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МИНОБРНАУКИ РОССИИ

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УТВЕРЖДАЮ:

И.о.заведующего кафедрой  
теоретической и прикладной  
лингвистики



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## ОЦЕНОЧНЫЕ СРЕДСТВА

для текущего контроля успеваемости  
и промежуточной аттестации обучающихся

по дисциплине

Деловой иностранный язык

42.03.02 Журналистика

# 1 ОЦЕНОЧНЫЕ СРЕДСТВА ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ

## 1.1 КОМПЕТЕНТНОСТНО-ОРИЕНТИРОВАННЫЕ ЗАДАЧИ

### *Компетентностно-ориентированная задача № 1*

Comment on the statement: The primary purpose of advertising in mass media is to create awareness, the first step in moving people toward the purchase of a product or support of an idea.

### *Компетентностно-ориентированная задача № 2*

Comment on the statement: People try to conform to group opinion and to avoid disagreement with the majority.

### *Компетентностно-ориентированная задача № 3*

Write an advertisement of some place of interest (museum, park of attractions, holiday tour, etc.) using the following text as an example.

*The Tales of Robin Hood*

*A Great Medieval Adventure*

#### *Historical Tourist Attraction*

*Come on, be brave! Travel back in time and find out how Robin Hood fought against his enemy, The Sheriff of Nottingham, around 800 years ago!*

*Ride through medieval Nottingham in an adventure car and see how people lived and worked in the Middle Ages.*

#### *Medieval Banquets*

*What did Robin Hood and his Merry Men eat? Join them in a night of exciting eating, drinking and entertainment.*

#### *Weapon Days*

*How strong are you? Come and learn about medieval weapons and armour and try to hold a sword and a shield at the same time!*

*We also visit schools for re-enactments and story-telling!*

*Open every day from 10 a.m. to 5.30 p.m. Last admission for the ride 4.30 p.m. Just a two-minutes' walk from Nottingham Castle!*

### *Компетентностно-ориентированная задача № 4*

Write one of the following letters of inquiry:

1) A letter to Professor KJ. Hackett, a lecturer of Columbia University and a well-known specialist on American history asking him to speak before a group of students. Describe the kind of group you have, how many are in it, and how long you wish him to speak. Be sure to give the exact time and place.

2) A short letter to Information Service, Post Office Department, Washington, D.C. for one of these pamphlets: "American History in United States Stamps" or "Postal Service Paints Picture of Nation".

3) Many radio stations like to have listeners write criticism of their programmes. If there is a programme you think particularly good or particularly bad, or one that you think could be improved, write to the station a letter with yoursincere and polite criticism.

***Шкала оценивания:*** 8-балльная.

***Критерии оценивания:***

8 баллов (или оценка «отлично») выставляется обучающемуся, если задача решена правильно, в установленное преподавателем время или с опережением времени, при этом обучающимся предложено оригинальное (нестандартное) решение, или наиболее эффективное решение, или наиболее рациональное решение, или оптимальное решение.

6 баллов (или оценка «хорошо») выставляется обучающемуся, если задача решена правильно, в установленное преподавателем время, типовым способом; допускается наличие несущественных недочетов.

4 балла (или оценка «удовлетворительно») выставляется обучающемуся, если при решении задачи допущены ошибки некритического характера и (или) превышено установленное преподавателем время.

0 баллов (или оценка «неудовлетворительно») выставляется обучающемуся, если задача не решена или при ее решении допущены грубые ошибки.

## 1.2 ВОПРОСЫ И ЗАДАНИЯ В ТЕСТОВОЙ ФОРМЕ

Раздел (тема) дисциплины *Structure and presentation*

*Variant 1*

1 Вопрос в закрытой форме. What styles can be used when writing business letters?

2 Вопрос в открытой форме.

A Read the sentences and decide which answer (A, B, C or D) best fits each space.

0 Within one day of \_\_ \_\_falling out \_\_ with each other they are always friends again.

a breaking up      b getting on      c falling out      d putting up

1 If we don't \_\_\_\_\_ work soon we'll never finish it.

a put up with      b get down to      c get used to      d fall out with

2 No matter how many times I go riding on a horse, I'll never \_\_\_\_\_ it.

a break up      b fall out with      c get used to      d get down to

3 After Helena and Pawel \_\_\_\_\_, Pawel started dating Ewa.

a fell out with      b got on      c put up      d broke up

4 I really just can't \_\_\_\_\_ Severin. She's just so cold.

a get down to      b get on with      c fall out with      d break up

5 How do you \_\_\_\_\_ it. It's so annoying!

a get on with      b put up with      c get down to      d get used to

3 Вопрос на установление соответствия.

Match one word in column A with another in column B and put in the correct place in the sentences. (Some words in column A are repeated.)

A	B
---	---

1. heavily	a. different
2. painfully	b. wrong
3. entirely	c. unexpected
4. utterly	d. criticised
5. highly	e. <del>qualified</del>
6. <del>highly</del>	f. praised
7. completely	g. shy
8. completely	h. unbelievable
9. totally	i. unjustified
10. totally	j. useless

*Variant 2*

1 Вопрос в закрытой форме. What information does the printed letterhead give about the company?

2 Вопрос в открытой форме.

Delete words in the sentences that are not necessary. If nothing needs to be deleted mark with ✓.

0 That's the car which I bought. which

1 That's the type of person I can work with. \_\_\_\_\_

2 Have you got a good reason why you can't come? \_\_\_\_\_

3 This is the shop where I used to work at. \_\_\_\_\_

4 Here's the man who he showed me the way. \_\_\_\_\_

5 Look at the person that's standing in the corner. \_\_\_\_\_

6 On Saturday was the day when she left. \_\_\_\_\_

3 Вопрос на установление соответствия.

Match the words to their definitions.

0 case file a the reason that makes someone do something, especially when this reason is kept hidden

1 motive b a doctor trained in the treatment of mental illness

2 profile c a process in which you make a judgment about a person or situation, or the judgment you make

3 psychiatrist      d a set of papers, records etc that contain information about a crime

4 assessment      e to use the knowledge and information you have in order to understand something or form an opinion about it

5 deduce      f a description that gives important details about a person, a group of people, or a place

***Шкала оценивания:*** 4-балльная.

***Критерии оценивания:***

4 балла (или оценка «отлично») выставляется обучающемуся, если задача решена правильно, в установленное преподавателем время или с опережением времени, при этом обучающимся предложено оригинальное (нестандартное) решение, или наиболее эффективное решение, или наиболее рациональное решение, или оптимальное решение.

3 балла (или оценка «хорошо») выставляется обучающемуся, если задача решена правильно, в установленное преподавателем время, типовым способом; допускается наличие несущественных недочетов.

2 балла (или оценка «удовлетворительно») выставляется обучающемуся, если при решении задачи допущены ошибки не критического характера и (или) превышено установленное преподавателем время.

0 баллов (или оценка «неудовлетворительно») выставляется обучающемуся, если задача не решена или при ее решении допущены грубые ошибки.

### **1.3 КОНТРОЛЬНЫЕ РАБОТЫ**

Раздел (тема) дисциплины *Structure and presentation*

Аудиторная контрольная работа № 1

1. Test your grammar skills.

a) Insert the necessary word

My name \_\_\_ Bart. I \_\_\_ 10 and I live in the U.S.A. I \_\_\_\_\_ two sisters: Lisa and Maggie. I go to school and I'm on the 4<sup>th</sup> year. I don't like school. What I like \_\_\_\_\_ skateboarding. My sister \_\_\_\_\_ got a cat. I like reading English books and playing tennis with my friends. Every day I \_\_\_\_\_ breakfast: eggs and milk. After having breakfast, I go to school. Then I \_\_\_\_\_ lunch at school with my friends. My friends \_\_\_\_\_ great.

b) Make the sentences negative and interrogative

1) Her name is Helen.

2) We have got a nice house.

3) There is a pen on the table.

4) He has got a lot of English books at home.

5) They're young.

6) I'm married.

c) Translate sentences

1) У этого мужчины есть зеленая машина.

2) – Привет, как дела? – Хорошо, спасибо, а у тебя?

3) Познакомьтесь, это мой друг Джек. Он из Канады. Он адвокат, а его жена домохозяйка. У них нет детей.

4) Закрой дверь и подойди сюда, пожалуйста.

5) Сколько лет твоим родителям? – Им 40. Мои родители и мой дядя увлекаются танцами.

Раздел (тема) дисциплины *Contents and style*

Аудиторная контрольная работа № 2

A. Agree with the following statements:

1. I want to go sea kayaking.
2. I don't like walking in a strong wind.
3. I don't think an Antarctic cruise is a good idea.

B. Disagree with the following statements:

1. I want to go diving.
2. I suppose white-water rafting is dangerous.
3. I don't like ice-cream.

C. Give the three forms of the following verbs: to become, to break, to build, to catch, to dig, to choose, to drink, to want, to feel, to play, to cry, to draw, to drive, to find, to go, to stop.

D. Choose the correct form of the verb in brackets:

1. The weather in the UK (to change) these days.
2. This (to cause) problems every year.
3. We sometimes (to have) mini-droughts in summer.
4. I (to have) dinner last night, when the phone (to ring).
5. Sarah (to run) when she (to fall) and (to break) her leg.
6. The lesson (to start) at 9:00 AM.
7. The train (to leave) at 10:00 PM.
8. I (to play) football tomorrow at 4 o'clock.
9. Sam (to eat) some nuts, when he (to break) his tooth.
10. The earth (to go) round the sun.

E. Write at least 10 sentences about yourself.

F. Describe your best friend, his/her personal qualities.



G. Put the questions of different type to the following sentences (5 to each):

Sam likes to eat sausages.

I am reading a book now.

Раздел (тема) дисциплины *Business Correspondence*

Аудиторная контрольная работа № 3

1. Write down a dictation.

2. Test your grammar.

a. Insert the necessary word.

1. The boys ... happy. ... got a big family.

2. ... is your friend? – This ... Alex. ... lives in Moscow. This car is ...

3. ... does the lesson begin? - ... pupils ... late.

4. Steve and Mary introduced ... to the other guests.

5. Does ... know the answer? – I'm afraid, ... does.

b. Write the plural form of the following nouns.

Boy, turkey, party, mass, sea, box, match, knife, country, life, roof, hero, woman, belief, wife, tooth, mouse, child, datum, crisis, deer, moose.

c. Insert is/are/do/does.

1) ... money make you happier?

2) The news today ... interesting.

3) The glasses ... on the table.

4) ... manners make you a nice person?

5) His advice ... useful.

6) Economics ... my favourite subject.

7) The fastest means of transport ... a plane.

8) The police ... not take any messages.

d. Write down the uncountable nouns.

Box, coin, furniture, fork, knowledge, advice, bottle, air, luggage, news, money, pen, love.

3. Translate the sentences.

1. Те, кто знают английский язык, могут читать английские книги.

2. Почему вы пришли поздно?

3. Чьи эти письма? – Это моё, а то её.

4. Я звонил тебе, но ответа не было.

5. Твоя младшая сестра занимается спортом?

6. Я не женат, я предпочитаю жить с родителями.

7. Она красивая, высокая и стройная. Она общительная и не глупая.

Их дочь вежливая и прилежная.

Раздел (тема) дисциплины *Payment in Foreign Trade*

Аудиторная контрольная работа № 4

1. Read the text. Read the letter. Circle the correct answers.

Lane House

Netherbourne Road

Ambridge

Dear All,

As you can see from the address, we are now in our new home! We got the keys last Thursday and moved in on

Friday. It was the coldest day of the year, so we didn't enjoy it very much.

The new house has got five bedrooms, so it's a lot bigger than the old one. All our furniture looks very small

and we keep losing the kids. We moved so the boys can have a bedroom each now they are getting older, and it's great having a spare room for visitors. Mike's parents very generously gave us some money when we moved so I think they will be our first guests.

One thing that is worse than the old place is the garden – the new one is smaller and it is very untidy.

However, there's a park across the road so the boys can play football there. I can see the park from the front windows so I won't worry about them.

We're having a house warming party.

- 1 This is a(n) formal / informal letter.
- 2 It is a letter to lots of people / one person.
- 3 The letter is about moving house / the children.
- 4 The writer is married with children / single with no family.
- 5 The old house was bigger / smaller.
- 6 The old house had more / fewer bedrooms.
- 7 Mike's parents are going to visit / live with them.
- 8 The old garden was worse / better.
- 9 She will / won't send the boys to the park alone.
- 10 They had / are going to have a party.

2. Test your grammar.

Complete the sentences with the correct form of the adjectives in brackets.

- 1 His second wife is (bad) \_\_\_\_\_ than the first!
- 2 It's (beautiful) \_\_\_\_\_ building in Paris.
- 3 He's (good) \_\_\_\_\_ student in the class.
- 4 This is (bad) \_\_\_\_\_ meal I've ever had.
- 5 She was born in May and he was born in June 1988 so he's not (old) \_\_\_\_\_ her.
- 6 Of course £100 is (expensive) \_\_\_\_\_ \$100!

7 The girls are noisy, but the boys are (noisy) \_\_\_\_\_ .

8 It's 35°C in Milan and Athens. Milan is (hot) \_\_\_\_\_ Athens.

9 It's -15°C in Chicago and -20°C in Stockholm. Chicago is not (cold) \_\_\_\_\_ Stockholm.

10 'How's your cold?' 'I'm (good) \_\_\_\_\_ now, thank you.'

3. Translate the sentences.

1. Повторите предложение два раза.

2. Прочтите текст три раза.

3. Давай исправим ошибки в диктанте.

4. Вы можете написать текст сегодня? — Нет. Я не могу написать текст сегодня.

5. Эти упражнения трудны. Повторите их. Эти тексты легкие. Вам незачем повторять их.

6. Можете садиться (идти, начинать читать).

7. Продолжайте читать (писать, говорить, работать).

8. Тише, пожалуйста. Занятие не окончено. Сколько времени до звонка? — Только две минуты.

9. Поставьте вопросы к тексту.

10. Сдайте тетради, пожалуйста.

11. У вас есть занятия в пятницу? — Да, есть, но они кончаются рано.

**Шкала оценивания:** 12-балльная.

**Критерии оценивания:**

9-12 баллов выставляется обучающемуся, если доля правильных ответов составляет 70-100 %.

5-8 баллов выставляется обучающемуся, если доля правильных ответов составляет 40-69 %.

1-4 баллов выставляется обучающемуся, если доля правильных ответов составляет 5-39%.

## **2 ОЦЕНОЧНЫЕ СРЕДСТВА ДЛЯ ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ОБУЧАЮЩИХСЯ**

### **2.1 КОМПЕТЕНСТНОСТНО-ОРИЕНТИРОВАННЫЕ ЗАДАЧИ**

*Компетентностно-ориентированная задача 1*

#### READING

You are going to read an article about art forgeries. Choose from the list A–H the sentence which best summarises each part (1–7) of the article. There is one extra sentence which you do not need to use (12 баллов)

#### WHEN IS THE MONA LISA NOT THE MONA LISA?

- 1 How many Mona Lisa paintings do you think there are in the world today? Just the one? I don't think so. The truth is that there are probably many, many Mona Lisa's hanging on walls or in studios. Of course only one was painted by Leonardo Da Vinci but the art of copying or, if you can call it by its legal term, 'forgery' is very common in the art world.
- 2 In fact it is true to say that artists have been copying from other artists for hundreds if not thousands of years. Traditionally, it was normal for artists to copy other artists' paintings. This was a way of making sure historical, religious and artistic traditions were available for future generations. It was considered normal for an artist in training to practise by copying the work of other great artists. In fact some of the most famous forgers in history, probably discovered their skill while studying art at university. Even today this practice continues.
- 3 Historically, the purpose of art was for historical reference, religious inspiration, or simple enjoyment. Most of the time no one cared who painted the paintings. This is why we find it difficult to identify the artists behind some of the greatest older paintings. Paintings were usually commissioned by the church or state, not by individuals so the name of the artist was really unimportant.
- 4 However, from around the 16th century the church and state became poorer and money found its way into the hands of rich individuals. These individuals, as a means of showing their place in society or a knowledge of

art, drastically increased the demand for art. Suddenly more and more artists were needed and people competed to buy the paintings of certain individual artists. These created people whose job it was to buy and sell paintings. It also created galleries and auction houses. Suddenly art was a business and at its centre was money.

- 5 As it became more and more important to decide how to value a painting or a work of art, dealers and collectors needed to create a system to value a painting. One way of doing this was by identifying an artist. If a painting was by Da Vinci then it would be exceedingly expensive. If it was a painting by one of his students it would be far cheaper. Now it was important for artists to sign their works so that they could be identified.
- 6 The problem with this system was that anyone could copy a signature. More complex ways of identifying the artist were needed, such as the colours they used or how they mixed their paints. Soon it became an art itself to be able to identify who really painted a work of art. However, even styles can be copied and art students who needed to make money now could make a name for themselves by being able to copy exactly a great painter's style of work.
- 7 In addition, as always when money is involved, laws were needed to protect the real painters and paintings. It is at this point when we stop talking about 'copying' and begin talking about 'forgery' and 'forgers'.
- 8 Today there are strict laws protecting artists and art from forgery. Dealers and auction houses employ specialists who are skilled at identifying forgeries. However, whilst copying is central to learning the art of Art, Art will continue to create the same people that damage it, the forgers. So don't expect there ever to be one Mona Lisa.

- 0 There are many forgeries in the world today. \_\_\_\_\_1\_\_\_\_\_
- A Dealers looked for the name of an artist on the painting. \_\_\_\_\_
- B Copying is an important tradition in the Art World. \_\_\_\_\_
- C Laws make copying a crime. \_\_\_\_\_
- D Ways of identifying paintings became more complex. \_\_\_\_\_
- E Why were paintings painted and who for? \_\_\_\_\_

F Not all forgeries are found. \_\_\_\_\_

G Art makes its own criminals. \_\_\_\_\_

H Art becomes commercial. \_\_\_\_\_

*Компетентностно-ориентированная задача 2.*

## USE OF ENGLISH: DO LEXICO-GRAMMAR EXERCISES

Underline the odd one out in each group.

0 a) DNA                      b) Astronomy                      c) Economics                      d) History

1 a) doze                              b) dream                              c) supply                              d) sleepless

2 a) at last                              b) lastly                              c) suddenly                              d) soon

3 a) discount                              b) quantity                              c) delivery                              d) colleague

4 a) fingerprints                              b) evidence                              c) firework                              d) crime

5 a) promotion                              b) department                              c) market leader                              d) investigator

6 a) amazed                              b) worked                              c) depressed                              d) bored

*Компетентностно-ориентированная задача 3.*

Add prepositions in the gaps if needed. You can also leave the gaps blank. This is a story I just have <sup>0</sup> to tell you. You may not know, but I am afraid <sup>1</sup> \_\_\_\_\_ spiders. I hate them! Well, last Friday I was working in my office late. I had <sup>2</sup> \_\_\_\_\_ a lot of work to finish. When it was done I put on my coat and went to the exit but there was a big spider on the door! I wanted <sup>3</sup> \_\_\_\_\_ go home but I couldn't open the door! For an hour I thought <sup>4</sup> \_\_\_\_\_ my problem but I did not know how to get out of the office and past the spider. I tried <sup>5</sup> \_\_\_\_\_ phone the security officer but he didn't reply. <sup>6</sup> \_\_\_\_\_ six hours waiting, I got out of the office thanks <sup>7</sup> \_\_\_\_\_ a cleaner who came to work early. That Saturday morning I slept <sup>8</sup> \_\_\_\_\_ until five in the evening! I think I need to talk <sup>9</sup> \_\_\_\_\_ my phobia to a doctor



*Компетентностно-ориентированная задача 4.*

WRITE AT LEAST TWELVE SENTENCES ON THE TOPIC “LEARNING FOREIGN LANGUAGES”

*Компетентностно-ориентированная задача 5*

Read the text and answer the questions (full answers) (5 БАЛЛОВ).

But Madonna balanced the insubordinate side of her personality with a drive for perfectionism and high-achievement. She was a straight-A student, cheerleader, and disciplined dancer who graduated from high school a semester earlier than her peers. In 1976, her hard work earned her the attentions of the University of Michigan, which offered her a full scholarship to their dance program.

In 1977, during her undergraduate studies at Michigan, Madonna was awarded a six-week scholarship to study with the Alvin Ailey American Dance Theater in New York City, followed by a rare opportunity to perform with choreographer Pearl Lang in 1978. At the urging of her dance instructor, the budding star dropped out of college after only two years of study in order to move to New York and further her dance career.

Once in New York, Madonna paid her rent with a handful of odd jobs, including nude art modeling; serving at the Russian Tea Room; and performing for the American Dance Center. In 1979, Madonna began dating Dan Gilroy, one of the founding members of an influenced pop-punk band called Breakfast Club. Gilroy introduced Madonna to the head of a vaudeville review in Paris, and she spent some time in France working as a showgirl. During this trip she fell in love with the combination of singing and performing. When she returned to the states in 1980, she joined Gilroy's band as its drummer and later became its lead singer. Madonna formed several different bands of her own over the next few years, including Madonna & The Sky, The Millionaires, and Emmy.

Questions

1. When was Madonna awarded a six-week scholarship to study with the Alvin Ailey American Dance Theater in New York City?
2. How did Madonna balance the insubordinate side of her personality?
3. How did Madonna pay her rent in New York?
4. Who did Madonna begin dating in 1979?

5. When did she join Gilroy's band as its drummer?
6. What was the initial and final role of Madonna in Breakfast Club?

*Компетентностно-ориентированная задача 6.*

Use of English: do lexico-grammar exercises (6 баллов).

Choose the correct form of the verb in brackets:

1. Sarah (to run) when she (to fall) and (to break) her leg.
2. The lesson (to start) at 9:00 AM.
3. The train (to leave) at 10:00 PM.
4. I (to play) football tomorrow at 4 o'clock.
- 5 Sam (to eat) some nuts, when he (to break) his tooth.
6. The earth (to go) round the sun.

*Компетентностно-ориентированная задача 7.*

Writing. People attend college or university for many different reasons (for example, new experiences, career preparation, increased knowledge). Why do you think people attend college or university? Use specific reasons and examples to support your answer (8 баллов).

*Компетентностно-ориентированная задача 8.*

Speaking. Neighbors are the people who live near us. In your opinion, what are the qualities of a good neighbor? Use specific details and examples in your answer (12 баллов).

*Компетентностно-ориентированная задача 9.*

Listening. Listen to the track and answer the questions of the speaker (5 баллов).

Campus Life

M: What can I do for you?

W: I really wanted to take Chemistry 221 with you, but the class is full.

M: Is it a required course for you?

W: Yes, it is. I'm majoring in chemistry.

M: I presume you have the prerequisites, then?

W: Prerequisites?

M: Prerequisites are those courses that you need to have completed in order to enroll in any given class. The prerequisite for Chemistry 221 is Chemistry 100.

W: Oh, yes of course.

M: In that case, you can enroll in the class.

W: But the class is full. Don't I have to put my name on a waiting list or anything?

M: No, not for required courses. Anyone who needs to take a class to fulfill their course requirements is permitted to enter.

Критерии оценки:

25-36 баллов выставляется обучающемуся, если доля правильных ответов составляет 80 -100%

18-24 баллов выставляется обучающемуся, если доля правильных ответов составляет 55-79%.

8-17 баллов выставляется обучающемуся, если доля правильных ответов составляет 25-54%.

1-7 баллов выставляется обучающемуся, если доля правильных ответов составляет 5-24%.