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МИНОБРНАУКИ РОССИИ
Юго-Западный государственный университет

УТВЕРЖДАЮ:
Заведующий кафедрой
иностранных языков.
(наименование кафедры полностью)
Е.Г. Баянкина
"25" 06 2026г.

ОЦЕНОЧНЫЕ СРЕДСТВА
для текущего контроля успеваемости
и промежуточной аттестации обучающихся
по дисциплине

Профессиональный иностранный язык
(наименование дисциплины)

ОПОП ВО 27.04.02 Управление качеством
(код и наименование ОПОП ВО)

Курск - 2026

1. *ОЦЕНОЧНЫЕ СРЕДСТВА ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ*

1.1 БАНК ВОПРОСОВ И ЗАДАНИЙ В ТЕСТОВОЙ ФОРМЕ

Тема 1: Деловое письмо.

1. *Вопросы в закрытой форме:*

Choose the right variant:

1.1 How would you open a letter to a married or unmarried woman, whose marital status is unknown (her surname is Smith)?
a) Dear Madam b) Dear Miss Smith c) Dear Ms Smith d) Dear Mrs. Smith
1.2 How would you close a letter if you didn't know the name of the addressee?
a) Best wishes b) yours sincerely c) Yours faithfully d) Best
1.3 Which word or phrase would you use when you put a heading, e.g. Order No. 239?
a) The order I am writing to you about… 2) That order… c) The above order … d) Order No. 239…
1.4 What would you write if you wanted to give some good news?
a) We regret to inform you that… b) We are delighted to advise you that … c) We are sorry to tell you that… d) We would be very pleased if…
1.5 How would you ask for something usual in the most direct way?
a) Please could you send us… b) We would appreciate if you could send us … c) We would be grateful if you could send us… d) We hope you will send us…
1.6 What phrase will you use if you want specific information?
a) Could you give us some further details about … b) In particular, we would like to know… c) We would be grateful if you could let us know… d) Please could you inform us about…
1.7 Find the best continuation to the following complaint: Unfortunately, we have not yet received your payment…
a) Please could you send us your price-list as soon as possible?
b) Please could you send us a bill as soon as possible? c) Please could you send us your cheque before 30 June? d) We would appreciate if you could collect the money as soon as possible.
1.8 What warning would you give if you didn't receive your order though you had paid for it?
a) Unless you send the goods within seven days, we will be forced to take legal action. b) We would be grateful if you could deliver the goods soon. c) I should like to draw your attention to the fact that you have not delivered your order. d) I should like to point out that we have already paid for the order but you haven't delivered it yet.
1.9 What opening would you write if you met the addressee and he told you that he had been ill?
a) It was a pleasure to meet you. b) It was a pity that we didn't have enough time to talk. c) It was good to meet you. d) I was sorry to hear that you had been ill.
1.10 Choose the best opening for the phrase: "… to hear that you have had so many problems in your office."

a) It was interesting … b) I was sorry … c) It was good … d) I was wondering …
1.11 Choose the best way to introduce some bad news to the person you know.
a) I thought you might be interested to hear … b) I was wondering if… c) It is a pity … c) I am afraid we have a small problem. d) I am afraid I have some bad news.
1.12 Choose **t**he least formal phrase with a similar meaning
a) If you need more information, please feel free to ask me. b) If you require any further information, please do not hesitate to contact me. c) If you'd like any more details, please ask me. d) If you would like more information, please contact me.
1.13 Choose the most formal way of expressing a similar meaning.
a) I am in receipt of your letter dated 16 March. b) Thanks for your letter of 16 March. c) Thank you for your letter dated 16th of March. d) I am grateful to you for your letter dated 16th March.
1.14 We are … to inquire about agents for our products in Bahrain.
a) asking b) sending c) writing d) planning
1.15 Could you please … this letter to any companies in Bahrain that might be interested in representing us?
a) forward b) recommend c) represent d) transfer
1.16 Please could you …. that the prices in your catalogues are still correct?
a) tell b) confirm c) approve d) agree
1.17 Meanwhile, please do not … to contact me if you have any further questions.
a) afraid b) be frightened c) hesitate d) delay
1.18 Thank you for your letter …. your employment with our company.
a) asking b) enquiring c) concerning d) enclosing
1.19 I would also be … if in your reply, you could tell me exactly where your offices are located.
a) grateful b) interested c) interesting d) excited
1.20 We have been … to increase our prices. This is owing to the fall of the dollar.
a) happy b) able c) unable d) forced
1.21 I am writing … with the above-mentioned order for office furniture.
a) regard b) reference c) further d) in connection
1.22 We are able to offer a 12% discount on the … price. Unfortunately, we are unable to offer discounts on any of the supplementary charges.
a) booking b) confirmed c) basic d) special
1.23 We must apologize for …
a) not sent you b) not to send you c) not being sent to you d) not sending you
1.24 … we hear from you within seven days, we will be forced to cancel your contract.
a) If … b) Until… c) In case … d) Unless
1.25 I really must …, therefore, that you refund at least 10% of our money.
a) say b) complain c) warn d) insist
1.26 …. that I have not written before now to thank you for the invitation to the conference last month.
a) I am afraid… b) I was wondering… c) It was bad … d) I am sorry…
1.27 We would be very grateful for any comment that you may have from your experience with this company. Any information that you supply will be kept strictly ….
a) secret b) classified c) detailed d) confidential
1.28 It's a British letter. Choose the right date.

a) 12 06 2004 b) 12 June 2004 c) 6th December 2004 d) 12/06/04
1.29 May I take this opportunity of enclosing for your attention our new catalogue and…
a) price lists b) money c) cash d) coins
1.30 What an unexpected pleasure … from you after all this time! We thought you must have forgotten us since you place your previous order with us two years ago.
a) to answer b) to hear c) to listen d) to receive

2. Вопросы в открытой форме.

Fill in the blanks with the correct forms of the verbs in brackets

2.1. The new chemical _____when it exploded. (TO TEST)
2.2 Acupuncture _____ by the Chinese long before the official medicine appeared. (TO DISCOVER)
2.3. The championship on 3-D Modelling _____ by the team of our University. (TO WIN)
2.4. Preparations_____ by the time the guests arrived. (TO FINISH)
2.5. Students with best exam results _____the opportunity of having the industrial training abroad. (TO OFFER)
2.6. She couldn`t answer the phone as she_____for the job at that moment. (TO INTERVIEW)
2.7. The trains_____because of the storm. (TO DELAY)
2.8. The graduate`s application_____twice before he succeeded. (TO REJECT)
2.9. A wi-fi network _____in some public places of our town. (TO ESTABLISH)
2.10. They asked us to pay but it_____in advance. (TO PAY)
2.11. The student_____to speak about his master's thesis work. (TO ASK)
2.12. Before the workers went on strike, a lot of their workmates _____. (TO FIRE)
2.13. Millions of mobile phones _____in Asia this year. (TO SELL)
2.14. As our car _____we had to rent one. (TO SERVICE)
2.15. Many accidents _____by careless driving. (TO CAUSE)
2.16. By the next year the students_____the full course of Thermodynamics. (TO STUDY)
2.17. Where's John? I want to talk to _____. (HE)
2.18. Christmas is the _____ holiday in Great Britain. (POPULAR)
2.19. The water _____. Can you turn it off? (TO BOIL)
2.20 Two hundred people _____ by the company. (TO EMPLOY)
2.21 Where's Jane? I want to talk to _____. (SHE)
2.22 The Sahara is the _____ desert in the world. (HOT)
2.23 We _____ in Spain last summer. (TO BE)
2.24 This house is very old. It _____ in 1930. (TO BUILD)
2.25 Who is that woman? Why are you looking at _____? (SHE)
2.26 It's_____ to go by car than by train. (CHEAP)
2.27 We _____ Rose in town a few days ago. (TO SEE)
2.28 Many accidents _____ by careless driving every year. (TO CAUSE)
2. 29 We're going to the cinema. Do you want to come with _____? (WE)
2.30 A lot of money _____ in the robbery yesterday. (TO STEAL)

3. Вопросы на установление последовательности.

3.1Read the parts of the text and put them into logical order

(1) My resume is attached. If I can provide you with any further information on my background and qualifications, please let me know.
(2) I read your job posting on Craigslist for an Assistant Director with interest.
In my position as an Assistant Communications Director for ABC Company, I wrote articles for the company website, managed contributing articles, and wrote and sent a weekly email newsletter to subscribers.
(3) Dear Hiring Manager,
(4) I look forward to hearing from you.
Thank you for your consideration.
John Doe
(5) While Assistant Communications Director for Assemblyperson Janet Brown, I researched, drafted and amended legislation, wrote press releases, and was responsible for office communications and correspondence.

3.2 Read the parts of the text and put them into logical order

(1) I look forward to having the opportunity to meeting you in person and hope to hear from you soon.
Again, thank you very much for your time and for your consideration.
(2) Dear Ms. Jones,
I appreciate having the opportunity to speak with you today about the marketing assistant position at the ABCD company. The job seems to be a perfect match for my abilities and interests.
(3) Best Regards,
(4) I appreciate the time you took to interview me.
(5) In addition to my enthusiasm, I will bring to the position strong communication skills, flexibility, and the ability to encourage others to work cooperatively with the department.

3.3 Read the parts of the text and put them into logical order

(1) As I mentioned in our conversation, I've developed similar apps for Companies X and Z. I'm skilled in several programming languages, and comfortable working as part of a team to ship products on time and as bug-free as possible. While at Company X, one of the apps that I helped develop won a prize. More importantly, the app achieved a top 20 position in the iTunes store. My proven track record developing successful apps would be an asset to Tech Company, and I am very enthusiastic about this opportunity.
(2) Dear Mr. Martins,
(3) Sincerely,
Martha White
(4) Please don't hesitate to get in touch if you have any additional questions for me. Thank you again for the opportunity to speak today, and I hope to hear from you soon.
(5) Thank you so much for meeting with me today to discuss the Senior Developer position at Tech Company. I really enjoyed our conversation, and believe my background in

developing apps makes me a strong match for this position.

3.4 Read the parts of the text and put them into logical order

(1) you for your time. I am looking forward to hearing from you.
(2) I attached my CV so that you can learn more information about me. You may invite me for an interview at any time convenient for you.
(3) Dear Sirs,
I have just completed my final year at the University of Chicago and would like to apply for a position of Marketing Specialist in your company. I do not have any work experience but I have a great wish to become the part of your company and do my best for its success. I am a reliable person and would be a good worker for you.
(4) With respect,
Andrew Roll
(5) I can be reached anytime via email at john.donaldson@emailexample.com or my cell phone, 909-555-5555.

3.5 Read the parts of the text and put them into logical order

(1) The cabinet doors do not open and shut properly and the stain on the cabinet is uneven, with one half darker than the other. The cabinet was delivered on 30 December and I noticed this problem as soon as I unpacked it from the box.
The cabinet is not of acceptable quality and does not match the sample cabinet I was shown in store. I would like you to replace it with one of the same quality and finish as the sample and arrange for return of the faulty cabinet at no cost.
(2) You can contact me on 1234 5678 during working hours or after hours on 123 456 789 to discuss this matter further.
(3) Dear Manager
I am unhappy with the quality of a television cabinet I bought at 5 Street on 15 December and I am writing to seek a replacement.
(4) I have attached a photocopy of my receipt as proof of purchase.
I would like to have this problem fixed quickly please. If I do not hear from you within 10 days, I will lodge a formal complaint with Consumer Affairs in my state.
(5) Yours sincerely,
Jane Brown

3.6 Read the parts of the text and put them into logical order

(1) Thank you for your time and consideration. I look forward to speaking with you about this employment opportunity.
(2) Dear Mr. Gilhooley,
I am writing to apply for the programmer position advertised in the *Times Union*. As requested, I am enclosing a completed job application, my certification, my resume, and three references.
(3) Please see my resume for additional information on my experience.
I can be reached anytime via email at john.smith@yahoo.com or my cell phone, 907-575-

625.
(4) Sincerely,
John Smith
(5) The opportunity presented in this listing is very interesting, and I believe that my strong technical experience and education will make me a very competitive candidate for this position. The key strengths that I possess for success in this position include:

- I have successfully designed, developed, and supported live use applications
- I strive for continued excellence
- I provide exceptional contributions to customer service for all customers

With a BS degree in Computer Programming, I have a full understanding of the full lifecycle of a software development project. I also have experience in learning and excelling at new technologies as needed.

3.7 Read the parts of the text and put them into logical order

(1) Our company specializes in distributing cameras in Italy. For your information we may add that our company was established five years ago. If your goods meet our requirements, and we receive a favourable offer, we will be able to represent your cameras in Eastern Europe.
(2) We have seen your advertisement in the Business Weekly Journal, and we shall appreciate it if you will send us more detailed description of your cameras. We should also like to know the discounts that you provide.
(3) Dear Sir,
(4) faithfully,
R. Stenley
Export-Import Manager
(5) We are looking forward to your reply.

3.8 Read the parts of the text and put them into logical order

(1) Sincerely yours,
John Smith
(2) Although my associate degree in accounting was acquired more than 20 years ago, I have built extensively on the skills I learned at school, including taking formal classes, several of them related to computer literacy. These are described in more detail in the attached resume.
(3) Dear Sirs,
In response to your advertisement in the Springfield Herald, I wish to apply for the post of Office Manager. Prior to the death of my husband last year, we ran a successful carpet cleaning business for 22 years. I ran the office, supervising two office workers and a cleaning staff of 12.
(4) You can reach me at 555-5555.
(5) I can offer your company a strong work ethic, a wealth of experience, and a willingness to learn. I would be pleased to discuss the position and my qualifications further when you

have had a chance to review my resume.

3.9 Read the parts of the text and put them into logical order

(1) You were recommended to me by some friends of mine so I would be interested in booking a double room at your hotel from 20 July to 2 August 2010. Could I possibly have a quiet room with a private bathroom with a shower, a fridge, a double bed, air-conditioning (and a safety box if it is available)?
(2) Dear Sir or Madam,
(3) If you have no vacancies, could you please inform me as soon as possible and provide me with the address of a suitable hotel in Santa Marinella area?
(4) Yours
faithfully, Marina Okenglish
(5) I would be grateful if you could answer the following questions:
1. could you provide me with your rates per night?
2. what is your total charge for 13 nights?
3. does it include breakfast?
4. do you need a deposit or a credit card number?

3.10 Read the parts of the text and put them into logical order

(1) In addition to a Holiday celebration filled with food, drinks and music there will be a fashion show, a disco night, karaoke, as well as a door prize for a $3000. The company is fully funding the occasion. So, don't miss out on the fun and a tremendous opportunity!
For entry and to be eligible for the lottery you will be required to produce this original invitation with your ticket number printed on it.
(2) Dear Sir / Madam
The chairman and directors of OKENGLISH Company are honored to invite you to attend the Company New Year Party to be held at the President Hotel (+ address), Moscow, on Tuesday, 29th December, at 8 o'clock. Limited free parking will be available.
(3) Yours faithfully JB Administrator
(4) RSVP by 20th December to Christina Cane (+7 499 908 74 35). If Christina doesn't hear from you by Friday, 20th December we will assume that you are not attending the party and we will issue your ticket number to someone else.
(5) Everyone looks forward to meeting you and sharing holiday spirit with you at our Annual New Year Party.

3.11. Read the parts of the text and put them into logical order

(1) We may use the information we obtain from the cookie in the administration of this website, to improve the website's usability and for marketing purposes. We may also use that information to recognize your computer when you visit our website, and to personalize our website for you.

(2) We may send a cookie which may be stored on by your browser on your computer's hard drive.

(3) Our advertisers may also send you cookies.

(4) We may collect information about your computer and your visits to this website such as your IP address, geographical location, browser type, referral source, length of visit and number of page views. We may use this information in the administration of this website, to improve the website's usability, and for marketing purposes.

(5) We use cookies on this website. A cookie is a text file sent by a web server to a web browser, and stored by the browser. The text file is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

3.12. Read the parts of the text and put them into logical order

Dear
Mr.Stanley,
October, 02 will be a remarkable day of your 10th anniversary as a member of Hoverny Ltd. During these years of work, you proved to be a loyal and qualified worker with great potential. We recognize the contribution you make in our company success and wish to congratulate you upon your 10th anniversary.

- Mr John Lewis
General Manager
Hoverny Ltd
4567 Snake street
Oakland, California

- October 01, 2015

- Howard Stanley
9034 Canyon Street
San Francisco, California
USA, 90345

- With respect,
John Lewis,
General Manager

3.13. Read the parts of the text and put them into logical order

(1) I would like to invite you to a seminar that I'm confident will interest you.

(2) Dear Charles Milton,
(3) I am enclosing 3 tickets for you. I hope that you decide to attend and I am looking forward to seeing you there.
(4) The 3D Technologies Seminar held at the Moscow Crocus Congress Centre on June 13 will feature lectures by several key programmers and designers in the field of 3D modeling, with topics including trilinear filtering, anti-aliasing and mipmapping.
(5) Best regards,
Igor Petrov
Managing Director Ltd. The company "Center"
Tel: +7 912 XXXXXXX

3.14. Read the parts of the text and put them into logical order

(1) In addition to a Holiday celebration filled with food, drinks and music there will be a fashion show, a disco night, karaoke, as well as a door prize for a $3000. The company is fully funding the occasion. So, don't miss out on the fun and a tremendous opportunity!
For entry and to be eligible for the lottery you will be required to produce this original invitation with your ticket number printed on it.
(2) Dear Sir / Madam
The chairman and directors of OKENGLISH Company are honored to invite you to attend the Company New Year Party to be held at the President Hotel (+ address), Moscow, on Tuesday, 29th December, at 8 o’clock. Limited free parking will be available.
(3) Yours faithfully JB Administrator
(4) RSVP by 20th December to Christina Cane (+7 499 908 74 35). If Christina doesn't hear from you by Friday, 20th December we will assume that you are not attending the party and we will issue your ticket number to someone else.
(5) Everyone looks forward to meeting you and sharing holiday spirit with you at our Annual New Year Party.

3.15 Read the parts of the text and put them into logical order

(1) With respect,
Kira Stan

(2) Kira Stan
7834 East street
Chicago, Illinois

(3) July 12, 2017

(4) Dear Sirs
With reference to your vacancy for Office Manager I am sending you my CV attached to this letter. I have an experience of working as a secretary for 2 years in a small company where I had no career prospects. I am the Bachelor of Business Administration and so I think my education would allow me to make a significant contribution to your company. I would be very grateful if you consider my application.

(5) Trend &Fashion
9034 Groom Street
Chicago, Illinois
USA, 90345

3.16 Read the parts of the text and put them into logical order

(1)Yours sincerely,
Mr. Dean Hipp
General Director

(2) March 10, 2016

(3) Mrs. Olga Linnet
Perfect Wedding
9034 South Street
San Diego, CA
USA, 90345

(4) Dear Mrs. Linnet
Your wedding agency is becoming more and more popular in our city. I would like to help you make it more attractive to the customers. I am the owner of rose gardens; we grow fine roses all the year round. Roses would become a very good decoration for all wedding ceremonies. The prices are reasonable and include the designer service. More information you may find in the brochure attached.

(5) Mr. Dean Hipp
General Director
Roses For You
4567 Camino Street
San Diego, CA

3.17. Read the parts of the text and put them into logical order

(1) Dear Sirs,
I am writing to inform you that yesterday I got my new TV set which was delivered by your delivery service. The package was undamaged so I signed all documents and paid the rest of the sum. But when I unpacked it I found several scratches on the front panel. I would like you to replace the item or give me back my money. Please let me know your decision within 2 days.

(2) April 25, 2017

(3) Mr. Jack Lupin
7834 17th Street
Detroit, Michigan

(4) Electronics Ltd
9034 Commerce Street
Detroit, Michigan
USA, 90345

(5) ours faithfully,
Jack Lupin

3.18. Read the parts of the text and put them into logical order

(1) Dear Mr. Lupin,
It was distressing to learn that the TV set that we delivered to you on April 24 was scratched. We do not have any idea how it may have happened that is why we are very sorry that this unfortunate incident occurred and ready to exchange your scratched TV for another one.

(2) Yours sincerely,
Mr. Derek Smith
General Manager

(3) April 28, 2017

(4) Mr. Jack Lupin
7834 17th Street
Detroit, Michigan

(5) Mr. Dereck Smith
General Manager
Electronics Ltd
9034 Commerce Street
Detroit, Michigan
USA, 90345

3.19. Read the parts of the text and put them into logical order

(1) Dear Sir

(2) Yours faithfully,

Ann Rudova

(3) am writing in connection with an advertisement for your English course. I am 19 years-old student from Russia. I am interested in English and have been looking for a course in English at higher level.

(4) I look forward to your answer.

(5) I would like to ask for more details about this English course. I would be very grateful if you could inform me about payment forms and enrolment requirements

3.20. Read the parts of the text and put them into logical order

(1) I am writing in response to your job offer concerning the post of computer operator which I found in the latest issue of «Daily News».

(2) Dear Sir

(3) would be happy to attend the interview at any time that is convenient to you. I am enclosing the names of two referees from Gray Service Company, whom you can contact for more details. I look forward to hearing from you.

(4) ours faithfully,

Jane Morrison

(5) I believe this position fits my expectations of a perfect job for a young person. As far as my qualifications are concerned I have been working for about two years as a computer operator in Gray Service Company, where I have had the chance to get «hands-on» experience with computers in a real working office and coming into contact with the public for the first time. There I have gained a lot of valuable professional experience. In addition to this, I consider myself to be hard-working and a very sociable person.

3.21. Read the parts of the text and put them into logical order

(1) Best regards,

(2) Andrey Petrov,
Managing Director

(3) I would like to invite you to a seminar that, I'm confident, will interest you.

(4)The seminar “IT in Business” held at the Moscow Crocus Congress Centre on June 12 will feature lectures by several key programmers and developers.
I am enclosing 4 tickets for you and your colleagues. I hope that you decide to attend and looking forward to seeing you there.

(5) Dear Henry Mills,

3.22. Read the parts of the text and put them into logical order

(1) With respect,
John Lewis,
General Manager

(2) Dear Mr. Stanley,
October, 02 will be a remarkable day of your 10th anniversary as a member of Hoverny Ltd. During these years of work, you proved to be a loyal and qualified worker with great potential. We recognize the contribution you make in our company success and wish to congratulate you upon your 10th anniversary.

(3) October 01, 2015

(4) Howard Stanley
9034 Canyon Street
San Francisco, California
USA, 90345
(5) Mr. John Lewis
General Manager
Hoverny Ltd
4567 Snake street
Oakland, California

3.23. Read the parts of the text and put them into logical order

(1) Dear Mrs. Way,
(2) I ’m writing to ask for your help. I know you work with Mr. Green. I also know that he is an excellent journalist, that’s why I would like to ask him to help me with my current project. Would you be so kind as to introduce me to Mr. Green? I would be very grateful to you.

(3) Respectfully yours,

Richard Smith

DC College Professor

(4) Please let me know if you can schedule an appointment with me and Mr. Green. I look forward to your response.

(5) Mrs. Amanda Way

Bridge-company

Office 708, Entrance 1D

Alley Street

Bristol

Great Britain

30 June 2021

3.24 Read the parts of the text and put them into logical order

(1) I look forward to having the opportunity to meeting you in person and hope to hear from you soon.
Again, thank you very much for your time and for your consideration.
(2) Dear Ms. Jones,
I appreciate having the opportunity to speak with you today about the marketing assistant position at the ABCD company. The job seems to be a perfect match for my abilities and interests.

(3) Best Regards,
(4) I appreciate the time you took to interview me.
(5) In addition to my enthusiasm, I will bring to the position strong communication skills, flexibility, and the ability to encourage others to work cooperatively with the department.

3.25 Read the parts of the text and put them into logical order

(1) As I mentioned in our conversation, I've developed similar apps for Companies X and Z. I'm skilled in several programming languages, and comfortable working as part of a team to ship products on time and as bug-free as possible. While at Company X, one of the apps that I helped develop won a prize. More importantly, the app achieved a top 20 position in the iTunes store. My proven track record developing successful apps would be an asset to Tech Company, and I am very enthusiastic about this opportunity.
(2) Dear Mr. Martins,
(3) Sincerely,

3.26 Read the parts of the text and put them into logical order

(1) My resume is attached. If I can provide you with any further information on my background and qualifications, please let me know.
(2) I read your job posting on Craigslist for an Assistant Director with interest.
In my position as an Assistant Communications Director for ABC Company, I wrote articles for the company website, managed contributing articles, and wrote and sent a weekly email newsletter to subscribers.
(3) Dear Hiring Manager
Martha White
(4) Please don't hesitate to get in touch if you have any additional questions for me. Thank you again for the opportunity to speak today, and I hope to hear from you soon.
(5) Thank you so much for meeting with me today to discuss the Senior Developer position at Tech Company. I really enjoyed our conversation, and believe my background in developing apps makes me a strong match for this position.

3.27 Read the parts of the text and put them into logical order

(1) Thank you for your time. I am looking forward to hearing from you.
(2) I attached my CV so that you can learn more information about me. You may invite me for an interview at any time convenient for you.
(3) Dear Sirs,
I have just completed my final year at the University of Chicago and would like to apply for a position of Marketing Specialist in your company. I do not have any work experience but I have a great wish to become the part of your company and do my best for its success. I am a reliable person and would be a good worker for you.
(4) With respect,
Andrew Roll
(5) I can be reached anytime via email at john.donaldson@emailexample.com or my cell phone, 909-555-5555.

3.28 Read the parts of the text and put them into logical order.

(1) The cabinet doors do not open and shut properly and the stain on the cabinet is uneven, with one half darker than the other. The cabinet was delivered on 30 December and I noticed this problem as soon as I unpacked it from the box.
The cabinet is not of acceptable quality and does not match the sample cabinet I was shown in store. I would like you to replace it with one of the same quality and finish as the sample and arrange for return of the faulty cabinet at no cost.
(2) You can contact me on 1234 5678 during working hours or after hours on 123 456 789 to discuss this matter further.
(3) Dear Manager
I am unhappy with the quality of a television cabinet I bought at 5 Street on 15 December and I am writing to seek a replacement.
(4) I have attached a photocopy of my receipt as proof of purchase.
I would like to have this problem fixed quickly please. If I do not hear from you within 10 days, I will lodge a formal complaint with Consumer Affairs in my state.
(5) Yours sincerely,
Jane Brown

3.29 Read the parts of the text and put them into logical order

(1) Thank you for your time and consideration. I look forward to speaking with you about this employment opportunity.
(2) Dear Mr. Gilhooley,
I am writing to apply for the programmer position advertised in the *Times Union*. As requested, I am enclosing a completed job application, my certification, my resume, and three references.
(3) Please see my resume for additional information on my experience.
I can be reached anytime via email at john.smith@yahoo.com or my cell phone, 907-575-625.
(4) Sincerely,
John Smith
(5) The opportunity presented in this listing is very interesting, and I believe that my strong technical experience and education will make me a very competitive candidate for this position. The key strengths that I possess for success in this position include:

- I have successfully designed, developed, and supported live use applications
- I strive for continued excellence
- I provide exceptional contributions to customer service for all customers

With a BS degree in Computer Programming, I have a full understanding of the full lifecycle of a software development project. I also have experience in learning and excelling at new technologies as needed.

3.30 Read the parts of the text and put them into logical order

(1) Our company specializes in distributing cameras in Italy. For your information we may add that our company was established five years ago. If your goods meet our requirements, and we receive a favourable offer, we will be able to represent your cameras in Eastern Europe.
(2) We have seen your advertisement in the Business Weekly Journal, and we shall appreciate it if you will send us more detailed description of your cameras. We should also like to know the discounts that you provide.
(3) Dear Sir,
(4) Yours faithfully, R. Stenley
Export-Import Manager
(6) We are looking forward to your reply.

4 Вопросы на установление соответствия.

4.1 Business etiquette is fundamentally concerned with building … founded upon courtesy and politeness between business personnel. …, and especially business etiquette, is a … of maximizing your potential by presenting yourself positively.
a) personnel … b) etiquette… c) means … d) relationships

4.2 Writing a … is not simply a matter of expressing your ideas clearly. The way you write a letter and the etiquette you employ … have a significant impact on your … in business.
a) business letter b) may c) ideas d) success or failure
4.3 Failure to … correct business letter etiquette …result in your adopting an inappropriate tone, causing offense or …, lack of clarity or purpose and hostility or soured relations.

a) business letter b) observe c) misunderstandings d) can

4.4 The foundation of good business letter etiquette is 'Think before you write'. You … considering to whom the letter … addressed, how and why? This … then influence style, … and structure.

a) will b) should be c) is d) content

4.5 Always make sure you have spelt the recipient's name correctly. It… sound simple, but … would be surprised at … people fail to do ... The recipient's name should include titles, honors or qualifications if deemed necessary.

a) so b) how many c) you d) may

4.6 Many people use the 'Dear Sir/Yours Faithfully' formula … addressing the receiver. … this is acceptable for … matters it is impersonal and should not be … when dealing with those you know, queries or complaints.

a) routine b) Although c) used d) when

4.7 If the content of the letter is …, personal or confidential it must be marked appropriately. Marking the letter 'confidential' will suffice in highlighting this fact. If you ...want the letter read by the receiver without the interception of a secretary or PA, mark ../ as 'Private', 'Personal' or 'Strictly Confidential'. If you have received such a business letter it is good etiquette to reciprocate and ensure that all future correspondence is kept at …level of confidentiality.

a) that b) only c) it d) sensitive

4.8 Proper business letter etiquette requires that a consistent and clear approach, combined with courtesy, be employed. As …rule of thumb, aim to keep all business letters formal … style. Even when the receiver is familiar .. you, it is advisable maintain a certain level of business etiquette as the letter may be seen by others or referred to by a third party in the future.

a) in b) a c) to d) requires

4.9 Letters should be signed personally. It looks unprofessional, … and somewhat lazy if a letter is left unsigned. However, having a secretary or PA sign on your behalf is not considered a breach of business etiquette.

a) in b) a c) to d) cold

4.10 Humour can be … in business letters but only when … writer is completely positive the recipient will understand the joke or ... From a business etiquette perspective, it may be … to avoid humour.

a) the b) pun c) wise d) used

4.11 Good business letter etiquette calls for letters to be responded to promptly or within certain guidelines. This may normally be considered … 5 working days. If this is… possible then some sort of acknowledgement should be … either by letter, … phone or e-mail.

a) sent b) not c) fax d) as

4.12 Always use reference numbers or clearly … the purpose of the letter at the top, .. example, 'Re: Business Letter Etiquette Enquiry'. This allows… receiver to trace correspondence and immediately set … letter within a context. When replying to points or questions the proper etiquette is to respond in the same order as they were asked.

a) your b) the c) for d) state

4.13 Letters are often an arena for … or disputes. Even in these circumstances there …rules of business letter etiquette that should be adhered to.

If you initiate the dispute then,

- Explain and … your case simply and clearly to .. person,
- Offer information that may be required by the other party to help answer questions,
- Indicate a time scale by which you expect a reply or the matter to be resolved.

a) are b) conflicts c) the most appropriate d) set out

4.14 Using business etiquette in all matters and … in business letters will ensure you communicate effectively, avoid misunderstandings and maximize your business potential.

a) are b) conflicts c) the most appropriate d) especially

4.15 The format of the letter should follow certain order and style.

Letterhead is the name and … of a person or an organization printed at top of personal or office stationery. There … no one accepted way of displaying letterheads; whatever style you chose; your letterheads should be very distinctive. They should give your correspondents all the information they … need if they want to contact you: your company name and address, telephone and fax numbers, email address.

a) is b) might c) address d) the

4.16 The format of the letter should follow certain order and style.

Your reference**.** A reference is not essential, but it can … you retrieve a letter from your filing system. If you do have one, it will … be the initials of the person who dictated the letter and those of the person who typed it, as in *KMG/BZG*. It can also include a file or account number, for example *KMG/BZG/78/5*.

a) usually b) might c) address d) help

4.17 The inside address**.** Make sure you … the name and … of your correspondent right. If you … to a letter, address the person in the form .. which he or she has signed.

a) are replying b) in c) job title d) get

4.18 Addressing a woman can … be tricky. It used to be common for women to indicate their … with their signature, as in *Yours sincerely, Philippa Cooper (Mrs)*. But many businesswomen nowadays simply .. their names, … indicating their marital status. In that case, you should address them as *Ms* (*Ms Philippa Cooper*). However, if your correspondent signs herself *Mrs* or *Miss*, then use the same form of address in your reply.

a) without b) sign n c) marital status d) sometimes

4.19 If you are writing to a company or …, wherever possible, address it to a .. in the company, by job title if you do not know his or her name. So, …, if you had export query, you would address your letter to *the Export Manager*. If it were a complaint … an unpaid

invoice, you would write to *the Accountant*. If you do not know who in the organization might deal with your letter, address your letter to *the Manager* or *the Managing Director*.

a) about b) for instance c) specific person d) organization

4.20 The salutation is a part with which a letter starts: the part which begins 'Dear...'. If you know your correspondent, it will be simple deciding on the best salutation. If you know him or her well, you could begin '*Dear John*' or '*Dear Mary*'. If you do not want to be quite so informal, you should use their title: '*Dear Mr Smith*' or '*Dear Miss Green*'. One thing you should not do is address someone whose name you know as '*Dear Sir*' or '*Dear Madam*'. This is so formal and … as to be impolite. If you do not know your correspondent's name, the correct salutation is '*Dear Sir or Madam*' (or *Dear Sir/Madam*). So in all … where you are addressing someone by their job title only, you should use this form of salutation.

a) best salutation b) unfriendly c) cases d) organization

4.21 Subject heading. Some firms open their letters with a subject heading (beneath the salutation). This provides a …, saves introducing … subject in the first paragraph, immediately … to the topic of the letter and allows the writer to refer to it throughout the letter. It is … introduced by *Re:* and underlined, e.g. *Re: Application for the post of typist*.

a) further reference b) draws attention c) often d) the

4.22 The beginning of the letter is important. Set the tone for the rest of the letter early, and think what it is going to be about. You can use a heading if you think it … to make the subject clear immediately. In order to get a … from your readers, you need to make them want to read your letters. It is important to … and interest early in the letter, and this is … your opening should be eye-catching, e.g.:

- *We have received your letter of...*
- *We thank you for your letter of...*
- *Your letter enclosing / stating that / asking us to / requesting us to...*
- *In reply / response to your letter of...*
- *In confirmation of our telephone conversation we wish to inform you that...*
- *With reference to our letter of ___ we wish to inform you that..*

a) positive reaction b) will help c) why d) get their attention

4.23. The body of … should follow logically on from your opening, and there should be logical flow through the letter to the end. … flowing logically, it should follow the three rules of business communication and …

a) positive reaction b) Apart from c) be brief, clear and direct d) the letter

4.24 The ending of the letter**.** Your closing paragraph is as … as your opening. This is the last thing your … will read, and the last impression he or she will have .. you. You should

use it for …: 1) to summarize your position, 2) to indicate any action that needs to be taken, and by whom.

a) correspondent b) two purposes c) of d) important

4.25 One of … skills anyone can hold in daily life is the … to negotiate. In general terms, a negotiation is a resolution of conflict. We enter negotiations in order to start or continue a relationship and resolve an issue. Even before we accept our first jobs, or begin our careers, we all learn how to negotiate. For one person it begins … the negotiation of an allowance with a parent.

a) with b) the most important c) to start or continue a relationship d) ability

4.26 Some people are naturally stronger negotiators, and are capable of getting … needs met more easily than others. Without the… to negotiate, people … relationships, quit jobs, or deliberately avoid conflict and uncomfortable ...

a) ability b) their c) break off d) situations

4. 27 In … world of business, negotiating skills are… for a variety of reasons, … as to negotiate a salary or a promotion, to secure a sale, or to form a ….

a) such b) the c) used d) new partnership

4.28 Whether you are holding a meeting or attending a meeting, it is important that you understand key English phrases … expressions related to meetings. A successful meeting … no surprises. With proper preparation and … organization, a meeting .. run smoothly.

a) and b) careful c) has d) can

4.29 The most typical complaint about meetings is that they run …long. Meetings that run longer than necessary can be … to a company or business. As the … business expression says: *Time is money*. … and time limits, keeping to the agenda, and knowing how to refocus, are key components of an effective meeting.

a) too b) Setting goals c) famous d) very costly

4.30 There are a number of ways that you may call or be called to a meeting. Some meetings are … by e-mail, and others are posted on bulletin boards. If a meeting is announced at the end of another meeting, it is important to ... A reminder can also come in the form of an e-mail or notice. Verbal announcements or reminders should always be backed up .. documented ones. The date, location, time, length, and purpose of the meeting should be included.

a) by b) to issue a reminder c) famous d) announced

Тема 7. Профессионально-ориентированный перевод

1. Вопросы в закрытой форме:

1.1 My uncle is a carpenter.

a) She b) I c) He d) His

1.2 His daughter is a musician.

a) She b) He c) Hers d) It

1.3 Their aunt is a manager.

a) He b) She c) They d) Her

1.4 Our parents are physicians.

a) He b) We c) They d) Our

1.5 My grandfather and grandmother are pensioners.

a) My b) They c) She d) He

1.6 His uncle (to be) a fitter.

a) are b) is c) am d) to be

1.7 My aunt (to have) those books.

a) have b) to have c) has

1.8 I (to be) his cousin.

a) is b) are c) am d) to be

1.9 Their friends (to be) students.

a) is b) are c) to be d) am

1.10 His son (to have) this article.

a) has b) have c) to have

1.11 My friends have … discs.

a) this b) theirs c) these d) me

1.12 … were students.

a) We b) I c) This d) That

1.13 This is my notebook, and that is … .

a) hers b) your c) you d) me

1.14 … grandparents are pensioners.

a) Me b) Mine c) My d) Hers

1.15 … are my pencils.

a) That b) These c) This d) We

1.16 When we were discussing educational systems of different countries we used ….

a) skills b) Scheme C. the ways d) types

1.17 It is not difficult to use good. … when you are eating.

a) manners b) children c). schemes d) speed

1.18 People … knowledge about the world.

a) pass b) gain c) expect d) support

1.19 To transmit A. common cultural heritage is … of general education.

a) made b) received c) the aim d) the design

1.20 The children are taught skills they will use … their life.

a) above b) throughout c) though d) thought

1.21 Scientists solve a … of complicated mathematical problems.

a) origin b) variety c) universe d) cell

1.22 The researchers always try to … the facts.

a) refer b) measure c) satisfy d) unify

1.23 When people speak of technology they usually mean … technology.

a) medical b) nuclear c) educational d) industrial

1.24 … make our life and work easier.

a) Principles b). Laws c) Tools d) Facts

1.25 People had to get food, clothes and ….

a). shelter b) machines c) cars d) technologies

1.26 1. It is a good question ….

a) to be discussed b) was discussed c) discuss d) discusses

1.27 It must … a very serious problem.

a) to be b) be c) been d) to being

1.28 We will continue … the tools.

a). to test b) test c) to be test d) have tested

1.29 We need … productivity.

a). increase b) are increasing c) to increase d) have increased

1.30 They have … mechanical systems.

a) maintain b) to be maintained c).to maintain d) maintaining

2. ***Вопросы в открытой форме:***

2.1 When you telephone a company the person answering the phone may _____ you a question. (ASK) Which is the correct question?

A. Who's calling please?

B. Who calls?

C. Who it is?

D. Who called?

2.2 Which phrase _____ the same as 'hang on a moment?'(MEAN)

A. Just a second

B. I'll put you on

C. Go ahead

D. I'm ready

2.3 Choose the correct word: "Please ……. and I'll _____ you through."(PUT)

A. stop

B. stay

C. talk

D. hold

2.4 What is the expression _____ to connect two people on the telephone? (USE)

A. I'm sending you through

B. I'm putting you through

C. I'm calling you through

D. I'm talking you through

2.5 His _____ number _____ 998922. (BE)

A. straight

B. direct

C. certain

D. sure

2. 6 I'm _____ to have _____ you. (TROUBLE)

A. upset

B. apologize

C. sorry

D. sad

2.7. I'm sorry, you've _____ the wrong number. (GET)

2.8 I'd like to _____you about flights. (QUESTION)

2.9 Which sentence might you _____ at the beginning of a presentation? (HEAR)

2.10 I am _____ to enquire about your prices. (WRITE)

2.11 If you require any further information, please do not _____ to contact me. (HESITATE)

2.12 This is due to the fact that our costs have _____. (RISE)

2.13 I am _____ with reference to your advertisement in *The News*. (WRITE)

2.14 I regret to advise you that the delivery will be _____. (DELAY)

2.15. We have been _____ to increase our prices. (FORCE)

2.16 I am _____ a brochure under separate cover. (SEND)

2.17 I am pleased to _____ that your application for a post as secretary was successful. (INFORM)

2.18 Unfortunately I have to inform you that I will not be able to ___ the meeting. (ATTEND)

2. 19 First of all, I would like to begin by saying that the company profits _____ up on last year's figures. (BE)

2. 20 Can I _____ you about the plans for next month's meeting? (ASK)

2.21 Much of our business communications _____ place on the phone: in the office, at home, in the car, virtually anywhere. (TAKE)

2.22 Proper phone technique can make or _____ deals or relationships. (BREAK)

2.23 All of the staff members should _____ an opportunity to give their opinion about the company review. (HAVE)

2.24 A telephone call _____ a purposeful activity. (BE)

2. 25 I suppose I _____ good progress. (MAKE)

2. 26 Which sentence might you hear at the beginning of a presentation? (HEAR)

2.27 The purpose of today's presentation _____ to discuss my findings. (BE)

2.28 From text messaging to _____ and scanning files to Skyping, high-tech practices

are common in companies. (EMAIL)

2.29 He prepared and _____a neat and comprehensive CV, highlighting his educational background, work and volunteer experiences. (PRINTE)

2.30 Henry _____ from college with a degree in Elementary Education, and began searching for jobs. (GRADUATE)

3. Вопросы на установление последовательности.

1) A) to focus his job B) a segment about his interests C) Elementary Education D) children in a regular classroom setting

Henry graduated from college with a degree in _____, and began searching for jobs. While doing an internship previously as a university student, he discovered his greatest strength and interest was teaching_____. He also had previous volunteer experience as a camp and youth counselor.
He therefore decided _____hunt on elementary schools in his state. First, he prepared and printed a neat and comprehensive CV, highlighting his educational background, work and volunteer experiences. He then added a section pointing out his other skills in such areas as foreign languages and computer programming. Finally, he added _____, and listed some personal references.

2) A) lasts 30 to 60 minutes B) that we spend meetings C) per person per week D) revealed that workers

Since 2000, the amount of time _____has increased by an estimated 10% per year. An average meeting_____, and we attend up to 10 meetings a week.
A recent study in the USA _____spend an average of two hours a week in pointless meetings. Two hours _____has been estimated at $400 billion per year of lost productivity.

3) A) with a happy customer B) the most efficient production line C) watch the whole line D) moved through the factory

Henry Ford hated waste. His ambition was to produce _____for making his Model T cars. He thought about the process flow; beginning with raw materials and finishing _____driving a new car.
In Michigan, USA in 1913, Henry Ford created a moving, assembly line to produce cars. Every worker had a different job and the cars _____past each workstation. Mr. Ford had an office on the second floor so he could_____. If he saw that a part of the line was too slow or workers had to move too quickly, he would change the system until it was more efficient.

4) A) convenient, reliable, and efficient B) appreciated by coworkers C) as much as possible D) a major role

Besides playing _____in most individuals' personal lives, technology plays a major role in most businesspersons' professional lives, as it's_____. From text messaging to emailing and scanning files to Skyping, high-tech practices are common in companies.
To benefit _____from these practices, businesspersons must craft and send professional business emails, or emails that serve an official, company-related purpose and are appropriately written. Professional business emails are_____, customers, and potential clients alike.

5) A) understand one another B) deals, agreements, and any other information C) inhibit a business phone call's effects D) should be considered

Even with today's overall focus on technology, business phone calls, or phone calls intended to discuss _____ of professional significance are important and often-utilized, as they allow experts from a number of different companies and organizations to completely_____. Like many other aspects of business, phone calls feature quite a few variables and elements that _____by those involved. Failing to consider these variables and elements can _____and negatively impact business relationships.

6) A) to guide the conversation B) a common business phone call practice C) is unable to talk at a given moment D) mutually beneficial

Receiving a business phone call is similarly straightforward. If one_____, the generally accepted practice is to answer a call and request that the caller phone back at a later time. Other than that, one simply answers, remains courteous and attentive, and allows the caller _____. It's recommended that one take notes during business phone calls.
Exchanging information, or providing contact details, pertinent figures or statistics, or other requested data is _____that can be started by the caller or the receiver. To exchange information, one simply asks the individual on the other end of the phone if he or she believes it would be _____ to swap specified information. If an agreement is made, the received information should be taken note of.

7) A) rise to fame B) the world’s largest computer C) Seattle, Washington D) January 2000

Bill Gates was born in_____. He has accomplished a lot in the business world, but his _____came when he developed Microsoft. He co-founded the company in 1975 with business partner and childhood friend, Paul Allen. Microsoft became _____software company.
Bill Gates was chairman of the company and Chief Executive Officer (CEO). He stepped down from his CEO position in_____, but continued as chairman and chief software architect.

8) A) or non-official talk B) the business world C) take short breaks D) use the term

The term "small talk" is frequently used in and outside of _____. However, if asked, few of the individuals who _____would be able to clearly explain what it means. And to enjoy and take full advantage of small talk, one must truly understand it.
Small talk, _____that's intended to provide a break from official conversation, is often used by business professionals. Most people _____during the work day to converse with others, and business employees aren't exceptions—even if they're taking a break from a conversation with another conversation.

9) A) as quickly as possible B) that the individual responsible C) for cancelled appointments D) will be forced to cancel

Occasionally, because of business professionals' ultra-busy workdays, one _____a scheduled appointment to fulfill another obligation. Common reasons _____include, but are not limited to: scheduling conflicts, illness, social obligations, and work mandates (or company-instituted guidelines that impact workers' schedules and are designed to meet a certain goal).
Whatever the reason an appointment is cancelled, it's important _____for the cancellation call the person(s) expected to attend the meeting _____, to inform them of the change and provide them with the maximum amount of time to restructure their own schedule.

10) A) commonly contact clients B) combine to make C) mutually beneficial agreements D) are utilized

Even with the prominence of text messages, emails, and live video chats in today's fast-paced professional and social landscapes, business experts _____, or individuals representing companies with which official contracts or agreements have been made, with business phone calls. Business phone calls _____ by experts regularly because they allow for the maximum professional dialogue to be had, the mood and feelings of others to be better understood, and are inherently personal; all these things _____business phone calls ideal for individuals who wish to develop and maintain profitable and _____.

11) A) business experts B) to see a number of C) typically issued in response D) find themselves

Today, it's common _____different professionals in a number of different fields of employment engaged and rather busy with their work. However, _____have an especially minimal amount of free time available in the office, and as such, they often _____returning phone calls—or calling back fellow industry specialists who've contacted them regarding a matter of professional significance. Return phone calls are _____to business call messages, or short summaries left when a professional isn't

able to take a phone call, for the purpose of highlighting the reason that contact is being initiated.

12) A) to meet and discuss a matter B) have been important parts C) a face-to-face meeting D) developing professional relationships

As many quick-learning students of business, business phone calls are great for _____and making agreements, for a number of different reasons. With that said, when a lot of time, money, and respect are on the line, it's not unusual for two or more individuals _____ of significance face-to-face.
Face-to-face meetings _____of the business process for years, and all signs indicate that they will remain so for many years to come. However, arranging _____is a process most often completed through a business phone call; thus, it's imperative that this call be as precise as possible.

13) A) of phone calls B) naturally unpredictable C) using a phone call D) responds to unexpected

As any industry specialist will attest to, the business world is _____; unforeseen obstacles and dilemmas are common, and can affect even the best-prepared individuals. Accordingly, it's how one _____business setbacks that defines his or her career.
The importance and prevalence _____ in business has been detailed in previous lessons, but the process of _____to inform a client of an order mishap has not.

14) A) a fantastic company B) does everything correctly C) the nature of the industry D) with dissatisfied and potentially angry customers

The greatest business professional in the world, employed at _____and completely focused on performing his or her work-related tasks, will undoubtedly be faced _____at some point; these customers will speak of complaints that they believe to be entirely valid and pressing.
Because, as seasoned financial experts can attest to, even if one _____in business, unforeseen dilemmas will appear; that's simply _____.

15) A) to customer complaints B) are addressed C) demanding, exhausting D) a business specialist

It must be emphasized that how _____ reacts to these issues will define his or her reputation, as well as that of his or her company. Furthermore, responding_____, or specific issues voiced by clients with regard to a transaction, can be _____, and aggravating, but it's once again imperative that the process be completed to the highest possible degree of quality.
Typically, customer complaints _____over the phone, as the communication form is a favorite of business experts, given its personal and direct general nature.

16) A) may offer a service B) the periods of various success C) D) is actually the direct result

It might seem somewhat random when the economy encounters a downturn, companies struggle, and prices rise, but the process _____of a number of specific factors, including business cycles. Business cycles refer to_____, struggle, and medium-quality profits encountered by companies in the normal course of the economy; these periods affect every individual. In other words, businesses _____at an affordable price at one point in time and fail to become profitable, but may then see this same service bring in tons of cash at a later point; the difference isn't the business, but rather, is the economy.

17) A) encountered by companies B) may offer a service C) the direct result D) the economy encounters

It might seem somewhat random when _____a downturn, companies struggle, and prices rise, but the process is actually_____ of a number of specific factors, including business cycles. Business cycles refer to the periods of various success, struggle, and medium-quality profits _____ in the normal course of the economy; these periods affect every individual. In other words, businesses _____at an affordable price at one point in time and fail to become profitable, but may then see this same service bring in tons of cash at a later point; the difference isn't the business, but rather, is the economy.

18) A to try and get ahead) B) through the grocery store C) the cumulative force of actions D) the free economy

Customers might not think about competition when they're walking _____or making an online purchase, but it happens to be a cornerstone of business and _____that impacts every single thing that's bought and sold. Technically, competition consists of _____taken by companies that're designed to improve their market standing, sales, and ultimately, profits. But really, competition is simply what allows businesses _____of each other, and consumers to get the best possible value.

19) A) respond by lowering B) a profitable retail location C) much cheaper bread D) open a store of their own

Like many business ideas, competition is best explained through an example. Imagine that a company opens _____and sells bread at an enormous profit. After another company notices all the profits that're being made through bread sales in this neighborhood, they may _____ and undercut the competition, or sell similar items or services for lower prices. The first company may _____their own prices (so they sell more bread to their former customers, who're presumably buying the cheaper bread), and the end result is_____for consumers. In this way, businesses going head-to-head benefits customers.

20) A) the tendency of some businesses B that's worth five dollars) C) recognize the discrepancy D) a business practice

Reverse competition, or _____to purchase items that're being sold below market value (or the price that an item can reasonably be expected to sell for) and reprice them, is also _____that's worth considering. Imagine that a bread company, to limit the success of other businesses, sells their bread _____per loaf elsewhere for one dollar per loaf. Instead of being pushed out of the market, a competing business could _____between the bread's value and its sale price, and then proceed to purchase all the first company's bread for one dollar and resell it for two dollars with their own label.

21) A) no other companies B) to charge whatever high prices C) a particular professional sphere D) over an industry

The effects of not having competition, in _____or entire economies, are devastating to consumers and the wellbeing of citizens generally. Consider the example of railroad companies in Europe and America a couple centuries back that owned a multitude of tracks and land; essentially _____existed to create competition (because the major railroad companies bought all the land and kept others from doing so), and they were able _____they wanted. This described scenario is an example of a monopoly, or a situation when one company has complete control _____and its prices due to a lack of competition.

22) A) a calculation of the business B) all the products made C) free market and large population D) business terms

Gross Domestic Product (GDP), or the measure of _____, services offered, and business conducted in a country over a set period of time, is another one of those _____that's frequently referenced but seldom understood. Once again, GDP is simply _____that's taken place in a country annually. The United States, for example, has the largest GDP in the world, thanks to its_____; other nations have solid GDPs as well, and the exact number usually corresponds to its country's economic system, development, natural resources, education, and more.

23) A) over a period of time B) on private consumption C) the value of exports D) gross domestic product

Similarly, the process of calculating GDP is simple and straightforward. GDP is comprised of "private consumption + total investments + government investments + government spending + the value of exports minus imports." In other words, _____, which is once again the measure of all the business that's taken place in a country _____, is determined by adding together money spent _____, personal investments, government investments, government spending, and _____(minus imports, so that the total reflects the trade agreements that give money to the country at-hand).

24) A) high demand results B) wide-ranging impact C) supply and demand D) to hear and see references

In the business world, it's common _____to supply and demand. With that said, few individuals possess a thorough understanding of the idea and its _____on markets, prices, and consumers. In short, _____refers to the force of consumers (or how much customers want or need to buy something) in relation to the available supply (or how much of something companies are able to sell). Generally speaking, _____in limited supply and increased prices, and low demand results in an ample supply and decreased prices.

25) A) enough of something available B) that produce a product or products C) are willing to pay more D) between supply and demand

This latter phenomenon - the correlation _____and prices -might sound confusing at first, but it's actually rather simple. When there isn't _____for sale to satisfy demand (or so that everyone who wants this "something" can simply purchase it), manufacturers, or businesses _____, charge more; they are able to do so because they aren't faced with competition (as whatever they're selling is in demand and presumably not offered by many other businesses), and customers _____to secure said product. Inversely, if something is available in abundance, companies will have to contend with competition, or actions taken by a company that're designed to improve its market standing, sales, and ultimately, profits.

26) A) to purchase something B) will build both naturally C) of supply and demand D) have no other way

An example will make the concept _____entirely clear. Imagine that a company creates a fantastic video game system that many customers want to buy. Demand _____and as the product isn't available to buy (this marketing technique is utilized by many companies today; not being able_____seems to create consumer buzz), and if the supply doesn't increase to give every willing customer a system, prices will rise. In other words, if customers _____ to buy the system than through its manufacturer, and are having a hard time finding the system to buy, they'll be willing to pay more to buy it.

27) A) sell a box of pasta B) for four dollars C) will be plenty of the product D) that's not proprietary

On the other side of the coin, a product _____, is widely accessible, and can be sold by any company - pasta, for instance - will be manufactured, marketed, and sold by a number of businesses. One company might _____for $10, and another company could respond to this price by selling their own pasta for six dollars, and another company could sell their pasta _____, and so on and so forth until the price has been driven down to a very affordable rate. Demand won't be particularly high in this scenario, as there _____at-hand to go around. Moreover, demand comes before competition; if demand

is relatively low because a supply is high, prices will fall and some degree of competition will occur.

28) A) want to be employed B) a high unemployment rate C) or the official percentage D) being out of work

Nobody - including business professionals and those who _____ - enjoys talking about unemployment, or the state of _____for those who are fit to hold a job, but it's an important consideration of the financial industry. The unemployment rate, _____of work-eligible persons who aren't currently hired, is often used to gauge the health of an area's economy generally; broadly speaking, _____indicates a poorly performing economy, while a low unemployment rate indicates a solid economy.

29) A) an abundance of wealth B almost every eligible employee) C) when the national or statewide D) an unemployment rate

With that said, _____of zero percent, meaning that every single eligible individual in an area is employed, is entirely unrealistic, and will never be seen. Full employment refers to an unemployment rate wherein _____is working, and a rate wherein few additional individuals can be expected to work. The common reasons for these persons not working could include their coming into _____but temporarily deciding against retirement, and their choosing for personal reasons (such as caring for a family member) not to seek employment. Generally, an unemployment rate of just five percent or so is indicative of full employment. Accordingly, _____unemployment rate is somewhere in the ballpark of five percent, it means that few individuals are unable to find work.

30) A) demand in the first place B) highly intelligent business C) big stoves to cook with D) because people naturally

Utility, or the state of being beneficial and useful, falls under this category; many _____students understand that market trends result directly from supply and demand, but other wonder why exactly there is_____.
The explanation is straightforward: demand, or the desire or need of consumers to own a certain product or receive a certain service, exists because these goods and services provide customers with advantages, pleasure, or other fulfillment. In short, demand exists _____want to buy things that improve the quality of life! Demand has existed and will always exist; even if everyone gave up their hobbies, made their own food, and lived simply, they would still "demand" sharp axes to cut wood, and _____, and strong materials to build with, and so on.

4. ***Вопросы на установление соответствия.***

Match the two halves of these sentences:

1

1 There's been a slight mix-up 2 I'm sorry to bother you 3 I'm not at all satisfied	**A** but there seems to be some mistake. **B** with the reasons for the delay. **C** over your recent order.

2

1. If you don't send the payment today 2. Please accept our apologies for 3. I'm quite sure that	**A** the figures I quoted were accurate. **B** we will be forced to cancel the contract. **C** the late arrival of this flight.

3

1. Please accept our apologies for 2. In 1885 3. The goods will be ready for shipment 3 to 4 weeks	**A** the company had more than 5000 employees. **B** from receipt of your written order. **C** the delay in dispatching your order.

4

1. Do you think 2. If someone keeps looking out of the window when you're talking, 3. I'd like to reconfirm	**A** my seat on flight TR 998. **B** you could check my hotel booking? **C** they are probably not listening to what you are saying.

5

1. In answer to your enquiry 2. According to our records 3. As requested by Ms. Renoir,	**A** I have investigated the problems she raised about health and safety. **B** payment of our invoice has not been received. **C** we have pleasure in enclosing our price list.

6

1. I think we need to spend more money on marketing 2. It could be interesting 3. I hear	**A** what you are saying. **B** if we want to grow the business. **C** to invest a little bit more in new product development.

7

1. The sales last month 2. We must constantly 3. I would be pleased	**A** improve our marketing techniques unless the business stops growing. **B** to provide you with any further information you may require. **C** were pretty good.

8

1. Would you, please, send me 2. I would like to have 3. We are interested in	**A** goods produced by your company. **B** your catalogue and price list? **C** some more information about the services you provide.

9

1. We would appreciate it if 2. Please return the enclosed envelope 3. Should you need any further information,	**A** please do not hesitate to contact me. **B** you could send us some samples. **C** with your payment.

10

1. I would be very grateful 2. The enclosed catalogue 3. Please contact us again	**A** if you have any questions **B** if you could send me this information. **C** will give you an idea of the type of products we supply

11

1. Everyone looks forward to meeting you 2. You were recommended to me by some friends of mine so 3. I would be pleased to discuss the position and my qualifications further	**A.** when you have had a chance to review my resume. **B.** and sharing holiday spirit with you at our Annual New Year Party. **C.** I would be interested in booking a double room at your hotel from 20 July to 2 August 2022.

12

1. I can offer your company a strong work ethic, a wealth of experience, 2. You were recommended to me by some friends of mine so 3. I would be pleased to discuss the position and my qualifications further	**A.** and sharing holiday spirit with you at our Annual New Year Party. **B.** I would be interested in booking a double room at your hotel from 20 July to 2 August 2022. **C.** when you have had a chance to review my resume.

13

1. The opportunity presented in this listing is very interesting 2. I look forward to speaking with you If I can provide you with any further information on my background and qualifications	**A.** please let me know. **B.** and I believe that my strong technical experience and education will make me a very competitive candidate for this position. **C.** about this employment opportunity.

14

1. In my position as an Assistant Communications Director for ABC Company, 2. In addition to my enthusiasm, I will bring to the position strong communication skills, flexibility, and the	**A.** and hope to hear from you soon. **B.** I wrote articles for the company website, managed contributing articles, and wrote and sent a weekly email newsletter to subscribers. **C.** to work cooperatively with the

ability to encourage others 3. I look forward to having the opportunity to meeting you in person	department.

15

1. I appreciate having the opportunity to speak with you today 2. I really enjoyed our conversation 3. I'm skilled in several programming languages, and comfortable working as part of a team	**A.** and believe my background in developing apps makes me a strong match for this position. **B**. about the marketing assistant position at the ABCD company. **C.** to ship products on time and as bug-free as possible.

16

1. Thank you so much for meeting with me today 2. I have just completed my final year at the University of Chicago 3. I do not have any work experience	**A.** but I have a great wish to become the part of your company and do my best for its success. **B.** and would like to apply for a position of Marketing Specialist in your company. **C**. to discuss the Senior Developer position at Tech Company.

17

1. For your information we may add 2.We have seen your advertisement in the Business Weekly Journal, 3. If your goods meet our requirements, and we receive a favourable offer,	**A.** we will be able to represent your cameras in Eastern Europe. **B.** that our company was established five years ago. **C.** and we shall appreciate it if you will send us more detailed description of your cameras.

18

1. Not only is school a place of education, 2. People often say that our modern way of life, with its individualism and fast speed, 3. Friends enjoy doing things together and	**A.** they have a lot of interests in common. **B.** it is a place where young people develop and reaffirm their identities within peer groups and where much of their socializing takes place. **C.** has made the world a lonely place.

19

1. If you think you are not one of those people 2. Good manners are important across the globe, 3. So many of us live and work surrounded by people,	**A.**but it is hard to find true friendship. , whose buying habits are influenced by advertisements, you are most probably mistaken. **C**. but that doesn't mean they are the same.

20

1. The rules of politeness vary greatly all over the world, 2. It's also all the techniques supermarkets use 3. In many countries people shake hands when they greet each	**A**. to make customers buy more than they have actually planned. **B**. from country to country everywhere. **C.** but in others it might be seen as aggressive.

21

1. In spite of all the differences most of the countries have to face one problem nowadays: 2. At the same time in China the government had to start a campaign during the Olympics to give up bad habits such as 3. If parents find that their child is especially talented,	**A.** spitting in public, littering the streets and using bad language. **B**. the disappearance of good manners. **C** .they have to take some important and difficult decisions.

22

1. I knew that it would be difficult to find a good job in this area, 2. While in Western cultures it is polite to keep eye-contact during a conversation, in other countries 3. As we can see good manners are treated seriously all over the world, that's why we should learn and follow them.	**A.** that's why we should learn and follow them. **B.** so I decided to set up my own business. **C**. it is best to show your respect by not looking directly at the speaker.

23

1. Everybody knows that looking good 2. In early versions of fairy tales there is much more cruelty and violence 3. Some of the most important discoveries in history have been made	**A**. in the stories published for children today. **B**. by people studying at Cambridge University. **C.** helps to feel good.

24

1. Good people become victims and must work impossibly hard 2. These books try to help people deal with the many difficulties of life 3. Instead of blaming others	**A.** so that they can become happy and feel strong inside themselves. **B.** we should learn how we ourselves can change to improve the situation. **C.** to solve their problems and find happiness.

25

1. British education has many different faces, but one goal. Its aim is to realize the potential of all, 2. School is also a focal point for many activities 3. When you move to a different country or region	**A**. which complement young people's academic and vocational education. **B.** for the good of the individual and society as a whole. **C.** learning the local language will help you to communicate and integrate with the local community.

26

1. There's been a slight mix-up 2. I'm sorry to bother you 3. I'm not at all satisfied	**A.** but there seems to be some mistake. **B.** with the reasons for the delay. **C.** over your recent order.

27

1. If you don't send the payment today 2. Please accept our apologies for 3. I'm quite sure that	**A** the figures I quoted were accurate. **B** we will be forced to cancel the contract. **C** the late arrival of this flight.

28

1. Please accept our apologies for 2. In 1885 3. The goods will be ready for shipment 3to	**A** the company had more than 5000 employees.

4 weeks	**B** from receipt of your written order. **C** the delay in dispatching your order.

29

1. How much is this tin of 2. If you ask your teacher questions 3. We finally got to the stadium just in	A. time to see the match start. B. tuna, sir? C. you'll know the subject better.

30

1.If you don't send the payment today 2. accept our apologies for 3. I'm quite sure that	A. the figures I quoted were accurate. B. we will be forced to cancel the contract. C. the late arrival of this flight

Шкала оценивания: 100 балльная.

Критерии оценивания: Каждый вопрос (задание) в тестовой форме оценивается по дихотомической шкале: выполнено – 1 балл, не выполнено – 0 баллов. Применяется следующая шкала перевода баллов в оценку по 5-балльной шкале: □ 85-100 баллов соответствуют оценке «отлично»; □ 70-84 баллов – оценке «хорошо»; □ 50-69 баллов – оценке «удовлетворительно»; □ 3 балла и менее – оценке «неудовлетворительно».

1.2 РОЛЕВАЯ ИГРА

Тема 2: Встречи, представление.

Наименование игры: «Встречи, представление, контакты».

Перечень ролей: участники конференции, гости конференции.

Концепция игры: Создание квазипрофессиональной среды, способствующей профессиональной социализации обучающихся.

Цель игры - развитие специальной иноязычной речевой компетенции обучаемых.

Ожидаемые результаты: закрепление необходимых разговорных формул, обучение межличностному общению и взаимодействию в условиях совместной профессиональной деятельности и в рамках реально существующих социальных ситуаций взаимодействия.

Перечень ситуаций:

1. Situation: Opening the meeting

You are a chairman. Open the meeting using the following phrases:

Let's move onto the next item The next item on the agenda is Now we come to the question of…

2. Situation: Welcoming and introducing participants

You are a participant of the business meeting. Welcome the participants using the following phrases: I'd like to thank Marianne and Jeremy for coming over from London Thank you all for attending Thanks for your participation

3. Situation: Stating the principal objectives of a meeting

You are a participant of the business meeting. State the principal objectives of a meeting using the following phrases: (Name of participant) has agreed to take the minutes (Name of participant) has kindly agreed to give us a report on this matter (Name of participant) will lead point 1, (name of participant) point 2, and (name of participant) point 3 (Name of participant), would you mind taking notes today?

4. Situation: Giving apologies for someone who is absent

You are a participant of the business meeting. Give apologies for someone who is absent using the following phrases: I'd like to hand over to Mark, who is going to lead the next point Right, Dorothy, over to you

5. Situation: Reading the minutes (notes) of the last meeting

You are a secretary. Read the minutes (notes) of the last meeting using the following phrases: Good morning/afternoon, everyone If we are all here, let's … get started (OR) … start the m

6. Situation: Dealing with recent developments

You are a participant of the business meeting. Deal with recent developments using the following phrases: We will hear a short report on each point first, followed by a discussion round the table I suggest we go round the table first The meeting is due to finish at... We'll have to keep each item to ten minute. Otherwise we'll never get through We may need to vote on item 5, if we can't get a unanimous decision

7. Situation: Moving forward

You are a participant of the business meeting. Move forward using the following phrases: Have you all received a copy of the agenda? There are three items on the agenda. First, shall we take the points in this order? If you don't mind, I'd like to ... go in order (OR) skip item 1 and move on to item 3 I suggest we take item 2 last

8. Situation: Introducing the agenda

You are a participant of the business meeting. Introducing the agenda using the following phrases: First let's go over the report from the last meeting, which was held on (date) Here are the minutes from our last meeting, which was on (date)

9. Situation: Allocating roles

You are a secretary. Allocate roles using the following phrases: So, if there is nothing else we need to discuss, let's move on to today's agenda. Shall we get down to business? Is there any other business? If there are no further developments, I'd like to move on to today's topic.

10. Situation: Agreeing on the ground rules for the meeting (contributions, timing, decision-making, etc.)

You are a participant of the business meeting. Agree on the ground rules for the meeting using the following phrases: Jack, can you tell us how the XYZ project is progressing? Jack, how is the XYZ project coming along?
John, have you completed the report on the new accounting package?

11. Situation: Introducing the first item on the agenda

You are a secretary. Introduce the first item on the agenda using the following phrases: I think that covers the first item. Shall we leave that item?
If nobody has anything else to add.

12. Situation: Closing an item

You are a chairman. Close an item using the following phrases: So, let's start with…
Shall we start with…
So, the first item on the agenda is…
Pete, would you like to kick off?
Martin, would you like to introduce this item?

13. Situation: Next item

You are a chairman. Introduce next item using the following phrases: Please join me in welcoming (name of participant)
We're pleased to welcome (name of participant)
It's a pleasure to welcome (name of participant)
I'd like to introduce (name of participant)
I don't think you've met (name of participant)

14. Situation: Summarizing

You are a chairman. Summarize the meeting using the following phrases: Before we close, let me just summarize the main points. To sum up, …In brief, …Shall I go over the main points?

15. Situation: Finishing up

You are a secretary. Finish the meeting using the following phrases: The meeting is closed. I declare the meeting closed.

16. Situation**:** Suggesting and agreeing on time, date and place for the next meeting.

You are a chairman. Suggest and agree on time, date and place for the next meeting using the following phrases: I'm afraid, (name of participant) can't be with us today. She is in …
I have received apologies for the absence of (name of participant), who is in (place).

17. Situation: Thanking participants for attending

You are a chairman. Thank participants for attending using the following phrases:
Right, it looks as though we've covered the main items.
Is there any other business?

18. Situation: Closing the meeting

You are a secretary. Close the meeting using the following phrases: We're here today to …
Our aim is to …
I've called this meeting in order to ...
By the end of this meeting, I'd like to have ...

19. Situation: Meeting a client

You have arranged to meet a client along with your boss. You have never met this client before. Unfortunately, your boss is running about fifteen minutes late. Make 'small talk' with the client until your boss arrives.
Student A: Make small talk with the client.
Student B: You are the client. Make small talk with the employee
Use the following phrases:
"Where are you from?"
"What exactly does your company do?"
"Have you worked here very long?"
"How is business these days?"

20. Situation: Discussion

A group of Japanese businesspeople are going to be spending a few days visiting your company and your boss has asked you and your partner(s) to spend half a day showing them around your city. With your partner(s), discuss where you would like to take them and draw up an itinerary using the phrases: "Do you think they would like the local food?"
"Perhaps we could take them golfing."
"What should we do after that?"
"I have a great place in mind."

21. Situation: Meeting a business partner

An American company has organized a reception to welcome a German business partner. Two high-ranking managers are about to meet. One of you is the visitor, the other an employee of the company receiving the visitor. After you have met, try to engage your partner in a discussion about climate control and the necessity for a global initiative to curb global warming. What does he/she believe are the ways your company can become forerunners in this development? Probe deeply to find out what your partner thinks.

22. Situation: A welcome party

You are an American executive who works for the U.S. subsidiary of a well-known, state-of-the-art high-tech German company. As one of the hosts, you want to make your German colleague feel comfortable and welcome. You will start up the conversation with some nice, friendly comments. Of course you'll exchange names and you'll show interest by asking where he/she is from and other general questions about his/her background.

23. Situation: Interrupting

You are a participant of the meeting. The speaker is sharing the point of view that you want to support. Try to interrupt the speaker politely using the following phrases:

I never thought about it that way before.

Good point!

I get your point

I see what you mean

24. Situation: Schedule

You are a member of the foreign delegation. While visiting your partners try to discuss the schedule with your colleagues using the following phrases:

There's something I'd like to discuss.

(Indirect) I'm afraid there is a slight problem with [my schedule].

(Direct) I want to complain about [my schedule].

25. Situation: Expressing opinions

You are a chairman. Express your opinion using the following phrases:

I (really) feel that...

In my opinion...

The way I see things...

If you ask me, ... I tend to think that...

26. Situation: Working hard

You are a manager at a bank. Business is difficult nowadays because of the weak economy. Everyone needs to work hard in order for the bank to succeed.

Today, one of your employees asks to speak with you about an issue.

27. Situation: Asking for spelling

You are an office worker and need to ask for details using the following phrases:

I'm afraid I don't quite understand what you are getting at

Could you explain to me how that is going to work?

I don't see what you mean. Could we have some more details, please?

28. Situation: Keeping the meeting on time

You are the speaker at the meeting. Try to keep the meeting on time using the following phrases:

What do you think about this proposal?

Would you like to add anything, (name of participant)?

Has anyone else got anything to contribute?

Are there any more comments?

29. Situation: Correcting information

You are a participant of the business meeting. Correct information using the following phrases:

I didn't catch that. Could you repeat that, please?

I missed that. Could you say it again, please?

Could you run that by me one more time?

30. Situation: Asking for contributions for other participants

You are a participant of the business meeting. Ask for contributions for other participants using the following phrases:

Sorry, that's not quite right

I'm afraid you don't understand what I'm saying

That's not quite what I had in mind

That's not what I meant

Тема 4: Устройство на работу.

Наименование игры: «Поиск работы. Устройство на работу».

Перечень ролей: работодатели, кандидаты на должность.

Концепция игры: Создание квазипрофессиональной среды, способствующей профессиональной социализации обучающихся. Цель игры - развитие специальной иноязычной речевой компетенции обучаемых.

Ожидаемые результаты: закрепление необходимых разговорных формул, обучение межличностному общению и взаимодействию в условиях совместной профессиональной деятельности и в рамках реально существующих социальных ситуаций взаимодействия.

Перечень ситуаций:

1. Situation: You come to work one day and notice an expensive car parking in the company's handicapped parking space. A man exits the car and he looks perfectly fine.

Student A: You are the employee. Approach the visitor and find out why he is parking in a disabled spot. This spot is usually used by one of the employees, who is a wheelchair user.

Student B: Explain why you parked in the disabled space. You have a sore foot and you are in a hurry for an important meeting.

2. Situation:

Recently, on a business trip, you stayed for two nights at the Fortuna Hotel at a cost of $200. You wish to claim the expenses back from your company. However, you have lost the receipt. You decide to speak to the Finance Manager.
Student A: You are eager to claim your money as the two nights were quite expensive. Although you lost the receipt, the company knows that you stayed at the hotel.
Student B: You are the Finance Manager. You like to follow rules, especially where money is concerned. Your company has a simple rule: no receipt, no money.

3. Situation:

Your co-worker often asks you to 'cover' for him. For example, yesterday he took an extra half-hour for lunch and he asked you to tell the boss that he was in a meeting.
Student A: Your co-worker wants you to cover for him again. You are becoming fed up with his behaviour and you are worried that the boss will catch both of you out.
Student B: You need to take an extra half hour on your lunch break to pick up some medicine for your daughter from the pharmacy. Ask your co-worker to cover for you if the boss is around.

4. Situation:

You work for a small company, which only has one nice conference room for meetings. You booked this room for an important meeting with a client today at 4pm. However, when you arrive at the room at 4pm, you find out that an employee from another team claims to have booked the room at the same time.
Student A: You really need to use the conference room. Your meeting is important and it cannot be rescheduled.
Student B: You also really need to use the conference room. Your meeting is important too and it cannot be rescheduled.

5. Situation:

Jack has just received an urgent phone call from his wife. Her car has broken down by the side of the road. He has to go and help her out. But first, he needs to get permission from his boss.
Student A: You are Jack. Your wife's vehicle has broken down and she needs your help. It will likely take you an hour or two to sort it out.
Student B: You are Jack's boss. You only allow employees to leave the office during working hours in cases of emergency.

6. Situation:

You work for a bank and most of the building is closed off to the general public. One day you see a strange person wandering about the hallways. Challenge the person and deal with the situation.
Student A: You are the bank employee. It is very important to keep unauthorized persons out. If a person is allowed to be there, they must have a visitor's tag.
Student B: You wandered into the bank building because one of your friends works there and you thought you might pop in and say hello.

7. Situation:

You have ordered catering for a company event today at 4pm. However, it is now 3:45pm and the catering service hasn't shown up. Call the caterer and resolve the problem.
Student A: You are the employee. It will be very embarrassing for you if the catering is late or does not appear. All the senior managers will be at the event.
Student B: You are the caterer. You mistakenly thought that the event was tomorrow, not today.

8. Situation:

Your secretary has been very moody recently and it has been affecting her work. You suspect that she is having some sort of trouble at home.
Student A: Speak to your secretary. You want to be empathetic, but you also want to make sure her problems do not affect her work.
Student B: You are the secretary. Recently, you have been fighting with your husband a lot and this has put you under a lot of stress. However, this is a personal problem and you would prefer not to discuss it with your boss.

9. Situation:

It is a normal day at work when suddenly one of your co-workers collapses. Call emergency services and explain the situation.
Student A: Your co-worker has just collapsed. Call emergency services and ask them what to do.
Student B: You work for emergency services. When you receive a call about someone who has collapsed, you need to dispatch an ambulance to the correct address while asking the caller to check for a pulse. The caller should also check that the person is breathing and administer aid if necessary.

10. Situation:

You are trying to get some important work done, but some other employees are horsing around near the water cooler. They're very loud and you need to ask them to stop.
Student A: Ask your co-workers to stop making so much noise.
Student B: You are chatting with some co-workers near the water cooler. Another employees asks you to keep the noise down.

11. Situation:

You have just parked your car in the company car park when another vehicle knocks into you. The driver is one of the senior managers.
Student A: You need to ensure that the senior manager takes responsibility for the accident.
Student B: You are the senior manager. If you acknowledge that the accident was your fault, you need to get the other person's details for your insurance claim.

12. Situation:

You urgently need to photocopy a pile of documents and the office photocopier has broken down… again. You need to call the maintenance company and get them to come as soon as possible.

Student A: Call the maintenance company. You really need to finish your photocopying by lunchtime and it's now 9:30 am.
Student B: You work for the maintenance company. You will be able to attend to the photocopier in the afternoon. According to the contract you signed with the company, you are obligated to respond to a service call only within 24 hours.

13. Situation:

A healthy body means a healthy mind! Your boss has asked you and your partner(s) to come up with a fitness campaign to improve the health of the employees in your organization.
With your partner(s), discuss and plan how to implement the campaign.

14. Situation:

Your CEO has ordered all departments in your company to find ways to cut costs. You and your partner(s) have been tasked with finding ways to cut costs in your department. With your partner(s), come up with at least five cost-cutting measures.

15. Situation:

You work for a large company. Recently, some of the female employees have been harassed as they walk to the bus stop down the street from the company's office. If this continues, some of the female employees will leave the company. Your boss has asked you and your partner(s) to have a meeting on this issue and come up with possible solutions, keeping in mind that any solution must be cost-effective.
With your partner(s), brainstorm some ideas and decide which you would like to implement.

16. Situation:

You work for a medium-sized company. Your boss has asked you and your partner(s) to come up with some ideas to help the organization to be more eco-friendly.
With your partner(s), brainstorm some ideas and decide which you would like to implement. Keep in mind that the ideas may not go ahead if they are too costly!

17. Situation:

You have organised a birthday dinner celebration for your best friend after work today. However, your boss wants you to work late, insisting the work is urgent. In your opinion, the work is not that urgent and you can finish it tomorrow.
Student A: Try to convince your boss that it is okay for you to leave early.
Student B: You are the boss. You are extremely worried about the current project, for which the deadline is the end of the week. Progress has been slow and you want everyone to work late until things are back on track.

18. Situation:

Prices are going up, but your salary is still the same. You need to ask your boss for a raise.

Student A: Prepare a list of reasons that you feel you deserve a raise and then speak to your boss about it.
Student B: You are the boss. Listen to what your employee has to say and then decide whether to give a raise and how much. You feel the employee's performance so far has been adequate, but not outstanding.

19. Situation:

You have to give an important presentation on Thursday, but you simply do not have time to prepare. Ask one of your co-workers to give the presentation for you.
Student A: Ask your co-worker to give the presentation for you. It's a big ask, so be sure to be polite and persuasive!
Student B: Your co-worker wants you to give a presentation for them. However, although you are well-versed in the content of the presentation, you are not so comfortable with speaking in public.

20. Situation:

You were just about to finish an urgent piece of work when your computer crashed and won't restart. You need to call the IT department and ask them to get your computer back online as soon as possible.
Student A: Call the IT department. Explain the problem and explain that you need your computer running again before the end of the day.
Student B: You work for IT department. From the sound of it, the problem with Student A's computer is quite serious and they will need a new motherboard. It will take two or three days to replace

21. Situation:

You work very closely with one particular co-worker. However, your co-worker is not a good listener. They tend to brush off your suggestions and dominate with their own ideas. You need to discuss this with the co-worker and ask that your ideas are appreciated more.

Student A: Discuss this issue with your co-worker.

Student B: You work with Student A. Student A sometimes has some good ideas, but they do not have nearly as much work experience as you. You feel that you ought to take the lead in matters.

22. Situation:

You work with a team of ten other people in a sales department. You need one of your co-workers to come with you to visit a client next week. Although you asked politely, nobody seems to want to help you. You are not happy about this and you decide to speak to the head of department.
Student A: Speak to the head of department and explain that you feel let down. Ask for the head's assistance in getting your co-workers to help you.

Student B: You are the head of the sales department. You have noticed that there is a lack of teamwork in your department and you have been thinking about ways to address the issue.

23. Situation:

You need to place an order for 300 coffee mugs with the company logo on them. Your boss has asked you to make sure that you don't pay over $5 per mug.

Student A: Call the supplier and discuss the order.

Student B: You work for an office supply company. Your company produces premium mugs for $10 each and economy mugs for $5 each. It costs a further $1 per mug to apply a personalized message or logo. You are authorized to give a bulk discount if absolutely necessary.

24. Situation:

You have promised to take your spouse on a long weekend holiday next week and so you need to take Friday and Monday off. The only problem is that you have already taken your quota of annual leave this year. Ask the HR manager if there is still a way to take the time off.

Student A: Discuss your issue with the HR manager.

Student B: You are the HR manager. You are proud of the fact that you stick strictly to the rules. You don't like to make exceptions. Employees have a certain amount of holiday entitlement. They can also take unpaid leave, but only in emergencies.

25. Situation:

You have been working at your current job for three years now, and you feel that you have not been recognized for it, even though you have done a good job. A promotion is nowhere in sight. You decide to ask one of your co-workers for advice.

Student A: Ask your co-worker for some tips on how to get ahead in the company.

Student B: Give your co-worker some tips on how to get ahead in the company.

26. Situation:

You are the HR manager of a small firm. When employees claim business expenses, they send the receipts to you. Recently, you noticed that the receipts of one employee do not match up. For example, he was on a business trip from March 21 – March 24, but he submitted receipts for March 25, too.

Student A: You are the HR manager. Speak to the employee and find out what is going on.

Student B: You are the employee. Speak to the HR manager and give reasons for your actions.

27. Situation:

You work for a medium-sized company that produces food products. Recently, your company has come up with a new product: fruit-flavored toothpaste for kids. You have been asked to come up with a name for the product and some ideas for marketing it.

With your partner(s), brainstorm some ideas and decide which are best. Come up with a shortlist of three ideas.

28. Situation:

You are a manager in a company with a few dozen employees working under you. One day, you come across one of your employees lazing about and doing nothing with his feet up on his desk. Find out what is going on.
Student A: You are the employee. You are relaxing because you have finished all of your work and there's nothing to do. You offered to help others with their work, but they all said that they did not need any assistance.
Student B: You are the manager. You believe that all employees should be hard at work at all times. There is always work to be done. Plus, if the CEO sees one of your employees slacking off, you'll get into trouble too.

29. Situation: Alan has just come to work late for the third time this week. His manager asks to see him.
Student A: You are Alan. You need to explain to your boss why you are late. You may wish to apologize.
Student B: You are Alan's manager. Find out why Alan has been late and decide whether you need to discipline him.

30. Situation: Jeremy has been working with your company for over thirty years and is going to retire next week. With a partner, you have been tasked with choosing a retirement present for him. Discuss the situation with your partner and come to a decision on what to get him.

Тема 5: Встреча зарубежного коллеги.

Наименование игры: «**Встреча зарубежного коллеги**».

Перечень ролей: представители зарубежной компании, коллеги.

Концепция игры: Создание квазипрофессиональной среды, способствующей профессиональной социализации обучающихся.

Цель игры - развитие специальной иноязычной речевой компетенции обучаемых.

Ожидаемые результаты: закрепление необходимых разговорных формул, обучение межличностному общению и взаимодействию в условиях совместной профессиональной деятельности и в рамках реально существующих социальных ситуаций взаимодействия.

Перечень ситуаций:

1. You are going to meet a foreign partner. Discuss with him the exact timing of the visit.
2. You are preparing to receive a foreign partner. Discuss with him the procedure for entering the country (border, customs control).
3. You are preparing to receive a foreign partner. Discuss the program of the visit with him.
4. You are preparing to receive a foreign partner. Discuss the number and members of the delegation arriving with him
5. You are preparing to receive a foreign partner. Discuss the range of issues to be discussed at the meeting.
6. You are going to meet a foreign partner. Discuss the day of his arrival and departure.
7. You meet a foreign partner. Exchange greetings with him.
8. You meet a foreign partner. Introduce him to the members of your delegation.
9. You meet a foreign partner. Introduce yourself to him first.
10. You are getting ready to meet a foreign partner. Discuss the goals and objectives of the meeting with him.
11. You are getting ready to meet a foreign partner. Agree with him the exact date of the negotiations.
12. You are getting ready to meet a foreign partner. Clearly formulate the goal that determines both the content and the form of the negotiations.
13. You are getting ready to meet a foreign partner. Discuss with him ways of conducting upcoming negotiations: by correspondence; by phone; in person.
14. You are getting ready to meet a foreign partner. Discuss with him organizational and technical measures that will contribute to the rational and effective conduct of negotiations.
15. You are getting ready to meet a foreign partner. Agree on a strategic goal for upcoming negotiations.
16. Mrs. Brown has been giving a small dinner party for some business friends and acquaintances. One of the acquaintances, Miss Smith, wants to know your plans for the future. Tell her about your aim of working in the company.

17. Someone who started work in your organization asks you what the boss is like/ You don't want to discuss it with him.
18. You meet a nice girl/boy outside your Institute. Strike up a conversation with her/him to find out whether she/he a student of your Institute.
19. Find data for some research that you are familiar with. In pairs take turns to discuss the key findings in the data.
20. In pairs take turns to interview your partner about his\her career path in science.
21. Think about a job or a scholarship you would like to apply for and then write a first draft of your CV.
22. Imagine you are being interviewed for a job or fellowship. Make a list of questions which you might be asked.
23. Why is it important for scientists to keep in touch with?
24. Think of an issue which people in your field often argue about. Then argue for and against the point.
25. You want to get a position in a famous company. Prepare your CV for the interview
26. Role play a discussion between a researcher and a superviser. Decide which type of experiment should be used. Then discuss what the variables in the experiment might be.
27. Use your sketch to explain your plans for the experiment. Student B ask questions for clarification and make suggestions if you can.
28. In pairs think about a problem you are having with your current research.
29. Find data for some research that you are familiar with. In pairs take turns to discuss the key findings in the data.
30. Imagine you are being interviewed for a job. Make a list of questions which you might be asked.

Шкала оценивания: 3 балльная.

Критерии оценивания:

3 балла (или оценка **«отлично»**) выставляется обучающемуся, если он принимает активное участие в деловой игре и полностью справляется с порученной ему ролью, выполняя требуемые от него трудовые действия и проявляя способность применять на практике необходимые для этого знания, умения и навыки; легко откликается на развитие и неожиданные повороты игрового «профессионального» сюжета, создаваемого преподавателем в режиме реального времени; свободно и эффективно взаимодействует с другими участниками игры (своими «деловыми» партнерами); задания, полученные в ходе игры, выполнены точно и правильно; при обсуждении результатов игры демонстрирует способность к профессиональной саморефлексии.

2 балла (или оценка **«хорошо»)** выставляется обучающемуся, если он хорошо ориентируется в искусственно созданной «профессиональной» ситуации, при выполнении своей роли демонстрирует активность и готовность выполнять необходимые трудовые действия, допуская отдельные недочеты; адекватно реагирует на развитие и неожиданные повороты игрового «профессионального» сюжета, создаваемого преподавателем в режиме реального времени; старается «профессионально» взаимодействовать с другими участниками игры (своими «деловыми» партнерами); задания, полученные в ходе игры, выполнены с небольшими недочетами; при обсуждении результатов игры проявляет критичность по отношению к

самому себе.

1 балл (или оценка **«удовлетворительно»**) выставляется обучающемуся, если он нуждается в посторонней помощи при выполнении трудовых действий, выполняя доверенную ему роль в искусственно созданной «профессиональной» ситуации; при выполнении своей роли демонстрирует неполноту собственных знаний, вследствие чего пассивен и испытывает затруднения при неожиданном развитии игрового «профессионального» сюжета, создаваемого преподавателем в режиме реального времени; неуверенно взаимодействует с другими участниками игры (своими «деловыми» партнерами); задания, полученные в ходе игры, выполнены с ошибками; при обсуждении результатов игры пассивен, внешнюю оценку предпочитает самооценке.

0 баллов (или оценка **«неудовлетворительно»**) выставляется обучающемуся, если он не справился с выполнением трудовых действий, необходимых по доставшейся ему роли в искусственно созданной «профессиональной» ситуации; при выполнении своей роли демонстрирует отсутствие элементарных знаний, вследствие чего пассивен и теряется при неожиданном развитии игрового «профессионального» сюжета, создаваемого преподавателем в режиме реального времени; вынужденно и неэффективно взаимодействует с другими участниками игры (своими «деловыми» партнерами); задания, полученные в ходе игры, не выполнены или выполнены с грубыми ошибками; при обсуждении результатов игры не способен дать адекватную профессиональную оценку своим действиям.

1.3 ПРОЕКТЫ

Проект по теме 6 «Конференция»

1. Project Management Meetup

2. Team Leaders
3. IT-management
4. Cooperating with Foreign Colleagues
5. Multi-unit enterprise problems
6. Discussion on an agenda
7. Meeting technologies
8.Video conferencing
9.Discussion via the Internet
10. Management of research, development and innovation in the company.
11.Planning and organization of work on the provision of catering services
12.Development of new types of technological processes
13.Development and research of technical diagnostic systems
14.The role of a foreign language. Variety of professions related to the use of English.
15.he influence of a foreign language on the choice of profession.
16.Conference. Types, forms and rules of fate.
17.Conference. Purposes and forms of holding.
18.Conference, its planning and technical support.
19. Conference, tasks to be solved by its organizer.
20.How to organize a conference?
21.Choosing a topic for the conference.
22.Conference. Content and speakers.
23.Conference and its cost estimate
24. Conference and its technical equipment.
25.Conference. Event branding.
26.Conference. Distribution of personnel by areas of responsibility.
27.Preparation of the script for the conference.
28.Conference and its target audience.
29.Vaccines against coronavirus
30.Nanotechnology offers alternatives to fossil fuels

Проект по теме 8:
«Доклад и Power-Point презентация по теме магистерской работы»

1.Objectives and goals of my research.
2. Scientific idea of my research.
3.Urgency and hypothesis of my research.
4. Theoretical issues of my research.
5. Practical part of my research.
6.A 3-D odour-compass for odour-detecting robots.
7.Sensitive methods to determine the fine structure of pectin in maize.
8.How dark chocolate helps ease emotional stress.
9.The advantages of calcium phosphate-coated implants.

10.Alternative coating techniques in medicine.
11 Developing of water-harvesting material.
12 Methods of hydrogen storage.
13 Is there life on other planets?
14 How the strength of different minerals in the Earth's mantle changes at high pressure and temperature?
15 Different ways of drug delivery.
16 Nanotubes in medicine.
17 Methods of encapsulating molecules in carbon nanotubes.
18 The development of carbon-based electronics.
19 The possibility for bacteria and microorganisms to survive in an environment.
20 Are there any features on Mars that could provide protection against the harsh surface conditions?
21 Whether Mar's surface material could provide protection for organisms.
22 Materials which x-rays can't pass through.
23 Vaccines against coronavirus.
24 Nanotechnology offers alternatives to fossil fuels
25 Management of research, development and innovation in the company.
26 Planning and organization of work in the office.
27 Development of new types of technological processes.
28 Organization and management in clothing industry.
29 Development and research of technical diagnostic systems.
30 Management of research, development and innovation in clothing industry.

Шкала оценивания: 100 балльная.

Критерии оценивания:

85-100 баллов (или оценка **«отлично»)** выставляется обучающемуся, если задание на проект выполнено точно и полно; проект выполнен полностью самостоятельно и демонстрирует сформированные у автора навыки проектной деятельности; в проекте реализован креативный подход: предложено оригинальное (или инновационное) решение; сформулированы мотивированные выводы; рекомендации обоснованы и объективны; безукоризненно выполнены требования к оформлению проекта; защита проекта (презентация и доклад) осуществлена в яркой, интересной форме.

70-84 баллов (или оценка **«хорошо»)** выставляется обучающемуся, если задание на проект в целом выполнено; проект выполнен с незначительным участием преподавателя (консультации) и демонстрирует владение автором большинством навыков, необходимых для осуществления проектной деятельности; в проекте реализован стандартный подход: предложено типовое решение; выводы (заключение) доказательны; осуществлена попытка сделать практические рекомендации; имеются

незначительные погрешности в содержании и (или) оформлении проекта; защита проекта (презентация и доклад) осуществлена в традиционной академической форме.

50-69 баллов (или оценка «**удовлетворительно**») выставляется обучающемуся, если задание на проект выполнено неточно и (или) неполно; выполнение проекта происходило при постоянном участии и помощи преподавателя; предложено наиболее простое, но допустимое решение; в проекте имеются недочеты и ошибки; выводы (заключение) не бесспорны; рекомендации имеются, но носят формальный характер; очевидны недочеты в оформлении проекта; защита проекта осуществлена в устной форме (без презентации) или доклад не отражал основное содержание проекта (или презентация не отражала основные положения доклада).

3 балла и менее (или оценка «**неудовлетворительно**») выставляется обучающемуся, если задание на проект не выполнено или выполнено менее чем наполовину, при этом автор не обращался (или недостаточно обращался) к преподавателю за консультацией или помощью; в проекте допущены грубые ошибки; отсутствует вывод или автор испытывает затруднения с выводами (заключение носит формальный характер); не соблюдаются требования к оформлению проекта; защита проекта представляла собой неструктурированные рассуждения автора с отклонением от темы проект

1.4 ВОПРОСЫ ДЛЯ ДИСКУССИИ

1. Деловое письмо

1) What is businesses correspondence?

2) What is your idea of a “politeness”?
3) What kinds of greetings are appropriate? Why?
4) How can you achieve the objectives through businesses correspondence?
5) What kind of people are good at business?
6) Do you think women are as good manager as men?
7) What is the best age to become a manager?
8) Do you need to be an expert in your field to become a manager?
9) Do you believe that MBA studies may prepare you well for the job of a manager?
10) What is the difference between management and leadership?
11) What do you think are/would be the advantages and disadvantages of being your own boss?
12) If you were the boss of the company, what would you change?
13) If you are presently self-employed - why did you decide to be so?
14) What do you have to do to become self-employed in your country?
15) If you are presently employed to then describe your present boss.
16) What is a recession?
17) What businesses will do well during the recession?
18) What businesses will have the most problems during the recession?
19) Has your country experienced recession? Did it affect your company?
20) What is a pyramid scheme? Are they legal in your country?
21) To whom should business be more responsible - to their employees, their customers or their shareholders?
22) What are the problems and benefits associated with capitalism?
23) Do you think technology is a must to grow a business?
24) Is the customer always right?
25) Have you ever actually written a letter of complaint? What was the result?
26) Are monopolies ever a good thing?
27) Are government monopolies acceptable, but private ones not?
28) What do you think about cartels (situations where a group of independent companies works together to control a market)?
29) Do countries have the right to do what they like with their oil?
30) Why not have other cartels for wood, copper, and gas?

2. *«Встречи, представление, контакты».*

1) What can businesses do to succeed?
2) What is your idea of a “business”?
3) What businesses are successful in your country/industry? Why?

4) Why do you think some businesses fail?
5) “Business is a combination of war and sport.” Do you agree? Why/why not?
6) Would you ever date a co-worker or your boss?
7) What do you understand by the term 'business ethics'?
8) Can you think of any companies or business which would be considered ethical or unethical? Which ones and why?
9) If you received a very good salary would you be prepared to work for a tobacco company or for a company which damaged the environment?
10) What would you do if you discovered that your company was stealing vast amounts of client or government money?
11) Is making money the only thing a company should be concerned about? If not, what else should companies be concerned about?
12) Is there a particular company you would like to be a part of? Why?
13) Is there a particular company you would definitely not want to be a part of? Why?
14) Would you prefer to work in a large international company or a small local company? Why?
15) Which type of company do you think treats their staff better - small family companies or big international ones?
16) How would you feel if your company asked you to move to a different country to help your career?
17) Do you have a bank account? If so, why?
18) How or why did you choose the bank(s) you work with?
19) Have you ever closed a bank account? Why? What was the process?
20) What is the process for opening a bank account in your country? How much identification do you need to provide?
21) Have you ever had reason to complain to your bank? How did they react to your complaint?
22) Apart from when you play Monopoly, have you ever had a bank error in your favour? What did you do about it?
23) How often do you check your bank statements?
24) Do you know the current manager of your branch? How often do they change? Do you think it’s a good policy to change the manager regularly?
25) Do you own a credit card? What is your opinion of credit cards?
26) Can you explain the difference between a debit card and a credit card?
27) Are cheque common in your society? If not, what are the most common methods of payment?
28) Is card payment secure for online shopping?
29) Where does money come from?
30) How do you think that "wealth" is created?

3. Профессионально-ориентированный перевод.

1. Do you agree that the only real way to guarantee the best results when translating material from English is to use native speakers?
2. What do you think the translator's worst nightmare is?
3. What the meaning of the word dependent on?
4. How can you translate something that has no equivalent for the source word in the target language?
5. How to overcome translation issues?
6. How often do you have to write or read texts in English?
7. What kind of texts do you have to read or write? Emails? Reports? PowerPoint presentations? Tenders? (A tender is a formal offer).
8. Do you ever chat over the internet in English for work? What chat program do you use?
9. Are addresses translated or transliterated into the target language?
10. How should you translate signatures, stamps and seals?
11. Why do you need to know the meaning of the terms?
12. What is metonymical translation?
13. What is translation equivalence?
14. What does semantic identity imply?
15. How do you understand the term 'translator's false friends?
16. Which factor is not a constituent element of the professional pride of translators?
17. What does textual reliability mean?
18. What is an integral feature of a good translation?
19. Do you think English is the global business language? If so, what does that mean in your country?
20. How often do you use English in your career?
21. Do you feel more comfortable emailing or calling someone in English?
22. Do you feel that writing formal English is challenging? Why/why not?
23. Do you think English will get you promoted? Are there any annual English tests that are mandatory for you to take in your company?
24. Do you get nervous speaking to foreign colleagues or clients in English? What is your best story for this question?
25. How would you open a conversation with someone in English at a conference?
26. Do you normally see all the presentations at a conference? What are some good and bad reasons you might miss a presentation or two?
27. Do you find it more challenging making small talk or discussing business at conferences? Why do you think that is?
28. Do you go out of your way to meet new people at conferences, or do you stick to your pack of colleagues? What are some great reasons to meet new people?
29. Why is cultural awareness important for business people?

30. What do you understand by business ethics?

4. *«Поиск работы. Устройство на работу».*

1) What fears do you have about your future, and what can you do to overcome those fears and plan for potential roadblocks?
2) What do you think about personal skills that should be listed in the resume?
3) What is the purpose of a resume and what are the elements of an effective one?
4) List all the strategies you can think of for seeking employment.
5) What should you consider before accepting a job?
6) What is the most common is format of resume?
7) Why a resume should be short and clear?
8) Which of the five main sections in the CV/resume can you choose not to include?
9) What is the reason why the different sections on the CV/resume are in the order they are?
10) Why are the section titles in the middle of the page and use a large font?
11) Why do some of the sentences on the CV/resume have bullet points (•) in front of them?
12) What is the main purpose of the profile section on a CV/resume?
13) What style of vocabulary should you use on a CV/resume?
14) Why do some jobs in the work experience section have a list of 'responsibilities & achievements', while others don't?
15) In a CV sent for a sales position, which sentence in the responsibilities & achievements part of the 'Senior International Sales Executive job at Telefonica' should not be included?
16) Which sentence in the responsibilities and achievements for the 'Senior International Sales Executive job at Almagro Construction' is written incorrectly for a CV/resume?
17) In a CV sent for a sales position in a furniture manufacturer, which vocational course/qualification in the education & training section is not necessary to include?
18) Which of the factors is the most important in deciding what information to include on a CV/resume?
19) Why should a CV/resume be short (2 pages long), well organised/structured and only contain information relevant to the job you are applying for?
20) Are you able to divide your time effectively between work and family?
21) What positive effects does your work have on your life?
22) What negative effects, if any, does your work have on you? What can you do about it?
23) If you could choose, would you change your job? Would you just change some of the conditions, but keep the same type of job?
24) Rate the following in order of importance for you (not important; important; very important):

- decent salary

- higher salary
- shorter working day
- flexible working hours
- friendly workmates
- pleasant atmosphere at work

25) Are people willing to move further away from home nowadays in order to find work?
26) Do you update your resume before every interview you go to? What information do you change most often? Job references? Career details?
27) When you go to a job interview you should arrive on time and fill in the application form neatly. What other things should you always do - or not do - at the interview?
28) How many job interviews have you had? What were they like? How did you feel? Did you get the job? What questions are usually asked at interviews?
29) What should you do in an interview? What should you NOT do?
30) What is the worst thing about being unemployed?

5. «Встреча зарубежного коллеги»

1) Do you enjoy meeting new people?
2) What are some good things to ask someone you just met?
3) What are some things you shouldn't ask people you just met?
4) Is it OK to ask a person's age in your country?
5) Are you nervous when you are introduced to someone new?
6) What are some ways to overcome being nervous about meeting new people?
7) How often do you meet new people? How do you usually meet them?
8) When you meet someone for the first time, how do you feel?
9) How long does it take you to feel comfortable with a new person?
10) What is the first thing you usually do or say when you meet a person for the first time?
11) Do you know any good ice-breaker questions?
12) Which topics do you avoid when you talk with someone for the first time? Which topics are safe?
13) What does 'first impressions matter', mean? Do you agree?
14) Do you think you make a good first impression?
15) Have you ever met a boyfriend or girlfriend's parents? What kind of impression did you make?
16) When you meet someone and hear their name, do you remember it easily? Do you have any tricks to remember names well?
17) Have you ever introduced yourself to a stranger in public? Why? What did you say?
18) Is it more comfortable for you to meet men or women? Why?
19) Do you remember faces? If you have met a person, do you easily recognize them later?
20) Do you ever have to chair meetings?

21) Do you have online meetings? What other advantages/disadvantages are there?
22) How effective is the time you spend in meetings?
23) Do you take notes in the meetings?
24) Have you ever had to make a presentation in English?
25) How did you find the experience?
26) Do you think it would be a good idea to practice the presentation with your English teacher beforehand, or would this make the actual presentation less spontaneous?
27) Do you write out everything you are going to say word for word, or do you just make general notes? What are the advantages and disadvantages of each method?
28) Was there a question and answer after the presentation? How did it go?
29) Was it a presentation to native English speakers or to non-native speakers? Which do you think would be easiest? Why?
30) What recommendations would you make to somebody who has to give a presentation in English?

Шкала оценивания: 3 балльная. Критерии оценивания:

3 балла (или оценка **«отлично»)** выставляется обучающемуся, если он принимает активное участие в беседе по большинству обсуждаемых вопросов (в том числе самых сложных); демонстрирует сформированную способность к диалогическому мышлению, проявляет уважение и интерес к иным мнениям; владеет глубокими (в том числе дополнительными) знаниями по существу обсуждаемых вопросов, ораторскими способностями и правилами ведения полемики; строит логичные, аргументированные, точные и лаконичные высказывания, сопровождаемые яркими примерами; легко и заинтересованно откликается на неожиданные ракурсы беседы; не нуждается в уточняющих и (или) дополнительных вопросах преподавателя.

2 балла (или оценка **«хорошо»**) выставляется обучающемуся, если он принимает участие в обсуждении не менее 50% дискуссионных вопросов; проявляет уважение и интерес к иным мнениям, доказательно и корректно защищает свое мнение; владеет хорошими знаниями вопросов, в обсуждении которых принимает участие; умеет не столько вести полемику, сколько участвовать в ней; строит логичные, аргументированные высказывания, сопровождаемые подходящими примерами; не всегда откликается на неожиданные ракурсы беседы; не нуждается в уточняющих и (или) дополнительных вопросах преподавателя.

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возникновении неожиданных ракурсов беседы и в этом случае нуждается в уточняющих и (или) дополнительных вопросах преподавателя.

0 баллов (или оценка **«неудовлетворительно»**) выставляется обучающемуся, если он не владеет содержанием обсуждаемых вопросов или допускает грубые ошибки; пассивен в обмене мнениями или вообще не участвует в дискуссии; затрудняется в построении монологического высказывания и (или) допускает ошибочные высказывания; постоянно нуждается в уточняющих и (или) дополнительных вопросах преподавателя.

1.5 ВОПРОСЫ ДЛЯ СОБЕСЕДОВАНИЯ

Вопросы для собеседования по теме 9 «Контроль индивидуальных заданий»

1) Какие виды деловых писем вы знаете?
2) Какова структура делового письма?
3) Какие виды обращений корректны для деловой коммуникации?
4) Как следует завершать деловое письмо?
5) Каковы особенности перевода деловых писем с русского языка на английский и наоборот?
6) Как принято вести диалог с зарубежными партнёрами?
7) Каковы особенности написания письма-запроса и ответа на него?
8) Каковы особенности написания письма-запроса и ответа на него?
9) Что является особенностью написания письма-претензии?
10) Что является особенностью написания письма-приглашения?
11) Какие требования предъявляются к речи говорящего по телефону?
12) Что значит быть приятным собеседником?
13) Если вы на первом этапе телефонного разговора имеете дело с секретарём фирмы или человека, которому звоните. Как необходимо вести себя в этом случае?
14) Каким должен быть деловой разговор по телефону?
15) Каковы особенности перевода деловых писем с русского языка на английский и наоборот?
16) Как поприветствовать человека?
17) Как представиться самому?
18) Как обратиться к собеседнику?

19) Как соблюдать регламент?

20) Какие моменты следует учесть, готовясь к деловому телефонному разговору?

21) Что необходимо знать для осуществления качественного и правильного перевода?

22) Каковы особенности построения предложений?

23) Каков первый этап создания текста перевода?

24) Что чаще всего вызывает затруднения при переводе текстов по специальности и деловых писем?

25) Каковы особенности перевода деловых писем с русского языка на английский и наоборот?

26) Как достичь максимально близкого перевода и соблюдения контекстуальных соответствий?

27) Что требует особого внимания при переводе текстов по специальности и деловых писем?

28) Какие знания необходимы на этапе анализа содержания исходного текста, предшествующем собственно переводу?

29) Какого стиля следует придерживаться при переводе текстов по специальности и деловых писем?

30) Какими переводческими «инструментами» следует пользоваться?

Шкала оценивания: 3 балльная.

Критерии оценивания:

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Знаниями по существу обсуждаемых вопросов, ораторскими способностями и правилами ведения полемики; строит логичные, аргументированные, точные и лаконичные высказывания, сопровождаемые яркими примерами; заинтересованно откликается на неожиданные ракурсы беседы; не нуждается в уточняющих и (или) дополнительных вопросах преподавателя.

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всегда откликается на неожиданные ракурсы беседы; не нуждается в уточняющих и (или) дополнительных вопросах преподавателя.

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2. ОЦЕНОЧНЫЕ СРЕДСТВА ДЛЯ ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ОБУЧАЮЩИХСЯ

2.1 БАНК ВОПРОСОВ И ЗАДАНИЙ В ТЕСТОВОЙ ФОРМЕ

1. Вопросы в закрытой форме.

1.1 In order to check all the telephone calls made during the month I want the account to be .....

a) itemized
b) specialized
c) particular
d) detailed

1.2 All the representatives are allowed to spend money for entertaining with their …... account.

a) expenses

b) expending

c) expense

d) expensive

1.3 To spread the cost of spending on articles you buy many big departments let you open a .....

a) credulous
b) credible
c) credited
d) credit

1.4 Once you are earning money and you want to keep it safe, you can always ..... an account with a bank.
a) start
b) open
c) begin
d) commence

1.5 At the end of thirty days the company will ask you to …... the account

a) end
b) finish
c) arrange
d) settle

1.6 The finance director is responsible for …… the accounts for the business.

a) keeping

b) holding

c) taking
d) finding

1.7 At the end of the financial year it is the responsibility of the chief finance officer to …… the accounts.

a) direct

b) publish

c) edit

d) print

1.8 Before they got married, they decided to open a …… account.

a) joint
b) united
c) unified
d) combined

1.9 If you have saved some money, it is a good idea to put the money into a ……. account.

a) lump
b) deposit
c) pile
d) heap

1.10 However hard I try, I find it impossible to account …… this missing sum of money.

a) to
b) with
c) by
d) for

1.11 She was going to discuss the matter …… with her colleagues or her family.

Наличие картинки к вопросу: Нет Имя картинки на листе с картинками (при наличии):

a) either
b) but
c) yet
d) neither

1.12 Our project team tried hard to think …… all the possible alternatives before making a decision.

a)of
b) at
c) by

d) as

1.13 Timing can be …… crucial when you're considering launching a new online marketing campaign.

a) already

b) extremely

c) greatly

d) strongly

1.14 Are you able to …… our conditions of delivery in line with our recent invoice?

a) except

b) access

c) accept

d) expect

1.15 Fortunately for us we're finding our new internet division is showing an increased .....

a) profit

b) profits
c) prophet
d) profitably

1.16 In our line of business it is vital to host our website on our own server ……. of getting someone else to do it.

a) besides
b) except
c) but
d) instead

1.17 Following some recent research our engineers …… that our index system has scope for fast improvement.

a) found
b) finds
c) fined
d) finding

1.18 Before you employ new staff you should carry out a …… examination of their personal qualities and professional experience.

a) carefully

b) careful

c) carefulness
d) caring

1.19 Thanks to the high standards of service we offer our customers, we have been able to establish an excellent .....
a) reputedly
b) reputable
c) reputation
d) repute

1.20 An interactive website can save your organisation …….. amounts of time and money that would otherwise be spent on correspondence.

a) significant

b) significance

c) significancy
d) signify

1.21 My …… went very well. I think I will get the job

a) Interview

b) interstate

c) invitation
d) inspecting

1.22 She likes your ……. of writing.

a) test
b) paper
c) jester
d) style

1.23 There is a water ……. in the hallway next to the bathroom

a) hole

b) fountain

c) thing
d) fling

1.24 This report is …… next week.

a) expect
b) date
c) due
d) gave

1.25 I cannot print the flyers because the …… is out of paper

a) impression
b) machine
c) impersonator
d) printer

2. ***Задания в открытой форме:***

2.1. Proper Telephone Etiquette ____more important than ever in today's business environment. (BE)

2.2. Much of our business communications _____ place on the phone: in the office, at home, in the car, virtually anywhere. (TAKE)

2.3. Proper phone technique can make or _____ deals or relationships. (BREAK)

2.4. When answering the phone for business, be sure to _____yourself (and your company, if applicable). (INDENTIFY)

2.5. If answering someone else's line, be sure to include their name in your greeting, so that the other party does not _____ they have reached a wrong number. (THINK)

2.6. When you are the person making the call, be sure to _____ proper phone etiquette from the start. (USE).

2.7. Proper business telephone etiquette can _____ a positive impression on your callers. (MAKE)

2.8. Transferring a telephone call is more than just _____ what buttons to push on your telephone system. (KNOW)

2.9. The business telephone etiquette that you and your employees use directly reflects upon the image that your business _____. (POTRAY)

2.10. Appropriate greetings and endings to calls help _____ a good rapport and avoid misunderstandings and wasting time. (BUILD)

2.11. A telephone call is a purposeful activity. Your caller will have some objective in mind and you will need to _____ this objective as quickly and as clearly as possible. (ELICIT)

2.12. Sometimes a caller ___very difficult, especially if complaining. (BE)

2.13. First remember that this caller is a client, or potential client, so your handling of the call could _____ either in more business for your company or in the caller going to a competitor. (RESULT)

2.14. Whether you are _____ a meeting or attending a meeting, it is important that you understand key English phrases and expressions related to meetings. (HOLD)

2.15. A successful meeting ___no surprises. With proper preparation and careful organization, a meeting can run smoothly. (HAVE)

2.16. The most typical complaint about meetings is that they _____ too long. (RUN)

2.17. Meetings that run longer than necessary can be very costly to a company or business. (BE)

2.18. In order to keep the meeting on task and within the set amount of time, it is important to ____ an agenda. (HAVE)

2.19. The person in charge of calling and holding a meeting may _____ to allocate certain roles to other staff members. (DECIDE)

2.20. Someone may be called upon to take the minutes, someone may be ____ to do roll call, and someone may be asked to speak on a certain subject. (ASK)

2.21. Whether you are holding the meeting or _____ the meeting it is polite to make small talk while you wait for the meeting to start. (ATTEND)

2.22. The person in charge of the meeting can introduce the new person, or ask the person to _____ him or herself. (INTRODUCE)

2.23. One of the most difficult things about holding an effective meeting is _____ within the time limits. (STAY)

2.24. A good agenda will outline how long each item should ____. (TAKE)

2.25. A good chairperson will _____ his or her best to stay within the limits. (DO)

3. Задания на установление последовательности

3.1. Read the text and complete the blanks with the following.

a) loneliness amongst the elderly
b) dealing with harmful chemicals
*c)*comes from the television
*d)*can communicate with deaf people

ASIMO - the caring robot

In 1986, Honda (a company known mainly for its cars and motorbikes) started work on developing a robot which would be able to walk. 28 years later, in 2014, ASIMO was unveiled. ASIMO is currently the most realistic humanoid robot in the world. It can jump, run, walk, climb stairs and even hop on one leg! It can also use its five fully functioning fingers to hold objects in its hands. ASIMO has cameras for eyes, and has the ability to recognize faces and map out its surroundings. It can also understand basic commands and is programmed to know American and British Sign Language so (**1)**_____.

Honda has been taking ASIMO all around the world to show it to young people in order to inspire and encourage them to study science. Honda has also said that in the future, ASIMO might be able to do certain things which would be dangerous for humans to do, such as firefighting and (**2)**_____.

Many people say that ASIMO is a fantastic creation because it could be used to help elderly and disabled people who cannot do basic important tasks, such as cleaning or washing up. In England, more than half of people aged 75 and over live by themselves, and 5 million of them say that their main form of company (**3)**_____. The fact that elderly people are increasingly lonely in a society which is built around communication through the internet and social media is incredibly sad.

Personally, although I think ASIMO is an incredible invention, I am disgusted by the fact that we are having to use a robot to combat such a simple problem as (**4)**_____. It is a horrible thought that no one seems to care enough about the older generation to make an effort to communicate and be friendly with them.

So if you know an elderly person, like your grandma or grandpa, maybe you should call them up on the phone each week or go round to their house for a cup of tea or coffee and talk about the weather. I'm sure they will really appreciate the effort; a little goes a long way.

3.2. Read the text and complete the blanks with the following.

a) every 11 people in Britain
b) in classrooms, toilets and changing rooms
c) will be watching you walk around the shop
d) were caught and prosecuted

Has CCTV gone too far

Closed Circuit Television, usually abbreviated to CCTV, is everywhere in today's society. In fact, when we go about our everyday lives it is virtually impossible to avoid it. If you take a bus to school, there will be a camera on it. When you pop out to the supermarket to

buy some bread, a camera **(1)_____**. If you look up, you'll see cameras on many street corners, at bus stops, on trains and even in some public toilets. We seem to have developed an obsession with them!

In 2013, an article published in *The Guardian* (a British newspaper) stated that there was 1 camera for **(2)** _____. There are estimated to be around 6 million CCTV cameras across Britain - now that's a lot of cameras! Thanks to our apparent love of CCTV, Britain has been nicknamed the "surveillance state".

CCTV is a vital tool for the police and can help solve crimes - a notable example would be the James Bulger case from 1993. CCTV images meant that the two boys who committed the crime **(3)_____.** However, CCTV does not always have all the answers. Sometimes the images aren't clear enough to identify people; often, criminals obscure their faces to avoid being caught. Recently, some talking CCTV cameras have been installed in the UK. These react to movement, and warn criminals that their photo has been taken.

In my opinion, CCTV has gone too far. As a nation, we rely on it far too much. At what point did we decide to replace police officers with technology? Many people claim to feel safer as a result of CCTV; if more police were around I'm sure they'd feel just as safe! Many schools across Britain have installed CCTV – **(4)_____.** They say it helps to prevent bullying - but surely something else could be done instead?

What do you think about CCTV? Are there lots of cameras in the public areas of your town or city?

3.3. Read the text and complete the blanks with the following.

a) to check our messages.
b) a fitness monitor and a messaging device
*c)*be charged every day
d)hinder face-to-face communication

The Apple watch: technology gone too far?

For those of you who haven't heard of it, the Apple watch is the latest invention from the infamous creators of the iPhone and Apple Mac. As the name suggests, this creation is a device designed to tell us the time. This is Apple, however, and an Apple watch is never just a watch. In fact, this accessory is multifunctional; not only does it show us the time, but it also acts as**(1)_____** that can be connected with an iPhone.

Is this a genius invention or technology gone too far?

Whilst the upcoming Apple watch is stylish in appearance, I can't help but question certain aspects of the new device. Is it a positive thing to be able to receive messages through a watch, or is this another way of letting technology disrupt our social lives?

Thanks to the invention of the smartwatch, we will no longer have to reach for our phones **(2)_____.** Imagine the possible consequences. A group of friends sitting at a table in a restaurant will ignore each other as everyone will be too busy watching their wrists in anticipation of a new message. Students will have a means of 'discreetly' checking their inbox during school, despite the fact that mobile phones are forbidden in class. The list goes on.

Although smartwatches may make communicating through technology easier, it seems that it could actually**(3)_____.**

Much like a phone, the watch would also need to **(4)_____.** This is yet another aspect of the device which sets it apart from any 'normal' watch. If, like me, you struggle when remembering to put your phone on charge, this is not necessarily a positive thing.

Whilst there are clearly both positive and negative aspects when it comes to Apple's latest invention, I personally like my single-purpose watch that simply tells me the time! What about you? Would you be interested in having a smartwatch?

3.4. Read the text and complete the blanks with the following.

a) private space explorers
b) would be transported
c) are a possibility in the years to come
d) what life will be like in the future

What is space tourism?

Space tourism is the term used to describe space travel for recreational or leisure purposes. What was once only a dream - described in books such as Arthur C. Clarke's 2001: A Space Odyssey - is now becoming a reality.

Futurologists are scientists who attempt to develop predictions of **(1)_____.** After the first man landed on the moon in 1969, they thought that hotels would be built on the moon by the year 2000. Futurologists also considered the possibility that, in the 21st century, families might go for a holiday on the moon. Neither of these predictions have come true yet - but the rapid development of technology may mean these predictions **(2)_____.**

Space Adventures is currently the only company to have succeeded in sending paying passengers into space. Space Adventures worked with the Federal Space Agency of the Russian Federation and Rocket and Space Corporation Energia to facilitate flights for the world's first **(3)_____.** Each person paid over $20 million for their 10-day trip to the International Space Station.

Following several successful explorations into space, several companies are now considering the possibility of enabling tourists to visit space. In order to make it more affordable, suborbital space travel is being considered by many companies, including Virgin Galactic. Passengers **(4)_____** to a height of between 100-160km above earth, experience 3-6 minutes of weightlessness and a view of the stars before being taken back down to earth. This is expected to cost around $200,000 per person.

Whilst it could be an enriching experience, there are some disadvantages to space tourism. Many critics have commented that a huge growth in the spaceflight industry could drastically speed up the process of global warming. The ozone layer would be damaged further, and the polar regions would suffer. In addition, space travel is only really a possibility for the super-rich. Although Virgin Galactic claims to be "opening space to the rest of us", there are still millions of people worldwide who wouldn't be able to afford it.

3.5. Read the text and complete the blanks with the following.

a) does not have some gadget lying around in it
b) page on its website designed for recruiting volunteers
*c)*carry some piece of technology
*d)*on charge somewhere in the house

Online volunteering

Technology is everywhere. We see it any place we go and, in fact, almost all of us **(1)_____** with us every time we leave the house. What I always forget, though, is just how useful and powerful technology can be when we want to help others.
There is not a single room in my house that**(2)_____.** Whenever I am at home, providing that I am not sleeping, I am almost always using at least one electronic device. If you walked into my living room on any given day, you would find that, first, I have the television on (along with the other related appliances, such as the DVD player or my current favourite games console).

At the same time, even though multi-tasking is definitely not my strongpoint, I usually have my laptop resting on my knee, or I will be using my tablet or mobile phone. In the background, the technology that I am not using will most likely be **(3)_____.** Even when I'm not at home I am constantly using my phone, and at work or in cafés, I sit down and connect to the local wireless network on my laptop.

I must admit, though you have probably already guessed it, that I waste a lot of time on the computer and the time I spend on it could be much better spent if I were to commit to a little online volunteering.

The technology we carry about everywhere can have a great power to do good for the world and to help others and recently I discovered just how much online volunteering there is to do in the world. From using your language skills to do translations, to developing and managing projects and helping with IT work, there is so much that so many people can do to help people in their own countries and across the world. The United Nations, in fact, has a huge**(4)_____**.

This work can support the poor and help charities who otherwise would not have the funding to pay for staff. Many organizations only require you to work an hour a week – some even less. And the support provided by online volunteers can really help make a difference to those in need.

3.6. Read the text and complete the blanks with the following.

a) body's movements and vital signs
*b)*a transparent, stretchable touch
c) stretched, folded or bent
*d)*a device that combines all those functions

New flexible sensor holds potential for foldable touch screens

Picture a tablet that you can fold into the size of a phone and put away in your pocket, or an artificial skin that can sense your **(1)_____.** A new, inexpensive sensor developed at the University of British Columbia could help make advanced devices like these a reality.
The sensor uses a highly conductive gel sandwiched between layers of silicone that can detect different types of touch, including swiping and tapping, even when it is **(2)_____.** This feature makes it suited for foldable devices of the future.

"There are sensors that can detect pressure, such as the iPhone's 3D Touch, and some that can detect a hovering finger, like Samsung's AirView. There are also sensors that are foldable, transparent and stretchable. Our contribution is**(3)_____** in one compact package," said researcher MirzaSaquibSarwar, a PhD student in electrical and computer engineering at UBC.

The prototype, described in a recent paper in *Science Advances*, measures 5 cm x 5 cm but could be easily scaled up as it uses inexpensive, widely available materials, including the gel and silicone.

"It's entirely possible to make a room-sized version of this sensor for just dollars per square meter, and then put sensors on the wall, on the floor, or over the surface of the body -- almost anything that requires **(4)_____** screen," said Sarwar. "And because it's cheap to manufacture, it could be embedded cost-effectively in disposable wearables like health monitors."

The sensor could also be integrated in robotic "skins" to make human-robot interactions safer, added John Madden, Sarwar's supervisor and a professor in UBC's faculty of applied science.

3.7. Read the text and complete the blanks with the following.

a) are connecting more and more
b) I first arrived in France I didn't have any internet
c)slowly beginning to take over our lives
d)tea when they come round to visit

Are we addicted to our smartphones?

As part of the 'Facebook generation', we have grown up in a world where access to the internet is constantly at our fingertips and we're able to connect with people at the touch of a button. Nowadays, it's become increasingly common to offer guests the Wi-Fi password along with a cup of **(1)_____.** We have become addicted to our smartphones.

Of course, smartphones are undeniably useful and have revolutionized our lives in so many ways. Thanks to thousands of apps available to download, we're now able to do almost anything when we're out and about. However, it seems a shame that these addictive pieces of technology are **(2)_____**slowly beginning to take over our lives. It's so easy to become dependent on our phones, whether it's to find your way around with the map application or even just check the time. As a result we're becoming more anti-social, choosing to consult the internet rather than talk face-to-face with other human beings.

Even when we're socializing, it seems most of us struggle without our phones at arm's reach. Phones were invented to keep us more connected, and indeed they have done just that. We can now get in contact by an endless list of social media outlets, yet this means we're starting to lack genuine contact with each other. People **(3)_____** across screens

rather than in person, even when it comes to relationships - dating apps and websites are more popular than ever before. Recently, an artist released a series of images depicting people in social situations and edited out their smartphones and tablets. The result was a collection of powerful images that have, perhaps ironically, gone viral. They force people to wake up to the fact that we are no longer interacting properly with each other.

I'm not to say I'm any better (as I write this my phone is sitting across from me at my desk).

However, I'm trying to use it less and less when I'm out and about. When **(4)_____** on my phone and it was actually quite liberating. Rather than constantly checking my phone for messages or searching for directions, I was forced to talk to people and find my way around independently. Next time you're out with your friends, put your phone away and see how long you can last without it.

3.8. Read the text and complete the blanks with the following.

a) Chinese history
b) The Terracotta Army
c) the artefacts currently buried
d)Germany in 1937

Ancient technology

One of the most famous archaeological discoveries in all of history is **(1)----------.**It's also called the Terracotta Warriors and Horses and they were found by farmers digging for a well on the outskirts of Xi'an in 1974. Becoming a UNESCO World Heritage site in 1987, the spectacular figures continue to attract millions of visitors from all over the world. Yet the excavations are unfinished. Famously, archaeological work at the site and the accompanying Mausoleum of the First Qin Emperor has been allowed to slow down until technology advances enough to preserve**(2)_____** underground. In addition to this, safety concerns have been raised regarding the unusually high levels of mercury found on the soil. Allegedly this is from the mercury streams which were inlaid in the floor of the burial chamber, but only time will tell if this ancient tale is true.

Currently 8000 soldiers have been found, each one with a distinctively different look. This was achieved through an early use of assembly-line-type construction. The warriors were assembled using molds, with 8 different heads to choose from, and features being added with additional clay by skilled craftsmen. Studying the warriors and their horses offers historians an important insight into this period in **(3)_____.** The technology used to assemble the underground army was truly remarkable. Over 40,000 bronze weapons were found, and after more than 2000 years they still appear sharp. How is this possible? The ancient Chinese managed to use protective chrome plating, something which was thought to have been invented in **(4)_____!** Chinese metallurgy was thousands of years ahead of its time.

When it is finally uncovered, the sight will truly be spectacular and much more will be understood about China's first Emperor and the level of technology the ancient Chinese possessed.

Have you ever seen any ancient archaeological sites?

3.9. Read the text and complete the blanks with the following.

a) running at full speed
b) the fastest in its
c) its experimental stage
d) the International Journal of Robotics Research

A robot that runs like a cat

Thanks to its legs, whose design faithfully reproduces feline morphology, EPFL's four-legged "cheetah-cub robot" has the same advantages as its model: it is small, light and fast. Still in **(1)----------,** the robot will serve as a platform for research in locomotion and biomechanics.

Even though it doesn't have a head, you can still tell what kind of animal it is: the robot is definitely modeled upon a cat. Developed by EPFL's Bio robotics Laboratory (Biorob), the "cheetah-cub robot," a small-size quadruped prototype robot, is described in an article appearing today in **(2)_____.** The purpose of the platform is to encourage research in biomechanics; its particularity is the design of its legs, which make it very fast and stable. Robots developed from this concept could eventually be used in search and rescue missions or for exploration.

This robot is **(3)_____** category, namely in normalized speed for small quadruped robots under 30Kg. During tests, it demonstrated its ability to run nearly seven times its body length in one second. Although not as agile as a real cat, it still has excellent auto-stabilization characteristics when **(4)_____** or over a course that included disturbances such as small steps. In addition, the robot is extremely light, compact, and robust and can be easily assembled from materials that are inexpensive and readily available.

3.10. Read the text and complete the blanks with the following.

a) an appropriate mold
b) the quality of the final product
c) can be processed quite efficiently
d) solved by chemical means

Turning bottles into windcheaters

Unlike metals, the quality of which often suffers during the recycling process itself, recycled plastics **(1)----------.** "Polymers represent an interesting basis for the sustainable cycling of technological materials. The crucial requirement is that the recycled material should be chemically pure. In that case, bottles made of PET, for example, can be relatively easily turned into synthetic fiber for use in waterproof windcheaters," says Langhals.

The vast majority of technical polymers are processed as thermoplastics, i.e., they are melted at high temperature and the finished article is produced by injecting the molten material into **(2)_____,** where it allowed to set. Reheating of recycled plastic can,

however, lead to deleterious alterations in its properties of the material unless the sorted material is of high purity. Contamination levels as low as 5% are sufficient to significantly reduce the quality of the reformed product. The reason for this "down-cycling" effect is that, as a general rule, polymers tend to be immiscible, as they are chemically incompatible with one another. Remelting of polymer mixtures therefore often leads to partitioning of the different polymers into distinct domains separated by grain boundaries, which compromises **(3)_____.** For this reason, high-quality plastics are always manufactured exclusively from pristine precursors -- never from recycled material.

The new method developed by the LMU team could, however, change this. "The waste problem can only be **(4)_____,** and our process can make a significant contribution to environmental protection, because it makes automated sorting feasible," says Langhals. Indeed, the use of fluorescence lifetime measurements permits the identification and sorting of up to 1.5 tons of plastic per hour. In other words, the method in its present form already meets the specifications required for its application on an industrial scale.

3.11. Read the text and complete the blanks with the following.

a) thus improving the efficiency of recycling
b) can be used to identify their chemical nature
c) have developed a new process
d) highly characteristic for the different types of polymers

Novel recycling methods: Fluorescent fingerprint of plastics

Researchers at Ludwig-Maximilians-University (LMU) in Munich (1)_____ which will greatly simplify the process of sorting plastics in recycling plants. The method enables automated identification of polymers, facilitating rapid separation of plastics for re-use.

A team of researchers led by Professor Heinz Langhals of LMU's Department of Chemistry has taken a significant step which promises to markedly expedite the recycling of plastic waste. They have developed a technique which provides for automated recognition of their polymer constituents, (2)_____and re-use of the various types of plastic. The technique takes advantage of the polymer-specific nature of the intrinsic fluorescence induced by photoexcitation. "Plastics emit fluorescent light when exposed to a brief flash of light, and the emission decays with time in a distinctive pattern. Thus, their fluorescence lifetimes are (3)_____, and can serve as an identifying fingerprint," Langhals explains. Details of the new method appear in the latest issue of the journal "Green and Sustainable Chemistry."

The new technique, which is the subject of a patent application, involves exposing particles of plastic to a brief flash of light which causes the material to fluoresce. Photoelectric sensors then measure the intensity of the light emitted in response to the inducing photoexcitation to determine the dynamics of its decay. Because the different polymer materials used in the manufacture of plastics display specific fluorescence lifetimes, the form of the decay curve (4)_____. "With this process, errors in measurement are practically ruled out; for any given material, one will always obtain the same value for the fluorescence half-life, just as in the case of radioactive decay," says Langhals.

3.12. Read the text and complete the blanks with the following.

a) almost everybody else was on their phones
b) to spend more time taking in my surroundings
c) without actually talking to anyone in particular
d) There is a constant connection to everyone in the world

Are mobile phones taking over our lives?

Next time you're in a public place, take a look around you, and count how many people are using their phones. I can tell you now that it is probably more than half, whether you're on public transport, in a café or simply walking down the street.

I'm not saying that I am not an example of this, but it always amazes me how people can spend so much time on their phones (1)_____. With the constant upgrade of technology we can now do practically anything on a device which can fit in the palm of our hands. But has it gone too far? Do we spend too much time on our mobiles and not enough time talking to people 'in real life'?

For example, I recently visited London and travelled on the tube while I was there. Apart from the people asleep, (2)_____, and because of the nature of the tube, it is difficult not to see exactly what they are all doing. Of course, being underground it is difficult to get any signal, which rules out texting or using the internet, but there is still plenty you can use your phones for. People were playing games, reading articles and listening to music, and I am sure that as soon as they emerged from the train station they would start texting or calling or checking their e-mails. (3)_____, as long as you have a mobile phone in your hand.

Recently, my smart phone broke and had to be sent off to the warehouse for repair for a week or so. In the meantime I had to use a really old, basic phone just to keep me in touch with my family and friends. All I could do on this phone was send text messages, make calls and play one game. And I loved it. I loved being free from the internet, and I really didn't mind not having constant updates about what my friends were doing or what the latest celebrity story was. It was quite refreshing and it allowed me (4)_____– I could enjoy my time in London more, for example, and I could watch the people around me and really see what was going on.

However, I knew that as soon as I got my smart phone back I would be one of those people once again, obsessed with finding out what everyone is doing and wasting my time playing games or checking social network sites. Perhaps I should just go back to using the basic phone and forget I ever got my smart phone back...

3.13. Read the text and complete the blanks with the following.

a) with a very thin layer of a more expensive
b) pinning the nanoparticles to the electrode surface
c) Some researchers think so

d) the devil is in the details

Nano-engineering electrodes to give tiny generators a boost

Could our waste be part of the answer to humanity's energy problems? (1)_____, thanks to bacteria that chow down on everything from sewage to heavy metals and give off electricity as one of their own waste products.
But as with many great ideas,(2)_____. OIST's Biological Systems Unit is one of the research groups now working on making waste-fueled microbial fuel cells (MFCs) cheap and efficient enough for real-world applications.

One great challenge in achieving that goal is designing sturdy, cheap electrodes for MFCs that conduct electricity well, resist corrosion, and won't poison bacteria that cling to their surfaces. To this end, the Nanoparticles by Design Unit is working with the Biological Systems Unit to build and test new types of nanoparticle-studded electrodes. The idea is to coat a core of cheap material (3)_____, biocompatible metal, then stick the resulting nanoparticles onto the surface of a carbon electrode. In addition to harnessing the properties of the expensive metal at minimal cost, this will increase the surface area of the electrode so that it can host more electricity-generating bacteria.

Other researchers have found that nanoparticle-studded carbon electrodes increase the electricity output of MFCs up to 20-fold compared with plain carbon electrodes; Nanoparticles by Design Unit head Mukhles Sowwan hopes to increase this by experimenting with different sizes, compositions, and methods of (4)_____. Says Sowwan, "I believe that this innovative multidisciplinary approach in applying cutting-edge research could lead to the development of efficient microbial fuel cells."

3.14. Read the text and complete the blanks with the following.

a) this eco-friendly air filter improves natural lighting and visibility
b) effectively remove harmful particles and further improves indoor air quality
c) which exist in the form of an organic solution
d) and are suitable for applications on windows and doors

Engineering team develops novel nanofibre solution for clean, fresh air

A research team from the National University of Singapore (NUS) has successfully concocted a novel nanofibre solution that creates thin, see-through air filters that can remove up to 90 per cent of PM2.5 particles and achieve high air flow of 2.5 times better than conventional air filters. As an added bonus, (1)_____while blocking harmful ultraviolet (UV) rays.

Overall, air filters developed using the novel nanofibre solution are two times better in quality than commercial ones, and (2)_____to improve indoor air quality. This novel air filter also has promising applications in respirators.
The NUS team's air filter is also eco-friendly and easy to produce -- simply by applying the novel nanofiber solution onto a non-woven mesh, and leaving it to dry naturally. Using phthalocyanine, a chemical compound commonly used in dyeing, the NUS team engineered organic molecules that could self-organize, similar to the stacking of building blocks, to form

nanoparticles and subsequently, nanofibers. These nanofibers, (3)_____, easily "cling" onto the non-woven mesh when dispersed onto the material.

"Air pollution poses serious health threats. Therefore, there is a strong need for economical and effective technologies for air filtration. Currently, most nanofibers used in air filters are energy intensive to produce and require specialized equipment. Our team has developed a simple, quick and cost-effective way of producing high-quality air filters that (4)_____by enhancing air ventilation and reducing harmful UV rays. In the long run, it may even be possible for a DIY (do-it-yourself) kit to be made available commercially for consumers to make air filters at home," explained Assistant Professor Tan SweeChing from the Department of Materials Science and Engineering at the NUS Faculty of Engineering, who led the research.

3.15. Read the text and complete the blanks with the following

a) for example when we go on holiday
b) we are now able to create our own online identities through the forms of
c)whereas it's normal to see people out socializing with friends
d)Despite having over half a million Instagram followers

Behind the filter of social media

It's easy to be misled by social media. With the sudden rise of social networks over the last decade, (1)_____ Facebook, Twitter, Instagram, Blogger, Pinterest ... the list goes on. At the touch of a button we're able to share photos, videos and our thoughts and feelings with friends and followers all over the world. It has become a platform to share all the positives in our lives, a way to show off, (2)_____. Our culture has become obsessed with counting the number of '*likes*' we get on a photo or how many 'favorites' we get on a tweet. It's easy to look at someone on social media and consider them to have the perfect life, however in many cases there is another story behind the filtered selfies.

An Australian '*Instagram celebrity*' called Essena O'Neill recently made headlines after she decided to quit social media. (3)_____, she revealed her pictures were all completely fake and had been set up. She explained she was often paid by companies to post photos and would take hundreds of selfies before posting what appeared to be a candid shot. Social media can also often make us feel isolated, since we only ever see one side of a person's life. You will rarely see someone post to say they are watching TV on their own or studying for an exam,(4)_____. It's easy to assume all our friends are having an amazing time all the time, but remember to take what you see on social media with a pinch of salt; someone's online presence may not be all it's cracked up to be.

3.16. Read the text and complete the blanks with the following.

a) measurable variables
b) to predict consequences
c) involves choice under

d) the economy as a whole

Economics

Economics (from the Greek «household management») is a social science that studies the production, distribution, trade and consumption of goods and services. Economics, which focuses on (1) _____, is broadly divided into two main branches: microeconomics, which deals with individual agents, such as households and businesses, and macroeconomics, which considers (2)_____, in which case it considers aggregate supply and demand for money, capital and commodities.

Aspects receiving particular attention in economics are resource allocation, production, distribution, trade, and competition. Economic logic is increasingly applied to any problem that (3)_____scarcity or determining economic value. Mainstream economics focuses on how prices reflect supply and demand, and uses equations (4)_____of decisions. The fundamental assumption underlying traditional economic theory is the utility-maximizing rule.

3.17. Read the text and complete the blanks with the following.

a) a different explanation
b) history, and mathematics
c) more knowledge
d) as the explanation

History of economics

In the 1500s there were few universities. Those that existed taught religion, Latin, Greek, philosophy,(1)_____. No economics. Then came the Enlightenment (about 1700) in which reasoning replaced God (2)_____of why things were the way they were. Pre-Enlightenment thinkers would answer the question, «Why am I poor?» with, «Because God wills it.» Enlightenment scholars looked for (3)_____. «Because of the nature of land ownership» is one answer they found. Such reasoned explanations required (4)_____of the way things were, and the amount of information expanded so rapidly that it had to be divided or categorized for an individual to have hope of knowing a subject.

3.18. Read the text and complete the blanks with the following.

a) the first use of money
b) were used as money
c) were invented before coins
d) a relatively modern form

Origins of Money

There are numerous myths about the origins of money. The concept of money is often confused with coinage. Coins are (1)_____of money. Their first appearance was probably in Asia in the 7th century BC. And whether these coins (2)_____in the modern sense has also been questioned. To determine the earliest use of money, we need to define what we mean by money. We will return to this issue shortly. But with any reasonable definition (3)_____is as old as human civilization. The early Persians deposited their grain in state or church granaries. The receipts of deposit were then used as methods of payment in the economies. Thus, banks (4)_____. Ancient Egypt had a similar system, but instead of receipts they used orders of withdrawal– thus making their system very close to that of modern checks.

3.19. Read the text and complete the blanks with the following.

a) a society uses for allocation
b) a matter of degree
c) the mixed private enterprise system
d) completely free of governmental influence

The economic system

There are many forms of economic order, ranging from (1)_____to partially or completely controlled economies. Regardless of their form, however, economic system is the system that (2)_____and distribution of scarce resources. Private enterprise means that decisions about what and how much to produce are left to the discretion of owners and managers. In controlled economies such decisions are the responsibility of some governmental agency. There is, of course, no economy today that is (3)_____, nor is this condition necessarily undesirable. There are many beneficial services and protections available from government. The question then is (4) _____. Irrespective of the form of economic order, it performs certain valuable functions in the life of organizations of all types.

3.20. Read the text and complete the blanks with the following.

a) are usually operated
b) to generate capital
c) is owned by the feudal lords
d) where the means of production

What Is Capitalism?

In common usage capitalism refers to an economic system in which the means of production are privately owned and operated in order (1)_____, and where investment and the production, distribution and prices of commodities (goods and services) are determined mainly in a free market, rather than by the state. The means of production (2)_____ in pursuit of profits. Capitalism is contrasted with feudalism, where land (3)_____, who

collect rent from private operators; socialism, where the means of production is owned and used by the state; and communism, (4)_____is owned and used by the community collectively

3.21. Read the text and complete the blanks with the following.

a) the means of production
b) other earlier system
c) ancient Rome
d) the institution of rule

Private Property

An essential characteristic of capitalism is (1)_____of law in establishing and protecting private property, including, most notably, private ownership of (2)_____. Private property was embraced in some earlier systems legal systems such as in (3)_____, but protection of these rights was sometimes difficult, especially since Rome had no police. Such and (4)_____often forced the weak to accept the leadership of a strong patron or lord and pay him for protection.

3.22. Read the text and complete the blanks with the following.

a) free market system
b) all economic decisions
c) may act in a defensive mode
d) an essential characteristic

Market Economy

The notion of a «free market» where (1)_____regarding transfers of money, goods, and services take place on a voluntary basis, free of coercive influence, is commonly considered to be (2)_____of capitalism. Some individuals contend, that in systems where individuals are prevented from owning the means of production (including the profits), or coerced to share them, not all economic decisions are free of coercive influence, and, hence, are not free markets. In an ideal (3)_____none of these economic decisions involve coercion. Instead, they are determined in a decentralized manner by individuals trading, bargaining, cooperating, and competing with each other. In a free market, government (4)_____to forbid coercion among market participants but does not engage in proactive interventionist coercion. Nevertheless, some authorities claim that capitalism is perfectly compatible with interventionist authoritarian governments, and/or that a free market can exist without capitalism.

3.23. Read the text and complete the blanks with the following.

a) earlier economic systems
b) the form of organization

c) some unique advantages
d) productive capacity

Private Enterprise

In capitalist economies, a predominant proportion of (1)_____has belonged to companies, in the sense of for-profit organizations. These include many forms of organizations that existed in (2)_____, such as sole proprietorships and partnerships. Non-profit organizations existing in capitalism include cooperatives, credit unions and communes.
More unique to capitalism is (3) _____called corporation, which can be both for-profit and non-profit. This entity can act as a virtual person in many matters before the law. This gives (4)_____ to the owners, such as limited liability of the owners and perpetual lifetime beyond that of current owners.

3.24. Read the text and complete the blanks with the following.

a) the adequate or improved availability of food
b) «standard of living»
c) a free market setting production
d) a social system

Economic Growth

One of the primary objectives in (1)_____in which commerce and property have central roles is to promote the growth of capital. The standard measures of growth are Gross Domestic Product or GDP, capacity utilization, and (2)_____. The ability of capitalist economies to increase and improve their stock of capital was central to the argument which Adam Smith advanced for (3)_____, price and resource allocation. It has been argued that GDP per capita was essentially flat until the industrial revolution and the emergence of the capitalist economy, and that it has since increased rapidly in capitalist countries. It has also been argued that a higher GDP per capita promotes a higher standard of living, including (4)_____, housing, clothing, health care, reduced working hours and freedom from work for children and the elderly. These are reduced or unavailable if the GDP per capita is too low, so that most people are living a marginal existence.

3.25. Read the text and complete the blanks with the following.

a) the ownership of the bulk
b) earn their incomes
c) for true capitalist economies
d) will be able to find

Employment

Since individuals typically (1)_____from working for companies whose requirements are constantly changing, it is quite possible that at any given time not all members of a country's potential work force (2) _____an employer that needs their labor. This would be less problematic in an economy in which such individuals had unlimited access to resources such as land in order to provide for themselves, but when (3)_____of its productive capacity resides in relatively few hands, most individuals will be dependent on employment for their economic well-being. It is typical (4)_____to have rates of unemployment that fluctuate between 3 % and 15 %. Some economists have used the term «natural rate of unemployment» to describe this phenomenon.

4. Задания на установление соответствия.

Match the two halves of these sentences:

4.1

1 There's been a slight mix-up 2 I'm sorry to bother you 3 I'm not at all satisfied	**A.** but there seems to be some mistake. **B.** with the reasons for the delay. **C.** over your recent order.

4.2

1. If you don't send the payment today 2. Please accept our apologies for 3. I'm quite sure that	**A.** the figures I quoted were accurate. **B.** we will be forced to cancel the contract. **C.** the late arrival of this flight.

4.3

1. Please accept our apologies for 2. In 1885 3. The goods will be ready for shipment 3 to 4 weeks	**A.** the company had more than 5000 employees. **B.** from receipt of your written order. **C.** the delay in dispatching your order.

4.4

1. Do you think	**A**. my seat on flight TR 998.

2. If someone keeps looking out of the window when you're talking, 3. I'd like to reconfirm	**B.** you could check my hotel booking? **C.** they are probably not listening to what you are saying.

4.5

1. In answer to your enquiry 2. According to our records 3. As requested by Ms. Renoir,	**A.** I have investigated the problems she raised about health and safety. **B.** payment of our invoice has not been received. **C.** we have pleasure in enclosing our price list.

4.6

1. I think we need to spend more money on marketing 2. It could be interesting 3. I hear	**A.** what you are saying. **B.** if we want to grow the business. **C.** to invest a little bit more in new product development.

4.7

1. The sales last month 2. We must constantly 3. I would be pleased	**A.** improve our marketing techniques unless the business stops growing. **B.** to provide you with any further information you may require. **C.** were pretty good.

4.8

1. Would you, please, send me 2. I would like to have 3. We are interested in	**A.** goods produced by your company. **B.** your catalogue and price list? **C.** some more information about the services you provide.

4.9

1. We would appreciate it if 2. Please return the enclosed envelope	**A.** please do not hesitate to contact me.

3. Should you need any further information,	**B.** you could send us some samples. **C.** with your payment.

4.10

1. I would be very grateful 2. The enclosed catalogue 3. Please contact us again	**A.** if you have any questions **B.** if you could send me this information. **C.** will give you an idea of the type of products we supply

4.11

1.Everyone looks forward to meeting you 2.You were recommended to me by some friends of mine so 3. I would be pleased to discuss the position and my qualifications further	**A**. when you have had a chance to review my resume. **B.** and sharing holiday spirit with you at our Annual New Year Party. **C**. I would be interested in booking a double room at your hotel from 20 July to 2 August 2022.

4.12

1.I can offer your company a strong work ethic, a wealth of experience, 2.You were recommended to me by some friends of mine so 3.I would be pleased to discuss the position and my qualifications further	**A.** and sharing holiday spirit with you at our Annual New Year Party. **B.** I would be interested in booking a double room at your hotel from 20 July to 2 August 2022. **C.** when you have had a chance to review my resume.

4.13

1.The opportunity presented in this listing is very interesting 2.I look forward to speaking with you 3.If I can provide you with any further information on my background and qualifications	**A.** please let me know. **B.** and I believe that my strong technical experience and education will make me a very competitive candidate for this position. **C.** about this employment opportunity.

4.14

1.In my position as an Assistant Communications Director for ABC Company, 2. In addition to my enthusiasm, I will bring to the position strong communication skills, flexibility, and the ability to encourage others 3. I look forward to having the opportunity to meeting you in person	**A.** and hope to hear from you soon. **B.** I wrote articles for the company website, managed contributing articles, and wrote and sent a weekly email newsletter to subscribers. **C.** to work cooperatively with the department.

4.15

1. I appreciate having the opportunity to speak with you today 2. I really enjoyed our conversation 3. I'm skilled in several programming languages, and comfortable working as part of a team	**A.** and believe my background in developing apps makes me a strong match for this position. **B**. about the marketing assistant position at the ABCD company. **C.** to ship products on time and as bug-free as possible.

4.16

1. Thank you so much for meeting with me today 2. I have just completed my final year at the University of Chicago 3. I do not have any work experience	**A.** but I have a great wish to become the part of your company and do my best for its success. **B.** and would like to apply for a position of Marketing Specialist in your company. **C**. to discuss the Senior Developer position at Tech Company.

4.17

1. For your information we may add 2.We have seen your advertisement in the Business Weekly Journal, 3. If your goods meet our requirements, and we receive a favourable offer,	**A.** we will be able to represent your cameras in Eastern Europe. **B.** that our company was established five years ago. **C.** and we shall appreciate it if you will send us more detailed description of your cameras.

4.18

1. Not only is school a place of education, 2. People often say that our modern way of life, with its individualism and fast speed, 3. Friends enjoy doing things together and	**A.** they have a lot of interests in common. **B.** it is a place where young people develop and reaffirm their identities within peer groups and where much of their socializing takes place. **C.** has made the world a lonely place.

4.19

1.If you think you are not one of those people 2.Good manners are important across the globe, 3. So many of us live and work surrounded by people,	**A**. but it is hard to find true friendship. **B**. whose buying habits are influenced by advertisements, you are most probably mistaken. **C**. but that doesn't mean they are the same.

4.20

1. The rules of politeness vary greatly all over the world, 2. It's also all the techniques supermarkets use 3. In many countries people shake hands when they greet each	**A**. to make customers buy more than they have actually planned. **B**. from country to country everywhere. **C.** but in others it might be seen as aggressive.

4.21

1. In spite of all the differences most of the countries have to face one problem nowadays: 2. At the same time in China the government had to start a campaign during the Olympics to give up bad habits such as 3. If parents find that their child is especially talented,	**A.** spitting in public, littering the streets and using bad language. **B**. the disappearance of good manners. **C** .they have to take some important and difficult decisions.

4.22

1. I knew that it would be difficult to find a good job in this area, 2. While in Western cultures it is polite to keep eye-contact during a conversation, in other countries 3. As we can see good manners are treated seriously all over the world, that's why we should learn and follow them.	**A.** that's why we should learn and follow them. **B**. so I decided to set up my own business. **C**. it is best to show your respect by not looking directly at the speaker.

4.23

1. Everybody knows that looking good 2. In early versions of fairy tales there is much more cruelty and violence 3. Some of the most important discoveries in history have been made	**A**. in the stories published for children today. **B**. by people studying at Cambridge University. **C.** helps to feel good.

4.24

1. Good people become victims and must work impossibly hard 2. These books try to help people deal with the many difficulties of life 3. Instead of blaming others	**A**. so that they can become happy and feel strong inside themselves. **B**. we should learn how we ourselves can change to improve the situation. **C.** to solve their problems and find happiness.

4.25

1. British education has many different faces, but one goal. Its aim is to realize the potential of all, 2. School is also a focal point for many activities	**A**. which complement young people's academic and vocational education. **B.** for the good of the individual and society as a whole.

3. When you move to a different country or region	**C.** learning the local language will help you to communicate and integrate with the local community.

Шкала оценивания результатов тестирования: в соответствии с действующей в университете балльно-рейтинговой системой оценивание результатов промежуточной аттестации обучающихся осуществляется в рамках 100-балльной шкалы, при этом максимальный балл по промежуточной аттестации обучающихся по очной форме обучения составляет 36 баллов, по очно-заочной и заочной формам обучения – 60 баллов (установлено положением П 02.016).

Максимальный балл за тестирование представляет собой разность двух чисел: максимального балла по промежуточной аттестации для данной формы обучения (36 или 60) и максимального балла за решение компетентностно-ориентированной задачи (6).

Балл, полученный обучающимся за тестирование, суммируется с баллом, выставленным ему за решение компетентностно-ориентированной задачи.

Общий балл по промежуточной аттестации суммируется с баллами, полученными обучающимся по результатам текущего контроля успеваемости в течение семестра; сумма баллов переводится в оценку по дихотомической шкале следующим образом (привести одну из двух нижеследующих таблиц):

Соответствие 100-балльной и дихотомической шкал

Сумма баллов по 100-балльной шкале	Оценка по дихотомической шкале
100-50	зачтено
49 и менее	не зачтено

Критерии оценивания результатов тестирования: Каждый вопрос (задание) в тестовой форме оценивается по дихотомической шкале: выполнено – 2 балла, не выполнено – 0 баллов.

2.2 КОМПЕТЕНТНОСТНО-ОРИЕНТИРОВАННЫЕ ЗДАЧИ (кейс-задачи)

Case study №1

Your university is going to hold an international research and practice conference. Invite your foreign colleagues to take part in it.

Case study №2

You want to start a business importing a new brand. What do you have to understand in order to make this business startup a success?

Case study №3

You run a small hotel. How can you improve your international marketing using social media, email marketing, search engines, booking sites, and more?

Case study №4

The company provides a full range of services, including all gear rentals, accommodation bookings, custom guide maps, and more. How can this company use the Internet to market its business?

Case study №5

You run a frozen yoghurt franchise and want it to be a big success, but have a range of questions to address first to be sure the business model fits your country and the product is adapted to the market. What are these questions?

Case study №6

You want to offer both nursing care and companionship to senior clients by a home care services company. Can you start a business that allows you to both make a lot of money and spend more time with clients?

Case study №7

You are a member company oriented to manufacturing consumer electronics, gaming, and entertainment products. What advantages over your competitors should you have to stay competitive in the market?

Case study №8

You are a sub-manager of a bank. There has been a change in government regulations. Say what you have to do or can do. Give the reason.

Case study №9

You have seen an advertisement in the newspaper for a post as office manager. What will you tell about yourself in the job interview?

Case study №10

You want the telephone company to put another telephone in your office. You need it urgently. How will you express it?

Case study №11

You have moved your office and you want the post office to forward your letters to your new address. What should you do?

Case study №12

The photocopier in your office has broken down. You want to have it repaired quickly. How will you solve your problem?

Case study №13

A businessman is going to your country. He wants you to get a visa for him. Ask all the details, about his passport (his nationality, date of birth, where his passport was issued, and when it expires).

Case study №14

You work at Central Business Consultants. The people who rent the office next to you play very loud music all day and every day, even though the contract for the offices says ‘no radios’. It is impossible for you to work. What will you do?

Case study №15

Last week, you met a business friend who you had not seen for years. You talked for a long time about a new bakery that he has started. Your friend invited you to the opening of his bakery next month. Unfortunately, you have just discovered that you have an important meeting on that day. You will telephone him after the opening and arrange a visit. Explain him a situation.

Case study №16

Your business is in serious financial difficulties. You owe £250,000 so you cannot settle your account with Lumino Inks. (The bank refused your last cheque.) What will you do?

Case study №17

You are Purchasing & Sales Supervisor and found a new supplier. Cancel your order with the previous dealer in a polite way and apologize that you do not intend to do any more business with them.

Case study №18

You work in the Production Dept and accused your employees about the explosion by mistake Apologise for blaming them.

Case study №19

Your factory is closed due to the cold weather. This is costing you over £ 10,000 a day. It is extremely important that you get a new heating unit as soon as possible. Ask for the information you need.

Case study №20

It is now two weeks before the holiday should begin. You need to confirm any booking you have made.

Case study №21

You are the Purchasing and Sales Supervisor at ABC Ltd. You have just received this memo from your manager where he asks you for some information on new equipment. Give hip this information.

Case study №22

You are the Sales Supervisor at Golden Holidays. You recently sent some information to Western Travel. Tell them that you can now offer a 10% reduction on the price of your holidays to Mexico.

Case study №23

You met a delegation from a foreign company. Show them round the territory and introduce them to Deputy Manager.

Case study №24

You cannot meet your foreign partner. Your assistant, Helen Cheng, can meet him.

Say, unfortunately, you will not be available when he comes (say why) and tell him about Ms Cheng.

Case study №25

Your company is competing for the ICA's top prize. You believe that you have an outstanding product concept. Prepare your product presentation present it to the rest of the group, any questions they may have.

Case study №26

Buyers meet together and discuss the negotiation. Decide together which supplier to use. Suppliers meet together and discuss how you feel about the negotiation. What are you happy or unhappy about? What would you do differently?

Case study №27

You are a member of the working group which will discuss suggestions for improving KMB's communication system. Brainstorm ideas of your own which you could add to the draft agenda.

Case study №28

Hold an informal meeting. Discuss the advantages and disadvantages of the suggestions. Also consider the cost implications of each proposal.

Case study №29

You are a member of the Marketing Department. Brainstorm the points listed in the rough notes.

Case study №30

Prepare a presentation of your plans for the customer loyalty programme. In addition to your own ideas, you may want to include some of the following:

- discounts to existing customers who buy a new car
- free servicing for the first three years of ownership

Шкала оценивания решения кейс-задачи*:* в соответствии с действующей в университете балльно-рейтинговой системой оценивание результатов промежуточной аттестации обучающихся осуществляется в рамках 100-балльной шкалы, при этом максимальный балл по промежуточной аттестации обучающихся по очной форме обучения составляет 36 баллов, по очно-заочной и заочной формам обучения – 60 (установлено положением П 02.016).

Максимальное количество баллов за решение компетентностно-ориентированной задачи – 6 баллов.

Балл, полученный обучающимся за решение компетентностно-ориентированной задачи, суммируется с баллом, выставленным ему по результатам тестирования.

Общий балл промежуточной аттестации суммируется с баллами, полученными обучающимся по результатам текущего контроля успеваемости в течение семестра; сумма баллов переводится в оценку по дихотомической шкале:

Соответствие 100-балльной и дихотомической шкал

Сумма баллов по 100-балльной шкале	*Оценка по дихотомической шкале*
100-50	зачтено
49 и менее	не зачтено