

Документ подписан простой электронной подписью

Информация о владельце:

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Дата подписания: 08.12.2023 07:14:59

Уникальный программный ключ:

a49ae343af5448d45d7e3e1e499659da8109ba78

Министерство науки и высшего образования РФ
Федеральное государственное бюджетное образовательное
учреждение высшего образования

«Заполярный государственный университет им. Н.М. Федоровского»
ЗГУ

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ¹
по дисциплине

«Деловой иностранный язык»

Факультет: Электроэнергетики, экономики и управления (ФЭ,ЭиУ)

Направление подготовки: 38.04.02 «Менеджмент»

Направленность (профиль): Управление малым бизнесом

Уровень образования: магистратура

Кафедра «Философии, истории и иностранного языка»

наименование кафедры

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(должность, степень, ученое звание)

(подпись)

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Оценочные материалы по дисциплине рассмотрены и одобрены на заседании кафедры

ЭМиОП, протокол № 9 от «27» 05 2022 г.

Заведующий кафедрой А.И. Мониц

¹ В данном документе представлены типовые оценочные средства. Полный комплект оценочных средств, включающий все варианты заданий (тестов, контрольных работ и др.), предлагаемых обучающемуся, хранится на кафедре в бумажном и электронном виде.

**Перечень планируемых результатов обучения по дисциплине (модулю),
соотнесенных с планируемыми результатами образовательной программы**

Таблица 1 – Компетенции и индикаторы их достижения

Код и наименование компетенции	Индикаторы достижения	Планируемые результаты обучения по дисциплине
Универсальные компетенции		
УК-4. Способен применять современные коммуникативные технологии, в том числе на иностранном(ых) языке(ах), для академического и профессионального взаимодействия	УК-4.1 Выбирает принципы построения устного и письменного высказывания на русском и иностранном языках; правила и закономерности деловой устной и письменной коммуникации.	
УК-5. Способен анализировать и учитывать разнообразие культур в процессе межкультурного взаимодействия	УК-5.2 Излагает грамотно и доступно профессиональную информацию в процессе межкультурного взаимодействия.	

Таблица 2 – Паспорт фонда оценочных средств

Контролируемые разделы (темы) дисциплины	Формируемая компетенция	Наименование оценочного средства	Показатели оценки
Приём на работу	УК-4.1, УК-5.2	Тестовые задания	Составление систематизированного списка использованных источников, решение теста
Деловая переписка	УК-4.1, УК-5.2	Конспект, тестовые задания	Есть/нет, решение теста
Визит зарубежных партнеров	УК-4.1, УК-5.2	Конспект, собеседование, тестовые задания	Есть/нет, объем знаний по данной теме, решение теста
Совещания, переговоры	УК-4.1, УК-5.2	Конспект, собеседование, тестовые задания	Есть/нет, объем знаний по данной теме, решение теста
Деловой контракт	УК-4.1, УК-5.2	Конспект, собеседование, тестовые задания	Есть/нет, объем знаний по данной теме, решение теста
Деловой этикет	УК-4.1, УК-5.2	Конспект, собеседование,	Есть/нет, объем знаний по данной теме, решение

		тестовые задания	теста
Зачёт с оценкой (1 семестр)	УК-4.1, УК-5.2	Итоговое тестирование	Решение теста

1 Методические материалы, определяющие процедуры оценивания знаний, умений, навыков и (или) опыта деятельности, характеризующие процесс формирования компетенций

Методические материалы, определяющие процедуры оценивания знаний, умений, навыков и (или) опыта деятельности, представлены в виде технологической карты дисциплины (таблица 3).

Таблица 3 – Технологическая карта

	Наименование оценочного средства	Сроки выполнения	Шкала оценивания	Критерии оценивания
<i>Промежуточная аттестация в форме «Зачёт с оценкой» (для заочной формы обучения)</i>				
	Итоговое тестирование	1	от 0 до 10 баллов по критериям	Оценка от 2 до 5
	ИТОГО:	-	___ баллов	-

2 Типовые контрольные задания или иные материалы, необходимые для оценки знаний, умений, навыков и (или) опыта деятельности характеризующие процесс формирования компетенций в ходе освоения образовательной программы

2.1 Задания для текущего контроля успеваемости

Тестовые задания

1. Образец лексико-грамматического теста:

Выберите правильный вариант ответа:

1. He's the most difficult customer _____.

- a) I never dealt with
- b) I never had to deal with
- c) I've ever had to deal with
- d) I've never had to deal with

2. _____ a binding contract last year and it is still valid.

- a) We have signed
- b) We signed
- c) We haven't signed
- d) We have sign

3. Sales _____ in 1995 but then _____ in 1996.

- a) rised, falled
- b) rose, fell

c) have risen, have fallen

d) rose, have fallen

4. I like it here because the company _____ is to encourage people to use their initiative.

a) officer

b) managers

c) culture

5. My name is Daniel Bertolino and I'm a software developer. In our department, we dress _____.

a) casualty

b) causally

c) casually

2. Образец реферирования текста на английском языке деловой и профессиональной направленности:

Текст:

ECONOMIC SYSTEMS

Economic systems are usually defined as either capitalist, socialist or mixed. However it is possible to classify economic systems according to the method of resource allocation and control (market economy or command economy) and to the type of property ownership (private ownership or public ownership).

The ownership of factors of production can be viewed as a continuum from complete private ownership at one end to complete public ownership at the other. In reality, no country belongs wholly at one end or the other. For example, the United States of America is considered to be the prime example of private enterprise, yet the government owns some factors of production and actively produces in such sectors of the economy as education, the military, the postal service and certain utilities.

Market Economy

In market economy, two societal units are very important: the individual and the firm. Individuals own resources and consume products, while firms use resources and produce products. The market mechanism involves an interaction of price, quantity, supply, and demand of resources and products.

The key factors that make the market economy work are consumer sovereignty and the freedom of the enterprise to operate the market. As long as both units are free to make decisions, the interplay of supply and demand should ensure proper allocation.

The market economy has been highly successful in most industrial countries.

Centrally Planned Economies

In centrally planned economies the government tries to harmonize the activities of the different economic sectors. In the extreme form of central command, goals are set for every enterprise in the country and must be followed. The government determines how much is produced, by whom and for whom.

Mixed Economies

By definition, no economy is purely market determined or centrally planned. In practice, however, mixed economies generally have a higher degree of government intervention and a greater degree of reliance on market forces. Government intervention can be regarded in two ways: actual government ownership of means of production and government influence in economic decision making.

Реферирование текста:

ECONOMIC SYSTEMS

The text under the title "Economic Systems" gives the classification of economic systems according to the method of resource allocation and control. Thus we can speak of market economy, centrally planned economy and mixed economies.

Let us characterize each of the given types.

The author emphasizes that in the market economy two societal units are very important: the individual and the firm. Individuals own resources and consume products and firms use resources and produce products. It is very important that the market mechanism involves an interaction of price, quantity, supply, and demand of resources and products.

It is necessary to mention that for the market economy two things are of great importance. These are consumer sovereignty and the freedom of the enterprise to operate in the market.

The next type of economy which is characterized in the text is centrally planned or command economy. All the key problems of the country's economy are determined by the government: how much is produced, by whom and for whom.

There are also mixed economies, because it is very difficult to find a pure type. The author notes that in practice mixed economies have a higher degree of government intervention and a greater degree of reliance on market forces.

In conclusion, we can say that the given classification of the types of economies has proved its right to existence. We can find examples of such types in practice. And in reality it is possible to trace features of different types of economies mixed together.

3. Образец неадаптированного текста деловой и профессиональной направленности для письменного перевода с английского языка на русский язык со словарем:

KEY TRAITS OF SUCCESSFUL LEADERS

Over the past several years, one of the most important contributions psychology has made to the field of business has been in determining the key traits of acknowledged leaders. Psychological tests have been used to determine what characteristics are most commonly noted among successful leaders. This list of characteristics can be used for developmental purposes to help managers gain insight and develop their leadership skills.

The increasing rate of change in the business environment is a major factor in this new emphasis on leadership. Whereas in the past, managers were expected to maintain the status quo in order to move ahead, new forces in the marketplace have made it necessary to expand this narrow focus. The new leaders of tomorrow are visionary. They are both learners and teachers. Not only do they foresee paradigm changes in society, but they also have a strong sense of ethics and work to build integrity in their organizations.

4. Образец письменного перевода аннотации научной статьи деловой и профессиональной направленности с русского языка на английский со словарем:

ОСНОВНЫЕ ВОПРОСЫ УПРАВЛЕНИЯ ИННОВАЦИОННОЙ ДЕЯТЕЛЬНОСТЬЮ ПРОМЫШЛЕННЫХ ПРЕДПРИЯТИЙ

Охарактеризована существующая ситуация инновационной активности в реальном секторе экономики. Установлена структура научно-производственного процесса, осуществляемого на предприятии в целях создания, освоения производства и изготовления инновационной продукции. Предложены к использованию эконометрическая модель и метод морфологического анализа в целях формирования стратегии инновационного развития предприятия.

Перевод.

The present-day situation concerning the innovative activity in the real economy is characterized in the article. The author defines the structure of the scientific-production process, realized at an enterprise with the aim of assimilation and manufacturing innovative production. The econometric model and the morphological analysis method are proposed to form a strategy of an enterprises innovative development.

оценкой)

Вопросы к зачёту с оценкой:

Типовая контрольная

HOLDING A SUCCESSFUL MEETING

1. Прочитайте и переведите текст.

Nowadays business people spend so much time in meetings that turning meeting time into effective

results is a priority for successful organizations. Actions that make meetings successful require management

before, during, and after the meeting.

What is done before the meeting is as important as the meeting itself. To ensure the only necessary

points will be covered it's necessary to create an agenda. An agenda is a list of items and points which are

to be discussed during the meeting. When the agenda is ready it is usually distributed among everyone

concerned. It is important to get feedback from the meeting participants about the proposed agenda. The

organizers should also check the venue, making sure the room will be free, without interruptions, until the

end of the meeting.

The person who will chair the meeting must be appointed in advance. The chairperson should be a

good timekeeper. He should start a meeting on time, without waiting for latecomers. He should also appoint

somebody to take the minutes, making sure that opinions and action points are noted. He should make sure that each point on the agenda is allocated the time it deserves and should keep to the timetable.

When the time allocated to one point is up, the chairperson should make sure that discussion moves on to

the next point, even if the issue has not been completely covered. The chairperson should make sure that

each participant has the chance to make the point, and should deal tactfully with disagreements. He

should also try to avoid digressions, where people get off the point. Finally, he should ensure the meeting

finishes on time or earlier.

After some meetings it's necessary for the minutes to be circulated, especially if there are action points that particular people are responsible for. At the next meeting the chairperson should ask for the

minutes to be read out and see if everybody agrees that it is an accurate record of what happened, and see

if there are any matters arising. He should also check what progress has been made on the action points

from the previous meeting.

Organizing a meeting it's necessary to remember that running an effective meeting is more than sending out a notice that your team is to meet at a particular time and place. Effective meetings need

structure and order. Without these elements they can go on forever and not accomplish their goals. With a

good agenda and a commitment to involving the meeting participants in the planning, preparation, and execution of the meeting, it is possible to hold a great meeting.

2. Заполните пропуски подходящими по смыслу словами из рамки. Определите, какие фразы

обычно произносит председатель, а какие – участники совещания.

1. Steve, will you take the _____ today? 2. Does everybody agree that the minutes are an accurate

_____ of the last meeting? 3. In the _____ points it says Sam is responsible for writing

the report. Is that right? 4. Now, we have _____ 30 minutes to the discussion of point 1, so let's

get started. 5. I want to make the _____ that we are still two people short in the office. 6. Let's

_____ on to the next point or we won't finish on time. 7. What is the _____ of this meeting?

What do we hope to achieve? 8. I take your _____ about the new advertisement, but it's too

late to change anything. 110 9. I know what you _____ about him, but he is very good with customers.

10. Sorry to _____ you, but what you've said is against the company policy. 11. To go back

to what I was saying _____, we still need some money to solve this problem. 12. If I

_____ you correctly, we won't finish the project on time. Is that right? 13. Are you

_____ that we have to close this parking on our company premises? 14. I know what you _____ but we have to look at the human factor as well as the numbers. 15. I'm

_____ I can't

agree with you here. 16. I think you are _____. It's impossible to meet this deadline. 17.

You are

absolutely _____. We are to reduce prices.

right, mean, understand, interrupt, earlier, move, minutes, afraid, think, purpose, record, wrong, action, point (2), sure, allocated

3. Выберите подходящие по смыслу глаголы и заполните пропуски.

1. Can we _____ up a meeting for Monday next week? (arrange/agree/set)

2. Something came up so they had to _____ Monday's meeting till Friday. (postpone/cancel/fix)

3. Monica is off sick so Michael will have to _____ the staff meeting. (charge/chief/chair)

4. He has to _____ the meeting in Berlin because his boss is in Spain. (go/attend/visit)

5. It's a very important meeting so make sure you don't _____ it. (miss/lose/avoid)

6. She decided to _____ the meeting because there was nothing to talk about. (cancel/arrange/fix)

7. I asked Jane to _____ the meeting next week, but there were no rooms available. (run/cancel/arrange)

8. They _____ the meeting, but they didn't hear anything interesting. (postponed/missed/attended)

4. Заполните пропуски следующими словами: waste, find, make, chat, discuss, criticize, exchange

С какими утверждениями Вы согласны?

Meetings are...

a. an ideal opportunity to _____ points of view

b. the best place to _____ key decisions

- c. a safe environment in which to _____ important issues
- d. a rare chance to _____ with other people
- e. the only way to _____ out what's really going on
- f. an open invitation to _____ each other
- g. the perfect excuse to _____ some time.

5. Прочитайте и переведите высказывания, которые можно услышать во время совещания. Заполните пропуски подходящими по смыслу словами: right, mean, understand, interrupt, earlier,

move, minutes, afraid, think, purpose, record, wrong, action, point (2), sure, allocated.

Определите, какие фразы обычно произносит председатель, а какие – участники совещания.

1. Steve, will you take the _____ today?
2. Does everybody agree that the minutes are an accurate _____ of the last meeting?
3. In the _____ points it says Sam is responsible for writing the report. Is that right?
4. Now, we have _____ 30 minutes to the discussion of point 1, so let's get started.
5. I want to make the _____ that we are still two people short in the office.
6. Let's _____ on to the next point or we won't finish on time.
7. What is the _____ of this meeting? What do we hope to achieve?
8. I take your _____ about the new advertisement, but it's too late to change anything.
9. I know what you _____ about him, but he is very good with customers.
10. Sorry to _____ you, but what you've said is against the company policy.
11. To go back to what I was saying _____, we still need some money to solve this problem.
12. If I _____ you correctly, we won't finish the project on time. Is that right?
13. Are you _____ that we have to close this parking on our company premises?
14. I know what you _____ but we have to look at the human factor as well as the numbers.
15. I'm _____ I can't agree with you here.
16. I think you are _____. It's impossible to meet this deadline.
17. You are absolutely _____. We are to reduce prices.

6. Ознакомьтесь с повесткой дня и протоколом совещания. Ответьте на вопросы.

1. What information about the meeting can the participants get from the agenda?
2. What issues are to be discussed at the meeting?
3. What information can the participants get from the minutes?
4. What decisions have been made about each issue?
5. Why is it important to take the minutes during the meeting?

Итоговый тест

ОЦЕНОЧНОЕ СРЕДСТВО <i>(тестирование)</i>	Контролируемая компетенция		
<p>1. Сопоставьте английские и русские эквиваленты.</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>1. деловое письмо</p> <p>2. заключительная фраза вежливости</p> <p>3. адрес отправителя</p> <p>4. шапка письма</p> <p>5. приветствие</p> <p>6. имя и адрес получателя</p> <p>7. заблокированный стиль</p> <p>8. указание на тему письма</p> <p>9. подпись</p> <p>10. указание на рассылку копий</p> <p>11. должность отправителя</p> <p>12. приложение</p> <p>13. имя отправителя</p> <p>14. структура письма</p> <p>15. основной текст</p> <p>16. дружеское письмо</p> <p>17. указание на конкретное письмо</p> </td> <td style="width: 50%; vertical-align: top;"> <p>a. informal letter</p> <p>b. layout</p> <p>c. writer's address</p> <p>d. reader's name and address</p> <p>e. block style</p> <p>f. greeting</p> <p>g. formal business letter</p> <p>h. carbon copy (c/c)</p> <p>i. subject heading</p> <p>j. body</p> <p>k. complimentary close</p> <p>l. signature</p> <p>m. writer's name</p> <p>n. attention</p> <p>o. letterhead</p> <p>p. enclosure</p> <p>q. writer's title</p> </td> </tr> </table>	<p>1. деловое письмо</p> <p>2. заключительная фраза вежливости</p> <p>3. адрес отправителя</p> <p>4. шапка письма</p> <p>5. приветствие</p> <p>6. имя и адрес получателя</p> <p>7. заблокированный стиль</p> <p>8. указание на тему письма</p> <p>9. подпись</p> <p>10. указание на рассылку копий</p> <p>11. должность отправителя</p> <p>12. приложение</p> <p>13. имя отправителя</p> <p>14. структура письма</p> <p>15. основной текст</p> <p>16. дружеское письмо</p> <p>17. указание на конкретное письмо</p>	<p>a. informal letter</p> <p>b. layout</p> <p>c. writer's address</p> <p>d. reader's name and address</p> <p>e. block style</p> <p>f. greeting</p> <p>g. formal business letter</p> <p>h. carbon copy (c/c)</p> <p>i. subject heading</p> <p>j. body</p> <p>k. complimentary close</p> <p>l. signature</p> <p>m. writer's name</p> <p>n. attention</p> <p>o. letterhead</p> <p>p. enclosure</p> <p>q. writer's title</p>	УК-4.1
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<p>4. Соотнесите части одного предложения.</p> <p>1. We acknowledge receipt of...</p> <p>2. Please accept our sincere apologies...</p> <p>3. I am writing...</p> <p>4. Should you require any further information...</p>	<p>a. for the inconvenience you have been caused.</p> <p>b. your letter dated 12th January 20---</p> <p>c. please do not hesitate to contact us.</p> <p>d. to enquire about your range of software.</p>	<p>УК-4.1 УК-5.2</p>
<p>5. Соотнесите части одного предложения.</p> <p>1. We would be grateful if you could...</p> <p>2. We would be very interested in receiving...</p> <p>3. I would like to reserve...</p> <p>4. Should you be interested...</p>	<p>a. a visit from your salesman.</p> <p>b. a double room in the name of Smith.</p> <p>c. in discussing the matter further...</p> <p>d. send us a quotation for 20 items.</p>	<p>УК-4.1 УК-5.2</p>
<p>6. Соотнесите левую и правую часть письма, подходящие друг другу по смыслу.</p> <p style="text-align: center;">Beginnings</p> <p>1. I am writing in response to your advertisement in yesterdays Daily Scope concerning a vacancy in your sales department.</p> <p>2. I am writing in reply to your letter requesting information about our products.</p> <p>3. I am writing in my capacity as chairman of the residents association to draw your attention to the problem of excessive noise levels in our neighborhood.</p> <p>4. I am writing to request permission to use the company premises for a meeting which will be held during the holidays.</p> <p>5. I am writing to apologise for the changes in the schedule for the seminar on direct selling.</p>	<p style="text-align: center;">Endings</p> <p>a. We feel confident that you will find something in our range that meets you requirements and look forward to receiving your order.</p> <p>b. I hope that these changes have not caused too much inconvenience and that you will still attend our forthcoming seminar.</p> <p>c. I am available for an interview any weekday between 9 am and 5 pm, and I look forward to meeting you in person to discuss the possibility of my employment.</p> <p>d. We trust you will give this matter your urgent consideration and look forward to receiving any suggestions you might have to help overcome the problem.</p> <p>e. We would be extremely grateful if you were able to allow us to use the facilities for the duration of our meeting. Thank you in anticipation of your kind cooperation.</p>	<p>УК-4.1 УК-5.2</p>
<p>7. Выберите соответствующие фразы из правой колонки, подходящие к определенным видам делового письма.</p> <p>1. letter of complaint</p> <p>2. letter of confirmation</p> <p>3. letter of offer</p> <p>4. letter of request</p> <p>5. letter of apology</p> <p>6. letter of inquiry</p>	<p>a. Unfortunately, we have not yet received...</p> <p>b. We will be glad to know...</p> <p>c. I am writing to confirm the details of...</p> <p>d. In reply we have pleasure in offering you...</p> <p>e. We would be grateful if you could arrange...</p> <p>f. Please inform us by airmail...</p> <p>g. We must apologise for...</p> <p>h. I am writing to express my extreme</p>	<p>УК-4.1 УК-5.2</p>

	<p>dissatisfaction ...</p> <p>i. Please accept our sincere apologies for...</p> <p>j. I wonder if I might ask you for...</p> <p>k. I thought it would be useful to confirm in writing...</p> <p>l. I am writing in response to your letter requesting information about...</p>	
<p>8. Расположите диалог в правильном порядке.</p> <ol style="list-style-type: none"> 1. Yes, whenever you wish. 2. Thanks. Is there somewhere we can get some coffee? 3. Good morning. Can I help you? 4. Thanks, that's great. That's a good place to have the stand: lots of people will pass by, and we can always pop across for a coffee ourselves! 5. Can we set up the stand now? 6. Yes, good morning. Er, well, we've come to register for the conference. I'm Ann Hunter and this is my colleague, Tony Marshall. 7. Ah, yes. Here are your conference badges and this is your information pack. 8. Of course...Now, you're with 'General Electric', so your stand is number 35, over there, right by the coffee shop. It should be open by now. 		<p>УК-4.1</p> <p>УК-5.2</p>
<p>9. Расположите диалог в правильном порядке.</p> <ol style="list-style-type: none"> 1. Very good, thanks. It's nearly finished. Do you still work with Leonardo? 2. It's lovely to see you too. How are you? 3. I'd love to! Anyway, I'm afraid I have to speak to a few more people before the conference ends, but I'll email you sometime next week. 4. Excuse me, Javier? It's John. We met at this conference two years ago. 5. I'm fine, thanks. How about you? How's your thesis? 6. Of course, no problem. Me too. It was great to see you again. Looking forward to hearing from you soon. 7. Yes, I do. You must come for dinner with us next time you come to Belgium. 8. Wow, John! Long time no see. Great to see you again! 		<p>УК-4.1</p> <p>УК-5.2</p>
<p>10. Прочтите текст и расставьте реферирование в правильном порядке.</p> <p style="text-align: center;">Mechanic works 75 years to break record</p> <p>An airline worker in the USA has broken the world record for the world's longest-serving airline mechanic. Azriel Blackman, 91, started work in 1942 at the age of 16. He has now been working for 75 years. His starting salary was 50 cents an hour. The nonagenarian still works five days a week. He clocks on before 5am at an American Airlines hangar at JFK International Airport in New York. His age means his employers prevent him from doing certain tasks for safety reasons. He is not allowed to scale ladders, drive on the runways and surrounding areas, or use certain tools. He is responsible for assessing the maintenance needs of the airplanes that have been parked in the hangars overnight.</p> <p>Mr Blackman's record has been recognized for his dedication to his job. His employer dedicated a plane in his honor at a ceremony at JFK. His signature was painted in giant letters on the front of one of the airline's Boeing 777 aircraft. Blackman said: "I'm just honored to be here. I'm proud to be a mechanic." The 91-year-old received a standing ovation from his fellow</p>		<p>УК-4.1</p>

colleagues and managers at the ceremony. Reporters asked him about the secret behind his record. He said: "When you like what you do, it's not work." When asked about retirement, he said: "That's not up to me. That's up to the man upstairs. The first thing I do when I get up in the morning is I say 'thank you for another day'."

1. In my opinion, people should respect such old workers. It is very rare nowadays that people dedicated their lives to one job. We could learn a lot from such workers, they are very useful.
2. After that, it is reported that Mr. Blackman's record has been recognized for his dedication to his job and his employer dedicated a plane in his honor at a ceremony at JFK.
3. The headline of the text is Mechanic works 75 years to break record.
4. In conclusion, it is pointed out Mr. Blackman doesn't want to stop working and thinks that when you love what you do it is not work.
5. We can read in the text that an airline worker in the USA has broken the world record for the world's longest-serving airline mechanic as he started work in 1942 at the age of 16 and now he has been working for 75 years.

11. Прочитайте текст, определите, какие утверждения верные, какие неверные и о чем в тексте не сказано.

Helen Keller

Life is not always easy. Sometimes it presents us with serious problems that make us sad and even depressed. When it comes to this, you may remember the example of Helen Keller, born in a small American town in 1880.

The illness struck Helen Keller when she was a baby and left her deaf and blind before she learned to speak. As a child Helen was wild and disobedient. She seemed not to understand what was going on in the world around her. In spite of Helen's illness her parents decided that she should have some education and started looking for a teacher.

Helen Keller's new life began on a March day in 1887 when she was seven years old. On that day Anne Mansfield Sullivan, a 20-year-old graduate of the Perkins School, came to the town to be her teacher. From that day, the two of them – teacher and pupil – were inseparable.

Miss Sullivan began her first lesson by handing Helen a doll and pressing "d-o-l-l" into the child's hand. In this way she hoped to teach Helen to connect objects with letters. Helen quickly learned to form the letters correctly and in the correct order. In the days that followed, she learned to spell lots of different words.

Helen Keller was a talented pupil and quickly learnt how to read and write. She enjoyed reading books written for blind children. In 1890, when she was just 10, she decided to learn to speak. Somehow she had found out that a little deaf-blind girl in Norway managed to do it.

At first Helen had difficulty with speaking, but with the time and help from Anne she developed a clear voice. Later, she was able to speak in public for large crowds which came to her whenever she gave her lectures. There was usually a storm of applause after her every lecture.

After school Helen went to college and graduated it with honours. She got a Bachelor of Arts degree. Throughout those years and until her own death in 1936, Anne Sullivan was always by Helen's side. She pressed book after book and lecture after lecture into her pupil's hand.

УК-4.1

One of Helen’s professors was so deeply impressed by her essays in English that he suggested the girl writing the story of her life. Helen followed the advice and wrote the book while still at college. It was a cheerful account of how a young girl was able to live a happy life in spite of her terrible misfortunes. Later she wrote several books more. In her books and lectures Helen did everything possible to help and encourage those who were blind. For the rest of her life, Helen Keller worked for improving education for the blind and deaf.

Helen Keller lived in many different places – Alabama; Cambridge and Wrentham, Massachusetts; Forest Hills, New York, but perhaps her favorite residence was the house in Easton, which she called “Arcan Ridge”. She moved to that white house in 1936, after her beloved teacher's death. And it was “Arcan Ridge” she called home for the rest of her life. She died in 1968.

1. Helen Keller was born deaf and blind.
2. Helen’s parents found a young teacher for their daughter.
3. First Miss Sullivan taught Helen to count.
4. Helen’s favourite books were about animals and nature.
5. Helen’s lectures were popular.
6. Helen Keller finished college successfully.
7. Helen’s book about her life was translated in many languages.
8. Helen never left her home town.

12. Соотнесите вопросы и ответы на них.

1. What are the requirements? Who can apply for the conference?
2. What do I need to study to apply for the World Business Dialogue?
3. Are there any scholarships for tickets/ plane tickets/ accommodation?
4. How do I know if I was accepted to the World Business Dialogue?

- a. Full sponsorships are available in a few Creation Labs. How to be eligible depends on the Lab.
- b. Students from all over the world are eligible to apply for the World Business Dialogue. There are no special requirements apart from being enrolled as a student in an educational institution. You will need your CV as well as thoughtful answers to our motivational questions. If you are a young ambitious person and have already been between 1 and 5 years on the job you are eligible to get one of our young professional tickets, which can be found on right here.
- c. Applicants will receive an email confirming their successful application. Unsuccessful applicants will also receive an email to inform them of their unsuccessful application.
- d. Students from any field of study can apply. The conference is not exclusive to only economics students.

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<p>13. Соотнесите вопросы и ответы на них.</p> <p>1. When is the closing date for applications?</p> <p>2. What are possible benefits of attending the World Business Dialogue?</p> <p>3. Can recent graduates attend the World Business Dialogue?</p>	<p>a. Networking with companies, speakers and other top students. Gaining new insights into current and future topics. Sharing ideas on different topics and learning views from a multitude of cultures. Learning to apply your knowledge and to find solutions fast. Finding out how to get into the fitting job after university.</p> <p>b. Yes, provided that only one year has passed by since your graduation (at the time the Dialogue takes place).</p> <p>c. There is no deadline for the application yet. However, if you want to get matched into the formats taking place from Monday until Wednesday, we highly recommend applying as early as possible. If you do this accordingly, you will also have the chance to get a reduced ticket price. We will most likely close the application phase in early February.</p>	<p>УК-4.1</p>
<p>14. Расположите части делового письма в правильном порядке.</p> <p>1. I would like you to replace the item or give me a refund. Please let me know your decision within 3 days, otherwise, I will be forced to take the matter further.</p> <p>2. Eldorado Ltd 4 Krasnoarmeisky Avenue Barnaul 658048 Russia</p> <p>3. Sincerely yours, Sergey Lupin</p> <p>4. 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 the documents and paid the rest of the sum. However, when I unpacked it I found several scratches on the front panel.</p> <p>5. May 12, 2019</p> <p>6. Sergey Lupin 48 Anatolia Street, Apt.5 Barnaul 658000 Russia</p> <p>7. Dear Sirs,</p>		<p>УК-4.1</p>
<p>15. Соотнесите части резюме с их названием.</p> <p>1. Office 10, Windows, Internet, AutoCAD, MATLAB</p> <p>2. To improve the conservation of our resources using the skills I have</p>	<p>a. Education</p> <p>b. Languages</p>	<p>УК-4.1 УК-5.2</p>

<p>learned and practiced over the years at the biggest agricultural improvement company in the United States.</p> <p>3. Irina Somova from Manpower Inc. somova_i@mail.ru +7-962-963-5624</p> <p>4. Tyler Parkinson 45 Popova Street Barnaul 656057 Russia Tel. +7-905-945-6621 E-Mail: parkinson_t@mail.ru</p> <p>5. 2019-present Manpower Inc. Virtual Agricultural Engineer Recruiter <ul style="list-style-type: none"> Work on the internet posting job listings for Agricultural Engineer aspects. Work with recruiting metrics. Use Microsoft office tools in both the recruitment and agricultural aspect of my work. Work with customers (other company representatives) to create projects. Present information to managers and executives in the company. Work with a team to collaboratively create a project. </p> <p>2014-2019 BP America Inc Agricultural Irrigation Engineer <ul style="list-style-type: none"> calculated the soil and water levels required for the adequate design of irrigation systems. designed and installed systems. supervised installation of irrigation and drainage systems. coordinated equipment and supplies for installation. analyzed soil and water conservation. </p> <p>6. 2010-2014 University of Georgia, GA Masters in Agricultural Sciences</p> <p>7. English, German</p>	<p>c. Computer Skills</p> <p>d. References</p> <p>e. Personal Information</p> <p>f. Professional Experience</p> <p>g. Objective</p>	
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<p>16. Выберите один вариант из предложенных. Hostess: «Your bag is 3 kilos overweight. You have to pay excess luggage charge». Passenger: «_____».</p> <ol style="list-style-type: none"> 1. What? It's only three kilos! 2. Oh? It's only three kilos. All right then. 3. You have no right to charge me! 4. d) No, I can't lift this bag. 	<p>УК-4.1 УК-5.2</p>
<p>17. Выберите один вариант из предложенных. Attendant: «Good morning. What can I do for you?» Customer: «_____».</p> <ol style="list-style-type: none"> 1. Fill it up, please. I'm nearly out of petrol. 2. Fill it up. I'm in a hurry. 3. Don't you see I need petrol? 4. Do you have cars here? 	<p>УК-4.1 УК-5.2</p>
<p>18. Выберите один вариант из предложенных. Customer: «A table for two, please». Receptionist: «_____».</p> <ol style="list-style-type: none"> 1. No way. 2. No free tables here. 3. I'm afraid that's not possible, sir. 4. I can't do that. 	<p>УК-4.1 УК-5.2</p>
<p>19. К какому виду делового документа относится следующий отрывок? On 12 August I ordered 12 copies of Background Music by H. Lowery under my order number FT 567. On opening the parcel I found that it contained 12 copies of History of Music by the same author. I trust you will credit my account with the invoiced value of the returned copies including reimbursement for the postage cost of \$17.90.</p> <ol style="list-style-type: none"> 1. Inquiry Letter 2. Cover Letter 3. Memo 4. Letter of Complaint 	<p>УК-4.1 УК-5.2</p>
<p>20. К какому виду делового документа относится следующий отрывок? EDUCATION: August 2007 – present: Baltimore Community College, Baltimore, MD A.A.S. – X-Ray Technologist Program.</p> <ol style="list-style-type: none"> 1. Resume 2. Memo 3. Advertising letter 4. Inquiry Letter 	<p>УК-4.1 УК-5.2</p>
<p>21. Выберите один вариант из предложенных. Receptionist: «Just a moment, please, while I check. You have a reservation for a three-room suite for tonight» Guest: «_____?»</p> <ol style="list-style-type: none"> 1. What?! I didn't ask for a suite. 2. I'm afraid there's been a mistake. I only asked for a single room, not a suite. 3. You must be kidding me. I don't need a suite. 4. I will book a room here. 	<p>УК-4.1 УК-5.2</p>

<p>22. Выберите один вариант из предложенных. Customer: «This soup is cold». Waiter: « _____ ».</p> <ol style="list-style-type: none"> 1. I'm very sorry. I'll get you another one. 2. Is this my problem? 3. So what? 4. I don't know. 	<p>УК-4.1 УК-5.2</p>
<p>23. Выберите один вариант из предложенных. A: «Excuse me. Can I talk to Mr Nolan?» B: « _____ ».</p> <ol style="list-style-type: none"> 1. We don't have such a person. 2. I'm afraid, Mr Nolan is out. 3. Who's asking? 4. What? 	<p>УК-4.1 УК-5.2</p>
<p>24. К какому виду делового документа относится следующий отрывок? We are enclosing our September Statement totaling \$820. The opening balance brought forward is the amount left uncovered by the check received from you against our August statement which totaled \$560.</p> <ol style="list-style-type: none"> 1. Statement 2. Memo 3. Advertising Letter 4. Inquiry Letter 	<p>УК-4.1 УК-5.2</p>
<p>25. К какому виду делового документа относится следующий отрывок? All the containers are to be marked on three (3) sides. Each container should bear the following markings made in indelible paint (in Russian and English).</p> <ol style="list-style-type: none"> 1. Memo 2. Contract 3. Inquiry Letter 4. Cover Letter 	<p>УК-4.1 УК-5.2</p>
<p>26. К какому виду делового документа относится следующий отрывок? This is to call your attention to an oversight in your spring advertisement on overseas travel. You have totally overlooked the entire Mediterranean region. We hope to receive a corrected brochure at your earliest convenience.</p> <ol style="list-style-type: none"> 1. Cover Letter 2. Inquiry Letter 3. Memo 4. Letter of Complaint 	<p>УК-4.1 УК-5.2</p>
<p>27. К какому виду делового документа относится следующий отрывок? I was very pleased to receive your enquiry of 15 January and enclose our illustrated catalogue and price list giving the details requested. A full range of samples has also been sent by separate post. On regular purchases of quantities of not less than 500 individual items, we would allow a trade discount of 33%.</p> <ol style="list-style-type: none"> 1. Advertising Letter 2. Offer Letter 3. Cover Letter 4. Inquiry Letter 	<p>УК-4.1 УК-5.2</p>

<p>28. Выберите один вариант из предложенных. Agent: «South-West Airways. Myra Davis speaking». Customer: « _____ ».</p> <ol style="list-style-type: none"> 1. Hi. Would you like to fly to Hong-Kong with me? 2. Look! I want to know how much it costs to fly from Los Angeles to Hong-Kong. 3. Hi, I need some info about the price of the flight from Los Angeles to Hong-Kong. 4. Good afternoon. Can you please tell me how much it costs to fly from Los Angeles to Hong-Kong? 	<p>УК-4.1 УК-5.2</p>
<p>29. Выберите один вариант из предложенных. Agent: «British Railways. Can I help you?» Customer: « _____ ».</p> <ol style="list-style-type: none"> 1. Good afternoon. Can you give me the times of fast trains to Edinburgh, please? 2. Look! I want to know the times of fast trains to Edinburgh. 3. Hi, I need some info about the times of fast trains to Edinburgh. 4. Hi. Can I buy two tickets to this performance? 	<p>УК-4.1 УК-5.2</p>
<p>30. Выберите один вариант из предложенных. Business partner 1: «Items 2.5 and 2.6 lacked in the consignment of the equipment». Business partner 2: « _____ ».</p> <ol style="list-style-type: none"> 1. We apologize for the oversight. It won't happen again. 2. It's not our problem. 3. Is this our problem? 4. I don't understand your problem. 	<p>УК-4.1 УК-5.2</p>
<p>31. К какому виду делового документа относится следующий отрывок? We are honored to invite you to participate in our forthcoming conference on old Gaelic philology to be held October 7–1 – in New York City College's School of Linguistics.</p> <ol style="list-style-type: none"> 1. Contract 2. Letter of Complaint 3. Contract 4. Invitation Letter 	<p>УК-4.1 УК-5.2</p>
<p>32. К какому виду делового документа относится следующий отрывок? We are interested in buying your equipment for producing pet food. Would you kindly send us more information about this equipment such as price, dates of delivery, terms of payment, guarantees?</p> <ol style="list-style-type: none"> 1. Offer Letter 2. Inquiry Letter 3. Cover Letter 4. Advertising Letter 	<p>УК-4.1 УК-5.2</p>
<p>33. Выберите один вариант из предложенных. Receptionist: «Yes, Mr Brown. A single room with a bath for two nights, is that right?» Guest: « _____ ».</p> <ol style="list-style-type: none"> 1. Can I give you a call? 2. It's three nights! Remember that! 3. I'm afraid, not. It's three nights, from the 11th to the 14th of March. 4. What?! It's three nights! Cannot you be more attentive? 	<p>УК-4.1 УК-5.2</p>

<p>34. Выберите один вариант из предложенных. Director General: «The results of your department are not so good as it was expected». Manager: «_____».</p> <ol style="list-style-type: none"> 1. Is this a joke? 2. Sorry to hear that. We will do our best to improve the situation. 3. Don't say that! 4. It's your fault! 	<p>УК-4.1 УК-5.2</p>		
<p>35. К какому виду делового документа относится следующий отрывок? You will be surprised at how little it costs. For 52 weeks a year your Stenogram works hard for you, and you can never give it too much to do – all for less than an average month's salary for a secretary!</p> <ol style="list-style-type: none"> 1. Cover Letter 2. Inquiry Letter 3. Advertising Letter 4. Memo 	<p>УК-4.1 УК-5.2</p>		
<p>36. К какому виду делового документа относится следующий отрывок? I have seen your ad in the Boston Globe of Sunday, February 12, and would like to order the following weather vane: Model EPC – 18" eagle with arrow, copper, \$34.95.</p> <ol style="list-style-type: none"> 1. Order Letter 2. Cover Letter 3. Letter of Complaint 4. Contract 	<p>УК-4.1 УК-5.2</p>		
<p>37. Уберите из цепочки одно неподходящее по смыслу слово.</p> <ol style="list-style-type: none"> 1. manager – office worker – factory worker – executive officer 2. ambitious – inventive – passive – creative 3. increase – boost – rise – fall 4. climb – decrease – fall – drop 	<p>УК-4.1 УК-5.2</p>		
<p>38. Уберите из цепочки одно неподходящее по смыслу слово.</p> <ol style="list-style-type: none"> 1. produce – design – calculate – manufacture 2. personnel – employees – staff – applicants 3. division – department – bank – section 4. recruit – hire – headhunt – fire 	<p>УК-4.1 УК-5.2</p>		
<p>39. Уберите из цепочки одно неподходящее по смыслу слово.</p> <ol style="list-style-type: none"> 1. businessman – employee – entrepreneur – owner 2. profit – initial capital – equity capital – assets 3. firm – enterprise – company – market 4. profit – loan – income – revenue 	<p>УК-4.1 УК-5.2</p>		
<p>40. Совместите глагол с существительным, чтобы получилось словосочетание. Каждое слово можно использовать только один раз.</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <ol style="list-style-type: none"> 1. to run 2. to charge 3. to solve 4. to welcome </td> <td style="width: 50%; vertical-align: top;"> <ol style="list-style-type: none"> a. a partner b. a company c. a price d. a problem </td> </tr> </table>	<ol style="list-style-type: none"> 1. to run 2. to charge 3. to solve 4. to welcome 	<ol style="list-style-type: none"> a. a partner b. a company c. a price d. a problem 	<p>УК-4.1</p>
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4. to consult	d. costs			
42. Следующие отрывки взяты из различных деловых писем. Определите, к какому типу относится каждый из отрывков.				УК-4.1 УК-5.2
<ol style="list-style-type: none"> Cooper Communications would be pleased to welcome you to the opening of its new premises. Please, would you send to the above address 37 units of product reference number 37/LK/45006 (brown) and dispatch the invoice to our West Central office in the usual way. Please, find enclosed my CV and a recent photograph. I am extremely sorry about the incident last week during the visit of your representative to our offices. 				
43. Образуйте существительные и прилагательные из данных глаголов.				УК-4.1
<i>Verbs</i> <ol style="list-style-type: none"> to work to apply to create to export 	<i>Nouns (activity)</i>	<i>Nouns (person)</i>	<i>Adjective</i>	
44. Образуйте существительные и прилагательные из данных глаголов.				УК-4.1
<i>Verbs</i> <ol style="list-style-type: none"> to educate to forecast to supply to instruct 	<i>Nouns (activity)</i>	<i>Nouns (person)</i>	<i>Adjective</i>	
45. Образуйте существительные и прилагательные из данных глаголов.				УК-4.1
<i>Verbs</i> <ol style="list-style-type: none"> to use to produce to interview to manufacture 	<i>Nouns (activity)</i>	<i>Nouns (person)</i>	<i>Adjective</i>	
46. Напишите термин к каждому из определений.				УК-4.1
<ol style="list-style-type: none"> Someone who pays some of the cost of a concert or sports events. An organization that designs and manages advertising campaigns. A person who doesn't have a job. A market where goods are sold in large quantities. 				
47. Напишите термин к каждому из определений.				УК-4.1
<ol style="list-style-type: none"> Someone, who starts a company, arranges business deals and takes financial risks in order to make a profit. An amount of money that you borrow from a bank. A person who provides raw materials for the production. Money that you gain by selling things or doing business. 				
48. Напишите термин к каждому из определений.				УК-4.1
<ol style="list-style-type: none"> Knowledge or skill gained while doing a job. The state of having a paid job. The person who owns a lot of stock in a company. A large board on the outside of a building or at the side of the road, used for putting advertisements on. 				
49. Напишите термин к каждому из определений.				УК-4.1
<ol style="list-style-type: none"> A person or an organization that is selling or producing the same things 				

<p>as you.</p> <ol style="list-style-type: none"> 2. Product or service that is brought into one country from another. 3. The particular group of people that a product is aimed at. 4. The money that you pay for borrowing from a bank or the money that you earn when you keep money in a bank. 	
<p>50. Выберите наиболее подходящее слово.</p> <p>White Consolidated Industries is one of the three largest appliance (manufacture / manufacturers / manufacturer) in the United States. Its sales of \$2 billion in 1983 was surpassed only by General Electric and Whirlpool. It was founded in 1876 to (produce / producer / production) and sell sewing machines. But its real (expand / expansion / expansive) began about twenty years ago. It bought 8 dying appliance (divide / division / divisions) from such big firms as Westinghouse, Ford, GM, and American Motors. The trouble with these divisions was that they were not efficient enough to meet the price (compete / competitor / competition). Within a year White has nursed the patients to (finance / financial / financier) health and transformed them into money (make / maker / makers). As a result, White has become known as a strong (compete / competitor / competition).</p>	УК-4.1
<p>51. Раскройте скобки, используя подходящую форму слова.</p> <p>A corporation (differ_) from sole (propriet_) and (partner_) in that it has an (exist_) separate from its (own_). Thus, for instance, a corporation is not liquidated with every change in (own_). Shares can be sold and bought at any time, they are (transfer_).</p>	УК-4.1
<p>52. Раскройте скобки, используя подходящую форму слова.</p> <p>Limited companies have to show their (regist_) number and the address of the (regist_) office on their stationery. If a company's (finac_) state is good and it (require_) additional funds, the stockholders may be asked to vote for the (issu_) of additional shares of common stock. The (decide/s_), however, must be carefully thought out. If too many shares are (issu_), the basic value of each share is reduced.</p>	УК-4.1
<p>53. Вставьте в текст предложенные слова.</p> <p><u>Words to choose from:</u> agreement; choice; contribution; money; profits; risks; liable; specialized.</p> <p>Partnership is good for people who feel that they can trust each other to share the(1)____as well as the advantages of running a business. Because all the members of a partnership are personally(2)____for its debts, the(3)____of partners requires very careful the thought. A partner should be able to make an important(4)____to running the business in an area which you are unable to take care of. He may have some(5)____ expertise or have important business contacts to bring in work. He may even be a "sleeping partner" who is doing little apart from putting some(6)____in return for a share in the future. To avoid potential disputes it is advisable to compose a formal partnership(7)_____.</p>	УК-4.1
<p>54. Выберите наиболее подходящее слово.</p> <p>One of the advantages of a sole (property / proprietor / proprietorship) is that an (own / owner / ownership) can make (decide / decisions / decisive) quickly and (decision / decisive / decisively) without having to consult others. And an individual (property / proprietor / proprietorship), by law, pays fewer taxes than does a corporation.</p>	УК-4.1
<p>55. Выберите наиболее подходящее слово.</p> <p>As a sole trader, you (decide / decision / decisive) on hiring and firing (employ / employees / employment), on better ways of (invest / investor /</p>	УК-4.1

investment); in fact, you take full (responsible / responsibly / responsibility) for your business. If the business is (profit / profitable / profitably), you can enjoy all the advantages of being self-employed.	
<p>56. Выберите наиболее подходящее слово.</p> <p>There are disadvantages to this form of business, however. A sole (property / proprietor / proprietorship) is (responsible / responsibly / responsibility) for all business debts or legal judgments against the business. If the debts exceed the assets of the business, your (own / owner / ownership) (person / personal / personally) assets – home, automobile, savings, (invests / investors / investments) — can be claimed by (credits / creditors). In other words your financial (liable / liability) is unlimited.</p>	УК-4.1
<p>57. Раскройте скобки и поставьте глагол в нужную форму.</p> <ol style="list-style-type: none"> 1. Service industries (play) a dominant role in Britain's economy. 2. All kinds of equipment and heavy machinery (produce) by machine-building plants. 3. Britain's chemical enterprises (produce) organic and inorganic chemicals, plastics and fertilizers. 4. At the present time, high-technology industries (grow) rapidly. 	УК-4.1
<p>58. Раскройте скобки и поставьте глагол в нужную форму.</p> <ol style="list-style-type: none"> 1. Rich coal and iron deposits (influence) the growth of Britain's economy in the 19th century. 2. In the early 1990s the British Government (privatise) such major businesses as British Telecom, British Gas, the non-nuclear electricity companies, etc. 3. In 1994, over 1.5 million cars (manufacture) in Great Britain, though most of the automobile plants (belong) to foreign investors. 4. Agriculture-related exports (include) specialised products such as fresh salmon, Scotch whisky, jams and preserves, tea, beef and lamb. 	УК-4.1
<p>59. Раскройте скобки и поставьте глагол в нужную форму.</p> <p>A foreman (be) directly responsive for the shop floor workers. Holders of this position (may, call) the first level of management in an organization. The person who (become) the foreman usually (promote) from within the group of workers. He (receive) increased pay for his extra responsibilities and (have) greater opportunities for training and promotion. Through foremen, decisions of management (pass) to the workforce, while ideas and suggestions from the workforce (transmit) up to the management.</p>	УК-4.1
<p>60. Раскройте скобки и поставьте глагол в нужную форму.</p> <p>An employee may (dismiss) either because he / she (violate) the contract of employment in some way, or when a fixed term contract (not, renew). If an employee (dismiss) for no good reason, this might (consider) an unfair dismissal and the employee can (appeal) to an industrial tribunal. A situation that (result) when an employee's contract of employment (end) because that job (not, exist) or (not, need), (call) redundancy. Workers who (make) redundant (have) a right to receive compensation.</p>	УК-4.1
<p>61. Вставьте правильную форму глаголов "be" или "have".</p> <ol style="list-style-type: none"> 1. All managers_____responsible for managing human resources. 2. Many firms_____a personnel department. 3. The goal of this program_____to ensure employee competence. 4. He___performed his task perfectly. 	УК-4.1
<p>62. Вставьте правильную форму глаголов "be" или "have".</p> <ol style="list-style-type: none"> 1. There_____ three steps in an effective disciplinary program. 	УК-4.1

<p>2. Penalties_____ to be imposed fairly.</p> <p>3. All penalties_____ been imposed fairly.</p> <p>4. Top, or administrative, management _____ complete responsibility for the whole organization and also _____ the authority to run it. Middle management_____ to do with a lower level of the firm, such as a department within a division.</p>									
<p>63. Выберите правильную форму для каждого предложения. Каждая форма может использоваться только один раз.</p> <p>production/produced/productive/product</p> <p>1. In 1992, China_____ 500 thousand metric tons of rice.</p> <p>2. The_____phase encompasses product research and development, purchase of materials, and manufacturing.</p> <p>3. c. Our_____ is so successful that we are rapidly running out of stock.</p>	УК-4.1								
<p>64. Выберите правильную форму для каждого предложения. Каждая форма может использоваться только один раз.</p> <p>distribution/ distributor/ distribute/distributing</p> <p>1. Factory representatives_____ products to wholesalers and retailers.</p> <p>2. Moving a truckload of apples from the orchard to the supermarket is an example of_____.</p> <p>3. c. British Leyland is an importer and_____ by trade distribution of goods</p>	УК-4.1								
<p>65. Выберите правильную форму для каждого предложения. Каждая форма может использоваться только один раз.</p> <p>selling/sales/ sells/ sale</p> <p>1. How efficiently a company_____ its products will in large measure determine its success.</p> <p>2. A company's annual report includes the_____ figures for the current fiscal year.</p> <p>3. c. Sam got a_____ with one of the top manufacturers.</p>	УК-4.1								
<p>66. Выберите правильную форму для каждого предложения. Каждая форма может использоваться только один раз.</p> <p>profits/profit/profitability/profitable</p> <p>a. The farm is a highly_____ business.</p> <p>b. The company explores natural resources to its own_____.</p> <p>c. _____have only slightly increased; therefore we have had to cut further investment.</p>	УК-4.1								
<p>67. Выберите правильную форму для каждого предложения.</p> <p>information/ informative/ fulfillment/ fulfill</p> <p>1. Getting Acquainted with Accounting, by John L. Carey, is a very ____ book.</p> <p>2. Many interested parties require specific financial ____.</p> <p>3. Before the accountant could become the Financial Director she had to ____ a number of requirements.</p> <p>4. People there find _____ in working for a common goal.</p>	УК-4.1								
<p>68. Соотнесите английские выражения с русскими эквивалентами.</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">1. business proposal (offer)</td> <td style="width: 50%;">a. поздравительное письмо</td> </tr> <tr> <td>2. cover letter</td> <td>b. деловое предложение</td> </tr> <tr> <td>3. letter of congratulation</td> <td>c. рекомендательное письмо</td> </tr> <tr> <td>4. letter of introduction</td> <td>d. сопроводительное письмо</td> </tr> </table>	1. business proposal (offer)	a. поздравительное письмо	2. cover letter	b. деловое предложение	3. letter of congratulation	c. рекомендательное письмо	4. letter of introduction	d. сопроводительное письмо	УК-4.1
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<p>69. Выберите правильную форму для каждого предложения.</p> <p>record/ records/ research/researcher</p> <p>1. _____ Bookkeepers business transactions and periodically do a trial to</p>	УК-4.1								

<p>sec if both sides of an account match.</p> <ol style="list-style-type: none"> Accountants analyze financial_____ and decide how to present them. Defining the problem is often the hardest step in the _____ process. When the problem has been carefully defined, the _____ sets objectives. 	
<p>70. Выберите правильную форму для каждого предложения. standards/ has standardized/ standard</p> <ol style="list-style-type: none"> There are some _____procedures for recording financial data. The computer department_____ its procedures for storing and retrieving data. c. The North Sea oil contributed in_____ of living in Britain. 	УК-4.1
<p>71. Замените выделенные термины словами, указанными ниже: acquire, utilizes, expect, capital</p> <ol style="list-style-type: none"> The management is still searching for the (money) necessary to purchase equipment. The managers (anticipate) that the company will grow in the nearest future. In making investments, a financial manager (uses) a wide variety of information provided by all departments of the company. A company needs sufficient funds to (obtain) necessary assets, such as property, buildings, and inventories. 	УК-4.1
<p>72. Замените выделенные термины словами, указанными ниже: primary, arrangement, last, repaid</p> <ol style="list-style-type: none"> One of the (chief) elements in financial planning is achieving the correct balance between long-term and short-term capital. When a company wants to expand, one (factor) that always affects this decision is cost. When an individual borrows money from a bank, this money must be (paid back) by a specific date. In general, a business that is able to manage its finances successfully will (continue) to exist. 	УК-4.1
<p>73. Заполните пропуски выделенными словами: money, value, purchase, investments, evaluated, priced</p> <p>Comparing international_____, like comparing apples and oranges, can be a difficult task. How can an investment in Japanese stocks be compared to the ___ of impressionist pictures? Just as an apple or an orange can be ___ according to its weight, an international investment can be _____according to its total return, the total increase in value plus and dividends or other payments. In this way, all investment instruments can be compared and evaluated by yield: their percentage increase in_____ over a given period of time. Inflation also has to be considered. Money is worth only what it will buy in goods and services. If prices rise, _____ loses its value.</p>	УК-4.1
<p>74. Выберите правильную форму для каждого предложения. considerations/ considered/ considerable</p> <ol style="list-style-type: none"> A company must raise a_____ amount of capital in order to purchase these assets. One of the primary_____ when going into business is money. c. Before buying his new video, David _____ every factor. 	УК-4.1
<p>75. Выберите правильную форму для каждого предложения. utilizes/ utilization/ utilizing</p> <ol style="list-style-type: none"> Finance is securing and_____ capital to start up, operate, and expand a company 	УК-4.1

<p>2. A company _____ short-term capital to pay for items that last a relatively short period of time.</p> <p>3. c. Every company needs proper funds _____.</p>									
<p>76. Выберите правильную форму для каждого предложения. investment/ to invest/ invested</p> <p>1. Management decided _____ \$ 10,000 in research & development.</p> <p>2. Although he had researched the market carefully, he took a loss on his _____.</p> <p>3. c. A stockholder's _____ funds are usually not tax-deductible.</p>	УК-4.1								
<p>77. Выберите правильную форму для каждого предложения. acquisition/ to acquire/ acquired</p> <p>1. There are numerous ways for a business _____ capital.</p> <p>2. The _____ of funds is an important aspect of financial management.</p> <p>3. c. The ability to operate the computer is an _____ skill.</p>	УК-4.1								
<p>78. Выберите правильную форму для каждого предложения. finance/ is financed/ financial</p> <p>1. The management decisions affect the _____ success of a company.</p> <p>2. Most students' education _____ by their parents.</p> <p>3. c. There are many job opportunities for individuals who major in the field of _____.</p>	УК-4.1								
<p>79. Соотнесите английские выражения с русскими эквивалентами.</p> <table border="0"> <tr> <td>1. permanent staff</td> <td>a. временный штат</td> </tr> <tr> <td>2. temporary staff</td> <td>b. работодатель, наниматель</td> </tr> <tr> <td>3. employer</td> <td>c. постоянный штат</td> </tr> <tr> <td>4. employee</td> <td>d. наемный работник</td> </tr> </table>	1. permanent staff	a. временный штат	2. temporary staff	b. работодатель, наниматель	3. employer	c. постоянный штат	4. employee	d. наемный работник	УК-4.1
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<p>80. Выберите правильную форму для каждого предложения. communicated/ communication/ analyzes/ analysis</p> <p>1. Insects such as ants have a highly effective system of _____.</p> <p>2. Through signs Mary _____ that she wanted to drink.</p> <p>3. George carefully _____ a situation and suggests solutions.</p> <p>4. He offers a calm _____ of the situation.</p>	УК-4.1								
<p>81. Соотнесите английские выражения с русскими эквивалентами.</p> <table border="0"> <tr> <td>1. a jobseeker</td> <td>a. нанимать на работу</td> </tr> <tr> <td>2. to hire</td> <td>b. увольнять с работы</td> </tr> <tr> <td>3. to fire</td> <td>c. уйти/бросить работу</td> </tr> <tr> <td>4. to quit</td> <td>d. ищущий работу</td> </tr> </table>	1. a jobseeker	a. нанимать на работу	2. to hire	b. увольнять с работы	3. to fire	c. уйти/бросить работу	4. to quit	d. ищущий работу	УК-4.1
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<p>82. Некоторые темы неприемлемы для обсуждения в светской беседе. Отметьте вариант «True», если Вы считаете утверждение верным, и вариант «False», если утверждение неверно.</p> <p>1. It is common to use small talk when you are waiting in a long line-up.</p> <p>2. Religion is a "safe" topic when making small talk.</p> <p>3. It is rude for both children and adults not to make small talk with strangers.</p> <p>4. Sport is not a safe topic when making small talk.</p>	УК-4.1 УК-5.2								
<p>83. Некоторые темы неприемлемы для обсуждения в светской беседе. Отметьте вариант «True», если Вы считаете утверждение верным, и вариант «False», если утверждение неверно.</p> <p>1. Politics is a controversial subject according to society.</p> <p>2. It is common to discuss the weather in an elevator.</p> <p>3. It is rude to interrupt a conversation in order to make small talk.</p> <p>4. One reason people use small talk is to eliminate an uncomfortable</p>	УК-4.1 УК-5.2								

silence.									
<p>84. Дополните диалог фразами (a-f).</p> <p>a) What's your job? b) How do you do? c) Where are you from? d) Have we met before? e) When did you start? f) Do you work here full time?</p> <p>Mr. F.: Hello! (1) _____? My name's John Ferry. Ms. B.: (2) _____? Pleased to meet you. I'm Julia Bell. (3) _____? Mr. F.: I represent Powers Group. I'm the Marketing Assistant. (4) _____? Ms. B.: I work in the office. I'm an accountant. Mr. F.: (5) _____? Ms. B.: Yes, I do. Mr. F.: (6) _____? Ms. B.: Three years ago, after graduating from the college.</p>	УК-4.1								
<p>85. Совместите части предложений и узнайте, каких принципов деловой этики придерживаются бизнесмены в разных странах.</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 25%; vertical-align: top;">1. Germany</td> <td style="vertical-align: top;">a. - consider professional and technical skills to be very important; - have a strong sense of authority; - respect the different positions in the hierarchy of their companies; - clearly define how jobs should be done; - are very loyal to their companies and expect their subordinates to obey them; - are often older than in other countries</td> </tr> <tr> <td style="vertical-align: top;">2. The United States</td> <td style="vertical-align: top;">b. - receive a general education; - delegate authority; - take a practical approach to management; - have relatively formal relationships at work; - encourage their employees to work individually; - believe it is important to continue education and training at work.</td> </tr> <tr> <td style="vertical-align: top;">3. Sweden</td> <td style="vertical-align: top;">c. - consider social qualities to be as important as education; - encourage their employees to take an interest in their work; - pay close attention to the quality of working life; - do not use much authority as in other countries; - appreciate low-level decision-making; - are often women.</td> </tr> <tr> <td style="vertical-align: top;">4. The United Kingdom</td> <td style="vertical-align: top;">d. - generally attend business schools; - communicate easily and informally at work; - admire the qualities of a leader; - expect everyone to work hard. Individual performance is measured and initiative is rewarded; - have competitive and aggressive attitudes to work; - often accept innovation and change e. - have either gained their experience in state-owned enterprises or are competitive self-starters; - older managers hold technical degrees rather than</td> </tr> </table>	1. Germany	a. - consider professional and technical skills to be very important; - have a strong sense of authority; - respect the different positions in the hierarchy of their companies; - clearly define how jobs should be done; - are very loyal to their companies and expect their subordinates to obey them; - are often older than in other countries	2. The United States	b. - receive a general education; - delegate authority; - take a practical approach to management; - have relatively formal relationships at work; - encourage their employees to work individually; - believe it is important to continue education and training at work.	3. Sweden	c. - consider social qualities to be as important as education; - encourage their employees to take an interest in their work; - pay close attention to the quality of working life; - do not use much authority as in other countries; - appreciate low-level decision-making; - are often women.	4. The United Kingdom	d. - generally attend business schools; - communicate easily and informally at work; - admire the qualities of a leader; - expect everyone to work hard. Individual performance is measured and initiative is rewarded; - have competitive and aggressive attitudes to work; - often accept innovation and change e. - have either gained their experience in state-owned enterprises or are competitive self-starters; - older managers hold technical degrees rather than	УК-4.1 УК-5.2
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90. Выберите несколько вариантов из предложенных. Как можно обратиться к нескольким адресатам мужского пола?	<ol style="list-style-type: none"> 1. Dear Sirs, 2. Men, 3. Dear Mr Keenly, Mr Chu, and Mr Tell, 4. Professors, 	УК-4.1 УК-5.2								
91. Выберите один вариант из предложенных. Как переводится клише I shall be grateful to you?	<ol style="list-style-type: none"> 1. Искренне Ваш 2. Жду Вашего ответа 3. Спасибо заранее 4. Буду вам благодарен 	УК-4.1								
92. Выберите один вариант из предложенных. Какая формула прощания подходит к приветствию Dear Mr White?	<ol style="list-style-type: none"> 1. Yours faithfully, 2. Faithfully yours, 3. Warm wishes, 4. Sincerely, 	УК-4.1 УК-5.2								
93. Выберите один вариант из предложенных. Как обратиться в деловом письме к группе женщине без перечисления их имён?	<ol style="list-style-type: none"> 1. Dear Mesdames, 2. Dear Ms and Ms, 3. Dear women, 4. Ladies, 	УК-4.1 УК-5.2								

<p>94. Выберите один вариант из предложенных. Какое слово пропущено в клише I am looking ____ to hearing from you soon?</p> <ol style="list-style-type: none"> 1. forward 2. font 3. forever 4. for 	<p>УК-4.1</p>
<p>95. Выберите несколько вариантов из предложенных. Какие из перечисленных конструкций не являются грамматически верными?</p> <ol style="list-style-type: none"> 1. Speaking at the situation... 2. She might to extend... 3. In order to conduct... 4. Assuming that... 	<p>УК-4.1</p>
<p>96. Выберите несколько вариантов из предложенных. Какие клише написаны правильно?</p> <ol style="list-style-type: none"> 1. He would be a tremendous asset... 2. I would like to state an order with... 3. We cordially regret you to join us... 4. I believe she will be a positive addition... 	<p>УК-4.1</p>
<p>97. Выберите один вариант из предложенных. К какой группе относятся сокращения HR, CFO, a/c?</p> <ol style="list-style-type: none"> 1. сокращения из различных сфер бизнеса 2. аббревиатуры названий организаций 3. сокращения названий месяцев и дней недели 4. грамматические сокращения 	<p>УК-4.1</p>
<p>98. Выберите один вариант из предложенных. В каком виде делового письма может быть использовано клише I would like to order...?</p> <ol style="list-style-type: none"> 1. в письме-заказе 2. в письме-благодарности 3. в рекламном письме 4. в сопроводительном письме 	<p>УК-4.1</p>
<p>99. Выберите один вариант из предложенных. Какой вариант даты является американским?</p> <ol style="list-style-type: none"> 1. 6 October, 2022 2. 6 October 2022 3. 6, October, 2022 4. October 6, 2022 	<p>УК-4.1 УК-5.2</p>
<p>100. Выберите несколько вариантов из предложенных. Где может располагаться дата в традиционном деловом письме на бумаге?</p> <ol style="list-style-type: none"> 1. слева под адресом отправителя 2. сразу после обращения 3. под подписью 4. справа под «шапочкой» 	<p>УК-4.1</p>
<p>101. Выберите один вариант из предложенных. Как обратиться к коллеге Andrew в деловом письме?</p> <ol style="list-style-type: none"> 1. Andrew, 2. Dear Andrew, 3. Andrew! 4. Hi, 	<p>УК-4.1 УК-5.2</p>
<p>102. Выберите один вариант из предложенных. Какую фразу можно использовать для того, чтобы сообщить плохие</p>	<p>УК-4.1</p>

<p>новости?</p> <ol style="list-style-type: none"> 1. I am happy to inform you... 2. I am writing to express my thanks... 3. I regret to inform you.. 4. I am writing to express my gratitude... 	
<p>103. Выберите один вариант из предложенных. Что обозначает акроним а/с?</p> <ol style="list-style-type: none"> 1. бухгалтер 2. текущий счет 3. банк 4. банковский счет 	<p>УК-4.1</p>
<p>104. Выберите один вариант из предложенных. В каком обращении допущена ошибка?</p> <ol style="list-style-type: none"> 1. Dear, 2. Sirs, 3. Dear Ms and Doctor Welt, 4. Dr Liss, 	<p>УК-4.1 УК-5.2</p>
<p>105. Выберите несколько вариантов из предложенных. Какие прощания можно использовать в официальных письмах к должностным лицам?</p> <ol style="list-style-type: none"> 1. Cordially, 2. Yours truly, 3. Faithfully yours, 4. Warm wishes, 	<p>УК-4.1 УК-5.2</p>
<p>106. Выберите несколько вариантов из предложенных. Какими синонимами можно заменить выделенное слово: I am grateful to you and your colleagues for the significant rise in sales?</p> <ol style="list-style-type: none"> 1. outstanding 2. focus 3. prominent 4. present 	<p>УК-4.1</p>
<p>107. Выберите несколько вариантов из предложенных. В каких письмах уместны сокращения, принятые в определённой компании?</p> <ol style="list-style-type: none"> 1. в переписке между коллегами 2. в деловых письмах на бумажных носителях 3. в официальных деловых письмах 4. в переписке, предназначенной для внутреннего пользования 	<p>УК-4.1 УК-5.2</p>
<p>108. Выберите один вариант из предложенных. Какой вариант даты является британским/европейским?</p> <ol style="list-style-type: none"> 1. 2010, 8 June 2. June 8, 2010 3. 2010 June 8 4. 8 June 2010 	<p>УК-4.1 УК-5.2</p>
<p>109. Выберите один вариант из предложенных. Чем resume отличается от CV?</p> <ol style="list-style-type: none"> 1. CV короче 2. resume длиннее 3. одно и то же 4. resume короче 	<p>УК-4.1</p>

<p>110. Выберите один вариант из предложенных. Каким пунктам надо уделить особое внимание?</p> <ol style="list-style-type: none"> 1. objective and profile 2. education and work experience 3. skills and references 4. personal information and hobbies 	<p>УК-4.1</p>
<p>111. Выберите один вариант из предложенных. В каком порядке пишется адрес?</p> <ol style="list-style-type: none"> 1. номер дома, название улицы, номер квартиры, город, почтовый индекс, страна 2. страна, город, название улицы, номер дома, номер квартиры 3. страна, почтовый индекс, город, название улицы, номер дома, номер квартиры 4. почтовый индекс, страна, город, название улицы, номер дома, номер квартиры 	<p>УК-4.1 УК-5.2</p>
<p>112. Выберите один вариант из предложенных. Где рассказать о своей мотивации?</p> <ol style="list-style-type: none"> 1. как в CV, так и в Cover Letter 2. в resume 3. в CV 4. в Cover Letter 	<p>УК-4.1 УК-5.2</p>
<p>113. Выберите один вариант из предложенных. В каком порядке указываются сведения об образовании?</p> <ol style="list-style-type: none"> 1. начиная с первого места получения образования в хронологическом порядке 2. начиная с самого престижного места получения образования 3. начиная с первого места получения образования в прямом хронологическом порядке 4. начиная с последнего места получения образования в обратном хронологическом порядке 	<p>УК-4.1 УК-5.2</p>
<p>114. Выберите один вариант из предложенных. Как поступить, если образования мало, а опыта много?</p> <ol style="list-style-type: none"> 1. сначала указать образование, а затем опыт 2. сначала указать опыт, а затем образование 3. указать только образование 4. указать только опыт 	<p>УК-4.1</p>
<p>115. Выберите один вариант из предложенных. Какая главная ошибка в описании своих интересов?</p> <ol style="list-style-type: none"> 1. подробно рассказать только об одном увлечении 2. не упомянуть ни одного своего хобби 3. рассказать обо всех своих хобби 4. выкинуть этот пункт полностью 	<p>УК-4.1</p>
<p>116. Выберите один вариант из предложенных. Commercial offer пишется для:</p> <ol style="list-style-type: none"> 1. направляется фирмам с предложением о сотрудничестве 2. содержит отказ в предоставлении информации 3. используется в переписке о работе, когда вы предлагаете свою кандидатуру на открытую вакансию 4. пишется работодателем для привлечения новых клиентов 	<p>УК-4.1</p>
<p>117. Выберите один вариант из предложенных. Enquiry letter пишется для:</p> <ol style="list-style-type: none"> 1. показать, что вы готовы принять предлагаемую вам должность 	<p>УК-4.1</p>

<ul style="list-style-type: none"> 2. чтобы узнать о товаре, услуге или, например, поинтересоваться наличием вакансий в компании 3. отправляется в благодарность 4. приглашения на торжество 	
<p>118. Выберите один вариант из предложенных. Где располагается адрес отправителя?</p> <ul style="list-style-type: none"> 1. не пишется совсем 2. в верхнем левом углу 3. по центру 4. в верхнем правом углу 	<p>УК-4.1 УК-5.2</p>
<p>119. Выберите один вариант из предложенных. Где располагается адрес получателя?</p> <ul style="list-style-type: none"> 1. справа, под адресом отправителя 2. слева, ниже адреса отправителя 3. на одной строке с адресом отправителя 4. слева, над адресом отправителя 	<p>УК-4.1 УК-5.2</p>
<p>120. Выберите один вариант из предложенных. Как расшифровать AIDA?</p> <ul style="list-style-type: none"> 1. Action, Interest, Desire, Attention 2. Attitude, Interest, Development, Attention 3. Attention, Interest, Desire, Action 4. Attention, Inquiry, Delight, Action 	<p>УК-4.1</p>
<p>121. Выберите один вариант из предложенных. Какой язык надо использовать для написания объявления о работе?</p> <ul style="list-style-type: none"> 1. сложный, с большим количеством терминов 2. сложный, с большим количеством красивых речевых оборотов 3. простой и понятный, без заумных фраз и терминов 4. все равно 	<p>УК-4.1</p>
<p>122. Выберите один вариант из предложенных. Как обращаться к потенциальному работнику?</p> <ul style="list-style-type: none"> 1. в 1-м лице 2. во 2-м лице 3. в 3-м лице 4. в единственном числе 	<p>УК-4.1</p>
<p>123. Выберите несколько вариантов из предложенных. Какая аббревиатура используется при вложении в письмо дополнительных документов?</p> <ul style="list-style-type: none"> 1. End. 2. Inc. 3. Enc. 4. Encl. 	<p>УК-4.1 УК-5.2</p>
<p>124. Выберите один вариант из предложенных. Какое обращение к женщине принято использовать в деловом письме, если не известно ее семейное положение?</p> <ul style="list-style-type: none"> 1. Miss 2. Mr 3. Ms 4. Mrs 	<p>УК-4.1 УК-5.2</p>
<p>125. Вставьте правильную форму глаголов "be" или "have".</p> <ul style="list-style-type: none"> 1. You_____ to compensate your workers adequately. 2. Sometimes firing can_____ avoided by transfer to another job. 3. As one person cannot do all jobs, some work and authority _____ to be 	<p>УК-4.1</p>

<p>delegated from this person to subordinates who lower down the chain of command. We_____ seen that delegation helps to give people more experience and makes their work more interesting. However, the person delegating authority_____ to keep overall responsibility for the deciding.</p> <p>4. They_____ been hired after detailed interviews.</p>									
<p>126. Соотнесите английские выражения с русскими эквивалентами.</p> <table border="0"> <tr> <td data-bbox="213 416 592 450">1. joint stock company</td> <td data-bbox="592 416 1265 450">a. компания, чьи акции котируются на бирже</td> </tr> <tr> <td data-bbox="213 450 592 483">2. unlisted company</td> <td data-bbox="592 450 1265 483">b. совместное предприятие</td> </tr> <tr> <td data-bbox="213 483 592 517">3. listed company</td> <td data-bbox="592 483 1265 517">c. компания, чьи акции не котируются на бирже</td> </tr> <tr> <td data-bbox="213 517 592 551">4. joint venture</td> <td data-bbox="592 517 1265 551">d. акционерная компания</td> </tr> </table>	1. joint stock company	a. компания, чьи акции котируются на бирже	2. unlisted company	b. совместное предприятие	3. listed company	c. компания, чьи акции не котируются на бирже	4. joint venture	d. акционерная компания	УК-4.1
1. joint stock company	a. компания, чьи акции котируются на бирже								
2. unlisted company	b. совместное предприятие								
3. listed company	c. компания, чьи акции не котируются на бирже								
4. joint venture	d. акционерная компания								
<p>127. Переведите текст и сделайте его аннотацию по-русски или по-английски.</p> <p>A business letter is a letter from one company to another, or such organizations and their customers, clients, or other external parties. The overall style of letter depends on the relationship between the parties concerned. Business letters can have many types of content, for example to request direct information or action from another party, to order supplies from a supplier, to point out a mistake by the letter's recipient, to reply directly to a request, to apologize for a wrong, or to convey goodwill. A business letter is sometimes useful because it produces a permanent written record, and may be taken more seriously by the recipient than other forms of communication. It is written in formal language.</p>	УК-4.1								
<p>128. Переведите текст и сделайте его аннотацию по-русски или по-английски.</p> <p>A cover letter, covering letter, motivation letter, motivational letter, or a letter of motivation is a letter of introduction attached to or accompanying another document such as a résumé or a curriculum vitae.</p> <p>Job seekers frequently send a cover letter along with their curriculum vitae or applications for employment as a way of introducing themselves to potential employers and explaining their suitability for the desired positions. Employers may look for individualized and thoughtfully written cover letters as one method of screening out applicants who are not sufficiently interested in their positions and/or lack the necessary basic skills.</p>	УК-4.1								
<p>129. Переведите текст и сделайте его аннотацию по-русски или по-английски.</p> <p>A letter of recommendation or recommendation letter, also known as a letter of reference, reference letter, or simply reference, is a document in which the writer assesses the qualities, characteristics, and capabilities of the person being recommended in terms of that individual's ability to perform a particular task or function. Letters of recommendation are typically related to employment (such a letter may also be called an employment reference or job reference), admission to institutions of higher education, or scholarship eligibility. They are usually written by someone who worked with or taught the person, such as a supervisor, colleague, or teacher.</p> <p>References may also be required of companies seeking to win contracts, particularly in the fields of engineering, consultancy, manufacturing, and construction, and with regard to public procurement and tenders. Reference letters for organizations are used to assess its ability to deliver the required level of service.</p>	УК-4.1								

<p>130. Переведите текст и сделайте его аннотацию по-русски или по-английски.</p> <p>The letter of introduction, along with the visiting card, was an important part of polite social interaction in the 18th and 19th centuries. It remains important in formal situations, such as an ambassador presenting his or her credentials (a letter of credence), and in certain business circles.</p> <p>In general, a person would not interact socially with others unless they had been properly introduced, whether in person or by letter. A person of lower social status would request a patron of higher social status to write a letter of introduction to a third party, also of higher social status than the first person, but lower than the second person. It was important to observe the niceties of etiquette in requesting, writing and presenting such letters, in such matters as the quality of the paper used, and whether it would be delivered unsealed to allow the requesting party to read it. For example, it was best practice to deliver a letter of introduction to the intended recipient with a visiting card, to allow the recipient to reciprocate by calling upon the sender the next day.</p>	<p>УК-4.1</p>
<p>131. Переведите текст и сделайте его аннотацию по-русски или по-английски.</p> <p>A demand letter, letter of demand, (of payment), or letter before claim, is a letter stating a legal claim (usually drafted by a lawyer) which makes a demand for restitution or performance of some obligation, owing to the recipients' alleged breach of contract, or for a legal wrong. Although demand letters are not legally required they are frequently used, especially in contract law, tort law, and commercial law cases. In some cases, evidence of attempts to settle are required before a court case will be accepted by the court, and demand letters are commonly used to fulfill this requirement. For example, if one anticipates a breach, it is advantageous to send a demand letter asserting that the other side appears to be in breach and requesting assurances of performances. Demand letters that are not responded to may constitute admissions by silence. Also, a demand letter will often generate a denial letter stating the basis for rejecting your side's claim (such as when the incorrect entity is sued), and is sometimes a good indication of what defenses will be raised if a suit is brought later.</p>	<p>УК-4.1</p>
<p>132. Переведите текст и сделайте его аннотацию по-русски или по-английски.</p> <p>A letter sent for acknowledgment or recognition or receipt of material or letter from the other party is called an acknowledgment letter. The acknowledgment can be of receipt of goods and services, receipt of any other letter or of general inquiries.</p> <p>It is usually sent by post or by mail. The letter is also used for replying to the queries and complaints sent by customers or clients to state and acknowledge that we have received the communication.</p>	<p>УК-4.1</p>
<p>133. Переведите текст и сделайте его аннотацию по-русски или по-английски.</p> <p>As the name suggests, these are types of Business letters that are sent solely for the purpose of placing orders and they may be sent to wholesalers, retailers, or a manufacturer.</p> <p>The order letter includes all the relevant details related to the order such as invoice or receipt number, product details along with specifications, quantity of the order, Sales tax number and other details related to the manufacturer and a figure indicating the total amount of the order.</p> <p>Depending on the agreed payment terms the payment amount may or</p>	<p>УК-4.1</p>

<p>may not be included in with the Order letter.</p>	
<p>134. Переведите текст и сделайте его аннотацию по-русски или по-английски.</p> <p>An apology letter is written in order to express regret regarding a certain matter, which says the acknowledgment of mistake or issue or error along with an apology. It is a way of showing sincere regret towards the mistake along with the steps to rectify it or make necessary changes to try and undo the damage.</p> <p>Apology letter may be issued by the company for the customer or to the dealer or even to an internal stakeholder.</p>	<p>УК-4.1</p>
<p>135. Переведите текст и сделайте его аннотацию по-русски или по-английски.</p> <p>Complaint letters are the types of Business letters written by one party to another party or entity to convey dismay about a certain issue. Complaints are indicators that something has went wrong and that has been indicated by a formal business letter.</p> <p>A customer may issue a product complaint letter to address something that is wrong with the product or to highlight a deficiency in services leading to dissatisfaction. The complaint letters are short and usually direct in nature, addressed to the company or person or department in charge.</p> <p>Sometimes complaint letters may also contain steps to rectify the problem or expected compensation. A complaint letter is followed by an acknowledgment letter and then an apology letter, if applicable.</p>	<p>УК-4.1</p>
<p>136. Переведите текст и сделайте его аннотацию по-русски или по-английски.</p> <p>These types of communication letters are written by senior management to the junior management for the conveyance of gratitude in order to congratulate them on a job well done or in order to motivate them.</p> <p>These are generally considered a positive letter displaying a gesture of goodwill which motivates the staff for their work. The appreciation letter is also followed by an appreciation mail and sometimes, with a reward.</p>	<p>УК-4.1</p>
<p>137. Переведите текст и сделайте его аннотацию по-русски или по-английски.</p> <p>These types of business letters are sent for inquiry about certain information. The primary purpose is to know about something or if someone has any query which needs to be answered. The inquiry letter is to be kept short and to the point with directly addressing the inquiry.</p> <p>The person who asks query is called an inquirer and the inquirer should make sure to include his address and contact details for the authorities to get back to them.</p>	<p>УК-4.1</p>
<p>138. Переведите текст и сделайте его аннотацию по-русски или по-английски.</p> <p>A professional thank you letter is an important way to let colleagues, employers, vendors or other business contacts know you value their time or efforts. Sending a professional thank you letter will build rapport with the recipient and communicate your intentions for the future. It might be appropriate to send a thank you letter after someone helps you with a job search, when a customer makes a purchase, or if a business awards you a contract. You can also send a formal thank you letter to simply state your general appreciation for someone.</p>	<p>УК-4.1</p>

<p>139. Переведите текст и сделайте его аннотацию по-русски или по-английски.</p> <p>An office memorandum or business memo is a short yet formal document used for communication between the business and its employees. Effective memos are brief and easy to navigate. The document is primarily for internal use, such as an announcement regarding changes to personnel within an organization or updates on company gatherings.</p>	УК-4.1
<p>140. Переведите текст и сделайте его аннотацию по-русски или по-английски.</p> <p>A welcome letter is a formal way of introducing a company or employee and provides basic information to the recipient. For example, while a new employee welcome letter provides employees with the information to help them better prepare for their first day of work, a new customer welcome letter thanks the customer for their business and provides them with an overview of the company. Overall, these letters use a welcoming tone to help establish a greater working relationship.</p>	УК-4.1

Ключи к заданиям по дисциплине «Деловой иностранный язык»

1.	2g, 2k, 3c, 4o, 5f, 6d, 7e, 8i, 9l, 10n, 11q, 12p, 13m, 14b, 15j, 16a, 17h	64.	1. distribute 2. distribution 3. Distributor
2.	1a, 2e, 3g, 4h, 5b, 6d, 7i, 8f, 9c	65.	1. sells 2. sales 3. sale
3.	1c, 2a, 3d, 4b	66.	1. profitable 2. profit 3. profitability
4.	1b, 2a, 3c, 4c	67.	1. informative 2. information 3. fulfill 4. fulfillment
5.	1d, 2a, 3b, 4c	68.	1b, 2d, 3a, 4c
6.	1c, 2a, 3d, 4e, 5b	69.	1. record 2. records 3. research 4. researcher
7.	1a, h; 2c, k; 3d, l; 4e, f; 5g, i; 6b, j	70.	1. standard 2. has standardized 3. standards
8.	3,6,7,2,8,4,5,1	71.	1. capital 2. expect 3. utilizes 4. acquire
9.	4,8,2,5,1,7,3,6	72.	1. primary 2. arrangement 3. repaid 4. last
10.	3,5,2,4,1	73.	investments, purchase, priced, evaluated, value, money
11.	1. false 2. true 3. false 4. not stated 5. true 6. true 7. not stated 8. false	74.	1. considerable 2. considerations 3. considered
12.	1b, 2d, 3a, 4c	75.	1. utilizing 2. utilizes 3. utilization
13.	1c, 2a, 3b	76.	1. to invest 2. investment 3. invested
14.	6,5,2,7,4,1,3	77.	1. to acquire 2. acquisition 3. acquired
15.	1c, 2g, 3d, 4e, 5f, 6a, 7b	78.	1. financial 2. is financed 3. finance
16.	2	79.	1c, 2a, 3b, 4d
17.	1	80.	1. communication 2. communicated 3. analyzes 4. analysis
18.	3	81.	1d, 2a, 3b, 4c
19.	4	82.	1. true 2. false 3. false 4. false
20.	1	83.	1. true 2. false 3. true 4. true
21.	2	84.	1b, 2d, 3c, 4a, 5f, 6e
22.	1	85.	1a, 2b, 3c, 4d
23.	2	86.	1d, 2c, 3a, 4b

24.	1	87.	1b, 2c, 3a, 4d
25.	2	88.	1c, 2d, 3a, 4b
26.	4	89.	1a, 2d, 3c, 4b
27.	2	90.	1, 3
28.	4	91.	4
29.	1	92.	4
30.	1	93.	1
31.	4	94.	1
32.	2	95.	1, 2
33.	3	96.	1, 4
34.	2	97.	1
35.	2	98.	1
36.	1	99.	4
37.	1. factory worker 2. passive 3. fall 4. climb	100.	1, 4
38.	1. calculate 2. applicants 3. bank 4. fire	101.	2
39.	1. employee 2. initial capital 3. market 4. loan	102.	3
40.	1b, 2c, 3d, 4a	103.	2
41.	1b, 2d, 3c, 4a	104.	3
42.	1. letter of invitation 2. inquiry letter 3. cover letter 4. letter of apology	105.	1, 3
43.	1. work, worker, workable 2. application, applier, applicable 3. creation, creator, creative 4. export, exporter, exportable	106.	1, 3
44.	1. education, educator, educational 2. forecast, forecaster, forecasting 3. supply, supplier, supplying 4. instruction, instructor, instructive	107.	1, 4
45.	1. usage, user, usable 2. production, producer, productive 3. interviewing, interviewer, interviewed 4. manufacture, manufacturer, manufacturing	108.	4
46.	1. sponsor 2. advertising agency 3. the unemployed 4. wholesale market	109.	3
47.	1. businessman/entrepreneur 2. loan 3. supplier 4. profit	110.	1
48.	1. experience 2. employment 3. stockholder 4. billboard	111.	1
49.	1. competitor 2. import 3. target audience 4. interest	112.	4
50.	manufacturer, produce, expansion, divisions, competition, financial, makers, competitor	113.	4
51.	differs, proprietorship, partnership, existence, owner, ownership, transferrable	114.	2
52.	register, registration, financial, requires, issuing, decisions, issued	115.	3

53.	1. risks 2. liable 3. choice 4. contribution 5. specialized 6. money 7. agreement	116.	1
54.	proprietorship, owner, decisions, decisively, proprietor	117.	2
55.	decide, employees, investment, responsibility, profitable	118.	4
56.	proprietor, responsible, own, personal, investments, creditors, liability	119.	2
57.	1. play 2. are produced 3. produce 4. grow	120.	3
58.	1. influenced 2. privatized 3. were manufactured, belonged 4. include	121.	3
59.	is, may be called, becomes, is promoted, receives, has, are passed, are transmitted	122.	2
60.	be dismissed, violates, is not renewed, is dismissed, be considered, appeal, results, ends, does not exist, is not needed, is called, are made, have	123.	3, 4
61.	1. are 2. have 3. is 4. has	124.	3
62.	1. are 2. are 3. have 4. has, has, has	125.	1. have 2. be 3. have, have, is 4. have
63.	1. produced 2. productive 3. product	126.	1d, 2c, 3a, 4b
127.	Деловое письмо - это письмо от одной компании другой, переписка между организациями и их клиентами, заказчиками или другими внешними сторонами. Общий стиль письма зависит от отношений между заинтересованными сторонами. Деловые письма могут быть написаны с различными целями, например, для прямого запроса информации или действий от другой стороны, для заказа расходных материалов у поставщика, для указания на ошибку получателя письма, для прямого ответа на запрос, для извинения за ошибку или для выражения доброй воли. Деловое письмо полезно, потому что может быть воспринято получателем более серьезно, чем другие формы общения. Пишется формальным языком.	128.	Сопроводительное письмо, мотивационное письмо, - это рекомендательное письмо, прилагаемое к другому документу, такому как резюме. Соискатели часто присылают сопроводительное письмо вместе со своими анкетами или заявлениями о приеме на работу, чтобы представиться потенциальным работодателям и объяснить, насколько они подходят для желаемых должностей. Работодатели могут использовать тщательно написанные сопроводительные письма в качестве одного из методов отсеивания кандидатов, которые недостаточно заинтересованы в своей должности и/или не обладают необходимыми базовыми навыками.
129.	Рекомендательное письмо или просто ссылка, представляет собой документ, в котором автор оценивает качества, характеристики и возможности рекомендуемого лица с точки зрения способности этого человека выполнять определенную задачу или функцию. Рекомендательные письма, как правило, связаны с трудоустройством	130.	Письмо-представление, наряду с визитной карточкой, было важной частью этикета в 18 и 19 веках. Оно по-прежнему важно в официальных ситуациях, таких как вручение послом своих верительных грамот, а также в определенных деловых кругах. Как правило, человек не будет взаимодействовать с другими

	<p>(такое письмо может также называться рекомендацией о приеме на работу), поступлением в высшие учебные заведения или правом на получение стипендии. Обычно они написаны кем-то, кто работал с этим человеком или учил его, например, руководителем, коллегой или учителем.</p> <p>Рекомендации также могут потребоваться компаниям, стремящимся выиграть контракты, особенно в области инжиниринга, консультирования, производства и строительства, а также в отношении государственных закупок и тендеров. Рекомендательные письма для организаций используются для оценки их способности предоставлять требуемый уровень обслуживания.</p>	<p>людьми, если они не были должным образом представлены, будь то лично или по письму. Человек с более низким социальным статусом попросил бы покровителя с более высоким социальным статусом написать письмо-представление третьему лицу, также имеющему более высокий социальный статус, чем первое лицо, но ниже, чем второе лицо. Важно соблюдать тонкости этикета при запросе, написании и представлении таких писем, например, качество используемой бумаги и будет ли оно доставлено незапечатанным, чтобы запрашивающая сторона могла его прочитать. Лучше всего было бы доставить письмо-представление предполагаемому получателю вместе с визитной карточкой, чтобы получатель мог позвонить отправителю на следующий день.</p>
<p>131.</p>	<p>Письмо-требование, (например, оплаты) или письмо до предъявления претензии – это письмо с изложением юридического запроса (обычно составленного адвокатом), в котором содержится требование о возмещении ущерба или выполнении какого-либо обязательства в связи с предполагаемым нарушением договора получателями или юридической ошибкой. Хотя письма-требования не являются обязательными по закону, они часто используются, особенно в делах договорного права, деликтного права и коммерческого права. В некоторых случаях требуются доказательства попыток урегулирования, прежде чем судебное дело будет принято судом, и для выполнения этого требования обычно используются письма-требования. Например, если кто-то подозревает нарушение, выгодно отправить письмо-требование, в котором утверждается, что другая сторона, по-видимому, нарушает, и запрашивает гарантии исполнения. Письмо-требование часто приводит к письму-отказу, в котором указывается</p>	<p>132.</p> <p>Письмо, отправленное для подтверждения (например, получения материала), называется письмом-подтверждением. Получение товаров и услуг, получение любого другого письма или общих запросов является целью данного вида делового письма.</p> <p>Обычно его отправляют по почте. Письмо также используется для ответа на запросы и жалобы, отправленные клиентами, чтобы проинформировать и подтвердить, что сообщение получено.</p>

	<p>основание для отклонения претензии с вашей стороны, и иногда является хорошим показателем того, какие меры защиты будут приняты, если иск будет подан позже.</p>		
133.	<p>Как следует из названия, это типы деловых писем, которые отправляются исключительно с целью размещения заказов, и они могут быть отправлены оптовикам, розничным торговцам или производителю.</p> <p>Письмо-заказ включает в себя все соответствующие детали, связанные с заказом, такие как номер счета или квитанции, сведения о продукте вместе со спецификациями, количество заказа, номер налога с продаж и другие сведения, относящиеся к производителю, а также цифру, указывающую общую сумму заказа.</p> <p>В зависимости от согласованных условий оплаты сумма платежа может быть включена или не включена в письмо-заказ.</p>	134.	<p>Письмо-извинение пишется для того, чтобы выразить сожаление по определенному вопросу. В нем говорится о признании ошибки, проблемы или заблуждения, а также приносятся извинения. Это способ выразить искреннее сожаление по поводу ошибки, а также наметить действия по исправлению или внести необходимые изменения, чтобы попытаться устранить ущерб.</p> <p>Письмо-извинение может быть отправлено компанией клиенту, поставщику или даже внутреннему заинтересованному лицу.</p>
135.	<p>Письмо-жалоба (письмо-рекламация) – это вид деловых писем, написанных одной стороной другой стороне или юридическому лицу, чтобы выразить беспокойство по поводу определенной проблемы.</p> <p>Клиент может направить письмо-рекламацию на продукт, чтобы устранить какой-либо недостаток в продукте или указать на плохо оказанную услугу. Письма-рекламации обычно короткие и очень конкретные по своему содержанию, адресованные компании, ответственному лицу или отделу.</p> <p>Иногда письма-жалобы могут также содержать шаги по устранению проблемы или ожидаемую компенсацию. За письмом-жалобой следует письмо-подтверждение, а затем письмо-извинение.</p>	136.	<p>Письма-благодарности обычно пишутся высшим руководством своим подчиненным для выражения благодарности, чтобы поздравить их с хорошо выполненной работой или для того, чтобы мотивировать их.</p> <p>Обычно это письмо демонстрирует жест доброй воли, который мотивирует сотрудников на дальнейшую работу. За письмом-благодарностью обычно следует денежное вознаграждение.</p>
137.	<p>Эти типы деловых писем отправляются для запроса определенной информации. Основная цель – узнать о чем-то или выяснить есть ли какой-либо вопрос, на</p>	138.	<p>Профессиональное благодарственное письмо – это важный способ сообщить коллегам, работодателям, поставщикам или другим деловым партнерам, что вы</p>

	<p>который необходимо ответить. Письмо-запрос должно быть кратким и по существу, с четко заданными вопросами.</p> <p>Лицо, обращающееся с запросом, называется запрашивающим, и запрашивающий должен обязательно указать свой адрес и контактные данные, чтобы с ним можно было связаться.</p>		<p>цените их время или прилагаемые ими усилия. Отправка благодарственного письма укрепит взаимопонимание с получателем и сообщит о ваших намерениях на будущее. Возможно, будет уместно отправить благодарственное письмо после того, как кто-то поможет вам с поиском работы, когда клиент совершит покупку или если компания заключит с вами контракт. Вы также можете отправить официальное благодарственное письмо, чтобы просто выразить свою признательность кому-то.</p>
139.	<p>Служебная или деловая записка – это короткий, но формальный документ, используемый для общения между руководителями и сотрудниками. Эффективные записки кратки и удобны для чтения. Документ предназначен в первую очередь для внутреннего использования, например, для объявления об изменениях внутри организации или обновления информации о собраниях компании.</p>	140.	<p>Приветственное письмо – это официальный способ представления компании или сотрудника, с помощью которого предоставляется основная информация. Например, приветственное письмо новому сотруднику включает в себя информацию, которая поможет им лучше подготовиться к первому рабочему дню, а приветственное письмо новому клиенту благодарит человека за заинтересованность и предоставляет им основные сведения о компании. В целом, в этих письмах используется приветственный тон, помогающий установить более тесные рабочие отношения.</p>

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