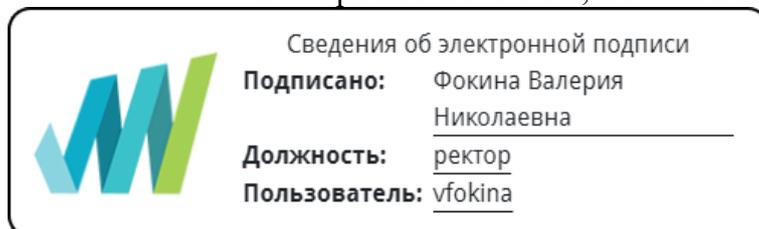


**Автономная некоммерческая организация высшего образования  
«Открытый университет экономики, управления и права»  
(АНО ВО ОУЭП)**

**УТВЕРЖДАЮ:**

Ректор АНО ВО ОУЭП, Фокина В.Н.



19 апреля 2023 г.

Решение Ученого совета АНО ВО ОУЭП,  
Протокол N 9 от 19.04.2023 г.

38.04.01 «Экономика»

Направленность (профиль): Экономика фирмы

**ФОНД ОЦЕНОЧНЫХ СРЕДСТВ (МАТЕРИАЛОВ)**

по компетенциям

Оценочные материалы для проверки сформированности компетенции

УК-4. Способен применять современные коммуникативные технологии, в том числе на иностранном(ых) языке(ах), для академического и профессионального взаимодействия

Москва 2023

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взаимодействия**

УК-4.1. Демонстрирует интегративные умения, необходимые для выполнения, письменного перевода и редактирования различных академических текстов (рефератов, эссе, обзоров, статей и т.д.)

УК-4.2. Представляет результаты академической и профессиональной деятельности на различных научных мероприятиях, включая международные

УК-4.3. Демонстрирует интегративные умения, необходимые для эффективного участия в академических и профессиональных дискуссиях

УК-4.4. Демонстрирует интегративные умения выполнять разные типы перевода академического текста с иностранного (-ых) на государственный язык в профессиональных целях

**Компетенция формируется дисциплинами:**

Иностранный язык в профессиональной сфере	3 семестр
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**Вопросы и задания для проверки сформированности компетенции**

1. Расскажите о формулах речевого этикета в английском языке.
2. Назовите виды деловых писем в английском языке.
3. Переведите текст профессионального содержания с английского на русский язык.  
Interest rates Negative creep The negative-rates club is growing. But there is a limit to how low rates can go Imagine a world in which tax offices harry people who file their returns promptly; where big supermarket chains pay their suppliers before the goods fly off the shelves and not months afterwards; and where a pre-paid annual gym membership is more costly than paying month by month. It sounds fanciful, absurd even. Yet such a world came a step closer on January 29th , when Japan’s central bank cut the interest rate on bank reserves to -0.1%. Like its peers in Denmark, the euro area, Sweden and Switzerland, the Bank of Japan will charge commercial banks for holding deposits with it. Almost a quarter of the world’s GDP now comes from countries with negative rates. Though they defy convention, they have proved a useful addition to the central-banking toolkit. The lowest deposit rate set by the central bank acts as a floor for short-term interest rates in money markets and for borrowing rates generally. Borrowing costs across Europe have tumbled, helping the fight against deflation and driving down exchange rates. Emboldened, Haruhiko Kuroda, the governor of Japan’s central bank, this week claimed there is no limit to measures to ease monetary policy. On interest rates, at least, that is wrong. The limit may no longer be zero but it does still exist.
4. Переведите текст профессионального содержания с английского на русский язык.  
Might “Made in Russia” labels become common? If currency depreciation alone could boost exports, then yes. According to our latest Big Mac index, the Russian rouble is one of the cheapest currencies around, 69% undervalued against the dollar. The index compares the cost of the famous burger at McDonalds outlets in different countries by converting local rpices into dollars using market exchange rates (as of January 6th). It is based on the idea that in the longrun, exchange rates ought to adjust so that one dollar buys the same amount everywhere. If a burger looks like a bargain in one currency, that currency could be undervalued. Americans hunting for cut-price burgers abroad are spoilt for choice: the index shows most currencies to be cheap relative to the greenback. This is partly owing to the Federal Reserve’s decision to raise interest rates when the central banks of the euro zone and Japan are loosening monetary policy. The euro is 19% undervalued against the dollar, according to the index, and the yen 37%. Another force weakening

many currencies, including the rouble, has been the ongoing slump in commodity prices since mid-2014. Shrinking demand from China and a glut of supply have sapped the value of exports from Australia, Brazil and Canada, among other places, causing their currencies to wilt, too. By the index, they are respectively 24%, 32% and 16% undervalued. If commodity prices continue to fall, they could slide even further.

5. Переведите текст профессионального содержания с английского на русский язык.

Whenever someone questions Venezuela's creditworthiness, the country's president, Nicolás Maduro, retorts that his government has never missed a debt payment and never will. His predecessor and mentor, the late Hugo Chávez, said the same thing. Creditors are demanding a handsome reward for their trust in that promise. The yield on Venezuela's dollar bond that matures in 2020 is 37%. Bondholders' faith will soon be tested. On February 26th Venezuela is due to pay \$2.3 billion, mainly to hedge funds and investors that specialize in emerging-market debt. There is little doubt that it will make the payment. After that, the risk of a default on Venezuela's remaining \$64 billion of foreign-currency denominated bonds will rise sharply. In the second half of 2016 the government of Venezuela and PDVSA, the state-owned oil company, are due to pay \$6 billion to creditors. With Venezuela's heavy oil, virtually its only export, selling for as little as \$25 a barrel, the country's main source of foreign currency is drying up. "It now is a question of when they default, not if," says Russ Dallen of Latinvest, an investment bank. At the recent low price for its oil, Venezuela would earn \$22 billion from exports this year, a drop of 77% from 2012. The government has so far responded by restricting imports to half of what they were that year.

6. Переведите текст профессионального содержания с русского на английский язык.

Уважаемые господа! В соответствии с полученным нами заказом мы должны отправить партию компьютеров из Манчестера в Санкт-Петербург. Фактурная стоимость товара составляет 523120 фунтов стерлингов. Просим сообщить нам о наличии судов, способных доставить груз по вышеуказанному маршруту до 10 июня. Нас также интересуют Ваши фрахтовые ставки, продолжительность перевозки и частота рейсов. В том случае если нам необходимо зарезервировать грузовое место, просим прислать бланки заявки. Сообщите, пожалуйста, сроки погрузки и дату начала погрузочных работ, чтобы мы могли доставить груз в док заблаговременно. В связи с тем, что заказом предусмотрена аккредитивная форма расчетов, просим выписать ордерный коносамент в 6 экземплярах для предоставления в банк. С нетерпением ожидаем Вашего ответа.

7. Переведите текст профессионального содержания с английского на русский язык.

Senior management, executive management, or management team is generally a team of individuals at the highest level of organizational management who have the day-to-day responsibilities of managing a company or corporation, they hold specific executive powers conferred onto them with and by authority of the board of directors and/or the shareholders. There are most often higher levels of responsibility, such as a board of directors and those who own the company (shareholders), but they focus on managing the senior or executive management instead of the day-to-day activities of the business. In Project Management, senior management is responsible for authorizing the funding of projects.

They are sometimes referred to, within corporations, as executive management, top management, upper management, higher management, or simply seniors. A management team is directly responsible for managing the day-to-day operations (and profitability) of a company.

8. Переведите текст профессионального содержания с английского на русский язык и объясните значение аббревиатур.

The CEO is typically responsible for the entire operations of the corporation and reports directly to the chairman and board of directors. It is the CEO's responsibility to implement board decisions and initiatives and to maintain the smooth operation of the firm, with the assistance of senior management. Often, the CEO will also be designated as the company's president and will be one of the inside directors on the board (if not the chairman). The COO looks after issues related to marketing, sales, production and personnel. More hands-on than the CEO, the COO looks after

day-to-day activities while providing feedback to the CEO. The COO is often referred to as a senior vice president. Also reporting directly to the CEO, the CFO is responsible for analyzing and reviewing financial data, reporting financial performance, preparing budgets and monitoring expenditures and costs. The CFO is required to present this information to the board of directors at regular intervals and provide this information to shareholders and regulatory bodies such as the Securities and Exchange Commission (SEC). Also usually referred to as a senior vice president, the CFO routinely checks the corporation's financial health and integrity.

9. Переведите данные словосочетания и составьте небольшой текст, используя их в предложениях.

Management, to accomplish desired goals and objectives, available resources, efficiently and effectively, comprise planning, organizing, staffing, leading or directing, to control an organization, the purpose of accomplishing a goal, resourcing, manipulation of human resources, financial resources, technological resources, natural resources, human action, including design, to facilitate the production of useful outcomes from a systems, to have the power and responsibility to make decisions to manage an enterprise, corporate policy, multinational companies, the board of directors, chief executive officer.

10. Составьте небольшое сообщение, используя данные вопросы.

1. If you were the boss of the company, what would you change?
2. If you are presently self-employed - why did you decide to be so?
3. What do you have to do to become self-employed in your country?
4. What is a recession?
5. What businesses will have the most problems during the recession?
6. Has your country experienced recession? Did it affect your company?
7. To whom should business be most responsible - to their employees, their customers or their shareholders?
8. Do you think technology is a must to grow a business?

11. Прочитайте данные предложения и составьте на их основе комментарий.

Perhaps the most important factor in successful marketing is the "corporate vision." Surprisingly, it is largely neglected by marketing textbooks, although not by the popular exponents of corporate strategy - indeed, it was perhaps the main theme of the book by Peters and Waterman, in the form of their "Superordinate Goals." "In Search of Excellence" said: "Nothing drives progress like the imagination. The idea precedes the deed." <sup>[2]</sup> If the organization in general, and its chief executive in particular, has a strong vision of where its future lies, then there is a good chance that the organization will achieve a strong position in its markets (and attain that future). This will be not least because its strategies will be consistent and will be supported by its staff at all levels. In this context, all of IBM's marketing activities were underpinned by its philosophy of "customer service," a vision originally promoted by the charismatic Watson dynasty. The emphasis at this stage is on obtaining a complete and accurate picture.

A "traditional" - albeit product-based - format for a "brand reference book" (or, indeed, a "marketing facts book") was suggested by Godley more than three decades ago:

1. Financial data—Facts for this section will come from management accounting, costing and finance sections.
2. Product data—From production, research and development.
3. Sales and distribution data - Sales, packaging, distribution sections.
4. Advertising, sales promotion, merchandising data - Information from these departments.
5. Market data and miscellany - From market research, who would in most cases act as a source for this information. His sources of data, however, assume the resources of a very large organization. In most organizations they would be obtained from a much smaller set of people (and not a few of them would be generated by the marketing manager alone).

12. Прочитайте фрагмент и составьте краткую аннотацию текста.

In a general context, a business manager is a person who manages the work of others in order to run a business efficiently and make a large profit. He or she should have working smarts

of the following areas, and may be a specialist in one or more: sales, marketing, and public relations; research, operations analysis, data processing, mathematics, statistics, and economics; production; finance; accounting, auditing, tax, and budgeting; purchasing; and personnel. Other technical areas in which a business manager may have expertise are law, science, physics, and computer programming.

In the context of the music industry, a business manager is a representative of musicians and/or recording artists, whose main job is to supervise their business affairs, and the proper handling of their financial matters. The role as it is understood today was largely originated (and the term coined) by Allen Klein, who represented numerous performers through the years, helping them to both invest their incomes wisely and to recover unpaid (or underpaid) royalties and fees.

K. Blanchard writes that a good manager does not necessarily need to spend a lot of time with his or her employees. Good managers make every minute count, and do their best to make sure everyone at the company is successful.

Management in all business and organizational activities is the act of getting people together to accomplish desired goals and objectives using available resources efficiently and effectively. Management comprises planning, organizing, staffing, leading or directing, and controlling an organization (a group of one or more people or entities) or effort for the purpose of accomplishing a goal. Resourcing encompasses the deployment and manipulation of human resources, financial resources, technological resources, and natural resources.

Because organizations can be viewed as systems, management can also be defined as human action, including design, to facilitate the production of useful outcomes from a system. This view opens the opportunity to 'manage' oneself, a pre-requisite to attempting to manage others.

13. Прочитайте фрагмент и составьте краткую аннотацию текста.

A market is any one of a variety of systems, institutions, procedures, social relations and infrastructures whereby parties engage in exchange. While parties may exchange goods and services by barter, most markets rely on buyers offer their goods or services (including labor) in exchange for money (legal tender such as fiat money) from buyers. For a market to be competitive there must be more than a single buyer or seller. It has been suggested that two people may trade, but it takes at least three persons to have a market, so that there is competition on at least one of its two sides. However, competitive markets rely on much larger numbers of both buyers and sellers. A market with single seller and multiple buyers is a monopoly. A market with a single buyer and multiple sellers is a monopsony. These are the extremes of imperfect competition. In mainstream economics, the concept of a market is any structure that allows buyers and sellers to exchange any type of goods, services and information. The exchange of goods or services for money is a transaction. Market participants consist of all the buyers and sellers of a good who influence its price. This influence is a major study of economics and has given rise to several theories and models concerning the basic market forces of supply and demand. There are two roles in markets, buyers and sellers. The market facilitates trade and enables the distribution and allocation of resources in a society. Markets allow any tradable item to be evaluated and priced. A market emerges more or less spontaneously or is constructed deliberately by human interaction in order to enable the exchange of rights (cf. ownership) of services and goods.

14. Прочитайте фрагмент и составьте краткую аннотацию текста.

The study of actual existing markets made up of persons interacting in space and place in diverse ways is widely seen as an antidote to abstract and all-encompassing concepts of “the market” and has historical precedent in the works of Fernand Braudel and Karl Polanyi. The latter term is now generally used in two ways. First, to denote the abstract mechanisms whereby supply and demand confront each other and deals are made. In its place, reference to markets reflects ordinary experience and the places, processes and institutions in which exchanges occurs. Second, the market is often used to signify an integrated, all-encompassing and cohesive capitalist world economy. A widespread trend in economic history and sociology is skeptical of the idea that it is

possible to develop a theory to capture an essence or unifying thread to markets. For economic geographers, reference to regional, local, or commodity specific markets can serve to undermine assumptions of global integration, and highlight geographic variations in the structures, institutions, histories, path dependencies, forms of interaction and modes of self-understanding of agents in different spheres of market exchange.<sup>[4]</sup> Reference to actual markets can show capitalism not as a totalizing force or completely encompassing mode of economic activity, but rather as "a set of economic practices scattered over a landscape, rather than a systemic concentration of power".

15. Прочитайте фрагмент и составьте краткую аннотацию текста.

Although many markets exist in the traditional sense — such as a marketplace — there are various other types of markets and various organizational structures to assist their functions. The nature of business transactions could define markets. Financial markets facilitate the exchange of liquid assets. Most investors prefer investing in two markets, the stock markets and the bond markets. NYSE, AMEX, and the NASDAQ are the most common stock markets in the US. Futures markets, where contracts are exchanged regarding the future delivery of goods are often an outgrowth of general commodity markets. Currency markets are used to trade one currency for another, and are often used for speculation on currency exchange rates. The money market is the name for the global market for lending and borrowing. Prediction markets are a type of speculative market in which the goods exchanged are futures on the occurrence of certain events. They apply the market dynamics to facilitate information aggregation. A market can be organized as an auction, as a private electronic market, as a commodity wholesale market, as a shopping center, as a complex institution such as a stock market, and as an informal discussion between two individuals. Markets of varying types can spontaneously arise whenever a party has interest in a good or service that some other party can provide. Hence there can be a market for cigarettes in correctional facilities, another for chewing gum in a playground, and yet another for contracts for the future delivery of a commodity. There can be black markets, where a good is exchanged illegally and virtual markets, such as eBay, in which buyers and sellers do not physically interact during negotiation. There can also be markets for goods under a command economy despite pressure to repress them.

### Тестовые задания

The _____ came onto the corporate scene as high technology became a crucial part of U.S. business affairs in the late 1990s	
+	the chief information officer
	the chief financial officer
	the vice president
	the chief operating officer

Colin gets _____ well with people	
+	on
	in
	at
	with

Ann Reagan is the	
+	sales manager
	sale manager
	manager of sales
	sale's manager

Is it more important to _____ to the agenda or generate new ideas?	
+	stick
	follow
	get
	adopt

Выберите правильный ответ. The service sector provides services of various kinds such as transport or distribution, but does not manufacture goods The service sector provides services of various kinds such as transport, distribution and manufacturing goods	
+	A - да, B - нет
	A - да, B - да
	A - нет, B - нет
	A - нет, B - да

Выберите правильный ответ. Global image-making, however, is a lengthy and costly business. Global image-making, however, is a short and cheap business.	
+	A - нет, B - нет
	A - да, B - да
	A - нет, B - да
	A - да, B - нет

Выберите правильный ответ. Global image-making, however, is sometimes a costly business. Global image-making, however, maybe a lengthy and costly business.	
	A - нет, B - нет
	A - да, B - да
	A - нет, B - да
+	A - да, B - нет

Выберите правильный ответ. The corporation is a voluntary association of owners, known as stockholders, who form a business enterprise governed by a complex set of rules and customs The corporation is a voluntary association of owners, known as underwriters, who form a business enterprise governed by a complex set of rules and customs	
+	A - да, B - нет
	A - да, B - да
	A - нет, B - нет
	A - нет, B - да

Установите соответствия	
enclose	вкладывать в конверт
contribute	содействовать
collaboration	сотрудничество с конкурентами

Установите соответствия	
launch	предпринимать, выпускать
overalls	спец. одежда
forthcoming	предстоящий

Установите соответствия	
authority	власть, авторитет
range	ассортимент
contribute	содействовать

Установите соответствия	
a vocational training	профессиональная подготовка
a probation	стажировка, испытательный срок
fringe benefits	дополнительные выплаты к зарплате

Установите соответствия	
a probation	стажировка, испытательный срок
fringe benefits	дополнительные выплаты к зарплате
outgoing	расходы, платежи

Установите соответствия	
bi-lingual	двуязычный
a vacancy	вакансия
redundant	уволенный, потерявший работу

Установите соответствия	
a subsidiary	“дочерняя” компания
an interviewee	интервьюируемый
an interviewer	интервьюер

Установите соответствия	
recruitment	комплектование личного состава
commensurate	соизмерять
a fiscal year	бюджетный год

Установите соответствия	
commensurate	соизмерять
a fiscal year	бюджетный год
temporal	временный

_____ your choice of profession changed from time to time as you grew older?	
+	Has
	Was
	Did
	Will

Who helped you to _____ your choice?	
+	make
	do
	did
	made

When _____ you able to give a definite answer about your future profession?	
+	were

	was
	did
	have

What should a young boy (girl) do to be well _____ for a chosen job?	
+	suited
	suit
	will suit
	have suited

Can you explain why new jobs _____ constantly appearing?	
+	are
	is
	have
	do

What might _____ especially attractive in a new job?	
+	be
	is
	were
	are

What do you want to be when you grow _____ ?”	
+	up
	in
	over
	on

You have heard this question many times during your school years, haven't _____ ?	
+	you
	we
	he
	she

Perhaps you changed your mind as the years passed about which science or field of industry you would like to specialize _____.	
+	in
	on
	with
	at

There are always some boys and girls who know very well what they _____ going to do after leaving school.	
+	are
	is
	were
	do

Because of the wide difference in jobs, you _____ find out all you can about any job which interests you.	
+	should

	must
	need
	could

This can be _____ by going to the library and by reading widely, and also by talking to adults who have different kinds of jobs.	
+	done
	do
	did
	will do

You also _____ to think about how well you can do what you would like to do.	
+	need
	should
	must
	can

Perhaps the best way to prepare for any job is to get a good education – to _____ well at school, and to learn all you can outside of school.	
+	do
	make
	have
	take

Jobs change and new ones are constantly _____.	
+	appearing
	appear
	appeared
	appears

Some years from now, there will be many more new jobs nobody _____ anything about today.	
+	knows
	know
	will know
	knew

_____ reading and talking to people you will learn what great opportunities there will be for you.	
+	By
	On
	At
	With

Вставьте пропущенное слово: Schultz didn't sound very confident in _____ Spanish or English.	
either	

Вставьте пропущенное слово: While you've been talking to Miss Soto, I've _____ refreshing my memory of your c.v.	
--	--

been

Вставьте пропущенное слово: Where do you expect to be \_\_\_\_\_ ten years' time?  
in

Вставьте пропущенное слово: I see a young man who may well be smart but who really  
\_\_\_\_\_ know where he's going.  
doesn't

Вставьте пропущенное слово: He's much more ambitious \_\_\_\_\_ she is!  
than

Вставьте пропущенное слово: I get the impression that Dick's better \_\_\_\_\_ working with  
people.  
at

Although the United States has experienced some periods of \_\_\_\_\_ unemployment and  
other times when labor was in short supply, immigrants tended to come when jobs were plentiful

+	high
	large
	big
	low

The Italians too tend to feel that the main purpose of meetings is to assess the mood of those  
present and reinforce \_\_\_\_\_-spirit

+	team
	club
	member
	class

Hold an informal fact-finding meeting with the Germans and you can expect a battery of  
\_\_\_\_\_ questions

+	searching
	searched
	search
	searches

Disagree with the French \_\_\_\_\_ even a minor point and they will take great pleasure in  
engaging in spirited verbal combat

+	on
	in
	at
	for

Try to put pressure \_\_\_\_\_ the Japanese in a negotiation and you will be met with stony  
silence

+	on
	in
	at
	of

The _____ came onto the corporate scene as high technology became a crucial part of U.S. business affairs in the late 1990s	
+	the chief information officer
	the chief financial officer
	the vice president
	the chief operating officer

Bringing together the best creative talent in the advertising industry usually ends up costing the	
+	earth
	moon
	sun
	Mars

Women generally are spending a larger proportion of their lives in	
	paid employment
	paying employment
	good- paid employment
+	lower- paid employment

More than a quarter of women with children _____ the age of five go out to work.	
+	under
	in
	below
	less

I'll promise to put Ann's request _____ a new post to the Directors' meeting next week	
+	for
	about
	with
	to

In two _____, Joe's department is moving to a new building	
+	months' time
	month time
	month's time
	monthes' time

Today, Americans consider ' _____ ' a key to success in numerous modern, high-technology industries.	
+	human capital
	humanistic capital
	humanitarian capital
	humanity capital

Give him a good mark to _____ his self-respect.	
+	raise
	rise
	get up
	get down

She thinks he's _____ man in the world	
+	the smartest
	a smart
	smartest

A typist is someone who _____ letters and reports	
+	types
	is typing
	type
	are typing

He saw the Industrias Montresor advertisement after the closing _____, but he thought he would telephone Joe Andrews anyway.	
date	

Вставьте пропущенное слово: I've just seen an advertisement _____ the 'International Herald Tribune'.	
in	

Вставьте пропущенное слово: I'm very interested, but I _____ if it's too late to apply.	
wonder	

Вставьте пропущенное слово: _____ year did you finish your PhD?	
What	

Вставьте пропущенное слово: The Software Engineering Manager isn't going to _____ meeting customers.	
be	

I'd like to start a business _____ my own	
+	of
	at
	in
	by

The _____ supervises other executives, including a number of vice presidents who oversee various corporate functions	
+	CEO
	CIO
	chief operating officer
	chief financial officer

As long as _____ has the confidence of the board of directors, he or she generally is permitted a great deal of freedom in running a corporation	
+	a CEO
	a CIO
	a chief financial officer
	a chief operating officer

Выберите правильный ответ
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A sole proprietorship legally doesn't end when an owner dies or becomes incapacitated, although someone may inherit the assets and continue to operate the business

A sole proprietorship ends when an owner becomes incapacitated.

	A - нет, B - нет
	A - да, B - да
+	A - нет, B - да
	A - да, B - нет