

Частное образовательное учреждение высшего образования
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«УТВЕРЖДЕН»

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**ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ПО УЧЕБНОЙ ДИСЦИПЛИНЕ
«ИНОСТРАННЫЙ ЯЗЫК»**

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**ПАСПОРТ ФОНДА ОЦЕНОЧНЫХ СРЕДСТВ ПО ДИСЦИПЛИНЕ
«ИНОСТРАННЫЙ ЯЗЫК»**

№ п/п	Контролируемые разделы (темы) дисциплины*	Код контролируемой компетенции (или ее части)	Наименование оценочного средства
1	Раздел 1. Введение в специальность. "The introduction into the subject of Economics"	ОК-4	Тренажер (лингфонный кабинет)
2	Раздел 2. Роль мировых экономических процессов в жизни людей. "People in the World of Economy"	ОК-4	Тренажер (лингфонный кабинет)
3	Раздел 3. Исследование рынка. Researching the Market.	ОК-4	Тренажер (лингфонный кабинет); дискуссия; контрольная работа
4	Раздел 4. Различные виды компаний. "Different Kinds of Companies"	ОК-4	Дискуссия; тренажер (лингфонный кабинет)
5	Раздел 5. Ценообразование. Pricing.	ОК-4	Дискуссия; тренажер (лингфонный кабинет)
6	Раздел 6. Реклама. Advertising.	ОК-4	Контрольная работа
7	Раздел 7. Организация продвижения товара. Promotion.	ОК-4	Творческое задание; тренажер (лингфонный кабинет)
8	Раздел 8. Финансирование бизнеса. "Financing the business".	ОК-4	Тренажер (лингфонный кабинет)
9	Раздел 9. Банковские услуги. "Various Services of Banks"	ОК-4	Тренажер (лингфонный кабинет); контрольная работа
10	Раздел 10. Налоги и налогообложение. "Taxes".	ОК-4	Тренажер (лингфонный кабинет)

11	Раздел 11. Маркетинг. Marketing.	ОК-4	Обсуждение докладов; тренажер (лингфонный кабинет)
12	Раздел 12. Роль государства в экономике. State Regulation in Economics.	ОК-4	Творческое задание; тренажер (лингфонный кабинет), контрольная работа.

КОМПЛЕКТ ЗАДАНИЙ ДЛЯ РАБОТЫ НА ТРЕНАЖЕРЕ
ПО ДИСЦИПЛИНЕ «ИНОСТРАННЫЙ ЯЗЫК»

Раздел 1. Введение в специальность. “The introduction into the subject of Economics”
Listening “Applying for a job”

Задача (задание) 1. Before you listen to Dialogue No 1 use Glossary to match the words below with their definitions (стр. 13 (6*)).

Задача (задание) 2. Listen to Dialogue No 1 between two speakers and answer the questions below. Then listen again and check your answers (стр. 14 (7)).

Задача (задание) 3. Complete the dialogue using the words from the box. There are two words which you don't need use (стр. 14 (8*)).

Задача (задание) 4. Before you listen to Dialogue No 2 match the expressions in the left column with their translation in the right one (стр. 15 (9*)).

Задача (задание) 5. Complete the sentences using the expressions from the previous task (стр. 15 (10*)).

Задача (задание) 6. Listen to dialogue No 2 between two speakers and answer the questions below. Then listen again and check your answers (стр. 16 (11)).

Раздел 2. Роль мировых экономических процессов в жизни людей. “People in the World of Economy”

Listening “Mary Kay Ash and Walt Disney”

Задача (задание) 1. Before you listen to Talk No 1 use Glossary to match the words below with their definitions (стр. 201 (6*)).

Задача (задание) 2. Listen to Talk No 1 and answer the questions below. Then listen again and check your answers (стр. 202 (7)).

Задача (задание) 3. Complete the text using the words from the box. There are two words which you don't need use (стр. 203 (8*)).

Задача (задание) 4. Before you listen to Talk No 2 match the expressions in the left column with their translation in the right one (стр. 203 (9*)).

Задача (задание) 5. Listen to Talk No 2 and answer the questions below. Then listen again and check your answers (стр. 204 (10)).

Задача (задание) 6. Complete the text using the words from the box. There are two words which you don't need use (стр. 205 (11*)).

Раздел 3. Исследование рынка. Researching the Market.

Listening “Breaking into new markets”

Задача (задание) 1. Before you listen to Dialogue No 1 use Glossary to match the words below with their definitions (стр. 49 (6*)).

Задача (задание) 2. Listen to Dialogue No 1 between two speakers and answer the questions below. Then listen again and check your answers (стр. 50 (7)).

Задача (задание) 3. Complete the dialogue using the words from the box. There are two words which you don't need use (стр. 51 (8*)).

Задача (задание) 4. Before you listen to Dialogue No 2 match the expressions in the left column with their translation in the right one (стр. 52 (9*)).

Задача (задание) 5. Listen to dialogue No 2 between two speakers and answer the questions below. Then listen again and check your answers (стр. 52 (10)).

Раздел 4. Различные виды компаний. “Different Kinds of Companies”
Listening “Finding out about company profile”

Задача (задание) 1. Before you listen to Dialogue No 1 use Glossary to match the words below with their definitions (стр. 31 (6*)).

Задача (задание) 2. Listen to Dialogue No 1 between two speakers and answer the questions below. Then listen again and check your answers (стр. 31 (7)).

Задача (задание) 3. Complete the dialogue using the words from the box. There are two words which you don't need use (стр. 32 (8*)).

Задача (задание) 4. Before you listen to Dialogue No 2 match the expressions in the left column with their translation in the right one (стр. 32 (9*)).

Задача (задание) 5. Listen to dialogue No 2 between two speakers and answer the questions below. Then listen again and check your answers (стр. 33 (10)).

Раздел 5. Ценообразование. Pricing.
Listening “Pricing strategy and costing”

Задача (задание) 1. Before you listen to Dialogue No 1 use Glossary to match the words below with their definitions (стр. 87 (6*)).

Задача (задание) 2. Listen to Dialogue No 1 between two speakers and answer the questions below. Then listen again and check your answers (стр. 88 (7)).

Задача (задание) 3. Complete the dialogue using the words from the box. There are two words which you don't need use (стр. 89 (8*)).

Задача (задание) 4. Before you listen to Dialogue No 2 use Glossary to choose the best definition for each of the expressions below (стр. 89 (9*)).

Задача (задание) 5. Listen to dialogue No 2 between two speakers and say if the statements below are true or false. Then listen again and check your answers (стр. 91 (10*)).

Раздел 7. Организация продвижения товара. Promotion.
Listening “Discussing a promotional campaign”

Задача (задание) 1. Before you listen to Dialogue No 1 use Glossary to match the words below with their definitions (стр. 130 (6*)).

Задача (задание) 2. Listen to Dialogue No 1 between two speakers and answer the questions below. Then listen again and check your answers (стр. 131 (7)).

Задача (задание) 3. Complete the dialogue using the words from the box. There are two words which you don't need use (стр. 131 (8*)).

Задача (задание) 4. Before you listen to Dialogue No 2 match the expressions in the left column with their translation in the right one (стр. 132 (9*)).

Задача (задание) 5. Listen to dialogue No 2 between two speakers and answer the questions below. Then listen again and check your answers (стр. 133 (10)).

Раздел 8. Финансирование бизнеса. “Financing the business”.
Listening “Planning a new business”

Задача (задание) 1. Before you listen to Dialogue No 1 use Glossary to match the words below with their definitions (стр. 151 (6*)).

Задача (задание) 2. Listen to Dialogue No 1 between two speakers and answer the questions below. Then listen again and check your answers (стр. 152 (7)).

Задача (задание) 3. Complete the text using the words from the box. There are two words which you don't need use (стр. 152 (8*)).

Задача (задание) 4. Before you listen to Dialogue No 2 match the expressions in the left column with their translation in the right one (стр. 153 (9*)).

Задача (задание) 5. Listen to dialogue No 2 between two speakers and answer the questions below. Then listen again and check your answers (стр. 153 (10)).

Раздел 9. Банковские услуги. “Various Services of Banks”

Listening “The history of American money and banking”

Задача (задание) 1. Before you listen to Talk No 1 use Glossary to match the words below with their definitions (стр. 175 (6*)).

Задача (задание) 2. Listen to Talk No 1 and answer the questions below. Then listen again and check your answers (стр. 176 (7)).

Задача (задание) 3. Complete the text using the words from the box. There are two words which you don't need use (стр. 177 (8*)).

Задача (задание) 4. Before you listen to Talk No 2 match the expressions in the left column with their translation in the right one (стр. 177 (9*)).

Задача (задание) 5. Listen to Talk No 2 and answer the questions below. Then listen again and check your answers (стр. 178 (10)).

Задача (задание) 6. Fill the gaps in Talk No 3 below with prepositions from the box. You can use every preposition as many times as necessary. There are two prepositions which you don't need to use (стр. 178 (11*)).

Раздел 11. Маркетинг. Marketing.

Listening “Marketing mix in action”

Задача (задание) 1. Before you listen to Dialogue No 1 use Glossary to match the words below with their definitions (стр. 69 (6*)).

Задача (задание) 2. Listen to Dialogue No 1 between two speakers and answer the questions below. Then listen again and check your answers (стр. 69 (7)).

Задача (задание) 3. Complete the text using the words from the box. There are two words which you don't need use (стр. 70 (8*)).

Задача (задание) 4. Before you listen to Dialogue No 2 match the expressions in the left column with their translation in the right one (стр. 70 (9*)).

Задача (задание) 5. Listen to dialogue No 2 between two speakers and answer the questions below. Then listen again and check your answers (стр. 71 (10)).

Раздел 12. Роль государства в экономике. State Regulation in Economics.

Listening “Running an advertising campaign”

Задача (задание) 1. Before you listen to Dialogue No 1 match each word on the left with a word on the right to create a phrase connected with advertising (стр. 109 (6*)).

Задача (задание) 2. Listen to Dialogue No 1 between two speakers and answer the questions below. Then listen again and check your answers (стр. 109 (7)).

Задача (задание) 3. Complete the dialogue using the words from the box. There are two words which you don't need use (стр. 110 (8*)).

Задача (задание) 4. Before you listen to Dialogue No 2 match the expressions in the left column with their translation in the right one (стр. 111 (9*)).

Задача (задание) 5. Listen to dialogue No 2 between two speakers and answer the questions below. Then listen again and check your answers (стр. 112 (10)).

Критерии оценки:

– **оценка «отлично»** выставляется студенту, если он демонстрирует:

- глубокое и прочное усвоение программного материала,
- полные, последовательные, грамотные и логически излагаемые ответы при видоизменении задания,
- умение аргументировать собственную точку зрения при обсуждении спорного вопроса,
 - свободно справляющиеся с поставленными задачами, знания материала,
- правильно обоснованные принятые решения.

– **оценка «хорошо»** выставляется студенту, если он демонстрирует:

- знание программного материала,
- умение аргументировать собственную точку зрения при обсуждении спорного вопроса с помощью преподавателя и наводящих вопросов,
- грамотное изложение, без существенных неточностей в ответе на вопрос,
- правильное применение теоретических знаний.

– **оценка «удовлетворительно»** выставляется студенту, если он демонстрирует:

- усвоение основного материала,
- при ответе допускаются неточности,
- при ответе недостаточно правильные формулировки,
- не умение аргументировать собственную точку зрения при обсуждении спорного вопроса,
- нарушение последовательности в изложении программного материала.

– **оценка «неудовлетворительно»** выставляется студенту, если он демонстрирует:

- незнание программного материала.

– **оценка «зачтено»** выставляется студенту, если он демонстрирует:

- усвоение основного материала,
- умение аргументировать собственную точку зрения при обсуждении спорного вопроса,
- при ответе допускаются неточности,
- при ответе недостаточно правильные формулировки,
- нарушение последовательности в изложении программного материала, - затруднения в выполнении практических заданий.

– **оценка «не зачтено»** выставляется студенту, если он демонстрирует:

- незнание программного материала.

**ПЕРЕЧЕНЬ ДИСКУССИОННЫХ ТЕМ ДЛЯ КРУГЛОГО СТОЛА
ПО ДИСЦИПЛИНЕ «ИНОСТРАННЫЙ ЯЗЫК»**

Раздел 3. Исследование рынка. Researching the Market.

1. Central economic problem of a society.
2. Market in economic system.
3. West economies' type.
4. Function of the market in an industrial country.
5. Market economy.
6. Command economy.
7. Difference between a free market economy and a command economy.
8. Role of government in mixed economy.
9. Present-day Russian economies' type.
10. Degree of government restriction in market and command economy.

Раздел 4. Различные виды компаний. "Different Kinds of Companies"

1. What does the term "asset" mean?
2. How can the company's be classified?
3. How can "goodwill" increase the company's profits?
4. What liabilities does the company usually have? How are they classified?
5. How is the net worth calculated?
6. What accounts should be kept by the company?
7. What is the main accounting equation?
8. Why is it important to keep the proper accounting system?
9. What is common and what is different in a person's and a company's assets and liabilities?
10. How is copyright protected in Russia?

Раздел 5. Ценообразование. Pricing.

1. What is demand?
2. What is supply?
3. When are the demanded and supplied quantities of goods high?
4. How are prices and the supplied and demanded quantities regulated by the market?
5. Which factors influence demand? How do they work?
6. Which factors influence supply?
7. How can governments regulate demand and supply?
8. How can prices for other goods influence the demand for a good?
9. What inferior goods can you name?
10. What may be the result of imposing ceiling prices?

Раздел 10. Налоги и налогообложение. "Taxes".

1. Fiscal policy as an instrument of demand management.
2. The effect of reduced aggregate demand in an economy.

3. Methods of reducing of aggregate demand.
4. Methods of increasing of aggregate demand.
5. Effect of higher aggregate demand.
6. Problems influencing the effectiveness of fiscal policy.

Критерии оценки:

– **оценка «отлично»** выставляется студенту, если он демонстрирует:

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- полные, последовательные, грамотные и логически излагаемые ответы при видоизменении задания,
- умение аргументировать собственную точку зрения при обсуждении спорного вопроса,
 - свободно справляющиеся с поставленными задачами, знания материала,
- правильно обоснованные принятые решения.

– **оценка «хорошо»** выставляется студенту, если он демонстрирует:

- знание программного материала,
- умение аргументировать собственную точку зрения при обсуждении спорного вопроса с помощью преподавателя и наводящих вопросов,
- грамотное изложение, без существенных неточностей в ответе на вопрос,
- правильное применение теоретических знаний.

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- при ответе допускаются неточности,
- при ответе недостаточно правильные формулировки,
- не умение аргументировать собственную точку зрения при обсуждении спорного вопроса,
- нарушение последовательности в изложении программного материала.

– **оценка «неудовлетворительно»** выставляется студенту, если он демонстрирует:

- незнание программного материала.

– **оценка «зачтено»** выставляется студенту, если он демонстрирует:

- усвоение основного материала,
- умение аргументировать собственную точку зрения при обсуждении спорного вопроса,
- при ответе допускаются неточности,
- при ответе недостаточно правильные формулировки,
- нарушение последовательности в изложении программного материала, - затруднения в выполнении практических заданий.

– **оценка «не зачтено»** выставляется студенту, если он демонстрирует:

- незнание программного материала.

**КОМПЛЕКТ ЗАДАНИЙ ДЛЯ КОНТРОЛЬНЫХ РАБОТ ПО ДИСЦИПЛИНЕ
«ИНОСТРАННЫЙ ЯЗЫК»**

КОНТРОЛЬНАЯ РАБОТА № 1

I. In this exercise you have to put the verb into the correct form.

Examples: Water boils (boil) at 100 degrees centigrade.

George doesn't go (not/go) to the cinema very often.

How many languages do you speak (you/speak)?

1. The swimming bath (open) at 9.00 and (close) at 18.30 every day.
2. What time (the banks / close) in Britain?
3. I have a car but I (not/use) it very often.
4. How many cigarettes (you/smoke) a day?
5. 'What (you/do)?' 'I'm an electrical engineer.'
6. 'Where (your father / come) from?' 'He (come) from Scotland.'
7. If you need money, why (you/not/get) a job?
8. I (play) the piano, but I (not/play) very well.
9. I don't understand the word 'deceive'. What ('deceive' / mean)?

II. Употребите один из этих глаголов в нужной форме:

Hurt, teach, spend, sell, throw, fall, catch, buy, cost.

Example: I was hungry, so I bought something to eat in the shop.

1. Tom's father ... him how to drive when he was 17.
2. Don ... down the stairs this morning and ... his leg.
3. We needed some money so we ... our car.
4. Ann ... a lot of money yesterday. She ... a dress which ... £ 50.
5. Jim ... the ball to Sue who ... it.

III. Match the expressions in the left column with their translation in the right one.

- | | |
|------------------------------|---------------------------------------|
| 1. job opportunitie | a. административный отдел |
| 2. job interview | b. предлагать кому-либо работу |
| 3. to offer someone a job | c. выполнять работу |
| 4. administrative department | d. председатель |
| 5. productive division | e. отчитываться перед кем-л. |
| 6. accountant | f. собеседование при приеме на работу |
| 7. to do a job | g. нанимать на работу |
| 8. chairmen | h. вакансия |
| 9. report to | i. производственный отдел |
| 10. employ | j. бухгалтер |

IV. Translate the following sentences.

1. Экономисты обычно классифицируют товары и услуги, которые необходимы для выживания, как жизненно необходимые.
2. Акция – это сертификат на право собственности в корпорации.
3. Термин «продукт» часто используется для названия как товаров, так и услуг.
4. Организации создаются для того, чтобы удовлетворять потребности общества.
5. Дефицит существует потому, что потребности и желания людей больше, чем имеющиеся в наличии ресурсы для их удовлетворения.

V. Fill the gaps in the sentences below with the words and expressions from the box.

entrepreneur, limited, service, public at large, wants, closed corporation, capital resources, make a profit

1. A is an action or activity done for others for a fee.
2. are those goods or services that people consume beyond what is needed for survival.
3. The money and capital goods that are used to produce consumer products are called
4. Partnership can be general or ...
5. A ... is owned by a limited number of shareholders.
6. Every organization has very definite and clear aims: to stay in business and
7. The image of the company which means how the ... views a company can be particularly important.
8. The ... is a person who attempts to start a new business or introduce a new product.

VI. Match the beginning of the sentence with its end.

<ol style="list-style-type: none"> 1. In economics term, a good ... 2. The need for making choices ... 3. A partnership contract outlines ... 4. Organizations are established ... 5. Profitability is the main ... 	<ol style="list-style-type: none"> a. arises from the problem of scarcity. b. aim of any business organization. c. is a physical object that can be purchased. d. to meet wants in society. e. the distribution of profits and losses.
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КОНТРОЛЬНАЯ РАБОТА № 2

I. Choose the necessary word.

1. I (have, have got) a family.
2. He (have, (has) got) a car.
3. She (doesn't, didn't) have a lot of work to do last week.
4. I (don't, didn't) usually have dinner at two.
5. (Have, has) you got a family?
6. We (have, have got) breakfast at 8.

II. Open the brackets and choose the necessary verb.

1. There (is, are) a large table in my room.
2. There (is, are) three windows in my classroom.
3. There (is, are) a table and four chairs in my sister's room.
4. There (is, are) a blackboard, four tables and five chairs in our classroom.
5. There (was, were) a text-book and two exercise-books on my table.
6. There (wasn't, weren't) a school here in 1920.

7. There (was, were) very many children in the park yesterday.

III. Open the brackets using the correct form of the verb.

1. I just (to finish) work and (to read) a book now.
2. “You ever (to be) to St. Petersburg?” – “Yes, I (to go) there last winter”.
3. “Is father at home?” – “No, he (not to come) yet”.
4. “When your son (to come back) to town?” – “He (not to come) back yet”.
5. You (to do) the translation already? You only (to begin) it 20 minutes ago.

IV. Answer the questions using the words in brackets.

e.g. When do you think he’ll arrive?
(expect/tonight) -- I expect he’ll arrive tonight.

1. What do you think she’ll say? (probably/nothing).
2. Where do you think she’ll go? (expect/London).
3. When do you think she’ll leave? (think/tomorrow).
4. How do you think she’ll go there? (expect/by train).
5. When do you think she’ll be back? (think/quite soon).

V. Fill in prepositions if necessary. 1. Mary is a woman ... 25. She graduated ... the Institute ... Foreign Language.

2. We usually go ... institute ... o’clock ... the morning and get ... home ... three ... the afternoon.
3. There isn’t a table ... the middle ... our living-room.
4. I think you can get there ... bus. Hurry ...! 5. Why is child afraid ... doctors?

VI. Translate the following word combinations.

1. to establish a ‘price plateau’
2. pricing strategy
3. the desired market share of the company
4. the rival firms prices
5. the cost of producing the product
6. to bring advertising into disrepute
7. in designing the message
8. content of the advertisement 9. approach to an advertising campaign
10. fair competition.

VII. Match the words below with their definitions.

<ol style="list-style-type: none"> 1. inelastic demand 2. discount 3. penetration strategy 4. selling cost 5. unit price 	<ol style="list-style-type: none"> a. the cost involved in distributing, promoting and selling a product b. reduction of price in return for bulk sales or to a favored customer. c. a situation when sales are not affected much by price rises. d. the price for one item. e. a pricing strategy based on low pricing and
	<ol style="list-style-type: none"> low unit profit

VIII. Choose the necessary word.

1. Farmers may (*own / earn / run*) more revenue from a bad harvest (урожай) than from a good harvest.
2. A rise in the income of consumers will typically result in an equivalent increase in (*corresponding / total / alternative*) consumer expenditure.
3. Even in (*some / the same*) middle-income countries many people are very poor.
4. A decrease in (*complement / input*) price makes the production less expensive.
5. When (*the price / importance*) if some goods grows, people will try to use less of them but producers will want to produce more of them.

IX. Translate the following sentences into English.

1. Когда товары новые, некоторые потребители готовы платить высокую цену только из-за их новизны.
2. Успех неценовой конкуренции зависит от упаковки и оформления товара.
3. Когда компания пытается завоевать место на рынке, она использует тактику входящий цены.
4. Основная цель рекламы – повысить объем продаж.
5. Убеждающая реклама играет на ревности, зависти, и желание быть не хуже других.

КОНТРОЛЬНАЯ РАБОТА № 3

I. Compare as in the example.

Образец 1: Moscow is larger than our city.

1. Moscow, Kiev (smaller)?
2. English grammar, Russian grammar (easy).
3. Nick speaks English, my sister (bad)

Образец 2: Our flat is more (less) comfortable than yours.

1. The English language, the Russian language (difficult).
2. This work, that work (important).
3. Your old flat, your new flat in Moscow (comfortable).

II. Make the next sentences in the Past Simple and Future Simple.

1. Our students are given a lot of homework to do every day.
2. What kinds of books are discussed in class?
3. How many houses are built in our city a year?
4. Why aren't these exercises done?
5. He is often asked to translate articles from English into Russian.

III. Use the verb in the necessary form.

1. Mike said that he often (watch) TV.
2. The people told me that the train (arrive).
3. Mother said that she (cook) dinner.
4. The postman said he (come) earlier next time.
5. Mary said she (bring) flowers to school next day.
6. Ann said that she always (forget) grammar rules.
7. We were sure that Nick (spend) his holidays in the country.

IV. Choose the right variant. 1. They ... to the library of Foreign Literature yesterday.

- a) went b) have gone c) are going
2. I ... work and I'm reading a book now.
a) just finish b) just finished c) have just finished
3. Who usually his homework in this room?
a) does b) do c) is doing
4. We'll go to the country tomorrow, if the weather ... fine.
a) will be b) is c) be
5. My sister's son is only four, but he to read.
a) has learned already b) has already learn c) has already learned
6. My friend and I, we at the laboratory and listening to the new text now.
a) are sitting b) sitting c) sit
7. As soon as he comes back, I you up.
a) ring b) will ring c) am ringing
8. She wanted to know who (будет говорить) at the conference.
a) would speak b) will speaks c) speaks
9. I ... to answer all these letters the day before yesterday.
a) have b) had c) am had
10. We three English books this month.
a) have read b) have readed c) read
11. He said that his friend ... in Moscow next year.
a) had lived b) wiil live c) would live

V. Add the tag ending:

1. He invited his friends to his place,
2. Alice has won a funny prize in the show,
3. The brothers don't get along with their parents,
4. Let's go for a walk after dinner,
5. He isn't watching baby animals at the zoo,
6. The poor girl takes care of the sick mother,
7. You'll be back home early today,

VI. Fill the gaps in the sentences below with the words and expressions from the box.

diversify its product, stability in value, brand awareness, relative value, display allowances, encounter problem, free samples.
--

1. Sales promotion efforts are aimed at increasing of the product.
2. One means of launching a new product is to provide ... of it to the customers.
3. ... are special monetary incentives for dealers to stimulate greater push of the brand.
4. Growth allows the firm to ... and open up new markets.
5. A business, which doesn't develop and grow, will ... in maintaining its market share.
6. Money enables people to judge ... of different items by comparing their prices.
7. ... encourage saving and maintains money's purchasing power.

VII. Read the text and do the following tasks.

Banks and Finance

The quantity of money in any economy is central to determining the state of that economy. It affects the level of prices, the rate of economic growth and the level of employment.

A nation's money supply is based on either the production of a commodity or governmental fiat. Commodity money is based on valuable metals: gold or silver. Fiat money, on the other hand, does not have intrinsic value. To day many countries are on a fiat money system, in which the government through its central bank controls the money supply.

There are national banks and commerce banks. In the USA the Federal Reserve System is an independent U.S. government agency. It was established by Congress in 1913 to strengthen the supervision of the banking system. Its most important function is to manage the country's supply of money and credit. All commercial banks are required by law to be members of the Federal Reserve System. A bank that is a member of Federal Reserve System uses the Reserve Bank in the same way that a person uses a bank in his or her community.

The Federal Reserve System is administered by the Federal Reserve Board of Governors, a group of seven individuals appointed by the President of the USA for 14-year term and is responsible to Congress. But the Governors are, by law, independent of political pressure from either the Congress or President.

Money in the U.S. consists of coins and paper currency. According to federal law, only the U.S. Treasure and the Federal Reserve System can issue U.S. currency.

When the money supply increases, people have more money to spend, and demand for goods and services increases. As demand increases, business hires more workers to increase output. This is an economic growth rule but if prices raise continuously, inflation results.

1. Match the expressions in the left column with their translation in the right one.

1. economic growth	a. денежная масса
2. production of commodity	b. государственное казначейство
3. fiat money	c. производство предметов потребления
4. money supply	d. неразменные деньги
5. treasure	e. экономический рост

2. Choose the right ending of the sentence.

6. Commodity money
 - c) does not have intrinsic value.
 - d) is based on silver and gold
7. Fiat money
 - c) does not have intrinsic value.
 - d) is based on silver and gold
8. The US Federal Reserve System is... .
 - c) dependent Government agency
 - d) independent Government agency
9. The Federal Reserve System is administrated by
 - c) the President and the Congress.
 - d) the Federal Reserve Board of Governors
10. US currency can be issued by
 - c) the President and Congress.
 - d) Treasury and Federal Reserve System

КОНТРОЛЬНАЯ РАБОТА № 4

VI. Choose the right variant.

1. He ... his work by six yesterday.
 - a) finished
 - b) has finished
 - c) had finished
2. Do you want me ... you?
 - a) to help
 - b) help
 - c) helping
3. We ... from the Petrovs for a long time.
 - a) haven't heard
 - b) hadn't heard
 - c) didn't hear
4. He hasn't finished ... the article yet.
 - a) to translate
 - b) translating
 - c) translate
5. The meeting ... before we got to the place.
 - a) began
 - b) has begun
 - c) had begun
6. I'll ring him up, as soon as he ... back.
 - a) comes
 - b) will come
 - c) is coming
7. As soon as he comes back, I you up.

- a) ring b) will ring c) am ringing

8. We ... three English texts this month.

- a) read b) have read c) had read

9. How many months ... since your birthday party?

- a) have passed b) had passed c) will pass

10. Would you like them ... here another two days?

- a) stay b) to stay c) staying

VII. Write the following sentences using the Complex Object.

a) **E.g.** "Bring me a book," said my brother to me.

My brother **wanted me to bring** him a book.

1. The teacher said to the pupils: "Learn the rule." – The teacher wanted ...

2. "My daughter will go to a ballet school," said the woman. – The woman wanted ...

3. The man said: "My son will study mathematics." – The man wanted ...

b) **E.g.** I expect **that she will send** me a letter. I

expect **her to send** me a letter.

I know **that he is** a great scientist.

I know **him to be** a great scientist

1. I expected that he will understand your problem and help you to solve it.

2. I didn't expect that my brother would forget to send her flowers.

3. He knows that my mother is very kind woman.

4. I know that your uncle is an excellent mathematician.

c) **E.g.** He was reading in the garden. She saw him.

She saw **him reading** in the garden.

a. We noticed a man. The man was cleaning his shoes.

b. He saw two girls. They were dancing on the stage.

c. We saw our neighbour. He was listening to the latest news on the radio.

VIII. Write the following sentences using *neither ... nor, either ... or, both ... and*, translate them into Russian.

1. My sister and I were upset when we heard the news.
2. You can change trains at this station or the next one.
3. I was surprised to hear her say that she couldn't read and right.
4. My friend and his wife were surprised when they saw me at such a late hour.
5. We'll be going to the Caucasus or the Crimea this summer.

IX. Fill the gaps in the sentences below with the words and expressions from the box.

product-oriented, strengths, needs, price discrimination, competitive, opportunities, threats, weaknesses.

1. What is 'price'? The product must be priced so that it competes effectively with _____ products in the same market.
2. What is meant by 'SWOT'? a firm should be aware of its _____ and _____ and the _____ and _____ it faces in the market place.
3. Why are firms becoming more customer-oriented and less _____?
4. New products must be created to meet the changing patterns of customers' _____.
5. When several firms charge different prices for a similar product we can speak of _____.

X. Translate into Russian.

1. удовлетворять потребности потребителя.
2. маркетинговая смесь.
3. беспроцентный кредит.
4. назначить цену.
5. страховые взносы.
6. налог на доход с недвижимого имущества.
7. накладные расходы.

VI. Match the beginning of the sentence with its end.

1. Most of public expenditure is financed...	a. improve technology.
2. The private sector is considered ...	b. economists expect the price for land to vary.
3. To calculate depreciation is necessary in order ...	c. through taxation and government borrowing.
4. When market conditions change ...	d. to know the value of the assets of an enterprise.
5. A decrease in prices for energy could let farmers....	e. to use resources more productively than the government.

Критерии оценки:

– **оценка «отлично»** выставляется студенту, если он демонстрирует:

- глубокое и прочное усвоение программного материала,
- полные, последовательные, грамотные и логически излагаемые ответы при видоизменении задания,
- умение аргументировать собственную точку зрения при обсуждении спорного вопроса,
- свободно справляющиеся с поставленными задачами, знания материала,
- правильно обоснованные принятые решения.

– **оценка «хорошо»** выставляется студенту, если он демонстрирует:

- знание программного материала,
- умение аргументировать собственную точку зрения при обсуждении спорного вопроса с помощью преподавателя и наводящих вопросов,
- грамотное изложение, без существенных неточностей в ответе на вопрос,
- правильное применение теоретических знаний.

– **оценка «удовлетворительно»** выставляется студенту, если он демонстрирует:

- усвоение основного материала,
- при ответе допускаются неточности,
- при ответе недостаточно правильные формулировки,
- не умение аргументировать собственную точку зрения при обсуждении спорного вопроса,
- нарушение последовательности в изложении программного материала.

– **оценка «неудовлетворительно»** выставляется студенту, если он демонстрирует:

- незнание программного материала.

– **оценка «зачтено»** выставляется студенту, если он демонстрирует:

- усвоение основного материала,
- умение аргументировать собственную точку зрения при обсуждении спорного вопроса, - при ответе допускаются неточности,
- при ответе недостаточно правильные формулировки,
- нарушение последовательности в изложении программного материала,
- затруднения в выполнении практических заданий.

– **оценка «не зачтено»** выставляется студенту, если он демонстрирует:

- незнание программного материала.

**ТЕМЫ ГРУППОВЫХ И / ИЛИ ИНДИВИДУАЛЬНЫХ ТВОРЧЕСКИХ ЗАДАНИЙ
ПО ДИСЦИПЛИНЕ «ИНОСТРАННЫЙ ЯЗЫК»**

Групповые творческие задания (проекты):

Раздел 7. Организация продвижения товара. Promotion.

1. Internet as a modern mean of communication.
2. Interesting facts from the history of Internet.
3. Effectiveness of electronic commerce.
4. Benefits of e-commerce in comparison with the traditional retail system.
5. Electronic directories and search systems for finding information on the Web.

Групповые творческие задания (проекты):

Раздел 12. Роль государства в экономике. State Regulation in Economics.

1. Monetary system in modern economies.
2. Monetary policies in modern economies.
3. Importance and responsibilities of the Central Bank.
4. Reserve requirement as a tool of monetary policies.
5. Various services of the Central Banks.
6. Main function of money.
7. Role of money.
8. Money supply.
9. Forms of money.
10. Glimpses of history of money.
11. Importance of money in modern economy.

Критерии оценки:

Рейтинговая оценка проекта

Этапы	Критерии оценки
Оформление и выполнение проекта	Актуальность темы и предлагаемых решений, практическая направленность
	Объём и полнота разработок, самостоятельность, законченность, подготовленность к защите
	Уровень творчества, оригинальность раскрытия темы, подходов, предлагаемых решений
	Аргументированность предлагаемых решений, подходов, выводов
Защита	Качество доклада: композиция, полнота представления работы, подходов, результатов; аргументированность и убеждённость

Объём и глубина знаний по теме (предмету), эрудиция, наличие межпредметных (междисциплинарных) связей
Ответы на вопросы: полнота, аргументированность, убеждённость, дружелюбие, стремление использовать ответы для успешного раскрытия темы и сильных сторон работы, умение самостоятельно конструировать свои знания
Деловые и волевые качества докладчика: умение принять ответственное решение, готовность к дискуссии, способность работать с перегрузкой, доброжелательность, контактность, умение ориентироваться в информационном пространстве, докладчик должен показать уровень сформированности аналитических, исследовательских навыков, навыков практического и творческого мышления.

- **оценка «отлично»** выставляется студенту, если он демонстрирует:
 - способность самостоятельно конструировать свои знания в процессе решения практических задач и проблем, ориентироваться в информационном пространстве;
 - высокий уровень сформированности аналитических, исследовательских навыков, навыков практического и творческого мышления.

- **оценка «хорошо»** выставляется студенту, если он демонстрирует:
 - способность самостоятельно конструировать свои знания в процессе решения практических задач и проблем, ориентироваться в информационном пространстве;
 - достаточно высокий уровень сформированности аналитических, исследовательских навыков, навыков практического и творческого мышления.

- **оценка «удовлетворительно»** выставляется студенту, если он недостаточно продемонстрировал способность самостоятельно конструировать свои знания в процессе решения практических задач и проблем, ориентироваться в информационном пространстве. Студент также демонстрирует средний уровень сформированности аналитических, исследовательских навыков, навыков практического и творческого мышления.

- **оценка «неудовлетворительно»** выставляется студенту, если он не продемонстрировал способность самостоятельно конструировать свои знания в процессе решения практических задач и проблем, ориентироваться в информационном пространстве. Студент также демонстрирует низкий уровень сформированности аналитических, исследовательских навыков, навыков практического и творческого мышления.

ТЕМЫ ДОКЛАДОВ ПО ДИСЦИПЛИНЕ «ИНОСТРАННЫЙ ЯЗЫК»

Раздел 11. Маркетинг. Marketing.

1. Significance of foreign trade in economic term.
2. Three main advantages of trade.
3. Different aspects of international trade.
4. Adam Smith's opinion about the role of foreign trade.
5. Basic principle of Ricardo's theory of international trade.
6. Comparative and competitive advantages of trade.
7. Role of international trade nowadays.
8. Role of wholesalers in foreign trade.
9. The European Economic Community and its role in world trade.
10. World trade organizations.

Критерии оценки:

– **оценка «отлично»** выставляется студенту, если доклад создан с использованием компьютерных технологий (презентация Power Point, Flash–презентация, видео-презентация и др.) Использованы дополнительные источники информации. Содержание заданной темы раскрыто в полном объеме, сделаны выводы, обобщающие авторскую позицию. Отражена структура доклада (вступление, основная часть, заключение, присутствуют выводы и примеры). Оформление работы. Оригинальность выполнения (работа сделана самостоятельно, представлена впервые). Докладчик самостоятельно провел анализ проблемы с использованием концепций и аналитического инструментария.

- **оценка «хорошо»** - доклад создан с использованием компьютерных технологий (презентация Power Point, Flash–презентация, видео-презентация и др.) Содержание доклада включает в себя информацию из основных источников (методическое пособие), дополнительные источники информации не использовались. Содержание заданной темы раскрыто не в полном объеме, не совсем точно сделаны выводы. Структура доклада сохранена (вступление, основная часть, заключение, присутствуют выводы и примеры).

– **оценка «удовлетворительно»** - доклад сделан устно, без использования компьютерных технологий. Использованы дополнительные источники информации. Содержание заданной темы раскрыто в полном объеме. Отражена структура доклада (вступление, основная часть, заключение, присутствуют выводы и примеры). Выводы не отражают авторскую позицию по поставленной проблеме.

– **оценка «неудовлетворительно»** - доклад сделан устно, без использования компьютерных технологий. Содержание доклада ограничено информацией только из методического пособия. Содержание заданной темы раскрыто не в полном объеме. Отсутствуют выводы и примеры. Оригинальность выполнения низкая.

– **оценка «зачтено»** выставляется студенту, если доклад сделан устно, без использования компьютерных технологий. Используются дополнительные источники информации. Содержание заданной темы раскрыто в полном объеме, сделаны выводы, обобщающие авторскую позицию. Отражена структура доклада (вступление, основная часть, заключение, присутствуют выводы и примеры). Докладчик самостоятельно провел анализ проблемы с использованием концепций и аналитического инструментария.

– **оценка «не зачтено»** - доклад сделан устно, без использования компьютерных технологий и других наглядных материалов. Содержание ограничено информацией только из методического пособия. Заданная тема доклада не раскрыта, основная мысль сообщения не передана. Выводы не отражают авторскую позицию по поставленной проблеме.

**ВОПРОСЫ ДЛЯ ЭКЗАМЕНА ПО ДИСЦИПЛИНЕ
«ИНОСТРАННЫЙ ЯЗЫК»**

1. When do we use the Present Continuous Tense?
2. When do we use the Present Simple Tense?
3. What auxiliary verbs are used to form negative and question forms in the Present Simple Tense?
4. When do we use “going to”.
5. When we say what we think will happen, what do we use?
6. “Hardly” has a completely different meaning from “hard” explain it.
7. Do we change the word order by making questions?
8. Do we use do/does/did if who/what/which is the subject of the sentence?
9. With what nouns do we use “much” and “little”?
10. What do we use with plural nouns?
11. What do we use in negative sentences and questions?
12. When is the Past Simple Tense used?
13. What expressions is the Past Simple Tense often used with?
14. What auxiliary verb is used to form negative and question forms in the Past Simple Tense?
15. Can you explain the difference between “to have” and “have/ has got”?
16. When is the modal verb “can” used?
17. What does the expression “to be able to” mean?
18. What do we need there is/ there are construction for?
19. Could you make up some questions using there is / there are?
20. Can you compare the difference of the construction?
21. What are the main uses of the Present Perfect Tense?
22. What expressions are the Present Perfect Tense often used with?
23. Compare the using of the Present Perfect and the Past Perfect Tenses.
24. When do we use “zero” article?
25. Can we use uncountable nouns alone, with no article?
26. In what sentences do we use plural countable nouns alone?
27. What meaning has the modal verb- must- got?
28. What is the past form of the expression- to have to?
29. What auxiliary verbs do we use in the Future Simple?
30. When do we use interrogative-negative sentences?
31. What do we want to show using interrogative-negative sentences? Can you say the word order in such sentences?
32. What is sequence of tenses?
33. How are tail questions formed?
34. How can we show express requests or orders, addressed to the 1st or 3^d person?
35. When are material nouns used without articles?
36. What meanings does the verb ‘to speak’ have?
37. In what cases do we use the verb ‘to talk’?
38. When do we use ‘a little’?
39. How is Passive Voice formed in the Present Indefinite Tense?
40. How is Passive Voice formed in the Past Indefinite Tense?
41. How is Passive Voice formed in the Future Indefinite Tense?
42. What auxiliaries do we use in the Past Continuous tense?
43. What does the use of this tense mean?
44. What are the situations when we need the Future Continuous tense?
45. What auxiliaries do we use?
46. What Degrees of Comparison of Adjectives and Adverbs do you know?

47. How are Degrees of Comparison of Adjectives formed?
48. How are Degrees of Comparison of Adverbs formed?
49. How are the normal impersonal sentences formed?
50. What expression is used when a speaker wants to indicate a person which performs an action?
51. How do verb impersonal sentences differ from the normal impersonal sentences?
52. What indefinite pronouns and adverbs derived from 'some, any, no every' do you know?
53. According to what rules are derived pronouns and adverbs used in sentences?
54. How are Participle I and Participle II formed?
55. What spelling rules should we follow while forming Participle I and Participle II?
56. What are the main uses of the Present Perfect Tense?
57. What expressions are the Present Perfect Tense often used with?
58. Compare the using of the Present Perfect and the Past Perfect Tenses.
59. How is the construction of 'Complex Object' formed?
60. How is the construction of 'Complex Object' formed after the verbs: to want, to expect, should (would) like?
61. How is the construction 'Complex Object' formed after the verbs: to see, to feel, to notice, to watch, to hear?
62. What are the main uses of the Future Perfect Tense?
63. What expressions are the Future Perfect Tense often used with?
64. In what cases do we use conjunction '*neither ... nor*'?
65. When do we use conjunction '*either ... or*'?

**ВОПРОСЫ ДЛЯ ЗАЧЕТА ПО ДИСЦИПЛИНЕ
«ИНОСТРАННЫЙ ЯЗЫК»
по темам: «Market and Command Economy», «Assets and Liabilities»,
«Demand and Supply», «Fiscal policy».**

1. Central economic problem of a society.
2. Market in economic system.
3. West economies' type.
4. Function of the market in an industrial country.
5. Market economy.
6. Command economy.
7. Difference between a free market economy and a command economy.
8. Role of government in mixed economy.
9. Present-day Russian economies' type.
10. Degree of government restriction in market and command economy.
11. What does the term "asset" mean?
12. How can the company's be classified?
13. How can "goodwill" increase the company's profits?
14. What liabilities does the company usually have? How are they classified?
15. How is the net worth calculated?
16. What accounts should be kept by the company?
17. What is the main accounting equation?
18. Why is it important to keep the proper accounting system?
19. What is common and what is different in a person's and a company's assets and liabilities?
20. How is copyright protected in Russia?
21. What is demand?
22. What is supply?
23. When are the demanded and supplied quantities of goods high?
24. How are prices and the supplied and demanded quantities regulated by the market?
25. Which factors influence demand? How do they work?
26. Which factors influence supply?
27. How can governments regulate demand and supply?
28. How can prices for other goods influence the demand for a good?
29. What inferior goods can you name?
30. What may be the result of imposing ceiling prices?
31. Fiscal policy as an instrument of demand management.
32. The effect of reduced aggregate demand in an economy.
33. Methods of reducing of aggregate demand.
34. Methods of increasing of aggregate demand.
35. Effect of higher aggregate demand.
36. Problems influencing the effectiveness of fiscal policy.