

Федеральное государственное образовательное бюджетное
учреждение высшего образования

**«ФИНАНСОВЫЙ УНИВЕРСИТЕТ ПРИ ПРАВИТЕЛЬСТВЕ
РОССИЙСКОЙ ФЕДЕРАЦИИ»**

Пензенский филиал

**Кафедра «Менеджмент, информатика и общегуманитарные
науки»**

ИНОСТРАННЫЙ ЯЗЫК

Методические указания по выполнению контрольных работ

**Для самостоятельной работы студентов 1-2 курса очной и
заочной формы обучения,
обучающихся по всем направлениям**

Квалификация (степень) бакалавр

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Структура курса

За весь курс обучения студенты выполняют контрольные работы, сдают зачёт и экзамен.

Выполнение контрольных работ способствует развитию навыков перевода с иностранного языка на русский язык, что является одной из задач обучения иностранному языку. Этот вид работы является одной из форм обучения студентов грамматике иностранного языка и способом расширения словарного запаса.

Обучение иностранному языку предполагает следующие виды работы:

- аудиторные групповые занятия под руководством преподавателя;
- индивидуальную самостоятельную работу студентов на занятии под руководством преподавателя;
- самостоятельную работу по заданию преподавателя, выполняемую во внеаудиторное время, в том числе с использованием компьютерных технологий;
- индивидуальные консультации;
- групповые предэкзаменационные консультации.

Цели и задачи обучения

Основными направлениями обучения является достижение практических, образовательных, развивающих и воспитательных целей. На протяжении курса

обучения иностранному языку продолжается работа по усвоению знаний (фонетических, лексических, грамматических, орфографических),

формированию и совершенствованию речевых навыков и умений, а также работа по углублению и расширению культурологических знаний, необходимых для межкультурной коммуникации. В связи с этим осуществляется постепенное усиление профессиональной деловой направленности обучения, направленной на формирование речевых навыков и умений, необходимых в будущей профессиональной деятельности. Целью обучения иностранному языку в

неязыковым заочном вузе является практическое овладение им, что предполагает по завершению курса обучения наличие умений и навыков в различных видах речевой деятельности.

В начале учебного года определяется готовность студентов к изучению вузовского курса иностранного языка. С этой целью проводится тестирование. При определении объектов контроля учитывается не только конкретный перечень языковых единиц, подлежащих проверке, но и характер владения ими: быстрое узнавание языковой единицы в контексте, независимо от формы, в которой она представлена. Соответственно выделяются следующие объекты контроля:

- а) узнавание/понимание в контексте лексической единицы, употребленной в основном словарном значении;
- б) понимание конкретного (одного из возможных) значения многозначной лексической единицы;
- в) понимание в контексте грамматического явления;
- г) умение установить исходную форму грамматического явления (например, по форме прошедшего времени – инфинитив, по форме множественного числа – единственное число и т.д.);
- д) способность различать значения омонимичных форм; е) узнавание/понимание единиц речевого этикета.

В ходе изучения иностранных языков ставятся следующие задачи:

- совершенствование полученных умений и навыков во всех видах речевой деятельности;
- формирование умений и навыков самостоятельной работы и применение полученных знаний, умений и навыков на практике.

Содержание обучения

Содержание обучения рассматривается как некая модель естественного общения, участники которого обладают определенными иноязычными навыками и умениями, а также способностью соотносить языковые средства с нормами речевого поведения, которых придерживаются носители языка.

В соответствии с социальным заказом государства и концептуальными положениями, цели обучения иностранному языку определяются как

конечные требования к этапам обучения. Конкретизация этих требований находит отражение в следующих компонентах содержания обучения:

- в номенклатуре определенных сфер и ситуаций повседневного-бытового, профессионального и делового общения;
- в перечне умений и навыков устного и письменного иноязычного общения, соответствующих указанным сферам и ситуациям;
- в минимуме отобранных языковых явлений (лексических единиц, формул речевого общения, грамматических форм и конструкций, дифференцированных по видам речевой деятельности);
- в характере, содержании и функционально-стилистических аспектах информации, включающей лингвострановедческие знания, что имеет большое значение для повышения мотивации к овладению иностранным языком, удовлетворения познавательных интересов обучаемых, а также их потребностей в общении на иностранном языке.

К концу курса обучения студенты должны владеть следующими умениями и навыками:

Чтение

- Умение читать и понимать с использованием и без использования словаря тексты, содержащие изученный языковой материал. Умение составлять вопросы по содержанию прочитанного текста и отвечать на вопросы. Умение сделать сообщение по содержанию прочитанного текста.

Говорение и аудирование

- Умение участвовать в несложной беседе по пройденным устным темам;
- Умение использовать формы речевого этикета;
- Умение понять небольшие по объему звучащие аутентичные тексты, содержащие изученный языковой материал и выполнить задания на проверку понимания на слух.

Письмо

- Умение кратко излагать информацию, полученную при чтении;
- Умение заполнять анкеты.

Грамматический материал подразделяется на активный и пассивный. Активный грамматический материал предназначен для употребления в устной речевой деятельности студентов и усваивается до его автоматического использования в речи. Пассивный грамматический материал изучается с целью его узнавания и правильного понимания при чтении. Соответственно, активный грамматический материал полностью включается в пассивный грамматический материал. По мере изучения часть грамматического материала может переходить из пассивного запаса в активный запас.

Выполнение контрольных заданий и оформление контрольных работ

- Контрольные задания составлены в пяти вариантах. Номер варианта следует выбирать в соответствии с первой буквой фамилии студента.

Начальная буква фамилии студента	№ варианта
А, Б, В, Г, Д	1
Е, Ж, З, И, К, Л	2
М, Н, О, П, Р	3
С, Т, У, Ф, Х	4
Ц, Ч, Ш, Щ, Э, Ю, Я	5

- Контрольные задания выполняются на компьютере или оформляются в отдельной тетради. На титульном листе (см. приложение) указывается фамилия студента, номер группы, номер контрольной работы и фамилия преподавателя, у которого занимается студент.
- Если контрольная работа выполняется в тетради, она должна быть выполнена аккуратно, четким почерком. Необходимо оставить широкие поля для замечаний, объяснений и методических указаний рецензента.
- В конце работы должна быть поставлена подпись студента и дата выполнения задания.

- Если контрольная работа выполнена в тетради, то материал контрольных заданий следует располагать по следующему образцу:

ЛЕВАЯ СТРАНИЦА	ПРАВАЯ СТРАНИЦА
английский текст	русский текст

- Контрольные задания должны быть выполнены в той последовательности, в которой они даны в настоящем пособии.
- Выполненную контрольную работу необходимо сдать преподавателю для проверки и рецензирования в установленные сроки.
- Если контрольная работа выполнена без соблюдения изложенных выше требований, она возвращается студенту без проверки.

Выполнение работы над ошибками

При получении рецензии на проверенную контрольную работу необходимо ознакомиться с замечаниями рецензента, проанализировать отмеченные ошибки и еще раз проработать учебный материал. Все предложения, в которых были обнаружены орфографические и грамматические ошибки или неточности перевода, следует переписать начисто и поместить в конце данной контрольной работы. Отрецензированные контрольные задания являются учебными документами, которые необходимо сохранять. Во время зачета или экзамена проверяется качество усвоения материала, вошедшего в контрольные работы.

**Контрольная работа №1 для студентов заочного отделения (направление
«Экономика», «Менеджмент»)**

B-1

Задание №1. Перепишите следующие предложения. Определите по грамматическим признакам, какой частью речи являются слова, оформленные окончанием —s и какую функцию это окончание выполняет, т. е. служит ли оно:

- а) показателем третьего лица единственного числа глагола в Present Indefinite;***
 - б) признаком множественного числа имени существительного;***
 - в) показателем притяжательного падежа имени существительного;***
- Письменно переведите предложения на русский язык.***

1. My father works as an economist.
2. We have read all the official papers.
3. Our company`s office is not far from my house.
4. During the terms students have to attend lectures, to carry out laboratory tests, and to do practical work.
5. English language helps me to communicate to the most of our clients.

Задание №2. Переведите существительные в функции определения.

Government offices, service price regulation, government planning, price mechanism, resource allocation, market mechanism, price level ,production and consumption decisions, economy planning.

Задание №3. Перепишите предложения, поставив данные в скобках прилагательные в соответствующую степень сравнения. Письменно переведите предложения.

1. The (soon) they finish the reconstruction of our office, the (good).
2. He thought he was (happy) man in the world.
3. This text is (difficult) than I`ve ever translated.
4. I do not get up so (early) on Sunday as on weekdays.
5. Mathematics is (difficult) for him than physics.

Задание №4. Перепишите предложение, поставьте вместо пропусков одно из неопределенных местоимений: much, many, few, little. Переведите предложения письменно.

1. Can you describe a situation in words?
2. How money did you spent on holiday?
3. She had..... friends and she felt very lonely.
4. The exam was very difficult and only.....students passed it.

Задание №5. Перепишите предложения, поставьте вместо пропусков одно из неопределенных местоимений: some, any. Переведите предложения письменно.

1. When you come to Moscow, you can meet me ___ time.
2. With the special tourist train ticket you can travel on ___ train you like.
3. Can you give me ___ information about our new partner?
4. I am going to buy ___ books on bookkeeping. They have information I need.

Задание №6. Употребите подходящий по смыслу модальный глагол или его эквивалент.

1. Government . . . take care of old people
2. Our employees ... sign this agreement.
3. You ... not come to help them tomorrow: the work is done.
4. We ... not afford to pay the bill
5. ... you translate this text into English? — I think I

Задание №7. Раскройте скобки, употребив глагол в нужной форме.

1. Many people (dream) to become rich.
2. Look! He (smoke) again! I am afraid he (smoke) too much.
3. The Chinese (invent) printing.
4. Ron (study) very much this term.
5. The match (finish) by 10 o'clock.

Задание №8. Перепишите и переведите текст.

Money

Money has various uses in the modern world: it is a measure of the value of goods and services, a means of exchanging such goods and services and a way to store up buying (purchasing) power so that one can use it later. As a measure of value, it is of the very greatest use. If I work in an office, how can an employer know what to pay me for my services if there is no generally recognized measure of value? He may decide to pay me a certain number of loaves of bread each week, but then I will have to exchange some of these loaves for other things that I need: and how am I to know how many loaves of bread I should give for a pair of shoes or for the rent of my house, for example? Money gives us a very useful means of measuring such relative values. Money is also of very great use

as a means of exchanging goods and services. If for example, I am a shoe-maker, it will not be at all convenient to me always to have to exchange the shoes I make for other goods and services. A doctor may want to buy a pair of shoes from me, for example, but I may not need medical care, so he will then have to find something else that I want, or look for another shoe-maker who needs him. Without money the tax-collector would come back to his office with an extraordinary collection of objects. Considered as a means of storing up buying (purchasing) power, money has good and bad points. It can more easily be kept a long time than such things as food, which rots, or buildings, which slowly fall to pieces, or machines, which rust. It takes up very little space, and if you put it in a bank, it is very safe. But modern money has some very serious disadvantages as means of storing up buying power. In the old days, when money was in the form of gold and silver coins, the metal in each was really worth the amount stamped on the coin. But the paper in modern paper money and even the metal in most modern coins are worth very much less than the amount written on them. As a result, the buying power of modern money can change very greatly in a short time.

Задание №9. Ответьте на вопросы к тексту

1. What are the main uses of money?
2. What are the disadvantages of modern money?
3. Is money always made of metal?

B-2

Задание №1. *Перепишите следующие предложения. Определите по грамматическим признакам, какой частью речи являются слова, оформленные окончанием —s и какую функцию это окончание выполняет, т. е. служит ли оно:*

а) показателем третьего лица единственного числа глагола в Present Indefinite;

б) признаком множественного числа имени существительного;

в) показателем притяжательного падежа имени существительного;

Письменно переведите предложения на русский язык.

1. She goes to her English classes on Mondays.
2. My son's computer is quite modern.
3. There were potatoes on Nick's plate and fish on Tom's.
4. She buys fruit and vegetables at the market.
5. In the bedroom of this flat there are two beds, two bedside tables and some chairs.

Задание №2. *Переведите существительные в функции определения.*

Bank service, trade growth, plant manager, agriculture study, consumer goods, resources processing, world economy, service sector growth, animal farming products, future prediction, growth economics problems.

Задание №3. *Перепишите предложения, поставив данные в скобках прилагательные в соответствующую степень сравнения. Письменно переведите предложения.*

1. My chair isn't very comfortable. Yours is
2. Your plan isn't very good. My plan is....
3. It was a very bad mistake. It was ...I've ever made.
4. It was a very happy day. It was ...of my life.
5. He's a very boring person. He's ...I've ever met.

Задание №4. *Перепишите предложение, поставьте вместо пропусков одно из неопределенных местоимений: much, many, few, little. Переведите предложения письменно.*

1. Have you work to do today? — No, not very . 2. Walk quicker, please. We have very time. 3. I am sorry to say, I have read very books by Walter Scott. 4. My brother is a young teacher. Every day he spends time preparing for his lessons.5. I know very about the writer. It is the first book I am reading.

Задание №5. Перепишите предложения, поставьте вместо пропусков одно из неопределенных местоимений: some, any. Переведите предложения письменно.

1. There is _____ tea in the crystal glass, but it is very hot.
2. There is _____ fresh milk in the fridge. I can't make porridge.
3. Are there _____ tasty apples in the bag?
4. There isn't _____ jam on the round plate.
5. There are _____ bananas on the wooden table. They are yellow.

Задание №6. Употребите подходящий по смыслу модальный глагол или его эквивалент.

1. Government . . . take care of old people
2. Our employees ... sign this agreement.
3. You ... not come to help them tomorrow: the work is done.
4. We ... not afford to pay the bill
5. ... you translate this text into English? — I think I

Задание №7. Раскройте скобки, употребив глагол в нужной форме.

1. Aren't you about to finish with the dishes? You _____ (wash) the dishes for thirty minutes or more. How long can it take you to wash the dishes?
2. We _____ (go) to the Steak House restaurant many times. The food is excellent.
3. A: What is that sound? B: A car alarm _____ (ring) somewhere down the street. It _____ (drive) me crazy — I wish it would stop! It _____ (ring) for more than twenty minutes.
4. Can you translate this note from Stockholm? I understood Swedish when I _____ (be) a child, but I _____ (forget) it all.
5. What's that dent in the side of the car? You _____ (have) an accident?

Задание №8.

Перепишите и переведите текст.

The Economy of Great Britain

Read and translate the text.

The United Kingdom of Great Britain and Northern Ireland is sometimes called the United Kingdom, the U.K., Great Britain or England. The country is located in the North West of Europe. It is surrounded by the Atlantic Ocean, the English Channel and the North Sea. The geographical position has made the U.K. a commercial and maritime power. Nowadays Great Britain is one of the highly developed mixed private- and public enterprise economies. Britain lives by industry and trade. The country is one of the world's biggest importers of food and raw materials. In return Britain exports its manufactured goods such as china, automobiles and other vehicles, wooden goods, steel, electrical and mechanical machinery, tractors, instruments, chemical and petrochemical goods and petroleum. Invisible exports – shipping, insurance, aviation, tourism, etc. – earn nearly as much as commodity exports. The USA, Canada, Australia, India, New Zealand and the Federal Republic of Germany are among Britain's main trading partners. Britain is a major financial and commercial centre of the capitalist world. With its many famous institutions such as the Bank of England, the Stock Exchange and Lloyd's, and its international markets for such commodities as rubber, metals and tea the City of London has always been and still remains the most important financial and commercial center in the world. Though Great Britain has lost its former position as the leading industrial nation of the world it still ranks among the top industrial countries in growth rates, productivity and competitiveness. The United Kingdom is the 5th in size of its GNP among capitalist countries of the world.

Задание №9. Ответьте на вопросы к тексту

1. What kind of country is Great Britain from the economic point of view?
2. What made Great Britain a commercial and maritime power?
3. What is the rank of the U.K. in the world in terms of the GNP?
4. What are the major industries in the U.K.?

Задание №1. *Перепишите следующие предложения. Определите по грамматическим признакам, какой частью речи являются слова, оформленные окончанием —s и какую функцию это окончание выполняет, т. е. служит ли оно:*

а) показателем третьего лица единственного числа глагола в Present Indefinite;

б) признаком множественного числа имени существительного;

в) показателем притяжательного падежа имени существительного;

Письменно переведите предложения на русский язык.

1. He works in the office from 9 a.m. till 1 p.m.
2. His works were published in 1967.
3. Dealers and banks choose the best rates and profit by that.
4. The longer I stay here the better I like it.
5. The licensee chooses the selling strategies because he knows the local market better.

Задание №2. *Переведите существительные в функции определения.*

farm tractor; food supplies; animal fat; vegetable oil; corn production; protein content; water-resource development, future prediction, growth economics problems

Задание №3. *Перепишите предложения, поставив данные в скобках прилагательные в соответствующую степень сравнения. Письменно переведите предложения.*

1. Jill's a far _____ (intelligent) person than my brother.
2. Kate was the _____ (practical) of the family.
3. Greg felt _____ (bad) yesterday than the day before.
4. This wine is the _____ (good) I've ever tasted.
5. Jack was the _____ (tall) of the two.

Задание №4. *Перепишите предложение, поставьте вместо пропусков одно из неопределенных местоимений: much, many, few, little. Переведите предложения письменно.*

1. There is _____ butter on the plate.

2. There is _____ cheese on the table, but there're _____ cheese sandwiches.
3. There isn't _____ sausage on the table.
4. There are _____ potatoes in the bag.
5. There aren't _____ cucumbers there
6. bananas on the table, but there are _____

Задание №5. Перепишите предложения, поставьте вместо пропусков одно из неопределенных местоимений: some, any. Переведите предложения письменно.

1. Would you like ... (some/any/no) milk?
2. You can leave at ... (some/any/no) time.
3. Could you give me ... (some/any/no) help, please?
4. We must buy ... (some/any/no) vegetables for dinner.
5. I haven't got ... (some/any/no) eggs for pancakes.

Задание №6. Употребите подходящий по смыслу модальный глагол или его эквивалент.

1. We ... not afford to pay the bill.
2. He's got a lung problem and he ... go to hospital every two weeks.
3. Ann ... not go to his birthday party yesterday because she ... go to the dentist.
4. You ... take medicine three times a day before meals.
5. You ... not stop taking it until you have finished the bottle. Don't forget. You ... drink water as much as you You ... get up tomorrow if you like. You ... not stay in bed all the time. But you ... not do any work at all. You ... just relax for a few days.

Задание №7. Раскройте скобки, употребив глагол в нужной форме.

1. Look there! Sue and Tim _____ (run) to school.
2. Jack's father _____ (not work) in London — he _____ (not speak) English.
3. Joe _____ (buy) a car yesterday.
4. Their father often _____ (go) to rock concerts.
5. While you _____ (sleep), mother _____ (arrive).

Задание №8. Перепишите и переведите текст.

TEXT

Theory of Demand

Consumer demand is the quantities of a particular good that an individual consumer wants and is able to buy as the price varies, if all other factors influencing demand are constant.

That is, consumer demand is the relationship between the quantity demanded for the good and its price. The factors assumed constant are prices of other goods, income, and a number of noneconomic factors, such as social, physiological, demographic characteristics of the consumer in question (о котором идет речь).

The theory of demand is based on the assumption that the consumer having budget constraint seeks to reach the maximum possible level of utility, that is, to maximize utility, but he usually prefers to obtain more rather than less. The consumer has to solve the problem of choice. Provided he is to maintain a given level of utility, increases in the quantity of one good must be followed by reductions in the quantity of the other good. The consumer has to choose the specific goods within the limits imposed by his budget.

The concept of marginal utility is of great importance for solving the utility maximization problem. The marginal utility of a good is the additional utility obtained from consuming an additional unit of the good in question. The marginal utility from consuming a good decreases as more of that good is consumed. The income should be allocated among all possible choices so that the marginal utility per dollar of expenditure on each good is equal to the marginal utility per dollar of expenditure on every other good.

A price increase will result in a reduction in the quantity demanded. This relationship between the quantity demanded of a good and its price is called the law of demand. As the marginal utility from each additional unit of the good consumed decreases, the consumer will want to buy more of this good only if its price is reduced.

Market demand is the quantities of a good that all consumers in a particular market want and are able to buy as price varies and as all other factors are assumed constant. Market demand depends not only on the factors affecting individual demands, but also on the number of consumers in the market. The law of demand also works with market demand.

Задание №9. Ответьте на вопросы к тексту

1. What is consumer demand?
2. What factors influencing consumer demand are assumed constant?
3. What is the principal assumption of the demand theory?
4. Which choice does the consumer have to make?

B-4

Задание №1. Перепишите следующие предложения. Определите по грамматическим признакам, какой частью речи являются слова, оформленные окончанием —s и какую функцию это окончание выполняет, т. е. служит ли оно:

а) показателем третьего лица единственного числа глагола в Present Indefinite;

б) признаком множественного числа имени существительного;

в) показателем притяжательного падежа имени существительного;

Письменно переведите предложения на русский язык.

1. The city exports its produce to 40 countries.
2. Nowadays this republic produces tractors and electric apparatuses.
3. What is your teacher's name?
4. The scientists achieved great results in this branch of science.

Задание №2. Переведите существительные в функции определения.

lecture hall, school year, university laboratories, command economy, market economy, government intervention, land resources, government restrictions, Soviet bloc countries

Задание №3. Перепишите предложения, поставив данные в скобках прилагательные в соответствующую степень сравнения. Письменно переведите предложения.

1. Jack is the _____ (clever) of the three brothers.
2. If you need any _____ (far) information, please contact our head office.
3. The sinking of Titanic is one of _____ (famous) shipwreck stories of all time.
4. Please, send the books back without _____ (far) delay.
5. The deposits of oil in Russia are by far the _____ (rich) in the world.

Задание №4. Перепишите предложение, поставьте вместо пропусков одно из неопределенных местоимений: much, many, few, little. Переведите предложения письменно.

1. Robert wrote so letters that he's never going to write a letter again.
2. She ate so ice cream that she's going to have a sore throat.
3. There is mayonnaise in Vera's kitchen. She has to go to the supermarket and buy some.
4. There are cookies in the box. I

should have bought them last Monday. 5. Does your sister read ? — Yes, she does. And your brother? — Oh, he doesn't. He has so books, but he reads very .

Задание №5. Перепишите предложения, поставьте вместо пропусков одно из неопределенных местоимений: some, any. Переведите предложения письменно.

1. There is _____ milk in the cup, but it is very cold.
2. There is _____ bread on the table. I can't make sandwiches.
3. Are there _____ oranges in the bag?
4. There isn't _____ cheese in the fridge.
5. There are _____ flowers in the vase. They are red.

Задание №6. Употребите подходящий по смыслу модальный глагол или его эквивалент.

1. It is already six o'clock. We ... hurry if we don't want to be late.
2. ... you translate this text into English? — I think I
3. They spent all the morning on the river bank. Only Ann ... return home as she ... not stay in the sun for such a long time.
4. How do you feel when you ... take a test? — I'm always a little frightened and unhappy. 10. She ... decorate a room nicely.
5. We ... not afford to pay the bill.

Задание №7. Раскройте скобки, употребив глагол в нужной форме.

1. What those people _____ (do) in the middle of the road?
2. You _____ (read) this book?
3. While Fred _____ (sleep), Judy _____ (watch) TV.
4. When I _____ (be) young, I _____ (think) Mary _____
5. (be) nice — but now I _____ (think) she's fantastic.
6. Jill _____ (walk) home when she _____ (see) her husband's car outside the cinema

Задание №8. Перепишите и переведите текст.

TEXT

Demand and Supply

Demand is the quantity of a good that buyers wish to buy at each price. Other things equal, at low prices the demanded quantity is higher.

Supply is the quantity of a good that sellers wish to sell at each price. Other things equal, when prices are high, the supplied quantity is high as well.

The market is in equilibrium when the price regulates the quantity supplied by producers and the quantity demanded by consumers. When prices are not so high as the equilibrium price, there is excess demand (shortage) raising the price. At prices above the equilibrium price, there is excess supply (surplus) reducing the price.

There are some factors influencing demand for a good, such as the prices of other goods, consumer incomes and some others.

An increase in the price of a substitute good (or a decrease in the price of a complement good) will at the same time raise the demanded quantity.

As consumer income is increased, demand for a normal good will also increase but demand for an inferior good will decrease. A normal good is a good for which demand increases when incomes rise. An inferior good is a good for which demand falls when incomes rise.

As to supply, some factors are assumed as constant. Among them are technology, the input price, as well as degree of government regulation. An improvement in technology is as important for increasing the supplied quantity of a good as a reduction in input prices.

Government regulates demand and supply imposing ceiling prices (maximum prices) and floor prices (minimum prices) and adding its own demand to the demand of the private sector.

Задание №9. Ответьте на вопросы к тексту

1. What is demand?
2. What is supply?
3. When are the demanded and supplied quantities of goods high?
4. How are prices and the supplied and demanded quantities regulated by the market?

Задание №1. *Перепишите следующие предложения. Определите по грамматическим признакам, какой частью речи являются слова, оформленные окончанием —s и какую функцию это окончание выполняет, т. е. служит ли оно:*

а) показателем третьего лица единственного числа глагола в Present Indefinite;

б) признаком множественного числа имени существительного;

в) показателем притяжательного падежа имени существительного;

Письменно переведите предложения на русский язык.

1. Belfast grows very fast.

2. Among other places of interest in Belfast is the Queen's University.

3. The Palm House built in 1850 attracts the visitors' attention

4. The Institute trains specialists for industry and agriculture.

5. The Institute provides with hostel those who came from distant part of the country.

Задание №2. *Переведите существительные в функции определения.*

evening news, summer holidays, lake shore, silk dress, school library, orange juice, lunch basket, piece struggle, oil output, life insurance.

Задание №3. *Перепишите предложения, поставив данные в скобках прилагательные в соответствующую степень сравнения. Письменно переведите предложения.*

1. I like this song _____ (well) than the previous one.

2. Which of these two performances did you enjoy _____ (much)?

3. The fire was put out _____ (quickly) than we expected.

4. People are _____ intelligent than monkeys.

5. Summer holidays are _____ splendid than winter holidays.

Задание №4. *Перепишите предложение, поставьте вместо пропусков одно из неопределенных местоимений: much, many, few, little. Переведите предложения письменно.*

1. He has got.... friends. 2. I drink..... coffee. I don't like it. 3. We must hurry. We've got very..... time. 4. There are very scholarships for students in this university. 5. The Smiths have..... money. They aren't rich.

Задание №5. Перепишите предложения, поставьте вместо пропусков одно из неопределенных местоимений: some, any. Переведите предложения письменно.

1. There are _____ carrots in the fridge. I can't make soup.
2. There is _____ coffee in the cup, but it is very hot.
3. Is there _____ cheese in the fridge?
4. There isn't _____ juice in the glass.
5. There are _____ grapes on the plate. They are green.

Задание №6. Употребите подходящий по смыслу модальный глагол или его эквивалент.

1. You ... not come to help them tomorrow: the work is done.
2. You ... not change the whole text as the beginning is all right. You ... only rewrite the second part of it.
3. ... you help me now? — I am afraid not: I am in a great hurry. I shall be free in the evening. Come to my place at about eight, and I ... help you.
4. John ... not tell us the rules of the game: we know them.
5. ... I return the book to you on Friday? I am afraid I ... not finish it before. — No, that is too late. You ... bring it to me not later than Wednesday.

Задание №7. Раскройте скобки, употребив глагол в нужной форме.

1. I _____ (listen) to the radio while Mary _____ (cook) dinner.
2. You _____ (buy) this book yesterday?
3. Last Friday Jill _____ (go) home early because she _____ (want) to see a film.
4. When your brother usually _____ (get) home in the evening?
5. Jane always _____ (bring) us a nice present.

Задание №8. Перепишите и переведите текст.

TEXT

Market and Command Economies

Economics is a science that analyses what, how, and for whom society produces. The central economic problem is to reconcile the conflict between people's unlimited demands with society's ability to produce goods and services.

In industrial Western countries markets are to allocate resources. The market is the process by which production and consumption are coordinated through prices.

In a command economy, a central planning office makes decisions on what, how, and for whom to produce. Economy cannot rely entirely on command, but there was extensive planning in many Soviet bloc countries.

A free market economy has no government intervention. Resources are allocated entirely through markets.

Modern economies in the West are mixed and rely mainly on the market but with a large dose of government intervention. The optimal level of government intervention remains a problem which is of interest to economists.

The degree of government restrictions differs greatly between countries that have command economies and countries that have free market economies. In the former, resources are allocated by central government planning. In the latter, there is not any government regulation of the consumption, production, and exchange of goods. Between the two main types lies the mixed economy where market and government are both of importance.

Задание №9. Ответьте на вопросы к тексту

1. What is the central economic problem of a society?
2. What is the market?
3. What is the function of the market in an industrial country?

Контрольная работа №2 для студентов заочного отделения

(направление «Экономика», «Менеджмент»)

Вариант 1

I. Переведите письменно существительные (1 - 10). Выберите определения (a – j), соответствующие существительным.

- | | |
|--------------|--|
| 1) agreement | a) an amount of money that must be paid |
| 2) reduction | b) a person, bank, or company that you owe money to |
| 3) creditor | c) the amount of money that something is worth |
| 4) value | d) a decrease in the size, price or amount of smth. |
| 5) loan | e) an arrangement or promise to do something made by two or more people, companies, organizations, etc. |
| 6) payment | f) an amount of money that you borrow from a bank |
| 7) investor | g) the money that is available to an organization or person |
| 8) cut | h) help, such as money or food, given by an organization or government to a country or people in a difficult situation |
| 9) aid | i) a reduction in the size or amount of something |
| 10) budget | j) someone who gives money to a company, business or bank in order to get a profit. |

Занесите свои ответы в таблицу:

1	2	3	4	5	6	7	8	9	10

II. Вставьте в каждое предложение подходящее по смыслу пропущенное слово:

market leader, rules, delivery, online shopping, department, boost

1. Many people use the web for _____ or banking.
2. In formal situations it's a good idea to follow standard__when making
3. new contacts.
4. A company that has the biggest sales or the best selling product in the market is the_____.
5. The company hopes that its new strategy will give sales a_____.
6. Some retailers have found it difficult to guarantee_____times: goods may arrive late.
7. A_____is a part of company where people do a particular kind of work.

III. В следующих предложениях подчеркните глагол-сказуемое, определите его видовременную форму и залог. Переведите предложения на русский язык.

1. The market for digital cameras was researched last year and the findings are reported in the Survey.
2. Prices have fallen in the food business, because of advances in distribution technology.
3. The car business has a serious problem: it is producing too many cars.

IV. В следующих предложениях подчеркните герундий и инфинитив. Переведите предложения на русский язык.

1. American consumers cannot keep spending more than they earn.
2. Tracing the complex flows of funds is often difficult.
3. Congress failed to approve proposal that the two countries would have normalized trade relations.

V. Прочитайте и устно переведите на русский язык весь текст.

European Ministers Agree to Loan Greece

1. European finance ministers agreed to loan Greece about one hundred seventy- two billion dollars this week at a meeting in Brussels. Luxembourg's Prime

2. Minister announced the agreement: “After a meeting of at least thirteen or fourteen hours, we have reached a far-reaching agreement on Greece’s new program and private sector involvement that will lead to a very significant debt reduction for Greece.”
3. Under the plan, Greece’s private creditors will lose more than half of the face value of their investments. The agreement also means the country will receive its second financial rescue in less than two years. The new loans will likely let the Greek government make a nineteen billion dollar payment on its debt. Now, Greece must negotiate the terms of its loans with individual banks and other investors. But these creditors will have to hurry. Greece can dictate its own terms once it reaches agreement with two thirds of its creditors. Not everyone believes Greece will be able to repay its loans. The Fitch financial services company cut the credit rating of Greece. Fitch said, it remains "highly likely" that the country will fail to meet its financial responsibilities.
4. The Greek parliament has agreed to the idea of spending and job cuts demanded by the European Union and the International Monetary Fund. Parliament must now pass all seventy-nine measures included in a reform plan before getting the rescue loans. Prime Minister Lucas Papademos has said his country has a lot of work to do before it can receive new aid.
5. At the same time, protests continue in Greece over budget-cutting measures. Many Greeks say they have sacrificed enough. But Greece’s EU neighbors are unlikely to release new loans until the budget cuts are in place. The head of the EU delegation to the United States told that the union has learned from the crisis. “We learned a lot about the means that we need to deal with emergency situations. We didn’t have them before. We learned that our governance system was not yet at the right level, and we are in fact changing a lot. There is a lot being changed”.

VI. Определите, являются ли приведенные ниже утверждения (1, 2, 3):

- a) истинными (true)**
- b) ложными (false)**
- c) в тексте нет информации (no information)**

1. The country will receive its second financial rescue in less than five years.
2. Greece can dictate its terms when it reaches agreement with France and Germany.
3. Private creditors will lose more than half of the value of their investments.

Занесите свои ответы в таблицу:

1	2	3

VII. Прочитайте абзац и ответьте письменно на вопрос:

What did the Fitch financial services company cut?

Вариант 2

I. Переведите письменно существительные (1 – 10). Выберите определения (а – j), соответствующие существительным:

- | | |
|--------------|--|
| 1) bid | a) a building used for worship in some religions |
| 2) auction | b) used in homes or relating to homes |
| 3) property | c) someone who buys goods and uses services |
| 4) lease | d) objects produced for sale |
| 5) sale | e) more than is needed |
| 6) goods | f) an offer or proposal of a price |
| 7) surplus | g) buying and selling of property through open public bidding |
| 8) consumer | h) something owned, a possession |
| 9) household | i) the process of selling goods and services for money |
| 10) temple | j) a legal contract granting use of property for a specified period of time in exchange for a specified rent |

Занесите свои ответы в таблицу:

1	2	3	4	5	6	7	8	9	10

II. Вставьте в каждое предложение подходящее по смыслу пропущенное слово:

employees, sales, salary, product, production, cash

- 1) There are over 9 million teenagers in Britain and they are the most powerful group of _____
- 2) Jane finds it difficult to survive on such a low _____
- 3) How do you pay for things you buy: in _____, by cheque or by credit card?
- 4) If we don't get another order soon, we'll have to cut _____ and maybe close a factory.
- 5) One way to inform people about your _____ is to advertise it on TV.
- 6) And you get a special bonus if the company's _____ go up by more than 15 per cent in the year.

III. В следующих предложениях подчеркните глагол-сказуемое, определите его видовременную форму и залог. Переведите предложения на русский язык.

1. Unemployment benefits have been given to those who are out of work.
2. The company has been dealing in car sales for many years.
3. Before John celebrated his 26th birthday, he had started his own company.

IV. В следующих предложениях подчеркните герундий и инфинитив. Переведите предложения на русский язык.

1. Consumer spending is seventy percent of the economic activity in the United States.
2. Commercial properties face two serious problems: falling prices and refinancing.
3. After the recession jobs have continued to disappear, though at slower rates.

V. Прочитайте и устно переведите на русский язык весь текст. Перепишите и письменно переведите абзацы 3, 4.

Auction History

1. The word "auction" is derived from the Latin *augere* which means "to increase" or "augment". In an auction each consumer makes a bid for the product, and the highest bid wins. The exact date and time that auctions were first organized is not exactly known. Historians agree on one thing - auctions have been around for a very long time.
2. In the 5th century, the Greeks held auctions to sell women for the purpose of

marriage. The Romans were the first to organize sales of goods at auction. The Chinese used auctions to sell surplus property to raise money for their religious leaders and temples.

3. The British organized regular auctions of books and art in the 1600's. In some parts of England during the 17th and 18th centuries "auction by candle" was used for the sale of goods and leasehold. This auction began by lighting a candle after which bids were offered in ascending order until the candle burnt out. The high bid won the auction. In the late 17th century auctions came to be held in coffeehouses and taverns throughout London. Such auctions were held daily, and catalogues were printed. In the early 18th century the great auction houses were created: Sotheby's and Christie's. English auction is also known as an open ascending price auction. This type of auction is the most common form of auction in use today.
4. Over the years auctioneering has been progressing and changing, and today it remains more popular than ever. Mostly everything can be sold by auction: antiques, household items, automobiles, land, livestock, designer clothes, etc. Auctioning is becoming more and more common on the World Wide Web, and auctioning websites have become very big business.

VI. Определите, являются ли приведенные ниже утверждения:

- а) истинными (true)**
б) ложными (false)
в) тексте нет информации (no information)

1. The Greeks were the first to organize sales of goods at auction.
2. In Babylon auctions of women for marriage were held annually.
3. Women were auctioned for marriage in the 5th century.

Занесите свои ответы в таблицу:

1	2	3

VII. Прочитайте абзац 2 и ответьте письменно на вопрос:

Who used auctions to sell surplus property to collect money for their leaders?

Вариант 3

I. Переведите письменно существительные (1-10). Выберите определения (a-j), соответствующие этим существительным:

1. audit a) a formal written document that is a record of an agreement, especially one relating to a property
2. benefit b) an official examination of a person's or organization's accounts by an expert
3. deed c) the buying and selling of goods and services
4. commerce d) a good effect or advantage that something has, for example a product or service
5. labour e) a sudden large increase in the number or amount of something
6. earnings f) the money that a person receives for the work in a particular period of time
7. leap g) work involving a lot of physical or mental effort
8. merger h) knowledge or skill gained from doing a particular job
9. improvement i) an occasion when two or more companies, organizations etc join together to form a larger company
10. experience j) the act or state of getting better

Занесите свои ответы в таблицу:

1	2	3	4	5	6	7	8	9	10

II. Вставьте в каждое предложение подходящее по смыслу пропущенное слово:

a list, balance, credit, return, share, staff

1. The _____ sheet of a company is worked out from the final accounts.
2. Can you give me _____ of current prices?
3. This company will not accept unconfirmed letters of _____
4. Shareholders were offered 18 pence per _____
5. They retired eight members of _____ but didn't replace them. You can expect a 15% _____ on this sum.

III. В следующих предложениях подчеркните глагол-сказуемое, определите его видовременную форму и залог. Переведите предложения на русский язык.

1. Figures show that unemployment has been growing since 1990s.
2. Proposals have been put forward for increasing worker mobility.
3. Experts have been warning of the bankruptcy since the company was founded.

IV. В следующих предложениях подчеркните герундий и инфинитив. Переведите предложения на русский язык.

1. The two carmakers hope to achieve savings of 5% on common projects.
2. American corporations begin to offer entire packages of services.
3. After some hard talking officials decided to take part in a meeting in Geneva.

V. Прочитайте и устно переведите на русский язык весь текст. Перепишите и письменно переведите абзацы 1, 3.

Takeovers, Mergers and Buyouts

1. Successful companies have to find ways of using their profits. Sometimes they develop new products or services, perhaps to diversify and enter new markets, but sometimes it is easier to take over other companies with existing products and customers. Acquiring a competitor in the same field of activity (horizontal integration) gives a company a larger market share and reduces competition. Companies can also acquire businesses involved in other parts of their supply chain.

2. One way to acquire part-ownership of a company is a raid, which involves buying as many of a company's stocks as possible on the stock market. Because

this increases demand, the stock price will immediately rise. A raid is unlikely to result in the acquisition of a controlling interest. More often, a company will launch a takeover bid. If the board of directors of a company agrees to a takeover, it is a friendly bid. If the company doesn't want to be taken over, it is a hostile bid.

3. Takeovers can lead to the formation of large conglomerates, which can lead to a contrary phenomenon: leveraged buyouts. Buyouts occur when financiers consider that a conglomerate has not achieved synergy but has become inefficient, as a result it is undervalued on the stock market. In other words, the conglomerate's market capitalization is lower than the value of its total assets.

VI. Определите, является ли утверждение:

- a) истинным (true)**
- b) ложным (false)**
- c) в тексте нет информации (no information)**

1. Successful companies don't have to find ways of using their profits.
2. Takeovers can lead to the formation of large conglomerates.
3. Companies are encouraged to take over other companies by investment bank.

Занесите свои ответы в таблицу:

1	2	3

VII. Прочитайте абзац 2 и ответьте на следующий вопрос:

What is a raid?

II. Вставьте в каждое предложение подходящее по смыслу пропущенное слово:

brand, communication, accounts, invested, slogan, sum

- 1) Monthly salaries of our staff go directly into their _____
- 2) This type of coffee is the _____ leader.
- 3) Last month they started their advertising campaign with the new corporate _____
- 4) New technologies make global _____ easier.
- 5) He _____ most of his savings in the Stock Exchange.
- 6) My cash _____ was 300\$.

III. В следующих предложениях подчеркните глагол-сказуемое, определите его видовременную форму и залог. Переведите предложения на русский язык.

1. Before John celebrated his 26th birthday, he had started his own company.
2. The world's leading gas and oil exporter has become one of the most attractive markets in the world.
3. The company has been dealing in car sales for many years.

IV. В следующих предложениях подчеркните герундий и инфинитив. Переведите предложения на русский язык.

1. Banks are interested in keeping most of their money in circulation so that it should bring them profit.
2. In 1913 H. Ford began to use assembly-line techniques in his plant.
3. Many countries in Asia have an absolute advantage in manufacturing electronic goods.

V. Прочитайте и устно переведите текст. Письменно переведите абзацы 1,2.

Russia is Taking the Global Step

1. Russian companies moving into Asian markets are often attracted

to China primarily for its growth and size. But increasingly they are finding that

investment opportunities in Southeast Asia are too good to be ignored and making the move. The future of Russian business will depend not only on Russia attracting international players to its markets, but also on Russian companies making greater inroads internationally. Russian corporates are increasingly taking this step. Only a decade ago it was only Russian energy giants, or resources producers, that had moved into the global marketplace. But more and more, they are being joined by infrastructure and construction companies, machinery and equipment manufacturers and lessors, and Russian mobile telecommunications operators. More Russian corporate players can be expected to follow.

2. When Russian companies step into a global marketplace, they find many of the same challenges and issues that international players coming to Russia find. The laws and customs and systems are different. The Russian companies looking to move into markets in Asia and Europe, and in emerging markets, will need to understand a different business culture and legal framework, and ensure they have good advice on how best to work in that marketplace.
3. The attractions of Southeast Asia are the rapidly growing economies of the region, which have posted strong economic growth as the major developed economies have remained mired in debt and weak demand following the global financial crisis of 2008. In fact, Southeast Asia is projected to grow at a robust 5.5 percent, supported by strong national savings rates, a focus in domestic demand, and an increasingly sophisticated workforce. Beyond the traditional leading regional economies of Singapore, Malaysia and Thailand, Indonesia, which is setting ambitious infrastructure investment as the cornerstone of its economic growth plans, and Myanmar, which is coming in from decades of economic isolation, are getting increasing attention.
4. The experience of companies moving into the Southeast Asian market, regardless of the country, has demonstrated the value of developing a very good understanding of the market. It is known that one of the most important first steps is to get good local advice. Not only legal advice, but general advice to assist in navigating the applicable country, political and legal risks. Many businesses and clients try to replicate their business models from home in Asian markets, and sometimes it doesn't work. So potential investors have to do a lot of research into the way things work in the relevant jurisdiction and not just try to use the same business models that have been successful elsewhere.
5. One part of the knowledge acquisition process is about getting effective advice from legal and other advisers, but obviously it also includes making an effort to meet as many people as possible. Japanese companies often open a representative office in the country and spend quite some time just meeting people, talking to people and finding out what the legal climate is, as well as

who might be a suitable local partner.

VI. Определите являются ли приведенные ниже утверждения:

- a) истинными (true)
- b) ложными (false)
- c) в тексте нет информации (no information)

1. Only a decade ago it was only Russian energy giants, or resources producers, that had moved into the global marketplace.
2. Many businesses and clients do not try to replicate their business models from home in Asian markets.
3. Indonesia does not allow foreign investors to own land but it does provide generous leasing rights, and permits the repatriation of profits.

Занесите свои ответы в таблицу:

1	2	3

VII. Прочитайте абзац 3 и письменно ответьте на вопрос:

What are the attractions of Southeast Asian market?

Вариант 5

I. Переведите письменно существительные (1-10). Выберите определения (a-j), соответствующие существительным:

- | | |
|--------------|--|
| 1. import | a) currency sells in terms of other currencies |
| 2. export | b) certificates that you buy in order to earn regular interest |
| 3. interest | c) a single, numerical instance of whatever is being measured |
| 4. dividends | d) good or service sold to a buyer in another country |
| 5. surplus | e) paper money and coins issued by the federal government |

6. deficit f) excess of revenues over expenditures
7. currency g) payment for using someone else's money
8. exchange h) excess of expenses over expected
income rate
9. value i) payments made from the earnings of a corporation to
its stockholders
10. securities j) good or service purchased from a seller in another country

Занесите свои ответы в таблицу:

1	2	3	4	5	6	7	8	9	10

II. Вставьте в каждое предложение подходящее по смыслу пропущенное слово:

resources, recruitment, organization, staff, finance, personnel

- 1) The CEO is the head of the _____ team.
- 2) I'm in charge of training in the human _____ department. We have a _____ of 65 in London and about 30 in Paris.
- 3) We have 200 people on our _____.
- 4) Our _____ department is responsible for recruitment.
- 5) You haven't been paid this month? Ok, I'll put you through to the _ department.

III. В следующих предложениях подчеркните глагол-сказуемое, определите его видо-временную форму и залог. Переведите предложения на русский язык.

1. While the export of capital received further stimulus, the basic strength of Britain could no longer be relied upon.
2. Some industries have been regulated more closely over the last few years.
3. The interests of the European Free Trade Association countries which exports

agricultural goods were looked after by means of bilateral agreement.

IV. В следующих предложениях подчеркните герундий и инфинитив. Переведите предложения на русский язык.

1. American consumers cannot keep spending more than they earn.
2. Congress failed to approve proposal that the two countries have normalized trade relations.
3. The two carmakers hope to achieve savings of 5% on common projects.

IV. Прочитайте и устно переведите на русский язык весь текст. Перепишите и письменно переведите абзац 1.

International Finance

1. Capital movements between countries are classified either as current account or capital account movements. Current account movements refer to payments for imports and exports, as well as the payment of interest and dividends. During any year, a given country will have either a surplus or a deficit of current account transactions. Capital account movements refer to the purchase or sale of securities in one country by citizens of another country. Such transactions will also result in a net surplus or deficit for a given country. A net deficit of both current account and capital account transactions represents the net financial resources that have flowed out of a country; a net surplus represents the financial resources that have flowed into a country.
2. Each country has its own currency in which it will demand payment for net surpluses. Germany, for example, uses marks, Belgium uses Belgian francs, and France uses French francs. The value of one currency relative to another depends on which country has a net deficit to the other. If the United States, for instance, has a net deficit to France, the value of the French franc will rise relative to the dollar. This relative value is indicated by the exchange rate, which represents the cost of one unit of a given currency in terms of another. For example, an exchange rate of 43 cents per mark means that 43 cents must be paid to obtain one mark, while about 2.3 marks would obtain \$1.

V. Определите, являются ли приведенные ниже утверждения (1, 2, 3):

**а) истинным
(true)**

**б) ложными
(false)**

с) в тексте нет информации (no information)

1. A net surplus represents the natural resources.
2. A national account is a major account with a nationwide business.
3. The relative value is indicated by the exchange rate.

Занесите свои ответы в таблицу:

1	2	3

VI. Прочитайте абзац 2 и ответьте письменно на следующий вопрос:

What does the exchange rate represent?

Контрольная работа
(очное отделение, 3 семестр, менеджеры)
Вариант-1

1. Прочитайте текст:

TEXT
STAFFLEASING

Leasing service let the client involve the personnel selected in accordance with all requirements for the work on temporary projects out of the actual staff of the company.

When you need personnel leasing:

- The company needs additional employees for temporary projects but has no resources for high quality search and evaluation of the specialists;
- Company needs additional employees because of the season grow of work volume;
- For the period of long-term absence of indispensable specialists (maternity leaves etc.);
- Performing of the new projects not connected with the main profile of the company;
- Staff quantity and salary budget limits;
- The client wants to transfer obligations and risks concerned with personnel to the qualified provider.

Obligations of the staffing agency on the project:

- Search, selection and recruitment of the personnel in accordance with the client's requirements;
- Registration of legal relations with the employees selected by the client;
- Performing all procedures in the field of personnel in accordance with the RF Labor Code;
- Calculation and providing an employee with a salary, calculation and transferring taxes and payments stated by the RF Labor Code;
- Resolution of questions and conflicts with the employees;
- RF norms and laws observance.

Staff exchange in case of preliminary valid requirements of the client:

Service advantages:

- Saving the time on the search and evaluation of the personnel;
- HR service is released from the administrative tasks connected with employees' registration;
- Reduction of the personnel paperwork volume;

- Exclude expenses connected with calculation of salary;
- Reducing expenses for all kinds of compensation packages (they are either not presupposed or are minimal for temporary employees);
- Reducing of legal risks and obligations out of labor relations with temporary staff;
- Opportunity to exchange the employees in case they do not satisfy the requirements for some reasons;
- Replacing the employees for the period of illness or vacation;
- Exclude the costs on personnel recruitment in case the client wants to transfer the employee he likes to the permanent staff after the year of his work in the company.

2. *Письменно переведите на русский язык 1-ый, 2-ой абзацы текста.*

3. *Письменно ответьте на вопросы к тексту:*

1. Is personnel leasing obligatory for a company?
2. Can you suppose at least a couple of negative points for a company concerning personnel leasing? What are they?
3. Are there any benefits for employees in case they are leased?

4. *Определите время и залог сказуемого. Переведите предложения на русский язык.*

1. In spite of the absence of specific legal regulations, staff leasing is not prohibited by the law.
2. In almost all fields of activities of the financial services industry, there is fierce competition for qualified staff.
3. What is the future of personnel outsourcing? Will it be banned by law or is it there to grow in the coming years?
4. How would you rate the level of support you received to perform your job duties?
5. An employer who accommodates the need to make time during the business day for employees' medical emergencies or school functions will be rewarded with more productive, loyal and happy employees.

5. *Найдите в предложениях неличные формы глагола (инфинитив, причастие I, II, герундий). Переведите предложения на русский язык.*

1. Recruitment refers to the process of attracting, screening, and selecting qualified people for a job at an organization or firm.
2. Headhunters may use advanced sales techniques, such as initially posing as clients to gather employee contacts, as well as visiting candidate offices.
3. In some countries, employers are legally mandated to provide equal opportunity in hiring.

4. Fast-growing high tech companies were hard-pressed to locate and hire the technical specialists they required, and so had little choice but to pay large fees to highly specialized external recruiters in order to staff their projects.
5. Unjust firings may result from a workplace manager or supervisor wanting to retaliate against an employee.

Контрольная работа
(очное отделение, 3 семестр, менеджеры)
Вариант-2

1. Прочитайте текст:

TEXT
PERSONNEL ASSESSMENT

Personnel evaluation is the basis for professional human resources management in any organization

Goals and objectives of Personnel Assessment. It is aimed at examining of the psychological potential and professional skills of an employee that are necessary for them to perform the duties that they are assigned. Personnel evaluation is the basis for making the right decision in many fields of activities that are connected to human resources:

- Recruiting new personnel;
- Organizational work with the personnel;
- Personnel training;
- Organizational and human resources planning;
- Concluding compensation and benefits agreements;
- Providing bonuses for the employees.

Selection of a specific method depends on the specific needs of the company; no matter what, it should be aimed at solving a definite problem, getting the desired measurable result; the method chosen should be adapted to the actual needs of the company, the specific character of its activity, its organizational structure and competitive environment. *Express diagnostics.* General evaluation of the personality structure that helps determine the aptitude of a person to certain activities, predict his or her successfulness and evaluate individual personality features. Interviewing also includes the candidate's professional background evaluation. *Psychological testing.* Personality analysis is carried out with a view to determine the behavior model, emotional intelligence and general intellectual abilities of a candidate and their suitability for effective execution of a specific role in their present or new position

Professional testing. Evaluation of professional skills and knowledge of the candidate in the selected field is carried out with the use of specially developed tests and interviews with an expert in the given field. *Assessment center.* The evaluation tasks offered within the frame of such examination enable the company to receive comprehensive and reliable information that helps anticipate and prevent unwanted situations with the employee. They also help anticipate his or her specific behavior in situations that are of vital importance to the company. These tasks also help the company reach conclusions about the abilities and individual/personal characteristics of this employee. This method makes it possible to identify, analyze and evaluate the degree of manifestation of professional qualities and competencies of the candidate with the help of specifically modeled situations, typical for the field of activity being examined.

2. *Письменно переведите на русский язык 1-ый, 2-ой, 3-ий абзацы текста.*

3. *Письменно ответьте на вопросы к тексту.*

1. What are the aims of employers and employees in personnel assessment process?
2. What's important for choosing a personnel evaluation method?
3. What personnel assessment methods are mentioned in the text? Do you know any other?

4. *Определите время и залог сказуемого. Переведите предложения на русский язык.*

1. The new person you've just hired had an impressive resume.
2. Many candidates are also very well educated about what type of salary they can expect, as a good deal of information is available from governmental and online publications.
3. The more you know about what's happening across the company, the better you'll be at making strategic suggestions and decisions.
4. The Trainer concern is to ensure that the training that has been provided is effective or not.
5. The actual act to source candidates can usually be split out into two clearly defined techniques: primary sourcing and secondary sourcing.

5. *Найдите в предложениях неличные формы глагола (инфинитив, причастие I, II, герундий). Переведите предложения на русский язык.*

1. The recruitment industry is based on the goal of providing a candidate to a client for a price.
2. Due to their higher costs, headhunters are usually employed to fill senior management and executive level roles.
3. Niche firms tend to be more focused on building ongoing relationships with their candidates as it is very common the same candidates are placed many times throughout their careers.

4. Job descriptions need to be reviewed or updated prior to a recruitment effort to reflect present day requirements.
5. The employer and employee make a joint decision to end employment.

Контрольная работа
(очное отделение, 4 семестр, менеджеры)
Вариант-1

1. Прочтите текст и письменно переведите его.

TEXT

Marketing Management

Management, by definition, is a function of planning, organizing, coordinating, directing and controlling. Any managerial system, at any managerial level, characterized in term of these general functions.

Management is revealed in a variety of specific activities. Marketing management refers to a broad concept covering organization of production and sales of products, which is based on consumer requirements research. All companies must look beyond their present situation and develop a long-term strategy to meet changing conditions in their industry. Marketing management, therefore, consists of evaluating market opportunities, selecting market strategies, planning marketing tactics and controlling marketing results.

Strategic planning includes defining the company's long-term as well as specific objectives, such as sales volume, market share, profitability and innovation, and deciding on financial, material and other resources necessary to achieve those objectives.

In problems of market selection and product planning one of the key concepts is that of the Product Life Cycle. That products pass through various stages between life and death (introduction – growth – maturity – decline) is hard to deny. Equally accepted is the understanding that a company should have a mix of products with representation in each of these stages. Companies can make far more effective marketing decisions if they take time to find out where each of their products stands in its life cycle.

However, the concept of the product life cycle seems frequently forgotten in marketing planning, while leads to wrong decision-marking. This may well be seen in the following story.

A supplier of some light industrial equipment felt that the decline in the sales of his major product was due to the fact that it was not receiving the sales support it deserved. In order to give extra sales support to this problem case a special advertising campaign was run. This required cutting into marketing budgets of several promising products that were still in their "young" growth phase. In fact, the major product has long since passed the zenith of its potential sales, and no amount of additional sales support could have extended its growth. This became quite clear in the end-of-tear sales results which showed no improvement. The

promising products, however, went into gradual sales decline. In short, management has failed to consider each product's position in its life cycle.

2) Соедините фразы первой (1-7) и второй (a-g) колонок так, чтобы получилось правильное утверждение. Переведите предложения на русский язык.

Например: 6d – Любая административная система характеризуется всеми управленческими функциями.

- 1) Strategic planning includes ...
- 2) It's hard to deny ...
- 3) Management, by definition, is a ...
- 4) Marketing management consists of ...
- 5) All companies must develop ...
- 6) Any managerial system ...
opportunities, selecting markets,
- 7) One of the key concepts in problems of market selection and product planning is
 - a) function of planning, organizing, coordinating, directing and controlling.
 - b) a long-term strategy to meet changing condition in their industry.
 - c) defining the company's long-term as well as specific objectives.
 - d) is characterizes in all the managerial functions.
 - e) that product pass through various stages between life and death.
 - f) evaluating market developing market strategies, planning marketing tactics and controlling marketing results.
 - g) the product life cycle.

3) Образуйте словосочетания, используя слова группы А и группы В. Каждое слово может быть использовано только один раз.

Например: market share

A: General, manager, market, specific, long-term, life, sales, marketing, strategic, industrial, key, advertising, a mix of, growth, lead to, evaluate.

B: System, objectives, cycle, functions, concepts, tactics, share, volume, planning, strategy, equipment, phase, wrong decision-making, campaign, market opportunities, products.

4) Задайте вопросы, начиная с вопросительных слов, данных в скобках.

Например: 1. One of the key concept in problems of market selection and product planning is the Product Life cycle. (What ... ?) – What is one of the key concepts in problem of market selection and product planning?

2. Management is a function of planning, organizing, coordinating, directing and controlling. (What ... ?).

3. A company should have a mix of products with representation in each of these stages: introduction – growth – maturity – decline. (What mix ... ?). 4. Any managerial system is characterized in term of its general functions. (How

...?).

5. A special advertising campaign was run in order to give extra sales support in the case of the decline in the sales of the major product. (Why ...?).

6. All companies must look beyond their present situation and develop a long-term strategy to meet changing conditions in their industry. (What for ...?).

**Контрольная работа
(очное отделение, 4 семестр, менеджеры)
Вариант-2**

1. Прочтите текст и письменно переведите его.

**TEXT
MARKETING**

1. Marketing is the performance of business activities connected with the flow of goods and services from producers to consumers. Marketing includes the following operations: transporting, storing, pricing and selling goods. The most important thing in marketing is finding out who the customers are and what they want. Marketing is the process of having the right product at the right time in the right place, the process that brings mutual benefit to customers and vendors.

2. Transporting means carrying goods from the place of their production to the place of their selling.

3. Storing is necessary because the consumer desires to buy goods without waiting.

4. Pricing involves the art of determining what price is the best.

5. Selling involves helping consumers to discover their needs. Marketers should inform potential buyers of where goods can be bought and how much they cost.

6. Marketing research is also very important. The following are steps in marketing research: defining the problem, collecting data, compiling data and analyzing the results, advertising.

7. Marketing operations are very expensive and one should consider the value added through marketing. Marketing becomes too costly only when cost exceeds the value it adds.

2. Найдите в правой колонке русские эквиваленты английских слов и словосочетаний:

1. business activities	a. определять проблему
2. the flow of goods	b. изучение рынка сбыта
3. consumer	c. собирать данные

4. advertising	d. обоюдная выгода
5. mutual benefit	e. стоимость
6. pricing	f. реклама
7. to define the problem	g. деловая деятельность
8. storing	h. потребитель
9. to compile data	i. складирование
10. value	j. поток товаров
11. marketing research	k. калькуляция цен
12. Vendor	l. продавец

2. Переведите на русский язык встречающиеся в тексте интернациональные слова:

marketing, business, transporting, process, information, potential, problem, analyze, results, operation, activity.

3. Ответьте на вопросы к тексту.

1. What is marketing?
2. What operations does marketing include?
3. What is the most important thing in marketing?
4. What are the main steps in marketing research?

4. Закончите предложения, выбрав соответствующий вариант ниже:

1. Transporting means
2. Pricing is
3. Selling involves....
 - a) determining the best price;
 - b) helping consumers to discover their needs;
 - c) carrying goods from the place of their production to the place of their selling.

**Контрольная работа
(очное отделение, 3 семестр, экономисты)
Вариант-1**

1. Укажите предложения, в которых следует употребить причастие "demanded". Предложения переведите

- a) Goods produced by developing countries are not of the quality ... by consumers.
- b) When the market price of a good is below the equilibrium price the number of buyers ... this good increases.
- c)... more rather than less a consumer prefers to buy more goods with the amount of money he has.
- d) There is excess demand when the quantity exceeds the quantity supplied at this price.
- e) The ... quantity of a particular good varies with different individuals and consumer groups.

2. Укажите, при переводе каких предложений употребляется слово «должен».
Предложения переведите.

- a) The plan of the company is to increase profits by reducing prices at the local market.

Economists have shown that for such complementary goods as cars and petrol the increase in car price has to lead to the decrease in petrol demanded.

In recent years the increase in the world population has been accompanied by the increase in consumption per capita.

The total quantity of a commodity that is to be produced will not be sold at once.

- Укажите в каких предложениях опущен союз «который».
Предложения переведите

Company managers should make their decisions on the basis of statistical information economists prepare for them.

Between such categories as marginal revenue, marginal cost and output there is a close relationship the theory of supply examines in detail.

Money income earned in the production process is then used to buy and services that resources help to produce.

Starting a business in a free market economy a person stimulates the production of different commodities which are important for society.

4. Укажите предложения, содержащие цепочки существительных, в которых одно существительное выполняет функцию определения другого. Предложения переведите

- Practically in all economies there are some restrictions imposed on activities.
- There are a lot of well-known companies at the world market producing different substitute goods.
- Economic concepts and assumptions are widely used by economists for developing economic models.
- Revenues obtained from selling output depend on the demand at the market.
- Sometimes floor prices should be imposed on the most important goods by the government to protect consumers with low incomes.

5. Укажите, какие английские предложения соответствуют русскому предложению «Как макроэкономика, так и микроэкономика преподаются студентам, обучающимся на экономических факультетах».

- Both macroeconomics and microeconomics are taught by students studied at economic departments.
- Both macroeconomics and microeconomics are being taught to students who are studying at economic departments.
- Both macroeconomics and microeconomics are taught to students studying at economic departments.
- Both macroeconomics and microeconomics are being taught to students studying at economic departments.
- Both macroeconomics and microeconomics have been taught to students studying at economic departments.

Контрольная работа
(очное отделение, 3 семестр, экономисты)
Вариант-2

1. Укажите предложения, содержащие цепочки существительных, в которых одно существительное выполняет функцию определения другого.

Предложения переведите

1. During the economic crises consumers' expenditures usually decrease affects the business activity and supply decisions of all market sellers.
2. In the quantity demanded by all consumers at a particular market is the total quantity of a good that they want and able to buy.
3. In theory of consumer choice is based on individual utility.
4. In mixed economy the role of the government is restricted by a number of laws.
5. The theory of marginal utility was worked out by Alfred Marshall.

2. Укажите, при переводе каких предложений следует употребить слова «состоит в том, чтобы». Предложения переведите.

1. OPEC decisions are of great importance for the oil exporting countries as well as for most European countries importing oil.
2. The main assumption of the supply and demand theory is to maintain constant level of utility.
3. A lot factors are to be studied in agricultural production, especially climate.
4. Oil output was reduced by OPEC for the period of six months.
5. The purpose of government regulations is to allocate scarce resources rationally.

3. Укажите в каких предложениях следует употребить причастие «supplied».

1. Direct producers ... goods regularly to the market do not impose too high prices.
2. Companies ... substitute goods are interested in their high quality.
3. Increases in the quantity of one good have to be followed by reductions the quantity ... of the other good.
4. In a free market economy commodities ... can greatly differ in their quality.

5. Mass production is characteristic of industries where the product ... is highly standardized.

4. Укажите какие английские предложения соответствуют переводу «На требуемое количество товара повлияло увеличение цены»

1. On the quantity demanded of the good was affected the increase in its price.
2. The quantity demanded of the good has been affected by the increase
3. in its price.
4. The quantity demanded of the good affected the increase in the price.
5. The higher price affected the quantity demanded of the good.
6. The higher price was affected by the quantity of the good demanded.

5. Укажите в каких предложениях опущен союз «который».

1. The amount of goods a particular consumer can buy depends on the income he earns.
2. When economists say there is excess demand they really want to say the quantity demanded exceeds the quantity supplied at this price. c) Studying the theory of consumer choice that is based on several assumptions, economists often start with the problem of consumer tastes.
3. In a planned economy the government offices make all the main economic decisions companies, factories and workers are to realize in practice.
4. The utility decreases as the quantity consumed grows.

**Контрольная работа
(очное отделение, 4 семестр, экономисты)
Вариант-1**

1. Укажите, в каких предложениях «establishing» переводится существительным.

1. Everybody is speaking of the corporation establishing new branches throughout the world.
2. Establishing a virtual company we expect most part of transactions to be handled through the Internet.

3. A person establishing a special fund to support young talented scientists is said to be the owner of a famous company.
4. There is no reliable information of establishing any trade relations between these developing countries.
5. The establishing of joint-stock companies is believed to be one of the ways of attracting foreign capital to the country's depressed sectors.

2. Выберите окончание предложения:

"Provided there were a difference between a planned and a real income, ... "

1. it would be shown in the comparative income statement.
2. it will be shown in the comparative income statement.
3. it would have been shown in the comparative income statement.
4. it is shown in the comparative income statement.
5. it could be shown in the comparative income statement.

3. Выберите правильную форму герундия в предложении

"At the end of each month the record keeping accuracy is checked by ... debits and credits in ledgers."

1. balanced
2. balancing
3. having balanced
4. having been balanced
5. Being balanced

4. Укажите при переводе каких предложений следует употребить союз «что»

1. It was suggested by special Copyright Conventions that governments prohibit strictly illegal copying of records and fight piracy more actively.
2. The economic value of an asset is the maximum amount that a company would be willing to pay for it.
3. It is evident that diverse machines used in the production differ in power consumption, maintenance costs and in their depreciation
4. Everybody believes that the future development of e-commerce is closely connected with elaboration of new improved means of communication based on the Internet.
5. It is the general ledger that is used for posting data from various journals.

5. Укажите, в каких предложениях слово «it» не переводится.

1. If single owners are able to invest a large amount of capital, they often run great risks of losing it as they are personally liable for the debts of the business.

2. It is important that since its creation in 1983 the Internet has become an increasing commercial and popular medium available throughout the world.
3. On the one hand, the growth of multinationals helps countries to develop closer economic relations, but. on the other hand, it causes serious problems.
4. It is prohibited by the law to use as a trademark the flag of a foreign country or the name of a living person without his permission.
5. The real power of a computer is estimated by the speed with which it can recognize the data.

Контрольная работа
(очное отделение, 4 семестр, экономисты)
Вариант-2

1. Переведите предложения, где слово «provided» переводится как «при условии, если»

1. Being provided with adequate amounts of national resources, large nations, for instance the USA, possess a high degree of economic security.
3. As the Internet is developing rapidly, many commercial computer networks and data services provided indirect connection to the Internet.
4. Provided a corporation goes bankrupt and has to repay its debts, the shareholders are not individually liable.
5. In some countries the owner of a trademark may lose his right to use it, provided he failed to renew its registration.

2. Найдите и переведите предложения, где слово «rendering» переводится как существительное.

1. The rendering of accounts is known to be done once in three months in most of the companies.
2. The company rendering an account for payment expects the money to be received by the end of the month.
3. Rendering technical aid during a guarantee period is one of the ways used by companies selling durables to attract customers.
4. Rendering diverse services the World Wide Web is becoming more popular with businessmen.

5. Economic resources used for rendering potential services to the company are known as the company's assets in accounting.

3. Выберите правильную форму герундия в предложении. Предложение переведите.

"... people of different ages, nationalities and views, the Internet is supposed to have become one of the important means of modern communications. "

1. Having connected 2. Connected 3. Connecting 4. Having been connected 5. Being connected

4. Переведите предложения, в которых есть слово «а именно».

1. It is the Microsoft Corporation that has created its multimedia encyclopedia Encarta
2. in 1985.
3. It is necessary that corporation activities should be restricted by antitrust laws preventing their growth in a single field.
4. It is managers and company directors who have access to the information prepared by managerial accounting.
5. A bookkeeper has recommended that a separate account should be kept for tangible and intangible assets.
6. It is known that accounts receivable as well as stock-in-trade can be used as means of payment.

5. Переведите предложения, в которых нужно употребить союз «until».

- 1.... stockholders own the company, there is no practical way for them to operate it on everyday basis.
- 2.All partners equally share the losses and debts, ... one of the part ners assumes complete financial responsibility.
- 3.The US Patent and Trademark Office will not support registration 101 a trademark ... it has actually been used to identify a product.
- 4.The balance sheet is not supposed to be ready ... there is balance in all its debts and credits.
- 5.... a convenient set of programmes for exploring the Internet sites was developed, there had been some disadvantages in using informational Internet services.

Перечень основной и дополнительной учебной литературы.

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Пензенский филиал

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