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МИНОБРНАУКИ РОССИИ

Юго-Западный государственный университет

УТВЕРЖДАЮ:

Заведующий кафедрой

теоретической и прикладной

лингвистики



Н.И. Степыкин

«__» _____ 20__ г.

ОЦЕНОЧНЫЕ СРЕДСТВА

для текущего контроля успеваемости

и промежуточной аттестации обучающихся

по дисциплине

Деловая переписка на первом иностранном языке

45.04.02 Лингвистика

1 ОЦЕНОЧНЫЕ СРЕДСТВА ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ

1.1 ВОПРОСЫ ДЛЯ СОБЕСЕДОВАНИЯ

Раздел (тема) дисциплины Structure and presentation

- 1. What styles can be used when writing business letters?*
- 2. What information does the printed letterhead give about the company?*
- 3. Where do you write the date?*
- 4. Should you abbreviate dates?*
- 5. What details do you have to know when writing the inside (receiver's) address?*
- 6. In what order should you write the inside address?*
- 7. What is open punctuation?*
- 8. Why do you have to be careful when choosing the correct salutation and complimentary close?*
- 9. Why is it advisable to type your name after your handwritten signature and include your title?*

Раздел (тема) дисциплины Contents and style

- 1. What information does the printed letterhead give about the company?*
- 2. Why are references quoted in the letter?*
- 3. What abbreviation do secretaries use when signing letters on behalf of their bosses?*
- 4. In what way do you indicate that you are sending with the letter leaflets, etc.?*
- 5. What will you write if the letter is intended only for the eyes of the named recipient?*
- 6. What does "c.c." stand for? When do you write "b.c.c."?*
- 7. What would you call a letter of the right length?*
- 8. Should your letter make the necessary points in a logical sequence?*

Раздел (тема) дисциплины *Business Correspondence*

1. *What is the recommended plan for a written communication?*
2. *What points will you cover in the first paragraph of your letter?*
3. *Why is planning of the second paragraph most important?*
4. *What should you write when closing the letter?*
5. *In what way can abbreviations cause confusion?*
6. *Can an inaccurate letter discourage your prospective supplier?*
7. *What points should you bear in mind when writing a business letter?*
8. *What do you usually begin your letter of enquiry with?*
9. *Why might it be useful to point out that you know the firm's associates?*
10. *Do you think other references could be helpful?*
11. *Why is it advisable to point out any particular items you are interested in?*
12. *Why must you be specific and exact when asking for goods?*
13. *Why do the Buyers want to see the goods before placing an order?*
14. *Who is a prospective customer?*
15. *Can a prospective customer make additional demands as regards prices and conditions stated in advertisements?*
16. *Explain the meaning of the words: a line, a wholesaler, a retailer.*
17. *What does a buyer do if he wants to see how his goods will sell before placing a firm order?*
18. *Why does the supplier have to know the customer well?*
19. *How will you close a letter of enquiry?*

Шкала оценивания: 4-балльная.

Критерии оценки:

4 балла выставляется обучающемуся, если его ответ полный, содержательный, развернутый, нормативно оформленный, наполненный языковыми примерами.

3 балла выставляется обучающемуся, если ответ содержательно соответствует теме, грамотно оформлен, но не достаточно развернут и наполнен языковыми примерами.

2 балла выставляется обучающемуся, если его ответ полон содержательно, но не наполнен языковыми примерами.

1 балл выставляется обучающемуся, если его ответ содержательно верен, но не наполнен языковыми примерами и по своему оформлению не соответствует языковым нормам.

1.2 КОНТРОЛЬНЫЕ РАБОТЫ

Раздел (тема) дисциплины *Structure and presentation*

Variant 1

Compose a letter in English using a blocked style

Variant 2

Compose a letter in English using an indented style

Раздел (тема) дисциплины *Contents and style*

Variant 1

Write a letter of enquiry and reply to it.

Variant 2

Write a reply to the letter of enquiry and reply to it.

Раздел (тема) дисциплины *Business Correspondence*

Variant 1

Write your reply.

Dear Sirs

We have a substantial enquiry for electric Lawn Mowers. Please send us by return your illustrated prospectus showing your various models. As the goods are required for export we must ask you to quote your best terms. Delivery is required within 10 weeks of order.

Yours faithfully

David Eckenfield

Variant 2

1. Определите жанр делового письма

I have enclosed my resume and I would like to schedule an interview. I will call you early next week. I look forward to meeting you.

A) Letter of complaint

Б) Letter of application

B) CV

Г) Memo

2. Определите, какие слова и фразы из данного ряда к нему не относятся:

A) Best wishes

Б) Missing you

B) Best regards

Г) Yours sincerely

3. Определите, какие слова и фразы из данного ряда к нему не относятся:

A) further to

Б) fondly

B) appreciate

Г) inreplyto

4. Определите, какие слова и фразы из данного ряда к нему не относятся:

A) enclosed

Б) Hi

B) as you asked

Г) Thanksforyourletter

5. Определите, какие слова и фразы из данного ряда к нему не относятся:

A) Dear Sir

Б) Gentlemen

B) Dear Ms Green

Г) DearAlice

6. Определите, какие слова и фразы из данного ряда к нему не относятся:

A) in addition

Б) As requested

B) What's the news?

Г) According to

7. Выберите правильный вариант.

We have received your letter _____ 2 September.

A) from

Б) of

В) on

Г) at

8. Выберите правильный вариант.

We are _____ for your letter.

A) obliged

Б) enclosed

В) confirmed

Г) ready

9. Выберите правильный вариант.

In _____ to your letter we inform the following.

A) accordance

Б) addition

В) response

Г) gratitude

10. Выберите правильный вариант.

Please find _____ the copy of the contract.

A) obliged

Б) appreciated

В) enclosed

Г) lost

11. Выберите правильный вариант.

The goods were sent _____ with our contract.

- A) in addition
- Б) in accordance
- B) inresponse
- Г) off

12. Определите, к какому виду делового документа относится представленный отрывок.

We are a large record store in the centre of Manchester and would like to know more about the CDs and DVDs you advertised in last month's edition of HiFi. Could you tell us if the products are leading brand names, or made by small independent companies, and if they would be suitable for recording classical music, games and video?

We would appreciate it if you send us some samples.

- A) CV
- Б) Memo
- B) Letter of enquiry / request
- Г) Contract

13. Расположите части делового письма в правильном порядке.

A)

3) FOOD MACHINES

6 Pine Estate, Bedford Road, Bristol,

UB28 12BP

Telephone 9036 174369 Fax 9036

36924

8 August 2011

1) James Dean, Sales Manager, Electro

Ltd, Perry Road Estate,
Oxbridge UN54 42KF.

5) Thank you for your letter. I am afraid that we have a problem with your order. Unfortunately, the manufacturers of the part you wish to order have advised us that they cannot supply it until November.

2) Dear Mr.Dean,

4) I look forward to hearing from you.

Yours sincerely,

Simon Tramp

Sales Manager

B)

1) FOOD MACHINES

6 Pine Estate, Bedford Road, Bristol,

UB28 12BP

Telephone 9036 174369 Fax 9036

36924

8 August 2011

2) James Dean, Sales Manager, Electro

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Unfortunately, the manufacturers of the part you wish to order have advised us that
they cannot supply it until November.

3) Dear Mr.Dean,

5) I look forward to hearing from you.

Yours sincerely,

Simon Tramp

Sales Manager

14. Подберите эквивалентную фразу.

В дополнение к –

A) look forward

Б) be kind

В) on the whole

Г) in addition

15. Подберите эквивалентную фразу.

В целом –

A) look forward

Б) be kind

В) on the whole

Г) in addition

16. Подберите эквивалентную фразу.

Быть благодарным –

A) Yours sincerely

Б) Yours faithfully

В) be obliged

Г) further to

17. Подберите эквивалентную фразу.

В добавление, к тому же –

A) look forward

Б) be kind

В) on the whole

Г) in addition

18. Подберите эквивалентную фразу.

Ожидать с нетерпением –

А) look forward

Б) be kind

В) on the whole

Г) in addition

19. Подберите эквивалентную фразу.

С уважением, искренне Ваш –

А) Yours sincerely

Б) enclose

В) Best wishes

Г) in accordance with

20. Подберите эквивалентную фразу.

С уважением, преданный Вам –

А) Yours sincerely

Б) Yours faithfully

В) be obliged

Г) further to

21. Подберите эквивалентную фразу.

В ответ на –

А) Yours faithfully

Б) in response to

В) as requested

Г) with reference to

22. Подберите эквивалентную фразу.

Наилучшие пожелания –

A) Yours sincerely

Б) enclose

В) Best wishes

Г) in accordance with

23. Подберите эквивалентную фразу.

Прилагать, вкладывать в тот же конверт –

A) Yours sincerely

Б) enclose

В) Best wishes

Г) in accordance with

24. Подберите эквивалентную фразу.

Ссылаясь на –

A) Yours faithfully

Б) in response to

В) as requested

Г) with reference to

25. Подберите эквивалентную фразу.

В соответствии с –

A) Yours sincerely

Б) enclose

В) Best wishes

Г) in accordance with

26. Подберите эквивалентную фразу.

Согласнопросьбе –

A) Yours faithfully

Б) in response to

В) as requested

Г) with reference to

27. Подберите эквивалентную фразу.

БЫТЬ ЛЮБЕЗНЫМ –

A) look forward

Б) be kind

В) on the whole

Г) in addition

28. Выберите слова или сочетания слов для заполнения пропусков так, чтобы они отражали особенности оформления служебной записки.

(1)_____ : Cole Hanson

(2)_____ : Greg Murphy

Date: _____ : 27 August 2008

Registration for

(3)_____ : FIN 370

I suggest the department sending a message to all their students with details about the new subjects, and then let the students add themselves first-come, first-served.

Thank you for considering this, and please, let me know if I can be of further assistance.

(4)_____.

A) (1) From (2) To (3) Subject (4) GM

Б) (1) To (2) From (3) Subject (4) GM

В) (1) To (2) From (3) GM (4) Subject

Г) (1) From (2) To (3) GM (4) Subject

29. Определите, к какому виду делового документа относится отрывок.

I have enclosed my resume and I would like to schedule an interview.

I will call you early next week.

I look forward to meeting you.

- A) Letter of complaint
- Б) Letter of application
- В) CV
- Г) Мемо

30. Расположите в правильной последовательности части письма-приглашения.

A) thanking your correspondent in advance; giving your reasons or perhaps offering some appropriate explanations; expressing your invite

Б) giving your reasons or perhaps offering some appropriate explanations; thanking your correspondent in advance; expressing your invite

В) expressing your invite; giving your reasons or perhaps offering some appropriate explanations; thanking your correspondent in advance

Г) giving your reasons or perhaps offering some appropriate explanations; expressing your invite; thanking your correspondent in advance

31. Выберите слова или сочетания слов для заполнения пропусков так, чтобы они отражали особенности оформления служебной записки.

To : Secretarial Supervisor

(1)_____ Claire McElroy

(2)_____ Demonstration of new office equipment

The (3)_____ of Smart

Equipment will visit us on 28 April to demonstrate their new computer and fax-machine which you are sure to be interested in.

Please arrange the time to meet him so that all your staff could be present.

(4)_____

A) (1) Subject (2) From (3) Sales Manager (4) C.M.

B) (1) Subject (2) From (3) C.M. (4) Sales Manager

B) (1) From (2) Sales Manager (3) Subject (4) C.M.

Г) (1) From (2) Subject (3) Sales Manager (4) C.M.

32. Расположите части делового письма в правильном порядке.

A)

1) Clarke & Sims LTD., High Street Ellingham, Suffolk

5 August 2011

5) Yours faithfully,

Frank Henley.

Manager

2) The Sales Manager, Motorheat Ltd., Walker Road, Coventry

4) We are interested in increasing our range of car heaters and would like to receive information about the various models you are producing.

3) Dear Sir,

B)

2) Clarke & Sims LTD., High Street Ellingham, Suffolk

5 August 2011

5) Yours faithfully,

Frank Henley.

Manager

1) The Sales Manager, Motorheat Ltd., Walker Road, Coventry

4) We are interested in increasing our range of car heaters and would like to receive information about the various models you are producing.

3) Dear Sir

B)

2) Clarke & Sims LTD., High Street Ellingham, Suffolk

5 August 2011

4) Yours faithfully,

Frank Henley.

Manager

1) The Sales Manager, Motorheat Ltd., Walker Road, Coventry

5) We are interested in increasing our range of car heaters and would like to receive information about the various models you are producing.

3) Dear Sir

Г)

1) Clarke & Sims LTD., High Street Ellingham, Suffolk

5 August 2011

4) Yours faithfully,

Frank Henley.

Manager

2) The Sales Manager, Motorheat Ltd., Walker Road, Coventry

5) We are interested in increasing our range of car heaters and would like to receive information about the various models you are producing.

3) DearSir

33. Соотнесите информацию под определенным номером на конверте с тем, что она обозначает.

Lisa Wise

(1) Schifano Association

(2) 25 Grand St Van Nuys, CA (3) 91405-3442

(4) ATTN James St

(5) Russ Gallery I.

476 W Broadway RM

(6) New York, NY 10012-3

A)

(1) Name of the organization in the delivery address

(2) Name of the city in the delivery address

(3) ZIP code

(4) Attention line

(5) Name of the organization in the return address

(6) Name of the city in the return address

B)

(1) Name of the city in the return address

(2) Name of the city in the delivery address

(3) Name of the organization in the return address

(4) Name of the organization in the delivery address

(5) Attention line

(6) ZIP code

B)

(1) Name of the organization in the return address

(2) Name of the city in the return address

(3) ZIP code

(4) Attention line

(5) Name of the organization in the delivery address

(6) Name of the city in the delivery address

Γ)

(1) Name of the organization in the delivery address

(2) Name of the city in the delivery address

(3) Attention line

(4) ZIP code

- (5) Name of the organization in the return address
- (6) Name of the city in the return address

34. Соотнесите информацию под определенным номером на конверте с тем, что она обозначает:

New Jersey Power Company

5695 South 23 Road

(1) Ridgefield. (2) NJ 03887

(3) Mr. Frederick Wolf

Director of Marketing

(4) Smith Printing Company

590 (5) Sixth Avenue

Milwaukee. (6) WI53216

A)

- (1) the street name in the mailing address
- (2) the ZIP Code in the mailing address
- (3) the addressee's company name
- (4) the town the letter comes from
- (5) the addressee
- (6) the ZIP Code in the return address

B)

- (1) the street name in the mailing address
- (2) the ZIP Code in the return address
- (3) the addressee's company name
- (4) the town the letter comes from
- (5) the addressee
- (6) the ZIP Code in the mailing address

В)

- (1) the town the letter comes from
- (2) the ZIP Code in the return address
- (3) the addressee
- (4) the addressee's company name
- (5) the street name in the mailing address
- (6) the ZIP Code in the mailing address

Г)

- (1) the street name in the mailing address
- (2) the ZIP Code in the return address
- (3) the addressee
- (4) the addressee's company name
- (5) the town the letter comes from
- (6) the ZIP Code in the mailing address

35. Фраза Curriculum vitae означает:

- А) резюме
- Б) жизнеописание
- В) сопроводительное письмо
- Г) анкета

36. Телефонный номер 777-55-55 в устной речи звучит как:

- А) seven hundred and seventy seven fifty five fifty five
- Б) triple seven double five double five
- В) seven seven seven five five five five
- Г) three times seven two times double five

Раздел (тема) дисциплины *Payment in Foreign Trade*

Compose a letter which will contain vocabulary related to payment in foreign trade.

Шкала оценивания: 8-балльная.

Критерии оценки:

6-8 баллов выставляется обучающемуся, если доля новой лексики составляет 70-100 %, при этом не допущено грамматических и пунктуационных ошибок.

3-5 баллов выставляется обучающемуся, если доля новой лексики составляет 40-69 %, при этом допущены незначительные лексико-грамматические ошибки.

1-2 баллов выставляется обучающемуся, если доля новой лексики составляет 5-39%, при этом в тексте содержатся серьёзные лексико-грамматические ошибки.

2 ОЦЕНОЧНЫЕ СРЕДСТВА ДЛЯ ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ОБУЧАЮЩИХСЯ

2.1 ВОПРОСЫ ДЛЯ СОБЕСЕДОВАНИЯ

1. What styles can be used when writing business letters?
2. What information does the printed letterhead give about the company?
3. Where do you write the date?
4. Should you abbreviate dates?
5. What details do you have to know when writing the inside (receiver's) address?
6. In what order should you write the inside address?
7. What is open punctuation?
8. Why do you have to be careful when choosing the correct salutation and complimentary close?
9. Why is it advisable to type your name after your handwritten signature and include your title?
10. What information does the printed letterhead give about the company?
11. Why are references quoted in the letter?
12. What abbreviation do secretaries use when signing letters on behalf of their bosses?
13. In what way do you indicate that you are sending with the letter leaflets, etc.?
14. What will you write if the letter is intended only for the eyes of the named recipient?
15. What does "c.c." stand for? When do you write "b.c.c."?
16. What would you call a letter of the right length?
17. Should your letter make the necessary points in a logical sequence?
18. What is the recommended plan for a written communication?
19. What points will you cover in the first paragraph of your letter?
20. Why is planning of the second paragraph most important?
21. What should you write when closing the letter?
22. In what way can abbreviations cause confusion?
23. Can an inaccurate letter discourage your prospective supplier?
24. What points should you bear in mind when writing a business letter?
25. What do you usually begin your letter of enquiry with?
26. Why might it be useful to point out that you know the firm's associates?
27. Do you think other references could be helpful?
28. Why is it advisable to point out any particular items you are interested in?
29. Why must you be specific and exact when asking for goods?
30. Why do the Buyers want to see the goods before placing an order?
31. Who is a prospective customer?
32. Can a prospective customer make additional demands as regards prices and conditions stated in advertisements?
33. Explain the meaning of the words: a line, a wholesaler, a retailer.

34. What does a buyer do if he wants to see how his goods will sell before placing a firm order?
35. Why does the supplier have to know the customer well?
36. How will you close a letter of enquiry?

Шкала оценивания: 4-балльная.

Критерии оценки:

4 балла выставляется обучающемуся, если его ответ полный, содержательный, развернутый, нормативно оформленный, наполненный языковыми примерами.

3 балла выставляется обучающемуся, если ответ содержательно соответствует теме, грамотно оформлен, но не достаточно развернут и наполнен языковыми примерами.

2 балла выставляется обучающемуся, если его ответ полон содержательно, но не наполнен языковыми примерами.

1 балл выставляется обучающемуся, есть его ответ содержательно верен, но не наполнен языковыми примерами и по своему оформлению не соответствует языковым нормам.

2.2 КОМПЕТЕНТНОСТНЫЕ ЗАДАЧИ

Variant 1

Compose a letter in English using a blocked style

Variant 2

Compose a letter in English using an indented style

Variant 3

Write a letter of enquiry and reply to it.

Variant 4

Write an order and reply to it.

Шкала оценивания: 20-балльная.

Критерии оценки:

16-20 баллов выставляется обучающемуся, если доля новой лексики составляет 70-100 %, при этом не допущено грамматических и пунктуационных ошибок.

11-15 баллов выставляется обучающемуся, если доля новой лексики составляет 40-69 %, при этом допущены незначительные лексико-грамматические ошибки.

5-10 баллов выставляется обучающемуся, если доля новой лексики составляет 5-39%, при этом в тексте содержатся серьёзные лексико-грамматические ошибки.