

МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ
Федеральное государственное бюджетное
образовательное учреждение высшего образования
«ТЮМЕНСКИЙ ИНДУСТРИАЛЬНЫЙ УНИВЕРСИТЕТ»
Филиал ТИУ в г. Ноябрьске
Кафедра Экономика, менеджмент и естественнонаучные дисциплины

**Комплект контрольно-оценочных средств
по учебной дисциплине**

по учебной дисциплине

ДЕЛОВОЙ ИНОСТРАННЫЙ ЯЗЫК (АНГЛИЙСКИЙ)

основной профессиональной образовательной программы
по направлению 15.03.04 Автоматизация технологических процессов и
производств

Комплект контрольно-оценочных средств разработан в соответствии с требованиями Федерального государственного образовательного стандарта по направлению 15.03.04 Автоматизация технологических процессов и производств и рабочей программы учебной дисциплины Деловой иностранный язык (английский)

Комплект контрольно-оценочных оценочных средств рассмотрен на заседании кафедры ЭМЕНД

Протокол № 9 от «15» мая 2019 г.

Заведующий кафедрой



О.С. Тамер

Разработчик:

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**Паспорт комплекта контрольно-оценочных средств
по учебной дисциплине
Деловой иностранный язык (английский)**

1. Контролируемые компетенции

Компетенции, формируемые в процессе изучения дисциплины (таблица 1):

Таблица 1

Код компетенций	Формулировка компетенций
ОК-3	Способностью к коммуникации в устной и письменной формах на русском и иностранном языках для решения задач межличностного и межкультурного взаимодействия
ПК-18	Способностью аккумулировать научно-техническую информацию, отечественный и зарубежный опыт в области автоматизации технологических процессов и производств, автоматизированного управления жизненным циклом продукции, компьютерных систем управления ее качеством

Формой текущей аттестации по учебной дисциплине является зачет.

2. Результаты освоения учебной дисциплины, подлежащие проверке

В процессе изучения дисциплины осуществляется комплексная проверка следующих результатов обучения (таблица 2, 3, 4):

Таблица 2

Знать:

Индекс результата	Результаты обучения	Показатели оценки результата
31	Знать: коммуникации в устной и письменной формах на иностранном языках для решения задач межличностного и межкультурного взаимодействия	Истолковывать и объяснять: Предмет изучения: русский язык и культура речи как вузовский курс, включающий знание нескольких разделов лингвистики, – современного русского литературного языка, культуры речи, стилистики, риторики и речевого этикета. Дихотомия “язык – речь”. Функции языка. Происхождение и развитие русского языка. Родственные языки. Современный русский литературный язык, его структура (разделы). Формы существования, свойства (особенности) и стилистическое расслоение русского литературного языка.
32	Знать: технологические процессы и производства; принцип действия и устройство средств автоматизации, исполнительных механизмов; отечественную и зарубежную научно-техническую информацию в области автоматизации технологических процессов и производств, автоматизированного управления жизненным циклом продукции, компьютерных систем управления ее качеством.	Анализировать Русский национальный язык, его структурные подсистемы, находящиеся за рамками литературного языка: диалекты (говоры), просторечие, жаргоны (профессионализмы, арго, сленг).

Таблица 3

Уметь:

Индекс результата	Результаты обучения	Показатели оценки результата
У1	Уметь: понимать универсальные принципы деловой этики и закономерности их проявления в деловых отношениях; осуществлять профессионально-этическое регулирование в деловой сфере; понимать содержание норм и ценностей корпоративной культуры и их место в ценностно-нормативной парадигме культуры; психологически и риторически обеспечивать грамотное и результативное деловое взаимодействие; ориентироваться в национальной специфике делового общения	Психологическое и риторическое обеспечение грамотного и результативного делового взаимодействия; ориентация (аргументация) в национальной специфике делового общения
У2	Уметь: накапливать и применять опыт отечественной и зарубежной науки в области автоматизации технологических процессов и производств; автоматизированного управления жизненным циклом продукции, компьютерных систем управления ее качеством.	

Таблица 4

Владеть:

Индекс результата	Результаты обучения	Показатели оценки результата
В1	Владеть: навыками коммуникации в устной и письменной формах на иностранном языке для решения задач межличностного и межкультурного взаимодействия	Правильное использование выразительных средств русского языка в рекламе. Речевой этикет: формулы приветствия, прощания, просьбы и др. Рациональное использование техники аргументации, видов спора: мягкий, жесткий, конструктивный, стратегией и тактикой ведения деловых переговоров. Деловой этикет.
В2	Владеть: навыками анализа научно-технической информации, анализа отечественного и зарубежного опыта в области автоматизации технологических процессов и производств, автоматизированного управления жизненным циклом продукции, компьютерных систем управления ее качеством; основными приемами проектирования АСУ ТП от полевого уровня до уровня АСУТП с использованием интегрированных программных средств без реального программирования	

3. Контроль и оценка освоения учебной дисциплины

Таблица 3

№ п/п	Элементы учебной дисциплины (темы/раздела)	Результаты обучения (индекс результата)	Показатели оценки результата	Форма и методы контроля	Макс.балл
1.	Поиск работы	З1, У1, В1,	Истолковывать и объяснять: Предмет изучения: русский язык и культура речи как вузовский курс, включающий знание	Тестирование	40
2.	Резюме			Выполнение практических	30

			нескольких разделов лингвистики, – современного русского литературного языка, культуры речи, стилистики, риторики и речевого этикета. Дихотомия “язык – речь”. Функции языка. Происхождение и развитие русского языка. Родственные языки. Современный русский литературный язык, его структура (разделы). Формы существования, свойства (особенности) и стилистическое расслоение русского литературного языка. Анализировать Русский национальный язык, его структурные подсистемы, находящиеся за рамками литературного языка: диалекты (говоры), просторечие, жаргоны (профессионализмы, арго, сленг). Психологическое и риторическое обеспечение грамотного и результативного делового взаимодействия; ориентация (аргументация) в национальной специфике делового общения. Правильное использование выразительных средств русского языка в рекламе. Речевой этикет: формулы приветствия, прощания, просьбы и др. Рациональное использование техники аргументации, видов спора: мягкий, жесткий, конструктивный, стратегией и тактикой ведения деловых переговоров. Деловой этикет.	работ	
3.	Собеседование при приеме на работу			Выполнение Кейс-задачи	30
4.	Деловая переписка				
5.	Модальный глагол must				
6.	Виды писем				
7.	Речевой этикет				
8.	Электронная переписка				
9.	Формы выражения будущего времени				
10.	Телефонные разговоры				
11.	Условные предложения I, II и III типов				
12.	Презентация				
13.	Косвенная речь				
14.	Принятие решений				
15.	Фразовые глаголы				
16.	Контрольные мероприятия				

МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ

Федеральное государственное бюджетное
образовательное учреждение высшего образования
«ТЮМЕНСКИЙ ИНДУСТРИАЛЬНЫЙ УНИВЕРСИТЕТ»

Филиал ТИУ в г. Ноябрьске

Кафедра Экономика, менеджмент и естественнонаучные дисциплины

Практические работы

по дисциплине

Деловой иностранный язык (английский)

№ п/п	Наименование
1.	Практическое занятие 1
2.	Практическое занятие 2
3.	Практическое занятие 3
4.	Практическое занятие 4
5.	Практическое занятие 5
6.	Практическое занятие 6

Критерии оценки:

	практ.раб. выполнена	практ.раб. не выполнена
Практическое занятие 1	1-5	0
Практическое занятие 2	1-5	0
Практическое занятие 3	1-5	0
Практическое занятие 4	1-5	0
Практическое занятие 5	1-5	0
Практическое занятие 6	1-5	0

МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ
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Кафедра Экономика, менеджмент и естественнонаучные дисциплины

Фонд тестовых заданий
по дисциплине
Деловой иностранный язык (английский)

Задание 1

Для того, чтобы правильно выполнить задание № 1, необходимо изучить следующие разделы курса английского языка:

1. Видо-временные формы глагола.
2. Множественное число и притяжательный падеж имени существительного.
3. Степени сравнения имени прилагательного.
4. Неопределенные и отрицательные местоимения.

Прочтите текст и ответьте на вопросы, следующие за текстом.

BUSINESS STRUCTURE

Each company whether it is large or small has its business structure. Many companies have much in common in their structures.

Top Management of a corporation consists of the board of directors and the executive officers. The board of directors determines basic company policies and appoints the executive officers. These officers include a chairman of the board or chief executive officer, a president, and a number of vice presidents. They are responsible for carrying out the decisions of the board of directors and the stockholders. The executive officers also select the managers of the various departments of the corporation. The Managing Director (sometimes called the Chief Executive, or the President in Russia or the USA) is the head of the company.

The Chairman of the Board is in overall control and may not be the head of any one department. Under him there are executive managers, responsible for the work in different departments. The number of departments in a corporation depends on the size of the company and on the nature of the goods and services that it provides. For example, a corporation with many employees may need a personnel department. A manufacturing firm may need a research department to study ways of developing new products or improving existing ones. Most corporations have departments that handle three basic business activities - production, finance, and marketing.

The Production department consists of several divisions: Production, Packaging, Distribution, Quality and Maintenance. The Marketing department plans how to sell new products and may include Advertising division as well. There may be several divisions in the Finance department connected with customer accounts, wages and salaries, financial services, taxation, investment and cash management Personnel department recruits new employees and organizes training courses.

The above-mentioned departments are headed by managers. The Manager is in charge of its day-to-day running, and he reports to the Director. The Director is responsible for strategic planning and for making decisions.

Various personnel in each department report to the manager. For example, the Sales Representative reports to the Sales Manager- the head of Sales department which sells the products and sends them to the customers.

The high-technology products of today will be obsolete tomorrow, if not sooner. Things are changing so fast that the service industry sector can hardly keep pace with its clients' ever-increasing demands. Nobody really knows where the global economy is going. Some big companies like Apple and IBM now form strategic alliances to fight off bigger threats. Conglomerates are merging and de-merging all the time.

For corporations to succeed in the 21st century they will need to break all the rules about structuring and running their business. In place of old corporate pyramid with work passed down the line from the top, what more and more companies are doing is operating with just a small core of permanent employees and pushing most of their work out to a network of affiliates.

Before starting your business, while producing a business plan, you should think of the business structure of your future enterprise so it includes all necessary specialists for your firm. Creating the suitable business structure may be one of the parts of your business success.

Comprehension

1. Who is a managing director?
2. What departments cover three basic activities?
3. Explain what is in your view the role of the board of directors in the business structure?
4. What is the major role of a manager in a company?
5. Why do big companies form strategic alliances?

II. 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 3-го лица единственного числа глагола в Present Indefinite;

Б) признаком множественного числа имени существительного;

В) показателем притяжательного падежа имени существительного.

Переведите предложения на русский язык.

1. Our manager stays in the office all day.
2. Our engineers meet customers every day.
3. The economist of our office finished his monthly report the day before yesterday.

III. Перепишите следующие предложения и переведите их, обращая внимание на особенности перевода на русский язык определений, выраженных именем существительным.

1. We receive lots of business correspondence every day.
2. Our accounting department head revises all the financial reports.
3. We are interested in internal market figures only.

IV. Перепишите следующие предложения, содержащие разные формы сравнения, и переведите их на русский язык.

1. This street is much busier than those we passed by.
2. We have ordered more reliable equipment for operation.
3. Piccadilly is one of the most famous streets of London.

V. Перепишите и письменно переведите предложения на русский язык, обращая внимание на перевод неопределенных и отрицательных местоимений.

1. Some years ago we replaced most of equipment and instruments in the laboratory.
2. No permit is required for an entry to this office.
3. Any money is accepted in a duty free shop.

VI. Перепишите следующие предложения, определите в них видо-временные формы глаголов и укажите их инфинитив. Переведите предложения на русский язык.

1. We have received an enquiry for your goods from Smith & Co.
2. We shall start our immediate shipment tomorrow.
3. Your request is a necessary action on your part.

Задание 2

Для того, чтобы правильно выполнить задание № 2, необходимо изучить следующие разделы курса английского языка:

1. Видо-временные формы глагола.
2. Множественное число и притяжательный падеж имени существительного.
3. Степени сравнения имени прилагательного.
4. Неопределенные и отрицательные местоимения.

Прочтите текст и ответьте на вопросы, следующие за текстом.

BUSINESS STRUCTURE

Each company whether it is large or small has its business structure. Many companies have much in common in their structures. The number of departments in a corporation depends on the size of the company and on the nature of the goods and services that it provides.

The Production department consists of several divisions: Production, Packaging, Distribution, Quality and Maintenance. The Marketing department plans how to sell new products and may include Advertising division as well. There may be several divisions in the Finance department connected with customer accounts, wages and salaries, financial services, taxation, investment and cash management. Personnel department recruits new employees and organizes training courses.

The above-mentioned departments are headed by managers. The Manager is in charge of its day-to-day running, and he reports to the Director. The Director is responsible for strategic planning and for making decisions.

Various personnel in each department report to the manager. For example, the Sales Representative reports to the Sales Manager- the head of Sales department which sells the products and sends them to the customers.

The high-technology products of today will be obsolete tomorrow, if not sooner. Things are changing so fast that the service industry sector can hardly keep pace with its clients' ever-increasing demands. Nobody really knows where the global economy is going. Some big companies like Apple and IBM now form strategic alliances to fight off bigger threats. Conglomerates are merging and de-merging all the time.

For corporations to succeed in the 21st century they will need to break all the rules about structuring and running their business. In place of old corporate pyramid with work passed down the line from the top, what more and more companies are doing is operating with just a small core of permanent employees and pushing most of their work out to a network of affiliates.

Before starting your business, while producing a business plan, you should think of the business structure of your future enterprise so it includes all necessary specialists for your firm. Creating the suitable business structure may be one of the parts of your business success.

The Functions of an Executive

As nearly everyone knows, an executive has practically nothing to do except to decide what is to be done, to tell someone to do it, to listen to reasons why it should not be done. Why should be done by someone else, why it should be done in a different way; to follow up to see if the thing has

been done; to discover that it has not; to inquire why; to listen feeble excuses from the person who should have done it; to follow it up again to see if the thing has been done only to discover that it has now been done, but incorrectly; to point out how it should have been done; to conclude that until it can be redone it may as well be left how it is; to wonder if it is not time to get rid of a person who cannot do anything right, to reflect that he has a wife and children, and that any successor would probably be just as bad and may be worse; to consider how much simpler it would have been and how much better the thing would have been done if one had done it oneself in the first place; to reflect sadly that one could have done it right in twenty minutes, and as things turned out, one has had to spend two days to find out why it has taken three weeks for someone else to do it wrong.

Comprehension

1. What are the divisions in a production department?
2. What are the functions of an executive?
3. List major departments in a company.
4. What is the business plan needed for?
5. What is the major role of a manager in a company?

II. 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 3-го лица единственного числа глагола в Present Indefinite;

Б) признаком множественного числа имени существительного;

В) показателем притяжательного падежа имени существительного.

Переведите предложения на русский язык.

1. Mr. Dunn often comes to our office to discuss urgent matters of our business.
2. After lunch I usually look through catalogues and quotations or meet customers.
3. Our expert goes to plants for inspection on a weekly basis.

III. Перепишите следующие предложения и переведите их, обращая внимание на особенности перевода на русский язык определений, выраженных именем существительным.

1. Yesterday our company chief manager invited the customers to go and see the construction of the plant.
2. He called at the men's department of a big department store.
3. The most important event today was certainly the women's 200 meter freestyle competition.

IV. Перепишите следующие предложения, содержащие разные формы сравнения, и переведите их на русский язык.

1. Gabriela speaks English better than David because she spent a year in the United States.
2. Tom makes more money than Jim because he works harder than Jim.
3. Mrs. Park always has to wait for her friend at the top of the hill because Miss Holm walks more slowly than Mrs. Park.

V. Перепишите и письменно переведите предложения на русский язык, обращая внимание на перевод неопределенных и отрицательных местоимений.

1. When we got there some people were waiting calmly.
2. But your advice is valuable to us.
3. Any your advice is valuable to us.

VI. Перепишите следующие предложения, определите в них видо-временные формы глаголов и укажите их инфинитив. Переведите предложения на русский язык.

1. Our compressors are selling very well, and we are heavy with orders.
2. I'll take out a couple of these catalogues then.

3. We agreed to deliver only 15 compressors in December.

Задание 3

Для того, чтобы правильно выполнить задание № 3, необходимо изучить следующие разделы курса английского языка:

1. Видо-временные формы глагола: а) активный залог – формы Indefinite (Present, Past, Future); формы Continuous (Present, Past, Future); формы Perfect (Present, Past, Future). б) пассивный залог - формы
2. Множественное число и притяжательный падеж имени существительного.
3. Степени сравнения имени прилагательного.
4. Неопределенные и отрицательные местоимения.

Прочтите текст и ответьте на вопросы, следующие за текстом.

MICROECONOMICS AND MACROECONOMICS

1. Many economists specialize in a particular branch of the subject. For example, there are labour economists, energy economists, monetary economists, and international economists. What distinguishes these economists is the segment of economic life in which they are interested. Labour economics deals with problems of the labour market as viewed by firms, workers, and society as a whole. Urban economics deals with city problems: land use, transport, congestion, and housing. However, we need not classify branches of economics according to the area of economic life in which we ask the standard questions what, how, and for whom. We can also classify branches of economics according to the approach or methodology that is used. The very broad division of approaches into microeconomic and macro-economic cuts across the large number of subject groupings cited above.
2. Microeconomic analysis offers a detailed treatment of individual decisions about particular commodities.
3. For example, we might study why individual households prefer cars to bicycles and how producers decide whether to produce cars or bicycles. We can then aggregate the behaviour of all households and all firms to discuss total car purchases and total car production. Within a market in a particular branch of the subject. Comparing this with the market for bicycles, we may be able to explain the relative price of cars and bicycles and the relative output of these two goods. The sophisticated branch of microeconomics known as *general equilibrium theory* extends this approach to its logical conclusion. It studies simultaneously every market for every commodity. From this it is hoped that we can understand the complete pattern of consumption, production, and exchange in the whole economy at a point in time.
4. If you think this sounds very complicated you are correct. It is. For many purposes, the analysis becomes so complicated that we tend to lose track of the phenomena in which we were interested. The interesting task for economics, a task that retains an element of art in economic science, is to devise judicious simplifications which keep the analysis manageable without distorting reality too much. It is here that microeconomists and macroeconomists proceed down different avenues. Microeconomists tend to offer a detailed treatment of one aspect of economic behaviour but ignore interactions with the rest of the economy in order to preserve the simplicity of the analysis. A microeconomic analysis of miners' wages would emphasize the characteristics of miners and the ability of mine owners to pay. It would largely neglect the chain of indirect effects to which a rise in miners' wages might give rise. For example, car workers might use the precedent of the miners' pay increase to secure higher wages in the car industry, thus being able to afford larger houses which burned more coal in heating systems. analysis ignores such indirectly induced effects it is said to be partial analysis.

5. In some instances, indirect effects may not be too important and it will make sense for economists to devote their effort to very detailed analyses of particular industries or activities. In other circumstances, the indirect effects are too important to be swept under the carpet and an alternative simplification must be found.
6. Macroeconomics emphasizes the interactions in the economy as a whole. It deliberately simplifies the individual building blocks of the analysis in order to retain a manageable analysis of the complete interaction of the economy.
7. For example, macroeconomists typically do not worry about the breakdown of consumer goods into cars, bicycles, televisions, and calculators. They prefer to treat them all as a single bundle called 'consumer goods' because they are more interested in studying the interaction between households' purchases of consumer goods and firms' decisions about purchases of machinery and buildings.

Comprehension

1. What do micro- and macroeconomists do?
2. What keeps the analysis manageable?
3. What is the general equilibrium theory?
4. What happens when the analysis becomes too complicated?
5. What distinguishes an energy economist from an urban economist?

II. 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:

- A) показателем 3-го лица единственного числа глагола в Present Indefinite;
- Б) признаком множественного числа имени существительного;
- В) показателем притяжательного падежа имени существительного.

Переведите предложения на русский язык.

4. Our manager stays in the office all day.
5. Our engineers meet customers every day.
6. The economist of our office finished his monthly report the day before yesterday.

III. Перепишите следующие предложения и переведите их, обращая внимание на особенности перевода на русский язык определений, выраженных именем существительным.

1. We receive lots of business correspondence every day.
2. Our accounting department head revises all the financial reports.
3. We are interested in internal market figures only.

IV. Перепишите следующие предложения, содержащие разные формы сравнения, и переведите их на русский язык.

1. This street is much busier than those we passed by.
2. We have ordered more reliable equipment for operation.
3. Piccadilly is one of the most famous streets of London.

V. Перепишите и письменно переведите предложения на русский язык, обращая внимание на перевод неопределенных и отрицательных местоимений.

1. Some years ago we replaced most of equipment and instruments in the laboratory.
2. No permit is required for an entry to this office.
3. Any money is accepted in a duty free shop.

VI. Перепишите следующие предложения, определите в них видо-временные формы глаголов и укажите их инфинитив. Переведите предложения на русский язык.

4. We have received an enquiry for your goods from Smith & Co.
5. We shall start our immediate shipment tomorrow.

Your request is a necessary action on your part.

Задание 4

1. Mr. Bistrov wants to get a loan from a foreign bank. He's preparing a speech which should help him to convince the manager to give him the money. Can you help him to complete the speech? Remember, you should put an emphasis on your conviction that it's possible to return the loan on time.

Example: If I go to the bank I will be able to speak to the manager.

- 1) If I (to get) the money I (to be able) to carry on my renovation program.
- 2) If I (to carry on) my renovation program I (to be able) to upgrade the delivery bay and update the machinery.
- 3) If I (to update) the machinery the productivity (to grow).
- 4) If the productivity (to grow) the output (to increase).

2. Read this article and decide if the statements given below are true or false:

Nobody actually wants to cause offence but, as business becomes ever more international, it is increasingly easy to get it wrong. There may be a single European market but it does not mean that managers behave the same in Greece as they do in Denmark.

In many European countries handshaking is an automatic gesture. In France good manners require that on arriving at a business meeting a manager shakes hands with everyone present. This can be a demanding task and, in a crowded room, may require gymnastic ability if the farthest hand is to be reached.

Handshaking is almost as popular in other countries – including Germany, Belgium and Italy. But Northern Europeans, such as the British and Scandinavians, are not quite so fond of physical demonstrations of friendship.

- 1) Everybody really wants to cause offence.
- 2) In France you are expected to shake hands with everyone you meet.
- 3) People in Britain shake hands just as much as in Germany.
- 4) In many European countries handshaking is not an automatic gesture.

3. Mrs. Pamela John, the reporter with "The Economist" interviewed Mr. Brown. Try to guess what questions were asked by the manager.

1. My name is Phil Rogers.
2. I'm from England
3. I'm on business here.
4. I'm an insurance broker.
5. I'm Deputy Manager of the company.

4. Translate these sentences into English.

- 1) Мистер Роджерс работает в банке.
- 2) Не мешайте ему, он работает.
- 3) Он работает в этом банке уже 7 лет.
- 4) Памела пишет статьи каждый день.
- 5) Она пишет статью сейчас.

5. This is a story of a new fitness unit, written by Pamela. Please rewrite it, putting all the underlined verbs into the passive form. Example: Mr. Bistrov's factory produces aerobic equipment. – The aerobic equipment is produced by Mr. Bistrov's factory.

1. Now they are producing more than 20 modifications of aerobic units.
2. Six month ago one of their engineers invented a new aerobic unit.
3. Mr. Sazonov tested the unit immediately.
4. The engineers of “Gazprom” prepared all the technical documentation.
5. After testing they showed the device to Mr. Bistrov.

6. There are a lot of expressions we use to describe our contacts with other people. Look at the words given below and match them to make suitable collocations.

- | | |
|-----------------|----------------------------------|
| 1. To answer | a) Someone a line |
| 2. To call | b) Someone by the phone/ by post |
| 3. To contact | c) A letter/ the phone |
| 4. To drop | d) Contacts |
| 5. To establish | e) Someone back |

7. Do you know abbreviations used in the faxes and e-mail? Give the full forms of these ones.

1. abt -
2. mngmt -
3. tod -
4. a/ c -
5. mtg -
6. u (r) -

8. Scientists say we only have about 4 – 5 minutes for making a good impression on a stranger. So read attentively the article and give advice in the following way:

If you want to make a good impression...

You should:

Look at other people

You shouldn't:

clench your hands

Your behavior creates an impression

People gain a general impression on you from a combination of your facial expression and head movements, your gestures with your hands and arms, and the rest of your body including your legs. They will tend to see you as defensive if you avoid looking at them, clench your hands or cross your arms, keep rubbing an eye, ear or your nose, lean away from them, cross your legs or swivel your feet towards the door. They will tend to see you as anxious if you blink frequently, lick your lips, keep clearing your throat, put your hand over your mouth while you are speaking, tug at your ear, fidget in your chair or move your feet up and down.

9. Put all the infinitives given in brackets in the appropriate form:

1. Please don't make such a noise. I (study).
2. I (believe) in God.
3. Pamela usually (to stay) at the “Astoria”, but now she (to stay) at the “Grand Hotel Europe”.
4. Can I come at 6? – No, don't come at 6. I (to watch) TV at that time.
5. Can I come at 8 then? – That's O.K., by that time I (to watch) this program.

10. Here is a list of qualities. Which ones would you choose to describe a good manager?

Clever, wise, easy-going, self-assured, adaptable, outstanding, dependable, warm, cautious, friendly, careful, intelligent, shy, brave, timid, reliable, relaxed, self-confident, responsible, efficient, obedient, trustworthy, tolerant, sincere, orthodox, honest, considerate, modest, frank, predictable, unpredictable, diplomatic, experienced, eccentric, unusual, common, smart, tough, aggressive, impatient, industrious, generous, reserved, flexible, persistent, up-and-coming, promising, domineering, kind, gentle, lazy, stubborn, polite, witty, superstitious, silly, arrogant, sly, perfidious, selfish, cruel.

Критерии оценки:
Максимальный балл- 30б.

**МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ
РОССИЙСКОЙ ФЕДЕРАЦИИ**

Федеральное государственное бюджетное
образовательное учреждение высшего образования
«ТЮМЕНСКИЙ ИНДУСТРИАЛЬНЫЙ УНИВЕРСИТЕТ»
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Кафедра Экономика, менеджмент и естественнонаучные дисциплины

Кейс-задача

по дисциплине

Деловой иностранный язык (английский)

Тема: At the office

Задания

Text

At the appointed time Ivan arrived at Mr. Freiser's office by car. Mr. Freiser greeted Ivan with warm smiles and kind words.

Frank: Oh, Ivan I haven't seen you for ages. How are you getting on these days?

Ivan: Not bad. I hope you are doing well too.

Frank: I would say so. How are your classes, young man?

Ivan: I understand you are kidding but I like the sessions we are having here. There are a few important things I have learned here. And I've met some businessmen whose business looks very promising for us.

Frank: Good for you. And would you like some tea or coffee before we get down to business.

Ivan: Some coffee, please.

Frank: The secretary will bring coffee for us in a minute.

Ivan: I believe we could speak about our business now, if you don't mind.

Frank: I agree with you here. We studied your enquiry for our security devices and we could offer you some very modern ones.

Ivan: Could I see them while I'm here? Then it will be much easier for me and the General Director of my company to make a decision about the range of devices to buy.

Frank: No problem. Our Production Director will take you to our production shop and you will see all the devices we are offering to our customers at present. We have sold quite a lot of each type and we have not got a single complaint. They have never failed our customers.

Ivan: It sounds very convincing. And will the Production Director be coming soon?

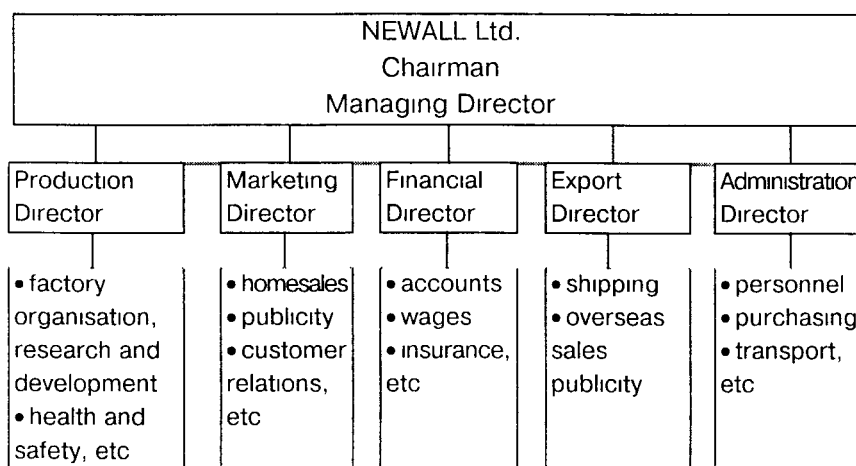
Frank: The Secretary will invite him after we have coffee.

Ivan: I see.

Frank: By the way, here is the latest organigram of our company. You may have a copy if you wish.

Ivan: Thank you. It will help me to speak with the Production Director.

Here is the organigram of Mr. Freiser's company:



Words and expressions

warm	теплый
smile	улыбка
age	век, возраст
I haven't seen you for ages.	Не видел вас целую вечность.
get on	поживать
How are you getting on?	Как поживаете?
to kid	шутить
Are you kidding?	Вы шутите?
security	безопасность
device	прибор, приспособление
modern	современный
much easier	намного легче
production	производство
production director	начальник производства
production shop	цех
type	тип, вид
complaint	жалоба, претензия
to fail	подводить; не суметь
	Часто переводится отрицательной частицей не.
	<i>Например:</i> He failed to send a letter in time. (Он не отправил вовремя письмо)
to fail somebody	подводить кого-либо
to convince	убеждать
convincing	убедительный
to sound convincing	звучать убедительно
organigram	схема управления
managing	управляющий
research	исследования
health	здоровье, охрана здоровья
safety	безопасность
homesales	продажи внутри страны,
	внутренняя торговля
publicity	реклама, известность
relations	отношения

customer relations

отношения (связи) с покупателями

wages

заработная плата, обычно — для рабочих; для служащих — *salary*

insurance

страхование

shipping

отгрузки (транспорт)

personnel to purchase

штат, персонал покупать

syn. to buy

Exercises

1. Read the following:

- | | |
|--|--|
| • How are you getting on?
I hope you are doing well.
How are your classes, young man?
I understand you are kidding. | • I like the sessions we are having.
This business looks promising for us.
The secretary will bring some coffee.
We are offering these devices now.
He is Managing Director. |
|--|--|

2. Underline the answers true to the text:

- | | |
|---|---|
| • With what did the businessmen start the talk after greetings? | With Ivan's sessions.
With speaking about devices
Mr. Freiser's company produced.
With discussing the company's organigram. |
| • Did Mr. Freiser offer anything to drink? | Yes, he did, he offered tea only.
Yes, he did, he offered coffee only.
Yes, he did, he asked what Ivan wanted to have, tea or coffee. |
| • Had Ivan sent any enquiry to Mr. Freiser? | Yes, he had.
No, he hadn't.
It is not quite clear. |
| • What devices did Mr. Freiser offer? | Some security devices.
Some modern transport devices.
Some safety devices. |
| • Did Ivan want to see these devices on the production floor? | Yes, he did.
No, he didn't
It is not quite clear. |
| • Who was to show Ivan round the factory and offices? | The Managing Director.
The secretary.
The Production Director. |

3. Insert prepositions:

... the appointed time Ivan arrived... Mr. Freiser's office... car. Mr. Freiser greeted Ivan... warm smiles and kind words.

Oh, Ivan, I haven't seen you.. ages.

Would you like tea or coffee... we get down... business?

The secretary will bring some coffee... us... a minute.

I believe we could speak... our business now.

I agree. . you.

4. Insert articles, if necessary:

It will be much easier for me and ... General Director of my company to make .. decision about... range of devices to buy.

Our Production Director will take you to our production shop and you will see all... devices we are offering to our customers at... present.

We have sold quite... lot of each type and we have not got... single complaint.

5. Choose the correct variant:

They (*have, has*) never failed our customers.

It (*sound, sounds*) very convincing.

And will the Production Director (*coming, be coming*) soon?

The secretary will invite him after we (*have, had*) coffee.

You may (*have, had*) a copy of the latest organisation of our company.

6. Match English and Russian equivalents:

I haven't seen you for ages.	Вы хотите кофе, пока мы
How are you getting on?	не приступили к делам.
I hope you are doing well	Мы могли бы поговорить о
too. Would you like some cof-	делах, если вы не возражаете.
fee before we get down to	Я с вами согласен.
business?	Мы не виделись целую
We could speak about our	вечность. Как у вас идут де-
business, if you don't mind.	ла?
I agree with you here.	Надеюсь, что у вас тоже
	все хорошо.

7. Find equivalents in the text:

Мы рассмотрели ваш запрос на наши охранные устройства, и можем предложить вам очень современные устройства.

Можно, их посмотреть, раз уж я здесь?

Мне и генеральному директору будет намного легче решить, какие именно устройства нужно купить.

Наш начальник производства покажет вам производственный цех.

Вы увидите все устройства, которые мы предлагаем сейчас нашим покупателям.

Мы уже продали достаточно большое количество. Мы не получили ни одной жалобы.

Они ни разу не подвели наших покупателей.

Это звучит очень убедительно.

8. Complete the dialogue and act out a similar one:

— I believe we could get down to business, if you don't...

— I agree with you here. We studied... and we could offer...

— Could I see...? When it will be much easier... range of devices to buy.

— No problem. Our... take you to our production... and you will see all... We have sold... not a single... They... failed...

— It sounds...

9. Translate into Russian:

Frank said they had not met for ages.

He asked Ivan how he was getting on.

Ivan answered that he was doing well.

When Frank asked him about his classes he understood that Frank was kidding a little.

Ivan confirmed that he liked the sessions and the Programme on the whole.

Before they got down to business Frank asked him if he wanted some coffee or tea.

Frank also said the secretary would bring some coffee very soon.

10. Have a look at the organigram of Mr. Freiser's company and say for what each director was responsible.

11. Say what director Mr. Freiser was, to your mind.

12. Imagine you work for a certain company. Make its organigram.

Критерии оценки:

2 балла выставляется обучающемуся, если ответ полный

1 балл выставляется обучающемуся, если ответ неполный

0 баллов выставляется обучающемуся, если ответ отсутствует.

Максимальный балл- 30б.

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Перечень вопросов к зачёту

по дисциплине

Деловой иностранный язык (английский)

1. Поиск работы
2. Резюме
3. Собеседование при приеме на работу
4. Деловая переписка
5. Модальный глагол must
6. Виды писем
7. Речевой этикет
8. Электронная переписка
9. Формы выражения будущего времени
10. Телефонные разговоры
11. Условные предложения I, II и III типов
12. Презентация
13. Косвенная речь
14. Принятие решений