

ТИПОВЫЕ КОНТРОЛЬНЫЕ ЗАДАНИЯ, ИНЫЕ МАТЕРИАЛЫ, НЕОБХОДИМЫЕ ДЛЯ ОЦЕНКИ ЗНАНИЙ, УМЕНИЙ, НАВЫКОВ И (ИЛИ) ОПЫТА ДЕЯТЕЛЬНОСТИ, ХАРАКТЕРИЗУЮЩИХ ЭТАПЫ ФОРМИРОВАНИЯ КОМПЕТЕНЦИЙ В ПРОЦЕССЕ ОСВОЕНИЯ ОБРАЗОВАТЕЛЬНОЙ ПРОГРАММЫ

№	Этапы формирования компетенций	Оценочное средство
1	Особенности публичной речи. Политическая риторика.	<p>Эссе на одну из следующих тем:</p> <ol style="list-style-type: none"> 1. Язык и политика. 2. Власть языка. 3. Язык политкорректности. 4. Выдающиеся политические речи и их историческое значение. 5. Языковая личность политика. 6. Лингвистические средства пропаганды.
2	Межкультурная коммуникация.	<p>Доклад по одной из следующих тем:</p> <ol style="list-style-type: none"> 1. Контакты между Россией и Великобританией в области политики и экономики. 2. Английский как язык международного общения. 3. Деятельность специалиста в области регионоведения для установления и поддержания межкультурных связей. 4. Роль знаний в области культуры в деловой сфере.
3	Этика делового общения.	<p>Контрольное задание.</p> <p><i>1. The expressions below are all commonly used in meetings. Match the expressions (1-10) to their functions (a-j).</i></p> <ol style="list-style-type: none"> 1) We've got to find out what our competitors are doing. 2) Alternatively, we could try speeding up production. 3) The solution is then to discontinue the product. 4) We should cut costs as far as possible. 5) If we do that, everyone will have to work overtime. 6) Max, could you bring us up to date, please? 7) I'm worried about the motivation of the staff. 8) Let's look at the pros and cons. 9) So the next thing is to find a new product. 10) Let's look at this another way. <p>a. Asking for facts b. Making a suggestion c. balancing arguments d. expressing doubt e. identifying needs</p>

		<p>f. changing your approach g. considering other options h. discussing possible effects i. making a decision j. stating future actions</p> <p>2. Match these questions and suggestions (1-5) commonly used in meetings with the most appropriate response (a-e).</p> <p>1) What do you think? 2) Would you prepare a report on that? 3) Could you explain your idea more clearly? 4) I think you should wait till next month. 5) We really need more information on this.</p> <p>a. Well, what I meant was... b. I really can't agree – that's too late. c. yes, sure! d. That's right. We can't make a decision until we know the facts. e. I think it's an interesting idea – but it will be difficult to make it work.</p> <p>3. Select the best word or phrase to complete this notice in a company newsletter.</p> <p>Our Managing Director has been offered a position as Vice President of our parent company, and is ... (1) after more than 11 years with TDI. During his time, he has shown outstanding leadership ... (2). He has sometimes had to make some ... (3) decisions, but he is known to be caring and concerned for his staff.</p> <p>Mr Hawkes built up the company from a small business with a fragile bank balance to a ... (4) concern. Last year we achieved a ... (5) turnover, thanks to his energy and ... (6).</p> <p>He will be greatly missed by all, and we wish him every success in his new role. It is not yet known who will ... (7) his position in TDI.</p> <p>1 a. retiring b. being dismissed c. resigning d. parting 2 a. qualities b. character c. aspects d. attractions 3 a. tough b. strong c. heavy d. serious 4 a. fading b. dwindling c. thriving d. flowering 5 a. maximum b. record c. top d. leading 6 a. challenge b. power c. force d. drive 7. a. fill out b. fill up c. fulfill d. fill</p>
4	Типы коммерческих организаций в регионе	<p>Контрольное задание.</p> <p>1. Give the synonyms (a – s) for the following words:</p> <p>1. to recruit 8. enterprise 15. to be dismissed</p>

специализации и России.

- | | | |
|-----------------|---------------------|----------------|
| 2. rival | 9. to establish | 16. to operate |
| 3. employee | 10. to run | 17. to prevent |
| 4. blue collar | 11. head office | 18. revenge |
| 5. nap | 12. to unleash | 19. CEO |
| 6. contribution | 13. personal assets | 20. survey |
| 7. teleworking | 14. CV | |

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|-------------------|----------------------------------|
| a. worker | k. to work |
| b. manual worker | l. retribution |
| c. to set up | m. to be sacked |
| d. headquarters | n. to manage |
| e. to employ | o. company |
| f. a short sleep | p. to begin |
| g. donation | q. a poll |
| h. work from home | r. real estate / other ownership |
| i. competitor | s. chief executive |
| j. to interfere | t. resume |

2. Write the missing word in each sentence:

1. I work for myself. I have been s_ _ _ - employed for ten years.
2. We borrowed £ 80,000 from the building s_ _ _ _ _ to buy our house.
3. We became p_ _ _ _ _ limited company last year and since then our share price has risen by 15%.
4. I work for myself so the tax office classifies me as a s_ _ _ _ _ trader.
5. We are a not-for-p_ _ _ _ _ organization dedicated to providing health services for the poor.
6. Like lots of charities, we employ a professional to organize our f_ _ _ _ _ -raising activities.

3. Choose the best word to fill each gap from the alternatives given below.

Aberdeen Reliance is one of the country's smaller life insurance companies. It was set up in 1920 as a (1)_____. That means that the 15,000 people who have insurance policies with the company are (2)_____. These, in theory, own all the (3)_____ and there are no (4)_____. Last year, the board of directors wanted to sell the company to a large American (5)_____, but first they had to get the policy holders to agree to (6)_____. This was heavily defeated, proving that many people still value the traditional status of the company.

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|---------------|-------------|----------------|
| 1. A mutual | B public | C incorporated |
| 2. A partners | B directors | C members |
| 3. A profits | B salaries | C expenses |

		<p>4. A customers B traders C shareholders 5. A corporation B sector C proprietor 6. A freelancing B demutualization C limiting</p>
5	Производство товаров. Реклама.	<p>Письменный перевод текста.</p> <p>Firmac Limited Company was founded by Colin in 1985, along with brothers Lewis and Brian, as a sister company to Firth Sheet Metal and in response to the lack of high quality manufacturing machinery available in the market. Frustrated by the lack of well-engineered machinery available to sheet metal workers, Colin designed its first products revolutionizing the industry and providing the foundations for international expansion. The original Firmac factory was situated on Durham Street in Scarborough, but after only five years the business had expanded so much larger premises became an urgent requirement.</p> <p>In 1990 the two businesses, Firth Sheet Metal and Firmac successfully bid for the largest unit, 24,000 ft², on the Barry's Lane Industrial Estate and the two companies finally shared the same address.</p> <p>Since its launch in 1985 the company has gone from strength to strength. It now commands a leading position in the international marketplace and is recognized as a forerunner in design and innovation. Combining the strengths of a professional internal design department with experienced electrical and mechanical engineering the company now exports 95% of its business to over 50 countries worldwide.</p>
6	Борьба с нарушением авторских прав, защита прав потребителей.	<p>Тестовое задание.</p> <p><i>A. To which industry does each of these companies belong? Match the definitions (1-6) with the industries (a-f).</i></p> <p>1) This company operates a chain of supermarkets. 2) This company provides power from nuclear power plants to other industries. 3) This company develops and sells drugs for a range of medical applications. 4) This company supplies cloth to clothing manufacturers. 5) This company manufactures such items as TVs, video recorders and CD players. 6) This company audits the finances of other companies and prepares their annual financial statements for them.</p> <p>a. accountancy b. consumer electronics c. electricity generation d. food retailing</p>

		<p>e. pharmaceuticals f. textiles</p> <p>B. Complete the sentences with an appropriate word.</p> <p>7) He didn't hear what the speaker said, so he asked her ... what she said.</p> <p>8) Several passengers ... about the poor quality of food served on the flight.</p> <p>9) The market research team has carried out a ... to test product awareness.</p> <p>10) If you always buy the same brand, you are said to be ... to that brand.</p> <p>11) When a number of companies agree to work together on a large project, such as a building, a bridge or a tunnel, we say that they form a</p> <p>C. Choose the best word to complete the sentences.</p> <p>12) We are planning a mailshot to ... our new product. a. enter b. launch c. endorse d. target</p> <p>13) The advertising campaign will ... your consumers. a. target b. promote c. persuade d. access</p> <p>14) This watch is not a genuine Rolex. It is a a. fraud b. counterfeit c. copycat d. corruption</p> <p>15) When you travel by plane, you can choose to sit by the window or in a(n) ... seat. a. corridor b. passage c. aisle d. outside</p> <p>D. The following adjective describe an unsuccessful product. Change them to their opposites.</p> <p>16) poor quality _____</p> <p>17) overpriced _____</p> <p>18) badly made _____</p> <p>19) unknown _____</p> <p>20) old-fashioned _____</p>
7	Международные экономические отношения. Торговля.	<p>Тестовое задание.</p> <p>1. You are going to hear part of a presentation about risks in international trade.</p> <p>1) The speaker is talking to: a. students of business administration. b. export managers from large companies. c. people who own their own businesses. d. business people without a lot of experience of exporting.</p> <p>2) Mark all the topics the speaker mentions. a. receiving payment b. banking procedures c. avoiding disputes</p>

		<p>d. insurance e. exchange rate risks f. delivery problems</p> <p>2. You will now hear the next part of the presentation on risks in international trade.</p> <p>3) Of the four payment methods covered in the talk, which one does the speaker say has absolutely no risks for exporters?</p> <p>a. advance payment b. bills for collection c. letter of credit</p> <p>4) Which of these payment methods does the speaker say has fewer risks for exporters?</p> <p>a. bills for collection b. letter of credit c. open trade account</p> <p>5) Mark the following statements T (true) or F (false).</p> <p>a. Advance payment is risk-free for the importer. b. If advance payment is agreed, the exporter does not dispatch the goods until payment has been received. c. Documentary credit is another way to refer to a letter of credit. d. When the letter of credit payment method is used, the exporter sends all the documents direct to the importer. e. A letter of credit means that the importer's bank guarantees payment. f. The letter of credit method may involve some risks for the exporter if the documents are not correct.</p>
8	Гендерное равенство в политике и экономике.	<p>Реферирование русскоязычной статьи на английском языке.</p> <p>Проблема гендерного равенства особенно остро возникла в конце XVIII века. Социальный прогресс шагал семимильными шагами, на смену монархии и отголоскам феодального строя приходила демократия, улучшалось общее благосостояние... Сигналом к действию послужила Французская революция. В 1789 году радикальные идеи распространялись не только в Париже, а и во всех уголках Европы. Постепенно, можно сказать, по крупицам представительницы слабого пола добиваются признания своих прав, в частности юридических: возможности владеть и распоряжаться имуществом, а также судьбой собственных детей. Двери престижных вузов в Кембридже и Оксфорде для них по-</p>

		<p>прежнему оставались закрытыми, но дамы не унывали и не терялись. Желание развиваться было настолько велико, что женщины начали сами открывать университеты и колледжи, которые дали путевку в жизнь первым дипломированным специалистам-врачам в США и Великобритании.</p> <p>Когда в 1914–1917 годах Европу терзали военные баталии, гендерное равенство отошло на второй план. Женщины забыли о своих принципах и всеми силами помогали мужчинам на фронте и в тылу. Но уже в 60-х годах XX столетия борьба возобновилась с новой силой. В Соединённых Штатах Америки было сформировано Движение за права женщин, которое вскоре перекочевало за океан и захлестнуло европейские страны. Феминизм – так называли его люди во всём мире. Феминистки добились принятия ряда законов во благо женщин: теперь они могли наравне с мужчинами устроиться на работу и получить достойную оплату труда. Правда, гендерная теория не так скоро смогла воплотиться в жизнь на практике. Только в 90-х годах прошлого века движение кардинально изменило устоявшиеся взгляды общества, но до полной победы всё равно ещё очень далеко.</p>
9	Лидерство. Роль личности в истории.	<p>Групповые / индивидуальные творческие задания (проекты):</p> <p>1. Тема: «Лидерство. Роль личности в истории». Подготовьте групповую презентацию «Выдающиеся национальные лидеры стран региона специализации XX века».</p> <p>Индивидуальные творческие задания (проекты):</p> <p>1. Тема: «Лидерство. Роль личности в истории». Подготовьте презентацию «Значение личного общения лидеров государств в установлении и укреплении межгосударственных связей».</p> <p>2. Подготовьте анализ внутривнутриполитической деятельности, а также деятельности на международной арене лидера(ов) страны (стран) региона специализации за последний год.</p>
10	Установление и поддержание деловых контактов.	<p>Письменный перевод текста с русского языка на английский.</p> <p>Хорошие переговорщики – это не те, кто никогда не проигрывает. Успешными можно считать такие переговоры, в которых вы достигли реального результата, отвечающего вашим основным ожиданиям</p>

		<p>или потребностям. Нужно стремиться к такому результату переговоров, который устраивает обе стороны. Часто это требует компромисса от них. Если вы ничего не уступили или ничего не добились – победили ли вы? Не уступать – это значит и вовсе не переговариваться. Заключение контракта определенно можно назвать успешным результатом переговоров, но я не считаю это победой. Так что же характеризует хорошего переговорщика? Хороший переговорщик – это тот, кто не столько говорит, сколько слушает. Потому что большинство участников переговоров плохо умеют слушать собеседника, впитывать и анализировать поступающую от него информацию. Кроме того, хорошие переговорщики обладают креативным подходом. Они не забывают об основной своей цели, но готовы гибко подходить к ее достижению.</p>
11	Острые проблемы человечества.	<p>Контрольное задание.</p> <p>1. Translate the following sentences into Russian.</p> <p>1) The reality is that terrorists can count on some countries being more willing to capitulate than others.</p> <p>2) It was a minor incidence which was magnified by the reporters.</p> <p>3) Any act of violence exposes viewers to the terrorists' demands, grievances, or political goals.</p> <p>4) This policy violates the international law.</p> <p>5) Terrorism was adopted by adherents of anarchism in Western Europe, Russia and the US.</p> <p>2. Complete the sentences with the right derivatives.</p> <p>1. ... groups often use the threat of indiscriminate attacks on civilians.</p> <p>a. terror b. terrorism c. terrorist</p> <p>2) Any problem can be ... if it is covered by mass media.</p> <p>a. magnified b. magnificent c. magnitude</p> <p>3) The European Court of Justice hears all cases of ... human rights.</p> <p>a. violation b. violating c. violent</p> <p>4) This kind of policy may ... the country to a hard blow.</p> <p>a. exposure b. exposing c. expose</p> <p>5) A number of riots ... in Liverpool last month.</p> <p>a. explode b. explosive c. exploded</p> <p>3. Replace the underlined words by the topical vocabulary.</p> <p>1) Terrorism has been <u>applied</u> (1) throughout history and <u>used</u> (2) by political organizations, groups and individuals with the aim of <u>terrorizing</u> (3) their <u>enemies</u> (4) to <u>reach</u> (5) various objectives.</p>

		<p>2) Terrorism was <u>taken up</u> by (6) <u>supporters</u> (7) of anarchism.</p> <p>3) Terrorists believe that the best way <u>to put into life</u> (8) political or social change is <u>to kill</u> (9) leaders.</p> <p>4) Television <u>reporting</u> (10) is attracted by any act of force.</p> <p>4. Translate the sentences into English.</p> <p>1) В настоящее время терроризм практически осуществляется в разнообразных формах.</p> <p>2) В своем долгом противостоянии католики и протестанты не раз прибегали к террору.</p> <p>3) Террористические акты внушают ужас, когда приводят к большим жертвам среди невинных граждан.</p> <p>4) Прежде всего террористы стремятся посеять ужас среди населения.</p> <p>5) Основная цель международного сообщества положить конец международному терроризму.</p>
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Пример экзаменационного задания:

Экзаменационный билет № 1

1. Прочитайте текст №1, переведите выделенный абзац, ответьте на вопросы по тексту.
2. Письменно переведите текст с русского языка на английский.
3. Ответьте на дополнительные вопросы.

Текст №1

The Plan to Get Female Leadership in 21st Century Politics

The White House Project for women leaders closed its doors this week. How will the gap be filled?

Citing financial reasons, *The White House Project* closed its doors this week after nearly 15 years of encouraging women to become leaders in politics. The nonprofit was one of the predominant voices on the issue and used innovative tactics to attract young women to leadership roles. It also institutionalized training programs for women candidates and activists, primarily through its *Vote, Run and Lead* program. The group's founder, Marie Wilson, created the idea of "Take Your Daughter To Work Day." But *Women's Leadership works*, a successor organization, says the new plan for getting women into politics looks very different.

A historic number of women appeared in the Senate, and yet women still make up only 18 per cent of total seats in Congress. "We need to do better learning from women in other countries. ... We have to figure out how we can have more dialogues online, voting online," says Erin Vilardi, the head of Women's Leadership Works. "And we're going to do more on the policy component."

The focus on policy is the effort to put women in political leadership roles.

While efforts over the last decade and a half have focused largely on process - teaching women about campaigning, fundraising and communications—the next two decades seem to be about ensuring that future women leaders are well-versed in policy.

"It's vital to learn about phone banking—the process is vital, the training. But you also need to be able to talk about something in depth. When you look at complexity we're facing right now, that's what we need to get people good at," says Lorelei Kelly, coauthor of *A Woman's Guide to Talking about War and Peace*, and an alum of the White House Project.

The newest groups working to get women in politics suggest a technology-heavy approach will also be key.

(from: <http://www.usnews.com/news/articles/2013/02/01/the-plan-to-get-female-leadership/>)

Вопросы к тексту:

1. What are the main goals and objectives of the organizations and programs mentioned in the text?
2. Are they successful?
3. Why do some of them focus on putting women in political leadership roles?
4. What components of leadership are they teaching?
5. Are all of them the parts of the White House Project?

Письменный перевод текста на английский язык:

Лидерство — это процесс организации работы в группе, где лидером является человек, к которому прислушиваются, доверяют. Лидер может быть назначенным (формальный лидер) или выбранным группой (неформальный лидер). Неформальный лидер является равноправным участником группы, к мнению которого по той или иной причине прислушивается коллектив.

Теория лидерства берет свое начало в 20-х годах XX века. Первое, на что обратили внимание исследователи, это на возможное наличие общих черт характера у различных известных лидеров.