

Приложение 1  
к рабочей программе дисциплины  
СОО.01.03 Иностранный язык

**ФОНД ОЦЕНОЧНЫХ СРЕДСТВ  
ПО УЧЕБНОЙ ДИСЦИПЛИНЕ**

**СОО.01.03 ИНОСТРАННЫЙ ЯЗЫК**

По специальности

38.02.01 Экономика и бухгалтерский учет (по отраслям)

## КОМПЛЕКТ ЗАДАНИЙ

Контрольные вопросы:

1. Лексическая тема «Иностранный язык – язык делового общения».
2. Лексическая тема «Компания».
3. Лексическая тема «Виды собственности».
4. Лексическая тема «Частная собственность».
5. Лексическая тема «Частное предпринимательство».
6. Лексическая тема «Открытие собственного дела».
7. Лексическая тема «Партнерство. Виды партнерства».
8. Лексическая тема «Преимущества и недостатки партнерства».
9. Лексическая тема «Корпорация. Преимущества корпоративного вида собственности».
10. Лексическая тема «Корпорация. Недостатки корпораций».
11. Лексическая тема «Функции руководителя».

Текущий контроль за 2 семестр по учебной дисциплине Иностранный язык в профессиональной деятельности

Контрольные вопросы:

1. Лексическая тема «Бухгалтерский учет»
2. Лексическая тема «Корпоративные финансы»
3. Лексическая тема «Структура и функции банка»
4. Лексическая тема «Банки и бизнес»
5. Лексическая тема «Развитие производства»
6. Лексическая тема «Производственное планирование»
7. Лексическая тема «Маркетинг»
8. Лексическая тема «Правила хорошего маркетинга»
9. Лексическая тема «Взаимосвязь маркетинга и менеджмента»

Контрольное тестирование:

Test 1

Выберите правильный вариант

Choose the correct variant

1. Greg said that ... a new job.
  - he will need
  - **he needed**
  - would he need
2. Tim complained that he ... at four o'clock in the morning.
  - is working
  - will be working
  - **was working**
3. He said that he ... that film.
  - **had already seen**

- has already seen
- was seen

4. Anna explained to me that the hairdresser's ... down the road.

- is located
- **was located**
- locates

5. Charles said that he ... me the following day.

- would have called
- will call
- **would call**

6. Bill asked me what ... for dinner the day before.

- I have made
- **I had made**
- had I made

7. He said that If I ... Kathrin, she ... me.

- ask / will help
- have asked / would help
- **asked / would help**

8. I was worried if ... enough space to buy a new TV set to my room.

- **I would have**
- would I have
- I will have

9. Alex wondered if ... for the weekend at his place.

- his sister will stay
- **his sister was going to stay**
- his sister is going to stay

10. I wasn't sure if my purchases ... or not and I didn't know whom to ask about it.

- delivered
- **had been delivered**
- will be delivered

11. Ben asked him whether he ... a motorcycle.

- **could ride**
- can ride
- will ride

12. The police officer ... the car.

- orders to stopped
- would order stopping
- **ordered him to stop**

13. Pam asked him why he ... his job.

- **wanted to leaving**
- wants to leave

- wanted to leave
14. He said the bus ... a little late that day.
- will be
  - **might be**
  - can be

15. Pam ... to the cinema.

- **suggested going**
- suggests to go
- suggested to go

## Test 2

Выберете правильный вариант

Choose the correct variant

1. It was very late, so I ... to bed.

- say I am going
- said I go
- **said I was going**

2. He said the fire ... a lot of damage to the building.

- had been doing
- will do
- **had done**

3. Simon was wrong when he said that Andrew ... to his new apartment the next day.

- would have moved
- **would be moving**
- moved

4. She told him that he ... harder.

- **should study**
- will study
- can study

5. He said that if he ... so quickly, the accident ... even worse.

- had acted / would be
- had been acting / would be
- **hadn't acted / would have been**

6. She told us that the new furniture ... the day before.

- **had been delivered**
- would be delivered
- will be delivered

7. She was worried that her son ... very well that semester.

- isn't studying
- **wasn't studying**
- doesn't study

8. They warned us that the manager ... the office the following day.

- will inspect
- had inspect
- **would inspect**

9. He ... the money he had earned.

- demands
- **demanded to be given**
- demanded to have given

10. He admitted ... my secret.

- **having given away**
- to give away
- have given

11. He claimed that he ... a prize.

- **had won**
- had been winning
- will win

12. He complained that he ... enough money to buy such an expensive present.

- doesn't earn
- would not be earning
- **didn't earn**

13. Our teacher insisted on ... by Friday.

- **our finishing**
- our to finish
- to finish

14. She explained that she ... him because he was rude.

- liked
- **didn't like**
- would like

15. He said that Tom was the best student he ... .

- was teaching
- would teach
- **had ever taught**

Промежуточная аттестация в форме дифференцированного зачета за 2 семестр по учебной дисциплине Иностранный язык в профессиональной деятельности

Выполните задания по вариантам

Task 1. Расскажите в виде монологической речи основное содержание темы. Можно использовать план или вербальные опоры в виде отдельных слов (но не предложений).

Variant 1. Лексическая тема «Компании и виды собственности».

Variant 2. Лексическая тема «Открытие собственного дела».

Variant 3. Лексическая тема «Корпорации».

Variant 4. Лексическая тема «Менеджмент и управление».

Variant 5. Лексическая тема «Отделы компании».

Variant 6. Лексическая тема «Бухгалтерский учет».

Variant 7. Лексическая тема «Финансы организации».

Variant 8. Лексическая тема «Банковская система в России».

Variant 9. Лексическая тема «Банковская система в США».

Variant 10. Лексическая тема «Деловой этикет, его принципы».

Variant 11. Лексическая тема «Маркетинг».

Task 2. Выполните перевод профессионально ориентированного текста, пользуясь любой справочной литературой, кроме прямого перевода всего текста из интернета.

Variant 1

## INTERNATIONAL BUSINESS

The international corporation or global company has its origin. Usually it is the outgrowth of the great trading companies of the 17th and 18th centuries. In 1811 a New York statute said corporations could be created by the filing of documents. After that it became a matter of bureaucratic operations to become a corporation. By 1850 it was a very common thing in the United States and was under general statute in European countries as well. Since that time the corporate movement began. As the jet plane, satellite communications and computers began, it became possible for a company to control business in all the world.

The growth of international corporate operations is faster than the economic growth of the industrialized nations. There are some projects which predict that within a generation almost a half of the free world's production will be internationalized.

This trend for internationalism presupposes some benefits such as new jobs, higher living standards and the closing of the gaps between people – economic, educational and technological. At the same time serious questions can be asked. Is it the most efficient way to use world resources? Can the international corporation be the best force for a better world? Is it politically stronger than government? Can it take care of the self interest and competitiveness on behalf of the greatest good? And in what way can the global company work toward easing the world's crises - monetary, political, energy and food?

Variant 2

## COMPUTERS

The computer industry is one of the largest in western countries and especially in the USA.. It includes companies that manufacture, sell and lease computers, as well as companies that supply products and services for people working with computers.

A computer cannot think. A human operator puts data into the computer and gives instructions. The operator writes instructions which determine the mathematical operations on information.. A computer solves mathematical problems very rapidly. Traditionally, the computer in business is used to process data. This involves different administrative functions such as preparation of payrolls, inventory control in manufacturing, warehousing and distribution operations, customer accounting, billing by banks, insurance companies, public utilities and mass circulation magazines. Now the computer takes on new kinds of jobs. It has become more involved in business operations as an essential tool in making decisions at the highest administrative level.

Variant 3

## PRICING

All products and all services have prices. The price depends on different things such as credit terms, delivery, trade-inallowance, guarantees, quality and other forms of service, which price can produce the biggest profit during a long period of time. It's hardly possible to determine such a price. The price may be too high to produce a large volume or too low to cover costs. No other area of marketing operations has been a subject to bad practice. Many businesses pursue unsound price policies for long periods of time and are not aware about it.

Prices can be determined in different ways. For example, the prices of meat, cotton and other agricultural prices can be decided in large central market where forces of supply and demand exist. This is pure price competition. The prices on industrial products (iron; steel, etc.) are usually decided by large companies. As a rule the amount and price of goods sold to large number of buyers is controlled by a few competing sellers. Prices also can be set by the government, usually for different public services - railroads, electricity, manufactured gas, bus services, etc.

If demand increases, prices rise, profits expand and new investment is attracted. But other factors may be involved as well. Prices are related to each other in different ways. Ultimately, everything is related in price, since the consumer can buy and must pay for everything out of a particular, limited amount of money.

Variant 4

#### RETAILING

Retailing is selling goods and services to the ultimate consumer. Thus, the retailer is the most expensive link in the chain of distribution. Being middlemen, they make their profit by charging the customer 25 to 100 per cent more than the price they paid for the item.

The retailers operate through stores, mail-order houses, vending machine operators. There are different types of retail stores: department stores, discount houses, cooperatives, single line retailers. The major part (over 95 per cent) of retail establishments concentrate on a single line of merchandise for example, food, hardware, etc.. But nowadays there is a trend for many single line stores to take on a greater variety of supplies.

The retailer performs many necessary functions. First, he may provide a convenient location. Second, he often guarantees and services the merchandise he sells. Third, the retailer helps to promote the product through displays, advertising or sales people. Fourth, the retailer can finance the customer by extending credit. Also the retailer stores the goods in his outlet by having goods available.

Variant 5

#### WHOLESALE

Wholesaling is a part of the marketing system. It provides channels of distribution which help to bring goods to the market. Generally indirect channels are used to market manufactured consumer goods. It could be from the manufacturer to the wholesaler, from the retailer to the consumer or through more complicated channels. A direct channel moves goods from the manufacturer or producer to the consumer.

Wholesaling is often a field of small business, but there is a growing chain movement in the western countries. About a quarter of wholesaling units account for one-third of total sales.

Two-third of the wholesaling middleman are merchant wholesalers who take title to the goods they deal in. There are also agent middlemen who negotiate purchases or sales or both. They don't take title to the goods they deal in. Sometimes they take possession though. These agents don't earn salaries. They receive commissions. This is a percentage of the value of the goods they sell.

Wholesalers simplify the process of distribution. For example, the average supermarket stocks 5.000 items in groceries alone, a retail druggist can have more than 6.000 items. As a wholesaler handles large

assortment of items from numerous manufacturers he reduces the problem of both manufacturer and retailer. The store-keeper does not have to deal directly with thousands of different people. He usually has a well-stocked store and deals with only a few wholesalers.

Variant 6

## MARKETING

Marketing includes all the business activities connected with the movement of goods and services from producers to consumers. Sometimes it is called distribution. On the one hand, marketing is made up of such activities as transporting, storing and selling goods and, on the other hand, a series of decisions you make during the process of moving goods from producer to user. Marketing operations include product planning, buying, storage, pricing, promotion, selling, credit, traffic and marketing research.

The ability to recognize early trends is very important. Producers must know why, where, for what purpose the consumers buy. Market research helps the producer to predict what the people will want. And through advertising he attempts to influence the customer to buy. Marketing operations are very expensive. They take up more than half of the consumer's dollar. The trend in the USA has been to high mass consumption. The construction of good shopping centres has made goods available to consumers. It provided a wide range of merchandise and plenty of parking facilities.

Variant 7

## PRODUCT DEVELOPMENT and PLANNING

The number of new products coming into the market of western countries every year is overwhelming. The major part of these products is not new, but adaptations. It means that these products are not new, they are existing items to which a modification has been made. Only few products are really original or innovations. For instance a clock-television is an adaptation, but TV-set itself, the refrigerator - each was an innovation. A great number of innovations and adaptations are designed, produced and marketed by small businesses. Very often a new product is formed on the basis of the new business. Sometimes there is a patent to make the business more successful. But it happens very often that market research hasn't been done carefully.

Even in case larger scale producers do more research and testing there is no sure success. A promising new product may be also robbed of success by unreasonable prices, inadequate promotion and poor selling methods. Generally less than one fifth of all new products turn out to be profitable.

Variant 8

## BANKS AND BUSINESS

Banks are different in different countries. Let's speak about the banks in the United States of America. There, commercial banks are classified into two main groups. First, there are national banks. They are chartered and supervised by the Federal Government. Secondly, there are state banks. They are chartered and supervised by the state in which they are operating. All commercial banks can make loans to borrowers.

Major commercial banks in such cities as Tokyo, Paris, Rio cooperate with each other. In this way they finance imports and exports between countries.

An importer buys merchandise from another country using the currency of that country. For that purpose he buys this currency from the foreign exchange department of his bank. And in the same way if an exporter receives foreign money from sales to other countries, he sells this currency to his bank. By this method the currency of any country can usually be exchanged.



#### Variant 9

### CORPORATE FINANCE

Corporations need financing for the purchase of assets and the payment of expenses. The corporations can issue shares in exchange for money or property. Sometimes it is called as equity funding. The holders of the shares form the ownership of the company. Each share is represented by a stock certificate, which is negotiable. It means that one can buy and sell it. The value of a share is determined by the net assets divided by the total number of shares outstanding. The value of the share also depends on the success of the company. The greater the success, the more value the shares have.

A corporation can also get capital by borrowing. It is called debt funding. If a corporation borrows money, they give notes or bonds. They are also negotiable. But the interest has to be paid out whether business is profitable or not.

When running the corporation, management must consider both the outflow and inflow of capital. The outflow is formed by the purchase of inventory and supplies, payment of salaries. The inflow is formed by the sale of goods and services. In the long run the inflow must be greater than the outflow. It results in a profit. In addition, a company must deduct its costs, expenses, losses on bad debts, interest on borrowed capital and other items. It helps to determine if the financial management has been profitable. The amount of risk involved is also an important factor. It determines the fund raising and it shows if a particular corporation is a good investment.

#### Variant 10

### ACCOUNTING

Accounting shows a financial picture of the firm. An accounting department records and measures the activity of a business. It reports on the effects of the transactions on the firm's financial condition. Accounting records give a very important data. It is used by management, stockholders, creditors, independent analysts, banks and government.

Most businesses prepare regularly the two types of records. That is the income statement and balance sheet. These statements show how money was received and spent by the company.

One major tool for the analysis of accounting records is ratio analysis. A ratio analysis is the relationship of two figures. In finance we operate with three main categories of ratios. One ratio deals with profitability, for example, the Return on Investment Ratio. It is used as a measure of a firm's operating efficiency.

The second set of ratios deals with assets and liabilities. It helps a company to evaluate its current financial position. The third set of ratios deals with the overall financial structure of the company. It analyses the value of the ownership of the firm.

#### Variant 11

### LINE AND STAFF POSITIONS

In business, organization structure means the relationship between positions and people who hold the positions. Organization structure is very important because it provides an efficient work system as well as a system of communication.

Historically, line structure is the oldest type of organization structure. The main idea of it is direct vertical relationships between the positions and tasks of each level, and the positions and tasks above and below each level. For example, a sales manager may be in a line position between a vice-president of marketing and a salesman. Thus a vice president of marketing has direct authority over a sales manager. A sales manager

in his turn has direct authority over a salesman. This chain of command simplifies the problems of giving and taking orders.

When a business grows in size and becomes more complex, there is a need for specialists. In such case administrators may organize staff departments and add staff specialists to do specific work. These people are usually busy with services, they are not tied in with the company product. The activities of the staff departments include an accounting, personnel, credit and advertising. Generally they do not give orders to other departments.

#### **Критерии оценки:**

– «отлично» заслуживает студент, твёрдо знающий программный материал, системно и грамотно излагающий его, демонстрирующий необходимый уровень компетенций, чёткие, сжатые ответы на дополнительные вопросы, свободно владеющий понятийным аппаратом.

– «хорошо» заслуживает студент, проявивший полное знание программного материала, демонстрирующий сформированные на достаточном уровне умения и навыки, указанные в программе компетенции, допускающий непринципиальные неточности при изложении ответа на вопросы.

– «удовлетворительно» заслуживает студент, обнаруживший знания только основного материала, но не усвоивший детали, допускающий ошибки принципиального характера, демонстрирующий не до конца сформированные компетенции, умения систематизировать материал и делать выводы.

– «неудовлетворительно» заслуживает студент, не усвоивший основного содержания материала, не умеющий систематизировать информацию, делать необходимые выводы, чётко и грамотно отвечать на заданные вопросы, демонстрирующий низкий уровень овладения необходимыми компетенциями.