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**Министерство науки и высшего образования РФ**  
**Федеральное государственное бюджетное образовательное учреждение**  
**высшего образования**  
**«Заполярный государственный университет им. Н. М. Федоровского»**

**ФОНД ОЦЕНОЧНЫХ СРЕДСТВ**  
**по дисциплине**  
**Деловой иностранный язык**

Уровень образования: магистратура

Кафедра «Философии, истории и иностранных языков»

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Оценочные материалы по дисциплине рассмотрены и одобрены на заседании  
кафедры, протокол № 6 от 24.04.2025 г.

Заведующий кафедрой \_\_\_\_\_ Самойлова Л.П.

Фонд оценочных средств по дисциплине Деловой иностранный язык для текущей/промежуточной аттестации разработан в соответствии с Федеральным государственным образовательным стандартом высшего образования по специальности / направлению подготовки 38.04.01 Экономика на основе Рабочей программы дисциплины Деловой иностранный язык, утвержденной решением ученого совета от 24.04.2025 г., Положения о формировании Фонда оценочных средств по дисциплине (ФОС), Положения о проведении текущего контроля успеваемости и промежуточной аттестации обучающихся ЗГУ, Положения о государственной итоговой аттестации (ГИА) выпускников по образовательным программам высшего образования в ЗГУ им. Н.М. Федоровского.

## 1. 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
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-5.1 Излагает грамотно и доступно профессиональную информацию в процессе межкультурного взаимодействия

Таблица 2. Паспорт фонда оценочных средств

№п/п	Контролируемые разделы(темы) дисциплины	Кодрезультатаобучения по дисциплине/ модулю	Оценочные средстватекущей		Оценочные средствапромежуточной	
			Наименование	Форма	Наименование	Форма
2 семестр						

## 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

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 фра-

зы 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?

## 2.2 Темы письменных работ (эссе, рефераты, курсовые работы и др.)

<http://polaruniversity.ru/sveden/education/eduop/>

1. What does "ASAP" stand for in business communication?

- o A) Always Say a Prayer
- o B) As Soon As Possible (+)
- o C) As Simple As Pie
- o D) All Systems Are Perfect

2. Which of these is a formal way to start a business email?

- o A) Hey!
- o B) Hi, [Name],
- o C) Dear Mr./Ms. [Last Name], (+)

o D) Yo!

3. What is a “pitch” in business?

- o A) A sales promotion technique
- o B) A presentation of an idea to potential investors or clients (+)
- o C) A type of sports field
- o D) A complaint from a customer

4. What does “ROI” stand for?

- o A) Rate of Interest
- o B) Return of Investment (+)
- o C) Risk of Income
- o D) Rules of Incorporation

5. Which of these is a synonym for “revenue”?

- o A) Expenses
- o B) Profit
- o C) Income (+)
- o D) Loss

6. What is a “deadline”?

- o A) A long line of people waiting for something
- o B) The final date to submit or complete something (+)
- o C) A type of legal document
- o D) A tool for measuring length

7. What is “networking” in a business context?

- o A) Connecting computers to the internet
- o B) Building professional relationships with other people in your industry (+)
- o C) Fishing with a net
- o D) Designing computer networks

8. What does “CC” mean in an email?

- o A) Copy Center
- o B) Carbon Copy (+)
- o C) Computer Code
- o D) Closing Comments

9. What is “market share”?

- o A) The total value of all shares traded on a stock exchange
- o B) The portion of a market controlled by a particular company or product (+)
- o C) The cost of advertising in a particular market
- o D) The number of customers in a particular market

10. What is a “brainstorming” session?

- o A) A solo activity focused on deep thinking
- o B) A group activity where people suggest ideas to solve a problem (+)
- o C) A lecture on the human brain
- o D) A test of intelligence

11. Which of these phrases is appropriate for ending a formal business email?

- o A) Cheers,
- o B) Bye!
- o C) Sincerely, (+)
- o D) See ya!

12. What is “due diligence”?

- o A) Paying your bills on time.
- o B) A thorough investigation before signing a contract or making a purchase (+)
- o C) Being polite and respectful in business dealings.
- o D) The cost of legal services.

13. What is “KPI” in business?

- o A) Keep Promoting Innovation

- o B) Key Performance Indicator (+)
  - o C) Know Practical Information
  - o D) Keep People Interested
- 14. What is “outsourcing”?
  - o A) Hiring employees from within the company
  - o B) Hiring outside the company to perform certain tasks (+)
  - o C) Moving a company to another country
  - o D) Shutting down a department
- 15. What does “P&L” stand for?
  - o A) Plans and Logistics
  - o B) Products and Liabilities
  - o C) Profit and Loss (+)
  - o D) Personnel and Learning
- 16. What is a “stakeholder”?
  - o A) A person who sells steaks
  - o B) A person who holds stakes in a competition
  - o C) Anyone with an interest in the success of a business, including employees, customers, and investors (+)
  - o D) A person who gambles
- 17. What does “B2B” stand for?
  - o A) Back to Basics
  - o B) Business to Business (+)
  - o C) Buy to Buy
  - o D) Budget to Budget
- 18. What is a “negotiation”?
  - o A) An argument
  - o B) A formal discussion between parties trying to reach an agreement (+)
  - o C) A type of contract
  - o D) An auction
- 19. What is a “brand”?
  - o A) A mark made by burning
  - o B) A name, term, design, symbol, or other feature that identifies one seller’s goods or services as distinct from those of other sellers (+)
  - o C) A type of cattle
  - o D) A type of logo
- 20. What is a “consultant”?
  - o A) Someone who works on a company’s IT systems.
  - o B) An expert who provides professional advice to a company (+)
  - o C) An entry-level employee.
  - o D) A salesperson.
- 21. What does “EOD” stand for in business emails?
  - o A) End of Discussion
  - o B) End of Day (+)
  - o C) Expect Our Delivery
  - o D) Email Overload Day
- 22. What is “market research”?
  - o A) Buying and selling stocks
  - o B) The process of gathering information about consumers’ needs and preferences (+)
  - o C) Developing new products.
  - o D) Managing a budget.
- 23. What is a “warranty”?
  - o A) A guarantee that a product will meet certain standards (+)

- o B) A type of contract.
  - o C) A sales promotion technique.
  - o D) A product review.
24. What is “supply chain management”?
- o A) Managing the company’s cash flow.
  - o B) Overseeing the flow of goods, information, and finances from suppliers to manufacturers to distributors to retailers to consumers (+)
  - o C) Managing the company’s marketing efforts.
  - o D) Managing the company’s employee benefits.
25. What does “SWOT” stand for in business analysis?
- o A) Sales, Wages, Operations, Technology
  - o B) Strengths, Weaknesses, Opportunities, Threats (+)
  - o C) Strategy, Workforce, Objectives, Tactics
  - o D) Systems, Web, Organization, Time

Конспект, собеседование, тестовое задание, итоговый тест