

Документ подписан простой электронной подписью
Информация о владельце:
ФИО: Прохоров Сергей Григорьевич
Должность: Председатель УМК
Дата подписания: 06.11.2023
Уникальный программный ключ:
b1cb3ce3b5a8850f02c3b2579bc691893e7ab284

Министерство науки и высшего образования Российской Федерации
Федеральное государственное бюджетное образовательное
учреждение высшего образования «Казанский национальный
исследовательский технический университет им. А.Н. Туполева-КАИ»

Чистопольский филиал «Восток»

(наименование института (факультета, филиала))

Кафедра «Экономика инновационного производства»

(наименование кафедры разработчика)

УТВЕРЖДЕНО:

Ученым советом КНИТУ-
КАИ (в составе ОП ВО)

КОМПЛЕКТ ОЦЕНОЧНЫХ МАТЕРИАЛОВ

по дисциплине (модулю)

Б1.В.07 Английский язык в профессиональной деятельности

(индекс дисциплины по учебному плану, наименование дисциплины)

Чистополь

2023 г.

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

Код и наименование направления подготовки (специальности)	Направленность (профиль, специализация, магистерская программа)
38.03.01 Экономика	Экономика малого и среднего предпринимательства

Разработчик(и):

Гарифуллина Эльвира Ильдусовна, доцент, к.филол.н.

Комплект оценочных материалов по дисциплине (модулю) рассмотрен на заседании кафедры «Экономика инновационного производства», протокол № 10/5 от 26.05.2023 г.

Заведующий кафедрой ЭИП _____

Свиринна Анна Андреевна, д.э.н., профессор

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

Семестр	Общая трудоемкость дисциплины (модуля), в ЗЕ/час	Виды учебной работы, в т.ч. проводимые с использованием ЭО и ДОТ											
		Контактная работа обучающихся с преподавателем по видам учебных занятий (аудиторная работа), в т.ч.:							Самостоятельная работа обучающегося (внеаудиторная работа), в т.ч.:				
		Лекции	Лабораторные работы	Практические занятия	Курсовая работа (консультация, защита)	Курсовой проект (консультация, защита)	Консультации перед экзаменом	Контактная работа на промежуточной аттестации	Курсовая работа (подготовка)	Курсовой проект (подготовка)	Проработка учебного материала (самоподготовка)	Подготовка к промежуточной аттестации	Форма промежуточной аттестации
5	3 ЗЕ/108	-	-	32	-	-	-	0,35	-	-	75,65	-	зачёт
Итого	3 ЗЕ/108	-	-	32	-	-	-	0,35	-	-	75,65	-	

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

Семестр	Общая трудоемкость дисциплины (модуля), в ЗЕ/час	Виды учебной работы, в т.ч. проводимые с использованием ЭО и ДОТ											
		Контактная работа обучающихся с преподавателем по видам учебных занятий (аудиторная работа), в т.ч.:							Самостоятельная работа обучающегося (внеаудиторная работа), в т.ч.:				

		Лекции	Лабораторные работы	Практические занятия	Курсовая работа (консультация, защита)	Курсовой проект (консультации, защита)	Консультации перед экзаменом	Контактная работа на промежуточной аттестации	Курсовая работа (подготовка)	Курсовой проект (подготовка)	Проработка учебного материала (самоподготовка)	Подготовка к промежуточной аттестации	Форма промежуточной аттестации
5	3 ЗЕ/108	-	-	24	-	-	-	0,35	-	-	83,65	-	зачёт
Итого	3 ЗЕ/108	-	-	24	-	-	-	0,35	-	-	83,65	-	

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

Наименование контрольного мероприятия	Максимальный балл на первую аттестацию	Максимальный балл за вторую аттестацию	Максимальный балл за третью аттестацию	Всего за семестр
4 семестр				
Тестирование	10	16	12	38
Выполнение индивидуальных (домашних) заданий + устный опрос	-	8	4	12
Итого (максимум за период)	10	24	16	50
Зачет				50
Итого				100
5 семестр				
Тестирование	10	16	12	38
Выполнение индивидуальных (домашних) заданий + устный опрос	-	8	4	12
Итого (максимум за период)	10	24	16	50
Зачет				50
Итого				100

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

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

Форма и организация промежуточной аттестации по итогам освоения дисциплины – зачет проводится в два этапа: устные ответы на экзаменационные вопросы и выполнение индивидуальных задач по практике (деловое письмо).

2 Оценочные средства для проведения текущего контроля

2.1 Тестовые вопросы

Тестовые вопросы содержат следующие типы вопросов с соответствующим количеством баллов за правильный ответ:

Тип вопроса	Количество баллов за правильный ответ
запрос выбора вариантов ответа	1
запрос нескольких ответов	1 - при выборе всех правильных 0,5 – за 2 правильных из 3 0,25 – за 1 правильный из 3 0,5 – за 1 правильный из 2
запрос ввода пропущенного текста	1

Тест. Укажите предложения, которые являются правильным переводом следующего русского предложения:

1. «Доля национального дохода, которая может быть потрачена на национальную оборону, колеблется в разных странах».

a) The share of national income that can be spent on national defence varies from country to country.

b) The share of national income that could be spent on national defence was different in different countries.

c) The share of national income to be spent on national defence was discussed by the Parliament.

2. «Считают, что цены поставок зависят от производственных издержек».

a) Economists believe supply prices to depend on production costs.

b) Supply prices are believed to depend on production costs.

d) Supply prices were expected to depend on production costs.

3. «За снижением потребительского дохода последовало увеличение спроса на низкокачественные товары».

- a) The decrease in the consumer's income was followed by the increase in the demand for the inferior goods.
- b) The increase in the inferior good demand was followed by the decrease in the consumer's income.
- c) The increase of the demand for the inferior goods followed after the decrease of the consumer's income.

4. «Как макроэкономика, так и микроэкономика преподаются студентам, обучающимся на экономических факультетах».

- a) Both macroeconomics and microeconomics are taught by students studied at economic departments.
- b) Both macroeconomics and microeconomics are taught to students studying at economic departments.
- c) Both macroeconomics and microeconomics have been taught to students studying at economic departments.

5. «Правительства иногда регулируют максимальные уровни арендной платы, которая должна выплачиваться арендаторами».

- a) Governments sometimes regulate maximum rent levels paid by tenants.
- b) Governments sometimes regulate maximum rent levels to help tenants to pay the rent.
- c) Governments sometimes regulate maximum levels of rent that is to be paid by tenants.

6. «Для того чтобы определить уровень безработицы, необходимо знать количество занятых рабочих и размер рабочей силы».

- a) To measure the unemployment rate it is necessary to know the number of workers in employment and the size of the labour force.
- b) To measure the unemployment rate in an economy is as difficult as it is difficult to measure the number of workers in employment and the size of the labour force as a whole.
- c) Knowing the number of workers in employment and the size of the labour force we can measure the unemployment rate.

7. «При ограничении ресурсов компания должна сконцентрироваться на решении самых важных задач».

- a) Being limited by resources, the company should concentrate on solving the most important tasks.
- b) Being limited by resources, the company should concentrate on solving the less important tasks.
- c) Solving the most important tasks, the company should be limited by resources.

8. «Если трудовые ресурсы будут использоваться правильно, производительность труда вырастет».

- a) Labour efficiency would grow, if labour resources had been used properly.
- b) If labour resources were used properly, labour efficiency would fall.
- c) If labour resources are used properly, labour efficiency will grow.

9. «Факторы, влияющие на рыночные цены, должны представлять интерес для каждого производителя».

- a) Factors influencing prices in a market should be of interest to every producer.
- b) Prices influencing factors in a market should be of interest to every producer.
- c) Every producer should be interested in market prices.

10. «Считалось, что двумя основными экономическими системами являются капитализм и социализм, а экономики смешанного типа находятся между ними».

- a) Mixed economies are considered to be lying in between capitalism and socialism.
- b) If the two principal economic systems are capitalism and socialism, then mixed economies lying in between those.
- c) The two principal economic systems were considered to be capitalism and socialism, mixed economies lying in between those.

11. People have to choose the _____ way of living provided the _____ situation in the country is unfavourable.

- a) economical, economic
- b) economic, economical
- c) economical, economical

12. One of the important tasks of a firm is to obtain the maximum amount of a commodity using any given quantity of _____.

- a) input
- b) costs
- c) outputs

13. Some branches of economy such as agriculture greatly _____ climate.

- a) depend on
- b) include
- c) impose on

14. In some industrial countries producers don't _____ the government regulation and make all decisions themselves.

- a) depend on
- b) impose
- c) supply

15. The money a producer _____ should compensate for all his expenses and leave him with some profit.

- a) earns
- b) rises
- c) allocates

16. Every day money is _____ from one bank to another in thousands of cities.

- a) transferred
- b) measured
- c) replaced

17. Increasing output by one unit we shall have the increase in the _____ cost known as marginal cost.

- a) total
- b) particular
- c) normal

18. The _____ of goods consumed by an individual is restricted by the total _____ of money he earns.

- a) quantity, amount
- b) amount, amount
- c) number, amount

19. Chemical industry _____ fertilizers for farming.

- a) provides
- b) employs
- c) applies

20. The demanded _____ of a good depends on a particular market, the number of consumers, their tastes and even the season of the year.

- a) quantity
- b) number
- c) quality

Test. Choose the correct answer:

1. When prices are above the equilibrium price, it will result in _____ supply of goods.

- a) excess
- b) surplus
- c) shortage

2. Calculating expenditures on running a business it is necessary to _____ expenses on maintaining buildings in good repair.

- a) include
- b) influence
- c) improve

3. The increase in a country's _____ growth can be achieved by using more _____ machines and technologies consuming less electricity.

- a) economic, economical
- b) economic, economic
- c) economy, economical

4. The aim of producers using this new technological improvement is to _____ higher profits.

- a) receive

b) affect

c) offer

5. Within budget constraints the increase in consumption of one good will _____ the consumption of the other.

a) reduce

b) rise

c) follow

6. There are many examples of goods that are consumed together, such as bread and cheese, cars and petrol, so they are called _____ goods in economics.

a) complementary

b) normal

c) alternative

7. The producers have to _____ the total output as the demand has grown.

a) increase

b) impose

c) rise

8. Employed workers as well as those unemployed _____ labour force.

*make up

add

replace

9. As consumer demand is not _____ at different markets, the goods prices vary as well.

a) constant

b) minimum

c) marginal

10. The development of national _____ is based on the laws and principles which are of special interest to _____ belonging to a group of social sciences.

a) economies, economics

b) economics, economists

c) economy, economist

11. One of the producer's tasks is to choose the level of output that maximizes his total economic _____ .

a) profit

b) costs

c) expenses

12. The goods price does not vary greatly within a particular market as all sellers impose practically _____ prices.

a) the same

b) floor

c) some

13. In planned economies government intervention _____ total control over resources allocation and output consumption.

a) resulted in

b) followed by

c) influenced on

14. Different sweets and chocolates are known as _____ goods for sugar.

a) substitute

b) normal

c) inferior

15. On private farm land, buildings and all the profits earned are _____ by the farmer.

a) owned

b) obtained

c) included

16. The decrease in production costs leads to the _____ in the total profit obtained.

a) increase

b) reduce

c) fall

17. _____ explain most _____ laws giving examples from people's everyday life.

a) economists, economic

b) economists, economical

c) economics, economical

18. In a command economy the output level was _____ by the decisions of the central office.

a) influenced

b) received

c) depended

19. Market supply is calculated in terms of the alternative quantities of a commodity all producers in a _____ market can offer.

a) particular

b) same

c) total

20. _____ of assumptions are used by economists studying the theory of supply and demand.

a) a number

b) the amount

c) numbers

21. Provided a consumer's income has increased, he will _____ to buy more normal goods rather than inferior goods.

- a) decide
- b) assume
- c) earn

22. To economize is to produce a given output of a product at the lower _____ than before.

- a) cost
- b) profitability

Test. Choose the correct answer:

1. In a command economy the output level was _____ by the decisions of the central office.

- a) influenced
- b) received
- c) depended

2. Market supply is calculated in terms of the alternative quantities of a commodity all producers in a _____ market can offer.

- a) particular
- b) same
- c) total

3. On private farm land, buildings and all the profits earned are _____ by the farmer.

- a) owned
- b) obtained
- c) included

4. _____ of assumptions are used by economists studying the theory of supply and demand.

- a) a number
- b) the amount
- c) numbers

5. Provided a consumer's income has increased, he will _____ to buy more normal goods rather than inferior goods.

- a) decide
- b) assume
- c) earn

6. To economize is to produce a given output of a product at the lower _____ than before.

- a) cost
- b) profitability

c) contribution

7. The theory of supply shows that an increase in production cost _____ output level.

a) decreases

b) leads

c) depends

8. There are many examples of goods that are consumed together, such as bread and cheese, cars and petrol, so they are called _____ goods in economics.

a) complementary

b) normal

c) alternative

9. The demand for _____ goods always rises with the increase in consumer incomes.

a) high-quality

b) substitute

c) inferior

10. The increase in quantity demanded is _____ by an increase in quantity supplied.

a) followed

b) resulted

c) maintained

11. The situation at the market when the consumer demand is higher than the quantity supplied is known as _____.

a) shortage

b) excess

c) surplus

12. The _____ development in the Soviet block countries was influenced by important _____ reforms which took place at the end of the 20th century.

a) economic, economic

b) economical, economical

c) economic, economics

13. _____ of countries regulating their economies is constantly increasing.

a) the number

b) the amount

c) the quantity

14. High levels of profits can be _____ by producers through improvements in technology.

a) received

b) owned

c) limited

15. The allocation of _____ resources among alternative uses is an important

problem for all nations.

- a) limited
- b) unlimited
- c) total

16. One of the important tasks of a firm is to obtain the maximum amount of a commodity using any given quantity of _____.

- a) input
- b) costs
- c) outputs

17. The _____ of goods consumed by an individual is restricted by the total _____ of money he earns.

- a) quantity, amount
- b) amount, amount
- c) number, amount

18. The money a producer _____ should compensate for all his expenses and leave him with some profit.

- a) earns
- b) rises
- c) allocates

19. Every day money is _____ from one bank to another in thousands of cities.

- a) transferred
- b) measured
- c) replaced

20. Market supply is calculated in terms of the alternative quantities of a commodity all producers in a _____ market can offer.

- a) particular
- b) same
- c) total

Test. Match the formal and informal phrases. Then cover the right column and try to remember the formal equivalent for each phrase on the left.

<i>Informal</i>	<i>Formal</i>
1) Sorry about the late delivery.	a) Please do not hesitate to contact us.
2) If you need more information...	b) We received delivery this morning.
3) Best regards.	c) I would be grateful if you could...
4) in a different envelope	d) Please find enclosed...
5) Sorry about the mistake.	e) Dear Madam/Dear Ms Clove
6) I'm sorry, but it's not possible.	f) Please acknowledge receipt of the

<p>7) soon</p> <p>8) Could you...?</p> <p>9) Just call the office.</p> <p>10) Thanks for your letter of...</p> <p>11) We got it this morning.</p> <p>12) Can't wait to see you.</p> <p>13) Dear Marge</p> <p>14) Let me know if you get the parcel.</p> <p>15) Could you find out what is going on?</p> <p>16) Please send us your samples.</p> <p>17) I hope to hear from you.</p> <p>18) We will give you a 5% discount.</p> <p>19) Here is a copy of...</p>	<p>parcel.</p> <p>g) I look forward to seeing you.</p> <p>h) We would be pleased to offer you a 5% discount.</p> <p>i) We would like to apologise for the delay.</p> <p>j) under separate cover</p> <p>k) in the near future</p> <p>l) We regret to inform you that we are unable to...</p> <p>m) Could you please give this matter your immediate attention?</p> <p>n) I look forward to hearing from you.</p> <p>o) We are writing to thank you for your letter dated...</p> <p>p) Yours faithfully/ Yours sincerely,</p> <p>q) I would be grateful if you could send us some samples.</p> <p>r) Should you require further information...</p> <p>s) Please accept our apologies for any inconvenience this may have caused.</p>
--	--

Test. Look at the texts from three faxes that contain easily confused words and choose the correct or most appropriate words.

1) I am writing with (1) *connection* / *reference* / *regarding* to our telephone conversation this morning about your order 7895LG. I must (2) *regret* / *apologise* / *sorry* for the delay in processing this order. I can now confirm that the goods have been shipped and should (3) *arrive* / *reach* / *deliver* you within 10 working days. We have taken special (4) *care* / *attention* / *caution* to make sure that the items are exactly as you requested.

Once again, please (5) *take* / *have* / *accept* our apologies. If you have any further questions, do not (6) *stop* / *fail* / *hesitate* to contact me again.

2) I was (7) *sorry* / *unhappy* / *afraid* to hear about the damage to the products that you received this morning. However, I am (8) *afraid* / *apologise* / *regret* that we cannot (9) *accept* / *except* / *have* responsibility in this (10) *topic* / *material* / *matter*.

All our products are (11) *controlled* / *checked* / *looked* very carefully before

leaving the factory, and the damage in this case must have been caused in transit. I (12) *propose / suggest / tell* that you contact the shipping company directly about possible compensation.

In the meantime, we can ship the same order to you again, if it would help. If you give us a firm instruction to do so (13) *until / by / within* the next few days, it should reach you (14) *until / by / within* the end of the month.

3) I am writing to you (15) *affecting / connecting / concerning* the meeting that we (16) *combined / appointed / arranged* for this Friday. I am afraid something urgent has come up and I will not be able to attend. Can we (17) *cancel / postpone / schedule* the meeting until next week? I can make any time Wednesday or Thursday.

I apologise for any (18) *disadvantage / inconvenience / unfortunate* this may cause, and I (19) *look forward / wait / anticipate* to (20) *hear / hearing / know* from you.

Test. Fill in the gaps in the letters with the words on the right.

<p>1) The Chairman and the __1__ Director of this Company will be visiting Glasgow in September, for the World __2__, and will require a __3__ with two __4__. A __5__ room, on the same __6__ if possible, will also be needed for their __7__.</p> <p>Please let me know whether we can receive this __8__ from 10 to 15 September __9__. I shall be glad to have a reply by fax, with details of your __10__.</p>	<p>a) bedrooms b) suite c) floor d) single e) accommodation f) charges g) managing h) Trade Fair i) inclusive j) secretary</p>
<p>2) The name of your __1__ has been given to me by the Hotels __2__, and I shall be __3__ obliged if you will __4__ me know whether you have the __5__ accommodation __6__ for 3 weeks, from 15 July: one __7__ room, if possible with __8__ bathroom, and one single room.</p> <p>If you are able to __9__ us at the time __10__ please let me have your __11__ or brochure giving inclusive __12__ for full __13__.</p> <p>I thank you in __14__ for your reply.</p>	<p>a) indicated b) private c) accommodate d) let e) advance f) available g) following h) board i) hotel j) much k) terms l) double m) tariff n) association</p>

2.2 Лабораторные работы. Не предусмотрены

2.3 Расчетно-графическая работа. Не предусмотрена

2.4 Курсовая работа. Не предусмотрена.

3. Оценочные средства для проведения промежуточного контроля (промежуточной аттестации)

Семестр	Вид промежуточной аттестации	Вид контрольного мероприятия	Балльные оценки
5	зачет	Тестовые задания Экзаменационные вопросы	0-20 0-30

3.1. Тестовые задания

Тестовые задания промежуточной аттестации представляют собой совокупность тестовых вопросов текущего контроля.

3.2 Комплексное задание (экзаменационный билет)

Билеты зачета/экзамена равноценны по трудности, одинаковы по структуре, параллельны по расположению заданий. В билете два вопроса.

Комплексное экзаменационное задание состоит из 2 вопросов теоретического и практического характера. Первый вопрос – теоретический, направленный на демонстрацию умения работать с аутентичными текстами с целью извлечения необходимой информации по основным экономическим вопросам, грамотное изложение собственной точки зрения.

Второй вопрос направлен на проверку владения разносторонними навыками и приемами аннотирования и реферирования аутентичных текстов, ведения деловой переписки.

3.2.1 Вопросы на зачете/экзамене (экзаменационные вопросы)

Теоретические вопросы

1. What is one modern definition of business? How does this modern meaning of business differ from the traditional one? What factors have brought about these changes?
2. What is profit? What do companies do with their profits?
3. What are the secrets of success in business? Why does the kind of equipment you'll need vary according to the type of business you want to establish?
4. What information does resume contain? What does this usually accompany?
5. What kinds of interviews do you know? How do they differ? What are the benefits that go with the job?
6. What does the term "ageism" mean? Why is it difficult to apply for work over 30?
7. What are the main reasons for doing your work well?

8. What does the term “marketing” mean? What four main elements are known as the four P’s? What does each element involve? What is a common channel of distribution?
9. Why is it important not to plan the marketing strategies in isolation? What does a successful marketing mix depend on?
10. What are the different ways in which an advertiser’s message can be communicated to his/her audience? What are the main advantages/disadvantages of each media?
11. Why does management play a vital role in any business activity? What do managers’ duties include? What are the main management functions? What do they involve? What skills do managers need to perform these functions adequately and efficiently?
12. What is the difference between the salaried managers and the individual capitalists who owns the company?
13. What personal qualities do you think good managers should have? Why are interpersonal skills essential for effective management?
14. Why do companies often recruit from outside the organization? Which kinds of organizations are most likely to recruit through referrals by existing employees?
15. How can a person identify important activities and plan the best way to use time? Name the most common sources of problems in time management. What are the benefits of improving time management?
16. Enumerate the remedies that are usually successful in reducing the number of drop-in visitors/ telephone interruptions and keeping visits brief.
17. Discuss the remedies that can help to reduce clutter and disorganisation in an office, including better organization of files, decision rules for handling paperwork efficiently, efforts to reduce the amount of necessary paperwork and better screening of paperwork by others.
18. Name a number of reasons why some managers become overloaded with unnecessary tasks and give possible remedies for this problem.
19. Discuss possible ways to eliminate unproductive or over-long meetings.
20. Discuss the steps of short-term planning (weekly activities or daily activities). Why should a manager take into account natural energy cycles and bio-rhythms while planning daily activities?
21. Why is accounting called the “language of business” and what are the ways to communicate information on the financial status of an organization?
22. Name two common financial statements. What is the difference between them? What kind of information do they provide?
23. What is known as capital? How can corporations receive their starting capital? Why does a new business need capital? What represents an investment of capital in a new business? How is short-term/ long-term capital used in financing business?
24. What are two basic types of financing used by a corporation? How does the success (failure) of a corporation influence the stockholder?

25. Give the example of debt financing. What can cause debt financing? Try to characterize this type of agreement.

Вопросы для составления монолога/диалога:

1. Speak about your company: Who do you work for? Where do you work? What does the company do? Do you have any famous brands? Who are your main competitors?

2. What project are you working on at the moment?

3. Do you prefer speaking to people face-to-face or on the telephone? Who do you talk to on the telephone? What problems do you have on the telephone?

4. How does your company get new business? How does your company stay in touch with regular customers? How do you find out about companies you want to do business with?

5. Why do companies create new products and services?

6. What are the stages in the life of your products or services? What stages are you and your department involved in?

7. What new products or services does your company have? How does your company research and test new products? How does your company advertise new products or services - online, in the press, or using other media?

8. Why do you prefer to buy branded products?

9. Do you visit other companies? Do people visit your company? Why?

10. Speak about doing business in a different culture: can we talk business in a restaurant? Is it easy to conclude a deal? Do meetings and appointments usually start on time? Can we start talking business at the beginning of the meeting?

11. Speak about benefits that your company offers including: pension, flexible working hours, medical insurance, maternity/paternity leave, training, paid holiday. Which ones are most important to you?

12. Talk about: how you found out about the job, the interview, why you liked the job?

13. Speak about your career. How long have you worked for your present company? How long have you had current job? How many companies did you work for? Have you ever done completely different type of job? What? Tell your partner how and why you chose your career.

14. What makes the difference between good and bad customer service? Speak about poor customer service. Have you stopped using company's products or services because of a bad experience? What happened?

15. What do you think is the main reason why people don't buy goods on the Internet? What do you think are the best-selling products on the Internet? Where do you prefer to do your food shopping - in a small local shop, a big supermarket, or

online?

16. Think of common problems people can have with orders for goods. What sort of goods have you ordered? How did you order them? Was it easy?

17. Make a presentation about the company structure. Which department do you work in? Which department(s) do you have most contact with? Why?

18. What do you usually have for lunch and where do you eat? What do visitors to your company have for lunch? Where do they go to eat? Think of a typical three-course meal to offer him/her.

19. How often does advertising influence your buying decisions? How does your company advertise? What sort of customers do you target?

20. Describe the process of developing new software.

Практические вопросы для ведения деловой переписки

Примерный перечень ситуаций для написания писем к зачету:

1. **Requesting Information**

Write a letter to a company. You are looking for a new supplier of office stationery. Ask them to send you a copy of their latest catalogue and a price list. You also want to know where their company is based. Thank them in advance for their help.

2. **Application Letter.** You are presently working in Moscow as a personal assistant. You are interested in finding another position. Write a letter to a recruitment agency based in St. Petersburg. Ask them to send you details about their agency and any vacancies they have for personal assistants at the moment.

3. **Accommodation Information**

Write a letter to the hotel. Ask for some information about their hotel: a single room for the night of 23d April and the price including breakfast. Ask them to let you know if there is a car park near the hotel. Thank them in advance for their help.

4. **Making a complaint**

You are writing to a travel agency to make a complaint about the hotel recommended you for your holiday. You are not happy with the room and the service was bad: no swimming pool, gymnasium, car park were available. Make a point connected with their advertisement saying "three-star rating". Ask for adequate compensation. Give them a warning.

5. **Ordering**

You have ordered a book online. When you received the book, you found the book was in Spanish not in English. Write to a company and ask them to send you the book in English version. If they don't have the English version in stock, then ask them to send your money back (ask for a refund).

6. **Apologizing**

You are a Customer Service Manager. Write to a customer who rented a car from your company. Apologize for the trouble he had with the car rented. Assure your customer that in the future every car the company provides is delivered with a full tank of petrol. Regret the inconvenience and express your wish to further co-operation.

7. Requesting Information

Write a letter to a partner in Moscow. Tell him that it was a pleasure to meet him at the Trade Fair last month. Inform your partner that your company is planning to open a branch in Moscow and you are looking for office space in the town centre. You need to know the names and the addresses of some property agents. Ask your partner to send a list of agents. Thank him in advance for his help.

8. Requesting Information

You are a manager. Write the message to your Personal Assistant. Ask him to send you a copy of the new customer address list. You also need the quarterly sales report. Ask him to finish it by this Friday. Remind him about the sales meeting next Tuesday at 2 p.m.

9. Requesting Information

Write a letter to your partners. Tell them that you are just making the final arrangements for their visit to your company next week. You need all the details about your partners' flight (flight number, date and time of arrival). Inform them that they will have free time on Wednesday evening. Invite them to do some things around the town (visit to the theatre, show round the town, etc.).

10. Apologizing

Write a letter to your customer. Tell him that you learned of the problems he was encountering with your company product. Apologize for the quality problem. Inform your customer that your representative will meet him next week to investigate the problem. Regret the inconvenience and assure you co-operation.

11. Information About Price Increase

You are a sub-manager of the company. Inform your customers about price increase for your company product. Give the reason (a change in government regulation). Tell them that the new prices will apply to all orders shipped after 1st June. Inform them that you will send a new price list with suggested sale prices. Apologize and close the letter.

Перечень фраз-клише для ведения деловой корреспонденции:

We are writing to enquire about ...

Thank you for your letter of (date) asking if .../ enquiring about .../
enclosing .../ concerning ...

We are writing in connection with ...

We are interested in ... and we would like to know ...

We have received your letter of (date) asking if .../ enquiring about .../ enclosing
.../ concerning ...

I look forward to receiving your reply/order/products ...

I hope that this information will help you.

Looking forward to hearing from you.

Please don't hesitate to contact me if you need any further information.

Please feel free to contact me if you have any further questions.

I am pleased / delighted / happy to tell you that / to inform you that / to advise you
that ...

With reference to ...

Further to ...
With regard to ...
We are unable to .../ we are able to ...
We have been forced to...
I regret / I am sorry to tell you that .../ to inform you that / to advise you that ...
This is owing to / due to./ as a result of./ because of ...
We must apologise for...
We are extremely sorry for...
Please could you
We would be grateful if you could...
We would appreciate it if you could...
As soon as possible
Without delay
Immediately
Please accept our apologies once again
We hope that this has not caused you any inconvenience
With apologies once again
We would be grateful if you could give us some further details about ...
We would appreciate it if you could let us know (about/if) / inform us (about/if) ...
We would like to know (about/if) ...

Единые задания к текстам для аннотирования и реферирования:

1. Определите основные вопросы, рассматриваемые в тексте.
2. Отметьте абзацы, в которых содержится наиболее существенная информация текста.
3. Найдите ключевые слова, передающие основную мысль абзаца.
4. Найдите предложения, передающие наиболее значимую информацию текста.
5. Найдите предложения в каждом абзаце, за счет которых можно этот абзац сократить.
6. Сформулируйте главную мысль каждого абзаца.
8. Составьте план полного изложения текста.
9. Составьте краткую аннотацию и реферат к тексту.

Критерии оценивания

Суммарно оцениваются ответы на вопросы. Ответы должны быть развернутыми, полными. Каждый правильный ответ на вопрос оценивается до 15 баллов в зависимости от полноты ответа.

Оценивается полнота раскрытия материала (дан полный, развернутый ответ на поставленный вопрос); умение выделить существенные и несущественные признаки, причинно-следственные связи; активное использование экономической лексики, фраз-штампов; уровень сформированности навыков и умений монологической речи (соответствие теме и ситуации общения, лингвистическая нормативность, логичность высказывания, эмоциональная

окрашенность, самостоятельность высказывания); умение вести беседу с экзаменатором по пройденному материалу, демонстрация умения адекватно и грамотно реагировать на поставленные вопросы; владение современными методами ведения деловой корреспонденции.

Пример балльной системы оценивания:

Критерии оценивания	Количество баллов
<ul style="list-style-type: none"> – полно раскрыто содержание материала; – материал изложен грамотно, в определенной логической последовательности; – продемонстрировано системное и глубокое знание материала; – точно используется терминология; – показано умение иллюстрировать теоретические положения конкретными примерами, применять их в новой ситуации; – продемонстрировано усвоение ранее изученных сопутствующих вопросов; – ответ дан самостоятельно, без наводящих вопросов; – продемонстрирована способность творчески применять знание теории к решению профессиональных задач;– допущены одна-две неточности при освещении второстепенных вопросов, которые исправляются по замечанию; 	10-15
<ul style="list-style-type: none"> – вопросы излагаются систематизировано и последовательно; – продемонстрировано умение анализировать материал, однако не все выводы носят аргументированный и доказательный характер; – продемонстрировано усвоение основной литературы; – ответ удовлетворяет в основном требованию на максимальную оценку, но при этом имеет один из недостатков: в изложении допущены небольшие пробелы, не исказившие содержание ответа; допущены один-два недочета при освещении основного содержания ответа, исправленные по замечанию преподавателя; – допущены ошибка или более двух недочетов при освещении второстепенных вопросов, которые легко исправляются по замечанию преподавателя; 	7-9
<ul style="list-style-type: none"> – неполно или непоследовательно раскрыто содержание материала, но показано общее понимание вопроса и продемонстрированы умения, достаточные для дальнейшего усвоения материала; – усвоены основные категории по рассматриваемому и дополнительным вопросам; – имелись затруднения или допущены ошибки в определении понятий, использовании терминологии, исправленные после нескольких наводящих ответов; – неполное знание теоретического материала, обучающийся не может применить теорию в новой ситуации; – продемонстрировано усвоение основной литературы; 	4-6
<ul style="list-style-type: none"> – не раскрыто основное содержание учебного материала либо отказ от ответа; – обнаружено незнание или непонимание большей или наиболее важной части учебного материала; 	1-3

– допущены ошибки в определении понятий, при использовании терминологии, некоторые не исправлены после нескольких наводящих вопросов.	
-ответ не получен.	0

Пример балльной системы оценивания вопросов:

Задание	Критерии оценивания	Количество баллов
Теоретический вопрос	<ul style="list-style-type: none"> – полно раскрыто содержание материала; – материал изложен грамотно, в определенной логической последовательности; – продемонстрировано системное и глубокое знание материала; – точно используется терминология; – показано умение иллюстрировать теоретические положения конкретными примерами, применять их в новой ситуации; – продемонстрировано усвоение ранее изученных сопутствующих вопросов; – допущены одна-две неточности при освещении второстепенных вопросов, которые исправляются по замечанию; 	0-15
Практический вопрос	<ul style="list-style-type: none"> – ответ дан самостоятельно, без наводящих вопросов; – продемонстрирована способность творчески применять знание теории к решению профессиональных задач; - все выводы носят аргументированный и доказательный характер 	0-15