

Итоговая аттестация
по дополнительной общеразвивающей программе
«Иностранный язык для делового общения»
(английский язык, 90 час.)

Оценка качества освоения программы включает промежуточную аттестацию обучающихся, позволяющую выявлять усвоение обучающимися учебного материала и закрепления практических навыков. Оценочные материалы для проведения промежуточной аттестации по всем разделам программы приведены в п. 8.

Итоговая аттестация по программе «Иностранный язык для делового общения» проводится в виде круглого стола, который является одной из организационных активных форм взаимодействия слушателей. Методика проведения итоговой аттестации в форме круглого стола приведена в приложении.

**Оценочные материалы
для проведения промежуточной аттестации**

Наименование раздела, темы дисциплины	Оценочные средства (типовые контрольные задания или иные материалы для оценки знаний, умений, навыков и (или) опыта деятельности)
Раздел 1 Язык деловой культуры: современные подходы и приоритеты	<p>1) Составление активного словаря/ выполнение лексических упражнений</p> <p>2) Тестирование</p> <p>1. I _____ I have made good progress.</p> <p>A. guess</p> <p>B. really feel</p> <p>C. really know</p> <p>D. suppose</p> <p>2. I think that 3% _____.</p> <p>A. is the least you could offer</p> <p>B. isn't enough</p> <p>C. is too much to ask</p> <p>D. isn't too much to ask</p> <p>3. I really feel it's _____ considered for promotion.</p> <p>A. about now I am</p> <p>B. about now I was</p> <p>C. about time I am</p> <p>D. about time I was</p> <p>4. Should I _____?</p> <p>A. put my request into words</p> <p>B. write the request</p> <p>C. put this request in writing</p> <p>D. write off my request</p>
Раздел 2 Фонетика, грамматика, разговорные формулы в ситуациях делового общения	<p>1) Составление активного словаря/ выполнение лексических упражнений.</p> <p>2) Тестирование</p> <p>1. _____, I would like to begin by saying that the company profits are up on last year's figures.</p> <p>A. To begin at</p> <p>B. First of all</p> <p>C. And start with</p> <p>D. And for starters</p>

		<p>2. _____ about the plans for next month's meeting?</p> <p>A. <i>Can I hear you</i></p> <p>B. <i>Can I clarify you</i></p> <p>C. <i>Can I ask you</i></p> <p>D. <i>Can I include you</i></p> <p>3. _____, but I just wanted to clarify a couple of points before continuing.</p> <p>A. <i>Sorry to hold the meeting up</i></p> <p>B. <i>Sorry to hold the meeting down</i></p> <p>C. <i>Sorry to hold the meeting around</i></p> <p>D. <i>Sorry to hold the meeting along</i></p> <p>4. _____ that all of the staff members should have an opportunity to give their opinion about the company review.</p> <p>A. <i>I don't feel very strongly</i></p> <p>B. <i>I am feeling quite strongly</i></p> <p>C. <i>I am feeling more strongly</i></p> <p>D. <i>I do feel quite strongly</i></p>
Раздел 3 Разговорный иностранный язык: ритмико- интонационное оформление высказываний; инициативное и реактивное общение	3	<p>1) Составление активного словаря/ выполнение лексических упражнений</p> <p>2) Решение проблемно-логической задачи: <i>I've got an appointment for 3 o'clock this afternoon, but I won't be able to keep it, I'm afraid. I wouldn't like you to cancel it, but to put it off till next Thursday. Could you put me down for Thursday at the same time?</i></p>
Раздел 4 Корпоративная культура личности	4	<p>1) Составление активного словаря/ выполнение лексических упражнений</p> <p>2) Giving comments on the statements:</p> <p>1. During negotiations, one should treat an opponent with respect and consideration at all times.</p> <p>2. In «competitive» negotiations, the two parties try to establish a common goal.</p> <p>3. Prior to engaging in negotiations, it is wise to consider one's own «bottom-line».</p> <p>4. When in salary negotiations, employees should «low-ball» in their opening remarks.</p> <p>5. Markus had no «bargaining power» compared to his boss, Louis.</p> <p>6. One key to effective conflict-resolution is to deal with issues rather than personalities.</p> <p>7. It may be possible to detect that a counterpart is lying by observing body language.</p> <p>8. One should never admit to agreeing with an opponent during the course of negotiations.</p> <p>9. Markus intimidated Louis into accepting his terms by threatening to quit.</p> <p>10. Louis used last-minute tactics such as acting as though he was «Mr. Nice Guy».</p>
Раздел 5 Компания и бизнес сообщество	-	<p>1. Составление активного словаря/ выполнение лексических упражнений.</p> <p>2. Ролевая игра «Переговоры с деловым партнером»</p>

	<p>3. Тестирование</p> <p>1. You've got to _____ out of it. <i>A. sort</i> <i>B. cut</i> <i>C. snap</i> <i>D. lift</i></p> <p>2. I _____ you to try a bit harder. <i>A. expect</i> <i>B. like</i> <i>C. request</i> <i>D. hope</i></p> <p>3. _____, what you've done isn't good enough. <i>A. Probably</i> <i>B. Maybe</i> <i>C. Clearly</i> <i>D. Hopefully</i></p> <p>4. I really want to see _____. <i>A. your trying</i> <i>B. better</i> <i>C. better effort</i> <i>D. some improvement</i></p> <p>4. I'll _____. <i>A. come straight on the point</i> <i>B. come straight beside the point</i> <i>C. come straight up to a point</i> <i>D. come straight to the point</i></p> <p>5. _____, I've seen very little change in your behaviour in the last few weeks. <i>A. Surely</i> <i>B. Frankly</i> <i>C. To be frankly</i> <i>D. Stanley</i></p> <p>6. I don't want to _____ to any conclusions. <i>A. jump</i> <i>B. climb</i> <i>C. reach</i> <i>D. jog</i></p> <p>7. Well, _____ what you say, I'm not very happy. <i>A. despite</i> <i>B. though</i> <i>C. although</i> <i>D. even though</i></p>
<p>Раздел 6 Ведение телефонных переговоров</p>	<p>1) Составление активного словаря/выполнение лексических упражнений. 2) Ролевая игра «Телефонный разговор». 3) Тестирование I</p> <p>1. When you telephone a company the person answering the phone may ask you a question. Which is the correct question? <i>A. Who's calling please?</i> <i>B. Who calls?</i> <i>C. Who it is?</i> <i>D. Who called?</i></p> <p>2. Which phrase means the same as 'hang on a moment?' <i>A. Just a second</i></p>

	<p><i>B. I'll put you on</i> <i>C. Go ahead</i> <i>D. I'm ready</i></p> <p>3. Choose the correct word: "Please and I'll put you through." <i>A. stop</i> <i>B. stay</i> <i>C. talk</i> <i>D. hold</i></p> <p>4. What is the expression used to connect two people on the telephone? <i>A. I'm sending you through</i> <i>B. I'm putting you through</i> <i>C. I'm calling you through</i> <i>D. I'm talking you through</i></p> <p>Тестирование II</p> <p>1. You _____ have the wrong number. <i>A. should</i> <i>B. would</i> <i>C. must</i> <i>D. can</i></p> <p>2. His _____ number is 998922. <i>A. straight</i> <i>B. direct</i> <i>C. certain</i> <i>D. sure</i></p> <p>3. I'm _____ to have troubled you. <i>A. upset</i> <i>B. apologise</i> <i>C. sorry</i> <i>D. sad</i></p> <p>4. I'm sorry, you've _____ the wrong number. <i>A. got</i> <i>B. had</i> <i>C. have</i> <i>D. put</i></p>
Раздел 7 Основы деловой корреспонденции	<p>1) Составление активного словаря/выполнение лексических упражнений.</p> <p>2) Опрос</p> <p>1. With block format, all new paragraphs are indented.</p> <p>2. In business letters a salutation is generally followed by a comma or a colon.</p> <p>3. Business letters should be simple and easy to read.</p> <p>4. It is advisable to wait a day between writing and sending an important letter.</p> <p>5. The date on a business letter should appear after the salutation.</p> <p>6. An «Enclosure» note should appear below the typed name of the sender at the end of the letter.</p> <p>7. The first paragraph of a business letter should be comprised entirely of «small talk».</p> <p>8. Contact information generally appears in the closing paragraph of the letter.</p> <p>9. Identifying the audience is one of the first steps in planning a business letter.</p> <p>10. It is considered standard formatting to include the recipient's address before the salutation in a business letter.</p>

Раздел 8 Деловая встреча: организация и проведение	1) Составление активного словаря/ выполнение лексических упражнений 2) Ролевая игра «Встреча с деловым партнером».
Раздел 9 Презентация: организация, реклама, продвижение товара на рынок	<p>1) Составление активного словаря/ выполнение лексических упражнений</p> <p>2) Comment on the following statements:</p> <ol style="list-style-type: none"> 1. A document distributed to an audience is called a 'handout'. 2. There are only two ways in which we can modulate our voice. 3. Eighty percent of the information that we absorb is absorbed visually. 4. A bar chart can be horizontal or vertical. 5. Active verbs are more powerful than passive verbs. 6. Signposting is a technique used only during the introduction of a presentation. 7. «To rehearse» means «to write». 8. It is important to give as much information on a graphic as possible. 9. Indelible markers are intended for use with flipcharts, not whiteboards. <p>1. Сообщение «Этика презентаций: межкультурные различия»/«Язык презентаций»</p> <p>3) Тестирование</p> <ol style="list-style-type: none"> 1. Which sentence might you hear at the beginning of a presentation? A. Ladies and gentlemen, thank you for arriving today B. Ladies and gentlemen, thank you for appearing today C. Ladies and gentlemen, thank you for coming today D. Ladies and gentlemen, thank you for showing your faces today 2. The _____ of today's presentation is to discuss my findings. A. purpose B. reason C. cause D. points 3. Now, _____ begin by introducing myself. A. allow me B. let me C. I D. presentation 4. I'd be very happy to _____ you to ask questions at the end of the session. A. tell B. invite C. order D. request
Тема 10. Электронная корреспонденция: особенности и развитие	<p>1) Составление активного словаря/ выполнение лексических упражнений</p> <p>3) Тестирование</p> <ol style="list-style-type: none"> 1. On your letter of application, your name should appear: A. at the top, on the right B. at the bottom C. at the top and at the bottom 2. If you start your covering letter «Dear Mr Lincoln», you could

	<p>end it with:</p> <p>A. Yours faithfully</p> <p>B. Sincerely</p> <p>C. Best wishes</p> <p>3. The abbreviation for «Doctor» is:</p> <p>A. Doc.</p> <p>B. Doc</p> <p>C. Dr</p> <p>4. What date is represented by «04/11/58»?</p> <p>A. 4 November 1958</p> <p>B. 11 April 1958</p> <p>C. don't know</p> <p>5. In your covering letter and CV/resume it is best to use:</p> <p>A. active verbs</p> <p>B. passive verbs</p> <p>C. doesn't matter</p> <p>6. How many pages should a CV/resume usually contain?</p> <p>A. as many as necessary to include all the details of your life history</p> <p>B. 1 or 2</p> <p>C. at least 3)</p> <p>7. The principal objective of your CV/resume is to:</p> <p>A. get you the best possible job</p> <p>B. demonstrate your literacy skills</p> <p>C. get you an interview for a job</p> <p>8. The letter that you send with your CV/resume is called:</p> <p>A. a cover letter</p> <p>B. an application form</p> <p>C. a memorandum of intention</p> <p>9. In the English-speaking world, a CV/resume and its accompanying letter should usually be:</p> <p>A. typed or word-processed, both of them</p> <p>B. the CV/resume typed or word-processed, the letter hand-written</p> <p>C. both of them should be hand-written to reveal your true personality</p>
<p>Тема 11.</p> <p>Корпоративная социализация</p>	<p>1) Составление активного словаря/выполнение лексических упражнений</p> <p>2) Тестирование</p> <p>As you can see from my curriculum vitae, I ... (study) computer programming in the United Kingdom for three years.</p> <p>After I ... (qualify) in 1997, I ... (work) for STU in Germany for three years and ... (become) fluent in German. Working for STU ... (give) me considerable experience in automated billing systems. My responsibilities ... (include) overall product design. In addition, I ... (work) closely with the customer service department.</p> <p>In my present position I ... (travel) widely in Asia where I ... (develop) a regional help network. Recently I ... (advise) senior management on the introduction of Internet-based help systems.</p>
<p>Тема 12.</p> <p>Современная карьера в сфере бизнеса: культура иноязычного взаимодействия</p>	<p>1) Составление активного словаря/выполнение лексических упражнений.</p> <p>2) Заполнение документов (составление резюме, сопроводительного/рекомендательного письма)</p> <p>3) Тестирование</p> <p>1. If you have any questions, _____ to answer them now.</p> <p>A. I would like to be able</p> <p>B. I would be happy</p> <p>C. I would have been happy</p>

	<p><i>D. I was happy</i></p> <p>2. Can I _____...?</p> <p><i>A. just ask?... B. you ask?... C. only ask?... D. ask it?...</i></p> <p>3. Can you _____...?</p> <p><i>A. tell me it? B. tell to me? C. explain to me? D. explain me?</i></p> <p>4. Yes, a very _____.</p> <p><i>A. good question B. question C. obvious question D. lovely question</i></p> <p>5. The aims and the structure should be</p> <p><i>A. concise B. clear C. entertaining D. long</i></p> <p>6. It's a good idea to wait until the end for people to ...</p> <p><i>A. feedback B. feed back C. feed D. fed up</i></p> <p>7. What word describes a presentation that is about a topic the audience is interested in?</p> <p><i>A. relevant B. concise C. precise D. entertaining</i></p> <p>8. What word or phrase means to be 'relevant' and 'concise'?</p> <p><i>A. to be up to a point B. to be after a point C. to be to the point D. to be off the point</i></p>
<p>Тема 13.</p> <p>Страноведение: социальные и культурологические компоненты делового общения.</p>	<p>1) Составление активного словаря/выполнение лексических упражнений.</p> <p>1) Контрольные вопросы:</p> <p>What do you say:</p> <ul style="list-style-type: none"> • to show the person you are speaking to deviates from the subject • when you and your business partner don't come to an agreement and you want to drop the subject • when admitting that you are bitten in the argument • when you suggest exchanging opinions on the subject. <p>1) Тестирование</p> <p>1. <i>Communication skills</i></p> <p><i>A. diagnose B. fabricate C. edit</i></p> <p>2. <i>Creative skills</i></p> <p><i>A. originate B. administer C. win over</i></p>

	<p>3. <i>Management skills</i></p> <p>A. <i>elicit</i></p> <p>B. <i>delegate</i></p> <p>C. <i>program</i></p> <p>4. <i>Financial skills</i></p> <p>A. <i>audit</i></p> <p>B. <i>satisfy</i></p> <p>C. <i>explain</i></p> <p>5. <i>Research skills</i></p> <p>A. <i>supervise</i></p> <p>B. <i>upgrade</i></p> <p>C. <i>detect</i></p> <p>6. <i>Sales skills</i></p> <p>A. <i>close</i></p> <p>B. <i>lecture</i></p> <p>C. <i>overhaul</i></p> <p>7. <i>Technical skills</i></p> <p>A. <i>repair</i></p> <p>B. <i>negotiate</i></p> <p>C. <i>budget</i></p> <p>8. <i>Teaching skills</i></p> <p>A. <i>shape</i></p> <p>B. <i>guide</i></p> <p>C. <i>operate</i></p> <p>9. <i>Management skills</i></p> <p>A. <i>fabricate</i></p> <p>B. <i>coach</i></p> <p>C. <i>direct</i></p> <p>10. <i>Sales skills</i></p> <p>A. <i>conceptualize</i></p> <p>B. <i>fashion</i></p> <p>C. <i>sign</i></p>
<p>Тема 14.</p> <p>Финансовая эра XXI века.</p>	<p>1) Составление активного словаря/выполнение лексических упражнений</p> <p>2) Презентация финансового продукта/услуги</p>
<p>Тема 15.</p> <p>Мировая экономика.</p>	<p>1) Заполнение документов (знакомство с договором, соглашением, контрактом)</p> <p>A CONTRACT (EXTRACTS)</p> <p>CONTRACT № 5/32</p> <p>London</p> <p>March, 20th, 20__.</p> <p>Agroimport, Moscow, Russia, here in after referred to as the «Buyers» on the one side and Brown and Co. Here in after referred to as «Sellers» on the other side have concluded the present Contract on the following:</p> <p>Clause 1. Subject of the Contract.</p> <p>The Sellers have sold and the Buyers have bought on f.o.b. terms 20 pumps model MP-3.</p> <p>Clause 2. Price and Total amount of the Contract.</p> <p>The price is per unit and the total amount of the contract is The price is understood to be f.o.b. London including seaworthy packing, marking, loading on board the ship and stowing.</p> <p>Clause 3. Delivery Dates.</p>

	<p>The equipment in indicated in clause of the Contract is to be delivered on the following dates...</p> <p>By the specified dates the equipment is to be manufactured in accordance with the contract conditions, tested, packed and delivered to the port of London.</p> <p>The sellers may deliver the equipment prior to he stipulated dates only if there is a written concert of the Buyers.</p> <p>The date of the clean on board bill or lading issued in the name of the Buyers in considered to be the date of delivery.</p> <p>Clause 4. Payment.</p> <p>Payment is to be made for collection in US Dollars.</p> <p>The following document are to be presented to the Bank:</p> <ol style="list-style-type: none"> 1. Invoice 2. Clean on board bill of lading. 3. Test Certificate 4. Insurance Policy. 5. Packing list 6. Export license <p>2) Контрольное задание</p> <p>Переведите на английский язык, используя лексику текста.</p> <ol style="list-style-type: none"> 1. ... заключили настоящий контракт о следующем. 2. Цена и общая стоимость контракта. 3. Цена понижается на условиях английских порт, включая морскую упаковку, маркировку, погрузку на борт судна и доставку. 4. К установленным срокам оборудование должно быть изготовлено в соответствии с условиями контракта. 5. Дата чистого бортового документа, выписанного на имя покупателя, считается датой поставки. 6. Платёж производится по инкассо в долларах.
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