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Приложение 4
к образовательной программе

ОЦЕНОЧНЫЕ МАТЕРИАЛЫ
для текущего контроля успеваемости и
промежуточной аттестации обучающихся

ПО ДИСЦИПЛИНЕ

Б1.0.04 Иностраннный язык

(индекс, наименование дисциплины в соответствии с учебным планом)

38.03.02 Менеджмент

(код, наименование направления подготовки/специальности)

Менеджмент внешнеэкономической деятельности

(наименование образовательной программы)

Бакалавр

(квалификация)

Очная форма обучения

(форма обучения)

Год набора - 2024

Донецк

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РАЗДЕЛ 1.
ПАСПОРТ ФОНДА ОЦЕНОЧНЫХ СРЕДСТВ
по дисциплине (модулю) «Иностранный язык»

1.1. Основные сведения о дисциплине (модуле)

Таблица 1

Характеристика дисциплины (модуля)
(сведения соответствуют разделу РПД)

| | |
|---|--|
| Образовательная программа | бакалавриата |
| Направление подготовки | 38.03.02 Менеджмент |
| Профиль | Менеджмент внешнеэкономической деятельности |
| Количество разделов дисциплины | 4 |
| Часть образовательной программы | Б1.О.03 |
| Формы текущего контроля | собеседование, эссе, ситуационные задания, дискуссия, полемика, диспут, кейс-задача, доклад, сообщение, тестовые задания, задания по деловой корреспонденции, контрольная работа |
| <i>Показатели</i> | Очная форма обучения |
| Количество зачетных единиц (кредитов) | 7 |
| Семестр | 1,2 |
| Общая трудоемкость (академ. часов) | 252 |
| Аудиторная контактная работа: | |
| Лекционные занятия | |
| Практические занятия | 54/36 |
| Семинарские занятия | |
| Самостоятельная работа | 52/79 |
| Контроль | |
| Форма промежуточной аттестации | Зачет/Экзамен |

1.2. Перечень компетенций с указанием этапов формирования в процессе освоения образовательной программы.

Таблица 2

Перечень компетенций и их элементов

| Компетенция | Индикатор компетенции и его формулировка | *Элементы индикатора компетенции | Индекс элемента |
|-------------|--|--|-----------------|
| УК-4 | Осуществляет коммуникацию на иностранном языке в ситуациях повседневного общения в устной и письменной формах. | <i>Знать:</i> | |
| | | 1 структуру иностранного языка на базовом уровне | УК-4.1 |
| | | 2- структуру иностранного языка на базовом уровне. - основные словосочетания и грамматические структуры, необходимые для повседневного общения в типичных ситуациях общения. | УК-4.1 |
| | | 3- структуру иностранного языка на базовом уровне. - основные словосочетания и грамматические структуры, необходимые для типичных ситуаций общения. - речевые модели, необходимые для осуществления коммуникации в пределах изученных тем и социокультурные особенности общения. | УК-4.1 |
| | | <i>Уметь:</i> | |

| Компетенция | Индикатор компетенции и его формулировка | *Элементы индикатора компетенции | Индекс элемента |
|-------------|--|---|-----------------|
| | | 1- умеет применять знания лексики и грамматики в повседневном общении; | УК-4.1 |
| | | 2- умеет применять знания лексики и грамматики в повседневном общении; использовать основные словосочетания и грамматический материал в типичных ситуациях общения; | УК-4.1 |
| | | 3- умеет применять знания лексики и грамматики в повседневном общении, использовать основные словосочетания и грамматический материал в типичных ситуациях общения; взаимодействовать в устной и письменной формах, используя основные речевые модели; - использовать социокультурные знания в повседневном общении; | УК-4.1 |

| Компетенция | Индикатор компетенции и его формулировка | *Элементы индикатора компетенции | Индекс элемента |
|-------------|---|---|-----------------|
| | | | |
| | | <i>Владеть:</i> | |
| | | 1- основами грамматики и лексики иностранного языка; | УК-4.1 |
| | | 2- основами грамматики и лексики иностранного языка; - основами грамматики и лексики иностранного языка, речевыми моделями необходимыми для типичных ситуаций общения | УК-4.1 |
| | | 3- основами грамматики и лексики иностранного языка; - основами грамматики и лексики иностранного языка, речевыми моделями необходимыми для типичных ситуаций общения; - способностями применять знания иностранного языка в типичных ситуациях общения | УК-4.1 |
| УК-4 | УК-4.2 Выбирает стиль общения на иностранном языке в зависимости от цели и условий партнерства; | <i>Знать:</i> | |
| | | 1 разницу в стилях общения на иностранном языке и язык жестов | УК-4.2 |

| Компетенция | Индикатор компетенции и его формулировка | *Элементы индикатора компетенции | Индекс элемента | |
|-------------|--|---|-----------------|--|
| | адаптирует речь, стиль общения и язык жестов к ситуациям взаимодействия; | <p>2- разницу в стилях общения на иностранном языке и язык жестов.</p> <p>-</p> <p>необходимую лексику, соответствующую целям общения;</p> | УК-4.2 | |
| | | <p>3- разницу в стилях общения на иностранном языке и язык жестов;</p> <p>-</p> <p>необходимую лексику, соответствующую целям общения;</p> <p>-</p> <p>последовательность развертывания основных ситуаций общения в пределах изучаемой темы</p> | УК-4.2 | |
| | | Уметь: | | |
| | | 1 адаптировать речь, стиль общения и язык жестов к ситуациям взаимодействия | УК-4.2 | |
| | | <p>2</p> <p>адаптировать речь, стиль общения и язык жестов к ситуациям взаимодействия;</p> <p>- подбирать необходимую лексику, соответствующую стилям общения.</p> | УК-4.2 | |

| Компетенция | Индикатор компетенции и его формулировка | *Элементы индикатора компетенции | Индекс элемента |
|-------------|--|---|-----------------|
| | | <p>3- умеет адаптировать речь, стиль общения и язык жестов к ситуациям взаимодействия;</p> <p>- подбирать необходимую лексику, соответствующую стилям общения;</p> <p>- достигать цели общения в соответствии с поставленной задачей.</p> | УК-4.2 |
| | | <i>Владеть:</i> | |
| | | <p>1 Владеет официальным и неофициальным стилями общения.</p> | УК-4.2 |
| | | <p>2- официальным и неофициальным стилями общения;</p> <p>- лексикой, соответствующей стилю общения.</p> | УК-4.2 |
| | | <p>3- официальным и неофициальным стилями общения;</p> <p>- лексикой, соответствующей стилю общения;</p> <p>- способностями к устному иноязычному общению в пределах заданной тематики, целями и задачами</p> | УК-4.2 |

Таблица 3

Этапы формирования компетенций в процессе освоения основной образовательной программы

| /п п | Контролируемые разделы (темы) дисциплины (модуля) | Номер семестра | Код индикатора компетенции | Наименование оценочного средства* |
|------|---|----------------|----------------------------|--|
| 1. | Тема 1.1. Карьера. Моя будущая профессия. Виды и структура компании | 1 | УК-4.1 | Устный опрос (собеседование , дискуссия), тестовые задания |
| 2. | Тема 1.2. Продажи. Прием зарубежных партнеров | 1 | УК-4.1 | Устный опрос (собеседование , дискуссия), тестовые задания |
| 3. | Тема 2.1. Новый бизнес. Маркетинг | 1 | УК-4.1 | Устный опрос (собеседование , дискуссия), тестовые задания |
| 4 | Тема 2.2. Планирование. Управление персоналом. | 1 | УК-4.1 | Устный опрос (собеседование , дискуссия), тестовые задания |
| 5 | Тема 3.1. Торговые марки. | 2 | УК-4.2 | Устный опрос (собеседование , дискуссия), тестовые задания |
| 6 | Тема 3.2. Изменения в бизнесе | 2 | УК-4.2 | Устный опрос (собеседование , дискуссия), тестовые задания |

| | | | | |
|---|--|---|--------|---|
| 7 | Тема 4.1. Деньги и реклама. | 2 | УК-4.2 | Устный опрос (собеседование, дискуссия), тестовые задания |
| 8 | Тема 4.2. Трудоустройство и путешествия. | 2 | УК-4.2 | Устный опрос (собеседование, дискуссия), тестовые задания |

РАЗДЕЛ 2.
ТЕКУЩИЙ КОНТРОЛЬ ПО ДИСЦИПЛИНЕ (МОДУЛЮ)
«Иностранный язык»

Текущий контроль знаний используется для оперативного и регулярного управления учебной деятельностью (в том числе самостоятельной работой) обучающихся.

В условиях балльно-рейтинговой системы контроля результаты текущего оценивания обучающегося используются как показатель его текущего рейтинга. Текущий контроль успеваемости осуществляется в течение семестра, в ходе повседневной учебной работы по индивидуальной инициативе преподавателя. Данный вид контроля стимулирует у обучающегося стремление к систематической самостоятельной работе по изучению дисциплины (модуля).

Таблица 2.1.
Распределение баллов по видам учебной деятельности
(балльно-рейтинговая система)

| Наименование Раздела/Темы | Вид задания | | | | | | |
|---|-------------|-----|-----|-------------------------|-----|-----------|----|
| | ПЗ / СЗ | | | Вс его за тему | КЗР | Р (СР) | З* |
| | УО* | ТЗ* | РЗ* | | | | |
| Р.1.Т.1.1. Карьера. Моя будущая профессия. | 2 | 2 | 5 | 9 | 10 | 3 | 3 |

| | | | | | | | |
|---|----------|----------|-----------|-----------|-----------|-----------|-----------|
| Виды и структура компании | | | | | | | |
| Р.1.Т.1.2 Продажи. Прием зарубежных партнеров. | 2 | 2 | 5 | 9 | 10 | 3 | 3 |
| Р.2.Т.2.1. Новый бизнес. Маркетинг | 2 | 2 | 5 | 9 | 10 | 3 | 3 |
| Р.2.Т.2.2 Планирование. Управление персоналом. | 2 | 2 | 5 | 9 | 10 | 3 | |
| Всего 100 б | 8 | 8 | 20 | 36 | 40 | 12 | 12 |
| Р.3.Т.3.1. Торговые марки | 2 | 2 | 5 | 9 | 10 | 3 | 3 |
| Р.3.Т.3.1. Изменения в бизнесе | 2 | 2 | 5 | 9 | 10 | 3 | 3 |
| Р.4.Т.4.1 Деньги и реклама | 2 | 2 | 5 | 9 | 10 | 3 | 3 |
| Р.4.Т.4.2. Трудоустройство и путешествия | 2 | 2 | 5 | 9 | 10 | 3 | 3 |
| Итого: 100б | 8 | 8 | 20 | 36 | 40 | 12 | 12 |

2.1. Рекомендации по оцениванию устных ответов обучающихся

С целью контроля усвоения пройденного материала и определения уровня подготовленности обучающихся к изучению новой темы в начале каждого семинарского/практического занятия преподавателем проводится индивидуальный или фронтальный устный опрос по выполненным заданиям предыдущей темы.

Критерии оценки.

Оценка «отлично» ставится, если обучающийся:

- 1) полно и аргументировано отвечает по содержанию вопроса;
- 2) обнаруживает понимание материала, может обосновать свои суждения, применить знания на практике, привести необходимые примеры;
- 3) излагает материал последовательно и правильно, с соблюдением исторической и хронологической последовательности;

Оценка «хорошо» – ставится, если обучающийся дает ответ, удовлетворяющий тем же требованиям, что и для оценки «отлично», но допускает одна-две ошибки, которые сам же исправляет.

Оценка «удовлетворительно» – ставится, если обучающийся обнаруживает знание и понимание основных положений данного задания, но:

1) излагает материал неполно и допускает неточности в определении понятий или формулировке правил;

2) не умеет достаточно глубоко и доказательно обосновать свои суждения и привести свои примеры;

3) излагает материал непоследовательно и допускает ошибки.

ВОПРОСЫ ДЛЯ САМОПОДГОТОВКИ ОБУЧАЮЩИХСЯ

| <i>Контролируемые разделы (темы) дисциплины (модуля)</i> | <i>Вопросы для подготовки к индивидуальному / фронтальному устному / письменному опросу по темам дисциплины (модуля)</i> |
|--|--|
| РАЗДЕЛ 1. | |
| <p>Тема 1.1. Карьера. Моя будущая профессия. Виды и структура компании</p> | <p>Do you have a career plan? Where do you want to be in 10 years' time?</p> <p>2. Would you like to work for one or several companies?</p> <p>3. What can damage your career prospects?</p> <p>5. What do you hope to do in your future career?</p> <p>6. Are you an organized person? How do you organize your time?</p> <p>7. What do you have in common with your best friend?</p> |
| <p>Тема 1.2. Продажи. Прием зарубежных партнеров.</p> | <p>1. What are business negotiations?</p> <p>2. Why is negotiation important in a business?</p> <p>3. What is business context negotiation?</p> <p>4. What are some examples of negotiation?</p> <p>5. Imagine you have to entertain a group of foreign businesspeople. Which of these activities would you choose?</p> <p>6. Many companies are spending less on corporate entertaining. Do you think this is a good idea? Why? I Why not?</p> <p>7. You plan to take a foreign visitor out for dinner. How important are the above factors for you when entertaining guests?</p> <p>8. Think of a typical or unusual dish from your country. How would you describe it to a foreign visitor?</p> |

| РАЗДЕЛ 2. | |
|---|--|
| <p>Тема 2.1. Новый бизнес. Маркетинг</p> | <ol style="list-style-type: none"> 1. Would you like to start your own business? Why? I Why not? 2. What conditions are important for people starting new businesses? 3. Many economies contain a mix of public- and private-sector businesses. Think of companies you know in the areas below. Which are public-sector companies, and which are private-sector ones? 4. Many companies in the UK have been privatised. What are the trends in your country? 5. What do you think are the biggest economic problems in your country at themoment? 6. What components must have new businesses? 7. What should you do starting their own business? 8. Which new business has impressed you most ?Why did it impress you? 9. What is very important when you market to doctors? 10. What is the keys to good marketing? 10. What are the 'The four Ps' form the basis of the 'marketing mix'? |
| <p>Тема 2.2. Планирование. Управление персоналом.</p> | <ol style="list-style-type: none"> 1. What should companies do to encourage new ideas? 2. What do you consider when you start planning some events? 3. What are the best ways to plan? 4. What is the secret of good planning? 5. What are the main responsibilities of a manager? 6. What factors make companies successful? 7. Are you an organized person? How do you organize your time? 8. What do you consider when planning family events? 9. What are the most important things to do when planning in business? |

| | |
|-------------------------------|--|
| | 10. How often do you think businesses should revise their plans? |
| РАЗДЕЛ 3. | |
| Тема 3.1 Торговые марки. | <ol style="list-style-type: none"> 1. What are your favourite brands? 2. Why do people buy brands? 4. How loyal are you to the brands you have chosen? 5. What is brand management? 6. What is brand product? |
| Тема 3.2. Изменения в бизнесе | <ol style="list-style-type: none"> 1. Which of the situation would you find the most difficult to deal with?(losing a lot of money? move house...) 2. What has been the most important change in your life? 3. What should companies do to encourage new ideas? 4. What do you consider when you start planning some events? 5. Are you an organized person? How do you organize your time? |
| РАЗДЕЛ 4. | |
| Тема 4.1. Деньги и реклама. | <ol style="list-style-type: none"> 1. How much cash do you have with you at the moment? 2. DO you normally check a your change, your bank statements and credit-card bills', restaurant bills, your receipts when shopping? 3. Some people try not to pay the correct amount of tax. Is this a serious crime? 4. What is a profit margin? 5. What is investment? 6. What is annual turnover? 7. Newspapers are one example of an advertising medium. Can you think of others? 8. Give examples of clever slogans that you remember from advertising campaigns. 9. Do you agree with the statements that people remember advertisements, not products? 10. Do you agree with the statements that advertising tells you a lot about the culture of a particular society. |

| | |
|---|---|
| | |
| <p>Тема Трудоустройство путешествия</p> | <p>4.2. и</p> <ol style="list-style-type: none"> 1. What makes a good employee? 2. What nationalities are better at building relationships than others at work? 3. What makes employees successful and happy? 4. What do you find satisfying and frustrating about your work or studies? 5. What sort of risks do businesses face in HRM? 6. What sort of things do companies need to insure against in HRM? 7. Do you like travelling? Which places have you visited or would like to visit? Why? 8. What is the best time to visit your own city? 9. Describe the opportunities your favourite season creates for travel? 10. What is the best way of traveling around your country (rail/road/air)? 11. Why is it better than the others? 12. What are the biggest transport problems in your country? Why did it impress you? |

2.2 Рекомендации по оцениванию результатов тестовых заданий обучающихся

В завершении изучения каждого раздела дисциплины (модуля) может проводиться тестирование (контроль знаний по разделу, рубежный контроль).

Критерии оценивания. Уровень выполнения текущих тестовых заданий оценивается в баллах. Максимальное количество баллов по тестовым заданиям определяется преподавателям и представлено в таблице 2.1.

Тестовые задания представлены в виде оценочных средств и в полном объеме представлены в банке тестовых заданий в электронном виде. В фонде оценочных средств представлены типовые тестовые задания, разработанные для изучения дисциплины «Иностранный язык».

ТИПОВЫЕ ТЕСТОВЫЕ ЗАДАНИЯ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ

РАЗДЕЛ 1.

Тема 1.1 «Карьера. Моя будущая профессия. Виды и структура компании».

1 Complete each of these sentences with the correct option.

1 Selim believed he deserved a _____, so he just asked his boss for one.

- a) target b) progress c) promotion

2 It is useful to set your own goals and to think about the skills you need to _____ them.

- a) reach b) make c) master

3 In many countries, there are very few career _____ for people without formal qualifications.

- a) plans b) breaks c) opportunities

4 It is very inconvenient to have to work _____ when you have young children.

- a) flexitime b) overtime c) time off

5 Anika attends lots of professional development seminars because she wants to _____ a career move.

- a) take b) make c) earn

6 If you want to get _____ in your career, you have to have clear short- and long-term goals.

- a) ahead b) progress c) the sack

7 'Bright Sparks' is an agency that helps school leavers _____ on a career plan.

- a) offer b) decide c) take

8 It is not enough just to _____ your best; you need to have ambitions as well.

- a) make b) work c) do

9 Sales representatives often earn a _____ in addition to their salary when they achieve their targets.

- a) money b) living c) bonus

10 Multinationals often _____ their employees excellent career opportunities if they are willing to travel.

- a) offer b) make c) take

2 Complete the sentences using the words in the box.

take / do / evaluate / master / make

- 11 Do not always wait for your boss to tell you how well you are doing. You also need to _____ your progress yourself.
- 12 Vladimir is hoping to _____ research in informatics.
- 13 Nandita's dream is to _____ a living as a public relations consultant.
- 14 Delegating tasks is an important skill to _____.
- 15 Max is only 52, but he would like to _____ early retirement.

3 Complete these sentences with the appropriate form (positive or negative) of can, could or would.

- 16 Alex _____ speak Chinese, but he is planning to start learning next year.
- 17 Last year, our employees _____ use the new software, so we hired a consultant to teach them.
- 18 _____ you like to take a career break?
- 19 Naruto _____ get a promotion at GFS, so he wants to move to another company.
- 20 Do you think you _____ recommend one or two employment agencies?

Тема 1.2. «Продажи. Прием зарубежных партнеров».

1 Choose the six correct words from the box to complete the sentences.

warehouse / bulk / delivery / despatch / discount / enquire / payment / refund / return / bargain / stock / sale

- 1 At that price, the car you bought was a real _____.
- 2 You cannot get a _____ if you do not send back the goods in their original packaging.
- 3 As we are always having storage problems, I think we should build a new _____.
- 4 If there is a problem with any of the goods you receive, please _____ them within three days.
- 5 Our policy is to _____ goods within 72 hours of receiving an order.
- 6 We offer a 5% _____ on orders over \$500.

2 Supply the missing word in each definition.

- 7 After-_____ service is the help people get from the shop where they have bought a product.
- 8 The _____ street is the street of a town where many shops and businesses are.
- 9 A _____ -off period is the time when you can change your mind and cancel an order.
- 10 A money back _____ is a promise by the seller to give you your money back if you are not satisfied with the goods you bought.
- 11 Your credit card _____ are the name, number and expiry date on your credit card.

- 12 If you _____ about, you go to different places to compare prices and quality before you buy something.
- 13 If the goods you want are out of _____, it means that they are not available.
- 14 If a shop gives you interest-free _____, it means that you can pay for the goods after you have bought them, at no extra cost.
- 15 A _____ is a person or company that sells goods to people in shops.

LANGUAGE REVIEW: MODALS

3 Match the following sentence halves. Write your answers here:

16 _____ 17 _____ 18 _____ 19 _____ 20 _____ 21 _____ 22 _____

- 16 Internet shopping is changing the face of business,
 17 To be successful in both the online and offline world,
 18 If you want to stay ahead of your competitors,
 19 You will need your password every time you want to access our website,
 20 All our admin staff are trained by our own IT specialists,
 21 If you do not want to risk losing important data,
 22 Not all consumers are very good at surfing the Internet,
 a businesses should try and integrate the two as much as possible.
 b so a good website shouldn't be too complicated.
 c so traditional stores need to adapt as quickly as they can.
 d so we don't have to send them on expensive courses.
 e so you mustn't forget it.
 f you have to start selling online.
 g you must shut down your computer properly every time.

РАЗДЕЛ 2.

Тема 2.1. Новый бизнес. Маркетинг

VOCABULARY: WORD PARTNERSHIPS

1 Match a word from A and B and complete sentences 1–10. Use each word from A twice.

A

advertising / consumer / market / product / sales B

behaviour / budget / campaign / forecast / launch / lifecycle / profile / research / segment / targets

- 1 The _____ is the length of time people continue to buy a particular product.
- 2 _____ showed very good potential for marketing the magazine to executives in the age range 25–35.
- 3 A _____ is simply a description of a typical customer.
- 4 Our company has established its brand name through a multi-million multi-media _____
- 5 The introduction of a product to the market is called the _____.

6 Family and friends are a major factor in _____. They really influence what people buy, where and how.

7 A _____ is a group of customers of similar age and income level.

8 I don't think cutting our _____ by half is a good idea. Our campaigns are highly successful and always generate huge profits in the long term.

9 Our representatives are under a lot of pressure to meet their _____.

10 I'm afraid I can only make a pessimistic _____ for February and March.

LANGUAGE REVIEW: QUESTIONS

2 Re-order the words to make questions.

11 much advertising do how on spend you ?

12 does endorsement mean what ?

13 strengths and are company's weaknesses what your ?

14 range did extend product their they when ?

15 is team leading sales who your ?

LANGUAGE REVIEW: FUTURE PLANS

3 Re-order the words to make sentences.

13 Brazil expand hoping in they're to

14 not a bonus expecting get good is she to

15 attract foreign we investment like more to would

16 a Bangalore in open planning subsidiary to we're

17 are going launch when model this to you ?

4 In each sentence, one word is missing. Re-write each sentence with the correct word in the right place.

18 We going to visit our suppliers next week.

19 I help you write the report if you like.

20 We look forward seeing you soon.

21 Analysts say the economy will be better next year.

22 They want to relaunch their video camera.

Тема 2.2. Планирование. Управление персоналом.

VOCABULARY: VERBS AND PREPOSITIONS

1 Complete each sentence with a verb from the box.

believe / deal / delegate / invest / respond

1 We _____ a lot in training courses for our employees. We know it's money well spent.

2 Our new manager can _____ with problems very effectively.

3 Don't try to do everything on your own. You should _____ tasks to your assistant more often.

4 Our previous manager didn't even try to _____ to our concerns.

5 When your employees feel that you _____ in their abilities, they often start to perform better.

2 Complete each sentence with a preposition from the box.

for / on / to / with / to

6 We need to agree _____ the date of the relaunch of our new series.

7 Tom apologised _____ making so many mistakes in his report.

8 A good manager should listen _____ suggestions from staff.

9 It was my mistake, I know. I have already apologised _____ the director.

10 I couldn't agree _____ the others that our suppliers were responsible.

LANGUAGE REVIEW: REPORTED SPEECH

3 Re-order the words to make reported statements and questions.

11 do him I it to told _____

12 were said they she wrong

13 asked he members team the were who

14 invoice manager me not pay the the to told

15 asked finish meeting she the time what would

4 Complete these sentences using the words in brackets.

For example:

_____ to the conference even if you invited him.

(he / not / come)

He wouldn't come to the conference even if you invited him.

- 16 Would you move to our Taiwan office if _____?
(you / can)
- 17 If you were in my position, how _____ with this
crisis? (you / deal)
- 18 They wouldn't do business with us if they _____
our terms favourable. (not / find)
- 19 If you look at our catalogue, you _____ how much
we have expanded our product range. (see)
- 20 You'd be more popular if _____ so nervous all the
time. (you / not / be)

РАЗДЕЛ 3.

Тема 3.1 Торговые марки.

VOCABULARY: BRAND MANAGEMENT

1 Complete these sentences about brands and products with the missing word.

- 1 The I _____ our consumers have of the brand is one of youth,
life and excitement!
- 2 I've invited all the journalists to the product l _____ next month.
- 3 What we need is a well-known tennis player to e _____ our new
range of leisure wear.
- 4 You simply can't change the n _____ of the brand after fifty
years!
- 5 James Bond films are great for product p _____ – especially
luxury goods.
- 6 We can expect a product l _____ of about five years on this
model.
- 7 The danger with putting our name on other products and brand
s _____ is that the brand loses value.
- 8 The brand l _____ of our customers is incredible. Some of them
wear nothing but a product with our name on it.
- 9 Here's our brochure with the new r _____ of products for next
year.
- 10 Coca-cola is an example of global brand a _____. There isn't a
country that doesn't know what a coke is.

LANGUAGE REVIEW: PRESENT SIMPLE AND PRESENT CONTINUOUS

2 Complete these sentences with the present simple or the present continuous forms of the verbs in brackets.

- 11 Currently, we _____ (plan) some major changes in the
department.
- 12 We usually _____ (respond) to any competition with a newer
model.

- 13 At present I _____ (manage) the division while my boss is away.
 14 It's a temporary problem and these delays _____ (end) very soon.
 15 I _____ (not/eat out) much – except when people visit the company.
 16 I'm afraid he _____ (not/work) here this week. Can I help?
 17 How often _____ you _____ (have) meetings?
 18 They _____ (not/do) much business with us at the moment.
 19 I _____ (not/buy) one brand because I like different types of clothes.
 20 _____ you _____ (outsource) projects or are they always in-company?

SKILLS: TAKING PART IN MEETINGS 1

3 Each phrase contains a mistake. Write the phrase correctly.

- 21 How do you feel to this idea?
 _____ ?
 22 How do you think of the proposal?
 _____ ?
 23 What's you opinion?
 _____ ?
 24 I'm not thinking it's a good idea.
 _____ .
 25 I'm agree with you.

Тема 3.2. Изменения в бизнесе

VOCABULARY: DESCRIBING CHANGE

1 Complete sentences 1-10 with the word in brackets. Add a prefix and change the form if necessary.

- 1 Since they took over the company, they've _____ all parts of the workforce. (size)
 2 Some of the people at head office won't like this new initiative to _____ decision-making down to branch level. (centralise)
 3 The _____ from the city centre out to our new site in the midlands is taking longer than planned. (locate)
 4 Oh no! We're having another office _____. It's the third time this year! (organise)
 5 If they _____ the company, he thinks we'll lose our jobs. (structure)
 6 They want a product _____ to try and improve sales. (launch)
 7 I'm going on a course to _____ and work in customer care. (train)

- 8 Can we _____ these computers with that new software you bought. (grade)
- 9 _____ of the industry has made it easier for use to compete with cheap exports. (regulate)
- 10 It would be quicker to build a brand new factory than to _____ this plant. (develop)

LANGUAGE REVIEW: PAST SIMPLE AND PRESENT PERFECT

2 Complete sentences 11-20 with these irregular verbs in the past simple or present perfect.

Be / meet / not have / go / rise / not do / buy / take / come / make

- 11 At last! Finally, he _____ a decision.
- 12 Turnover _____ by 3% every year since 1998.
- 13 A: Did you finish that report? B: No sorry, I still _____ it yet.
- 14 Didn't you hear? They _____ bankrupt last year.
- 15 _____ you ever _____ to Hong Kong?
- 16 We visited the factory and then I _____ them out for dinner.
- 17 I _____ shares in their company six years ago.
- 18 I'm afraid I _____ time to look at it yesterday.
- 19 The majority of our new business _____ from the teenage market in recent months.
- 20 _____ you _____ Maggie while you were there?

РАЗДЕЛ 4.

Тема 4.1. Деньги и реклама.

VOCABULARY: ADVERTISING MEDIA AND METHODS

1 Complete the missing words in these sentences. The first letter is given.

- 1 Because tobacco companies can't advertise on TV, they use s _____ at sporting events such as Formula 1 to publicise their products.
- 2 W _____ o _____ m _____ tends to be the most effective form of advertising because you trust the opinion of the person who tells you.
- 3 I receive so many f _____ s _____, I never need to buy the product!
- 4 I'm always getting l _____ through my door for pizza delivery or personal loans.
- 5 Sports men and woman are often used for celebrity e _____.
- 6 I usually can't read what's on a b _____ unless the traffic isn't moving.
- 7 They have a really short and memorable s _____ on their adverts.
- 8 Television c _____ seem to get louder and longer!
- 9 I think the e _____ in Milan would be a good event to launch our new spring range.
- 10 The new p _____ campaign on the buses and underground is really imaginative.

2 Complete these 'attention-grabbing' word partnerships with one part of the body.

11 _____ catching

12 _____ watering

13 _____ teasing

LANGUAGE REVIEW: ARTICLES

3 Read about an advertising agency. One article is missing in each line. Write it in as shown in the first example.

the _____

Our advertising agency was set up in the nineteen eighties

14) _____ when companies were spending fortune on publicity

15) _____ campaigns and when advertising budget might equal

16) _____ twenty per cent of even smallest company's annual turnover.

17) We began by targeting some of larger companies but discovered

18) that this market was saturated. Instead there were lot of

19) small businesses which had never considered benefits

20) of using the Internet, for example, as advertising tool.

Тема 4.2. Трудоустройство и путешествия

VOCABULARY: THE RECRUITMENT PROCESS

1 Match the words in A and B and complete sentences 1-9.

A

pep / head / financial / curriculum / interview / application / fast / probationary /
psychometric

B

track / package / hunter / talk / test / form / panel / vitae / period

1 I always find that a quick _____ with my staff
raises morale.

2 The _____ includes a pension and an
annual bonus.

3 Six months is the standard
_____.

4 I'm on a _____ scheme so I should be
promoted soon.

5 Please could you fill in this _____ before the
interview.

6 We'd also like you to take this
_____.

7 It was scary! I had to sit in front of an _____ of six
people.

8 I work as a _____. I have to find the best person for
the job.

9 My _____ is out of date. It doesn't include details of my most recent job.

LANGUAGE REVIEW: INDIRECT QUESTIONS AND STATEMENTS

2 Each question or statement includes one extra and incorrect word. Delete it.

For example: What are do you do?

10 Could you tell me what is your salary is?

11 I'm not sure when does the interview finishes.

12 Could you tell to me why she left?

13 I am wonder whether they'll apply?

14 I'd like to know how would your current boss would describe you?

15 Do you mind if can I ask what your weaknesses are?

3 Re-write these as direct or indirect questions and statements.

16 What's your job?

I was wondering _____.

17 What time does the first one arrive?

I'd like to know _____.

18 Why has he gone so early?

Could you tell me _____?

19 Do you know where the interview room is?

Where _____?

20 Do you happen to know if they've finished?

Have _____?

21 I have no idea who she is.

_____?

VOCABULARY: TRAVEL

1 Complete the words with the missing vowels (a, e, i, o, u)

1 There isn't enough l_____gr_____m in _____c_____n _____my class.

2 The q _____s at ch_____ck-_____n these days are always long.

3 It takes me about two days to recover from j_____t-l_____g when I arrive in the USA.

4 There's never a tr_____ll_____y around at an airport when you need one.

5 Americans call a l_____ft an _____l_____v_____t_____r.

6 I'm afraid you're only allowed one piece of c_____rry-_____n b_____gg _____g _____

7 If they improved air q _____l _____ty on planes, passengers wouldn't suffer from d_____s _____r _____nt _____t _____n.

8 Do you want a _____n _____w _____y or _____r _____nd tr _____p ticket?

9 Flight d _____l _____ys and c _____nc _____ll _____t _____ns add to the air traveller's frustrations.

10 We drove off the fr _____w _____y towards New York and went d _____wnt _____wn.

2.3 Рекомендации по оцениванию результатов ситуационных заданий

| Максимальное количество баллов* | Правильность (ошибочность) решения |
|---------------------------------|---|
| Отлично | Полные верные ответы. В логичном рассуждении при ответах нет ошибок, задание полностью выполнено. Получены правильные ответы, ясно прописанные во всех строках заданий и таблиц |
| Хорошо | Верные ответы, но имеются небольшие неточности, в целом не влияющие на последовательность событий, такие как небольшие пропуски, не связанные с основным содержанием изложения. Задание оформлено не вполне аккуратно, но это не мешает пониманию вопроса |
| Удовлетворительно | Ответы в целом верные. В работе присутствуют несущественная хронологическая или историческая ошибки, механическая ошибка или описка, несколько искажившие логическую последовательность ответа |
| | Допущены более трех ошибок в логическом рассуждении, последовательности событий и установлении дат. При объяснении исторических событий и явлений указаны не все существенные факты |
| Неудовлетворительно | Ответы неверные или отсутствуют |

* Представлено в таблице 2.1.

ТИПОВЫЕ СИТУАЦИОННЫЕ ЗАДАНИЯ ДЛЯ ПРОВЕРКИ УРОВНЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИИ

Ситуация 1 к теме «Тема 1.1. Карьера. Моя будущая профессия. Виды и структура компании».

Описание ситуации There are different tips in order to get ahead in your career. 1.Change companies often.

2. Be energetic and enthusiastic at all times.
3. Use charm with your superiors.
4. Be the last to leave work every day.
5. Attend all meetings.
6. Find an experienced person to give you help
7. Go to your company's social functions.
8. Study for extra qualifications in your free time.

Контрольный вопрос What should you do to get ahead in your career?

Ситуация к теме «Тема 1.2. Продажи. Прием зарубежных партнеров».

Описание ситуации There are different places for shopping:

- a (street) market
- a convenience store
- a supermarket
- a department store
- a specialist retailer
- a shopping centre/mall
- an online retailer

Контрольный вопрос What do you like about shopping? What don't you like? When did you last visit these retail outlets? What did you buy?

Ситуация к теме «Тема 1.2. Продажи. Прием зарубежных партнеров».

Описание ситуации Imagine you have to entertain a group of foreign businesspeople.

Контрольный вопрос Which of the activities would you choose?

Ситуация к теме «Тема 2.1. Новый бизнес. Маркетинг».

Описание ситуации You want to start your own business. Think about conditions are important for people starting new businesses.

- low taxes • good transport links • skilled staff • training courses
- low interest rates • high unemployment • cheap rents
- a strong currency • a healthy economy • government grants
- a stable political situation • easy access to credit

Контрольный вопрос What conditions are important for people starting new businesses?

Ситуация к теме «Тема 2.2. Планирование. Управление персоналом».

Описание ситуации Planning is important part of our life

Контрольный вопрос Which of the following do you use to plan your day or week? Which do you prefer? Why?

- desk or pocket diary • electronic organiser • writing on your hand • memory
- asking someone (e.g. your PA) to remind you • wall chart • smartphone
- notes stuck on board, desk, fridge, etc. • computer program (e.g. Google calendar, iCal)

Ситуация к теме «Тема 3.1 Торговые марки».

Описание ситуации List some of your favourite brands (Coca-Cola, Ikea, Microsoft, Tesco, Chanel Samsung).

Контрольный вопрос Do you / Would you buy any of the following brands? Why? / Why not? How loyal are you to the brands you have chosen? For example. when you buy jeans, do you always buy Levi's? Why do people buy brands?

Ситуация к теме «Тема 3.2. Изменения в бизнесе» .

Описание ситуации There are different situations in our life. They are the following: moving house , driving abroad, losing a pet, a new boss, moving to another country, changing your job, getting married (again!.) new neighbours.

Контрольный вопрос What has been the most significant change in your life so far?

Ситуация к теме «Тема 4.1. Деньги и реклама» .

Описание ситуации Look at these words. Label each word 1 for 'advertising media', 2 for 'methods of advertising' or 3 for 'verbs to do with advertising'.

advertorials 2 endorse point-of-sale sponsor banner ads exhibitions pop-ups sponsorship billboards (AmE)/ free samples posters target hoardings (BrE) Internet press television cinema leaflets/flyers product placement viral advertising commercials outdoor advertising radio

Контрольный вопрос Which of the methods do you connect to which media? EXAMPLE: te levis-ion - commercials- .

Ситуация к теме «Тема 4.2. Трудоустройство и путешествия » .

Описание ситуации Lost or delayed luggage, long queues at check-in, flight delays and cancellations ...

Контрольный вопрос Choose the correct words of things which irritate people when flying.

2.4 Рекомендации по оцениванию результатов деловой (ролевой) игры

| Максимальное количество баллов* | Критерии |
|---------------------------------|--|
| Отлично | Выставляется обучающемуся (индивидуально или как участнику группы), если содержание его деятельности полностью соответствует теме, концепции, содержанию игры и принятой роли; четко организована работа по сюжету игры, присутствует вариативность в разрешении игровой ситуации, комментарии по ходу игры основываются на понятийном аппарате предметной |

| | |
|---------------------|---|
| | области и иллюстрируют основные закономерности изучаемой дисциплины и ее прикладной аспект |
| Хорошо | Выставляется обучающемуся (индивидуально или как сотруднику группы), если содержание его деятельности в основном соответствует теме, концепции, содержанию игры и принятой роли; игровой сюжет находит развитие, комментарии по ходу игры включают понятийный аппарат предметной области и отражают в основном понимание прикладного аспекта изучаемой дисциплины |
| Удовлетворительно | Выставляется обучающемуся (индивидуально или как сотруднику группы), если содержание его деятельности в целом соответствует теме, концепции, содержанию игры и принятой роли; игровой сюжет не детализируется, комментарии по ходу игры в небольшой степени опираются на понятийный аппарат предметной области, прикладной аспект изучаемой дисциплины представлен фрагментарно |
| Неудовлетворительно | выставляется обучающемуся (индивидуально или как сотруднику группы), если содержание его деятельности лишь частично соответствует теме, концепции, содержанию игры и принятой роли; игровой сюжет не развивается, комментарии по ходу игры отсутствуют, обучающийся не демонстрирует понимания прикладного аспекта изучаемой дисциплины |

* Представлено в таблице 2.1.

ТИПОВАЯ ДЕЛОВАЯ (РОЛЕВАЯ) ИГРА ДЛЯ ПРОВЕРКИ УРОВНЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИИ

Деловая игра к теме «Тема 1.1. Карьера. Моя будущая профессия. Виды и структура компании».

1. Тема (проблема) Students discuss how they use the telephone in English. The focus of this section is on making contact and getting through.

2. Концепция Role-play the phone calls.

3. Роли (ролевые группы)

1 You work at Lochlin pic. You receive a call for your colleague, Jamie Vincent. Jamie is not in the office at the moment. Take the caller's details and say that Jamie will call them back

2 You are Jamie Vincent. Telephone the person who called about the job advertisement. Offer to send an application form. The closing date for applications is in two weeks' time.

4. Ожидаемый результат the succsesfull phone calls.

Деловая игра к теме «Тема 1.2. Продажи. Прием зарубежных партнеров».

- 1. Тема (проблема)** Agrees on the five most important negotiating tips
- 2. Концепция** Role-play the negotiating .

3. Роли (ролевые группы) Look at the negotiating tip A
Be friendly.

- Pay attention to the other side's body language.
- Have clear aims.
- Don't change your plan during the meeting.
- Tell the other side what you want.
- Listen carefully.
- Never be the first to make an offer.

Look at the negotiating tip B You are an interviewee for the Sales Manager job.
Answer the interviewer's questions based on these prompts:

- Sales Manager - small mobile-phone company,
- At moment - live I Paris,
Currently - design sales manual I new staff
- Arrive office eight - usually check e-mails first - brief sales staff - deal with difficult customers
- Next Tuesday afternoon - work I but take time off

4. Ожидаемый результат the succsesfull negotiating

Деловая игра к теме «Тема 2.1. Новый бизнес. Маркетинг Тема 2.2. Планирование. Управление персоналом».

1. Тема (проблема) A group of international VIPs is going to visit your company/organisation for three days. You need to plan the programme for the visit.

2. Концепция Role-play the negotiating .

3. Роли (ролевые группы) 1 Discuss these questions with other managers in the department.

1 Where will the VIPs go, and what will they see? (e.g. inside the company/organisation, local sights, etc.)

2 Who do they need to meet?

3 Where will they stay?

4 How will they move around? (e.g. transport)

- 5 What sort of farewell event/dinner will you have on the final evening?
- Will you have food? What? (e.g. snacks? a meal?)
 - Will there be a speech? Who will make it?
 - Who will attend? (e.g. special guests?)
 - Will there be any entertainment?
- 6 What sort of gifts will you give the visitors?
- 7 What else do you need to plan? (e.g. the itinerary - will they have any free time?)

4. Ожидаемый результат the succesfull discussion

Деловая игра к теме« *Тема 3.1 Торговые марки*».

- Тема (проблема)** Jeanne de Brion is a jewellery company in Boston. USA. A year ago. it launched a line of jewellery with the brand name 'Cecile'. This is the name of the French designer who created the collection. Unfortunately. the Cecile line has not achieved its sales targets. Three directors of the company meet to discuss how to improve sales.

- Концепция** Role-play this situation.

3. Роли (ролевые группы)

Student A In your opinion, the Cecile products have sales potential, but the marketing strategy is wrong. You want:

- a new brand name_ 'Cecile' does not suit this beautiful jewellery for sophisticated women.
- a new logo. The present logo (three wavy lines) is boring.
- a much wider range of products and designs -at present there are only five in the collection.
- a better slogan. 'Only for you' has not been successful.
- more colours.

Student B In your opinion, the product is the problem. The jewellery is fairly fashionable, but not a lot different from competing products. You want to:

- take the Cecile range out of the market and stop selling it.
- develop new jewellery which fills a gap in the market and which has an obvious USP (unique selling point).
- invest more money in research for new jewellery products.
- carefully study rival products to find out why they are so successful.
- market more unusual designs from young Asian and Indian designers.

Student C In your opinion, the Cecile line has a lot of sales potential. You think the products and brand name are excellent. However, you believe the products are not promoted in the right way and not sold in places which reflect the high status of the jewellery. You want:

- to pay a famous film star to endorse the jewellery and wear it as often as possible.
- to spend a lot of money on a creative television commercial to advertise the jewellery.
- to sell the jewellery only in a limited number of high-class jewellery and department stores and at airports.
- to have a

new slogan which reflects the upmarket status of the jewellery. o a top designer to create a new range of jewellery which can be sold under the Cecile brand. You think the present range is too limited.

4. Ожидаемый результат the successful discussion

Деловая игра к теме « *Тема 3.2. Изменения в бизнесе* ».

1. Тема (проблема) You are managers of a retail fashion chain called Young Scene, with stores in most major European cities, You are holding your regular management meeting. Use the CEO's notes below as an agenda for your discussions. A different person should chair each item.

2. Концепция Role-play this situation.

3. Роли (ролевые группы)

| | |
|--|--|
| <p>1 Performance-related pay</p> <p>Following changes to the bonus system, sales staff in stores now receive monthly bonuses according to their individual sales. Unfortunately, while the new system is popular with staff, it has led to many complaints from customers about sales staff 'fighting' over customers in order to secure sales and therefore bonuses. Is the system making staff too competitive?</p> | <p>4 Carbon footprint</p> <p>In line with its philosophy as a 'green' company, it has been suggested that Young Scene should be reducing its carbon footprint, meaning that air travel should be kept to a minimum. Buyers and managers would in future travel by train within Europe. Outside Europe, they would use economy class or budget air travel only. Is this practical or indeed desirable?</p> |
| <p>2 Stock control</p> <p>Managers at many outlets are reporting problems with the system of organising and finding items for customers in the stock rooms. This is causing delays and causing frustration for both staff and customers. The main question seems to be how to organise the stock – by size, by style or by colour?</p> | <p>5 End of clothing allowance</p> <p>Sales staff in stores currently receive a clothing allowance, which takes the form of a 50% discount on Young Scene clothes, which staff then must wear at work. One suggestion is to cut this to 10%, or stop this completely and introduce a compulsory company uniform.</p> |
| <p>3 Shoplifting</p> <p>Following a recent increase in shoplifting, Young Scene now employs security guards in all its stores. There has been a number of complaints from customers that they find the guards intimidating. This is starting to affect sales, although shoplifting itself is also down. What can be done about this issue?</p> | <p>6 Staff meetings</p> <p>The current practice is to open all stores two hours later one day a week in order for the store manager to hold a meeting with all staff. It has been suggested that this meeting be held after hours in future to maximise opening hours.</p> |

4. Ожидаемый результат the successful discussion

Деловая игра к теме «Тема 4.1. Деньги и реклама».

- 1. Тема (проблема)** Try and use some signalling language in starting and structuring presentations
- 2. Концепция** Prepare and deliver a three-minute presentation on your chosen topic
- 3. Роли (ролевые группы)**
 - 1 Your company is launching a new product. (Audience: a group of potential customers)
 - 2 You are presenting your place of work or study. (Audience: a group of potential customers or students)
- 4. Ожидаемый результат** the successful discussion

Деловая игра к теме «Тема 4.2. Трудоустройство и путешествия».

1. Тема (проблема) A department store will be hiring a number of temporary workers from Omnia Employment Agency. The Human Resources Manager calls the agency to discuss some of the terms and conditions of the contract. Read your role cards. then role-play the call.

2. Концепция Role-play this situation.

3. Роли (ролевые группы)

You are the Human Resources Manager

Call the agency, identify yourself, state the purpose of the call and get the necessary information. Ask about: • introductory fees (If so, how much?) • the hourly wage for temporary workers • minimum period to hire a temporary worker (If so, what is it?) • how much to pay if a temporary worker does overtime or weekend work • work permits (Who arranges them?)

You will receive a call from the Human Resources Manager

Here are the details: • An introductory fee is charged: 25% of worker'S first pay cheque. • The hourly wage for temporary workers is €12. • There is a minimum charge of four hours per day for all temporary workers. • Overtime: company pays time and a half; Saturday/Sunday rates: double the hourly rate. • Agency is responsible for work permits

2.5 Рекомендации по оцениванию результатов кейс-задачи

| Максимальное количество баллов | Критерии |
|--------------------------------|--|
| Отлично | Кейс решен правильно, дано развернутое пояснение и обоснование сделанного заключения. Обучающийся демонстрирует методологические и теоретические знания, свободно владеет научной терминологией. При разборе предложенной ситуации проявляет творческие способности, знание дополнительной литературы. Демонстрирует хорошие аналитические способности, способен при обосновании своего мнения свободно проводить аналогии между темами изучаемой дисциплины |

| | |
|---------------------|---|
| | и смежных дисциплин. |
| Хорошо | Кейс решен правильно, дано пояснение и обоснование сделанного заключения. Обучающийся демонстрирует методологические и теоретические знания, свободно владеет научной терминологией. Демонстрирует хорошие аналитические способности, однако допускает некоторые неточности при оперировании научной терминологией. |
| Удовлетворительно | Кейс решен правильно, пояснение и обоснование сделанного заключения было дано при активной помощи преподавателя. Имеет ограниченные теоретические знания, допускает существенные ошибки при установлении логических взаимосвязей, допускает ошибки при использовании научной терминологии. |
| Неудовлетворительно | Кейс не решен или решен неправильно, обсуждение и помощь преподавателя не привели к правильному заключению. Обнаруживает неспособность к построению самостоятельных заключений. Имеет слабые теоретические знания, не использует научную терминологию. |

* Представлено в таблице 2.1.

ТИПОВЫЕ КЕЙС-ЗАДАЧА ДЛЯ ПРОВЕРКИ УРОВНЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИИ

Кейс-задача 1 к теме «Тема 1.1. Карьера. Моя будущая профессия. Виды и структура компании».

Описание задания Students discuss how they use the telephone in English. The focus of this section is on making contact and getting through.

Контрольный вопрос Role-play the phone calls.

Кейс 1 You want to attend the computer training course which you saw in the advertisement below. Call and ask for Alex Frantzen.

You work for Career Ladder pic. You receive a call for your colleague, Alex Frantzen. Alex is not available at the moment. Take the caller's details and say Alex will call them back

Кейс-задача 1 к теме «Тема 1.2. Продажи. Прием зарубежных партнеров».

Описание задания You have to negotiate

Контрольный вопрос Role-play the negotiation.

Кейс 1

Student A

You are Martin. You want to:

1 sell Chen some deluxe four-seater models of your cars.

Price: €20,000; discount of 5% for first order

2 offer only two colours for your two-seater cars: white and black.

Extra colours will raise the price by 5%.

3 send a Pulse mechanic to China every six months to service the cars.

You can train local mechanics at a cost of €200 per hour.

Student B

You are Chen. You want:

1 to buy an additional five deluxe four-seater cars. Negotiate on the price. Try to get a 10% discount on the order;

2 four colours for the two-seater cars: black, white, red and blue;

3 after-sales service: visits every three months from a Pulse mechanic; a training course for a local car-repair firm.

Кейс-задача 1 к теме «Тема 2.1. Новый бизнес. Маркетинг Тема 2.2. Планирование. Управление персоналом».

Описание задания You are the interviewer for the Sales Manager job. Ask the interviewee questions.

Контрольный вопрос Role-play this situation

Кейс 1

Student A

You are the interviewer for the Sales Manager job. Ask the interviewee questions based on these prompts:

• What I do?

• Where I live?

What I currently I work on?

• Describe I typical day

• Second interview I next week I what I do I next

Tuesday afternoon?

Ask three of your own questions

Student B

You are an interviewee for the Sales Manager job on page 18. Answer the interviewer's questions based on these prompts:

• Sales Manager I small mobile-phone company

• At moment I live I Paris

Currently I design sales manual I new staff

- Arrive office eight I usually check e-mails first I brief sales staff I deal with difficult customers
- Next Tuesday afternoon I work I but take time off

Кейс-задача 1 к теме «Тема 3.1 Торговые марки».

Описание задания Jeanne de Brion is a jewellery company in Boston, USA. A year ago, it launched a line of jewellery with the brand name 'Cecile'. This is the name of the French designer who created the collection. Unfortunately, the Cecile line has not achieved its sales targets. Three directors of the company meet to discuss how to improve sales.

Контрольный вопрос Role-play this situation.

Кейс 1

Student A In your opinion, the Cecile products have sales potential, but the marketing strategy is wrong. You want:

- a new brand name_ 'Cecile' does not suit this beautiful jewellery for sophisticated women.
- a new logo. The present logo (three wavy lines) is boring.
- a much wider range of products and designs -at present there are only five in the collection.
- a better slogan. 'Only for you' has not been successful.
- more colours.

Student B In your opinion, the product is the problem. The jewellery is fairly fashionable, but not a lot different from competing products. You want to:

- o take the Cecile range out of the market and stop selling it.
- o develop new jewellery which fills a gap in the market and which has an obvious USP (unique selling point).
- o invest more money in research for new jewellery products.
- o carefully study rival products to find out why they are so successful.
- o market more unusual designs from young Asian and Indian designers.

Student C In your opinion, the Cecile line has a lot of sales potential. You think the products and brand name are excellent. However, you believe the products are not promoted in the right way and not sold in places which reflect the high status of the jewellery. You want:

- o to pay a famous film star to endorse the jewellery and wear it as often as possible.
- o to spend a lot of money on a creative television commercial to advertise the jewellery.
- o to sell the jewellery only in a limited number of high-class jewellery and department stores and at airports.
- o to have a new slogan which reflects the upmarket status of the jewellery.
- o a top designer to create a new range of jewellery which can be sold under the Cecile brand.

You think the present range is too limited.

Кейс-задача 1 к теме «Тема 3.2. Изменения в бизнесе».

Описание задания You are attending the conference, you have to decide together on the following task in your card

Контрольный вопрос **Role-play this situation.**

Кейс 1

Students A and B Student A: You are attending the conference with your boss (Student B). Student B: You are attending the conference with a junior colleague (Student A). 1 Decide together on the following: • company name • activity / area of business • department you work for • recent activities

Student C You are a colleague of Students A and B from a subsidiary. You met Student A at the same conference last year. 1 Decide on the following: • company name • activity / area of business • department you work for • recent activities

Кейс-задача 1 к теме «Тема 4.1. Деньги и реклама».

Описание задания Try and use some signalling language in starting and structuring presentations

Контрольный вопрос Prepare and deliver a three-minute presentation on your chosen topic

Кейс 1

1 Your company is launching a new product. (Audience: a group of potential customers)

2 You are presenting your place of work or study. (Audience: a group of potential customers or students)

Кейс-задача 1 к теме «Тема 4.2. Трудоустройство и путешествия».

Описание задания A department store will be hiring a number of temporary workers from Omnia Employment Agency. The Human Resources Manager calls the agency to discuss some of the terms and conditions of the contract. Read your role cards. then role-play the call.

Контрольный вопрос Role-play this telephone situation in pairs.

Кейс 1

Human Resources Manager You are the Human Resources Manager for the Dolphin Department 5store. Before you start using the Omnia Employment Agency, you need the following information. Call the agency, identify yourself, state the purpose of the call and get the necessary information. Ask about:

- introductory fees (If so, how much?)
- the hourly wage for temporary workers
- minimum period to hire a temporary worker (If so, what is it?)
- how much to pay if a temporary worker does overtime or weekend work • work permits (Who arranges them?)

- travel expenses of temporary workers (Who pays them?)
- when to pay for temporary workers.

Employment agency consultant. You will receive a call from the Human Resources Manager of Dolphin Department Store. The manager will ask you some questions. Here are the details:

- An introductory fee is charged: 25% of worker'S first pay cheque.
- The hourly wage for temporary workers is €12.
- There is a minimum charge of four hours per day for all temporary workers.
- Overtime: company pays time and a half; Saturday/Sunday rates: double the hourly rate.
- Agency is responsible for work permits.
- Travel expenses of workers paid for by the client.
- The agency bills clients each week for the total hours worked by temporary staff.

2.6. Рекомендации по оцениванию вопросов для коллоквиума, собеседования по дисциплине (модулю) «Иностранный язык».

| Максимальное количество баллов* | Критерии |
|---------------------------------|---|
| Отлично | Выставляется обучающемуся, если он определяет рассматриваемые понятия раздела или темы дисциплины (модуля) четко и полно, приводя соответствующие примеры. |
| Хорошо | Выставляется обучающемуся, если он допускает отдельные погрешности в ответе, но в целом демонстрирует знание и владение содержанием раздела (темы) дисциплины (модуля) |
| Удовлетворительно | Выставляется обучающемуся, если он обнаруживает пробелы в знаниях материала раздела или темы дисциплины (модуля) |
| Неудовлетворительно | Выставляется обучающемуся, если он обнаруживает существенные пробелы в знаниях основных положений раздела или темы дисциплины (модуля), неумение с помощью преподавателя получить правильное решение конкретной практической задачи |

* Представлено в таблице 2.1.

ТИПОВЫЕ ВОПРОСЫ ДЛЯ КОЛЛОКВИУМА, СОБЕСЕДОВАНИЯ ДЛЯ ПРОВЕРКИ УРОВНЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИИ

Раздел 1.

Тема 1.1. Карьера. Моя будущая профессия. Виды и структура компании

1. Do you have a career plan? Where do you want to be in 10 years' time?
2. Would you like to work for one or several companies?
3. What can damage your career prospects?
5. What do you hope to do in your future career?
6. Are you an organized person? How do you organize your time?
7. What do you have in common with your best friend?

Тема 1.2. Продажи. Прием зарубежных партнеров.

1. What are business negotiations?
2. Why is negotiation important in a business?
3. What is business context negotiation?
4. What are some examples of negotiation?
5. Imagine you have to entertain a group of foreign businesspeople. Which of these activities would you choose?
6. Many companies are spending less on corporate entertaining. Do you think this is a good idea? Why? I Why not?
7. You plan to take a foreign visitor out for dinner. How important are the above factors for you when entertaining guests?
8. Think of a typical or unusual dish from your country. How would you describe it to a foreign visitor?

РАЗДЕЛ 2.

Тема 2.1. Новый бизнес. Маркетинг

1. Would you like to start your own business? Why? I Why not?
2. What conditions are important for people starting new businesses?
3. Many economies contain a mix of public- and private-sector businesses. Think of companies you know in the areas below. Which are public-sector companies, and which are private-sector ones?
4. Many companies in the UK have been privatised. What are the trends in your country?
5. What do you think are the biggest economic problems in your country at the moment?
6. What components must have new businesses?
7. What should you do starting their own business?
8. Which new business has impressed you most ?Why did it impress you?
9. What is very important when you market to doctors?
10. What is the keys to good marketing?
10. What are the 'The four Ps' form the basis of the 'marketing mix'?

Тема 2.2. Планирование. Управление персоналом.

1. What should companies do to encourage new ideas?
2. What do you consider when you start planning some events?

3. What are the best ways to plan?
4. What is the secret of good planning?
5. What are the main responsibilities of a manager?
6. What factors make companies successful?
7. Are you an organized person? How do you organize your time?
8. What do you consider when planning family events?
9. What are the most important things to do when planning in business?
10. How often do you think businesses should revise their plans?

РАЗДЕЛ 3.

Тема 3.1 Торговые марки.

1. What are your favourite brands?
2. Why do people buy brands?
4. How loyal are you to the brands you have chosen?
5. What is brand management?
6. What is brand product?

Тема 3.2. Изменения в бизнесе

1. Which of the situation would you find the most difficult to deal with?(losing a lot of money? move house...)
2. What has been the most important change in your life?
3. What should companies do to encourage new ideas?
4. What do you consider when you start planning some events?
5. Are you an organized person? How do you organize your time?

РАЗДЕЛ 4.

Тема 4.1. Деньги и реклама.

1. How much cash do you have with you at the moment?
2. DO you normally check a your change, your bank statements and credit-card bills', restaurant bills, your receipts when shopping?
3. Some people try not to pay the correct amount of tax. Is this a serious crime?
4. What is a profit margin?
5. What is investment?
6. What is annual turnover?
7. Newspapers are one example of an advertising medium. Can you think of others?
8. Give examples of clever slogans that you remember from advertising campaigns.
9. Do you agree with the statements that people remember advertisements, not products?
10. Do you agree with the statements that advertising tells you a lot about the culture of a particular society.

Тема 4.2. Трудоустройство и путешествия

1. What makes a good employee?
2. What nationalities are better at building relationships than others at work?
3. What makes employees successful and happy?
4. What do you find satisfying and frustrating about your work or studies?
5. What sort of risks do businesses face in HRM?
6. What sort of things do companies need to insure against in HRM?
7. Do you like travelling? Which places have you visited or would like to visit? Why?
8. What is the best time to visit your own city?
9. Describe the opportunities your favourite season creates for travel?
10. What is the best way of traveling around your country (rail/road/air)?
11. Why is it better than the others?
12. What are the biggest transport problems in your country? Why did it impress you?

2.7. Рекомендации по оцениванию дискуссионных тем для круглого стола (дискуссии, диспуты, дебаты).

| Максимальное количество баллов* | Критерии |
|---------------------------------|---|
| Отлично | <ul style="list-style-type: none">- полное раскрытие темы;- указание точных названий обсуждаемых явлений, знание современного состояния проблемы;- правильная формулировка понятий и категорий;- самостоятельность ответа, умение вводить и использовать классификации и квалификации, анализировать и делать собственные выводы по рассматриваемой теме;- использование материалов современной отечественной и зарубежной литературы и иных материалов и др. |
| Хорошо | <ul style="list-style-type: none">- недостаточно полное раскрытие темы;- несущественные ошибки в определении понятий, категорий и т.п., кардинально не меняющих суть изложения;- репродуктивность ответа: отсутствие самостоятельного анализа и оценочных суждений- недостаточное использование материалов современной отечественной и зарубежной литературы и иных материалов и др. |
| Удовлетворительно | <ul style="list-style-type: none">- отражение лишь общего направления темы;- наличие достаточного количества несущественных или одной- двух существенных ошибок в определении понятий и категорий и т.п.;- неспособность осветить современное состояние проблемы |
| Неудовлетворител | <ul style="list-style-type: none">- содержание темы не раскрыто;- большое количество существенных ошибок; |

| | |
|-----|--|
| ьно | - отсутствие умений и навыков, обозначенных выше в качестве критериев выставления положительных оценок др. |
|-----|--|

* Представлено в таблице 2.1.

ТЕМЫ ДИСКУССИЙ ДЛЯ ПРОВЕРКИ УРОВНЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИИ

Раздел 1.

Тема 1.1. Карьера. Моя будущая профессия. Виды и структура компании

1. Do you have a career plan? Where do you want to be in 10 years' time?
2. Would you like to work for one or several companies?
3. What can damage your career prospects?
5. What do you hope to do in your future career?
6. Are you an organized person? How do you organize your time?
7. What do you have in common with your best friend?

Тема 1.2. Продажи. Прием зарубежных партнеров.

1. What are business negotiations?
2. Why is negotiation important in a business?
3. What is business context negotiation?
4. What are some examples of negotiation?
5. Imagine you have to entertain a group of foreign businesspeople. Which of these activities would you choose?
6. Many companies are spending less on corporate entertaining. Do you think this is a good idea? Why? I Why not?
7. You plan to take a foreign visitor out for dinner. How important are the above factors for you when entertaining guests?
8. Think of a typical or unusual dish from your country. How would you describe it to a foreign visitor?

РАЗДЕЛ 2.

Тема 2.1. Новый бизнес. Маркетинг

1. Would you like to start your own business? Why? I Why not?
2. What conditions are important for people starting new businesses?
3. Many economies contain a mix of public- and private-sector businesses. Think of companies you know in the areas below. Which are public-sector companies, and which are private-sector ones?
4. Many companies in the UK have been privatised. What are the trends in your country?
5. What do you think are the biggest economic problems in your country at the moment?
6. What components must have new businesses?
7. What should you do starting their own business?

8. Which new business has impressed you most ?Why did it impress you?
9. What is very important when you market to doctors?
10. What is the keys to good marketing?
10. What are the 'The four Ps' form the basis of the 'marketing mix'?

Тема 2.2. Планирование. Управление персоналом.

1. What should companies do to encourage new ideas?
2. What do you consider when you start planning some events?
3. What are the best ways to plan?
4. What is the secret of good planning?
5. What are the main responsibilities of a manager?
6. What factors make companies successful?
7. Are you an organized person? How do you organize your time?
8. What do you consider when planning family events?
9. What are the most important things to do when planning in business?
10. How often do you think businesses should revise their plans?

РАЗДЕЛ 3.

Тема 3.1 Торговые марки. 1. What are your favourite brands?

2. Why do people buy brands?
4. How loyal are you to the brands you have chosen?
5. What is brand management?
6. What is brand product?

Тема 3.2. Изменения в бизнесе 1. Which of the situation would you find the most difficult to deal with?(losing a lot of money? move house...)

2. What has been the most important change in your life?
3. What should companies do to encourage new ideas?
4. What do you consider when you start planning some events?
5. Are you an organized person? How do you organize your time?

РАЗДЕЛ 4.

Тема 4.1. Деньги и реклама. 1. How much cash do you have with you at the moment?

2. DO you normally check a your change, your bank statements and credit-card bills', restaurant bills, your receipts when shopping?
3. Some people try not to pay the correct amount of tax. Is this a serious crime?
4. What is a profit margin?
5. What is investment?
6. What is annual turnover?
7. Newspapers are one example of an advertising medium. Can you think of others?
8. Give examples of clever slogans that you remember from advertising campaigns.

9. Do you agree with the statements that people remember advertisements, not products?
10. Do you agree with the statements that advertising tells you a lot about the culture of a particular society.

Тема 4.2. Трудоустройство и путешествия

1. What makes a good employee?
2. What nationalities are better at building relationships than others at work?
3. What makes employees successful and happy?
4. What do you find satisfying and frustrating about your work or studies?
5. What sort of risks do businesses face in HRM?
6. What sort of things do companies need to insure against in HRM?
7. Do you like travelling? Which places have you visited or would like to visit? Why?
8. What is the best time to visit your own city?
9. Describe the opportunities your favourite season creates for travel?
10. What is the best way of traveling around your country (rail/road/air)?
11. Why is it better than the others?
12. What are the biggest transport problems in your country? Why did it impress you?

2.8. Рекомендации по оцениванию эссе (рефератов, докладов, сообщений).

| Максимальное количество баллов | Критерии |
|--------------------------------|---|
| Отлично | Выставляется обучающемуся, если он выразил своё мнение по сформулированной проблеме, аргументировал его, точно определив проблему содержание и составляющие. Приведены данные отечественной и зарубежной литературы, статистические сведения, информация нормативно правового характера. Обучающийся знает и владеет навыком самостоятельной исследовательской работы по теме исследования; методами и приемами анализа теоретических и/или практических аспектов изучаемой области. Фактических ошибок, связанных с пониманием проблемы, нет; графически работа оформлена правильно. |
| Хорошо | Выставляется обучающемуся, если работа характеризуется смысловой цельностью, связностью и последовательностью изложения; допущено не более 1 ошибки при объяснении смысла или содержания проблемы. Для аргументации приводятся данные отечественных и зарубежных авторов. Продемонстрированы исследовательские умения и навыки. Фактических ошибок, связанных с пониманием проблемы, нет. Допущены отдельные ошибки в |

| | |
|---------------------|--|
| | оформлении работы. |
| Удовлетворительно | Выставляется обучающемуся, если в работе студент проводит достаточно самостоятельный анализ основных этапов и смысловых составляющих проблемы; понимает базовые основы и теоретическое обоснование выбранной темы. Привлечены основные источники по рассматриваемой теме. Допущено не более 2 ошибок в содержании проблемы, оформлении работы. |
| Неудовлетворительно | Выставляется обучающемуся, если работа представляет собой пересказанный или полностью заимствованный исходный текст без каких бы то ни было комментариев, анализа. Не раскрыта структура и теоретическая составляющая темы. Допущено три или более трех ошибок в содержании раскрываемой проблемы, в оформлении работы. |

ТЕМЫ ЭССЕ (РЕФЕРАТОВ, ДОКЛАДОВ, СООБЩЕНИЙ) ДЛЯ ПРОВЕРКИ УРОВНЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИИ

1. Career move.
2. Career change.
3. My future plans.
4. My colleague.
5. My strengths and weaknesses.
6. HRM – main tasks and challenges personal relationships in business
7. Describe types of companies in DPR.
8. What skills are important if you want to get a well paid job?
9. What can damage your online reputation? Do you care about it?
10. The most effective type of communication with a client. Attending a conference.
11. Visiting an exhibition.
12. Cultures are becoming more alike. Agree or disagree with it.
13. Entertaining foreign guests.
14. Would you like to start your own business? Why? I Why not?
15. Think of a typical or unusual dish from your country. How would you describe it to a foreign visitor?
16. Many economies contain a mix of public- and private-sector businesses. Think of companies you know in the areas below. Which are public-sector companies, and which are private-sector ones?
17. Newspapers are one example of an advertising medium. Can you think of others?
18. Give examples of clever slogans that you remember from advertising campaigns.
19. What are your favourite brands? Why do people buy brands?
20. What are the main responsibilities of a manager?
21. Which of the situation would you find the most difficult to deal with?(losing a lot of money? move house...)

22. Some people try not to pay the correct amount of tax. Is this a serious crime?
 23. What are the biggest transport problems in your country?
 Why did it impress you?
 24. Describe the opportunities your favourite season creates for travel?
 25. Newspapers are one example of an advertising medium. Can you think of others?

2.9. Рекомендации по оцениванию иных форм текущего контроля (в зависимости от специфики дисциплины (модуля)).

| Максимальное количество баллов* | Критерии |
|---------------------------------|---|
| Отлично | Выставляется обучающемуся, если ответ показывает глубокое и систематическое знание всего программного материала и структуры конкретного вопроса, а также основного содержания и новаций лекционного курса по сравнению с учебной литературой. Обучающийся демонстрирует отчетливое и свободное владение концептуально-понятийным аппаратом, научным языком и терминологией соответствующей научной области. Знание основной литературы и знакомство с дополнительно рекомендованной литературой. Логически корректное и убедительное изложение ответа |
| Хорошо | Выставляется обучающемуся, если его ответ демонстрирует знание узловых проблем программы и основного содержания лекционного курса; умение пользоваться концептуально понятийным аппаратом в процессе анализа основных проблем в рамках данной темы; знание важнейших работ из списка рекомендованной литературы. В целом логически корректное, но не всегда точное и аргументированное изложение ответа |
| Удовлетворительно | Выставляется обучающемуся, если его ответ демонстрирует фрагментарные, поверхностные знания важнейших разделов программы и содержания лекционного курса; затруднения с использованием научно-понятийного аппарата и терминологии дисциплины; неполное знакомство с рекомендованной литературой; частичные затруднения с выполнением предусмотренных программой заданий; стремление логически определенно и последовательно изложить ответ |
| Неудовлетворительно | Выставляется обучающемуся, если его ответ демонстрирует незнание, либо отрывочное представление о данной проблеме в рамках учебно-программного материала; неумение использовать понятийный аппарат; отсутствие логической связи в ответе |

* Представлено в таблице 2.1.

ЗАДАНИЯ, ЗАДАЧИ И ДР. ФОРМЫ КОНТРОЛЯ ДЛЯ ПРОВЕРКИ УРОВНЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИИ

Контрольная работа № 1

1. Complete this extract from a presentation to a group of people wanting to start their own business (1–5) with words from the box. There is one word you don't need.

arrange / collect / do / estimate / invest / prepare

OK, so you've got an exciting new product idea and you want to develop and sell it. The first thing you have to do is _____¹ a plan. You need to see if there is a demand for your product, so you should _____² some research to find out how many people might buy it and who these people are. You also need to _____³ information about similar products already on the market and what price they sell at. Next, you have to _____⁴ the costs of developing, manufacturing and selling your product. And of course, you mustn't forget to add in the costs of running your business – office rent, salaries and so on. With this information, you can calculate how much profit you could make. Then if you need help with financing, you can take your plan to a bank. Or you could try to find an equity partner – someone who wants to

_____⁵ in your idea ...

2. Complete this text (1-5) with the correct prepositions.

I find it very hard working with Andy. He just doesn't communicate _____¹ people. He does his own job well enough, but he never talks _____² what he's doing or what he's done. It makes it very difficult to deal _____³ problems. Sometimes I try to discuss problems with him, but he doesn't respond _____⁴ my concerns. He leaves everything to me. For example, yesterday, a customer file was missing. I asked him if he'd seen it and he said 'no'. But then I found it on his desk. And he never apologised _____⁵ me!

3. Write the questions that lead to each answer below (1–5). Use the question words given.

For example:

When *did you leave*?

We left at 10 p.m.

1 Which _____?

I prefer the first option.

2 Who _____?

Jane Moorcroft is the CEO of Binhams plc.

3 Where _____?

We held the meeting in London last year.

4 Why _____?

I've decided to resign because of stress.

5 How much _____?

The new model costs \$144.

4. Complete the sentences (1–5) with the words and phrases from the box.

am planning / flying / going to / hope to / meeting / starts / will have

For example:

As you can see from my schedule, I'm *going to* be out of the office next week.

1 On Saturday, I'm _____ to Dubai for the opening of our new offices there.

2 The opening ceremony _____ at 3 p.m. on Monday.

3 On Tuesday evening, I _____ dinner with the local staff.

4 I _____ meet some of our more important contacts in the city.

5 I _____ to stay for five or six days.

5. Write the opposite of each of the words in brackets to complete these sentences (1–5).

1 My manager doesn't like waiting for things to happen. He's very [*patient*] _____.

2 You don't have to wear a suit to the meeting. It's quite [*formal*] _____.

3 I had some great ideas for the new marketing campaign, but the rest of the team were very [*enthusiastic*] _____.

4 I try to relax before I start a presentation. It's difficult to speak clearly when you are [*calm*] _____.

5 My colleague isn't very good at handling conflict in negotiations – that's one of his [strengths]_____.

Answer Key

1. 1 prepare / 2 do / 3 collect / 4 estimate / 5 invest /
2. 1 with / 2 about / 3 with / 4 to / 5 to
3. 1) Which option do you prefer?
2) Who is Jane Moorcroft? / Who is the CEO of Binhams plc?
3) Where did you hold the meeting last year?
4) Why did you decide to resign?
5) How much does the new model cost?
4. 1 flying / 2 starts / 3 will have / 4 hope to / 5 am planning /
5. 1 impatient / 2 informal / 3 unenthusiastic / 4 nervous / 5 weaknesses /

Контрольная работа №2

Vocabulary

1. Complete the text below (11–15) with the correct word from the box. There is one word you don't need.

advertising / launch / market / redundant / share / subsidiary

Carston has announced that it will close its UK_____1, which employs about 70 staff. Most of the staff will be made _____2. The company spent £5 million on

_____3 last year to promote its latest product. But the product _____4 was a failure. Competition from other UK companies, such as Fyfield and Brix, has been strong, and Carston has seen its market _____5 decline sharply over the last three years.

2. Complete the text below (16–20) with the best verb from the box. There are more verbs than you need.

do / get / make / market / set up / take / work

Erika always wanted to work for herself. After getting a good qualification in art and design, she decided to _____6 her own business making jewellery. Two years later, she is finding it hard to _____7 a living from her business. In fact, she has to _____8 parttime in a shop to earn extra money. Erika makes innovative jewellery that is both high quality and stylish, but she doesn't have a strong customer base and often finds it difficult to

_____9 her work. She needs to _____10 some market research and then to develop an effective marketing strategy.

Language

3. Choose the correct answer (a, b or c) to complete the article (31–40).

Michel Soussaline _____11 in a Paris hospital as a cancer specialist. But at present, he is only working part-time. In his free time, he _____12 his wife to develop a biotech company called Imstar. Mr Soussaline describes the difficulties of setting up a new company in France: 'We _____13 the necessary investment, but it was impossible. There is much less help for developing companies than in the US.' Mr Soussaline believes that Imstar _____14 a bigger company by now if it was based in California. Mr de Bézieux, who heads a lobby group for small businesses in France, says: 'Between 1965 and 1980, the French economy _____15 twice as fast as the US. Since then, it

_____16 the opposite. One of the main explanations is that our small businesses _____17.' But now there is a new approach to small business in France. In the past year, the

government _____18 a series of initiatives to support innovative start-ups. In future, fast growing companies _____19 extra benefits and _____20 lower rates of tax.

- 11 a) works b) worked c) working
- 12 a) helped b) was helping c) is helping
- 13 a) look for b) looked for c) will look for
- 14 a) was b) would be c) have been
- 15 a) grows b) is growing c) was growing
- 16 a) was b) will be c) has been
- 17 a) is not growing b) was not growing c) are not growing
- 18 a) launches b) has launched c) will launch
- 19 a) will receive b) have received c) receive
- 20 a) will be paid b) will pay c) are paying

4. In each line of the e-mail below (21–25), there is one mistake. Cross out the word which is wrong and write the correct word on the right. The first one is given as an example.

Subject: Meeting next Thursday
 Dear Becky
 Do you please help me? *Can*
 I'm trying to find on how many people are coming to the meeting next _____21
 Thursday. Maria said me it would be ten, but Alex thinks it could be 20. _____22 If
 more
 than 15 people come, we would need to book a bigger room. _____23 But the large

meeting room has already been booked during the whole day. _____24
 I look forward to hear from you. _____25
 Many thanks,
 Sam

Skills development

5. Choose the best phrase (a–h) to complete each gap in the conversation (26–33).

- a) I think
- b) I agree
- c) Perhaps we should
- d) I'm not sure I agree
- e) how about
- f) The next item on the agenda is
- g) Yes, that's right
- h) What do you mean

Chair OK, let's move on. _____26 publicity for our sales conference. Barbara, you've prepared something on this.

| | |
|--|--|
| Barbara | Yes. Well, to start with, I've prepared a leaflet to send out to the agents. |
| You've all received a copy. What do you think? | |
| Ted | _____27 it looks good – very colourful! |
| Beth _____28 highlight the guest speaker's name a bit more. She's very well known, and her talk will attract a lot of people. | |
| Barbara | _____29 by highlight the name more? I've put her name in large letters. |
| Beth Yes – but _____30 putting it right at the top? | |
| Ted | _____31. The title of the conference is more |

Dora _____³² – the title of the conference must be at the top. But

_____³³ with Beth. The name should stand out more.

Reading

6. Read the article and complete each gap (34–38) with one of these words (a–e).

- a) messages
- b) newspaper
- c) warning
- d) information
- e) industries

Message on sensitive e-mails is not getting through

When new employees start at Goldman Sachs, one of the first things they are told is that they should not put anything in an e-mail that they wouldn't want to read in the _____³⁴. Don't complain about colleagues. Don't discuss sensitive deals. Don't say bad things about the competition. If you want to do those things, they are told, use the phone or talk to someone in person.

The same _____³⁵ has been repeated across the corporate world for years, but the message never seems to get through. Sensitive e-mails and instant messages continue to turn up in public.

It seems that no matter how often they are told, employees continue to see workplace emails as casual, private exchanges that no one else will read. The ePolicy Institute, which conducts research and advises companies, recently carried out a survey of 416 companies. The survey showed that only 42 per cent of companies conduct any formal training regarding e-mail usage. Instead, they rely on written policies that are often not read.

Simply telling workers to be more careful is not enough. Some companies are now using advanced software that can block potentially embarrassing messages from leaving a corporate system.

Proofpoint, an electronic security company, offers software that monitors _____³⁶ as they arrive and depart to detect potentially dangerous words or phrases. Keith Crosley, Director of Market Development for Proofpoint, says heavily regulated _____³⁷, such as financial services and health care, are among his company's best customers. Kawasaki Motors uses the software to make sure no one leaks its motorcycle designs. The software ensures that personal data such as credit-card numbers and medical histories are encrypted and monitors the disclosure of confidential corporate _____³⁸.

'Our systems can be trained,' Mr Crosley says. 'You can show it examples – "Here are my new car designs. Here is my internal phone list" – and not let those messages go out.' The problem is that the software can occasionally block important e-mails that are not sensitive. 'Customers are not very tolerant of that problem,' Mr Crosley says.

7. Choose the best answer to each question (39-43).

39 There are several kinds of sensitive information that shouldn't be included in emails. Which one *doesn't* appear in the article?

- a) complaints about people you work with
- b) trade secrets
- c) employees' names
- d) bank-account details
- e) credit-card details

40 If they want to discuss sensitive deals, Goldman Sachs employees are told not to ...

- a) use the phone.
- b) use e-mail.
- c) talk to a person inside the company.

41 According to an ePolicy survey, most companies ...

- a) use special software to block sensitive messages.
- b) organise training programmes to instruct employees how to use e-mail.
- c) send only written instructions about using e-mail.

42 Proofpoint is ...

- a) a kind of software that monitors e-mails.
- b) a company that specialises in electronic security.
- c) an institute that advises companies on security.

43 Which word is used in the article to mean the same as 'sensitive'?

- a) casual
- b) instant
- c) embarrassing

Writing

8. You are going to visit a client company in Toronto next week. Write a reply to the following e-mail. Write about 50 words.

To:
 From: Greg Saunders
 Subject: Your visit next week.
 Dear ...
 I am attaching a programme for your visit next week. Please let me know if there is anything you would like to add.
 If you could also tell me your flight number and arrival time, I will arrange for our driver to meet you at Toronto airport and take you to your hotel.
 We are all looking forward very much to meeting you next week.
 Best regards
 Greg

Write an informal report of 120 to 150 words describing the English course you have just completed. Include this information: number and length of lessons, people in the group, coursebook topics, exercises and activities. Say what you enjoyed most about the course and what you found useful.

Answer keys:

Vocabulary (15 marks)

1) 1 subsidiary / 2 redundant / 3 advertising / 4 launch / 5 share

(5 marks)

2) 6 set up / 7 make / 8 work / 9 market / 10 do
) Language 11 a / 12 c / 13 b / 14 b / 15 c / 16 c / 17 c / 18 b / 19 a / 20 b

(5 marks)

- 3) 21 on out
- 22 said told
- 23 would will
- 24 during for
- 25 hear hearing

(5 marks)

4) correct the mistakes

(5 marks)

5) Skills development

26 / 27 a / 28 c / 29 h / 30 e / 31 d / 32 g / 33 b

(4 marks)

6-7) Reading 34 b / 35 c / 36 a / 37 e / 38 d / 39 d / 40 b / 41 c / 42 b / 43 c

(5 marks)

8) Writing (11 marks)

Total: 40

Test Model Answer:

A

Dear Greg

Many thanks for sending the programme for my visit. It looks very good and I have nothing to add.

Thank you for arranging to send your driver to meet me. My flight number is BA549, which arrives in Toronto at 19.50 on Sunday.

I look forward to meeting you next week.

Best regards

(51 words, not including opening and closing phrases)

B

Course in Business English at (name of institution)

Dates: from ... to...

The course consisted of three hours of English each week. The lessons were on Monday and Wednesday and lasted 90 minutes. There were ten people in our group, and we were all the same level. The lessons were very lively and interesting.

We used an excellent coursebook, which had many interesting topics, for example: jobs, companies, marketing, management and so on. We read articles about business and we listened to interviews with real business people. This was very good for learning new vocabulary.

We did a lot of useful exercises which helped us to improve our skills, for example, giving presentations, meetings, negotiating and socialising. I especially enjoyed the case studies and role-plays.

This was a very useful and enjoyable course and I can recommend it to other employees.

(129 words, not including introductory information)

**ВОПРОСЫ К ЗАЧЕТУ / ЗАЧЕТУ С ОЦЕНКОЙ / ЭКЗАМЕНУ ПО
РАЗДЕЛАМ (ТЕМАМ) ДИСЦИПЛИНЫ (МОДУЛЯ)**

1. Do you have a career plan? Where do you want to be in 10 years' time?
2. Would you like to work for one or several companies?
3. What can damage your career prospects?
5. What do you hope to do in your future career?
6. Are you an organized person? How do you organize your time?
7. What do you have in common with your best friend?
8. What types of companies exist?
9. What makes a successful organisation?
10. Can you describe your company/ organization?
11. What qualities of organization are positive and negative?
12. Describe your ideal manager.
13. What makes a good employee?
14. What are business negotiations?
15. Why is negotiation important in a business?
16. What is business context negotiation?
17. What are some examples of negotiation?
18. Imagine you have to entertain a group of foreign businesspeople. Which of these activities would you choose?

19. Many companies are spending less on corporate entertaining. Do you think this is a good idea? Why? I Why not?
20. You plan to take a foreign visitor out for dinner. How important are the above factors for you when entertaining guests?
21. Think of a typical or unusual dish from your country. How would you describe it to a foreign visitor?
22. Would you like to start your own business? Why? I Why not?
23. What conditions are important for people starting new businesses?
24. Many economies contain a mix of public- and private-sector businesses. Think of companies you know in the areas below. Which are public-sector companies, and which are private-sector ones?
25. Many companies in the UK have been privatised. What are the trends in your country?
26. What do you think are the biggest economic problems in your country at the moment?
27. What components must have a new businesses?
28. What should you do starting their own business?
29. Which new business has impressed you most ?Why did it impress you?
30. What is very important when you market to doctors?
31. What is the keys to good marketing?
32. What are the 'The four Ps' form the basis of the 'marketing mix'?
33. What should companies do to encourage new ideas?
34. What do you consider when you start planning some events?
35. What are the most important things to do when planning in business?
36. How often do you think businesses should revise their plans?
37. What are your favourite brands?
38. Why do people buy brands?
39. Why do you think some people dislike brands?
40. How loyal are you to the brands you have chosen?
41. What is brand management?
42. Which of the situation would you find the most difficult to deal with?(losing a lot of money? move house...)
43. What has been the most important change in your life?
44. What should companies do to encourage new ideas?
45. What do you consider when you start planning some events?
46. Are you an organized person? How do you organize your time?
47. How much cash do you have with you at the moment?
48. Do you normally check: a) your change? b) your bank statements and credit-card bills' c) restaurant bills? d) your receipts when shopping?
49. Some people try not to pay the correct amount of tax. Is this a serious crime?
50. What is a profit margin?
51. What is investment?
52. What is annual turnover?
53. Newspapers are one example of an advertising medium. Can you think of others?

54. Give examples of clever slogans that you remember from advertising campaigns.
55. Do you agree with the statements that people remember advertisements, not products?
56. Do you agree with the statements that advertising tells you a lot about the culture of a particular society?
57. What makes employees successful and happy?
58. What do you find satisfying and frustrating about your work or studies?
59. What sort of risks do businesses face in HRM?
60. What sort of things do companies need to insure against in HRM?
61. Do you like travelling? Which places have you visited or would like to visit? Why?
62. What is the best time to visit your own city?
63. Describe the opportunities your favourite season creates for travel?
67. What is the best way of traveling around your country (rail/road/air)?
68. Why is it better than the others?
69. What are the biggest transport problems in your country? Why did it impress you?

МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ
РОССИЙСКОЙ ФЕДЕРАЦИИ
ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ
УЧРЕЖДЕНИЕ ВЫСШЕГО ОБРАЗОВАНИЯ
«ДОНЕЦКАЯ АКАДЕМИЯ УПРАВЛЕНИЯ И ГОСУДАРСТВЕННОЙ СЛУЖБЫ
»

Направление подготовки 38.03.02 Менеджмент
Профиль "Менеджмент внешнеэкономической деятельности"
Кафедра Иностранных языков
Дисциплина (модуль) "Иностранный язык"
Курс __1__ **Семестр** __2__ **Форма обучения** ____ очная ____

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ №1

Теоретические вопросы.

1. Talk about the topic
2. Give the examples

Практическое задание*.Test №1.

Экзаменатор: _____

Утверждено на заседании кафедры « ____ » _____ 20__ г. (протокол
№ ____ от « ____ » _____ 20__ г.)

Зав. кафедрой: _____

** Практическое задание включается по усмотрению преподавателя исходя из содержания учебной дисциплины и формируемых компетенций, если весомую часть составляют компоненты компетенций «уметь», «владеть».*

Количество вопросов в билете – не менее 2-х; практическое задание может быть вторым вопросом билета.

