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**МЕТОДИЧЕСКИЕ УКАЗАНИЯ ПО ВЫПОЛНЕНИЮ ПРАКТИЧЕСКИХ  
ЗАДАНИЙ И САМОСТОЯТЕЛЬНОЙ РАБОТЫ ПО ДИСЦИПЛИНЕ (МОДУЛЮ)  
«ИНОСТРАННЫЙ ЯЗЫК»**

**СПЕЦИАЛЬНОСТЬ СРЕДНЕГО ПРОФЕССИОНАЛЬНОГО  
ОБРАЗОВАНИЯ**

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## 1. ЦЕЛЬ И ЗАДАЧИ ДИСЦИПЛИНЫ

### Цель изучения дисциплины:

- повысить исходный уровень владения иностранным языком, достигнутый на предыдущей ступени образования, и овладеть уровнем иноязычной коммуникативной компетенции, достаточным для решения социально-коммуникативных задач в различных областях профессиональной, культурной и бытовой сфер деятельности, при общении с зарубежными партнерами, а также для дальнейшего самообразования

### Задачи изучения дисциплины:

- расширение кругозора и повышение общей гуманитарной культуры обучающихся;
- воспитание толерантности и уважения к духовным ценностям разных стран и народов;
- развитие когнитивных и исследовательских умений с использованием ресурсов на иностранном языке;
- развитие информационной культуры;
- повышение уровня учебной автономии, способности к самообразованию.

### 1.1 Планируемые результаты обучения по дисциплине.

Освоение дисциплины направлено на формирование у студентов следующих компетенций:

#### Общекультурных:

*ОК-1. Понимать сущность и социальную значимость своей будущей профессии, проявлять к ней устойчивый интерес.*

*ОК-2. Организовывать собственную деятельность, выбирать типовые методы и способы выполнения профессиональных задач, оценивать их эффективность и качество.*

*ОК-3. Принимать решения в стандартных ситуациях и нести за них ответственность.*

*ОК-4: осуществлять поиск и использование информации, необходимой для эффективного выполнения профессиональных задач, профессионального и личностного развития.*

*ОК-5. Использовать информационно-коммуникационные технологии в профессиональной деятельности.*

*ОК-6: Работать в коллективе и команде, эффективно общаться с коллегами, руководством, потребителями.*

*ОК-7. Брать на себя ответственность за работу членов команды (подчиненных), результат выполнения заданий.*

*ОК-8: Самостоятельно определять задачи профессионального и личностного развития, заниматься самообразованием, осознанно планировать повышение квалификации.*

*ОК-9. Ориентироваться в условиях частой смены технологий в профессиональной деятельности.*

*ОК-10: Развивать культуру межличностного общения, взаимодействия между людьми, устанавливать психологические контакты с учетом межкультурных и этнических различий.*

**Общепрофессиональных:**

*ПК 1.2. Осуществлять безналичные платежи с использованием различных форм расчетов в национальной и иностранной валютах.*

*ПК 1.5. Осуществлять международные расчеты по экспортно-импортным операциям.*

*ПК 1.6. Обслуживать расчетные операции с использованием различных видов платежных карт.*

*ПК 2.4. Проводить операции на рынке межбанковских кредитов.*

**1.2 Результаты освоения образовательной программы:**

*ОК-1. Понимать сущность и социальную значимость своей будущей профессии, проявлять к ней устойчивый интерес.*

**Знать:** навыки нормативного произношения, необходимые для профессиональной деятельности на иностранном языке в международной среде;

**Уметь:** составлять и редактировать тексты профессионального содержания;

**Владеть:** лексико-грамматическим минимумом профессиональных терминов, базовых языковых структур, фреймов речевого этикета для использования в профессиональной сфере.

*ОК-2. Организовывать собственную деятельность, выбирать типовые методы и способы выполнения профессиональных задач, оценивать их эффективность и качество.*

**Знать:** базовую лексику и основную терминологию своей специальности; особенности экономического текста; способы аннотирования текста;

**Уметь:** использовать знания и навыки, формируемые в рамках дисциплины «Иностранный язык», для решения различных профессиональных проблем;

**Владеть:** владеть навыками разных видов чтения текстов профессиональной тематики и составления обзоров.

*ОК-3. Принимать решения в стандартных ситуациях и нести за них ответственность.*

**Знать:** основные клише для стандартных ситуаций общения и способы их трансформации под нестандартные ситуации;

**Уметь:** грамотно и аргументировано излагать свои мысли;

**Владеть:** навыками выражения своих мыслей и мнения в межличностном и деловом общении на иностранном языке.

*ОК-4: осуществлять поиск и использование информации, необходимой для эффективного выполнения профессиональных задач, профессионального и личностного развития.*

**Знать:** иностранный язык в объеме, необходимом для получения профессиональной информации из зарубежных источников и элементарного общения на общем и профессиональном уровне, включая:

базовые правила грамматики (на уровне морфологии и синтаксиса);

базовые нормы употребления лексики и фонетики;

требования к речевому и языковому оформлению устных и письменных высказываний с учетом специфики иноязычной культуры.

основные способы работы над языковым и речевым материалом;

основные ресурсы, с помощью которых можно эффективно восполнить имеющиеся пробелы в языковом образовании (типы словарей,

справочников, компьютерных программ, информационных сайтов сети интернет, текстовых редакторов и т.д.);

**Уметь:** использовать иностранный язык в межличностном общении и профессиональной деятельности:

в области аудирования: воспринимать на слух и понимать основное содержание несложных аутентичных экономических и публицистических текстов, относящихся к различным типам речи (сообщение, рассказ), а также выделять в них значимую /запрашиваемую информацию;

в области чтения: понимать основное содержание несложных аутентичных экономических и публицистических текстов;

в области говорения: начинать, делать сообщения и выстраивать монолог-описание, монолог-повествование и монолог-рассуждение;

в области письма: вести запись основных мыслей и фактов (из текстов для чтения);

**Владеть:**

навыками выражения своих мыслей и мнения в межличностном и деловом общении на иностранном языке; навыками извлечения необходимой информации из оригинального текста на иностранном языке по проблемам экономики и бизнеса:

стратегиями восприятия, анализа, создания устных и письменных текстов разных типов и жанров;

приемами самостоятельной работы с языковым материалом (лексикой, грамматикой, фонетикой) с использованием справочной и учебной литературы.

*ОК-5. Использовать информационно-коммуникационные технологии в профессиональной деятельности.*

**Знать:** основные средства получения и передачи информации (интернет, аудио и видео курсы);

**Уметь:** применять их в процессе самостоятельной работы при подготовке к занятиям; воспринимать устную иноязычную речь; проводить анализ сказанного и выделять главную и второстепенную информацию;

**Владеть:** приемами самостоятельной работы с оригинальными и адаптированными источниками.

*ОК-6: Работать в коллективе и команде, эффективно общаться с коллегами, руководством, потребителями.*

**Знать:** правила составления и оформления деловых писем с учетом специфики иноязычной культуры;

**Уметь:** вести деловую переписку адекватно задачам письменного общения и с учетом социокультурной специфики;

**Владеть:** методами письменного общения в межкультурном пространстве.

*ОК-7. Брать на себя ответственность за работу членов команды (подчиненных), результат выполнения заданий.*

**Знать:** основные принципы построения устной и письменной речи;

**Уметь:** говорить и писать иностранном языке, переводить письменно и устно тексты профессиональной направленности с иностранного языка на русский и с русского на иностранный;

**Владеть:** навыками профессиональной коммуникации на иностранном языке, способностью работать в группах и проектных коллективах; приемами ведения дискуссии и полемики.

*ОК-8: Самостоятельно определять задачи профессионального и личностного развития, заниматься самообразованием, осознанно планировать повышение квалификации.*

**Знать:** основные принципы самоорганизации и самоанализа собственной деятельности и пути ее совершенствования;

**Уметь:** выстраивать перспективную линию своей деятельности и пути ее совершенствования;

**Владеть:** основами самоанализа, методами повышения квалификации.

*ОК-9. Ориентироваться в условиях частой смены технологий в профессиональной деятельности.*

**Знать:** современные проблемы функционирования финансовой системы;

**Уметь:** анализировать влияние смены технологий на профессиональную деятельность;

**Владеть:** навыками адаптации к этим изменениям.

*ОК-10: Развивать культуру межличностного общения, взаимодействия между людьми, устанавливать психологические контакты с учетом межкультурных и этнических различий.*

**Знать:** стратегии межкультурного общения в сфере банковского дела;

**Уметь:** устанавливать, поддерживать и развивать межличностные отношения в банковской среде; выбирать языковые средства в соответствии с ситуацией общения;

**Владеть:** методами коммуникации в межкультурной среде.

*ПК 1.2. Осуществлять безналичные платежи с использованием различных форм расчетов в национальной и иностранной валютах.*

**Знать:** правила построения грамотных высказываний с использованием основных терминов банковской сферы;

**Уметь:** осуществлять профессионально - ориентированное общение и поддерживать его;

**Владеть:** навыками осуществления безналичных платежей.

*ПК 1.5. Осуществлять международные расчеты по экспортно-импортным операциям.*

**Знать:** основную профессиональную терминологию;

**Уметь:** строить свое речевое и неречевое поведение с учетом профильно-ориентированных ситуаций общения;

**Владеть:** навыками осуществления международных расчетов.

*ПК 1.6. Обслуживать расчетные операции с использованием различных видов платежных карт.*

**Знать:** содержание основных банковских терминов, связанных с расчетными операциями;

**Уметь:** вступать в коммуникацию и поддерживать ее;

**Владеть:** навыками обслуживания расчетных операций.

*ПК 2.4. Проводить операции на рынке межбанковских кредитов.*

**Знать:** основные виды межбанковских кредитов;

**Уметь:** вступать в коммуникацию и поддерживать ее;

**Владеть:** навыками проведения операций на рынке межбанковских кредитов.

**Таким образом, в результате освоения дисциплины обучающийся должен уметь:**

У1 - общаться (устно и письменно) на иностранном языке на профессиональные и повседневные темы;

У2 - переводить (со словарем) иностранные тексты профессиональной направленности;

У3 - самостоятельно совершенствовать устную и письменную речь, пополнять словарный запас, а именно:

**говорение**

- вести диалог (диалог-расспрос, диалог-обмен мнениями/суждениями, диалог-побуждение к действию, этикетный диалог и их комбинации) в ситуациях официального и неофициального общения в бытовой, социокультурной, учебно-трудовой и профессиональной сферах, используя аргументацию, эмоционально-оценочные средства;

- рассказывать, рассуждать в связи с изученной тематикой, проблематикой прочитанных/прослушанных текстов; описывать события, излагать факты, делать сообщения;

- создавать словесный социокультурный портрет своей страны и страны/стран изучаемого языка на основе разнообразной страноведческой и культуроведческой информации;

**аудирование**

- понимать относительно полно (общий смысл) высказывания на изучаемом иностранном языке в различных ситуациях общения;

- понимать основное содержание аутентичных аудио- или видеотекстов познавательного характера на темы, предлагаемые в рамках курса, выборочно извлекать из них необходимую информацию;

- оценивать важность/новизну информации, определять свое отношение к ней:

**чтение**

- читать аутентичные тексты разных стилей (публицистические, художественные, научно-популярные, профессиональные), используя основные виды чтения (ознакомительное, изучающее, просмотровое/поисковое) в зависимости от коммуникативной задачи;

**письменная речь**

- описывать явления, события, излагать факты в письме личного и делового характера;

- заполнять различные виды анкет, сообщать сведения о себе в форме, принятой в стране/странах изучаемого языка;

- использовать приобретенные знания и умения в практической и профессиональной деятельности, повседневной жизни.

**знать:**

З1 - лексический (1200-1400 лексических единиц) и грамматический минимум, необходимый для чтения и перевода (со словарем) иностранных текстов профессиональной направленности, а именно:



## 2. МЕТОДИЧЕСКИЕ УКАЗАНИЯ ПО ВЫПОЛНЕНИЮ ПРАКТИЧЕСКИХ ЗАДАНИЙ И САМОСТОЯТЕЛЬНОЙ РАБОТЫ

### Задания по теме 1.1

#### **Exercise 1. Find in the text the English equivalents for the following:**

преодолевать время и расстояние; весь мир; ездить на метро; брать такси; командировка; открывать/обнаруживать; делать пересадку; ради удовольствия; средства транспорта; располагать чем-нибудь; заказать билеты заранее; пересекать океаны; расписание/график; автобусные туры; ходить в поход; цель путешествия; преимущества.

#### **Exercise 2. Answer the following questions:**

1. When do you usually travel?
2. Where do you go?
3. Do you collect information about the places you would like to visit?
4. Do you think that travel broadens one's mind?
5. Some people travel to faraway places not to see people, while others travel to meet people. What about you?
6. What places would you like to visit?
7. What do you like better, to travel alone or in a group? Why?
8. How are you going to spend your next vacation? Are you going to go anywhere? How long are you going to be on vacation? What are you going to do? Is anyone going to travel with you?
9. What do you hate doing on vacation?
10. When did you last travel by railroad?
11. From which railroad station do trains leave Moscow for the South (the North, the West, the East)?
12. Do you prefer a lower or an upper berth? Why?
13. Are you fond of travelling?
14. Why do people travel?
15. How many hours a day do you spend travelling?
16. Why do some people choose planes for travelling?
17. Do you like to travel by train? What are its advantages?
18. Would you like to go on a big ocean cruise?
19. Why can it be convenient to travel by car?
20. Have you ever been on a coach tour?
21. If you could spend a hiking holiday wherever you like, what place would you choose?

#### **Exercise 24. Put in the missing prepositions from the list below. Retell the text.**

Travelling by Train in Britain

One ... the first things a foreigner notices about British railways is the platforms. They are higher than in most parts ... the world. The platform is almost... a level with the floor of the carriages. You do not, therefore, have to climb ... into the railway carriage in Britain. This makes it a little easier to get in and ... of the carriage with your luggage.

The trains that go to and from London are very crowded ... the times when people are travelling to work, since about a million people travel... London to work each day. There are cheap tickets after a certain time ... the day, usually about 9.30 when everyone has gone to work. These are called cheap day return tickets. It is often nearly 50 per cent cheaper to travel ... London after 9.30 than before this time.

On many fast trains to London there is a dining-car ... which you can buy lunch, dinner or coffee. On others there is a buffet ... which it is possible to buy snacks and drinks. Sometimes a waiter ... the dining-car brings round cups of coffee to the passengers.

There are only two classes in Britain — first and second. A first-class ticket costs 50 per cent more than a second-class ticket. On long journeys, there is a ticket inspector, who visits every passenger to see if he has the right ticket and is not travelling ... the wrong class.

In England, train passengers seldom converse ... their fellow-travellers even on a long journey — this is more a national custom than a matter ... etiquette. When the passenger reaches the end ... his journey and leaves the train, he has to give his ticket to the ticket collector ... the exit before he can leave the station.

**with; at (3); of (5); in(2); from; out; up; to (2); on**

### Задания по теме 1.2

**Упражнения к тексту «At a Hotel».**

**Exercise 1. Find in the text the English equivalents for the following:**

забронировать номер; остановиться в гостинице; коридорный; администратор; одноместный номер; двухместный номер; зарегистрироваться; бланк регистрации; ключ; вешалка для ключей; современные удобства; обслуживание; плата; просить; предупреждать; приготовить счет; выезжать (выписываться)

**Exercise 2. a) Answer the questions:**

1. Why is it best to book a room/make a reservation?
2. How can you book a room at a hotel?
3. Who usually helps you with your luggage when you come to a hotel?
4. Whom will you address for a room when you come to a hotel?
5. What will the receptionist most probably ask you about?
6. What do you call the formality of putting down your name in a hotel register?
7. Who usually shows a traveler to his/her room?
8. Why are you requested to warn the receptionist in advance about the day and hour of signing out/checking out?

**Exercise 3. a) Match the English terms with their Russian equivalents.**

1. usher	a. администратор
2. in advance	b. швейцар
3. tips	c. одноместный номер
4. registration form	d. жилье
5. attendant	e. номер люкс
6. single room	f. плата
7. crew	g. коридорный, посыльный
8. porter/bellboy/bellhop	h. гость
9. bill	i. старший портье
10. guest	j. регистрационный бланк
11. accommodation	к. меблированные комнаты
12. bell captain	l. служащий гостиницы
13. charge	m. заранее

14. receptionist	п. команда, бригада
15. suite	о. чаевые
16. lodging house	р. счет

**Exercise 4. Choose the correct word(s) from the list below.****The Astoria Hotel**

St Petersburg is a world-famous... and the second largest in our country. The Astoria Hotel is located in the very... of the city. The ... has 430 guestrooms for a total of 800 beds. They include ... apartments, suites, double and single rooms. Most of the guest-rooms are double .... There is a sauna, a swimming pool, a fitness centre, a laundry, repairs and dry cleaning and a souvenir ... at the hotel. The hotel also runs a "Rent-a-Car" service.

At the hotel you have at your service three ...: "Winter Garden" seating 140, "Astoria" — 150 seats, "Angleterre" for 154 guests; a banquet hall for 130 seats, a grill-restaurant seating 60, two cabinets for ... seats, several bars, cafes and buffets.

The Astoria Hotel has a business centre which is equipped with all kinds of... facilities and a conference hall for 200 seats. At the service ... you can get the necessary travel information. The clerks will ... you in ordering any kind of public services and tickets. The Astoria Hotel is the ... hotel in Russia. Many well-known ... leaders, actors, singers, artists and poets stayed at this hotel.

**help; kiosk; political; city; restaurants; hotel; 28; best; rooms; modern; several; heart; bureau**

**Тест по теме 1.1 и 1.2**

**Выберите правильный вариант ответа.**

**1) AT THE CUSTOMS**

**A** Good afternoon, sir. Have you anything to declare?

**B** No, I 1 a few days. That's why I came through the door where the notice 2 "Nothing to Declare".

**A** Then you 3 this case, will you, sir?

**B** Well, it's rather a nuisance. My wife 4 me outside and I'm in a hurry.

**A** It won't take long, sir.

**B** I see. Oh, dear. I can't find the key. I 5 it.

**A** What a pity, sir. Then we'll have to stay here until you 6 one. Perhaps, if you 7 through all your pockets, you'd find it.

**B** Ah, here it is. But before you open it, I 8 you that all the watches are presents for my family.

**A** Hm. 9 17 of them. You 10 a large family, sir.

- |    |                             |                               |                                    |                                      |
|----|-----------------------------|-------------------------------|------------------------------------|--------------------------------------|
| 1  | <b>A</b> am only abroad for | <b>B</b> am only abroad since | <b>C</b> have only been abroad for | <b>D</b> have only been abroad since |
| 2  | <b>A</b> says               | <b>B</b> tells                | <b>C</b> is saying                 | <b>D</b> is telling                  |
| 3  | <b>A</b> don't mind opening | <b>B</b> don't mind to open   | <b>C</b> won't mind opening        | <b>D</b> won't mind to open          |
| 4  | <b>A</b> waits for          | <b>B</b> is waiting for       | <b>C</b> waits                     | <b>D</b> is waiting                  |
| 5  | <b>A</b> must have lost     | <b>B</b> must be lost         | <b>C</b> had to lose               | <b>D</b> have had to lose            |
| 6  | <b>A</b> will get           | <b>B</b> would get            | <b>C</b> are getting               | <b>D</b> get                         |
| 7  | <b>A</b> look               | <b>B</b> looked               | <b>C</b> had looked                | <b>D</b> would have looked           |
| 8  | <b>A</b> need tell          | <b>B</b> need say             | <b>C</b> must tell                 | <b>D</b> must say                    |
| 9  | <b>A</b> They exist         | <b>B</b> They are             | <b>C</b> There exist               | <b>D</b> There are                   |
| 10 | <b>A</b> have to have       | <b>B</b> must have            | <b>C</b> must be having            | <b>D</b> have to be having           |

2) *HARD DAY AND NIGHT TRAVELLING*

- A Hello, Mr. Fletcher. You look rather tired this morning.  
 B I expect I do. I 11 to bed until four o'clock.  
 A 12 a difficult journey back from Scotland yesterday?  
 B Yes. The business trip was successful but the train arrived four hours late and I 13 a taxi. In the end I 14 home and found my wife 15 the door and she didn't hear me when I rang the bell.  
 A So what 16 then?  
 B I thought I 17 to get in my breaking the kitchen window but I cut 18 hand on the glass and fell on the dustbin. My wife woke up and rang the police, thinking I was a thief. When they came, they asked me 19 to the police station with them. But my wife explained what had happened. The next time I 20 in London late at night I'll go to a hotel.

- |    |                |                   |                   |                 |
|----|----------------|-------------------|-------------------|-----------------|
| 11 | A didn't go    | B wasn't          | C haven't gone    | D haven't been  |
| 12 | A Had you      | B Did you have    | C Were you having | D Have you had  |
| 13 | A must take    | B must be taking  | C must have taken | D had to take   |
| 14 | A arrived in   | B arrived to      | C got             | D got to        |
| 15 | A has locked   | B had locked      | C locked          | D was locked    |
| 16 | A did you do   | B did you         | C you did         | D have you done |
| 17 | A must         | B have            | C will have       | D would have    |
| 18 | A me the       | B myself the      | C my              | D me my         |
| 19 | A that I went  | B that I would go | C to go           | D for going     |
| 20 | A shall arrive | B will arrive     | C am arriving     | D arrive        |

3) *BUYING A HOTEL*

The price of hotel in Britain is going up 21 at any time since the war. There are a number of reasons for this but the 22 all is the Government's economic policy. Managers in factories see 23 so they are attracted to the idea of owning 24 business. 25 Britain's weather is often disappointing, the tourist industry is growing. Many people 26 like to combine a 27 holiday with the opportunity of improving their English. It is therefore not surprising that businessmen are buying hotels. The only thing 28 worries me is the kind of treatment their guests are 29 to receive since 30 of them know anything about hotel management.

- |    |                                    |                                    |                                    |                                    |
|----|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| 21 | A more fast than                   | B more fast that                   | C faster than                      | D faster that                      |
| 22 | A most important of                | B more important of                | C most important from              | D more important from              |
| 23 | A to fall their standard of living | B falling their standard of living | C their standard of living to fall | D their standard of living falling |
| 24 | A his proper                       | B his own                          | C their proper                     | D their own                        |
| 25 | A In spite of                      | B Although                         | C Even                             | D However                          |
| 26 | A in the Continent                 | B in the overseas                  | C abroad                           | D foreign                          |
| 27 | A fortnight                        | B fortnight's                      | C two weeks                        | D two week's                       |
| 28 | A that                             | B what                             | C as                               | D who                              |
| 29 | A like                             | B probable                         | C probably                         | D likely                           |
| 30 | A little                           | B a little                         | C few                              | D a few                            |

- 4) A Excuse me. I haven't anywhere 31. Can you tell me 32 anybody's seat?  
 B I 33. There was a woman sitting there but she 34 the last station.  
 A I suppose it'll be all right if I sit there then. I think 35 hot in here but per-

- haps it's because 36 this thick coat.  
**B** Why don't you 37? You'll be quite warm enough without it.  
**A** Good idea. How long does it take this train 38 to London?  
**B** About one and 39, I think.  
**A** Perhaps I'll be able to finish the book 40. Would you like to have a look at my newspaper?  
**B** Thank you very much.

- |    |                         |                              |                             |                           |
|----|-------------------------|------------------------------|-----------------------------|---------------------------|
| 31 | <b>A</b> for sitting    | <b>B</b> that I sit          | <b>C</b> to sit             | <b>D</b> that I'm sitting |
| 32 | <b>A</b> that this is   | <b>B</b> if this is          | <b>C</b> is this            | <b>D</b> whether is this  |
| 33 | <b>A</b> don't believe  | <b>B</b> don't believe it    | <b>C</b> don't think        | <b>D</b> don't think so   |
| 34 | <b>A</b> went out in    | <b>B</b> went out at         | <b>C</b> got out in         | <b>D</b> got out at       |
| 35 | <b>A</b> it's very much | <b>B</b> it's very           | <b>C</b> there is very much | <b>D</b> there is very    |
| 36 | <b>A</b> I wear         | <b>B</b> I'm wearing         | <b>C</b> I carry            | <b>D</b> I'm carrying     |
| 37 | <b>A</b> put it off     | <b>B</b> put off it          | <b>C</b> take it off        | <b>D</b> take off it      |
| 38 | <b>A</b> to get         | <b>B</b> to arrive           | <b>C</b> coming             | <b>D</b> going            |
| 39 | <b>A</b> half an hour   | <b>B</b> a half hour         | <b>C</b> a half hours       | <b>D</b> half hour        |
| 40 | <b>A</b> I'm reading    | <b>B</b> that I'm reading it | <b>C</b> that I read it     | <b>D</b> which I read     |

### **Задания по теме 2.1**

**Task 1. a) Read and translate the text into Russian.**

#### **Choosing a Profession**

Not all young people make the right choice straight off. There are individuals, of course, who from the time they are six years old "know" that they want to be "doctors" or "pilots" or "fire fighters". And there are always some boys and girls who know very well what they are going to do after leaving school.

Because of the wide differences in jobs, you should find out all you can about any job which interests you. You also need to think about how well you can do what you would like to do.

Perhaps the best way to prepare for any job is to get a good education — to do well at school, and to learn all you can outside of school. Some people decide to work a few years before entering higher education to have time to think over their decision. As a rule, people who go on to higher education after working in industry or agriculture have a clear idea of their future profession.

Fortunately, there are a lot of people you can turn to for advice and help in making your decision. At most schools, there are teachers who can counsel you and give detailed information about job qualifications. And you can talk over your ideas with family members and friends who are always ready to listen and to help. There are so many different trades and professions today, that it is not easy to decide.

**b) Ask as many questions as you can.**

**Exercise 2. Read the text and answer the questions below.**

Jim Green works at a bank. He hates it. He has, however, one great compensation, and that is his garden. When he comes home from the bank, tired and very often angry, he puts on his old clothes and works in the garden. He really enjoys this and he always feels better afterwards. "It's good people have hobbies," he usually says.

1. What does Jim do?
2. Does he like his job?
3. What does he do when he comes home from the bank?
4. What's his problem?
5. How does he feel after his work in the garden?

**Exercise 3. Think and answer.**

1. What is a hobby?
2. Do you have many different hobbies?
3. What do you usually do in your spare time?
4. Do you know what your mother's hobby is?
5. Do you learn more interesting things about the world, people, countries and nature if you have a hobby?
6. What are you fond of?
7. What subjects are you interested in?
8. What can you do well?
9. You want to follow in your father's footsteps, don't you?
10. Why do you want to become an accountant/a lawyer/a manager/ an economist?
11. Which of the following are you most interested in?
  - numbers
  - languages
  - colours, forms
  - dance, athletics
  - computers
  - words, ideas
  - tools and materials
  - music
  - cars
  - animals
12. What kind of work do you prefer?
  - physically active work
  - work done alone
  - routine work
  - creative work
  - work done outdoors
  - work done for yourself

**Тест по теме 2.1**

**Задание 1. Заполните пропуски в тексте.**

advertise a position	hire	experience	CV	HR department
a letter of application	suitable	candidates	education	apply for the job
recruitment agency	recruit	interview		

When a company needs to \_\_\_1\_\_\_ new people, it may decide to \_\_\_2\_\_\_ in the “NEED HELP” section of a newspaper. People who are interested can then \_\_\_3\_\_\_ by sending in \_\_\_4\_\_\_ and \_\_\_5\_\_\_ containing details of their \_\_\_6\_\_\_ and \_\_\_7\_\_\_. A company may also ask \_\_\_8\_\_\_ to complete a standard application form. The company’s \_\_\_9\_\_\_ will then select the most \_\_\_10\_\_\_ applications and prepare a short list of candidates, who are invited to attend an \_\_\_11\_\_\_. Another way for a company to \_\_\_12\_\_\_ is by using the services of a \_\_\_13\_\_\_ which provides a list of suitable candidates.

**Задание 2. Найдите 13 пар синонимов и переведите их на русский язык.**

- |             |                         |               |               |
|-------------|-------------------------|---------------|---------------|
| ▪ recruit   | ▪ letter of application | ▪ abilities   | ▪ job         |
| ▪ position  | ▪ employment interview  | ▪ employ      | ▪ search firm |
| ▪ candidate | ▪ recruitment agency    | ▪ choose      | ▪ resume      |
| ▪ hire      | ▪ human resources       | ▪ training    | ▪ education   |
| ▪ skills    | ▪ job interview         | ▪ applicant   | ▪ select      |
| ▪ CV        | ▪ personnel             | ▪ good points | ▪ employer    |
| ▪ employ    | ▪ cover(ing) letter     | ▪ interviewer | ▪ strengths   |

**Задание 3. Ответьте на вопросы о процессе трудоустройства.**

- 1) How can you find a job?
- 2) What are the parts of a CV?
- 3) What information does an application letter contain?

**Задания по теме 2.2**

**Exercise 1. Study the business letter**

**Communication Media Corp. Hawthorne Building / Pierce and Fremont Streets /  
Houston, TX 77001  
Phone: (713)898-7643  
Fax: (713)898-2746**

**CMC**

Albert Terranova  
Credit Manager

July 15, 20--

Ms. Donna A. Reeve  
4527 Van Dam Boulevard  
Fairfield, CT 06142

Dear Ms. Reeve:

This letter constitutes our formal offer to you of the position of Assistant Director of Administration at Communications Media Corporation. Your duties will consist of assisting the Director of Administration in all areas of corporate administration and in carrying out special projects that relate to corporate communications and staff development, as assigned by the Director of Administration.

This is a full-time position, paying a salary of \$40,500 a year. You will receive a salary review after three months and annually thereafter. Increases will depend on the company's general policy and on your contributions to the office. Fringe benefits and other details regarding employment are explained in the employee manual that is being sent to you separately.

We have agreed that you will begin work on August 8. Please bring with you proof of your U.S. citizenship or resident-alien status. A driver's license with photo (or a state-issued identification card with photo) and a Social Security card will suffice; if one of these is not available, you may bring alternative documents as explained on the enclosed information sheet.

If this offer is acceptable to you, please sign and date one copy of this letter and return it to us for our files.

Sincerely,

Brandon W. Kiley  
Director of Administration

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

BWK/hva  
enclosures (2)

***Exercise 2. Fill in the gaps in the letters with the words on the right.***

<p>4) James Blond ___1___ the KLM Company in July 1998. Since then he has ___2___ to be a most ___3___ and effective member of the sales team.</p> <p>James is professional and ___4___ in his approach to work and very ___5___ by his colleagues and ___6___ clients. He is well-presented and able to work both ___7___ and as part of a ___8___.</p> <p>His ___9___ to all areas of company ___10___ in which he has been ___11___ have been much appreciated.</p> <p>I believe that James will make a ___12___ addition to any ___13___ that he may join. We deeply ___14___ his decision to move on and I ___15___ him without hesitation.</p>	<p>a) contribution  b) recommend  c) joined  d) involved  e) regret  f) activity  g) well-liked  h) proved  i) efficient  j) independently  k) team  l) valuable  m) organisation  n) reliable  o) executive</p>
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### ***Задания по теме 2.3***

#### **Задания к тексту «What is Business?»**

##### **Exercise 1. Give the Russian equivalents for the following from the text:**

the concepts and activities of business, exchange, distribution, creating an economic surplus, conversion, for instance, taking care of people, either need or want, the marketplace, therefore, the changing of materials into products.

##### **Exercise 2. Find the English equivalents for the following:**

торговля, увеличиваться, различные, рассматривать, создавать прибыль, основная цель, оказывать услугу, с другой стороны, оплачивать затраты, продажа, однако, важный фактор.

##### **Exercise 3. Answer the questions.**

1. What is one modern definition of business?
2. How does this modern meaning of business differ from the traditional one? What factors have brought about these changes?
3. What does production involve?
4. What example of distribution is given in the text? Can you think of another example?
5. How do goods differ from services?
6. In addition to production, distribution, and sale, what other factor is important in defining business?
7. What is profit? In general, what do companies do with their profits?

### **Тест по теме 2.3**

#### **Задание 1. Выберите правильный вариант:**

1. What does the modern definition of business include?
  - a) production
  - b) placement



2. Production is...
  - a) the creation of services.
  - b) the exchange of a product for money.
3. Goods are...
  - a) the money that remains after all the expenses are paid.
  - b) products which people either need or want.
4. A primary goal of business activity is...
  - a) creating expenses.
  - b) creating profit.
5. Activities which a person performs for another person are called....
  - a) services.
  - b) expenses.

**Задание 2. Сопоставьте словосочетания:**

- |               |              |
|---------------|--------------|
| 1. to perform | a) profit    |
| 2. to make    | b) a surplus |
| 3. to repair  | c) expenses  |
| 4. to pay     | d) a service |
| 5. to create  | e) a car     |

**Задание 3. Определите, верно утверждение или нет:**

11. The concept of business has decreased in modern times.
12. The example of production is the conversion of iron ore into metal car parts.
13. Car cannot be classified as goods.
14. Distribution is the movement of products from the factory to the marketplace.
15. A car is sold to someone in exchange for money.

**Задание 4. Сопоставьте синонимы:**

- |                 |               |
|-----------------|---------------|
| 16. revenue     | a) expenses   |
| 17. excess      | b) profit     |
| 18. agency      | c) production |
| 19. costs       | d) dealership |
| 20. manufacture | e) surplus    |

**Задание 5. Выберите правильный перевод следующих предложений:**

21. A doctor performs a service by taking care of people when they are sick.
  - a) Врач выполняет услугу, заботясь о людях, когда они болеют.
  - b) Врач служит людям, заботится о больных людях.
22. A car might be moved from a factory in Detroit to a car dealership in Miami.
  - a) Машину можно перевезти из автомобильного агентства в Майями на завод в Детройте.
  - b) Машину можно перевезти с завода в Детройте в автомобильное агентство в Майями.
23. Production is the changing of materials into products.
  - a) Производство – это превращение материалов в изделия.
  - b) Производство – это замена изделия материалом.
24. The concepts and activities of business have increased in modern times.
  - a) Идеи и деятельность бизнеса расширились в современное время.
  - b) Идеи и деятельность бизнеса изменились в современное время.
25. One example is the conversion of iron ore into metal car parts.
  - a) Один пример – это замена железной руды металлическими автозапчастями.
  - b) Один из примеров – это превращение железной руды в металлические автозапчасти.

**Задание 6. Закончите предложение словом (указана начальная буква и количество букв слове):**

26. The main office of a company is its h . . . (12).
27. The people who work for a company are its e . . . (9).
28. The opposite of efficient is i . . . (11).
29. Many small shops are closing because of c . . . (11) from supermarkets.
30. A company with subsidiaries in many countries is a m . . . (13).
31. The P . . . (9) Department recruits new employees.
32. The total sales of a company is its t . . . (8).
33. She is responsible . . . (3) sales.
34. What's your p . . . (8) in the company?
35. We sell g . . . (5) to British and French companies.

### **Задания по теме 2.4**

**Exercise 1. a) Find the English equivalents for the following words and word combinations:**

экономить; снижаться; прибыльность; рекламная компания; марка товара; потребитель; способствовать продажам; разными способами; искать; достигать результата; покрывать издержки; некоммерческая организация; убеждение; целевая аудитория; средства массовой информации; отражаться; увеличивать продажи.

**b) Can you name the verbs these nouns were derived from?**

Distribution - \_\_\_\_\_, persuasion - \_\_\_\_\_, announcements - \_\_\_\_\_, consumption - \_\_\_\_\_, production - \_\_\_\_\_, addition - \_\_\_\_\_, recruitment - \_\_\_\_\_, organizations - \_\_\_\_\_.

**c) Answer the following questions:**

1. What is the usual basic task of advertising?
2. What must advertising do in order to justify itself?
3. Can products and services flow to the distributors or sellers without advertising?
4. Does successful advertising necessarily mean a rise in sales?
5. Is advertising especially popular in non-profit organizations?
6. In your opinion, what effect should good advertising have on the following sorts of people: a) your own brand users? b) users of competitive brands? c) people who did not know that your brand existed?
7. How is advertising influenced by globalization?

### **Тест по теме 2.4**

**I. Выберите подходящее по смыслу слово или словосочетание:**

1. The stores tell the public about what \_\_\_\_\_ they have at what prices.  
A products                                      B advertisements                                      C shops
2. Advertising has developed into a billion-dollar business \_\_\_\_\_ which many depend.  
A for    B on    C at

3. Decisions have to be made about the channels of \_\_\_\_\_ and delivery.  
**A** placement                      **B** pricing                      **C** distribution
4. Pricing refers \_\_\_\_\_ the process of setting a price for a product, including discounts.  
**A** at                                      **B** to                                      **C** by
5. Advertising is impersonal, usually paid communication intended to inform, educate, \_\_\_\_\_, and remind.  
**A** manage                              **B** persuade                              **C** produce
6. Celebrities are often involved in advertising \_\_\_\_\_ such as television or print adverts to advertise specific or general products.  
**A** events                              **B** companies                              **C** campaigns
7. A market is the set of all actual and potential \_\_\_\_\_ of a product.  
**A** buyers                              **B** sellers                              **C** retailers
8. Advertising must work with other marketing tools and business elements to be \_\_\_\_\_.  
**A** high                              **B** developed                              **C** successful
9. A brand is a name, term, design, symbol, or other feature that distinguishes products and services from \_\_\_\_\_ offerings.  
**A** efficient                              **B** competitive                              **C** customers'
10. Advertisements can be seen in newspapers, magazines, and \_\_\_\_\_ television every day of the week.  
**A** on                              **B** in                              **C** over

**II. Выберите подходящую по смыслу грамматическую форму:**

11. The \_\_\_\_\_ department and the marketing department met and discussed the new product.  
**A** advertising                      **B** advertised                      **C** advertise
12. Cutting taxation will help the \_\_\_\_\_ workers.  
**A** lower-paying                      **B** lower-paid                      **C** low paying
13. \_\_\_\_\_ sales volume can be obtained by \_\_\_\_\_ new markets for existing products / services.  
**A** Increased, found    **B** Increasing, finding                      **C** To increase, to find
14. Every aspect of a market \_\_\_\_\_, \_\_\_\_\_ the nature of the product itself, is driven by the needs of potential consumers.  
**A** offering, included    **B** offered, included    **C** offering, including
15. In many cases, \_\_\_\_\_ advertisements of any kind is called a campaign; usually several different ads with a common theme make up a campaign.  
**A** launching                      **B** launch                      **C** to launch
16. \_\_\_\_\_ the report for the conference I'm going to speak at.  
**A** I've finished writing                      **B** I'm finishing writing                      **C** I write
17. The value of imported goods \_\_\_\_\_ in the GDP.  
**A** does not include    **B** is not included                      **C** has included
18. The plan of the company is to increase profits by \_\_\_\_\_ prices at the local market.  
**A** having reduced                      **B** being reduced                      **C** reducing
19. We won't start discussing this question until the Production Manager \_\_\_\_\_.  
**A** will arrive                      **B** won't arrive                      **C** arrives
20. They've put a lot of money into \_\_\_\_\_ into the European market.  
**A** breaking                      **B** to break                      **C** break

**III. Выберите верный вариант перевода предложения:**

- 21.** When crossing the street in Britain first look to the right and then to the left.
- A** Прежде, чем пересекать улицу в Великобритании, сначала посмотрите направо, затем налево.
  - B** Пересекая улицу в Великобритании, сначала посмотрите направо, затем налево.
  - C** Пересекая улицу в Великобритании, сначала посмотрите налево, затем направо.
- 22.** Having been increased by means of international trade, competition makes domestic firms raise efficiency of labour.
- A** Конкуренция, увеличившись с помощью внешней торговли, заставляет отечественные фирмы повышать эффективность труда.
  - B** Увеличив конкуренцию на внешнем рынке, местные фирмы добились большей эффективности труда.
  - C** Конкуренция местных фирм на внешнем рынке способствовала повышению их эффективности.
- 23.** Before leaving, you need to speak to the head of the sales department.
- A** Прежде, чем вы уйдёте, вы должны поговорить с руководителем отдела продаж.
  - B** Прежде, чем уйти, вам нужно поговорить с руководителем отдела продаж.
  - C** Когда вы соберётесь уходить, зайдите в отдел продаж.
- 24.** After having signed the documents, the owner transferred his real estate to this sports club.
- A** После подписания документов владелец передал свою недвижимость спортивному клубу.
  - B** После подписания документы были переданы реальному владельцу спортивного клуба.
  - C** После подписания документов спортивный клуб перешёл в собственность владельца.
- 25.** The quality of the goods being advertised leaves much to be desired.
- A** Качество рекламируемого товара значительно снизилось.
  - B** Качество рекламируемого товара оставляет желать лучшего.
  - C** В рекламе товара было значительно завышено его качество.
- 26.** Switzerland maintains its reputation promoting the selling of famous Swiss watches all over the world.
- A** Международная слава Швейцарии держится на репутации знаменитых швейцарских часов.
  - B** Швейцария продаёт свои знаменитые швейцарские часы по всему миру благодаря своей репутации.
  - C** Швейцария поддерживает свою репутацию, продвигая по всему миру продажи знаменитых швейцарских часов.
- 27.** Try to use every possible means for developing your professional skills.
- A** Старайтесь использовать все возможные средства для развития ваших профессиональных навыков.
  - B** Попытка использовать профессиональные навыки будет способствовать вашему развитию.
  - C** Старайтесь использовать ваши профессиональные навыки всеми возможными средствами.
- 28.** All the delegates objecting to the resolution voted for our proposal.
- A** Все делегаты, возражающие против резолюции, проголосовали за наше предложение.

- В** Все делегаты, проголосовавшие за резолюцию, возражали против нашего предложения.
- С** Все делегаты поддержали наше предложение и проголосовали за резолюцию.
- 29.** Money spent on the brain is never spent in vain.
- А** Деньги, не потраченные на развитие ума, окупаются.
- В** Деньги, потраченные на образование, потрачены зря.
- С** Деньги, потраченные на образование, окупаются.
- 30.** Payment for the machines delivered will be made in June.
- А** Машины, доставленные в июне, оплачены.
- В** Оплата за доставленные машины внесена в июне.
- С** Оплата за доставленные машины будет произведена в июне.

### *Задания по теме 2.5*

**Exercise 1. a) What are the important qualities of a manager? Look at the list and decide which of them are important for a typical management job. Say why. Add ideas of your own.**

QUALITIES	very important	important	not necessary
dynamic			
young			
well qualified			
experienced			
self-motivated			
a natural leader			
a good communicator			
adventurous			
intelligent			
.....			

**b) What is most important for a true manager from the list given below? Prove your choice.**  
 age; diploma; good looks; authority; competence; adaptability to change; gift from God; life experience.

**Exercise 2. a) In what situations would the manager say the following?**

1. I was working hard to get the department equipped, but where did it get me?
2. May be it's a tough decision, but with your energy you'll manage it.
3. Sorry, but I'm just assistant general manager.
4. Let's hear the rest of it. Keep talking!
5. I'm sure there'll be a good deal of heated discussion.
6. We could find no flaw (недостаток) in your plan.
7. No, that's impossible. You're not fully qualified yet.
8. I can't make head or tail of it.



14. Our main task is ..... the right service for our customers.  
**A** to provide                      **B** to involve                      **C** to realize
15. We are planning ..... the product in two months time.  
**A** to meet                              **B** to launch                      **C** to pay

**III. Выберите правильный перевод предложения:**

16. Home-based businesses create jobs.  
**A** Домашний бизнес создает рабочие места.  
**B** Работа создает бизнес на дому.  
**C** Бизнес создается на дому.
17. The financial manager develops and controls the financial plan.  
**A** Финансовый менеджер разрабатывает и контролирует финансовый план.  
**B** Финансовый менеджер анализирует и контролирует финансовый план.  
**C** Финансовый менеджер несет ответственность за финансовый план.
18. Almost everything a manager does involves decisions.  
**A** Что бы менеджер ни делал, нужно принимать решение.  
**B** Почти все, что делает менеджер, включает в себя решения.  
**C** Почти каждый менеджер должен принимать решения.
19. A good manager is one who can persuade that his way is right.  
**A** Хорошего менеджера можно убедить, что его путь правильный.  
**B** Хороший менеджер – это тот, кто может убедить, что его путь правильный.  
**C** Хороший менеджер – это тот, кого можно убедить в правоте.

**IV. Вставьте подходящее по смыслу слово. Переведите предложения без словаря.**

20. .... is the exchange of a product or service for money.  
**A** Distribution                      **B** Profit                      **C** Sale
21. .... are products which people either need or want.  
**A** Services                              **B** Goods                      **C** Activities
22. A number of different terms are used for ..... including “director”, “administrator”, “president”.  
**A** business                              **B** manager                      **C** engineer
23. .... meant the exchange or trade for things people wanted or needed.  
**A** Managing                              **B** Production                      **C** Business
24. Home-based businesses ..... local economies.  
**A** stimulate                              **B** negotiate                      **C** create
25. The financial manager ..... economic conditions.  
**A** forecasts                              **B** reveals                      **C** offers
26. The term “manager” is frequently used in ..... organizations.  
**A** profit making                      **B** non-profit                      **C** social work
27. Services are activities which a person or group ..... for another group or organization.  
**A** performs                              **B** takes                      **C** suggest
28. A major goal of any business company is ..... profit.  
**A** to perform                              **B** to carry out                      **C** to make
29. A good manager can ..... people that his way is right.  
**A** say                                      **B** involve                      **C** persuade
30. .... is the head of the company.  
**A** Director General                      **B** Vice president                      **C** Shareholder

## **Задания по теме 2.6**

### **Task 1. Give the Russian equivalents for the following words:**

Quantity, branch, profit, independent company, to specialize, warehouse, the main activity, annual growth, dependent company, annual sales, to be situated, employee, motto.

### **Task 2. Translate the following words and expressions from Russian into English:**

Деятельность, годовые продажи, расположение, склад, филиал, главный офис, доход, рост, наемный служащий, зарабатывать, производство, степень независимости компании, клиент, специализироваться.

## **YANDEX**

### **Read the text, fill in the gaps and translate.**

Traditionally, the task of any search engine was to find 1 on the internet. Now they have a broader understanding of its role: that of a universal 2, an assistant, a guide to everything that surrounds us. It's about giving the right suggestion at the right place and 3, help making a choice, and the possibility to get things done.

Yandex is a Russian multinational technology company 4 in Internet-related services and products. Yandex 5 as the 4th largest search engine worldwide. Yandex's history began in the early 1990s when Arkady Volozh and Arkady Borkovsky founded the company Arkadia. In 1993 Arkadia became a 6 of Comptek International. Yandex as a company appeared in 2000. At that time there were only 25 employees and all 7 could fit on a single server. It's headquarters are in Moscow, Russia. It has offices in seven countries, 8 more than 6,000 people. It also operates in Belarus, Kazakhstan, Turkey and Ukraine. More than 55.2 million people in Russia use its 9 on their desktop computers (April 2016). Most of its revenues are derived from contextual advertising, based on what web users are looking for.

The 10 of the 'happiness of the user' is crucial for us. Our team of specialists represents many scientific disciplines, including mathematics, data analysis, programming, 11, and many others. Besides working on products and technologies at Yandex, some of our experts teach, lecture and train students and young specialists. We run our own educational programs. We also partner with Russia's 12 research centres and universities, including the Moscow Institute of Physics and Technology and the Higher School of Economics.

aid, services, data, information, linguistics, time, ranked, concept, subdivision, leading, employing, specializing.

### **Task 4. Try to describe the company on behalf of its employee:**

1. I work in ----- as a-----.
2. It is an independent company. It is a branch of-----.
3. The company was founded in -----.
4. We employ-----.
5. Its main activity is-----.
6. Our customers are-----.
7. The head office is situated in-----.
8. It has-----branches in-----.
9. The company has-----warehouses.
10. Our annual growth is-----.
11. Our annual turnover is-----.
12. Our motto is-----.



**Лексико-грамматические упражнения по теме 2.6**

1) Выберите вариант, соответствующий русскому переводу.

1. (Запуск) new products is essential for the survival of the company.  
a) *Launching*                      b) *Having launched*
2. Your offer is quite (интересное). We'll consider it.  
a) *interesting*                      b) *interested*
3. We are (заинтересованы) in opening a new market in this region.  
a) *interesting*                      b) *interested*
4. (Выплатив) the loan, the firm did not have enough profit left to increase dividends.  
a) *Having repaid*                  b) *Being repaid*

2) Сделайте правильный выбор:

**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

***Задания по теме 2.7*****Задания к тексту «Money».****Exercise 1. Fill in the words from Text A..**

c) 1. Every society has a money economy based on \_\_\_\_\_. 2. When somebody exchanges a sheep for anything of equal value this direct exchange is called \_\_\_\_\_. 3. Apart from cash you may pay by \_\_\_\_\_. 4. If the bank lends you money, you have a bank \_\_\_\_\_. 5. Sometimes you may buy a thing at a lower price which means you get a \_\_\_\_\_. 6. If the thing you purchased is not good, take it back to the shop and ask for a \_\_\_\_\_. 7. They will return your money, provided you have a \_\_\_\_\_.

d)

e) **Exercise 2. Find the English equivalents for these words and expressions from the text:**

f) оплачивать счета, предложить скидку, выпускать деньги, монета, платить наличными, бумажные деньги, копить богатство, удобный, выписка о состоянии банковского счёта, предоставлять займ, определять стоимость, снимать деньги (со счёта).

**Exercise 3. Choose the words to complete the sentences below:**

*coins / cash / currency / money*

- 1) The ... of Japan is the yen.
- 2) She has got a lot of ... in her bank account.
- 3) It costs £10 if you're paying ... . It'll be more if you pay by cheque.
- 4) In the United States, many places - especially filling stations - will not accept ... at night for security reasons.
- 5) Can you change this pound note into ... for the coffee machine?

**Exercise 4. Look through the text and make a list of verbs and nouns from the group "Money".**

*Verbs:* buy, pay, ...

*Nouns:* value, cheque...

**Exercise 5. a) Read the text «From the History of Paper Money». Fill in the gaps with the missed words from the box.**

*countries, traders, earliest, century, silver, world, empire, issuer, print, introduction, bill, currency, paper, banknotes, using, by*

- 1) When did the earliest banknotes appear?
- 2) What was the reason of establishing the Bank of England?
- 3) Who is the father of American paper money?
- 4) Is forgery getting harder?
- 5) What are the ways of defeating the forgers?
- 6) Is demand for paper money falling?
- 7) What countries issue the most attractive banknotes?
- 8) Does Scotland have its own currency?
- 9) Why is the price of an old Hongkong Bank note from 1867 so high?
- 10) Why are euro notes blamed of banality?
- 11) What symbol would Great Britain lose if it joined the euro?
- 12) What are the designs of Russian banknotes?

### **Тест по теме 2.7**

**I. Выберите правильный вариант:**

1. One of the money functions is to serve as a store of \_\_\_\_\_.  
A value                                      B wealth                                      C exchange
2. People save money to spend at some time in the \_\_\_\_\_.  
A past    B future                                      C present
3. Money is \_\_\_\_\_ means of payment.  
A more convenient                      B not convenient                      C the most convenient
4. To save money in banks is \_\_\_\_\_ because bank customers receive interest given on savings accounts.  
A profitable                                      B unprofitable                                      C impossible
5. Energy is Russia's biggest source of hard \_\_\_\_\_.  
A currency                                      B share                                      C profit

6. Many banks \_\_\_\_\_ various insurance services.  
A deliver                      B sell                      C provide
7. The Bank of England issues banknotes and mints \_\_\_\_\_.  
A checks                      B coins                      C taxes
8. The central bank of the United Kingdom is located in \_\_\_\_\_.  
A Oxford                      B Glasgow                      C London
9. The role of correspondent banks is nowadays \_\_\_\_\_.  
A grows                      B grow                      C growing
10. The Federal Reserve Banks supply the member banks with currency and act to them as \_\_\_\_\_.  
A lenders                      B borrowers                      C shareholders
11. The amount of money a person actually receives is \_\_\_\_\_ than his gross salary.  
A more                      B less                      C the same
12. Members of legal profession who are self-employed charge \_\_\_\_\_ for their services.  
A pension                      B fees                      C salary

*II. Сопоставьте слова с их определениями:*

13.    1) a sum of money paid or expected to be paid                      A wage  
      2) a regular amount of money that you earn, usually                      B sale  
          every week, for work or services                      C payment  
      3) a sum of money                      D amount  
      4) the exchange of a product or service for money
14.    1) the movement of a large amount of money out of a place                      A benefit  
      2) the movement of a large amount of money into a place                      B outflow  
          from somewhere else                      C inflow  
      3) money provided by the government to people                      D income  
          who need financial help because they are unemployed  
      4) the money that you earn from your work or that you receive from investment
15.    1) money spent in doing a particular job, or                      A revenue  
          for a particular purpose                      B profit  
      2) the money that an organization receives from its business                      C salary  
      3) money that professional employees receive for doing                      D expenses  
          their job, usually paid every month  
      4) the money that remains after all expenses are paid

*III. Выберите правильный вариант:*

16. If he changes his job he \_\_\_\_\_ to another flat.  
A will move                      B moved                      C would move
17. He could get a job easily if he \_\_\_\_\_ a degree.  
A has                      B have                      C had
18. They wouldn't have bought the notebook if it \_\_\_\_\_ too expensive.  
A was                      B had been                      C has been
19. If she \_\_\_\_\_ early she will have to wait.  
A come                      B came                      C comes
20. We would be very grateful if you \_\_\_\_\_ us the information as soon as possible.

- A sent    B send    C have sent
21. If the firm reduces the prices it \_\_\_\_\_ its money.  
A will lose    B lost    C loses
22. If you \_\_\_\_\_ your job, what would you be?  
A can change    B could change    C will change
23. Will you open a bank account if the rate of interest \_\_\_\_\_ high?  
A are    B is    C will be
24. If you know English well you \_\_\_\_\_ a well-paid job.  
A will get    B would get    C got
25. If you \_\_\_\_\_ to make a profit, you will increase production level.  
A want    B wanted    C wants
26. We would have met them if we \_\_\_\_\_ the date of their arrival.  
A knew    B have known    C had known
27. You \_\_\_\_\_ good results if you worked hard.  
A achieved    B would achieve    C will achieve
28. If the company advertised for a new secretary I \_\_\_\_\_ for the job.  
A will apply    B would apply    C had applied
29. They wouldn't fire him if he \_\_\_\_\_ a good computer operator.  
A is    B will be    C was
30. If the company carries marketing research it \_\_\_\_\_ potential customers.  
A won't lose    B wouldn't lose    C don't lose

## Тема 2.8

### 1. Лексические упражнения.

**1) Write the correct spelling for each of these words to do with money:**

1. intrest      2. cheqe      3. curency      4. saveings      5. incom      6. fair  
7. derect      8. bargine      9. withdro      10. discont

**2) Match the halves of these starting sentences and translate them:**

1. Alfie was waiting at a busy cashpoint      a) to invest in some shares  
yesterday    on the stock market.  
2. We've applied for a mortgage      b) for ten minutes to make  
a withdrawal.  
3. Ruby gets £6.55 per hour      c) with our local bank.  
4. I'm going to take out part of my savings      d) for working at the  
cinema.

**3) Translate these sentences into English.**

1. Если у меня на счете будет 1000\$, я их сниму и куплю билеты.  
2. Вчера я совершил сделку, т.к. купил товар хорошего качества.  
3. НДС налагается на все продукты питания.  
4. Я хотел расплатиться кредитной картой, но в магазине принимали только наличность.

**4) Fill in the missed words and give the full names of these abbreviations.**

- 1) ATM Automated Teller ...

- 2) CEO ... Executive Officer
- 3) CIS Commonwealth of ... States
- 4) GDP Gross ... Product
- 5) HR ... Resources
- 6) PIN Personal identification ...

5) ***Make up word combinations and translate them into Russian.***

- |               |                  |
|---------------|------------------|
| 1) interest   | a) from a bank   |
| 2) price      | b) a loan        |
| 3) income     | c) of a flat     |
| 4) to pay     | d) all the costs |
| 5) monthly    | e) savings       |
| 6) to borrow  | f) back          |
| 7) to need    | g) repayment     |
| 8) personal   | h) rate          |
| 9) to include | i) after tax     |

6) ***Answer the questions:***

- 1) Where do you study?
- 2) When will you graduate from the Institute?
- 3) What is your future profession?
- 4) Is the profession of an economist important nowadays?
- 5) What makes a good economist?
- 6) What subjects are you taught at the Institute?
- 7) What are your favorite subjects?
- 8) Are you fond of English?
- 9) An economist needs some knowledge of the world outside his own country, doesn't he?
- 10) Will an economist need some knowledge of political and economic history in future?
- 11) Where can you work after graduating from the Institute?
- 12) Do you have a desire and abilities to become a scientist in the field of Economics?
- 13) Would you like to work as a manager or an accountant?
- 14) Do you agree that an accountant is one of the most prestigious professions?
- 15) Is the profession of an accountant widely required in any society nowadays?
- 16) What is the difference between an accountant and a book-keeper?
- 17) What is an accountant responsible for?
- 18) What would you prefer: to work at a bank or at the Stock Exchange as a broker?
- 19) Why is it important to know the economic laws of the development of the society?
- 20) Can you solve any problems facing your country?

## Итоговая лексико-грамматическая контрольная работа

### **Задание N 1. Заполните пропуск**

Her current interest was \_\_\_\_\_ and development, but she has changed fields.

- a) resistance
- b) reputation
- c) research
- d) residence

### **Задание N 2. Заполните пропуск**

The person who handles applications for vacant posts is \_\_\_\_\_.

- a) personnel officer
- b) safety officer
- c) unskilled worker
- d) sales assistant

### **Задание N 3. Заполните пропуск**

Act of raising in rank or position is called \_\_\_\_\_.

- a) promotion
- b) training
- c) devotion
- d) development

### **Задание N 4. Заполните пропуск**

\_\_\_\_\_ is the process of finding possible candidates for a job or function.

- a) Resume
- b) Recruiting
- c) Job hunting
- d) Training

### **Задание N 5. Заполните пропуск**

A shorter, more \_\_\_\_\_ meeting leaves time for work.

- a) productivity
- b) productiveness
- c) productive
- d) production

### **Задание N 6. Заполните пропуск**

It was a good idea of \_\_\_\_\_ to go swimming this afternoon.

- a) your
- b) yourself
- c) you
- d) yours

### **Задание N 7. Заполните пропуск**

My best friend is three years \_\_\_\_\_ than me.

- a) most young
- b) younger
- c) the youngest
- d) young

### **Задание N 8. Заполните пропуск**

The oldest living tree in the world grows in \_\_\_\_\_ California.

- a) an
- b) the

- c) ФОНД ОЦЕНОЧНЫХ СРЕДСТВ СПО
- d) a

**Задание N 9. Заполните пропуск**

She is going to study music \_\_\_\_\_ next year.

- a) to
- b) at
- c) in
- d) -

**Задание N 10. Заполните пропуск**

Begin with a minute \_\_\_\_\_ two of small talk.

- a) and
- b) but
- c) if
- d) or

**Задание N 11. Заполните пропуск**

My course \_\_\_\_\_ on Monday at 9.30.

- a) shall start
- b) have started
- c) starts
- d) are starting

**Задание N 12. Заполните пропуск**

\_\_\_\_\_ of her arrival, I went to see her.

- a) Telling
- b) Having been told
- c) To tell
- d) Told

**Задание N 13. Заполните пропуск**

\_\_\_\_\_ the sunset. It's going to be really hot tomorrow.

- a) Look for
- b) Look at
- c) Look to
- d) Look after

**Задание N 14. Заполните пропуск**

Your face seems familiar to me. We \_\_\_\_\_ have met somewhere.

- a) need
- b) ought
- c) must
- d) should

**Задание N 15. Заполните пропуск**

*Hostess:* Are you enjoying yourselves?

*Guest:* \_\_\_\_\_

- a) I don't know.
- b) What have you said?
- c) Oh, yes, we're having a fantastic time, thank you.
- d) Yes, we are enjoying ourselves.

**Задание N 16. Выберите реплику, наиболее соответствующую ситуации общения**

Shop assistant: Can I help you?  
ФОНД ОЦЕНОЧНЫХ СРЕДСТВ СПО

Customer: \_\_\_\_\_.

- a) No, it's all right, thanks, I'm just looking.
- b) No, that's not necessary.
- c) Fine.
- d) Oh, good. I'm so glad to have met you.

**Задание N 17. Заполните пропуск**

Teacher: Well, good bye and the best of luck for the future.

Student: \_\_\_\_\_.

- a) Let's hope for the best.
- b) Good bye for ever.
- c) Thank you for teaching me, I really enjoyed your lessons.
- d) Good luck.

**Задание N 18. Выберите реплику, наиболее соответствующую ситуации общения**

Boss: Do you see what I mean?

Employee: \_\_\_\_\_.

- a) Yes, and I don't agree with you.
- b) Yes, do, please.
- c) Yes, but I'm not sure I quite agree.
- d) I don't think so.

**Задание N 19. Заполните пропуск**

British Museum is situated in \_\_\_\_\_.

- a) Edinburgh
- b) London
- c) Washington
- d) Cambridge

**Задание N 20.**

How many stripes are there on the US flag?

- a) 31
- b) 17
- c) 13
- d) 20

**Задание N 21. Заполните пропуск**

The largest city of Canada is \_\_\_\_\_.

- a) Ottawa
- b) Toronto
- c) Montreal
- d) Vancouver

**Задание N 22. Заполните пропуск**

Bill Gates is a founder of \_\_\_\_\_.

- a) the largest automobile corporation
- b) the Microsoft Corporation
- c) the first entertainment theme park
- d) the Metropolitan Museum

**Задание N 23. Расположите части делового письма в правильном порядке**

FOOD MACHINES

- a) Thank you for your letter. I am afraid that we have a problem with your order. Unfortunately, the



ФОНД ОЦЕНОЧНЫХ СРЕДСТВ СНО  
manufacturers of the part you wish to order have advised us that they cannot supply it until November. Would you prefer us to supply a substitute, or would you rather wait until the original parts are again available?

- b) I look forward to hearing from you.  
Yours sincerely,  
Simon Tramp  
Sales Manager
- c) James Sawyer, Sales Manager, Electro Ltd, Perry Road Estate,  
Oxbridge UN54 42KF.
- d) 6 Pine Estate, Bedford Road, Bristol, UB28 12BP  
Telephone 9036 174369 Fax 9036 36924  
6 August 2005
- e) Dear Mr Sawyer,

**Задание N 24. Перед Вами конверт**

New Jersey Power Company  
5695 South 23 Road  
(1) Ridgefield, (2) NJ 08887

(3) Mr. Frederick Wood  
Director of Marketing  
(4) Smith Printing Company  
590 (5) Sixth Avenue  
Milwaukee, (6) WI 56789

**Соотнесите информацию под определенным номером на конверте с тем, что она обозначает.**

- a) the town the letter comes from
- b) the ZIP Code in the mailing address
- c) the ZIP Code in the return address
- d) the street name in the mailing address
- e) the addressee
- f) the addressee's company name

**Задание N 25. Определите, к какому виду делового документа относится представленный ниже отрывок.**

.....  
We are a large record store in the centre of Manchester and would like to know more about CDs and DVDs you advertised in the last month's edition of *HiFi*. Could you tell us if the products are leading brandnames, or made by small independent companies, and if they would be suitable for recording classical music, games and video.  
We would appreciate it if you send us some samples.  
.....

- a) Contract
- b) Memo
- c) CV
- d) Letter of enquiry / request

**Задание N 26. Выберите слова или сочетания слов для заполнения пропусков так, чтобы они отражали особенности оформления служебной записки**

To : Secretarial Supervisor  
(1) \_\_\_\_\_ : Claire McElroy

(3) ~~Фонд оценочных средств~~ Demonstration of new office equipment

The (3) \_\_\_\_\_ of Smart Equipment will visit us on 28 April to demonstrate their new computer and fax-machine which you are sure to be interested in.

Please arrange the time to meet him so that all your staff could be present.

(4) \_\_\_\_\_

- a) Sales Manager
- b) From
- c) C.M.
- d) Subject

### Задание N 27. Прочитайте текст

#### TRAINING AND PROMOTION

1. In all industrialised countries managers are typically recruited from university or postsecondary technical-school graduates. It is becoming rare for blue-collar workers without a college or technical school degree to rise beyond the level of first-line supervision into the ranks of higher management. As few graduates fresh out of a university or technical school have the experience necessary to assume broad-based or high-level managerial responsibilities, most organizations invest heavily in systematic management training and development efforts.

2. An initial part of the training involves socialization into the practices, values, and culture of the organization. Another source of training and development lies in the career paths and job rotation policies of the firm. A large multinational firm devised a 10-year management development plan for all its junior managers, assuming that within those 10 years the manager would change jobs at least five times. Each job change was expected to expose the junior manager to a different functional area, such as marketing, finance, technology or product development, and manufacturing and increase the number of people the manager supervised or the level of responsibility. This firm, like an increasing number of others, attempted to include international experience in the career path, especially for those young managers targeted early in their careers as having the potential to rise to the level of senior management.

3. Researchers have shown that managerial career patterns can be predicted quite accurately by the results of these early promotional outcomes. Some have used the analogy of a tournament to describe the process, in which “losing” at any step along the way significantly reduces one’s chance of “winning” – that is, getting to the top of an organization or profession. Thus, a failure to get a promotion one expects often is a signal for the manager to look for opportunities in another organization.

*‘The work careers of managers and workers’,  
Encyclopaedia Britannica Deluxe Edition*

#### Определите, является ли утверждение:

Higher education is an obligatory condition for promotion.

- a) в тексте нет информации
- b) истинным
- c) ложным

#### Задание N 28. Определите, является ли утверждение:

Most firms set up special courses for professional training of their staff.

- a) истинным
- b) ложным
- c) в тексте нет информации

#### Задание N 29. Определите, является ли утверждение:

There are firms which consider it necessary for their young managers to acquire international experience.

- a) истинным
- b) в тексте нет информации
- c) ложным

**Задание N 30. Определите, является ли утверждение:**

Only international experience in management can help office workers to get a promotion.

- a) истинным
- b) ложным
- c) в тексте нет информации

**Задание N 31. Укажите, какому из абзацев текста (1, 2, 3) соответствует следующая идея:**

New functional duties and responsibilities laid upon managers help firms to discover their potentials.

- a) 3
- b) 2
- c) 1

**Задание N 32. Укажите, какому из абзацев текста (1, 2, 3) соответствует следующая идея:**

Any young manager is supposed to learn all he can about the company he is working for.

- a) 2
- b) 1
- c) 3

**Задание N 33. Ответьте на вопрос:**

What are the main sources of professional training and development for young managers?

- a) Post-graduate course.
- b) Socialization into the practices of the organization and job rotation.
- c) Working for various international companies.
- d) University education.

**Задание N 34. Определите основную идею текста**

- a) Predictions of managerial career patterns.
- b) Professional growth of managers and upgrading.
- c) Variety of managerial duties and responsibilities.
- d) University education as a precondition for professional career.

### 3. ВОПРОСЫ К ЗАЧЕТУ, ДФК И ЭКЗАМЕНУ

#### *Содержание зачета (1/3 семестр)*

1. Чтение и письменный перевод со словарем оригинального текста профессиональной тематики объемом 1.200 печатных знаков (время на подготовку – 40 минут).
2. Чтение экономического текста без словаря и передача его содержания на английском и русском языках.
3. Монологическое сообщение / развитие ситуации объемом 15-20 предложений в рамках изученной тематики (время на подготовку -15 минут). Беседа с преподавателем.

#### Тематика устных сообщений:

- 1) Туризм.

- 2) Собеседование-предложение на работу.
- 3) Разговор по телефону (диалог).

#### *Содержание ДФК (2/4 семестр)*

1. Чтение и письменный перевод со словарем оригинального текста профессиональной тематики объемом 1.200 печатных знаков (время на подготовку – 40 минут).
2. Чтение экономического текста без словаря и передача его содержания на английском и русском языках.
3. Монологическое сообщение / развитие ситуации объемом 15-20 предложений в рамках изученной тематики (время на подготовку – 15 минут). Беседа с преподавателем.

#### Тематика монологических сообщений:

- 1) Бизнес и экономика.
- 2) Маркетинг.
- 3) Реклама.
- 4) Менеджмент.

*Итоговый контроль* проводится в виде экзамена за весь курс обучения дисциплине. Объектом контроля является достижение студентами определенного уровня владения иноязычной коммуникативной компетенцией.

#### *Содержание экзамена(3/5 семестр)*

1. Чтение и письменный перевод со словарем оригинального текста профессиональной тематики объемом 1.200 печатных знаков (время на подготовку – 40 минут).
2. Чтение экономического текста без словаря и передача его содержания на английском и русском языках.
3. Монологическое сообщение / развитие ситуации объемом 15-20 предложений в рамках изученной тематики (время на подготовку – 15 минут). Беседа с преподавателем.

#### Тематика монологических сообщений:

- 1) Презентация компании.
- 2) Деньги. Финансы.
- 3) Банки.
- 4) Будущая профессия.

## **4. ОСНОВНАЯ И ДОПОЛНИТЕЛЬНАЯ УЧЕБНАЯ ЛИТЕРАТУРА**

### **Основная литература**

ОЛ-1. Колесникова Н.Н. Английский язык для менеджеров : English for Managers : учебник для студентов образоват. учреждений сред. проф. образования / Н.Н.

Колесникова Г.В., Данилова Л.Н., Девяткина. - М. : Academia, 2004. - 304 с. -  
(Среднее профессиональное образование)

### **Дополнительная литература**

ДЛ-1. Акопян А.А. Англо-русский словарь / А.А. Акопян, А.Д. Травкина, С.С. Хватова ; под ред. А.Д. Травкиной. - М. : Проспект, 2012. - 640 с.

ДЛ-2. Мюллер В.К. Словарь англо-русский : 40 000 слов / В.К. Мюллер, С.К. Боянус. - М. : Локид-Пресс, 2009. - 688 с.

Электронные ресурсы

ДЛ-3. Кияткина И. Г.. Английский язык для учащихся средних профессиональных учебных заведений: учебное пособие [Электронный ресурс] / СПб: Политехника, 2012. - 450с. - 978-5-7325-0928-1  
<http://biblioclub.ru/index.php?page=book&id=124372>

ДЛ-4. Шевелёва С. А.. Английский язык для секретарей и менеджеров: учебное пособие [Электронный ресурс] / М.: Юнити-Дана, 2012. - 273с. - 5-238-00961-5  
<http://biblioclub.ru/index.php?page=book&id=118990>