**6.1 ОБРАЗЦЫ ТЕСТОВ КОНТРОЛЯ ЗНАНИЙ, УМЕНИЙ, НАВЫКОВ**

* **ДЛЯ СПЕЦИАЛЬНОСТЕЙ 6-05-0311-02 «ЭКОНОМИКА И УПРАВЛЕНИЕ», 6-05-0413-01 «КОММЕРЦИЯ», 6-05-0413-02 «ТОВАРОВЕДЕНИЕ»**

**Модуль “Speech Practice”**

**тест “Human Personality”**

* ***Chose the right variant.***
  + - 1. I’m (married, got married) to John Smith (Joanna Smith).
      2. I can’t see the objects properly. I’m (shortsighted, blind).
      3. My brother John is a (handsome, beautiful) person.
      4. My husband is (dark-haired, brunette).
      5. I can’t say my son (behaves himself, behaves himself well).
* ***Change sentences into their synonymic equivalents. Give as many variants as possible.***
  + - 1. Jane is a beautiful girl.
      2. He is a pleasant person to deal with.
      3. Jenny is always neatly dressed.
      4. My grandfather and grandmother don’t share my opinion upon modern clothes.
      5. My brother has persuaded me to give him my car.
* ***Give opposites to the following statements.***
  + - 1. I have many close relatives abroad.
      2. Mary is an honest person.
      3. My neighbours’ child is ill-bred.
      4. You have a bunch of bad habits, I must admit.
      5. I’m a hard-working person.
* ***Correct all the mistakes.***
  + - 1. I highly disapproved your bad behavor at the party.
      2. My cousin is higher then me.
      3. Jane is elder then her sister Julie.
      4. My ant Dolly is a sensible woman. She can burst in tears easily.
      5. Due to his complexion he always stands from the crowd.
* ***Complete the following mini-conversations.***
  + - 1. 1.- ……………………………………. .

-I am a 2-year student.

* + - 1. 2.-What is your brother?

- ……………………………………. .

3.- ……………………………………. .

-She is rather stubborn and always has her own way.

* + - 1. 4. -Meet my friend David.

- ……………………………………. .

* + - 1. 5. -Your complexion is marvelous.

- ……………………………………. .

**Модуль“Reading Comprehension”**

**тест“Museums”**

**I. You are going to read extracts from descriptions of six different museums. For Questions 1-14, choose from museums (A-F). The museums may be chosen more than once.**

**A The Children's Museum**

One of America's largest, most unique children's museums is visited by 100,000 members of the public each year. Set in an imaginary town, young people begin to better understand the world through exploration and role-play. Some even sow the seeds of future ambitions as they act out dozens of different occupations. The museum offers exciting hands-on activities which help to build self-esteem and confidence, as well as allowing adults to become part of the educational process. The museum has become a favourite field trip for schools, youth groups and scouts.

**B The Victoria and Albert Museum**

Unrivalled as the world's finest museum of decorative arts, London's Victoria and AlbertMuseumwas founded in 1852 to support and encourage excellence in art and design. It is home to 145 galleries, including the national collections of sculpture, furniture, fashion and textiles, paintings, silver, glass, ceramics, jewellery, books, prints and photographs. The magnificent collections constitute a unique international resource. Some four million objects are held by the museum, ranging from the English landscape artist, Constable, to oriental ceramics, and the finest collection of Italian Renaissance sculpture outside Italy, as well as the most impressive collection of Indian art and artefacts outside the subcontinent.

**C The Natural History Museum**

Why not discover more about the natural world through music, art and drama in a range of special events and hands-on workshops? At the Earth Galleries, you can see the Museum's permanent exhibitions relating to the planet. At one of these galleries, the Earth Lab, investigate the impressive diversity of British geology, and compare your own fossils, rocks and minerals with the Museum's reference collection, object displays and multimedia database. One of the Museum's most popular galleries has now reopened after undergoing a major face-lift. It includes old favourites such as the giant robotic scorpion and live leafcutter ant colony, as well as exciting new elements from the Museum's collection of over 30 million species of insects and other arthropods.

**D The Museum of the Moving Image**

The magical world of film and television comes to life before your eyes at the Museum of the Moving Image. Here, *you* are the star! You can fly like Superman, become a newsreader, audition for a Hollywood screen role, watch hundreds of films and TV clips, and interact with our cast of actor guides. Crossing the drawbridge entrance of our new special exhibition, you can step back through the mists of time to enter the magical world of King Arthur and his Knights of the Round Table. There are hands-on exhibits and a multimedia touchscreen which amazingly allows you to interact with the world around you.

**E Quex House Museum**

Quex is one of Kent's finest Regency houses and museums. A vast collection of treasures from different civilisations including splendid pieces of oriental furniture, rugs, ornaments and clocks gathered on expeditions to Africahas been assembled at Quex, making this an exciting place to visit and an important centre for the academic study of different races. In the eight galleries at Quex, you will find an amazing variety of items from the finest animal specimens in the world to striking tribal art, weapons, carvings and costumes, as well as valuable collections of Chinese porcelain and local architecture.

**F Maidstone Museum and Art Gallery**

Let us introduce you to a wealth of heritage. This exceptionally fine regional museum, housed in a delightful Elizabethan manor house, boasts a rich and impressive variety of historical objects, fine art and natural history. Fine and decorative arts include European and British paintings, ceramics, glass, furniture, costume and textiles from the 17th to 20th centuries. An extensive collection contrasts artefacts from the Prehistoric Roman, Anglo-Saxon and Medieval periods, and an Egyptian collection including our own mummy. The curator of the museum provides a stimulating range of contemporary and historical exhibitions with an educational programme linked to history and science.

**Which museum**

1. provides facilities to develop character?
2. could show you what life was like in Europe in the past?
3. encourages visitors to use computers to find information?
4. might an archaeologist enjoy most?
5. would enable a visitor to learn more about different tribes of people?
6. suggests that the activities provided may influence someone`s choice of career?
7. was created to promote achievement in a certain field?
8. has recently been redecorated?
9. has exhibits of hunted wildlife?
10. has staff who dress up to look like celebrities?
11. links what is on display to what children study at school?
12. offers an exhibition based on a mythical character?

**II. Read the text below. Use the word given in capitals at the end of each line to form a word that fits in the same line.**

In Britain, many larger museums offer educational activities for school students.

These include the (**1**) …..of aspects of permanent collections in a way **PRESENT**

which is (**2**) ….. to younger learners. **ACCESS**

Special (**3**) …..emphasise the social and cultural aspects of the lives **EXHIBIT**

of people in different settings across the ages. There is often a focus on human (**4**) …..and development. **CREATE**

Museums like the Victoria and Albert run a major programme in the study of (**5**) …..arts, while others focus on learning through **DECORATE**

(**6**) …..with the object in question. Such a hands-on approach  **ACT**

adds to the (**7**) ….. of seeing the object close up and **EXCITE**

(**8**) …..the visitor to participate in a meaningful learning experience. **ABLE**

Many hands-on activities revolve around an (**9**) …..world where the **IMAGINE**

(**10**) …..takes on different roles. **PARTICIPATE**

**III. Read quickly through the following short descriptions of three museums. Match the names of the museums to the correct text. There is one extra name you do not need to use.**

* Aviation Museum
* Heritage Museum
* Historic Dockyard
* Battle Museum
* The legacy of shipbuilding skills can still be felt and seen throughout this award-winning museum. Its five galleries and other attractions all add up to your experience and enjoyment of this unique site. There is a fine collection of sails and flags, together with memorabilia on the launch of the HMS Victory and its maiden voyage.
* The museum, open since 1982, tells the story of flying from the earliest days to the present time. Exhibits include models of planes from the past, the bouncing bomb, uniform and armaments displays. Permanently housed in the museum are two fighter planes which participated in the Battle of Britain.
* Dazzling treasures of outstanding beauty and elegant craftsmanship from one of the world`s most famous museums are on display. Focusing on one of the most brilliant periods in the evolution of English art and craftsmanship, the exhibition includes a priceless collection of English silver as well as other magnificent objects. There are several hands-on features including coin minting, brass rubbing and a flintlock musket.
* **IV. Read the text below and decide which answer A, B, C or D best fits each space.**

Available to all museum (**1**) …..is a vast array of artefacts and (**2**) ….. which have been (**3**) ….. from all over the world. The (**4**) …..of most museums are usually very proud of the (**5**) ….. in their museums and are always willing to provide information about them. Museums enable the (**6**) …..to enjoy the artefacts they house through (**7**) ….. which are often changed on a regular basis, or are in the permanent (**8**) ….., where large collections of different objects and sometimes paintings are on (**9**) ….. .

Many European museums are home to (**10**) …..works of art such as ***Mona Lisa*** in the Louvre museum in Paris.

|  |  |  |  |
| --- | --- | --- | --- |
| * **A** flocks | **B** audiences | **C** spectators | **D** visitors |
| * **A** treasures | **B** porcelain | **C** displays | **D** arts |
| * **A** collected | **B** awarded | **C** borrowed | **D** removed |
| * **A** curators | **B** inspectors | **C** leaders | **D** masters |
| * **A** items | **B** ceramics | **C** expeditions | **D** guides |
| * **A** public | **B** individuals | **C** population | **D** groups |
| * **A** lectures | **B** presentations | **C** auditions | **D** exhibitions |
| * **A** floors | **B** homes | **C** galleries | **D** libraries |
| * **A** display | **B** loan | **C** sight | **D** exhibits |
| * **A** worthless | **B** expensive | **C** priceless | **D** rich |

* **ДЛЯ СПЕЦИАЛЬНОСТЕЙ 6-05-0413-01 «КОММЕРЦИЯ», 6-05-0413-02 «ТОВАРОВЕДЕНИЕ»**

**Тест по теме «E-commerce»**

1. **Match the words with their definitions:**

1) search

2) screen

3) freelance

4) outsourcing

5) portal

6) potential

7) software

a) a system for connecting a computer to another network

b) employing another company to do some work

c) examine, look carefully at

d) an employee who works on his or her own, without a contract

e) data, programmes used for a computer operations

f) that can or may come into existence or action

g) surface upon which an image is projected and seen

**2.Match the halves to make word combinations:**

Key competition

Search rankings

Fierce engines

Top visitors

Targeted words

1. **Give synonyms to the following:**

|  |
| --- |
| Significant poor performance important delivery to locate to penetrate humble action supply to place to make a way into |

1. **Complete each sentence by choosing the appropriate word:**
2. The Topsite service places your site at the very top of the search engine … .
3. listings b) surfers c) directories d) websites
4. When your potential customers …the Internet they can locate your website.

a) register b) receive c) browse d) hit

1. Expense reports…via the Internet are paid within 48 hours.

a) filed b) connected c) calculated d) counted

4) A …extranet links the company to its contract manufactures, suppliers, retailers and distributers.

a) guaranty b) secure c) required d) warning

5) The firm sends invoices by e-mail, which …paperwork and speeds up payment.

a) designs b) insures c) ensures d) reduces

**6.** **Insert the appropriate prepositions where necessary. You may choose from the given below (but mind that there are odd ones):**

|  |
| --- |
| **Out of with of at in for at on of by under** |

1) The company does an excellent job…matching freelance professionals…organizations looking…particular skills.

2) Many start-up companies…e-commerce have failed because they had run… … cash.

3) People nowadays spend more time…Internet, which can…times be …the expense…other social pastimes.

4) It is estimated that …six years’ time 70 % …all music will be bought…the Internet.

5) A lack …innovation is one…the reasons…the company’s poor performance.

**7. Translate into English:**

1) Интернет может быть представлен как общность, связывающая клиентов и поставщиков со всего мира.

2) Какие виды товаров и услуг лучше всего продаются через Интернет?

3) Компании, занимающиеся электронной коммерцией, сталкиваются с определенными рисками.

4) Чтобы успешно заниматься бизнесом посредством Интернета нужно не только иметь свой сайт, но и продвигать его в сети.

5) Комбинирование он-лайн торговли и продажи товаров через розничные торговые точки может оказаться достаточно выгодным.

6) Будьте внимательны при получении заказанных через Интернет покупок: проверьте их качество и уточните условия гарантии.

7) Поставщик интернет услуг – это организация, которая обеспечивает доступ во всемирную сеть для общения пользователей с помощью электронной почты.

* **ДЛЯ СПЕЦИАЛЬНОСТИ 6-05-0411-02 «ФИНАНСЫ И КРЕДИТ»**

**Модуль“Essentials of Business Communication”**

1. **Choose the alternative that best suits the context.**

1. More than 85% of all …….(s) fail because of poor strategy.

a) corporate b) commerce c) big business d) small business

2. Bill's parents paid a lot of money to … him …..of the army, which wasn’t usual for an American family.

a) carry out b) turn out c) buy out d) make out

3. The Agnelli family controls the car group through a variety of ………………

a) associated companies b) holding companies c) franchisers d) partnerships

4. She has a diploma in ……………….. management.

a) personnel b) personal c) white-collar d) blue-collar

5. If we … this expansion strategy, we may fail and soon lose our market share.

a) purse b) purr c) pursue d) pursuit

6. The……………. of our company is really wide which helps us to compete successfully.

a) product range b) production capacity c) profitability d) payment

7. The Board of Directors recommended ….. , an issue of new shares in a company to existing shareholders in proportion to their current holdings.

a) a stock change b) a stock split c) a stock splitting d) a stock delay

8. The technology is such that one acre of land …… an average weekly output of 6 bushels per worker-hour.

a) yields b) yields c) invests d) goes public

9. The government wants to …………. taxes.

a) raise b) rise c) arise d) rose

10. You need to ………….. in mind that the figures vary from place to place.

a) beer b) remember c) bear d) put

11. The e-business application services are building blocks that ………. the creation of e-business solutions.

a) empower b) up to a point c) grow d) facilitate

12. He’s not ……………. to be a lawyer.

a) cut out b) made out c) held out d) had out

13. The chairman is unable to attend the meeting, so he has ……………. his voting powers to the secretary.

a) turned up b) tailored c) turned against d) delegated

14. You earn annual leave credits for vacation at a rate specified in your …..agreement or compensation plan.

a) hierarchy b) collective c) together d) collectible

**II. Complete the sentences with appropriate prepositions.**

1. I don’t want to work …..this company as they don’t offer me any fringe benefits.
2. If you were …..the ball, this wouldn't have happened.
3. Sorry I haven't answered your e-mail earlier but I've been …..……. my eyes in work.
4. Still she had a good nose … business; everyone had to admit that. She knew what to buy, and what to sell.
5. There can never be a full expansion of technical education while primary and secondary education is run …..a shoestring financially.
6. I take pleasure …. dealing with people, that’s why I work in personnel department.
7. In the USA the Board of Directors’ primary responsibility is to ensure that the shareholders receive a decent return … their investments.
8. He cannot put his finger ….. what has gone wrong
9. A good manager never draws a conclusion … unreliable information.
10. I don’t like when my boss puts pressure … me.
11. If I don’t manage to finish this project in time, I’ll have my back … the wall.
12. His speech took two hours, but nevertheless he didn’t come … the point.
13. He has a flair …… languages.
14. They attributed their failure …… global financial crisis.

**III. Match the words with their translation.**

|  |  |
| --- | --- |
| 1. to bring out 2. to turn out 3. economic 4. economical 5. product-line 6. product range 7. bear 8. bull 9. on the spot 10. in the spot 11. to make a point 12. to make a point of smth 13. self-explanatory 14. self-evident | a) товарная, продуктовая серия  b) бережливый, расчётливый, экономичный, экономный  c) ежегодно выпускать определенную продукцию  d) немедленно, тотчас же  e) доказать; изложить свою точку зрения, высказать соображение  f) считать весьма важным, настаивать  g) самоочевидный, ясный, не требующий объяснений  h) выпустить новый товар на рынок  i) биржевой спекулянт, играющий на повышение  j) очевидный, само собой разумеющийся, не требующий доказательств  k) ассортимент товаров  l) находиться в затруднительном положении  m) экономический; хозяйственный, относящийся к сфере экономики  n) биржевой спекулянт, играющий на понижение |

**IV. Translate from Russian into English.**

1. Во время кризиса это совместное предприятие распродавало товары по бросовым ценам. Благодаря этому они увеличили свою долю рынка на 25 процентов. Мы хорошенько поразмыслили над этой проблемой и пришли к выводу, что подход по продаже товаров низкого качества по низкой цене может подорвать авторитет нашей дочерней компании. Скорее всего, нам придется объединить усилия с одним перспективным ООО, которое обещает оказать нам финансовую поддержку, если мы не будем занижать цены на свою продукцию.

2. Слабое место нашего концерна это текучесть рабочей силы, поэтому наш начальник отдела кадров начал подыскивать уверенных в своих силах работников.

3. Неисполнительные директора как и весь совет директоров сейчас работают не жалея сил, чтобы изменить все к лучшему – провести внутреннюю реорганизацию, нарастить производство и «заткнуть за пояс» наших конкурентов.

4. Я слышала «по сарафанному радио», что уровень жизни в этой стране упал. Предприятия выходят из бизнеса, и увольняют многих работников с хорошей репутацией, которые могли бы найти инвесторов, открыть свое дело и получать прибыль, однако кризис видимо явился тяжелым ударом и положил конец всем попыткам.

5. Нашу корпоративную культуру трудно назвать демократической – приходить на работу надо вовремя, кодекс одежды очень строгий, поэтому работники часто берут отпуск по болезни. Да и работа у нас изнурительная, поэтому я вот-вот уволюсь. Я хочу работать на самого себя и стать финансовым магнатом.

**Тест по теме «Money and Banking»**

1. **Match the words and word expressions with their definitions.**
2. brief;
3. retail outlet;
4. volatile market;
5. sales promotion;
6. bookkeeping;
7. prospect;
8. fraud;
9. overdraft.
10. writing down the details of transactions (debits and credits);
11. a method of illegally getting money from a person or organization;
12. the statement of objectives of an advertising campaign that a client works out with an advertising agency;
13. activities or techniques intended to create consumer demand for a product or service;
14. changes quickly and suddenly, for example rising and falling without much warning;
15. someone who is not a customer yet, but may become one in the future;
16. an arrangement by which a customer can withdraw more from a bank account than has been deposited in it, up to an agreed limit; interest on the debt is calculated daily;
17. a shop through which products are sold to the public;
18. **Insert particles or prepositions if necessary.**
19. The new product … the company is not successful, the sales profits are … the blink, but the managing director declares that their back isn’t … the wall yet.
20. Accountants frequently refer … a business organization as an accounting entity.
21. Some companies develop… the same product…all markets regardless…existing local preferences.
22. Consumer tastes…cars differ…country…country.
23. Commercial or retail banks are businesses that trade … money.
24. Business people have to have a long-term strategy…terms…their career development.
25. The importance…maintaining relations was drawn…my attention a couple…years ago…a TV producer.
26. **Complete each sentence by choosing the appropriate word.**

1.This product is so successful that production was barely able to … demand.

a)handle b)cope with c)settle

2. … is generally described as openly sponsored and paid for media communications between sellers and buyers.

a) public relations b)commercial c)advertising

3. In order to prepare financial statements, companies do a … … which copies

all the debit and credit balances of different accounts on a single page.

a) test balance b) proving balance c) trial balance

4. A … is a business arrangement in which several people work together, and share the risks and profits.

a) public limited company b) private company c) partnership

5. Everyone in business has been told that success is all about attracting and …customers.

a) retaining b) providing c) recalling

6. Intense competition is…Kimsoong to consider new ways of generating business.

a) letting b) forcing c) making

7. Nokia has a consistent … of increasing volumes by more than enough to offset falling prices.

a) focus b) boom c) record

**5. Translate the following sentences from Russian into English.**

1. Рекламы, которая передается «из уст в уста» недостаточно, чтобы завоевать целевую аудиторию и вызвать у потребителей преданность бренду.

2. Свободный денежный поток- это наличные деньги, которые не могут быть с пользой реинвестированы в пределах компании и поэтому время от времени распределяются между акционерами.

3. В связи с ограничением средств, менеджеры по рекламе вынуждены сочетать такие средства продвижения товара, как реклама, связи с общественностью, стимулирование сбыта и деятельность торговых представителей.

4. Система двойной записи показывает движение денежной наличности. Так как перевод денег с одного счета на другой осуществляется постоянно, любую сделку рассматривают как с точки зрения дебита, так и кредита.

5. Внешние рынки могут предоставить большие возможности для роста компаний.

6. Рыночная цена- результат взаимодействия спроса и предложения на товары и услуги.

7. Текущие счета (чековые депозиты) представляют собой обязательства коммерческих банков и сберегательных учреждений.

* **ДЛЯ СПЕЦИАЛЬНОСТИ 6-05-0421-01 «ПРАВОВЕДЕНИЕ»**

**Тест по тема “Law”**

**I. Translate into English.**

1.истинныйвладелец

2. нарушить закон

3. обеспечивать повиновение

4. отказаться подчиняться

5. человеческое поведение

6. описательные законы

7. предписывающие законы

8. налагать наказание

9. потребовать возмещения

10. вести себя в соответствии с личными стандартами морали

**II. Explain in English.**

1. anarchy

2. society

3. order

4. obedience

5. law

**III. Guess the word.**

1. to describe clearly and exactly what something is or what something means

2. this is the way someone behaves in particular situations.

3. to give someone an ability or opportunity to do something.

4. it is when people or animals do what they are told or ordered to.

5. to form the basis of something (of theory, behaviour, doctrine, etc.)

6. to initiate and conduct a legal action against somebody.

7. a punishment for breaking a rule or law.

**IV. Explain the difference between.**

Rule, regulation, law

**V. Translate.**

1. Государство использует методы принуждения для соблюдения закона.

2. Она требует абсолютного подчинения правилам.

3. Ему удалось избежать наказания.

4. Традиции – это не писаные законы, лежащие в основе норм поведения, взглядов и вкусов любого общества.

5. Предписывающие законы создаются законодателями и могут быть нарушены, в то время как описательные законы не созданы законодателями и не могут быть нарушены.

6. Особенно пристально законы изучаются на юридических факультетах университетов, где студенты рассматривают различные вопросы права, изучают гражданское право, уголовное право и другие предметы.

7. Законы государства устанавливаются законодателями, полиция и суды обеспечивают соблюдение законов при помощи различных методов принуждения.

**Тест по теме «Management»**

1. **Match the words with their definitions:**
2. Respect
3. Network
4. Leading
5. Qualification
6. Track record
7. Synergy
8. Chief, most important
9. Complex system of lines that cross
10. A skill, personal quality or type of experience that makes you suitable for a particular job
11. Esteem for a person or quality
12. Additional advantages or profits that are produced by two people or organizations combining their ideas and resources
13. All the things that a person or organization has done in the past, which shows how good they are
14. **Find the pairs of synonyms:**

|  |
| --- |
| Colleague to encourage to cancel mutual relationship to postpone to disappoint to contribute |
| give hope to cooperate have a share in fail to do correlation companion to combine efforts |

1. **Match the words to make word combinations:**

1)Price a)opportunities

2)Lost b)targets

3)Conflict c)loyalty

4)Customer d)resolution

5)Thinking e)sensitive

6)Challenging f)styles

1. **Choose the appropriate word:**

1) The Project Team…a broad range of specialists working together to solve a given problem.

1. Involves b) manufactures c) subdivides d) supplies

2) A successful leader must be…in his or her own ability to deal with difficult situations and show the qualities of leadership.

a) confident b) self-confident c) accountable d) productive

3) As the old image is becoming less and less … the staff won’t succeed unless they change it.

a) sensitive b) competitive c) dangerous d) rationalized

4) …is a kind of opinion held about something or someone, the degree to which one is trusted.

a) attitude b) image c) credit d) reputation

5) Once a week the members of the team have a…meeting to discuss the way a project is developed.

a) promising b) bilateral c) regular d) constant

1. **Insert the prepositions where necessary. You may the given ones, but mind that there are odd ones:**

|  |
| --- |
| **In down in on of with in for.** |

Failing to concentrate…retaining as well as attracting customers cost businesses huge amounts…money.

1. There is nothing worse …a relationship than being let… .
2. …order to continue the relations, answer… the queries, respond quickly…a simple format.
3. It is very important…people wanting to do business…China to find an intermediary before they go…the Chinese market.
4. **Translate into English:**
5. Чтобы построить команду вам необходимо знать как ваши собственные сильные и слабые стороны, так и ваших коллег.
6. В некоторых случаях команде нужен кто-то, кто бы смог повести ее за собой, другими словами- лидер.
7. Чем больше группа и сложнее поставленные задачи, которые необходимо решить, тем больше необходимость в координаторе совместной деятельности.
8. Отношения между участниками любого проекта должны основываться на взаимном доверии.
9. Работать в команде означает ставить общие цели и интересы выше свои собственных.
10. Прибыльные компании вкладывают достаточно денежных средств в развитие делового потенциала своих сотрудников.