которое может получить студент, составляет 25 баллов, при правильном ответе на большую часть, поставленных вопросов.

Self-Assessment Test 1

Are the following statements True or False?

- 1. Research into the company past and present can help you a lot during the interview.
- 2. Behavioral interview is based on the ability of the candidate to give right answers to the questions.
- 3. In a behavioral interview candidates are asked questions similar to those in a traditional one.
- 4. It is a good idea to wear a lot of jewelry at the interview.
- 5. You shouldn't ask any questions at the end of the interview.
- 6. The most part of the interview is greetings.
- 7. A thank you letter should be sent within 24 hours after the interview.
- 8. You should be prepared for a phone interview as well as for a traditional one.
- 9. It's a good idea to have some members of your family next to you when you do a phone interview.
- 10. Try not to give long answers to the interviewer's questions.

Self-Assessment Test 2

Are the following statements True or False?

- 1. An OHP is for the display of 35mm slides.
- 2. A document distributed to an audience is called a «handout».
- 3. There are only two ways in which we can modulate our voice.
- 4. Eighty percent of the information that we absorb is absorbed visually.
- 5. A barchart can be horizontal or vertical.

- 6. Active verbs are more powerful than passive verbs.
- 7. Signposting is a technique used only during the introduction of a presentation.
- 8. «To rehearse» means «to write».
- 9. It is important to give as much information on a graphic as possible.
- 10. Indelible markers are intended for use with flipcharts, not whiteboards.

Образец тестовых заданий по формированию и развитию теоретических и практических знаний, предусмотренных компетенциями, закрепленными за дисциплиной:

1. Read the text "Television" and decide which statements after it are true or false.

Television

Television is the electronic transmission of moving images with accompanying sound, sent from a central source or sources to home television screens.

From the 1950s, when television viewing first became common, until the mid-1970s the technology available to the television audience was rather simple and consisted essentially of a TV set. The 1980s, however, witnessed an explosion of new devices for home entertainment. The entire field, including television itself, is now known under the name of video.

Television images can be relayed from one point to another by several transmission systems. One of them uses electromagnetic radiation, or waves, that are sent over the air. Another is cable television using a community antenna or a receiving dish and distributing the signals by cable to subscribers. Yet another method of bringing television signals to the home is satellite transmission. Communications satellites receive signals from the Earth, change signal

frequency, and transmit them back to the Earth.

Nowadays we can speak about two types of television: commercial and non-commercial. Commercial television gets money from advertising when noncommercial television is financed by other sources as well. Probably the best-known noncommercial television system is the British Broadcasting Corporation (BBC), created by royal charter in 1927. The BBC was formed to "educate and enlighten", a philosophy diametrically opposed to the US system, in which commercial broadcasters try to foresee and fulfil viewer preferences.

- 1. Television sends out electronic signals.
- 2. The 1970s saw a revolution in TV technologies.
- 3. Nowadays the name of video is equivalent to the word television.
- 4. There are at least three ways of sending out moving images.
- 5. TV signals can't travel in the air.
- 6. Subscribers to cable television get signals not directly from the transmitter but from a powerful receiving device.
- 7. Communications satellites are launched to receive and send information.

- 8. Advertising raises money only for commercial television.
- 9. The BBC was formed according to the monarch's order.
- 10. Both American commercial broadcasters and the BBC believe that their aim lies in educating and enlightening.
- 2. Прочитайте приведенный ниже текст. Преобразуйте слова, напечатанные заглавными буквами в конце строк, обозначенных номерами. В4—В13 так, чтобы они грамматически соответствовали содержанию текста. Заполните пропуски полученными словами. Каждый пропуск соответствует отдельному заданию В4—В13.

| B4 | I'd like to say that I do look forward to my favourite film on TV. | WATCH |
|----------|--|----------------|
| | In Mike's view talk shows are the best programmes on a Saturday evening. | SEE |
| B5 | Do you mind opening the window? | HE |
| B6 | How many times a week do you have to go? | SHOP |
| B7 B8 | When we were at the seaside we to spend a lot of time on the beach. | USE |
| В9 | If it tomorrow, we won't stay at home and watch TV the whole day. We'll visit our relatives in the village. What, if you had a lot of money? | NOT RAIN DO |
| B10 | He realized that the thief to him yesterday evening. | LIE |
| B11 | They to go out on Sundays. | |
| B12 | It was one of golden sunsets which | NOT ALLOW |
| B13 | make the water another sky. | THAT |

3. Прочитайте приведённый ниже текст. Преобразуйте слова, напечатанные заглавными буквами в конце строк, обозначенных номерами В14 —В20, так, чтобы они грамматически и лексически соответствовали содержанию текста. Заполните пропуски полученными словами. Каждый пропуск соответствует отдельному заданию В14 —В20

| B14 | My elder brother is an astronomer. He is DISTANG | CE |
|------------|--|----|
|------------|--|----|

| | studying the stars. | |
|------------|---------------------------------------|------------|
| B15 | My end-of-term reports contained only | COMPLIMENT |
| B16 | words about my in the | ABILITY |
| | subjects called English Composition. | |
| B17 | It depends where there is a | VACANT |
| B18 | It is to throw these things away, we | WASTE |
| | might be able to use them one day. | |
| B19 | My younger sister is very at foreign | GIFT |
| | languages. | |
| B20 | There are a lot of people in Africa. | LITERATE |
| | r · · | |

- 4. Прочитайте тексты и установите соответствие между заголовками 1–5и текстами А–F. Используйте каждую букву только один раз. В задании есть один лишний заголовок.
- A. Attracted by the Moon forever
- B. A sickle Moon a sign of good fortune
- C. Life regulated by the Moon
- D. Supersticious beliefs
- E. Lunatics and their behaviour
- F. Real life not dependent on the Moon
- 1. Today most of us are pretty used to the moon. There it is in the sky —crescent or half or full... Years ago people lived by the changing phases of the moon. They kept calendars and holidays by the moon. They planted seed in the spring's new moon and harvested in the autumn's full moon. And fishermen all over the world told the morrow's weather by the moon.
- 2. For many people the moon long remained a mysterious heavenly body that could bring good fortune or ill. It could bring good luck if it was a new moon and you had silver coins in your pocket to jingle. A new moon was also the time to make a wish, take a trip, go a-courting, or cut your hair.
- 3. But the moon could bring bad luck, too. If you saw a woman combing her hair in the light of the full moon, or you planted seed during the full moon, you would have bad luck. Almost everyone believed that if you slept with moonlight on your face, you'd go crazy. Indeed, so many people believe this that we get the word lunatic from the Latin word for moon, luna.
- 4. Today, of course, we know that none to these things is true. You can sleep in the moonlight and wake up as normal as you were yesterday. You might harvest your crops in the full moon with poor results or harvest in a sickle moon and do well. You might start your vacation during the new moon and have a flat tire right away.
- 5. Nevertheless, there it is... the moon, hanging up there in the sky, seeming to change its shape before our very eyes. No wonder people continue to be fascinated by it. Since the beginning of time, they have tried to explain how it got there and why it behaves the way it does. The first people to try to explain the creation and behaviour

of the moon were tribal poets and storytellers. There are hundreds of folktales about the moon.

5. Образец текста для анализа.

Science and Society

Young people need to understand how our society depends upon scientific and technological advancement and to realize that science is a basic part of modern living. The scientific process and the knowledge produced cannot be considered to be ends in themselves, except for the classical scientist. A student should understand the relation of basic research to applied research, and the connection between technological developments and human affairs. More of technology than science will be involved in social decisions, but both are important in public policy.

The knowledge and methods of science are of little importance if there is no inclination to use them properly. An open mind, a desire for accurate knowledge, confidence in the procedures for seeking knowledge, and the expectation that the solution of problems will come from the use of tested and proven knowledge —these are among the «scientific attitudes». Science instruction should acquaint students with career possibilities in technical fields and science teaching. A continuous effort should be made to identify and encourage those who develop special interests. They should be given opportunities for some direct experience of a professional nature; they should also learn about the extent of the various science fields and how these fields are related to each other. But it is even more important for young people to acquire those skills and abilities that will enable them to take the responsibilities for expanding their own learning.

Задания для контроля усвоения лексики и самопроверки по дисциплине

Технический перевод

(пороговый уровень)

Данный вид заданий предназначен для проверки знаний лексического материала по пройденным темам. Максимальное количество баллов, которое может получить студент, составляет 25 баллов, при условии, что все задания выполнены, с допущением незначительных ошибок.

Контроль усвоения лексики

Mark the right variant:

- 1. Could I speak ... Mr Stenley?
- a. to b. at c. for
- 2. I am putting you through ... Mr Neil.

- **a.** to **b.** for **c.** by
- 3. Would you like to leave a message ... Mrs Cart?
- **a.** to **b.** for **c.** at
- 4. This is John Stevenson...
- a. saying b. speaking c. telling
- 5. Mrs Groffey is away ... business now.
- **a.** at **b.** in **c.** on
- 6. He isn't ... his office now, I'm afraid.
- **a.** to **b.** in **c.** of
- 7. Do you think you could find him ... me?
- a. by b. for c. with
- 8. I'll hold on if it ... take too long.
- a. doesn't b. don't c. does
- 9. He isn't available ... the moment.
- **a.** in **b.** at **c.** to
- 10. Hold ... line, please.
- **a.** a **b.** the **c.** on
- 11. Just ... moment, please.
- **a.** a **b.** an **c.** the
- 12. Sorry to have ... you waiting.
- **a.** keep **b.** kept **c.** keeping
- 13. Who is that ..., please?
- a. call b. calls c. calling
- 14. Will you repeat ..., please?
- a. it b. so c. again
- 15. Just ... him I'm in London.
- **a.** say **b.** tell **c.** speak

Mark the right variant:

- 1. I don't want ... much of your time.
- **a.** take **b.** to take **c.** takes

- 2. Let's ... to business.
- a. sit b. get c. get down
- 3. What question would you like ... first?
- **a.** to discuss **b.** discuss **c.** discussion
- 4. We are satisfied ... the goods we have received.
- **a.** of **b.** on **c.** with
- 5. We are prepared to place a substantial order ... you.
- a. with b. by c. on
- 6. If the order ... big enough we can give you a discount.
- **a.** was **b.** will be **c.** is
- 7. If you ... us a discount we will place a big order.
- a. grant b. will grant c. shall grant
- 8. We hope you will grant us ... discount.
- **a.** an **b.** a **c.** --
- 9. They gave us a 5 % discount ... the price.
- **a.** off **b.** in **c.** at
- 10. We would like to know ... about your goods.
- **a.** many **b.** any **c.** more
- 11. If the samples are of ... standard we require we will place a big order.
- **a.** the **b.** a **c.** an
- 12. Our goods are of ... high quality.
- **a.** the **b.** an **c.** ---
- 13. It would be helpful if you send us ... samples.
- **a.** any **b.** no **c.** some
- 14. They usually sell the goods at very ... prices.
- a. compete b. competing c. competitive
- 15. We hope to hear from you in ... near future.
- **a.** a **b.** the **c.** an

Mark the right variant:

- 1. PR is a notion widely ... in many languages.
- a. use b. using c. used
- 2. The letters MPR stand for 'marketing public ... '
- **a.** relate **b.** relates **c.** relations
- 3. Companies use MPR to convey information ... potential customers.
- **a.** to **b.** in **c.** by
- 4. Professionals in public relations use ... methods of work.
- **a.** differ **b.** different **c.** differently
- 5. They arrange press conferences, issue press releases ... packs, etc.
- **a.** media **b.** midi **c.** medium
- 6. We are writing to ask you ... our guest on 2 September.
- **a.** is **b.** to be **c.** to have been
- 7. We are sure our clients will be glad to listen ... your talk.
- **a.** for **b.** into **c.** to
- 8. We hope you will agree to answer ... the questions of those present.
- **a.** to **b.** on **c.** ---
- 9. It would be useful if you could come ... the hotel an hour earlier.
- **a.** to **b.** at **c.** in
- 10. We hope the meeting will bring the operations of our company to the attention ... an interested group of businessmen.
- **a.** by **b.** of **c.** with
- 11. We are planning ... a new product in three months' time.
- **a.** to launch **b.** launch **c.** launched
- 12. We stopped ... that model a few months ago.
- **a.** produced **b.** producing **c.** production
- 13. Let me say a few words about the ... price.
- **a.** sell **b.** sold **c.** selling

- 14. We are sure this product will ... well with existing brands.
- a. compete b. competed c. competing
- 15. Thank you for ...
- **a.** listen **b.** listener **c.** listening

Вопросы для самопроверки для подготовки к зачету по дисциплине

- 1. How often do you have meetings in English?
- 2. Which of the meetings (team, board, kick-off, progress, shareholder) do you attend?
- 3. What other types of meetings do you have?
- 4. Are your meetings with colleagues from your company or with contacts from other companies?
- 5. Are the meetings you attend formal or informal?
- 6. What are the ways to make a meeting more effective?
- 7. What are the advantages and disadvantages of formal and informal meetings?
- 8. What pieces of advice can you give to chairpeople?
- 9. In which order of importance would you put the five golden rules?
- 10. What are the advantages and disadvantages of video conferencing?
- 11. What problems can users have with video conferencing?
- 12. How could these problems be overcome?
- 13. Have you ever participated in a video conference? If so, what did you like or dislike? If not, would you like to?
- 14. Are there more similarities than differences in the way that people from different cultures behave in meetings?
- 15. What cultural differences have you encountered when doing business with people from abroad?
- 16. What advice about business meetings in your country would you offer to someone from another culture?

- 17. After a meeting is finished, do you prefer to socialize with your business partners over a drink in a pub, or would you rather take them to a cultural event such as the theatre?
- 18. Can you offer advice about socializing with people from other cultures that you have worked with?
- 19. What advice would you offer a visitor to your country about the after-hours business culture?

Перечень ситуаций для подготовки к зачету

Данные ситуации помогут студенту подготовиться к устному ответу на экзамене, за который он может получить максимально 25 баллов, если даст развернутый логически выстроенный ответ, применит на практике сформированные коммуникативные умения для решения конкретных проблем в реальных ситуациях ведения бизнеса.

- 1. You need to arrange a meeting with two colleagues. You want to discuss the problems you are all having with the new customer service software your company has invested in. Find a time that suits you all to meet.
- 2. You are the assistant finance manager at Genexsis Ltd. Your boss wants to buy software licences from AccountSoft. He wants your entire team of 50 people to have licences. Each licence costs € 50. He thinks that the licences are too expensive and wants a discount of about 20% for 50 licences. If he can't get AccountSoft Ltd. To agree to a high-enough discount, he will order fewer licences to be used by key staff members. Your boss will negotiate the number of software licences you will buy and the price you will pay for them, but you are enthusiastic to take part. Try to speak as much as possible by making polite interruptions.
- 3. You are a member of the customer care management team at the subsidiary of a British insurance company in your country. You are meeting with three other managers to discuss possible changes in the way you offer customer care.
- 4. You work for Burotech PLC, an office equipment company with branches across Europe. The firm has recently been taken over by a US company which wants to implement its quality control methods at Burotech. The company has selected staff from

all levels of the business to act as Quality Workers and is holding a series of meetings to launch the project. You are one of the Quality Workers. The chairperson will ask you to introduce yourself and your work for the company.

5. You are a salesperson for Noble Paints, an American-owned paint company which sells mainly to industrial companies. You are meeting with two production engineers from Holdermatic Ltd, and you have just finished discussing the possibility of developing a paint for their new range of vending machines.

In the meeting you have agreed to:

- a) arrange a meeting between you, Noble Paint' head of product development and the people from Holdermatic. You will try to set up the meeting for two weeks from now;
- b) start work on developing the new paint;
- c) draw up a timetable for testing the new paint.

Лист регистрации изменений и дополнений

| № п/п | № страницы внесения изменений | Дата внесения изменения | Краткое содержание изменений (основание) | Ф.И.О., подпись | «Согласовано» заве- дующий кафедрой, Приборостроение |
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