

Документ подписан простой электронной подписью

Информация о владельце: ФГБОУ ВО «Уральский государственный экономический университет»

ФИО: Силин Яков Петрович

Должность: Ректор

Дата подписания: 22.05.2023 15:53:27

Уникальный программный ключ:

24f866b1a1c161076e81b17c588e9531e605f

**Одобрена**

Педагогическим советом колледжа

**Утверждена**

Советом по учебно-методическим  
вопросам и качеству образования

протокол № 4 от 14.12.2022 г.

протокол № 4 от 06.12.2022 г.

Директор колледжа  А.Э.Чечулин

(подпись)

Председатель  Д.А. Карх

(подпись)

## РАБОЧАЯ ПРОГРАММА ДИСЦИПЛИНЫ

Наименование дисциплины СГ.02 Иностранный язык в профессиональной деятельности

Специальность 21.02.19 ЗЕМЛЕУСТРОЙСТВО

Форма обучения очная

Год набора 2023

Разработана:  
Преподаватель,  
Н.Л. Бороненкова

## СОДЕРЖАНИЕ

<b>ВВЕДЕНИЕ</b>	<b>3</b>
<b>1. ЦЕЛЬ ОСВОЕНИЯ ДИСЦИПЛИНЫ</b>	<b>3</b>
<b>2. МЕСТО ДИСЦИПЛИНЫ В СТРУКТУРЕ ООП</b>	<b>4</b>
<b>3. ОБЪЕМ ДИСЦИПЛИНЫ</b>	<b>4</b>
<b>4. ПЛАНИРУЕМЫЕ РЕЗУЛЬТАТЫ ОСВОЕНИЯ ООП</b>	<b>4</b>
<b>5. ТЕМАТИЧЕСКИЙ ПЛАН</b>	<b>6</b>
<b>6. ФОРМЫ ТЕКУЩЕГО КОНТРОЛЯ И ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ШКАЛЫ ОЦЕНИВАНИЯ</b>	<b>7</b>
<b>7. СОДЕРЖАНИЕ ДИСЦИПЛИНЫ</b>	<b>10</b>
<b>8. ОСОБЕННОСТИ ОРГАНИЗАЦИИ ОБРАЗОВАТЕЛЬНОГО ПРОЦЕССА ПО ДИСЦИПЛИНЕ ДЛЯ ЛИЦ С ОГРАНИЧЕННЫМИ ВОЗМОЖНОСТЯМИ ЗДОРОВЬЯ</b>	<b>18</b>
<b>9. ПЕРЕЧЕНЬ ОСНОВНОЙ И ДОПОЛНИТЕЛЬНОЙ УЧЕБНОЙ ЛИТЕРАТУРЫ, НЕОБХОДИМОЙ ДЛЯ ОСВОЕНИЯ ДИСЦИПЛИНЫ</b>	<b>18</b>
<b>10. ПЕРЕЧЕНЬ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ, ВКЛЮЧАЯ ПЕРЕЧЕНЬ ЛИЦЕНЗИОННОГО ПРОГРАММНОГО ОБЕСПЕЧЕНИЯ И ИНФОРМАЦИОННЫХ СПРАВОЧНЫХ СИСТЕМ, ОНЛАЙН КУРСОВ, ИСПОЛЬЗУЕМЫХ ПРИ ОСУЩЕСТВЛЕНИИ ОБРАЗОВАТЕЛЬНОГО ПРОЦЕССА ПО ДИСЦИПЛИНЕ</b>	<b>19</b>
<b>11. ОПИСАНИЕ МАТЕРИАЛЬНО-ТЕХНИЧЕСКОЙ БАЗЫ, НЕОБХОДИМОЙ ДЛЯ ОСУЩЕСТВЛЕНИЯ ОБРАЗОВАТЕЛЬНОГО ПРОЦЕССА ПО ДИСЦИПЛИНЕ</b>	<b>19</b>

## ВВЕДЕНИЕ

Рабочая программа дисциплины является частью основной образовательной программы среднего профессионального образования - программы подготовки специалистов среднего звена, разработанной в соответствии с ФГОС СПО

ФГОС СПО	Федеральный государственный образовательный стандарт среднего профессионального образования по специальности 21.02.19 ЗЕМЛЕУСТРОЙСТВО (приказ Минобрнауки России от 18.05.2022 г. № 339)
ПС	

### 1. ЦЕЛЬ ОСВОЕНИЯ ДИСЦИПЛИНЫ

Целью освоения дисциплины Иностранный язык в профессиональной деятельности (английский) является формирование коммуникативной языковой компетенции для подготовки к осуществлению деятельности в различных сферах экономики, где рабочим языком является иностранный.

В результате изучения дисциплины Иностранный язык в профессиональной деятельности обучающийся должен:

Уметь:

- общаться (устно и письменно) на иностранном языке на профессиональные и повседневные темы;
- понимать общий смысл четко произнесенных высказываний на известные темы (профессиональные и бытовые), понимать тексты на базовые профессиональные темы;
- участвовать в диалогах на знакомые общие и профессиональные темы;
- строить простые высказывания о себе и о своей профессиональной деятельности;
- писать простые связные сообщения на знакомые или интересующие

профессиональные темы

- переводить (со словарем) иностранные тексты профессиональной направленности;

Знать:

- лексический (1200 - 1400 лексических единиц) и грамматический минимум, относящийся к описанию предметов, средств и процессов профессиональной деятельности и необходимый для чтения и перевода (со словарем) иностранных текстов профессиональной направленности;
- правила построения простых и сложных предложений на профессиональные темы;
- основные общеупотребительные глаголы (бытовая и профессиональная лексика);
- правила чтения текстов профессиональной направленности.
- особенности произношения.

Результатом освоения дисциплины, в соответствии с рабочей программой воспитания, является формирование у обучающихся следующих личностных результатов обучения:

ЛР 7. Осознающий и деятельно выражающий приоритетную ценность каждой человеческой жизни, уважающий достоинство личности каждого человека, собственную и чужую уникальность, свободу мировоззренческого выбора, самоопределения. Проявляющий бережливое и чуткое отношение к религиозной принадлежности каждого человека, предупредительный в отношении выражения прав и законных интересов других людей.

ЛР 8. Проявляющий и демонстрирующий уважение законных интересов и прав представителей различных этнокультурных, социальных, профессиональных групп в российском обществе; национального достоинства, религиозных убеждений с учётом соблюдения необходимости обеспечения конституционных прав и свобод граждан. Понимающий и деятельно выражающий ценность межрелигиозного и межнационального согласия людей, граждан, народов в России. Выражающий сопричастность к преумножению и трансляции культурных традиций и ценностей многонационального российского государства, включенный в общественные инициативы, направленные на их сохранение.

ЛР 11. Проявляющий уважение к эстетическим ценностям, обладающий основами эстетической культуры. Критически оценивающий и деятельно проявляющий понимание эмоционального воздействия искусства, его влияния на душевное состояние и поведение людей. Бережливо относящийся к культуре как средству коммуникации и самовыражения в обществе,

выражающий сопричастность к нравственным нормам, традициям в искусстве. Ориентированный на собственное самовыражение в разных видах искусства, художественном творчестве с учётом российских традиционных духовно-нравственных ценностей, эстетическом обустройстве собственного быта. Разделяющий ценности отечественного и мирового художественного наследия, роли народных традиций и народного творчества в искусстве. Выражающий ценностное отношение к технической и промышленной эстетике.

ЛР 13. Демонстрирующий готовность и способность вести диалог с другими людьми, достигать в нем взаимопонимания, находить общие цели и сотрудничать для их достижения в профессиональной деятельности.

ЛР 17. Проявляющий ценностное отношение к культуре и искусству, к культуре речи и культуре поведения, к красоте и гармонии.

## 2. МЕСТО ДИСЦИПЛИНЫ В СТРУКТУРЕ ООП

Дисциплина относится к вариативной части учебного плана.

## 3. ОБЪЕМ ДИСЦИПЛИНЫ

Промежуточный контроль	Часов				
	Всего за семестр	Контактная работа (по уч.зан.)		Самостоятельная работа в том числе подготовка контрольных и курсовых	
		Всего	Практические занятия, включая курсовое проектирование		
Семестр 1					
Зачет	0	64	64	30	0
Семестр 2					
	0	92	92	46	0
Семестр 3					
Зачет	0	64	64	10	0
Семестр 4					
	0	48	48	10	0
Семестр 5					
	0	24	24	12	0
Семестр 6					
Зачет с оценкой	0	18	18	10	0
	0	310	310	118	0

## 4. ПЛАНИРУЕМЫЕ РЕЗУЛЬТАТЫ ОСВОЕНИЯ ООП

В результате освоения ООП у выпускника должны быть сформированы компетенции, установленные в соответствии ФГОС СПО.

Шифр и наименование компетенции	Индикаторы достижения компетенций
---------------------------------	-----------------------------------

<p>ПК 3.1. Консультировать по вопросам регистрации прав на объекты недвижимости и предоставления сведений, содержащихся в Едином государственном реестре недвижимости (далее - ЕГРН).</p>	<p>Уметь:</p> <ul style="list-style-type: none"> <li>- общаться (устно и письменно) на иностранном языке на профессиональные и повседневные темы;</li> <li>- понимать общий смысл четко произнесенных высказываний на известные темы (профессиональные и бытовые), понимать тексты на базовые профессиональные темы;</li> <li>- участвовать в диалогах на знакомые общие и профессиональные темы;</li> <li>- строить простые высказывания о себе и о своей профессиональной деятельности;</li> <li>- писать простые связные сообщения на знакомые или интересующие профессиональные темы</li> <li>- переводить (со словарем) иностранные тексты профессиональной направленности;</li> </ul> <p>Знать:</p> <ul style="list-style-type: none"> <li>- лексический (1200 - 1400 лексических единиц) и грамматический минимум, относящийся к описанию предметов, средств и процессов профессиональной деятельности и необходимый для чтения и перевода (со словарем) иностранных текстов профессиональной направленности;</li> <li>- правила построения простых и сложных предложений на профессиональные темы;</li> <li>- основные общеупотребительные глаголы (бытовая и профессиональная лексика);</li> <li>- правила чтения текстов профессиональной направленности.</li> <li>- особенности произношения.</li> </ul>
---	---

Общие компетенции (ОК)

Шифр и наименование компетенции	Индикаторы достижения компетенций
<p>ОК 02. Использовать современные средства поиска, анализа и интерпретации информации и информационные технологии для выполнения задач профессиональной деятельности.</p>	<p>Уметь:</p> <ul style="list-style-type: none"> <li>- определять задачи для поиска информации;</li> <li>- определять необходимые источники информации;</li> <li>- планировать процесс поиска; структурировать получаемую информацию;</li> <li>- выделять наиболее значимое в перечне информации;</li> <li>- оценивать практическую значимость результатов поиска;</li> <li>- оформлять результаты поиска</li> </ul> <p>Знать:</p> <ul style="list-style-type: none"> <li>- приемы структурирования информации;</li> <li>- формат оформления результатов поиска информации</li> </ul>

<p>ОК 03. Планировать и реализовывать собственное профессиональное и личностное развитие, предпринимательскую деятельность в профессиональной сфере, использовать знания по финансовой грамотности в различных жизненных ситуациях.</p>	<p>Умения:</p> <ul style="list-style-type: none"> <li>- определять актуальность нормативно-правовой документации в профессиональной деятельности;</li> <li>- применять современную научную профессиональную терминологию;</li> <li>- определять и выстраивать траектории профессионального развития и самообразования;</li> <li>- выявлять достоинства и недостатки коммерческой идеи;</li> <li>- презентовать идеи открытия собственного дела в профессиональной деятельности;</li> </ul> <p>Знания:</p> <ul style="list-style-type: none"> <li>- содержание актуальной нормативно-правовой документации;</li> <li>- современная научная и профессиональная терминология;</li> <li>- возможные траектории профессионального развития и самообразования.;</li> </ul>
<p>ОК 09. Пользоваться профессиональной документацией на государственном и иностранном языках.</p>	<p>Уметь:</p> <ul style="list-style-type: none"> <li>- общаться (устно и письменно) на иностранном языке на профессиональные и повседневные темы;</li> <li>- понимать общий смысл четко произнесенных высказываний на известные темы (профессиональные и бытовые), понимать тексты на базовые профессиональные темы;</li> <li>- участвовать в диалогах на знакомые общие и профессиональные темы;</li> <li>- строить простые высказывания о себе и о своей профессиональной деятельности;</li> <li>- писать простые связные сообщения на знакомые или интересующие профессиональные темы</li> <li>- переводить (со словарем) иностранные тексты профессиональной направленности;</li> </ul> <p>Знать:</p> <ul style="list-style-type: none"> <li>- лексический (1200 - 1400 лексических единиц) и грамматический минимум, относящийся к описанию предметов, средств и процессов профессиональной деятельности и необходимый для чтения и перевода (со словарем) иностранных текстов профессиональной направленности;</li> <li>- правила построения простых и сложных предложений на профессиональные темы;</li> <li>- основные общеупотребительные глаголы (бытовая и профессиональная лексика);</li> <li>- правила чтения текстов профессиональной направленности.</li> <li>- особенности произношения.</li> </ul>

## 5. ТЕМАТИЧЕСКИЙ ПЛАН

Тема	Часов						
	Наименование темы	Всего часов	Контактная работа (по уч.зан.)			Самост. работа	Контроль самостоятельной работы
			Лекции	Лабораторные	Практические занятия		
Семестр 1		94					
Тема 1.	Введение (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)	53			38	15	

Тема 2.	Рабочий день. Оказание помощи, Решение стандартных ситуаций. (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)	41			26	15	
Семестр 2		71					
Тема 3.	Деловой этикет.(ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)	71			48	23	
Семестр 2		67					
Тема 4.	В офисе (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)	67			44	23	
Семестр 3		47					
Тема 5.	Устройство на работу (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)	47			42	5	
Семестр 3		27					
Тема 6.	Формы организации бизнеса (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)	27			22	5	
Семестр 4		35					
Тема 7.	Выполнение полевых работ (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)	35			30	5	
Семестр 4		23					
Тема 8.	Техническая оценка объектов недвижимости (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)	23			18	5	
Семестр 5		36					
Тема 9.	Регистрация прав на недвижимость(ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)	36			24	12	
Семестр 6		28					
Тема 10.	Охрана земельных ресурсов и окружающей среды в Уральский федеральном округе. (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)	28			18	10	

## **6. ФОРМЫ ТЕКУЩЕГО КОНТРОЛЯ И ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ ШКАЛЫ ОЦЕНИВАНИЯ**

Раздел/Тема	Вид оценочного средства	Описание оценочного средства	Критерии оценивания
<b>Текущий контроль (Приложение 4)</b>			
Тема 1	Контрольная работа № 1	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов

Тема 2	Контрольная работа № 2	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов
Тема 3	Контрольная работа № 3	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов
Тема 4	Контрольная работа № 4	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов
Тема 5	Контрольная работа № 5	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов
Тема 6	Контрольная работа № 6	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов
Тема 6	Контрольная работа № 7	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов
Тема 7	Контрольная работа № 8	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов
Тема 8	Контрольная работа № 9	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов
Тема 9	Контрольная работа № 10	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов
Тема 10	Контрольная работа № 11	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов
Тема 10	Контрольная работа № 12	Работа состоит из практических заданий: заполнить пропуски, перевод текста, грамматический тест и т.д.	оценивается от 2 до 5 баллов
<b>Промежуточный контроль (Приложение 5)</b>			
1 семестр (За)	Билет для зачета	Каждый билет содержит следующие задания: 1. Чтение и письменный перевод оригинального текста (объемом 1000-1200 п.зн. за 1 академ. час с использованием словаря) 2. Устное сообщение и собеседование по теме  3. Практическое задание. Количество билетов - 25	оценивается от 2 до 5 баллов



3 семестр (За)	Билет для зачета	Каждый билет содержит следующие задания: 1. Чтение и письменный перевод оригинального текста (объемом 1000-1200 п.зн. за 1 академ. час с использованием словаря) 2. Устное сообщение и собеседование по теме  3. Практическое задание. Количество билетов - 25	зачет/незачет
6 семестр (ЗаО)	Билет для зачета	Каждый билет содержит следующие задания: 1. Чтение и письменный перевод оригинального текста (объемом 1000-1200 п.зн. за 1 академ. час с использованием словаря) 2. Устное сообщение и собеседование по теме  3. Практическое задание. Количество билетов - 25	зачет/незачет

### ОПИСАНИЕ ШКАЛ ОЦЕНИВАНИЯ

Показатель оценки освоения ООП формируется на основе объединения текущей и промежуточной аттестации обучающегося.

Показатель рейтинга по каждой дисциплине выражается в процентах, который показывает уровень подготовки студента.

Текущая аттестация. Используется 5-балльная система оценивания. Оценка работы студента в течении семестра осуществляется преподавателем в соответствии с разработанной им системой оценки учебных достижений в процессе обучения по данной дисциплине.

В рабочих программах дисциплин (предметов) и практик закреплены виды текущей аттестации, планируемые результаты контрольных мероприятий и критерии оценки учебных достижений.

В течение семестра преподавателем проводится не менее 3-х контрольных мероприятий, по оценке деятельности студента.

Промежуточная аттестация. Используется 5-балльная система оценивания. Оценка работы студента по окончанию дисциплины (части дисциплины) осуществляется преподавателем в соответствии с разработанной им системой оценки достижений студента в процессе обучения по данной дисциплине. Промежуточная аттестация также проводится по окончанию формирования компетенций.

Показатель оценки	По 5-балльной системе	Характеристика показателя
100% - 85%	отлично	обладают теоретическими знаниями в полном объеме, понимают, самостоятельно умеют применять, исследовать, идентифицировать, анализировать, систематизировать, распределять по категориям, рассчитать показатели, классифицировать, разрабатывать модели, алгоритмизировать, управлять, организовать, планировать процессы исследования, осуществлять оценку результатов на высоком уровне
84% - 70%	хорошо	обладают теоретическими знаниями в полном объеме, понимают, самостоятельно умеют применять, исследовать, идентифицировать, анализировать, систематизировать, распределять по категориям, рассчитать показатели, классифицировать, разрабатывать модели, алгоритмизировать, управлять, организовать, планировать процессы исследования, осуществлять оценку результатов.  Могут быть допущены недочеты, исправленные студентом самостоятельно в процессе работы (ответа и т.д.)
69% - 50%	удовлетворительно	обладают общими теоретическими знаниями, умеют применять, исследовать, идентифицировать, анализировать, систематизировать, распределять по категориям, рассчитать показатели, классифицировать, разрабатывать модели, алгоритмизировать, управлять, организовать, планировать процессы исследования, осуществлять оценку результатов на среднем уровне. Допускаются ошибки, которые студент затрудняется исправить самостоятельно.
49 % и менее	неудовлетворительно	обладают не полным объемом общих теоретическими знаниями, не умеют самостоятельно применять, исследовать, идентифицировать, анализировать, систематизировать, распределять по категориям, рассчитать показатели, классифицировать, разрабатывать модели, алгоритмизировать, управлять, организовать, планировать процессы исследования, осуществлять оценку результатов. Не сформированы умения и навыки для решения профессиональных задач
100% - 50%	зачтено	характеристика показателя соответствует «отлично», «хорошо», «удовлетворительно»
49 % и менее	не зачтено	характеристика показателя соответствует «неудовлетворительно»

## 7. СОДЕРЖАНИЕ ДИСЦИПЛИНЫ

### 7.2 Содержание практических занятий и лабораторных работ

Тема 1. Введение (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)

Цели и задачи изучения учебной дисциплины «Иностранный язык в профессиональной деятельности». Английский язык как язык международного общения и средство познания национальных культур.

Основные варианты английского языка, их сходство и различия. Роль английского языка в профессиональной деятельности.

Фонетика.

Корректировка фонетических навыков.

Фонетическая транскрипция, чтения слов по транскрипции.

Гласные и согласные звуки. Отработка произношения гласных и согласных звуков.

Лексика. Социально-бытовые ситуации. Знакомство.

Лексика. О себе.

Составление сообщения о себе.

Разговорные клише. Составление диалога с использованием разговорных клише.

Грамматика.

Порядок слов в утвердительных, вопросительных и повелительных предложениях.

Грамматика. Выполнение упражнений на порядок слов в утвердительных, вопросительных и повелительных предложениях.

Грамматика. Личные местоимения.

Грамматика. Выполнение упражнений на употребление личных местоимений.

Грамматика. Глагол to be.

Грамматика. Выполнение упражнений на употребление глаголов to be.

Грамматика. Глагол to have.

Грамматика. Выполнение упражнений на употребление to have

Грамматика. Конструкция there is/ are.

Грамматика. Выполнение упражнений на употребление конструкции there is/ are.

Тема 2. Рабочий день. Оказание помощи, Решение стандартных ситуаций. (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)

Present Simple. Present Continuous.

Фонетика.

Дифтонги. Ударение.

Present Simple. Present Continuous в сравнении.

Фонетика. Ударение в сложных словах. Интонация.

Past Simple и Past Continuous в сравнении.

Повелительное наклонение в английском языке.

Местоимения much, many.

Введение лексики по теме «Рабочий день».

Оказание помощи, Решение стандартных ситуаций. Модели просьб, обращений, извинения; выражения благодарности.

Фонетика. Отработка произношения дифтонгов, чтение дифтонгов по транскрипции, постановка интонации и ударения.

Сообщение по теме «Мой рабочий день».

Чтение текста «Рабочий день».

Составление диалога с использованием разговорных клише по теме .

Тема 3. Деловой этикет.(ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)

Future Simple . Упражнения.

Предтекстовые упражнения по теме.

Упражнения по теме «Деловой этикет.».

Future Simple и Future Continuous в сравнении. Упражнения.

Future Simple, Future Continuous и be going to в сравнении. . Упражнения.

Предлоги времени в английском языке. Упражнения.

Лексика по теме "Деловой этикет."

Заучивание речевых клише по теме "Деловой этикет".

Составление диалога с использованием разговорных клише "Деловой этикет".

Составление диалогов с соблюдением норм официального тона.

Лексика по теме "Нормы и правила профессионального общения. ".

Заучивание речевых клише по теме "Нормы и правила профессионального общения".

Составление диалога с использованием разговорных клише «Нормы и правила профессионального общения».

Деловые письма.

Деловые письма: предложение.

Деловые письма: запрос, заказ.

Деловые письма: подтверждение, рекламация.

Деловые письма: Клише официально-делового стиля.

Чтение и перевод деловых писем.

Фонетика.

Корректировка фонетических навыков.

Фонетика.

Фонетическая транскрипция.

Написание деловых писем.

Отработка навыка поиска требуемой информации в текстах большого объема.

Повторение лексического и грамматического материала.

Тема 4. В офисе (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)

Модальные глаголы: can, could.

Выполнение грамматических упражнений на употребление модальных глаголов: can, could.

Лексика по теме «В офисе

».

Послетекстовые упражнения.

Местоимение one и его функции.

Местоимения: some, any и их производные.

Тексты по теме: "Знакомство с персоналом".

Послетекстовые упражнения.

Предлоги места в английском языке.

Предлоги направления в английском языке.

Модальные глаголы: may, might.

Выполнение грамматических упражнений на употребление модальных глаголов: may, might.

Модальные глаголы: must, should.

Выполнение грамматических упражнений на употребление модальных глаголов; must, should.

Модальный оборот have to.

Выполнение грамматических упражнений на употребление модального оборота: have to.

Лексика по теме: Структура организации.

Лексика по теме: Отделы и их функции.

Лексика по теме: Должностные обязанности.

Лексика по теме: Обязанности сотрудников.

Составление диалогов с использованием лексики и соответствующих клише: Структура организации. Отделы и их функции.

Составление диалогов с использованием лексики и соответствующих клише: Должностные обязанности.

Обязанности сотрудников.

Тема 5. Устройство на работу (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)

Времена группы Perfect.

Предтекстовые упражнения по теме

Работа над текстом "Устройство на работу".

Послетекстовые упражнения по теме «Устройство на работу».

Заучивание речевых клише по теме "Устройство на работу".

Составление диалога с использованием разговорных клише «Устройство на работу».

Present Perfect. Present Perfect в сравнении с Present Perfect Continuous.

Past Perfect

Future Perfect

Лексика по теме "Поиски работы".

Заучивание речевых клише по теме "Поиски работы".

Составление диалога с использованием разговорных клише "Поиски работы".

Лексика по теме "Собеседование с работодателем".

Заучивание речевых клише по теме "Собеседование с работодателем"

Составление диалога с использованием разговорных клише «Собеседование с работодателем».

Чтение текста «Поиски работы». Послетекстовые упражнения.

Чтение текста «Устройство на работу». Послетекстовые упражнения.

Чтение текста «Поиски работы». Послетекстовые упражнения.

Чтение текста «Собеседование с работодателем». Послетекстовые упражнения.

Составление резюме.

Составление CV.

Повторение лексического и грамматического материала.

Тема 6. Формы организации бизнеса (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)

Present Perfect и Past Perfect в сравнении с Past Simple .

Введение лексики по теме: «Формы организации бизнеса».

Пересказ текста по теме: "Формы организации бизнеса".

Работа по тексту: "Предпринимательство в России. "

Диалоги по тексту "Предпринимательство в России. "

Future Perfect в сравнении с Future Simple Future Continuous

Упражнение по теме: Future Perfect, Present Perfect и Past Perfect.

Работа по тексту: Организация бизнеса в США и Великобритании.

Фонетика.

Ударение. Ударение в сложных словах.

Фонетика. Отработка звуков, чтения слов по транскрипции.

Фонетические упражнения.

Тема 7. Выполнение полевых работ (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)

Изучающее чтение текста «Выполнение полевых работ».

The verbals.

Participle 1 и его функции в предложении.

Лексика по теме: "Выполнение полевых работ".

Послетекстовые упражнения по теме: "Выполнение полевых работ"

Participle 2 и его функции в предложении.

Упражнения по теме: Participle 1,2.

Изучающее чтение текста Проведение геодезических работ. Геодезические приборы и системы.

Лексика по теме: Проведение геодезических работ. Геодезические приборы и системы.

Послетекстовые упражнения по теме: Проведение геодезических работ. Геодезические приборы и системы.

Изучающее чтение текста Работа с картами и планами участка. Составление топографических, межевых планов.

Лексика по теме: Работа с картами и планами участка. Составление топографических, межевых планов.

Послетекстовые упражнения по теме: Работа с картами и планами участка. Составление топографических, межевых планов.

Лексика по теме: Проведение землеустроительных работ.

Изучающее чтение текста Проведение землеустроительных работ.

Тема 8. Техническая оценка объектов недвижимости (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)

Предтекстовые упражнения по теме "Техническая оценка объектов недвижимости".

Passive voice. Простые времена. Упражнения.

Работа с текстом «Техническая оценка объектов недвижимости».

Предтекстовые упражнения по теме: Обмерка и паспортизация конструкции.

Работа с текстом Обмерка и паспортизация конструкции.

Работа с текстом Отчетная документация.

Предтекстовые упражнения по теме: Инфраструктура местности.

Работа с текстом Инфраструктура местности.

Поиск информации по теме с использованием интернет-источников, заполнение документа по ситуации, чтение и перевод текста по теме.

Тема 9. Регистрация прав на недвижимость (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)

Лексика по теме: Регистрация прав на недвижимость

Работа с текстом «Регистрация прав на недвижимость». Послетекстовые задания.

Диалоги по теме «Регистрация прав на недвижимость».

Infinitive и его функции. Gerund.

Лексика по теме: Хранение документов.

Работа с текстом: Хранение документов.

Диалоги по теме: Хранение документов.

Лексика по теме: Использование технических средств в работе.

Диалоги по теме Использование технических средств в работе.

Работа с текстом: Использование технических средств в работе.

Лексика по теме: Ведение электронного документооборота.

Работа с текстом: Ведение электронного документооборота.

Тема 10. Охрана земельных ресурсов и окружающей среды в Уральский федеральном округе. (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)  
Complex object. Упражнения по теме.  
Упражнения по теме: Complex Subject.  
Лексика по теме: «Экономика Свердловской области».  
Работа с текстом: "Экономика Свердловской области". Послетекстовые упражнения.  
Лексика по теме: Охрана окружающей среды и природоохранные мероприятия в Урфо  
Работа с текстом: "Охрана окружающей среды и природоохранные мероприятия в Урфо".  
Послетекстовые упражнения.  
Лексика по теме: Мониторинг земли.  
Работа с текстом: Мониторинг земли.  
Нормативные-технические акты и документы, регулирующие использование и охрану окружающей среды.

### 7.3. Содержание самостоятельной работы

Тема 1. Введение (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)  
Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям.  
Написание сообщения «О себе».

Тема 2. Рабочий день. Оказание помощи, Решение стандартных ситуаций. (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)  
Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям.  
Написание сообщения «Рабочий день».

Тема 3. Деловой этикет.(ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)  
Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям.  
Написание сообщения «Деловой этикет.».

Тема 4. В офисе (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)  
Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям.  
Написание сообщения «В офисе».

Тема 5. Устройство на работу (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)  
Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям.  
Написание сообщения «Устройство на работу».

Тема 6. Формы организации бизнеса (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)  
Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям.  
Написание сообщения «Предпринимательство в России. »

Тема 7. Выполнение полевых работ (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)  
Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям.  
Написание сообщений  
"Выполнение полевых работ"



<p>Тема 8. Техническая оценка объектов недвижимости (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)</p> <p>Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям.</p> <p>Написание сообщений "Инфраструктура местности".</p>
<p>Тема 9. Регистрация прав на недвижимость(ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)</p> <p>Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям.</p> <p>Написание сообщений "Регистрация прав на недвижимо-сть" Использование технических средств в работе. ""</p>
<p>Тема 10. Охрана земельных ресурсов и окружающей среды в Уральский федеральном округе. (ПК 3.1., ОК 09., ОК 03., ОК 02.) (ЛР 7, ЛР 8, ЛР 11, ЛР 13, ЛР 17)</p> <p>Изучение лексического и грамматического материала темы по рекомендованным учебно-методическим пособиям.</p> <p>Написание сообщений ""Охрана окружающей среды и природоохранные мероприятия в Урфо".</p>

7.3.1. Примерные вопросы для самостоятельной подготовки к зачету/экзамену  
Приложение 1

7.3.2. Практические задания по дисциплине для самостоятельной подготовки к зачету/экзамену  
Приложение 2

7.3.3. Перечень курсовых работ  
Не предусмотрено

7.4. Электронное портфолио обучающегося  
Материалы не размещаются

7.5. Методические рекомендации по выполнению контрольной работы  
Не предусмотрено

7.6 Методические рекомендации по выполнению курсовой работы  
Не предусмотрено

## 8. ОСОБЕННОСТИ ОРГАНИЗАЦИИ ОБРАЗОВАТЕЛЬНОГО ПРОЦЕССА ПО ДИСЦИПЛИНЕ ДЛЯ ЛИЦ С ОГРАНИЧЕННЫМИ ВОЗМОЖНОСТЯМИ ЗДОРОВЬЯ

### *По заявлению студента*

В целях доступности освоения программы для лиц с ограниченными возможностями здоровья при необходимости кафедра обеспечивает следующие условия:

- особый порядок освоения дисциплины, с учетом состояния их здоровья;
- электронные образовательные ресурсы по дисциплине в формах, адаптированных к ограничениям их здоровья;
- изучение дисциплины по индивидуальному учебному плану (вне зависимости от формы обучения);
- электронное обучение и дистанционные образовательные технологии, которые предусматривают возможности приема-передачи информации в доступных для них формах.
- доступ (удаленный доступ), к современным профессиональным базам данных и информационным справочным системам, состав которых определен РПД.

## 9. ПЕРЕЧЕНЬ ОСНОВНОЙ И ДОПОЛНИТЕЛЬНОЙ УЧЕБНОЙ ЛИТЕРАТУРЫ, НЕОБХОДИМОЙ ДЛЯ ОСВОЕНИЯ ДИСЦИПЛИНЫ

### Сайт библиотеки УрГЭУ

<http://lib.usue.ru/>

### Основная литература:

1. Маньковская З. В. Английский язык [Электронный ресурс]: Учебное пособие. - Москва: ООО "Научно-издательский центр ИНФРА-М", 2022. - 200 с. – Режим доступа: <https://znanium.com/catalog/product/1779974>
2. Архипович Т. П., Короткова В. А. Английский язык для гуманитариев (В1). В 2 ч. Часть 1 [Электронный ресурс]: Учебник и практикум Для СПО. - Москва: Юрайт, 2022. - 445 – Режим доступа: <https://urait.ru/bcode/494116>
3. Кузьменкова Ю. Б. Английский язык + аудиозаписи в ЭБС [Электронный ресурс]: Учебник и практикум Для СПО. - Москва: Юрайт, 2022. - 441 – Режим доступа: <https://urait.ru/bcode/489640>
4. Невзорова Г. Д., Никитушкина Г. И. Английский язык. Грамматика [Электронный ресурс]: Учебное пособие Для СПО. - Москва: Юрайт, 2022. - 213 – Режим доступа: <https://urait.ru/bcode/491346>
5. Полубиченко Л. В., Изволенская А. С., Кожарская Е. Э. Английский язык для колледжей (А2-В2) [Электронный ресурс]: учебное пособие для спо. - Москва: Юрайт, 2023. - 185 с – Режим доступа: <https://urait.ru/bcode/530851>

### Дополнительная литература:

1. Торбан И.Е. Мини-грамматика английского языка [Электронный ресурс]: Справочная литература. - Москва: ООО "Научно-издательский центр ИНФРА-М", 2020. - 112 с. – Режим доступа: <https://znanium.com/catalog/product/1048334>
2. Голицынский Ю. Б. Грамматика: сборник упражнений. - Санкт-Петербург: КАРО, 2019. - 574, [1]
3. Дюканова Н.М. Английский язык [Электронный ресурс]: Учебное пособие. - Москва: ООО "Научно-издательский центр ИНФРА-М", 2021. - 319 – Режим доступа: <https://znanium.com/catalog/product/1209237>
4. Литвинская С.С. Английский язык для технических специальностей [Электронный ресурс]: Учебное пособие. - Москва: ООО "Научно-издательский центр ИНФРА-М", 2023. - 252 с. – Режим доступа: <https://znanium.com/catalog/product/1902856>
5. Кузьменкова Ю. Б. Английский язык для технических колледжей (А1) [Электронный ресурс]: учебное пособие для спо. - Москва: Юрайт, 2023. - 207 с – Режим доступа: <https://urait.ru/bcode/517769>

## **10. ПЕРЕЧЕНЬ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ, ВКЛЮЧАЯ ПЕРЕЧЕНЬ ЛИЦЕНЗИОННОГО ПРОГРАММНОГО ОБЕСПЕЧЕНИЯ И ИНФОРМАЦИОННЫХ СПРАВОЧНЫХ СИСТЕМ, ОНЛАЙН КУРСОВ, ИСПОЛЬЗУЕМЫХ ПРИ ОСУЩЕСТВЛЕНИИ ОБРАЗОВАТЕЛЬНОГО ПРОЦЕССА ПО ДИСЦИПЛИНЕ**

### **Перечень лицензионного программного обеспечения:**

Astra Linux Common Edition. Договор № 1 от 13 июня 2018, акт от 17 декабря 2018. Срок действия лицензии - без ограничения срока.

МойОфис стандартный. Соглашение № СК-281 от 7 июня 2017. Дата заключения - 07.06.2017. Срок действия лицензии - без ограничения срока.

### **Перечень информационных справочных систем, ресурсов информационно-телекоммуникационной сети «Интернет»:**

## **11. ОПИСАНИЕ МАТЕРИАЛЬНО-ТЕХНИЧЕСКОЙ БАЗЫ, НЕОБХОДИМОЙ ДЛЯ ОСУЩЕСТВЛЕНИЯ ОБРАЗОВАТЕЛЬНОГО ПРОЦЕССА ПО ДИСЦИПЛИНЕ**

Реализация учебной дисциплины осуществляется с использованием материально-технической базы УрГЭУ, обеспечивающей проведение всех видов учебных занятий и научно-исследовательской и самостоятельной работы обучающихся:

Специальные помещения представляют собой учебные аудитории для проведения всех видов занятий, групповых и индивидуальных консультаций, текущего контроля и промежуточной аттестации.

Помещения для самостоятельной работы обучающихся оснащены компьютерной техникой с возможностью подключения к сети "Интернет" и обеспечением доступа в электронную информационно-образовательную среду УрГЭУ.

Все помещения укомплектованы специализированной мебелью и оснащены мультимедийным оборудованием спецоборудованием (информационно-телекоммуникационным, иным компьютерным), доступом к информационно-поисковым, справочно-правовым системам, электронным библиотечным системам, базам данных действующего законодательства, иным информационным ресурсам служащими для представления учебной информации большой аудитории.

Для проведения занятий лекционного типа презентации и другие учебно-наглядные пособия, обеспечивающие тематические иллюстрации.

### **7.3.1. Примерные вопросы для самостоятельной подготовки к промежуточной аттестации**

#### **Примерные вопросы для самостоятельной подготовки к промежуточной аттестации 3 семестр**

Тема 1. Введение. Знакомство. О себе

Тема 2. Рабочий день. Оказание помощи. Решение стандартных ситуаций

1. What's your name?
2. How old are you?
3. Where are you from?
4. Do you have any brothers or sisters?
5. Is your family large?
6. What do you do?
7. What do your parents do?
8. What are your hobbies?
9. What do you do when you have free time?
10. What your relatives like doing?
11. How often do you and your family watch TV?
12. What kinds of programmes do you watch? (news/ documentaries/ sports programmes, etc).
13. When and how often do you use your computer?
14. What do you use your computer for?
15. Do you often play computer games? What are your favourite computer games? Why do you like them?
16. Are you good at using a computer? What software do you use?
17. How often do you use the Internet? What websites do you use regularly?
18. Have you joined any social network services?
19. What time do you get up on weekdays?
20. How does your working day start?
21. What do you usually have for breakfast?
22. How do you get to the college?
23. How much time does it usually take you?
24. What time do your classes start?
25. How many periods do you have a day?
26. Do you have lunch at college or at home?
27. What do you do in the afternoon?
28. Do you help your mother about the house?
29. What do you do in the evening?
30. What time do you go to bed?

#### **Примерные вопросы для самостоятельной подготовки к промежуточной аттестации 5 семестр**

Тема 5. Устройство на работу

Тема 6. Формы организации бизнеса

1. Where can you look for job vacancies?
2. What should you do to apply for a particular job?

3. What is the main purpose of a CV?
4. What is the main purpose of a covering letter?
5. What forms can interviews take?
6. What are your strengths and weaknesses?
7. What can you expect after taking an interview?
8. What do you need to consider when you are offered a job?
9. Would you like to work for a private business or a government organization?
10. Would you like to work for a large company or a small family-owned business?
11. Would you prefer to be on staff or a freelancer?
12. Would you like to work full-time, part-time or flexitime?
13. Would you like to work in an office or telecommute?
14. What motivates people to work?
15. What job benefits would you prefer to have?
16. What large multinational corporations can you name?
17. Which department in a company is responsible for recruiting new employees and organizing training for the staff?
18. Are you going to work in the field of your study?
19. Which factors are important in choosing a company to work for? Explain why.
20. Describe an ideal company to work for. What type of business is it?
21. What is the size of the company?
22. Which regions / countries does it operate in?
23. What are its main products or services?
24. Name at least 5 company departments and briefly describe their activities.
25. What industries were developed in Russia in the past?
26. What industries are developed in the Russia at present?
27. Are high technology industries developed more than heavy engineering in the UK now?
28. What industries were developed in England and in the USA in the past?
29. What industries are developed in the UK and the USA at present?
30. What are the main trading partners of the UK and the USA?

### **Примерные вопросы для самостоятельной подготовки к промежуточной аттестации 8 семестр**

Тема 10. Охраны земельных ресурсов и окружающей среды в Уральском Федеральном округе

1. Which country is good to be an economic model for Russia?
2. What are the biggest obstacles to Russia's economic growth?
3. Why did Russia's Weakness Is Its Economic Policy?
4. What is Russia's economic potential?
5. What is the economic history of Russia?
6. Which country has the best economic model?
7. What is the current economic system of Russia?
8. Why is American GDP so small?
9. What's the GDP of Russia?
10. Can Russia emulate China's economic growth model?
11. What is the economic growth rate for the USA?
12. Why is Russia so economically underdeveloped?
13. How can the USA be so powerful militarily while suffering economically?
14. What is an economic model?
15. What is the capital of the Ural Federal District?

16. How many regions does it consist of?
17. What are the main cities of these regions?
18. What main industries are developed in the UFD?
19. What is the population of the UFD?
20. What are the most famous universities there?
21. Is the UFD ecologically safe?
22. What are the main ecological problems in the UFD?
23. What are the main reasons of air and water pollution there?
24. What is “greenhouse effect”?
25. What are the reasons of “greenhouse effect”?
26. What are the reasons of the holes in the ozone layer?
27. What can we do save endangered plants and animals?
28. How can ecological situation be improved?
29. What is your attitude to ecological education?
30. What measures do authorities do to improve the environment in the UFD?

### 7.3.2. Практические задания по дисциплине для самостоятельной подготовки к промежуточной аттестации

#### Практические задания по дисциплине для самостоятельной подготовки к промежуточной аттестации

##### 3 семестр

1. Чтение и письменный перевод оригинального текста (объемом 1000-1200 п.зн. за 1 академ. час с использованием словаря)

##### Пример текста

On week-day I usually get up at 7 o'clock. I make my bed and go to the bathroom. I don't take a bath in the morning. I take a cold shower. At a quarter past 7 I have breakfast. It usually consists of a cup of tea and a sandwich.

After breakfast I put on my coat, take the bag and go to the University. I live far from the University and it takes me an hour and a half to get there. I go to the University by bus.

My classes begin at half past 9 in the morning and they are over at 2 o'clock in the afternoon. Usually, I go home after classes and have dinner in the canteen.

After dinner I have a short rest, because I always feel tired after a long way in a bus. I make some telephone calls, listen to music or read a good book. Then I do my homework. It usually takes me about two or three hours to get ready for my practical classes. Sometimes I go to the library to write a report.

I usually go to bed at 11p.m. Before going to bed, I have a shower and read a book or play computer games.

2. Устное сообщение и собеседование по теме

3. Практическое задание (ПК 3.1., ОК 09., ОК 03., ОК 02.)

**ПК 3.1.: Консультировать по вопросам регистрации прав на объекты недвижимости и предоставления сведений, содержащихся в Едином государственном реестре недвижимости (далее - ЕГРН).**

Задания закрытого типа

#### 1. Choose ONE answer.

Land law is \_\_\_ branch of law.

- a. independent
- b. independent
- c. disdependent

Ответ: b

#### 2. Choose ONE answer.

You \_\_\_ find a lot of other things to like about online magazines.

- a. would

- b. shall
- c. will

Ответ: c

Задания открытого типа

**1. Complete the sentence.**

Mass media \_\_\_ customs, views and culture.

Ответ: influence

**2. Complete the sentence.**

Traditional media encompass the \_\_\_ of communication that existed before the Internet.

Ответ: means

**3. Complete the sentence.**

In the early days of radio broadcasting, neighbours gathered \_\_\_ the radio set in the evening to listen to popular programmes.

Ответ: around

**ОК 09.: Пользоваться профессиональной документацией на государственном и иностранном языках.**

Задания закрытого типа

**1. Choose ONE answer.**

When television finally \_\_\_ a living room reality, families sat around TV sets watching their favourite shows.

- a. had become
- b. has become
- c. became

Ответ: c

**2. Choose ONE answer.**

Mass media brought the \_\_\_ world into our homes.

- a. outside
- b. inside
- c. side

Ответ: a



Задания открытого типа

**1. Complete the sentence.**

The \_\_\_ times of programmes set the routine of life within homes.

Ответ: broadcast

**2. Complete the sentence.**

Traditional media have served as an important \_\_\_ of information as well as a companion for a number of years now.

Ответ: source

**3. Complete the sentence.**

Recently traditional media have been challenged by \_\_\_ media.

Ответ: new

**ОК 03.: Планировать и реализовывать собственное профессиональное и личностное развитие, предпринимательскую деятельность в профессиональной сфере, использовать знания по финансовой грамотности в различных жизненных ситуациях.**

Задания закрытого типа

**1. Choose ONE answer.**

People are attracted to the easy means of getting information \_\_\_ , \_\_\_.

- a. sometime, somewhere
- b. anytime, anywhere
- c. no time, nowhere

Ответ: b

**2. Choose ONE answer.**

Online radio and television \_\_\_ our ears and eyes and become alternatives to on-air 9 broadcasting.

- a. are grabbing
- b. grabs
- c. grab

Ответ: c

Задания открытого типа

**1. Complete the sentence.**

Podcasts and webcasts, and even the short \_\_\_ system (SMS) are all new media and they can make anybody a journalist at little cost and with global reach.

Ответ: messaging

## 2. Complete the sentence.

Now if one misses an episode of their favourite TV series, there is always a \_\_\_ to watch it online.

Ответ: chance

## 3. Complete the sentence.

If a student is looking for information about the day-to-day life of a university student in Canberra, there is a high probability that a web \_\_\_ about a university student living in that city exists somewhere on the Internet.

Ответ: page

## ОК 02.: Использовать современные средства поиска, анализа и интерпретации информации и информационные технологии для выполнения задач профессиональной деятельности.

Задания закрытого типа

### 1. Choose ONE answer.

New media have three major \_\_\_ over traditional media.

- a. advantags
- b. advantages
- c. advantage

Ответ: b

### 2. Choose ONE answer.

Digital music \_\_\_ be downloaded instantly, films can be ordered, and books can be read on e-readers.

- a. can
- b. may
- c. must

Ответ: can

Задания открытого типа

### 1. Complete the sentence.

New media enable people to find out the latest news, weather reports, or market prices at the \_\_\_ of a button.

Ответ: touch

## 2. Complete the sentence.

Most online \_\_\_ is free, from blogs and social networking sites to news and entertainment sources.

Ответ: content

## 3. Complete the sentence.

New media can reach the most remote \_\_\_ of the globe.

Ответ: parts

### **Практические задания по дисциплине для самостоятельной подготовки к промежуточной аттестации 5 семестр**

1. Чтение и письменный перевод оригинального текста (объемом 1000-1200 п.зн. за 1 академ. час с использованием словаря)

#### Пример текста

In today's competitive job market, not spending time abroad can seriously damage your chances of climbing the career ladder. It is no surprise then that more and more graduates and professionals are looking for opportunities to live and work in a foreign country.

But even if you are a strong candidate, the application process for foreign jobs is far from straightforward. The EU has introduced the Euro CV to standardize application procedures throughout Europe, but a culturally adapted CV is better. What does it mean? For Example, in the UK, it is customary to add hobbies and interests at the bottom of the page. In Italy however, that information is not necessary.

When you write your CV it is also a good idea to check whether a photo is necessary and whether an English-language CV should be written in American or British English. Another point to think about is whether or not employers will recognize your degree subject, especially when you have studied a subject, such as Wireless Network Systems, which doesn't necessarily translate into another language and culture.

You also need to consider the cover letter, the first thing that an employer will read. Approaches differ from country to country: get the CV right but the cover letter wrong and you destroy your chances of getting shortlisted for interview because the cover letter is the first thing that an employer will read. The British usually writes long letters to draw attention to relevant sections on the CV, the Italians want one or two sentences and the French expect candidates to handwrite detailed letters may be analysed by handwriting experts.

2. Устное сообщение и собеседование по теме

3. Практическое задание (ПК 3.1., ОК 09., ОК 03., ОК 02.)

**ПК 3.1.: Консультировать по вопросам регистрации прав на объекты недвижимости и предоставления сведений, содержащихся в Едином государственном реестре недвижимости (далее - ЕГРН).**

Задания закрытого типа

## 1. Choose ONE answer.

The owner of the land plot \_\_\_ the right to build structures and buildings according to the intended purpose of the site.

- a. have
- b. has
- c. had

Ответ: b

## 2. Choose ONE answer.

Land law \_\_\_ to legal sciences.

- a. refers
- b. refer
- c. will refer

Ответ: a

Задания открытого типа

## 1. Complete the conversation.

- What is the service life in the workplace?
- No more \_\_\_ 2 weeks.

Ответ: than

## 2. Complete the sentence.

Geodesy and land management are \_\_\_ the list of disciplines of the specialty land and property relations.

Ответ: among

## 3. Complete the conversation.

- How are land relations measured?
- Carrying \_\_\_ accounting, inventory appraisal of land and property.

Ответ: out

**ОК 09.: Пользоваться профессиональной документацией на государственном и иностранном языках.**

Задания закрытого типа

## 1. Choose ONE answer.

Employment on a general basis is allowed \_\_\_ 18 years old.

- a. since

- b. to
- c. from

Ответ: c

## 2. Choose ONE answer.

Probationary period when hiring a young specialist is 6 \_\_\_\_.

- a. months
- b. month
- c. monthes

Ответ: a

Задания открытого типа

### 1. Complete the sentence.

Theodolite is a geodesic tool for determining directions and measuring horizontal and vertical angles \_\_\_\_ geodetic works, topographic and surveying surveys, in construction, etc.

Ответ: during

### 2. Complete the sentence.

In geodesy is a sign that is located \_\_\_\_ a certain point on the earth's surface with a known absolute height.

Ответ: at

### 3. Complete the sentence.

This height is determined \_\_\_\_ leveling relative to the initial level surface.

Ответ: by

**ОК 03.: Планировать и реализовывать собственное профессиональное и личностное развитие, предпринимательскую деятельность в профессиональной сфере, использовать знания по финансовой грамотности в различных жизненных ситуациях.**

Задания закрытого типа

### 1. Choose ONE answer.

A metal disk with a diameter of 5 centimeters (brand) with a number and an indication of the department is \_\_\_\_ on the reference points.

- a. fix
- b. fixing

c. fixed

Ответ: c

## 2. Choose ONE answer.

A light is a geodesic device \_\_\_ allows measuring distances of tens (sometimes hundreds) of kilometers with high accuracy (up to several millimeters).

a. who

b. that

c. whose

Ответ: b

Задания открытого типа

### 1. Complete the sentence.

The distance \_\_\_ the Earth \_\_\_ the Moon is measured with an accuracy of several centimeters by a light meter.

Ответ: from ... to

### 2. Complete the sentence.

Contract of sale is an \_\_\_ under which one party (seller) undertakes to transfer a thing (goods) into the ownership of the other party (buyer), and the buyer undertakes to accept this goods and pay a certain amount of money (price) for it.

Ответ: agreement

### 3. Complete the sentence.

Realtor is a consultant \_\_\_ task is to select an apartment for your needs, give a full amount of information about the object of interest to you and protect you from possible risks.

Ответ: whose

**ОК 02.: Использовать современные средства поиска, анализа и интерпретации информации и информационные технологии для выполнения задач профессиональной деятельности.**

Задания закрытого типа

### 1. Choose ONE answer.

Rent is \_\_\_ form of property agreement in which property is transferred for temporary possession and use.

a. the

b. a

c. an

Ответ: a

## 2. Choose ONE answer.

Abris \_\_\_ contour, outline, lines.

- a. is
- b. are
- c. am

Ответ: a

Задания открытого типа

### 1. Complete the sentence.

The distance from Russia's eastern border to its western border is approximately 6,666 \_\_\_, from the Sea of Okhotsk to the Black Sea.

Ответ: miles

### 2. Complete the sentence.

Gov.ru is an official \_\_\_ of bidding and auctions in Russia.

Ответ: website

### 3. Complete the sentence.

Serfdom was abolished \_\_\_ 1861.

Ответ: in

## Практические задания по дисциплине для самостоятельной подготовки к промежуточной аттестации

### 8 семестр

1. Чтение и письменный перевод оригинального текста (объемом 1200-1400 п.зн. за 1 академ. час с использованием словаря)

Пример текста

The Urals is a geographical region located around the Ural Mountains. It **extends** approximately from north to south, from the Arctic Ocean to the bend of the Ural River near Orsk city. This is a historical, not an official **entity**. There are two official namesake entities, the Ural Federal District and the Ural economic region. The latter follows the historical **boundaries**, the former is a political product. It received the status of full territorial unit of the Russian Federation in 1993.

The territory of the Ural Federal District **covers** 1788,9 thousand square kilometres. That **amounts** almost **to** 11% of the total area of the Russian Federation and is larger than the territories of Germany, France, Great Britain and Spain put together. The Ural Federal District consists of Sverdlovsk, Chelyabinsk, Kurgan, Tyumen oblasts, Khanty-Mansi and Yamalo-Nenets Autonomous Okrugs. Ekaterinburg is the administrative centre of the Ural Federal District.

The Ural region is sometimes called the industrial heart of Russia. Sixty per cent of Russian oil and ninety per cent of its gas come from here. Metals and **machine tooling** are the other important areas of development. The Urals is very rich in minerals and raw materials including **fossil fuels** and **extensive** forests. The territory **possesses** the richest **deposits** of iron and polymetallic ores, has considerable reserves of **nonferrous**, noble and rare metals, asbestos, **precious** and semiprecious stones.

2. Устное сообщение и собеседование по теме

3. Практическое задание (ПК 3.1., ОК 09., ОК 03., ОК 02.)

**ПК 3.1.: Консультировать по вопросам регистрации прав на объекты недвижимости и предоставления сведений, содержащихся в Едином государственном реестре недвижимости (далее - ЕГРН).**

Задания закрытого типа

**1. Choose ONE answer.**

The numerical scale is fraction, in the numerator of which there is one, and in the denominator – the degree of reduction of the terrain line when \_\_\_\_ its map or plan.

- a. is depicting
- b. depicting
- c. to depict

ОТВЕТ: b

**2. Choose ONE answer.**

Theodolite is used to measure horizontal and vertical angles.

- a. is
- b. are
- c. am

ОТВЕТ: a

Задания открытого типа

**1. Complete the sentence.**

\_\_\_\_ the case of cadastral removal, this is depicted on the plan: contours of the object, the situation and the boundaries adjacent sections.

ОТВЕТ: in

**2. Complete the sentence.**

Tripod is used \_\_\_\_ install theodolites on the ground.

ОТВЕТ: to



### 3. Complete the sentence.

Meridians are the cross-section \_\_\_ of the surface of the ellipsoid are planes that pass through the axis of rotation of the Earth.

Ответ: lines

### **ОК 09.: Пользоваться профессиональной документацией на государственном и иностранном языках.**

Задания закрытого типа

#### 1. Choose ONE answer.

The subject \_\_\_ land law are public relations arising in connection with the provision, use and protection of land plots.

- a. with
- b. by
- c. of

Ответ: c

#### 2. Choose ONE answer.

Troposphere is the layer of the atmosphere most susceptible \_\_\_ anthropogenic pollution.

- a. to
- b. of
- c. with

Ответ: a

Задания открытого типа

#### 1. Complete the sentence.

Ownership and \_\_\_ are the powers of the tenant of the land plot.

Ответ: use

#### 2. Complete the sentence.

The landowner of a land plot is a \_\_\_ owning and using a land plot on the right of lifelong inherited ownership.

Ответ: person

#### 3. Complete the sentence.

Agricultural lands are located \_\_\_ the settlements.

Ответ: outside

**ОК 03.: Планировать и реализовывать собственное профессиональное и личностное развитие, предпринимательскую деятельность в профессиональной сфере, использовать знания по финансовой грамотности в различных жизненных ситуациях.**

Задания закрытого типа

**1. Choose ONE answer.**

The height of the point \_\_\_ the surface of the Earth's ellipsoid is geodetic height.

- a. under
- b. above
- c. near

Ответ: b

**2. Choose ONE answer.**

The figure of the Earth \_\_\_ by a level surface coinciding with the surface of the World Ocean in a state of complete rest and equilibrium, according to continued under the continents is geoid.

- a. forming
- b. formed
- c. forms

Ответ: b

Задания открытого типа

**1. Complete the sentence.**

The height of the point \_\_\_ the surface of the Earth's ellipsoid is geodetic height.

Ответ: above

**2. Complete the sentence.**

Land legislation consists \_\_\_ the Constitution of the Russian Federation, federal laws, laws of the constituent entities of the Russian Federation, decrees of the President of the Russian Federation, decrees of the Government of the Russian Federation, acts of executive authorities of the constituent entities of the Russian Federation, acts of local governments within their competence.

Ответ: of

**3. Complete the sentence.**

The subject of land law are public relations that arise about and in connection with the provision, use and protection of\_\_\_.

Ответ: land

**ОК 02.: Использовать современные средства поиска, анализа и интерпретации информации и информационные технологии для выполнения задач профессиональной деятельности.**

Задания закрытого типа

**1. Choose ONE answer.**

The device \_\_\_ measuring the length of the line on the ground is called steel surveying tape.

- a. of
- b. with
- c. for

ОТВЕТ: c

**2. Choose ONE answer.**

What \_\_\_ the names of the conventional signs indicating the boundaries of the plots on the plan?

- a. is
- b. are
- c. am

ОТВЕТ: b

Задания открытого типа

**1. Complete the sentence.**

The \_\_\_ of leveling a surface with a calm relief occurs by squares.

ОТВЕТ: method

**2. Complete the sentence.**

In the coordinate system based on the Gauss-Kruger projection, the \_\_\_ (x) axis is taken to be the axial meridian of the zone.

ОТВЕТ: abscissa

**3. Complete the sentence.**

In the coordinate based on the Gauss-Kruger projection, the \_\_\_ (y) axis is taken to be the equator.

ОТВЕТ: ordinate

**Приложение 4  
к рабочей программе**

Федеральное государственное бюджетное образовательное учреждение высшего  
образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

**УТВЕРЖДЕНЫ**  
на заседании Педагогического совета колледжа

**ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ПРОВЕДЕНИЯ  
ТЕКУЩЕГО КОНТРОЛЯ  
по дисциплине  
Иностранный язык в профессиональной деятельности**

## Контрольная работа № 1

Составьте утвердительные, вопросительные и отрицательные предложения из данных слов, обращая внимание на порядок слов.

1. Do /you /have/ too/ think/ much/ power/ mass media?
2. I /news/ read/ prefer/ to/ online.
3. You / trust/ everything/ can't.
4. What/ mass/ do/ media/ you/ think about?
5. I am/ in/ interested/ not/ news.
6. Do/ always/ you/ believe/ mass media?
7. I/ listening to the radio/ don't think/ my English/ can improve.
8. How/ today's media/ are/ different from/ those of 30 years ago?
9. I/ online/ sometimes/ in English/ read/ news.
10. I/ newspaper/ don't/ a favourite/ have/.
11. Do/ you/ television shows/ from/ other countries/ever/ watch?
12. I/ radio stations/ that/ most/ think/ play/ boring old music.

Замените выделенные существительные личными местоимениями в именительном и объектном падеже.

1. **Many people** find soap operas boring.
2. But **my aunt** thinks that **talk shows** help understand life better.
3. **My uncle**, though, is keen on quiz programmes and he hopes that **he and I** can take part in one of **these programmes**.
4. I think that **this dream** is quite possible and one day you will see **him and me** on TV.

Выберите грамматически верный вариант ответа.

1. We will invite ... to the meeting on new technologies.  
a) her                      b) hers                      c) she
2. Your new magazine is very expensive, but ... is very cheap.  
a) our                      b) us                      c) ours
3. Computer-based technologies changed the telephone and ... usage.  
a) it                      b) his                      c) its
4. This is your e-mail, but where is ...?  
a) their                      b) them                      c) theirs
5. People find computers very useful, but they don't find ... very cheap.  
a) theirs                      b) they                      c) them
6. I bought a daily newspaper and read ... on the way to work.  
a) her                      b) its                      c) it

Выберите соответствующую форму глагола "to be" в Present Simple, Past Simple или Future Simple.

1. ... she single? – I ... afraid I don't know.  
a. Is / are    b. Is/ am    c. Is/ is
2. Sorry, I ... not at your party last night. I ... very busy.  
a. was/ was    b. am/am    c. was/were
3. Where ... you now?  
a. am    b. is    c. are
4. Where ... he last night?  
a. is    b. was    c. were
5. Hurry up! You ... late.  
a. will be    b. were    c. is

**Выберите соответствующую форму глагола “to have” в Present, Past и Future Simple.**

1. ... you ... children? – No, I am too young for children!  
a. Do, have    b. Did, have    c. Will, have
2. Last year he ... no job. Now he is a successful TV presenter.  
a. had    b. has    c. will have
3. I think, we ... a holiday in Spain this summer.  
a. had    b. will have    c. have
4. Next year she ... a better job.  
a. have    b. will have    c. has
5. Tom ... a very nice car, but he wants a new one.  
a. has    b. will have    c. have

**Раскройте скобки, напишите правильную форму глагола to be в Present Simple, переведите предложения, обращая внимание на перевод оборота there be.**

1. There (to be) many children in the garden.
2. The park (to be) in the centre of the city, there (to be) many flowers there.
3. There (to be) much useful information in this book.
4. He (to be) the only child in this family.
5. There (to be) five children in this family.
6. There (to be) many cold days in November.
7. There (to be) much light in this room.
8. The soup (to be) not tasty. There (to be) much salt in it.
9. I (to be) glad that there (to be) many my friends here.
10. There (to be) many computers in the room. They (to be) all modern.

**Контрольная работа № 2**

**Выберите грамматически верный вариант ответа.**

1. I ... a book about computer-based technologies at the moment.  
a) read            b) am reading            c) reading
2. Don't speak loudly! They ... the documents.  
a) prepare            b) are preparing            c) preparing
3. Russian computer specialists ... to develop new means of communication at present.  
a) try            b) are trying            c) is trying
4. Turn off the TV-set, please. I ... it.  
a) do not watch    b) not watching            c) am not watching
5. What ... Kate now ? She's speaking over the phone.  
a) is, doing            b) does, do            c) are doing
6. I couldn't call you back at that moment, because I ... English on the Internet.  
a) practised            b) were practising            c) was practising
7. When we entered the room, the students ... sms messages.  
a) didn't read            b) wasn't reading            c) were not reading
8. They ... their new goods, when I switched on my TV-set.  
a) advertised            b) advertise            c) were advertising
9. While the teacher was explaining how to arrange financial information, the students ... ring tones.  
a) was downloading    b) downloading            c) were downloading
10. What ... you yesterday at 3? - I was trying to connect to our company computer.

- a) did, do            b) doing            c) were, doing
11. Where ... he ... for me yesterday at 3?  
a) waits            b) waited            c) was waiting
15. The executives ... new technology at the meeting now.  
a) were discussing   b) are discussing    c) will be discussing
16. When I ... with my friend, the battery ran out.  
a) was speaking    b) am speaking       c) spoke
17. When I left home, she ... a telephone call from a young inventor.  
a) was waiting for   b) is waiting for     c) waited for

**Заполните пропуски, используя much или many. Ответьте на вопросы.**

1. How \_\_\_ mobile phones do you have?
2. How \_\_\_ money do you spend on entertainment?
3. How \_\_\_ mobile applications do you use?
4. How \_\_\_ social networks do you use?
5. How \_\_\_ texts do you send a day?

**Выразите просьбу в повелительном наклонении по модели: *John, shut the door, please.***

- 1) Bob to give you a call after five.
- 2) Ask Mary to buy her a present.
- 3) Tell Nelly to take the book to the library.
- 4) Tell the secretary to type papers today.
- 5) Ask Peter to buy some bread to me.

**Сделайте высказывания отрицательными:**

- 1) Let him read!
- 2) Call up John!
- 3) Go to the dentist!
- 4) Let them play the game!
- 5) Answer the phone!
- 6) Go to school!
- 8) Let her choose the code!

### **Контрольная аудиторная работа № 3**

**Выберите грамматически верный вариант ответа Future Simple или Future Continuous в следующих предложениях.**

1. When you (send) this message by e-mail?
2. They (have) dinner with us tonight.
3. I (go) there tonight. I (practise) English with my new foreign friends.
4. You (go) to the computer centre next Monday?
5. He (not call) you tomorrow. He (study) for his exams, so he (be) very busy.
6. I (go) to the supermarket later. Do you need anything? – No, I (work) until late.
7. The students (work) in the computer class from 10 to 12 tomorrow.
8. Next Monday several authorities (exchange) views on social, economic and political problems on TV.

**Выберите грамматически верный вариант ответа Future Simple или Future**

### **Continuous.**

I. В какой форме следует употребить глагол в предложении: "The students ... an English lesson tomorrow"?

- 1) will have;
- 2) will be having.

II. В каком предложении при переводе на английский язык следует употребить будущее продолженное время?

- 1) Завтра я не буду в институте.
- 2) Завтра я не буду работать.
- 3) Завтра я не буду работать в это время.

III. Какое обстоятельство времени следует употребить, чтобы заполнить пропуск в предложении: "We will be waiting for him ... "?

- 1) tomorrow;
- 2) next week;
- 3) at four o'clock tomorrow.

IV. В каком времени следует употребить глагол-сказуемое при переводе на английский язык предложения:

"Что вы будете делать завтра в 6 часов вечера"?

- 1) будущее продолженное;
- 2) будущее простое.

V. В каком времени следует употребить глагол-сказуемое придаточного предложения: "What will you be doing when you ... him?"

- 1) meet;
- 2) will meet.

### **Выберите грамматически верный вариант ответа Future Simple, Present Continuous, be going to or Present Simple.**

1. I am really tired. \_\_\_\_\_(you /make) a cup of coffee for me ?
2. Watch out for that car! It \_\_\_\_\_( crash)!
3. I \_\_\_\_\_(see) the doctor this afternoon
4. We \_\_\_\_\_(get married) in July.
5. Look at those clouds. It \_\_\_\_\_(rain).
6. Watch out! Those boxes \_\_\_\_\_(fall over)!
7. Listen! There's someone at the door. I \_\_\_\_\_ (open) it.
8. We \_\_\_\_\_(have) dinner at a nice Italian restaurant on Saturday.
9. \_\_\_\_\_(you/help) me in the garden tomorrow, Mike?
10. Hurry up! The conference \_\_\_\_\_(begin) in 10 minutes.
11. Do you think it \_\_\_\_\_(snow) ? - Maybe. The sky is getting really dark.
12. Look at this girl. She \_\_\_\_\_(fall) down.

### **Выберите грамматически верный вариант ответа предлогов времени.**

1. Was Easter \_\_\_\_\_ May last year?
2. Is your birthday \_\_\_\_\_ summer?
3. I'm going to have a party \_\_\_\_\_ the weekend.
4. I usually come home \_\_\_\_\_ three o'clock.
5. I usually take a shower \_\_\_\_\_ the evening.
6. I usually tidy my room \_\_\_\_\_ Sunday.
7. I usually wash the dishes \_\_\_\_\_ the afternoon.
8. I play basketball \_\_\_\_\_ Tuesday and \_\_\_\_\_ Friday.
9. Who was born \_\_\_\_\_ March?
10. My friend was born \_\_\_\_\_ October.
11. My school starts \_\_\_\_\_ 8.00.



12. He was born \_\_\_\_ the fifth of June.

#### Контрольная работа № 4

**Выберите грамматически верный вариант ответа.**

1. Modern PCs do amazing things: they .... even understand spoken language!  
a) can                      b) could                      c) may
2. Nowadays computers .... follow instructions and play mathematical games.  
a) could                      b) can                      c) will be able to
3. A lot of musicians and music companies were not happy, because people .... get their music free in the Internet.  
a) can                      b) will be able to                      c) could
4. Nowadays everybody .... be computer literate.  
a) must                      b) had to                      c) to be to
5. .... he .... make a report about new computer- based technologies yesterday?  
a) does, have to                      b) did, have to                      c) is, have to
6. I think you ... change your old PC for a new model of a laptop – it's more convenient to use.  
a) must                      b) should                      c) can
7. When your parents ask you where you were last night, you ... tell them lies.  
a) shouldn't                      b) mustn't                      c) оба варианта возможны
8. Before I entered the University, I ... surf the Internet and find necessary information.  
a) couldn't                      b) can't                      c) won't be able to
9. .... I borrow your floppy disk? – Of course, I have some at home.  
a) must                      b) may                      c) should
10. The train ..... to arrive at 5 o'clock.  
a) be                      b) is                      c) are
11. When he was young he ... play tennis really well.  
a) must                      b) had to                      c) could
12. I'm sure he ... beat you at tennis even now.  
a) should                      b) is able to                      c) have to
13. You ... practice tennis a lot if you want to win.  
a) don't have to                      b) have to                      c) are able to
14. I ... start work when I was only 16.  
a) have to                      b) will be able to                      c) had to
15. I ... save some money and got into the university.  
a) was able to                      b) can                      c) have to
16. I have only .... computer at home.  
a) one                      b) two                      c) three
17. I don't like political programmes, but I like musical ....  
a) one                      b) ones                      c) оба варианта возможны
18. Internet is the greatest source of information and the most popular... .  
a) one                      b) ones                      c) оба варианта возможны
19. My mother is the best friend for me and a very fair ... .  
a) one                      b) ones                      c) оба варианта возможны
20. There aren't ... serials on today.  
a) any                      b) some                      c) no
21. ... told me about it yesterday, but I don't remember who.  
a) something                      b) some                      c) somebody
22. He doesn't know ... about entertainment programmes on TV.  
a) any                      b) anything                      c) nothing
23. Who knows Peter's phone number? - ... does.  
a) nobody                      b) no one                      c) оба варианта

24. People always watch ... on TV in the evening.  
 a) something      b) anything      c) nobody
25. Were there ... letters for me this morning?  
 a) no                  b) some                  c) any
26. Yes, there are ... letters on your desk.  
 a) no                  b) some                  c) any
27. Unfortunately, there is ... information from our partners. I've been waiting for it for ages.  
 a) no                  b) some                  c) any
28. I'm afraid I know ... about China and the Chinese but I'd like to.  
 a) nothing              b) somebody              c) everything
29. I can tell you ... if you have time.  
 a) something          b) anything              c) anybody
30. Thank you very much for the information. ... was of great interest.  
 a) Nobody              b) Everybody              c) Everything

### **Контрольная работа № 5**

#### **Выберите правильную видовременную форму глагола в Present Perfect.**

1. I think I ... all James Bond films. I'm his great fan.  
 a) see                  b) has seen                  c) have seen
2. How many James Bond films ... he ...?  
 a) have, seen          b) has, seen                  c) do, see
3. We ... to the cinema twice this month.  
 a) go                  b) are                  c) have been
4. ... you ever ... to our Opera House?  
 a) Have, been          b) Did, go                  c) Do, be
5. Thousands of citizens ... our theatre this year.  
 a) visit                  b) have visited                  c) has visited

#### **Выберите правильную видовременную форму глагола Present Perfect или Present Perfect Continuous.**

1. I have lost/ have been losing my passport. Have you seen/been seeing it anywhere?
2. We have waited/ have been waiting for you for ages! Where have you been?
3. I have never read/ have never been reading a better book in my life.
4. How long have you known/ have you been knowing Ann?
5. He's hot because he has run/has been running.
6. I don't know what our neighbours are doing. They have had/have been having a row all day.
7. How many tests has he done / has he been doing today?
8. I have written/ have been writing letters for weeks! I have written/ have been writing at least thirty letters.
9. He is so tired because he has worked/has been working.
10. She has read/has been reading for two hours. She has read/ has been reading 56 pages so far.

#### **Поставьте глаголы в скобках в Present Perfect или Present Perfect Continuous.**

1. I ... (visit) many countries over the past few years.
2. Someone ... (take) my books. I ... (look) for them for ages, but I ... (not find) them yet.

3. She ... (shop) all morning, but she (not buy) anything.
4. I'm exhausted! I ... (work) all day, and I ... (not finish) yet.
5. That's one of the best films I ... ever ... (see).
6. We ... (listen) to you for the past half an hour, but I'm afraid we ... (not understand) a single word.
7. I've got a headache. I ... (read) in my room for hours.
8. My friend ... (try) to lose weight for ages. She ... (lose) ten pounds so far.
9. Mike ... (watch) TV since 2 o'clock. He ... (not do) his homework yet.
10. I ... (talk) to Tom about your problem and he thinks he can help you.

**Поставьте глаголы в скобках в Past Perfect.**

1. It began to rain. Fortunately, I (to take) an umbrella.
2. He drove to the hotel where he (to reserve) a room.
3. Suddenly she remembered that she (to promise) her husband to call.
4. We came late because we (to be) to a concert.
5. By the end of the year he (to learn) to speak French.
6. We carefully examined the samples which they (to send) us.
7. The plant (to fulfill) the plan by the 5th of December.
8. They (not to load) the goods yet when they received our telegram.
9. After the sun (to set) we decided to return home.
10. I (to finish) my work before he returned.

**Поставьте глаголы в скобках в Future Perfect.**

1. I (finish) this book by tomorrow evening.
2. By the end of the year I (be) here for twenty-five years.
3. By the end of the term he (read) all the books on the list.
4. After this performance she (see) «Hamlet» twenty-two times.
5. I hope you (not forget) all about the Future Perfect Tense by the next lesson.

**Контрольная аудиторная работа № 6**

**Выберите правильную видовременную форму глагола Present Perfect или Past Simple.**

1. ... you ever ... to the USA?  
 a) Have, been                      b) Did, be                      c) Do, be
2. Yes, I ... to the USA three years ago.  
 a) have been                      b) was                      c) went
3. How ... you ... it there?  
 a) have, liked                      b) did, liked                      c) did, like
4. It ... really interesting. We saw so many places.  
 a) were                      b) was                      c) has been
5. What ... you ... most of all?  
 a) did, like                      b) have, liked                      c) has, liked

**Выберите правильную видовременную форму глагола Past Perfect или Past Simple.**

1. I suddenly remembered I left/ had left the light on.
2. When the film started I realized that I saw/ had seen it.
3. She realized/ had realized that she met/ had met him before.

4. He couldn't buy presents for his family, because he spent/ had spent all his money on a new computer.
5. It was only when I was leaving the station that I remembered I left/ had left my jacket on the train.
6. She decided/ had decided to move before they offered her the job.
7. By the time he graduated/ had graduated from the university, he earned/ had earned enough money to start his own business.
8. Jerry bought/ had bought a car with the money he won/ had won in a competition.
9. I didn't phone at a good time, because Sonia had/ was having a bath and Michael went/ had gone to bed.
10. He locked/ had locked the papers in the safe, switched/ had switched off the light and went/ had gone out.

**Выберите правильную видовременную форму глагола Future Perfect или Future Simple.**

1. If we receive an email from her, we (to let) you know.
2. They (to return) from the university by four o'clock.
3. Before the end of the term, he (to buy) a new computer.
4. She (not to finish) this report by next Monday.
5. I (to get) a discount if I buy goods in this shop again.
6. The students (to take) exams by the end of the month.
7. I really think my brother (to start) his own business by the time he is 30.
8. They (to give) me their address when they move to the new house in the country.
9. Before they introduce a new programme, they (to spend) a lot of money on advertising.
10. I hope I (to manage) to find a new job soon.

**Контрольная работа № 7**

**Выберите грамматически верный вариант ответа.**

1. The decrease in cost of microelectronic devices .... about changes in the way people and computers interact since the beginning of the century.  
a) brought      b) have brought      c) has brought
2. My friend .... a new PC recently and he is very happy now, because it gives him a lot of opportunities for work.  
a) buy              b) bought              c) has bought
3. I'm not going to surf the Internet today. I .... all necessary information some time ago.  
a) find              b) found              c) have found
4. Our group mates .... English on-line this week yet.  
a) haven't practised      b) didn't practise      c) hasn't practised
5. .... you brother ever ... Photoshop?  
a) does use      b) has used              c) is used
6. When .... Alex ... icons and music from the Internet last time?  
a) does download      b) did download      c) has downloaded
7. I haven't seen my cousin .... 2005.  
a) since              b) from              c) for
8. I .... computer literate by the age of 18.  
a) became              b) have become      c) had become
9. When we came home, my father already ... on-line banking.  
a) did              b) was doing              c) had done

10. The children .... games on-line yet, when their mother came home.  
a) haven't played b) hasn't played c) hadn't played
11. .... you every opportunity to master English by the time you left the University?  
a) did use b) had used c) have used
12. Perhaps my brother .... computer business by the time he is 35.  
a) will have started b) will have start c) will start
13. Mary's parents .... a new laptop to her when she passes all her exams with excellent marks.  
a) present b) presented c) will have presented
14. Probably everyone .... computers that fit into your hand by 2020.  
a) will have b) will be having c) will have had
15. I hope books and newspaper ... by the 22nd century.  
a) haven't disappeared b) won't have disappeared c) hadn't disappeared
16. By what time ... you that website?  
a) will make b) will have make c) will have made

### Контрольная работа № 8

#### Определите функцию причастия I.

1. Both sides ended up arguing and justifying themselves.  
a) определение b) обстоятельство c) часть сказуемого
2. We really see businesses getting more and more powerful.  
a) определение b) обстоятельство c) часть сказуемого
3. We're all making pretty much the same product.  
a) определение b) обстоятельство c) часть сказуемого
4. A lot of women have got fed up waiting for promotion.  
a) определение b) обстоятельство c) часть сказуемого
5. The prospects for Micro-GYM are exciting.  
a) определение b) обстоятельство c) часть сказуемого

#### Выберите правильный перевод причастия I.

1. Anyone requiring access to the building should speak to their manager.  
a) требующий b) требуемый c) требуем
2. It is the largest company in Finland playing a significant role in the national economy.  
a) игравшая b) играющая c) играла
3. He worked effectively as a member of a team helping the company to increase productivity.  
a) помогающий b) помогая c) помогает
4. It's now one of the fastest growing markets.  
a) вырастая b) растущих c) выросли
5. Online sales in Italy are increasing slowly.  
a) возросшие b) возросли c) возрастают

#### Определите функцию причастия II.

1. Women have longer paid maternity leave in Finland than Italy.  
a) определение b) обстоятельство c) часть сказуемого
2. I worked in shared office.  
a) определение b) обстоятельство c) часть сказуемого
3. I and my colleagues were given practical tips.  
a) определение b) обстоятельство c) часть сказуемого
4. They may lose the capital invested in the company.  
a) определение b) обстоятельство c) часть сказуемого

5. When asked they couldn't answer what was wrong.  
a) определение    b) обстоятельство    c) часть сказуемого

**Выберите правильный перевод причастия II.**

1. I prefer working in a private isolated office.  
a) изолирую    b) отдельный    c) отделил
2. Staff has to be free to express their opinions, which will result in improved communication.  
a) улучшенная    b) улучшающая    c) улучшили
3. The new manager has not been appointed yet.  
a) назначен    b) назначил    c) назначат
4. Nike has sponsored top teams and athletes to make its brand known all over the world.  
a) знающий    b) знают    c) известный
5. Changes in technology can have impact in unexpected ways.  
a) неожиданно    b) неожиданный    c) не ожидал

**Выберите из скобок требующуюся форму причастия.**

1. a) The girl (writing, written) on the blackboard is our best pupil.  
b) Everything (writing, written) here is quite right.
2. a) The house (surrounding, surrounded) by tall trees is very beautiful.  
b) The wall (surrounding, surrounded) the house was very high.
3. a) Who is that boy (doing, done) his homework at that table?  
b) The exercises (doing, done) by the pupils were easy.
4. a) The girl (washing, washed) the floor is my sister.  
b) The floor (washing, washed) by Helen looked very clean.
5. a) We listened to the girls (singing, sung) Russian folk songs.  
b) We listened to the Russian folk songs (singing, sung) by the girls.
6. Do you know the girl (playing, played) in the garden?
7. The book (writing, written) by this scientist is very interesting.
8. Translate the words (writing, written) on the blackboard.
9. We could not see the sun (covering, covered) by dark clouds.
10. The (losing, lost) book was found at last.

**Контрольная работа № 9**

**Выберите правильный вариант перевода сказуемых в предложениях.**

1. London Stock Exchange was founded in 1801.  
a) основала    b) была основана    c) основывается
2. A balance sheet is prepared by every business at the end of the account year.  
a) готовит    b) готовится    c) был подготовлен
3. All banking operations are performed within certain periods.  
a) выполняются    b) выполняет    c) выполнит
4. The financial report will be written at the end of the month.  
a) написан    b) пишется    c) будет написан
5. The new investments were stimulated by the government.  
a) стимулировал    b) стимулировались    c) стимулируются

**Определите правильную форму глагола в страдательном залоге.**

1. Financial records of our firm ... by the auditor last month.  
a) was examined    b) were examined    c) examined
2. Accounting systems for individuals and establishments ... by accountants.  
a) organize    b) is organized    c) are organized
3. New accounting standards ... by private and governmental entities next year.

- a) will be used      b) were used      c) are used
4. Basic accounting ... for any college business degree.  
a) was required      b) is required      c) will be required
5. Inflation increase ... by the seasonal rise in some food items three months ago.  
a) was influenced      b) influenced      c) were influenced

**Раскройте скобки, поставьте глагол в форму Present Simple Passive, Past Simple Passive, Future Simple Passive.**

1. He (to book) tickets beforehand yesterday.
2. This book usually (to read) by student.
3. When this museum (to build)?
4. These questions (to discuss) at yesterday's meeting?
5. By whom our guests (to meet) on Friday?
6. The luggage (to weigh) and registered in ten minutes.

**Измените глаголы из действительного залога в страдательный.**

1. Mary invited her friends to her birthday party.
2. Students usually study English at the University.
3. The teacher will give a lecture after the break.
4. My friends gave me a nice kitten for my birthday present.
5. He takes his dog out for a walk two times a day.
6. She read this thrilling detective novel last month.

**Контрольная аудиторная работа № 10**

**Выберите правильный перевод инфинитива, обращая внимание на разные его функции.**

1. To excel in this job, you need to be both customer-oriented and goal-focused.  
a) Чтобы преуспеть на данной работе, вы должны быть и клиентоориентированны и уметь добиваться целей.  
b) Чтобы закончить данную работу, вам нужно ориентировать на клиента и добиться цели.
2. To become a successful manager one should acquire management and leadership skills.  
a) Став успешным менеджером нужно приобретать навыки управления и руководства.  
b) Нужно приобрести навыки управления и руководства, чтобы стать преуспевающим менеджером.
3. To reduce unemployment the government offered to shorten work hours.  
a) Сокращая безработицу, правительство сократило свои рабочие часы.  
b) Чтобы сократить уровень безработицы, правительство предложило сократить часы работы.
4. To improve profitability one should increase turnover.  
a) Чтобы повысить рентабельности нужно увеличить товарооборот.  
b) Чтобы повысить рентабельности нужно нанять новых сотрудников.
5. To reduce overhead costs our employer decided to move the office.  
a) Чтобы снизить накладные расходы наш работодатель решил поменять местоположение офиса.  
b) Чтобы снизить накладные расходы наш работодатель решил переехать в офис.

**Переведите русские выражения инфинитивом на английский язык.**

1. (Чтобы ездить за границу) he found a job with an international company.
2. The question (который будет обсуждаться) at the meeting is of great importance.
3. (Чтобы конкурировать) well with the existing brands your product should be less expensive.





4. I heard ... approve our expense report.  
a) them                                      b) they                                      c) themselves
5. We encouraged ... to work independently.  
a) her    b) she    c) herself

**Переведите предложения, обращая внимание на Objective Infinitive Construction.**

1. They believe their company to be successful.
2. We heard the director make a speech at the exhibition.
3. The manager expects us to take part in the conference.
4. I know delivery to be a part of the wholesaling operation.
5. We suppose this company to have appeared just a year ago.
6. Our partners promised the problem to be eliminated in two weeks.
7. I don't consider him to be a good manager.
8. We want the equipment to be installed as soon as possible.
9. She saw them leave the office.
10. I'd like my firm to start the production of new equipment.

**Выберите грамматическую форму, соответствующую структуре "Сложное подлежащее" (Complex Subject).**

1. She seems ... all about performance management.  
a) know                                      b) knows                                      c) to know
2. They are expected ... the sales by 7 %.  
a) increase                                      b) to increase                                      c) increases
3. The delegation is reported ... in London.  
a) arrives                                      b) arrived                                      c) to arrive
4. This brand is considered ... one of the most distinctive.  
a) being                                      b) to be                                      c) was
5. This is supposed ... the most challenging project.  
a) being                                      b) be                                      c) to be

**Переведите предложения, обращая внимание на Subjective Infinitive Construction.**

1. A business loan is likely to help you make profits.
2. Payment is known to be made in cash as well as on credit.
3. The engineers seem to be considering quality improvement measures.
4. They were reported to have discovered the cause of the fault.
5. The situation appears to be more difficult than we thought.
6. A small firm is sure to specialize in one product.
7. This problem is expected to be solved at the next meeting.
8. They seem to know everything about the producer.
9. This company is believed to be the best supplier.
10. They are said to have offered goods on favourable terms.

**Are the following statements right or wrong? Correct the wrong ones.**

1. There are two namesake entities, the Ural Federal District and the Ural economic region.
2. The Ural economic region received the status of full territorial unit of the Russian Federation in 1993.
3. The Ural Federal District consists of Yamalo-Nenets and Khanty-Mansi Autonomous Regions, Tyumen, Kurgan and Chelyabinsk oblasts.
4. Metallurgical industry is one of the oldest in the region.
5. There is no military industry in the region.
6. The GDP per capita in the Ural economic region is below the national average.

7. The Ural Federal District doesn't export any products.

### Контрольная работа № 12

**Переведите предложения, обращая внимание на Objective and Subjective Infinitive Constructions.**

1. The lawyer advised them to read the contract carefully.
2. If you also want them to be personally responsible you should indicate that fact in the contract and they should sign it.
3. The company is said to be in a difficult situation.
4. The manager promised the goods to be sent soon.
5. She heard them discuss the purchase order.
6. Jane watched John walk out of her office.
7. We knew them to sell goods in small quantities.
8. The government is sure to increase taxes.
9. We didn't expect him to refuse to do this work even not having spoken to us.
10. All these factors are expected to have a great influence on the results.

**Перефразируйте следующие предложения, употребляя сложное дополнение.**

**Model: You have to finish this work tonight.**

**– I want you to finish this work tonight.**

1. They mustn't leave work earlier. The boss doesn't want ... .
2. She should prepare the balance sheet as soon as possible. The financial manager expects ... .
3. We should go on a training course. The manager wants ... .
4. I work on the development of new products. The R&D department head expects ... .
5. We plan to finish testing by the end of the month. The production department expects... .
6. The company spends a lot of money for innovation. The shareholders suppose ... .
7. The Human Resources Department is responsible for personnel and training. We know ... .
8. The Manager made a speech at the annual meeting. They heard ... .

**Перефразируйте следующие предложения, употребляя сложное подлежащее.**

**Model: We heard that a car stopped outside the door.**

**- A car was heard to stop outside the door.**

1. We know Bernard Shaw to have been a very witty man.
2. People consider the climate there to be very healthful.
3. It was announced that the Chinese dancers were arriving next week.
4. It is expected that the performance will be a success.
5. It is said that the book is popular with both old and young.
6. It is believed that the poem was written by an unknown soldier.
7. It is supposed that the playwright is working at a new comedy.
8. It is reported that the flood has caused much damage to the crops.
9. It was supposed that the crops would be rich that year.
10. It has been found that this mineral water is very good for the liver.
11. Scientists consider that electricity exists throughout space.
12. It is said that the weather in Europe was exceedingly hot last summer.
13. It is said that this man was very handsome in his youth.
14. It was reported that five ships were missing after the battle.

**Match the parts of the sentences and make up a text about Sverdlovk Oblast. Do it in written form.**

1) Sverdlovsk Oblast is a federal subject	a) over the Eastern slopes of the Middle and North Urals and the Western Siberian Plain.
2) The oblast extends	b) is covered with forests .
3) A considerable part of the territory	c) abundant natural resources.
4) The oblast possesses	d) located in the Ural Federal District.
5) It is particularly rich	e)to the country's development.
6) Sverdlovsk Oblast occupies the second place after Moscow	f) according to the number of towns and villages.
7) The population	g) in metals, minerals, marble and coal.
8) The oblast contributes a lot	h) ferrous and nonferrous metallurgy, machine-building, energy industry.
9) It produces	i) amounts to 4,395,000 people.
10) Its major industries include	j) 60% of Russia's asbestos, 23% of iron, 97% of vanadium.
11) Chemical, woodworking, light and food industries	k) GDP in the district.
12) Sverdlovsk Oblast has the largest	l) broad investment opportunities.
13) The major exports include	m) representative offices in Ekaterinburg.
14) Sverdlovsk Oblast offers	n) steel, copper and chemicals.
15) About seventy foreign firms have opened	o) are also highly developed.

**Приложение 5  
к рабочей программе**

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

**УТВЕРЖДЕНЫ**  
на заседании Педагогического совета колледжа

**ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ПРОВЕДЕНИЯ**

**ПРОМЕЖУТОЧНОГО КОНТРОЛЯ**

по дисциплине

**Иностранный язык в профессиональной деятельности**

**Билеты для зачета**

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 1**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Overall 64% of UK adults say they use the internet for news. However, qualitative research suggests that the frequency with which people consume online news could be under-reported. Many people most readily associate the term 'news' with traditional sources, such as those in newspapers and on TV, as opposed to online.

Social media is the most popular type of online news, used by 44% of UK adults, compared to 37% that use any other type of internet source. Social media is now used by 44% of people to access news. However, while lots of people can recall the social media site they consumed the news on (e.g. 76% of respondents said they used Facebook for news nowadays), some struggle to remember the original source of the news story. For instance, 43% of those who used

Facebook for news said they only knew the original source of news stories posted by other people they follow on Facebook 'some of the time'. Qualitative research suggests that this may be partly because social media sites display news content from a wide range of different sources and alongside other types of content, making it harder to distinguish news from other kinds of content and to identify the original source.

One in five (18%) said they use social media for international news, however only two thirds (65%) of these respondents said they are satisfied with the quality of the news provided. TV is also the most popular platform for accessing local news. Half of all adults say they watch regional and local broadcasts on BBC TV (48%) and one third, ITV (32%). More than four in five of these viewers are satisfied with the quality of news that these channels provide.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Choose ONE answer.

Land law is \_\_\_ branch of law.

- a. independent
- b. independent
- c. disdependent

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 2**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

A strong password provides essential protection from financial fraud and identity theft. One of the most common ways that hackers break into computers is by guessing passwords. Simple and commonly used passwords enable intruders to easily gain access and control of a computing device. The careless way people choose passwords is putting computer security at risk. According to a recent survey of 5,000 computer users, most people's passwords are easy for hackers to guess. The names of family and friends, football teams, pets and cars are common sources of password inspiration, even though such information is relatively easy to obtain.

In a separate study in the US last year, a password-cracking program set about finding the passwords of the 10,000 employees of a well-known international financial firm. It discovered 30% of the passwords in one hour.

NetSafe says that passwords should be a combination of letters, numbers and symbols at least eight digits long, and be changed at least once a month. They suggest using a mnemonic to create a strong, but memorable, password. A common technique is to take the first letter of each word in a phrase, expression or song lyric familiar to the user and then use random capitalization, substitute digits for letters and add punctuation marks. For example, 'Yesterday, all my troubles seemed so far away' could be 'Y,am7sSFa!' The Golden Rule is: don't have anything which is in the dictionary. Even though some password-cracking programs can test nearly 8 million combinations every second, breaking a truly random eight-character password could still take more than 10 years on average.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

You \_\_\_ find a lot of other things to like about online magazines.

- a. would
- b. shall
- c. will

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 3**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

By the 1980s, home computers were becoming more common and social media was becoming more sophisticated. Internet relay chats were first used in 1988 and continued to be popular well into the 1990's.

The first recognizable social media site, Six Degrees, was created in 1997. It enabled users to upload a profile and make friends with other users. In 1999, the first blogging sites became popular, creating a social media sensation that is still popular today.

After the invention of blogging, social media began to explode in popularity. Sites like MySpace and LinkedIn became popular in the early 2000s, and sites like Photobucket and Flickr offered online photo

sharing. YouTube came out in 2005 and created an entirely new way for people to communicate and share with each other across great distances.

By 2006, Facebook and Twitter both became available to users throughout the world. These sites remain some of the most popular social networks on the Internet.

Today, there is a great variety of social networking sites, and many of them can be linked to allow cross-posting. This creates an environment where users can reach the maximum number of people and still have private person-to-person communication.

We don't know how the future of social networking may look in the next 100 years from now, but it seems clear that it will exist in some form for as long as people are alive.

Задание 2. Устное сообщение по теме:

Задание 3. Практическое задание

**Complete the sentence.**

Mass media \_\_\_ customs, views and culture.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

#### **БИЛЕТ № 4**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

A mobile phone is a device that can make and receive telephone calls over a radio link while moving around a wide geographic area. It does so by connecting to a cellular network provided by a mobile phone operator, allowing access to the public telephone network. By contrast, a cordless telephone is used only within the short range of a single, private base station.

Whatever may be said against mobile phones their advantages have always scored over their disadvantages. They have proved useful for every purpose. Nothing is as comfortable as a mobile phone for communicating over a distance. It is hard to imagine life without mobiles. They are now inexpensive, user-friendly and equipped with almost every latest feature you desire. Today, a technologically advanced mobile phone can perform as many tasks as well as that of a personal computer.

Nowadays you can make voice calls, send text messages, take photos and record video clips with mobile phones. However the latest 3G phones can do much more than that. 3G stands for 'third generation'. With 3G phones you can do many things that you normally do on a computer. For example, you can access the Internet and send and receive e-mails. On some models you can even type letters and download them onto your PC. You can download songs from the Internet and play them on your phone, and you can also listen to the radio. The most recent phones actually allow you to watch TV so you never need to miss your favourite programmes. Mobile phone manufacturers are hoping that in the future a mobile phone is the only gadget you'll ever need!

Задание 2. Устное сообщение по теме:

Задание 3. Практическое задание

**Complete the sentence.**

Traditional media encompass the \_\_\_ of communication that existed before the Internet.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 5**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

On the one hand, TV keeps people informed of current events; TV gives us wonderful possibilities for education. We can choose any programme according to our interests, mood and needs. There is a great amount of channels which are specialized in various spheres. The second advantage of watching television is that it gives families an opportunity to spend some time together.

Nowadays adults are often too busy to give enough attention to their children. When they come home from work in the evening, so tired and exhausted, — the only possible way to relax for many is just lay on the sofa in front of TV. In such situations it's high time to choose a family comedy and see it together with your spouse and children.

So, watching TV helps us to relax and forget about it all — work, worries and problems that are on our mind. Moreover, television is a great source of entertaining. Every day there is a wide choice of films and serials on TV — detectives, dramas, comedies, action films, thrillers, horrors, cartoons and others.

However, watching television has its negative side. It is well-known that television may turn to be harmful for our health. Spending too much time in front of a TV screen may affect our eyesight badly. There are many cases when children become TV-addicted. Every spare minute they try to switch the TV on. Their progress in studies suffers due to the fact that children try to do their homework as fast as they can in order to have more time for watching TV. Moreover, nowadays some TV programmes and films include a lot of violent scenes that can have a negative influence on a child's psychic development.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

In the early days of radio broadcasting, neighbours gathered \_\_\_ the radio set in the evening to listen to popular programmes.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 6**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)



No consumer product in history has caught on as quickly as the mobile phone, global sales of which have risen from six million in 1991 to more than 400 million a year now.

Phones are constantly swallowing up other products like cameras, calculators, clocks, radios, and digital music players. There are twenty different products that previously might have been bought separately that can now be part of a mobile phone. Mobiles have changed the way people talk to one another, they have generated a new type of language, they have saved lives and become style icons.

Obviously, the rich have been buying phones faster than the poor. But this happens with every innovation. Mobile phone take-up among the poor has actually been far quicker than it was in the case of previous products, such as colour television, computers and Internet access. Indeed, as mobile phones continue to become cheaper and more powerful, they might prove to be more successful in bridging the gap between the rich and the poor than expensive computers.

There are obviously drawbacks to mobiles as well: mobile users are two and a half times more likely to develop cancer in areas of the brain adjacent to their phone ear, although researchers are unable to prove whether this has anything to do with the phone; mobile thefts now account for a third of all street robberies in London, and don't forget about all the accidents waiting to happen as people drive with a mobile in one hand. But, overall, mobile phones have proved to be a big benefit for people.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

When television finally \_\_\_ a living room reality, families sat around TV sets watching their favourite shows.

- a. had become
- b. has become
- c. became

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

### **БИЛЕТ № 7**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Recently traditional media have been challenged by new media. Internet blogs, news portals and online news, Facebook, You Tube, podcasts and webcasts, and even the short messaging system (SMS) are all new media and they can make anybody a journalist at little cost and with global reach. People are attracted to the easy means of getting information anytime, anywhere. Online radio and television grab our ears and eyes and become alternatives to on-air broadcasting. Now if one misses an episode of their favourite TV series, there is always a chance to watch it online.

New media have three major advantages over traditional media. First, new media enable people to find out the latest news, weather reports, or market prices at the touch of a button. Digital music can be downloaded instantly, films can be ordered, and books can be read on e-readers. The second advantage is cost. Most online content is free, from blogs and social networking sites to news and entertainment sources. Finally,

new media can reach the most remote parts of the globe. For example, if a student is looking for information about the day-to-day life of a university student in Canberra, there is a high probability that a web page about a university student living in that city exists somewhere on the Internet.

Mass media play an important part in connecting the world of individuals. They have the ability to reach wide audiences with strong and influential messages and although different forms of mass media rise and fall in popularity, it is worth noting that despite significant cultural and technological changes, none of the media has fallen out of use completely.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

Mass media brought the \_\_\_ world into our homes.

- a. outside
- b. inside
- c. side

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

### **БИЛЕТ № 8**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Digital journalism also known as online journalism is a contemporary form of journalism where editorial content is distributed via the Internet as opposed to publishing via print or broadcast. The primary product of journalism, which is news and features on current affairs, is presented solely or in combination as text, audio, video and some interactive forms, and disseminated through digital media platforms. Fewer barriers to entry, lowered distribution costs, and diverse computer networking technologies have led to the widespread practice of digital journalism. It has democratized the flow of information that was previously controlled by traditional media including newspapers, magazines, radio, and television. Digital journalism allows for connection and discussion at levels that print does not offer on its own. People can comment on articles and start discussion boards to discuss articles.

Before the Internet, spontaneous discussion between readers who had never met was impossible. The process of discussing a news item is a big portion of what makes for digital journalism. People add to the story and connect with other people who want to discuss the topic. Digital journalism creates an opportunity for niche audiences, allowing people to have more options as to what to view and read. Digital journalism opens up new ways of storytelling; through the technical components of the new medium, digital journalists can provide a variety of media, such as audio, video, and digital photography. Digital journalism represents a revolution of how news is consumed by society. Online sources are able to provide quick, efficient, and accurate reporting of breaking news in a matter of seconds, providing society with a synopsis of events as they occur. Throughout the development of the event, journalists are able to feed online sources with information keeping readers up-to-date in mere seconds. The speed in which a story can be posted can affect the accuracy of the reporting in a way that doesn't usually happen in print journalism. Before the emergence

of digital journalism the printing process took much more time, allowing for the discovery and correction of errors.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

The \_\_\_ times of programmes set the routine of life within homes.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

### БИЛЕТ № 9

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

News consumers must become Web literate and use critical thinking to evaluate the credibility of sources. Because it is possible for anyone to write articles and post them on the Internet, the definition of journalism is changing. Because it is becoming increasingly simple for the average person to have an impact in the news world through tools like blogs and even comments on news stories on reputable news websites, it becomes increasingly difficult to sift through the massive amount of information coming in from the digital area of journalism. There are great advantages with digital journalism and the new blogging evolution that people are becoming accustomed to, but there are disadvantages. For instance, people are used to what they already know and can't always catch up quickly with the new technologies in the 21st century. The goals of print and digital journalism are the same, although different tools are needed to function. The interaction between the writer and consumer is new, and this can be credited to digital journalism. There are many ways to get personal thoughts on the Web. There are some disadvantages to this, however, the main one being factual information. There is a pressing need for accuracy in digital journalism, and until they find a way to press accuracy, they will still face some criticism.

One major dispute regards the credibility of online news websites. A digital journalism credibility study performed by the Online News Association compares the online public credibility ratings to actual media respondent credibility ratings. Looking at a variety of online media sources, the study found that overall the public saw online media as more credible than it actually is.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

Traditional media have served as an important \_\_\_ of information as well as a companion for a number of years now.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)

аттестации	
Составил	Н.Л. Бороненкова

### БИЛЕТ № 10

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Top ten uses for a mobile phone?

A recent study found that making a call is now only the sixth most common use for a mobile phone.

Sending and receiving text messages, reading emails, browsing the internet and using the phone's alarm clock are much more popular than actual conversation. In fact, almost four in ten smartphone users believe they can manage without a call function.

The study found the average person uses their mobile phone for an hour and 52 minutes a day. Most of this time people text, email and surf the web, and they also spend around 20 minutes on making an average of three calls.

The survey of 2,000 respondents found that today people believe that social media apps, calculators, calendars and cameras are more important functions than a call one.

Navigation apps such as Google Maps are popular too. One in six people admitted they couldn't travel around an unfamiliar city without one.

Despite the lack of calls made, smartphones are more heavily used than ever as an entertainment device - or timewaster - as the survey found that we spend more than 900 hours a year - 38 days per year - doing something or other on our mobiles.

The study also found that people check Facebook and take pictures of others more frequently than they make calls. The calendar to remember appointments and birthdays, mobile banking and the news are applications that make our day-to-day life a little easier and are much more useful than making calls!

Many people also agreed with the statement that "While calling can be more personal, it doesn't always save you time."

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

#### Complete the sentence.

Recently traditional media have been challenged by \_\_\_ media.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

### БИЛЕТ № 11

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Interacting with friends and family across long distances has been a concern for centuries. People have always relied on communication to strengthen their relationships. The earliest methods of communicating across great distances used written correspondence delivered by hand. The earliest form of postal service dates back to 550 B.C.

Technology began to change very rapidly in the 20th Century. After the first super computers were created in the 1940s, scientists and engineers began to develop ways to create networks between those computers. This later led to the birth of the Internet.

The earliest forms of the Internet, such as CompuServe, were developed in the 1960s. Primitive forms of email were also developed during this time. By the 70s, networking technology had improved, and 1979's UseNet allowed users to communicate through a virtual newsletter.

The first recognizable social media site, Six Degrees, was created in 1997. It enabled users to upload a profile and make friends with other users. In 1999, the first blogging sites became popular, creating a social media sensation that is still popular today. After the invention of blogging, social media began to explode in popularity. Sites like MySpace and LinkedIn became popular in the early 2000s, and sites like Photobucket and Flickr offered online photo sharing. YouTube came out in 2005 and created an entirely new way for people to communicate and share with each other across great distances. By 2006, Facebook and Twitter both became available to users throughout the world. These sites remain some of the most popular social networks on the Internet.

Today, there is a great variety of social networking sites, and many of them can be linked to allow cross-posting. This creates an environment where users can reach the maximum number of people and still have private person-to-person communication.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

People are attracted to the easy means of getting information \_\_\_\_ , \_\_\_\_.

- a. sometime, somewhere
- b. anytime, anywhere
- c. no time, nowhere

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

### **БИЛЕТ № 12**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Who owns the World Wide Web (WWW)?

The answer is – NOBODY! How can that be? – you could ask. This concept is a bit difficult to grasp unless you understand the structure of the Internet and its component parts, including the WWW.

We have called the Internet “The Information Superhighway” and that is still the most accurate analogy. The Internet is a network of independently-owned and operated interconnecting communication pipelines, just as the system of roads and bridges is a network of independently-owned and operated thoroughfares. From dirt roads to gravel roads to two-lane paved roads to the largest multi-lane superhighways. Each road and each bridge was built by an independent entity and continues to be owned and controlled by that entity, including sale or other transfer of interest. Anyone can connect to an interstate highway, if the price is right.

The beauty of the system, however, is that anyone can drive on any of these roads, usually for free. Once you get on one road in the system, you can use it to access any number of other roads, to go anywhere on the network you choose. All you need is a vehicle – a car or a computer with a modem and software.

The Internet works the same way. Some parts of the Internet were installed and now maintained by government agencies, some by universities, some by private businesses, and some by individuals. Each new connection to the Internet is achieved by acquiring permission to connect to someone who is already connected.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

Online radio and television \_\_\_ our ears and eyes and become alternatives to on-air 9 broadcasting.

- a. are grabbing
- b. grabs
- c. grab

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

### БИЛЕТ № 13

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Centuries ago, people didn't have much free time, because everybody was working too hard. In Britain in the nineteenth century, people had more spare time, but because the Victorians hated relaxing and doing nothing, they

invented football, rugby and cricket. People took up more gentle activities too, like gardening, bird-watching and train spotting, and it was even possible simply to watch a sport and give the impression that you were actually doing

something. Gradually, leisure activities have become less and less demanding, and most people have a variety of more or less energetic interests and hobbies.

Many people think that young people nowadays don't get enough exercise. But the survey shows that isn't true: only 11% say they like playing video games while 28% go for a run or go to the gym at least once a month. It seems that people still like going to the cinema when they want to watch a film.

But now there is a new type of person who thinks that lying on the sofa watching television on Sunday afternoon or reading the newspaper from cover to cover is the most exciting activity they can imagine. This is the twenty-first-century couch potato. For them, every activity is too much trouble, and laziness is an art form! So how do you spend your free time?

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

Podcasts and webcasts, and even the short \_\_\_ system (SMS) are all new media and they can make anybody a journalist at little cost and with global reach.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 14**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

- **Mark Coleman** was born in New Zealand, but now he is living in Britain. He is a leading member of the World Bungee Corporation. In his free time he jumps off bridges and hangs upside down with an elastic rope around his ankle. Bungee jumping started on Pentecost Island, near Australia, and a lot of New Zealanders now jump regularly. 'It's frightening at first', Mark says, 'but it's very good fun.'
- **Robert Haag** is a 36-years-old American who is crazy about rocks. The "Meteorite Man" collects and sells rocks from space. He lives in the mountains of Arizona, but he travels to the Andes mountains in Chile, to the Nile Delta in Egypt or to Australia to collect meteorites. He has the only piece of moon rock found on Earth outside Antarctica, and another piece that comes from Mars. 'I love the adventures, and the places that the rocks take me to. Every new rock is a challenge!'
- **Mary Grove**: 'I'm standing on the mountain with six other people, and we are completely alone. The world of heli-skiing is a silent, private one. You don't walk or queue for a ski lift; you pay a lot of money and take a helicopter. The helicopter leaves a small group of skiers, with a guide at the top of the mountain, and the group skis down through the fresh snow. In Canada people return to the mountains again and again to enjoy the sport. I'm a dentist back home in Toronto and this provides the excitement in my life. I'm having a grate time!'
- **Alison Peterson** is a Londoner and works in the City of London, but in her lunch hour she forgets about the world of business. 'Take out three coloured balls and juggle for an hour every day,' she suggests. 'It is a very relaxing hobby. You can't think about your problems when you are juggling.'

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

Now if one misses an episode of their favourite TV series, there is always a \_\_\_ to watch it online.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 15**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

You have just finished your A-levels and you have got a place at university, but you would really like a break from the academic world. Why not think about taking a year out? While most students go straight from school to university, more and more young people today are choosing to spend a year at 'the university of life' first.

There are lots of things to choose from. You could work in a bank or do communities work. You might even do something adventurous, such as joining an expedition to the Amazon rain forests. The experience will broaden your horizons and teach you new skills. It may also give you the chance to earn some money, which will be very helpful when you eventually start your studies.

If you are interested in taking a year out, you must make sure that the university will hold your place for you till next year. Most are quite happy to do this, as they find that year-out students are more mature (зрелый), confident, and independent. But don't forget: it is a year out, not a year off. Your university will want to know what you are going to do. They won't be pleased if just want to do nothing for a year. So what would you do with a year out?

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

### Complete the sentence.

If a student is looking for information about the day-to-day life of a university student in Canberra, there is a high probability that a web \_\_\_ about a university student living in that city exists somewhere on the Internet.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

### БИЛЕТ № 16

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Modern computers are very different from early computers. They can do billions of calculations per second. Most people have used a personal computer in their home or at work. Computers do many different jobs where automation is useful. Some examples are controlling traffic lights, vehicle computers, security systems, washing machines and digital televisions.

A computer user can control it by a user interface. Input devices include keyboard, mouse, buttons, touch screen. Some very new computers can also be controlled with voice commands or hand gestures or even brain signals through electrodes implanted in the brain or along nerves.

Computers can be designed to do almost anything with information. Computers are used to control large and small machines which in the past were controlled by humans. They are also in homes, where they are used for things such as listening to music, reading the news, and writing.

Modern computers are electronic computer hardware but they are only useful if they also have software. The software uses the hardware when the user gives it instructions, and gives useful output.

Many modern computers do billions of calculations each second. They do mathematical arithmetic very quickly but computers do not really "think". They only follow the instructions in their software programs.

Computer programs are designed or written by computer programmers. A few programmers write programs in the computer's own language called machine code.



Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

New media have three major \_\_\_\_ over traditional media.

- a. advantags
- b. advantages
- c. advantage

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 17**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

When most people hear the term social network, they automatically think of online social networks. That's because online social networks, also known as social-networking sites, have exploded recently in popularity. Sites like MySpace, Facebook and LinkedIn account for seven of the top 20 most visited Web sites in the world. For many users, especially the fully wired Net Generation, online social networks are not only a way to keep in touch, but a way of life.

Several features of online social networks are common to each of the more than 300 social networking sites currently in existence. The most basic feature is the ability to create and share a personal profile. This profile page typically includes a photo, some basic personal information (name, age, location) and extra space for listing your favorite bands, books, TV shows, movies, hobbies and Web sites.

Most social networks on the Internet also let you post photos, music, videos and personal blogs on your profile page. But the most important feature of online social networks is the ability to find and make friends with other site members. These friends also appear as links on your profile page so visitors can easily browse your online friend network.

Each online social network has different rules and methods for searching out and contacting potential friends. MySpace is the most open. On MySpace, you're allowed to search for and contact people across the entire network, whether they're distant members of your social network or complete strangers. However, you'll only gain access to their full profile information if they agree to become your friend and join your network.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

Digital music \_\_\_\_ be downloaded instantly, films can be ordered, and books can be read on e-readers.

- a. can
- b. may
- c. must

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 18**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Several features of online social networks are common to each of the more than 300 social networking sites currently in existence. The most basic feature is the ability to create and share a personal profile. This profile page typically includes a photo, some basic personal information (name, age, location) and extra space for listing your favorite bands, books, TV shows, movies, hobbies and Web sites.

Facebook, which began as a college social network application, is much more exclusive and group-oriented. On Facebook, you can only search for people that are in one of your established "networks." Those networks could include the company you work for, the college you attended, or even your high school. But you can also join several of the thousands of smaller networks or "groups" that have been created by Facebook users, some based on real-life organizations and some that exist only in the minds of their founders.

LinkedIn, the most popular online social network for business professionals, allows you to search each and every site member, but you can only access the full profiles and contact information of your established contacts -- the people who have accepted an invitation to join your network (or have invited you to join theirs). You can, however, be introduced through your contacts to people who are two or three degrees away from you on the larger LinkedIn network. Or you can pay extra to contact any user directly through a service called InMail.

In this article, we'll talk about setting up online profiles along with how to avoid being hacked. We'll also focus on specific social networking groups from those for Information technology professions to ones geared at sneakerheads.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

New media enable people to find out the latest news, weather reports, or market prices at the \_\_\_ of a button.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)

**БИЛЕТ № 19**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Our lives depend on computers. They control our money, transport, and our exam results. Yet their programs are now so complex that no one can get rid of all the mistakes. Life without computers has become unimaginable. They are designed to look after so many boring but essential tasks – from microwave cooking to flying across the Atlantic – that we have become dependent on them.

But as the demands placed on computers grow, so have the number of incidents involving computer errors. Now computer experts are warning that the traditional ways of building computer systems are just not good enough to deal with complex tasks like flying planes or maintaining nuclear power stations. It is only a matter of time before a computer-made catastrophe occurs.

As early as 1889, a word entered the language that was to become too familiar to all computer scientists: a 'bug', meaning a mistake. For decades bugs and 'de-bugging' were taken to be part of every computer engineer's job. Everyone accepted that there would always be some mistakes in any new system. But 'safety critical' systems that fly planes, drive trains or control nuclear power stations can have bugs that could kill. This is obviously unacceptable. One way to stop bugs in computer systems is to get different teams of programmers to work in isolation from each other. That way, runs the theory, they won't all make the same type of mistake when designing and writing computer codes. In fact research shows that programmers think alike, have the same type of training - and make similar mistakes. So even if they work separately, mistakes can still occur. Another technique is to produce back up systems that start to operate when the first system fails. This has been used on everything from the space shuttle to the A320 airbus, but unfortunately problems that cause one computer to fail can make all the others fail, too.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

Most online \_\_\_ is free, from blogs and social networking sites to news and entertainment sources.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннй язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 20**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Imagine a technology that could let our myriad devices work together to do what they were intended to do all along: simplify our lives. That technology is called Bluetooth. Bluetooth is an always-on, short-range radio initially developed by Swedish mobile-phone maker Ericsson in 1994 as a way to let laptop computers make calls over a mobile phone (box). Since then, nearly 1,900 companies have signed on to make Bluetooth the low-power, shortrange wireless standard for any number of devices.

“Bluetooth changes everything,” says wireless-industry analyst Andy Seybold. By connecting gadgets that previously haven't spoken the same language, Bluetooth will create networks capable of remembering and

sharing our digital personalities wirelessly. Gadget lovers musing about Bluetooth's potential enjoy dreaming up novel uses for the technology. "Your hand-held computer could check your schedule and order your cellphone to go into vibrate mode during important meetings," says Steve Parker, product manager for new mobile platforms at 3Com. "Your laptop computer could tell a borrowed car's computer to set the radio buttons to your preferences, adjust the seat, and tweak the temperature".

The concept behind Bluetooth – named after the 10th-century Danish king who unified Denmark and Norway – is deceptively simple. Using radio frequency 2.4 GHz, available globally for unlicensed low-power uses, two Bluetooth devices within 30 feet of each other can share just over 720,000 bits of digital data per second – enough, for example, to transmit three voice channels simultaneously. The types of information that can be shared are limitless. Besides data, like schedules and telephone numbers, Bluetooth can transmit audio, graphics, and even video between devices. While Ericsson's wireless headset initially is intended to be used with mobile phones, the headset could hear and transmit audio generated by any Bluetooth enabled device. That includes a standard or cordless phone, a home stereo, and a digital MP3 player.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

New media can reach the most remote \_\_\_ of the globe.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 21**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Although frequently used, the least effective method of motivating a worker is with a negative consequence, such as a verbal dressing-down, suspension, or the loss of the job. Punishment may achieve immediate results, but it does not accomplish internal motivation for several reasons. First, adults are not inclined to remain in employment where they are threatened and intimidated. Second, workers who are backed by a strong union may dissolve the threat with a higher level of authority. Third, scares and intimidation can create animosity toward a superior and employees may respond with hostility and subversion. Another problem with the fear strategy is that it creates a punitive climate in which individuals are afraid of being different from or of offending others. This particular situation has a tendency to diminish creativity and lead to intellectual stagnation.

It would appear the most effective motivational strategies demand the most time and concern on the part of the manager. Threatening a worker with punishment takes but a moment. Forming a cohesive work group with the team-building approach demands effort and hard work. If a manager is concerned only with production and immediate results, he may choose punishment and fear. However, if a superior is interested in performance levels, job satisfaction, and the internal motivation of his workers, it may benefit him to use more effective and demanding managerial strategies.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Online newspapers \_\_\_ the most up-to-date news.

- a. has
- b. had
- c. have

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 22**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Most employers say that they wish to employ the right person for the right job. A recent report by Britain's independent Institute of Manpower Studies, however, disagrees with this. The report states that most employers wish to avoid employing the wrong person. Rather than looking for the right person, they are looking for applicants to turn down.

Recruiters used three main selection methods: interviewing, checking curriculum vitae or application forms against pre-decided criteria, and examining references. Most of the recruiters consulted in this survey stated that these selection methods were used more for "weeding out" unsuitable candidates rather than for finding suitable ones.

Interviews were considered to be more reliable than either curriculum checks or references from past employers. Research, however, proves otherwise. Different recruiters interpret facts differently. One may consider candidates who have frequently changed jobs as people with broad and useful experience. Another will view such candidates as unreliable and unlikely to stay for long in the new job.

The report is more favourable towards trainability tests and those which test personality and personal and mental skills. The report concludes by suggesting that interviewing could become more reliable if the questions were more structured and focused on the needs of the employing organisation.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

1. The United Kingdom of Great Britain and Northern Ireland \_\_\_ most of the territory of the British Isles.

- a. occupy
- b. occupies
- c. is occupying

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 23**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Phone interviews are common with many organizations. Companies conduct phone interviews for a number of reasons. It gives the next interviewer baseline information from which to work. It saves money. So, how do you prep for a powerful phone interview?

If you need to call from work or from a phone booth or a cell phone, tell the screener/interviewer what the circumstances are. It's better to explain ahead of time than to suddenly have to stop midway through because of noise or an interruption.

Stand up. You project stronger energy when you stand. Or even better, walk around. Remember, the interviewer has only your words and the sound of your voice with which to judge you. You will come across more upbeat and enthusiastic if you stand.

Even for a phone interview, you need to do your homework. The interviewer will be asking, "Why do you want to work at XYZ Company?" and "What do you know about us?"

Be prepared to answer classic questions, such as: "Tell me about a difficult situation you handled well," "What are your areas of development?" or an all-time favorite: "Why should we hire you?" If you need help in formulating answers to these questions, see the suggested reading section below.

Keep your responses brief, 1–3 sentences maximum. Choose your words carefully, and be focused. Answer the question. Do not go off on a tangent. This is even more important in the phone interview stage, where the interviewer will appreciate your succinctness.

Have water and throat lozenges handy. If you get dry mouth (don't you hate that), these can be lifesavers.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

1. Their capitals \_\_\_ accordingly London, Edinburgh, Cardiff and Belfast

- a. is
- b. are
- c. am

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннй язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 24**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

A skilled and knowledgeable workforce is an essential resource for keeping pace with the accelerating rate of change in today's business world. Employers need reliable workers who are dedicated to fostering strong ties with customers and partners. They must build workforces capable of efficient, high-quality production needed to compete in global markets.

Savvy business leaders also realize that the brainpower of employees plays a vital role in a firm's ability to stay on top of new technologies and innovations. In short, a first-class workforce can be the foundation of a firm's competitive differentiation, providing important advantages over competing businesses.

Companies now face several trends that challenge their skills for managing and developing human resources. Those challenges include aging of the population and a shrinking labor pool, growing diversity of the workforce, the changing nature of work, the need for flexibility and mobility, and the use of collaboration to innovate.

More sophisticated technology has intensified the hiring challenge by requiring workers to have ever more advanced skills. Although the number of college-educated workers has doubled in the past 20 years, the demand is still greater than the supply of these individuals.

Because of these changes, companies are increasingly seeking—and finding—talent at the extreme ends of the working-age spectrum. Teenagers are entering the workforce sooner, and some seniors are staying longer—or seeking new careers after retiring from their primary careers. Many older workers work part-time or flexible hours.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

You can save, copy, print or \_\_\_ a file or a document.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (3 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 25**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Not only is the workforce changing, but so is the very nature of work. Nowadays many firms must rely heavily on well-trained service workers with knowledge, technical skills, the ability to communicate and deal with people, and a talent for creative thinking. The Internet has made possible another business tool for staffing flexibility—outsourcing, using outside vendors to produce goods or fulfill services and functions that were previously handled in-house. In the best situation, outsourcing allows a firm to reduce costs and concentrate its resources on the things it does best while gaining access to expertise it may not have. But outsourcing also creates its own challenges, such as differences in language or culture.

Employers are also hiring growing numbers of temporary and part-time employees, some of whom are less interested in advancing up the career ladder and more interested in using and developing their skills. While the cubicle-filled office will likely never become obsolete, technology makes productive networking and virtual team efforts possible by allowing people to work where they choose and easily share knowledge, a sense of purpose or mission, and a free flow of ideas across any geographical distance or time zone.

Managers of such far-flung workforces need to build and earn their trust, in order to retain valued employees and to ensure that all members are acting ethically and contributing their share without the day-to-day supervision of a more conventional work environment. These managers, and their employees, need to be flexible and responsive to change while work, technology, and the relationships between them continue to evolve.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the conversation.**

- How long have you had a computer?
- I've had my computer \_\_\_ three years.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

## БИЛЕТ № 1

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

### Buckingham Palace

The original building was constructed as a country house in 1705 by the duke of Buckingham, John Sheffield. King George III bought the house in 1761 for his wife and had it altered by William Chambers.

In 1826, King George IV asked famed architect John Nash to expand the house - then known as Buckingham House - into a palace. Meanwhile St. James's Palace was still the principal palace used by the royals for ceremonies and receptions.

The palace was expanded in 1850 with a new east wing. The wing added a large number of rooms to the palace, including an expansive forty meter (131 ft) long ballroom. The monumental facade of the east wing was built in 1913 by Aston Webb. It is this facade, facing the Mall and St James's Park, which is now known by most people.

A part of the palace is still used by the Royal family. A flag is hoisted each time the Queen is in the Palace. The palace is not only home to the royal family; there are also a number of staff members living here. The palace has about six hundred rooms, including a throne room, a ballroom, picture gallery and even a swimming pool. Some of these rooms can be visited during a couple of months in the summer - when the Royal Family is not in the palace. Another interesting part of the palace that is open to visitors is the Queen's Gallery, where works of art from the royal collection are on display. The palace's stables, the Royal Mews, can also be visited. Here you'll find a number of royal horse-drawn carriages.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

The owner of the land plot \_\_\_\_ the right to build structures and buildings according to the intended purpose of the site.

- a. have
- b. has
- c. had

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

## БИЛЕТ № 2

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

### Harrods

The history of this famous luxury store goes back to 1849 when Charles Henry Harrod opened a grocery at Brompton Road in Knightsbridge, at the time a small village just outside London. Just two years later, the Great Exhibition of 1851 brought many visitors to the area. Charles Harrod's son (also named Charles) took over and quickly expanded the store, at the time known as 'Harrods Stores'. The department store became well known for its high quality products and excellent personalized service. In 1894 Harrods was taken over



by Richard Burbidge who had the store completely rebuilt. He also installed London's first escalator, in 1898.

Now, Harrods is one of the world's most famous stores and one of London's tourist attractions thanks to the wide assortment of luxury goods that are on display in a magnificently decorated building.

The enormous array of products is particularly impressive. The company's motto - engraved on the building's pediment - is Omnia, Omnibus, Ubique (Everything, for everyone, everywhere). Harrods used to be known as the store where anything you could think of was for sale. While this may not be the case anymore, the assortment is still enormous. You can purchase anything from historic eighteenth-century dinner plates or exquisite caviar to giant teddy bears. It is best to take your time for a visit to the large store, which covers an area of about 80,000 sq m spread out over seven floors. Floor plans are available near the entrances.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

Land law \_\_\_\_ to legal sciences.

- a. refers
- b. refer
- c. will refer

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

### БИЛЕТ № 3

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

30 St Mary Axe, better known by its nickname Gherkin, is one of the most eye-catching buildings in London and it stands out prominently in the city's skyline. The Gherkin is one of several modern buildings that have been built over the years in a historic area of London.

Construction of the Gherkin was commissioned by Swiss Re, a reinsurance company. The 41-story skyscraper was built in 2004 after a modern glass and steel design by the architectural firm of Foster and Partners. The Gherkin, London

The tower was built in the heart of London's financial center at the site of the 1903 Baltic Exchange Building which had been damaged by a terrorist attack in 1992. The construction of a glittering high-tech building in the middle of a relatively low-rise area with plenty of historic buildings and narrow medieval streets set off a new debate about the need for tall buildings in the City of London. But even as many new skyscrapers are now built in Canary Wharf - well outside the city's historic center - the Gherkin has acted as a catalyst for the growing cluster of high-rises in the City.

The cigar-shaped structure has a steel frame with circular floor plans and a glass facade with diamond-shaped panels. The swirling striped pattern visible on the exterior is the result of the building's energy-saving system which allows the air to flow up through spiraling wells.

The top of the tower, where visitors find an open hall covered by a glass conical dome is even more spectacular. From here you have great views over the city. Unfortunately the building is not open to the public.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the conversation.**

- What is the service life in the workplace?
- No more \_\_\_ 2 weeks.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 4**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Millennium Dome (O2), London

In 1994, the Chairman of what would later become the New Millennium Experience Company suggested a national exhibition to be held as part of the country's millennium celebrations. The project, to be funded mainly by the National Lottery, was revised when Tony Blair became the new Prime Minister in 1997. He declared that the exhibition, to be held in Greenwich, would open a window on the future. The focus would be on entertainment and education (also dubbed 'edutainment'). This resulted in fourteen themed zones, including Faith, Talk, Mind, Rest, Home Planet, Body and Learning.

The project was controversial from the start. The Millennium Dome, a large domed structure that was built on the meridian in Greenwich to house the exhibition had an estimated cost of £750 million and was disliked by many Londoners, who did not see it as a proper symbol for their city.

Due to the focus on education and the high entrance fee, the Dome did not attract as many visitors as originally forecasted: a total of seven million people visited the exposition, The Millennium Dome, now O2, in London compared to the original estimate of twelve million visitors. Even with each of the separate themes in the Dome sponsored by major corporations, the project had a serious budget deficit. The millennium exhibition ran until the end of 2000.

In 2005 the Millennium Dome was renamed O2, after the mobile phone company. At the same time it was converted into a multifunctional entertainment complex. The arena now hosts many different events, including exhibitions and concerts. At its center is a large concert hall with a capacity of 20,000 people. Several other halls include areas for more intimate concerts, cinemas and exhibitions.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

Geodesy and land management are \_\_\_ the list of disciplines of the specialty land and property relations.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностранный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 5**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The Shard is a modern glass skyscraper in London. At the time of its completion in 2012 it was Europe's tallest building. The observatory on the 72nd floor offers some spectacular 360 degree views of the city.

The skyscraper is situated in the London Bridge Quarter in Southwark, a neighborhood along the south bank of the river Thames. It is right near the heart of London and only the river separates it from the City of London. The area is full of history: a bridge was built here by the Romans around 50 AD and in 1836 London's first railway station opened here.

The idea to build a supertall skyscraper in the London Bridge Quarter was first suggested at the end of the twentieth century. The site seemed ideal: it is only a couple minutes' walk from London's financial center across the London Bridge and the site is right smack near the London Bridge Station, a transport hub connected to both the railway network and the underground.

Plans for the new skyscraper were initially drawn up by the architectural firm of Broadway Malyan, and called for a circular 365 meters tall tower. These plans were soon scaled back and a new design was submitted, this time from the hands of the Italian architect Renzo Piano. The renowned architect designed a glass pyramid-shaped structure with a height of just over three hundred meters.

When it was completed, the Shard held the title of Europe's tallest skyscraper with a height of almost 310 meters (1016 ft). The Shard towers over the neighborhood and is visible from afar. The iconic skyscraper looks particularly spectacular at night when seen from across the river.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the conversation.**

- How are land relations measured?
- Carrying \_\_\_ accounting, inventory appraisal of land and property.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностранный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 6**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

All your life - from cradle to grave - you will run up against the brutal truths of economics. As a voter, you will make decisions on issues - on the government budget, regulating industries, taxes and foreign trade - that cannot be understood until you have mastered the rudiments of this subject.

Choosing your life occupation is the most important economic decision you will make. Your future depends not only on your own abilities but also upon how economic forces affect your wages. Of course, studying economics cannot make you a genius. Economics is exciting and important. Anyone who thinks otherwise has failed to realize that economic ideas have moved people to rebellion, and nations to war.

The great problems that surround us today-among them international conflict, unemployment, inflation, poverty, discrimination, and environmental pollution - have economic roots. Even the small problems – impossibility to find a parking space, the high price of goods and products in our stores- are economic in nature.

Notice that "scarcity" in the economic sense doesn't refer directly to quantity of a resource. The earth has a great deal of land, yet most of the earth land is scarce because it has alternative uses. If land is used for a college campus, that same land isn't available for a shopping mall or a park. All societies confront the problem of scarcity, which implies the existence of alternatives; choices must be made among those alternatives. The ways in which the choices are made, are determined by a society's laws, customs and practices. These constitute a society's economic system.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**1. Choose ONE answer.**

Employment on a general basis is allowed \_\_\_\_ 18 years old.

- a. since
- b. to
- c. from

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 7**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The economy comprises millions of people and thousands of firms as well as the government and local authorities, all taking decisions about prices and wages, what to buy, sell, produce, export, import and many other matters. All these organizations and the decisions they take play a prominent part in shaping the business environment in which firms exist and operate.

The economy is complicated and difficult to control and predict, but it is certainly important to all businesses. You should be aware that there are times when businesses and individuals have plenty of funds to spend and there are times when they have to cut back on their spending. This can have enormous implications for business as a whole. When the economy is enjoying a boom, firms experience high sales and general prosperity. At such times, unemployment is low and many firms will be investing funds to enable them to produce more. They do this because consumers have plenty of money to spend and firms expect high sales. It naturally follows that the state of the economy is a major factor in the success of firms.

However, during periods when people have less to spend many firms face hard times as their sales fall. Thus, the economic environment alters as the economy moves into a recession. At that time, total spending declines as income falls and unemployment rises. Consumers will purchase cheaper items and cut expenditure on luxury items such as televisions and cars.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

Probationary period when hiring a young specialist is 6 \_\_\_\_.

- a. months
- b. month
- c. monthes

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

### БИЛЕТ № 8

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Factors of production

Natural Resources are items provided by nature that can be used to produce goods and to provide services are called natural resources. Natural resources are found in/or on the earth or in the earth's atmosphere.

Human Resources involve anyone who works. Any human effort that is exerted in production process is classified as a human resource. The effort can be either physical or intellectual.

Capital Resources are the money and capital goods that are used to produce consumer products. Capital goods include the buildings, structures, machinery, and tools that are used in the production process. Department stores, factories, industrial machinery, dams, ports, wrenches, hammers, and surgical scalpels are all examples of capital goods.

Economists make an important distinction between capital goods and consumer goods. Capital goods are the manufactured resources that are used in producing finished products. Consumer goods are the finished products – the goods and services that consumers buy.

Technology is the use of science to create new products or more efficient ways to produce products. Technology makes the other factors of production – natural, human, and capital resources – more productive. Technological advances in the computer industry, for example, have increased efficiency in the workplace.

The risk-taking and organizational abilities involved in starting a new business or introducing a new product to consumers are called entrepreneurship. The goal of entrepreneurship is to create a new mix of the other factors of production and thereby create something of value. The entrepreneur is a person who attempts to start a new business or introduce a new product.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

Theodolite is a geodesic tool for determining directions and measuring horizontal and vertical angles \_\_\_\_ geodetic works, topographic and surveying surveys, in construction, etc.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 9**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The study of the choices people make in an effort to satisfy their wants and needs is called economics. Wants and needs refer to people's desires to consume certain goods and services. In economic terms, a good is a physical object that can be purchased. A record, a house, and a car are examples of a good. A service is an action or activity done for others for a fee. Lawyers, plumbers, teachers, and taxicab drivers perform services. The term product is often used to refer to both goods and services.

The people who wish to buy goods and services are called consumers and the goods that they buy are called consumer goods. The people who make the goods and provide services that satisfy consumers' wants and needs are called producers.

Economists generally classify as needs those goods or services that are necessary that are necessary for survival. Food, clothing, and shelter are considered needs. Wants are those goods or services that people consume beyond what is needed for survival.

The need for making choices arises from the problem of scarcity. Scarcity exists because people's wants and needs are greater than the resources available to satisfy them. Thus people must choose how best to use their available resources to satisfy the greatest number of wants and needs.

A resource is anything that people use to make or obtain what they want or need. Resources that can be used to produce goods and services are called factors of production.

Economists usually divide these factors of production into three categories: (1) natural resources, (2) human resources, (3) capital resources. Today many economists have added technology and entrepreneurship to this list.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

In geodesy is a sign that is located \_\_\_\_ a certain point on the earth's surface with a known absolute height.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)

аттестации	
Составил	Н.Л. Бороненкова

### БИЛЕТ № 10

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Not surprisingly, the production processes and time required to make an Apple iPad and a gallon of gasoline are different. Production processes use either an analytic or synthetic system; time requirements call for either a continuous or an intermittent process.

An analytic production system reduces a raw material to its component parts in order to extract one or more marketable products. Petroleum refining breaks down crude oil into several marketable products, including gasoline, heating oil, and aviation fuel. When corn is processed, the resulting marketable food products include animal feed and corn sweetener.

A synthetic production system is the reverse of an analytic system. It combines a number of raw materials or parts or transforms raw materials to produce finished products. Canon's assembly line produces a camera by assembling various parts such as a shutter or a lens cap. Other synthetic production systems make drugs, chemicals, computer chips, and canned soup.

A continuous production process generates finished products over a lengthy period of time. The steel industry provides a classic example. Its blast furnaces never completely shut down except for malfunctions. A shutdown can damage sensitive equipment, with extremely costly results.

An intermittent production process generates products in short production runs, shutting down machines frequently or changing their configurations to produce different products. Most services result from intermittent production systems. For instance, accountants, plumbers, and dentists traditionally have not attempted to standardize their services because each service provider confronts different problems that require individual approaches.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

This height is determined \_\_\_ leveling relative to the initial level surface.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

### БИЛЕТ № 11

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

A growing number of manufacturers have freed workers from boring, sometimes dangerous jobs by replacing them with robots. A robot is a reprogrammable machine capable of performing a variety of tasks that require the repeated manipulation of materials and tools. Robots can repeat the same tasks many times without varying their movements. Many factories use robots today to stack their products on pallets and shrink-wrap them for shipping.

Historically, robots were most common in automotive and electronics manufacturing, but growing numbers of industries are adding robots to production lines as improvements in technology make them less expensive

and more useful. Firms operate many different types of robots. The simplest kind, a pick-and-place robot, moves in only two or three directions as it picks up something from one spot and places it in another. So-called field robots assist people in nonmanufacturing, often hazardous, environments such as nuclear power plants, the international space station, and even battlefields. Police use robots to remotely dispose of suspected bombs. However, the same technology can be used in factories. Using vision systems, infrared sensors, and bumpers on mobile platforms, robots can automatically move parts or finished goods from one place to another, while either following or avoiding people, whichever is necessary to do the job. For instance, machine vision systems are being used more frequently for complex applications such as quality assurance in the manufacturing of medical devices.

The advancements in machine vision components like cameras, illumination systems, and processors have greatly improved their capabilities.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

A metal disk with a diameter of 5 centimeters (brand) with a number and an indication of the department is \_\_\_ on the reference points.

- a. fix
- b. fixing
- c. fixed

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

### БИЛЕТ № 12

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

What comes to mind when you hear the word business? Do you think of big corporations like ExxonMobil or Target? Or does the local bakery or shoe store pop into your mind? Maybe you recall your first summer job. The term business is a broad, all-inclusive term that can be applied to many kinds of enterprises. Businesses provide the bulk of employment opportunities, as well as the products that people enjoy. Business consists of all profit-seeking activities and enterprises that provide goods and services necessary to an economic system.

Some businesses produce tangible goods, such as automobiles, breakfast cereals, and digital music players; others provide services such as insurance, hair styling, and entertainment ranging from Six Flags theme parks and sports events to concerts. Business drives the economic pulse of a nation. It provides the means through which its citizens' standard of living improves.

At the heart of every business endeavor is an exchange between a buyer and a seller. A buyer recognizes a need for a good or service and trades money with a seller to obtain that product. The seller participates in the process in hopes of gaining profits—a main ingredient in accomplishing the goals necessary for continuous improvement in the standard of living. Profits represent rewards for businesspeople who take the risks involved in blending people, technology, and information to create and market want-satisfying goods and



services. In contrast, accountants think of profits as the difference between a firm's revenues and the expenses it incurs in generating these revenues.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

A light is a geodesic device \_\_\_ allows measuring distances of tens (sometimes hundreds) of kilometers with high accuracy (up to several millimeters).

- a. who
- b. that
- c. whose

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннй язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 13**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The British Isles lie off the north-west coast of continental Europe. They are made up of Great Britain and Ireland. In Britain the higher lands are found in the north and west. There the rocks are old and hard, and the wild plateau areas of the Highlands of Scotland, the Southern Uplands of Scotland, the Lake District, the Apennines Chain, the Welsh mountains, the moors of Cornwall and Devon and the Irish mountains have thin infertile soil.

Newer types of rock are found on the flanks of the Apennines, slopes of the Welsh mountains, the Midland Plain of England and the Central Lowlands of Scotland. Here minerals, particularly coal and iron are found, and manufacturing regions have developed.

Lowland Britain is fertile, with good arable land and pastures. Highland Britain has large areas of poor soil and is sparsely populated.

The Western coasts are rocky and deeply indented, but in the southeast the younger, softer rocks have weathered into low coasts, and the shallow seas (the North Sea and the English Channel) flow over submerged plains which long ago joined Britain to the rest of Europe. This continental shelf is the feeding ground for a great variety of fish. Owing to the various bays and inlets no point of the British Isles is more than seventy-five miles from tidal waters.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

The distance \_\_\_ the Earth \_\_\_ the Moon is measured with an accuracy of several centimeters by a light meter.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 14**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Libraries full of books have been written on the education system in Britain, but recently it has been changing considerably. This is roughly how it works.

Compulsory education begins at 5, and children attend primary school until they are 11. Normally the primary school is divided into Infants (5 - 7) and Juniors (7 - 11). At the age of 11 most children go to a comprehensive school, where they stay until they are 16. Some parents, who do not want their children to go to a comprehensive, pay to send their children to a private school. The most expensive and prestigious private schools are actually called public schools – but they are private. At the age of 16 people take examinations. Most take General Certificate of Education (G.C.E.). Ordinary Levels – normally called just “O” Levels. People take “O” Levels in as many subjects as they want to; some take just one or two, others take as many as nine or ten.

If you get good “O” Level results, you can stay on at school until you are 18, in the sixth form (notice that in Britain you start in the First form and finish in the Sixth). Here you prepare for Advanced Level Exams (“A” Levels). Three good “A” Level passes mean you have a chance of going on to university – though this is not automatic. British universities operate a closed numbers system and the number of people who can study there is strictly controlled. Other types of further education are offered at polytechnics and colleges of higher education. Polytechnics offer the chance to study subjects in a more practical way, and many colleges of higher education specialize in teacher training. What is it like, being a student at Oxford? Like all British universities, Oxford is a state university, not a private one.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

Contract of sale is an \_\_\_ under which one party (seller) undertakes to transfer a thing (goods) into the ownership of the other party (buyer), and the buyer undertakes to accept this goods and pay a certain amount of money (price) for it.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 15**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

**Sebastian:** I am currently in my fifth year of school at the University of Oregon (The U of O). I am following two careers, business and economics. I arrived to Oregon in 2001 to finish my last year of high school. I applied to the U of O, and voila! I got in and was really happy to stay in Oregon. I liked the people and the scenery because it was quite different from home. I also chose the U of O, because I knew that it had really good financial aid programs for international students. I applied to many scholarships before I started school, and luckily I was awarded financial aid during my first year for academic reasons, and from then on it just got better. In my second year I got accepted to be part of the International Cultural Service Program, where I show different aspects of Ecuadorian culture to different groups of people in the surrounding community or within the University, and in exchange of this I get financial aid.

The U of O has been a great place to meet new people. At the beginning I was really scared because I did not know anyone and had a language barrier in front of me to jump over. But that just made the experience even greater. I met wonderful new people, and made solid friendships. I am lucky to say that now I have a friend from each continent in the world, and all that thanks to the U of O.

**Camilla:** One of the best things about being a student at the U of O is that you can go to basketball games for free. There are other sports events also, American football is huge. I personally don't understand that game at all, but going to Autzen Stadium is an experience in itself. And I have discovered that as long you just cheer along with other people, you'll be fine.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

### Complete the sentence.

Realtor is a consultant \_\_\_ task is to select an apartment for your needs, give a full amount of information about the object of interest to you and protect you from possible risks.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

### БИЛЕТ № 16

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Almost every nation has a reputation of some kind. The English are reputed to be cold, reserved, rather haughty people who do not yell in the street, make love in public or change their governments as often as they change their

underclothes. They are steady, easy-going, and fond of sport. The fire is the focus of the English home. Even when central heating is installed it is kept so low in the English home that Americans and Russians get chilblains, as the English get nervous headaches from stiffness in theirs.

Most people in England have been slow to adopt rational reforms such the metric system, which came into general use in 1975. They do not want the trouble of adapting themselves to new.

The conservatism may be illustrated by reference of the public attitude to the monarchy. The English are amongst the most amiable people in the world, they can also be very ruthless. They have a genius for compromise but can enforce their idea of compromise on others with surprising efficiency.

They are generous in small matters, but more cautious in big ones. The Scots, the Irish, the Welsh are not the English. They have a lot of in common but all of them have their own national spirit, national pride and they cherish their customs and traditions.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

Rent is \_\_\_ form of property agreement in which property is transferred for temporary possession and use.

- a. the
- b. a
- c. an

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 17**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

With the population of just under eight million, and stretching more than thirty miles at its broadest point, London is by far the largest city in Europe. It is also far more diffuse than the great cities of the Continent, such as Rome or Paris. The majority of London's sights are situated to the north of the River Thames, which loops through the center of the city from west to east, but there is no single predominant focus of interest, for London has grown not through centralized planning but by process of agglomeration – villages and urban developments that once surrounded the core and now lost within the amorphous mass of Greater London.

Thus London's highlights are widely spread, and visitors should make mastering the public transport system, particularly the Underground (tube), since much of central London is a permanent logjam. An essential investment is a London Transport travelcard, which is available from machines and booths at all tube and train stations and at some newsagents as well. It is valid for the bus, tube and suburban rail networks. One-day travelcards cost £3 for the central zones 1 and 2, rising £3.90 for all six London Transport zones (which includes Heathrow). Weekly travelcards are even more economical, beginning at £14.80. These cards can only be bought by holders of a photocard, which you can get, free of charge, from tube and train station ticket booth on presentation of a passport.

The principal London Transport information office, providing excellent free maps and details of bus and tube services, is at Piccadily Circus, Euston, King's Cross, Liverpool Street, Oxford circus, St James's Park and Victoria tube stations.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

Abris \_\_\_ contour, outline, lines.

- a. is

- b. are
- c. am

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннй язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 18**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The New Piccadilly Café nestling behind the tourist highway of Piccadilly Circus is this charming, traditional café, famed for its 1950s decor. Little has altered in this much-loved Soho institution since it first opened its doors half a century ago - including the menu! Stepping inside the New Piccadilly café is like stepping back in time - you half expect to find smoking beat poets in the corner. The café retains almost all of its original features, complete with swiveling (вращающиеся) chairs, old mirrors, authentic 50s cups and cutlery. The café's bill of fare is hand-written on to this vintage, horseshoe-shaped menu board. The menu consists of no-nonsense, traditional meals like Sausage, Egg and Chips, Mixed Grill and Chips, Spaghetti Bolognese and Risotto Bolognese - all at dirt cheap prices. We ate out in style, and our tasty meal was served up in no time. I enjoyed a lengthy chat with the affable owner who enthusiastically told me about his long association with the café. He's full of fascinating stories about the dark Soho of the 1950s, the local gangsters, the rockers, prostitutes and a time where the streets were run by Italians, Greeks, Jews, Maltese, Irish and 'Budapest street rats'. Sadly, the café was very quiet when we visited, apart from a few hipsters (неформалы) enjoying a wholesome cheap meal and the unique Soho ambience. "This place used to make me a living. Now it's more like half a living. I'm the like last one on the ship," he says.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

The distance from Russia's eastern border to its western border is approximately 6,666 \_\_, from the Sea of Okhotsk to the Black Sea

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннй язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 19**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

India is now the second biggest source of foreign direct investment into the UK. In 2005-06 there was a 110 per cent jump in the scale of investment from India, with projects worth £1.02bn - and that rate has been accelerating since then. However, with the global financial centre of London swallowing the bulk of the investment, relatively little of the growth has filtered through to the south-east. Development agencies are determined to change that though, and have stepped up their efforts to attract Indian companies to the region.

A high-level team from the South East England Development Agency (SEEDA) and UK Trade and Investment visited India last year to promote the region to the ranks of Indian companies that are looking to expand internationally. There are clear opportunities for design and construction companies, potential for logistics groups to help Indian agribusiness companies to expand and a massive potential market for environmental technologies, IT (information technology), pharmaceutical, life sciences and creative companies.

Meanwhile, many of the 50 Indian companies already based in the south-east are flourishing. Wipro Technologies, the IT services group, announced plans to add 500 employees to its 140-staff. As the Thames Valley is the UK's IT hub, Wipro has worked perfectly and the company has expanded in the town, providing IT services to large utility and telecommunications companies. It also regards the UK itself as a growing market.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

Gov.ru is an official \_\_\_ of bidding and auctions in Russia.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

### БИЛЕТ № 20

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Ports and resorts in the south-east are failing to meet their economic potential, according to a plan to create more than 110,000 jobs in the region over the next decade.

The South East England Development Agency (SEEDA) has announced its blueprint for lifting the region's competitive performance with a focus on coastal towns, many of which are "in decline".

A new coastal strategy, published alongside the broader draft regional economic strategy, aims to reinvigorate towns stretching from Whitstable in north Kent to Southampton in Hampshire, bringing tens of thousands of people back into work. SEEDA set a target of bringing 110,000 economically inactive people back into the labour market by 2016, of which it said almost half live on the south coast. It plans to raise the number of new workers in the south-east to 250,000 by 2026.

It said raising the performance of the south coast would narrow gaps in economic performance across the region, enabling more people to share in its general prosperity.

SEEDA also announced schemes that it said illustrated the three goals of the regional economic strategy: global competitiveness through world-class infrastructure, smart growth through better productivity, and sustainable prosperity.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

Serfdom was abolished \_\_\_\_ 1861.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

### БИЛЕТ № 21

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

In the past, a nation's wealth has often been based on its money, production equipment, and natural resources. A country's true wealth, however, lies in its people. An educated, skilled workforce provides the intellectual know-how required to develop new technology, improve productivity, and compete in the global marketplace. It is becoming increasingly clear that to remain competitive, businesses must assume more responsibility for enhancing the quality of their workforce, including encouraging diversity of all kinds. In developed economies, many new jobs require college-educated workers. With demand high for workers with advanced skills, the difference between the highest-paid and lowest-paid workers has been increasing. Education plays an important role in earnings, despite success stories of those who dropped out of college or high school to start businesses. Businesses must encourage students to stay in school, continue their education, and sharpen their skills.

Organizations also face enormous responsibilities for helping women, members of various cultural groups, and those who are physically challenged to contribute fully to the economy. Failure to do so is not only a waste of more than half the nation's workforce but also devastating to a firm's public image. Some socially responsible firms also encourage diversity in their business suppliers.

Through a commitment to developing employee diversity, companies strive to create an inclusive atmosphere, offer diversity training for employees and managers, and encourage regular dialogue among colleagues, suppliers, customers, and stakeholders.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

The UK consists \_\_\_\_ four main parts which are: England, Scotland, Wales and Northern Ireland.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

## БИЛЕТ № 22

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

People choose to become entrepreneurs for many different reasons. Some are motivated by dissatisfaction with the traditional work world—they want a more flexible schedule or freedom to make all the decisions. Others launch businesses to fill a gap in goods or services that they could use themselves. Still others start their own firms out of financial necessity.

Carol Craig is an entrepreneur. Craig was a flight officer and computer engineer, specializing in anti-submarine and subsurface warfare for the U.S. Navy. When unsuccessful knee surgery left her with a disabled veteran discharge, she didn't know what to do. She followed her husband, also a naval officer, around to military posts and discovered that the military needed her after all—as a civilian consultant. So she founded Craig Technologies headquartered in Florida, which provides avionics software development, project management, software systems engineering, Web design, and data warehousing services to the military. In one decade, the firm has grown from one employee—Carol Craig—to more than 170 employees and \$20 million in income. Although Craig didn't plan this to be her career, she says “I was never afraid of trying new things. I'm an accidental entrepreneur.”

The freedom to make all the decisions—being your own boss—is one of the biggest lures of entrepreneurship. It also means engaging in much—if not all—of the communication related to your business, including customers, suppliers, distributors, retailers, and the like.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

The UK is an island\_\_\_: it is composed of some 5,500 islands, large and small.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

## БИЛЕТ № 23

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The four basic types of organization structures are line, line-and-staff, committee, and matrix. While some companies do follow one type of structure, most use a combination.

A line organization, the oldest and simplest organization structure, establishes a direct flow of authority from the chief executive to employees. The line organization defines a simple, clear chain of command—a hierarchy of managers and workers. With a clear chain of command, everyone knows who is in charge and decisions can be made quickly. This structure is particularly effective in a crisis situation. But a line organization has its drawbacks. Each manager has complete responsibility for a range of activities; in a medium-sized or large organization, however, this person can't possibly be expert in all of them. In a small organization such as a local hair salon, or dentist's office, a line organization is probably the most efficient way to run the business.

A line-and-staff organization combines the direct flow of authority of a line organization with staff departments that support the line departments. Line departments participate directly in decisions that affect the core operations of the organization. Staff departments lend specialized technical support. Accounting,



engineering, and human resources are staff departments that support the line authority extending from the plant manager to the production manager and supervisors. The line-and-staff organization is common in midsize and large organizations. It is an effective structure because it combines the line organization's capabilities for rapid decision making and direct communication with the expert knowledge of staff specialists.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Match 1-2 to A-C. There is ONE extra answer you do not need.**

1. Present Simple
  2. Present Continuous
- 
- a. will be doing
  - b. is downloading
  - c. works

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

### БИЛЕТ № 24

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Some organizations use a matrix or product management design to customize their structures. The matrix structure links employees from different parts of the organization to work together on specific projects. A project manager assembles a group of employees from different functional areas. When the project is completed, employees return to their "regular" jobs.

In the matrix structure, each employee reports to two managers: one line manager and one project manager. Employees who are chosen to work on a special project receive instructions from the project manager (horizontal authority), but they continue as employees in their permanent functional departments (vertical authority).

The matrix structure is popular at high-technology and multinational corporations, as well as hospitals and consulting firms. Dow Chemical and Procter & Gamble have both used matrix structures. The major benefits of the matrix structure come from its flexibility in adapting quickly to rapid changes in the environment and its capability of focusing resources on major problems or products. It also provides an outlet for employees' creativity and initiative.

However, it challenges project managers to integrate the skills of specialists from many departments into a coordinated team. It also means that team members' permanent functional managers must adjust their employees' regular workloads. The matrix structure is most effective when company leaders empower project managers to use whatever resources are available to achieve the project's objectives. Good project managers know how to make the project goals clear and keep team members focused. A firm that truly embraces the matrix structure also nurtures a project culture by making sure staffing is adequate, the workload is reasonable, and other company resources are available to project managers.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

Match 1-2 to A-C. There is ONE extra answer you do not need.

1. Past Simple
  2. Past Continuous
- 
- a. were printing
  - b. am copying
  - c. bought

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Зачет (5 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 25**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Nowadays, many firms are moving toward the option of flexible work plans, which are benefits that allow employees to adjust their working hours or places of work according to their needs. Flexible work plan options include flextime, compressed workweeks, job sharing, and home-based work (telecommuting). These benefit programs have reduced employee turnover and absenteeism, and boosted productivity and job satisfaction.

Flexible work has become critical in attracting and keeping talented human resources. Flextime allows employees to set their own work hours within certain constraints. Rather than scheduling everyone to work between 8:00 a.m. and 5:00 p.m., a manager might stipulate that all employees be at work between the core hours of 10:00 a.m. and 3:00 p.m. Outside the core hours, employees can choose to start and end early, or start and end late. Flextime works well in jobs that are independent, but not so well when teams or direct customer service are involved.

Some companies offer a compressed workweek, which allows employees to work longer hours on fewer days. Employees might work four 10-hour days and then have three days off each week. Such arrangements not only reduce the number of hours employees spend commuting each week, but can stretch out the company's overall workday, providing more availability to customers in other time zones. Hospitals, police and fire departments, and airlines often offer work schedules that allow several long days matched by several days off.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

What's the problem with the computer?

- a. I don't use it.
- b. I don't know how to use it.
- c. No, I don't.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

### БИЛЕТ № 1

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The Total Quality Management doctrine began in Japan in the '50s and was enthusiastically taken up in the USA in the '80s. It proclaims that a genuine recognition of the customer's needs and demands is vital to a company's success. It also stresses the importance of involving employees in the quality movement and the need to view business activities as processes, with a goal of continuous improvement. How successful is TQM in Europe?

It is noticeable that many of the companies in Europe who have taken up TQM have been large international manufacturing companies. This is partly explained by the introduction of quality standards at international level. (Service companies, where there has been less standardisation than in the manufacturing sector, have adopted TQM to a much smaller extent).

Smaller companies have been slower to take up TQM partly because managers have felt too busy to undertake the extra work involved. Also, in many cases, these managers are already in close touch with their customers and readily responsive to their feedback and demands. However, in future, as companies deal on a more international basis, there is likely to be pressure on such small companies to adopt TQM principles, if only to satisfy the demands and requirements of larger suppliers. Indeed, as global competition increases, many companies will have to accept that a narrow definition of product quality is no longer sufficient to ensure success.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

The numerical scale is fraction, in the numerator of which there is one, and in the denominator – the degree of reduction of the terrain line when \_\_\_ its map or plan.

- a. is depicting
- b. depicting
- c. to depict

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

### БИЛЕТ № 2

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Is the customer always right? The answer, it seems, depends on which country you are in. Shopping is very much a part of a country's culture, and attitudes to shopping and consumers vary from country to country just as much as climate or taste in food.

Recent economic hardship has given the consumer increased power in Europe as retailers fight to win their share of reduced disposable income. This has meant falling prices, plenty of special offers and a re-examination of what customer service really means. People often point to America as an example of sophisticated customer service. In restaurants in the south of the USA, for example, waiters compliment you on your clothes, ask about your day, compliment you on the wisdom of your order and then return every ten minutes to refill your glass and make sure that everything is to your satisfaction.

Anyone who has waited 30 minutes to be served in a restaurant might well dream of such attention, but do Europeans really want US style service? As a friend of mine once told me, "By the end of the evening I had spent as much time talking to the waiter as to my wife."

Attitudes to service are, of course, affected by employers' attitudes to their workers. As American sales and service personnel are heavily reliant on commission and tips, they have more incentive to provide more service. But is this fair? Do we think it is fair to ask shop assistants to work late evenings, Sundays and 12 hour shifts? Does it fit in with our picture of society? It might not be a case of "Is the customer always right?" but a case of "How much service is it fair to expect?"

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

Theodolite is used to measure horizontal and vertical angles.

- a. is
- b. are
- c. am

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

### БИЛЕТ № 3

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

A product is something that aims to satisfy the needs of consumers. A brand also tries to satisfy consumer needs; however, it also tries to differentiate itself from similar products by its use of symbols and images which try to grab the attention of the consumer.

Branding began as a way to tell one person's cattle from another by means of a hot iron stamp. At the beginning of the twentieth century companies adopted slogans, mascots and jingles that began to appear on radio and early television. By the 1940s, manufacturers began to recognize the way in which consumers were developing relationships with their brands. Manufacturers quickly learned to build their brand's identity (that is the sum of the words, images and ideas that a consumer associates with a brand.) This began the practice we now know as "branding", where the consumers buy "the brand" instead of the product. Nowadays brands are a company's most strategic asset.

From a firm's point of view obviously the branding process increases profitability quite substantially. It allows them to charge premium prices. Branding gives higher market share and ability to build market share, provides loyal customers, provides avenues for future growth, allows for segmenting markets. Brands allow companies to influence the demand for a product by manipulating factors other than price. Proper branding can result in higher sales of not only one product, but on other products associated with that brand.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

\_\_\_ the case of cadastral removal, this is depicted on the plan: contours of the object, the situation and the boundaries adjacent sections.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 4**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

1. As we already know that Logo is the identities that are fundamental to building a brand and communicating with the target audience. Here are two fascinating stories behind the logos of some of the most popular brands in the world.

BMW or Bayerische Motoren Werke AG (Bavarian Motor Works) was originally founded as an aircraft company. The aircrafts were painted with the colors of the Bavarian flag, which is the color of BMW logo. Another explanation is that when the pilot used to sit in the plane he would see alternating segments of white and blue due to rotation of the plane propeller (blue being the sky). The major business of BMW was to supply planes to the German army during World War I. But after the war they were forced to change their business. It made railway brakes, before making motorized bicycle, motorcycles and cars.

The logo itself hasn't changed a lot during the years, but now has a more stylish look due to the different gradients. The unchanged logo has made it easier for people to remember and has given the company more recognition.

GOOGLE. The clarity of thought is visible in the company's logo right from the very beginning, when in 1996 two Stanford University computer science graduate students Larry Page and Sergey Brin built the search engine. The name of the search engine is derived from Googol (meaning one followed by 100 zeros). Google's first logo was created by Sergey Brin, after he taught himself to use the free graphic software GIMP. Later, an exclamation mark mimicking the Yahoo! logo was added. In 1999, Stanford's Consultant Art Professor Ruth Kedar designed the Google logo that the company uses today.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

Tripod is used \_\_\_ install theodolites on the ground.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностранный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 5**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Social marketing is the use of advertising practices to effect good social change. Some examples include advertising campaigns designed to get people to stop smoking or marketing ads that encourage people to eat healthier foods. This type of marketing differs from business marketing in that it targets positive social change while business marketing targets increased financial benefit.

Social marketing combines social policy and marketing practices to achieve set social behavioral goals within a target audience. Health promotion is one of the largest sectors that utilizes this type of marketing by encouraging positive health choices amongst consumers without offering a specific product.

The primary objective of social marketing typically is to create positive social changes; for example, not all not-for-profit marketing is necessarily considered social. Not-for-profit marketing may have alternative objectives outside of “good” social change, such as electing a political candidate or raising money for specific charities. This type of marketing may incorporate some social messages that promote positive social change, such as adapting to environmentally friendly energy sources or increased awareness of cancer causes, but these messages may not comprise the primary focus of the marketing campaign and thus would not be considered social marketing.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

Meridians are the cross-section \_\_\_\_ of the surface of the ellipsoid are planes that pass through the axis of rotation of the Earth.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностранный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 6**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

In 1970, two business advertisers, Philip Kotler and Gerald Zaltman, began to use traditional marketing tools to sell concepts and behavioral practices instead of products. Business marketing attempts to discover what problems consumers may have and then offers those products in a way that meets their perceived needs.

Business marketing makes use of the marketing mix to establish a target audience and develop an effective campaign for reaching that audience. This mix is comprised of identifying the so-called four Ps of

marketing: product, price, place and promotion. Social marketing normally operates within these same parameters, putting behavioral change in place of product. A social marketer generally first identifies the behavior that needs changing within the target audience. Next, the price an individual pays for changing their behavior is established, such as the potential for social embarrassment. The marketer would then identify which places would be appropriate for advertising the need for this new type of behavior, and finally decide which promotional materials they might use to persuade consumers to change.

Social marketing typically works best when the price for the behavioral changes is overshadowed by the benefits the target audience receives. New social policies and attitudes often compete with existing social attitudes, creating a behavioral exchange for which social marketers must account when developing their marketing campaigns. Long-term social change typically occurs when policies are set that match the behavioral change being affected or recommended. One highly effective tool social marketers use to reach their target audiences is the media. According to agenda-setting theory, the media can influence both public agenda and policy agenda, persuading the target audience to change to the recommended good behavior and policy makers to enact new laws that reinforce that behavior.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

The subject \_\_\_ land law are public relations arising in connection with the provision, use and protection of land plots.

- a. with
- b. by
- c. of

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

### **БИЛЕТ № 7**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Quality control involves measuring output against established quality standards. Firms need such checks to spot defective products and to avoid delivering inferior shipments to customers. Standards should be set high enough to meet customer expectations. A 90 or 95 percent success rate might seem to be a good number, but consider what your phone service or ATM network would be like if it worked only 90 percent of the time. You would feel frustrated and inconvenienced, and would probably switch your account to another bank or service provider.

Manufacturing firms can monitor quality levels through visual inspections, electronic sensors, robots, and X-rays. Surveys can provide quality-control information to services. Negative feedback from customers or a high rejection rate on a product or component sends a signal that production is not achieving quality standards. Firms that outsource operations may face a greater challenge in monitoring quality and assuring customers of the quality of their goods or services, especially if they are highly visible companies such as airlines.

Because the typical factory can spend up to half its operating budget identifying and fixing mistakes, a company cannot rely solely on inspections to achieve its quality goals. Instead, quality-driven production managers identify all processes involved in producing goods and services and work to maximize their efficiency. The causes of problems in the processes must be found and eliminated. If a company concentrates its efforts on better designs of products and processes with clear quality targets, it can ensure virtually defect-free production.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

Troposphere is the layer of the atmosphere most susceptible \_\_\_ anthropogenic pollution.

- a. to
- b. of
- c. with

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннй язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

### **БИЛЕТ № 8**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Production planning begins by choosing what goods or services to offer to customers. This decision is the essence of every company's reason for operating. Other decisions such as machinery purchases, pricing decisions, and selection of retail outlets all grow out of product planning. But with product planning, it's not enough to plan products that satisfy customers. Products must satisfy customers and be produced as efficiently and inexpensively as possible.

So while marketing research studies determine consumer reactions to proposed products and estimate potential sales and profitability levels, production departments focus on planning the production process when they (1) convert original product ideas into final specifications and (2) design the most efficient facilities to produce those products. It is important for production managers to understand how a project fits into the company's structure because this will affect the success of the project.

In a traditional manufacturing organization, each production manager is given a specific area of authority and responsibility such as purchasing or inventory control. One drawback to this structure is that it may actually pit the purchasing manager against the inventory control manager. As more organizations have moved toward team-oriented structures, some organizations assign team members to specific projects reporting to the production manager. Each team is responsible for the quality of its products and has the authority to make changes to improve performance and quality. The major difference between the two approaches is that all workers on teams are responsible for their output, and teamwork avoids the competitiveness between managers often found in traditional structures.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание



**Complete the sentence.**

Ownership and \_\_\_ are the powers of the tenant of the land plot.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностранный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 9**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Quality—as it relates to the production of goods and services—is defined as being free of deficiencies. Quality matters because fixing, replacing, or redesigning deficient products is costly. For most companies, the costs of poor quality can amount to 20 percent of sales revenue, if not more. Some typical costs of poor quality include downtime, repair costs, rework, and employee turnover. Poor quality can also result in lost sales and a tarnished image. Facebook experienced a quality crisis when users were confused and upset about its implementation of new privacy settings that created chaos and dissatisfaction.

One process that companies use to ensure that they produce high-quality products from the start is benchmarking—determining how well other companies perform business functions or tasks. In other words, benchmarking is the process of determining other firms' standards and best practices. Automobile companies routinely purchase each other's cars and then take them completely apart to examine and compare the design, components, and materials used to make even the smallest part. They then make improvements to match or exceed the quality found in their competitors' cars. Companies may use many different benchmarks, depending on their objectives. For instance, some organizations that want to make more money may compare their operating profits or expenses to those of other firms. Retailers concerned with productivity may want to benchmark sales per square foot. It's important when benchmarking for a firm to establish what it wants to accomplish, what it wants to measure, and which company can provide the most useful benchmarking information. A firm might choose a direct competitor for benchmarking, or it might select a company in an entirely different industry—but one that has processes the firm wants to study and emulate.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

The landowner of a land plot is a \_\_\_ owning and using a land plot on the right of lifelong inherited ownership.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностранный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

## БИЛЕТ № 10

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The expression “find a need and fill it” is perhaps the simplest explanation of the two elements of a marketing strategy. A firm’s marketers find a need through careful and continuing study of the individuals and business decision makers in its potential market. A market consists of people with purchasing power, willingness to buy, and authority to make purchase decisions. Markets can be classified by type of product. Consumer products—often known as business- to-consumer (B2C) products—are goods and services, such as GPS systems, tomato sauce, and a haircut, that are purchased by end users.

Business products—or business-to-business (B2B) products—are goods and services purchased to be used, either directly or indirectly, in the production of other goods for resale. Some products can fit either classification depending on who buys them and why. A computer or credit card can be used by a business or a consumer. An organization’s target market is the group of potential customers toward whom it directs its marketing efforts.

Customer needs and wants vary considerably, and no single organization has the resources to satisfy everyone. Popular Science is geared toward readers who are interested in science and technology, whereas Bon Appétit is aimed at readers who are interested in fine food and cooking. Decisions about marketing involve strategies for four areas of marketing activity: product, distribution, promotion, and pricing. A firm’s marketing mix blends the four strategies to fit the needs and preferences of a specific target market. Marketing success depends not on the four individual strategies but on their unique combination.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

Agricultural lands are located \_\_\_ the settlements.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

## БИЛЕТ № 11

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Marketers measure brand loyalty in three stages: brand recognition, brand preference, and brand insistence. Brand recognition is brand acceptance strong enough that the consumer is aware of the brand, but not strong enough to cause a preference over other brands. A consumer might have heard of L’Oréal hair care products, for instance, without necessarily preferring them to Redken.

Advertising, free samples, and discount coupons are among the most common ways to increase brand recognition. Brand preference occurs when a consumer chooses one firm’s brand over a competitor’s. At this stage, the consumer usually relies on previous experience in selecting the product. Furniture and other home furnishings fall into this category.

A shopper who purchased an IKEA dining room table and chairs and was satisfied with them is likely to return to purchase a bedroom set. While there, this shopper might pick up a set of mixing bowls for the kitchen or a lamp for the family room—because he or she knows and likes the IKEA brand. Brand insistence

is the ultimate degree of brand loyalty, in which the consumer will look for it at another outlet, special-order it from a dealer, order by mail, or search the Internet. Shoppers who insist on IKEA products for their homes may drive an hour or two— making a day excursion of the venture—to visit an IKEA store. The combination of value for the money and the concept of IKEA as a shopping destination have given the brand a unique allure for shoppers.

Brand-building strategies were once limited to the consumer realm, but now they are becoming more important for B2B brands as well. Intel, Xerox, IBM, and service providers such as Krystal Klean and Cisco are among the suppliers who have built brand names among business customers.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

The height of the point \_\_\_\_ the surface of the Earth's ellipsoid is geodetic height.

- a. under
- b. above
- c. near

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

### БИЛЕТ № 12

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

A major aspect of developing a successful new product involves methods used for identifying a product and distinguishing it from competing offerings. Both tangible goods and intangible services are identified by brands, brand names, and trademarks. A brand is a name, term, sign, symbol, design, or some combination that identifies the products of one firm and differentiates them from competitors' offerings. A brand name is that part of the brand consisting of words or letters included in a name used to identify and distinguish the firm's offerings from those of competitors.

Good brands are easy to pronounce, recognize, and remember: Crest, Visa, and Dell are examples. Global firms face a real problem in selecting brand names, because an excellent brand name in one country may prove disastrous in another. Most languages have a short a, so Coca-Cola is pronounceable almost anywhere. But an advertising campaign for E-Z washing machines failed in the United Kingdom because the British pronounce z as "zed." Brand names should also convey the right image to the buyer. One effective technique is to create a name that links the product with its positioning strategy. Brand names also must be legally protectable. Trademark law specifies that brand names cannot contain words in general use, such as television or automobile. Generic words—words that describe a type of product—cannot be used exclusively by any organization. On the other hand, if a brand name becomes so popular that it passes into common language and turns into a generic word, the company can no longer use it as a brand name. Once upon a time, aspirin, linoleum, and zipper were exclusive brand names, but today they have become generic terms and are no longer legally protectable.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

The figure of the Earth \_\_\_ by a level surface coinciding with the surface of the World Ocean in a state of complete rest and equilibrium, according to continued under the continents is geoid.

- a. forming
- b. formed
- c. forms

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннй язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 13**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Before money, people could not buy and sell. There was trade; but it had to be two-way trade: people exchanged goods. For example, they exchanged food for clothes. With money, buying and selling became two things that could happen at different times and with different people. A person could sell food to somebody on one day and get money for it; a week later, he or she could use the money to buy clothes from a third person. There have been metal coins for thousands of years. Some of the earlier coins were used in Turkey, and they were made of gold and silver. But this caused problems. People used to take very small bits of metal from each coin. Each coin was then a bit smaller, so people wanted more coins for their goods, and prices went up. Metal coins were used by the Greeks thousands of years ago. The Greek drachma was made of silver. For hundreds of years, it was the most common kind of money for trade in Europe and parts of Asia. The Greeks even put drachma into the mouths of dead people: they believed the money would pay for their journey to the next world. The Romans also used silver and gold coins. But the emperor Nero decided to put less gold and silver into the coins in order to make money for himself. After that, nobody wanted to use the coins, and this had a very bad effect on the Roman economy. The world had learned a lesson: money only works if people believe in its value. Coins can be heavy. (For example, the people of Yap, an island in the Pacific, use stone coins; the biggest were about four meters across).

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

The height of the point \_\_\_ the surface of the Earth's ellipsoid is geodetic height.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннй язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)

аттестации	
Составил	Н.Л. Бороненкова

### БИЛЕТ № 14

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

In 1950, the first credit card was made. It was the Diners Club card, and it could only be used in 200 restaurants in New York. Today, almost all shops, hotels and restaurants in the world take credit cards, so people do not have to carry a lot of coins and notes with them when they travel. As with anything there are advantages and disadvantages to using credit cards.

Advantages:

Immediate Access: Need a new set of tires? Credit can help with an expensive, unexpected emergency and give you the flexibility to pay it over time.

Security: Lose cash, and it's gone. Lose a credit card, and it can be cancelled. Also, if you report a lost or stolen card promptly, you're protected against its unauthorized use.

Record Keeping: Your credit card statement is an itemized list of your monthly expenditures, which can be helpful when it comes to budgeting.

Convenience: Credit cards are accepted at more places than checks, and they're generally faster to use.

Rewards: Using a credit card with a rewards program may earn you benefits like free travel.

Disadvantages: The main disadvantage to credit card usage is its cost to you in interest and fees. Wise use of credit means understanding those costs and acting accordingly.

Keep track of your spending to ensure that you can repay your credit card bill in full when it comes due each month.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

#### Complete the sentence.

Land legislation consists \_\_\_ the Constitution of the Russian Federation, federal laws, laws of the constituent entities of the Russian Federation, decrees of the President of the Russian Federation, decrees of the Government of the Russian Federation, acts of executive authorities of the constituent entities of the Russian Federation, acts of local governments within their competence.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

### БИЛЕТ № 15

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

As more and more retailers enter the world of on-line shopping, consumer demand for more innovative business structures are growing. Russia's e-commerce sector is fairly young compared to other markets, largely due to poor infrastructure and delivery services and a distrust of modern payment methods. But now that some 40 percent of the country's adult population is regularly using the Internet, on-line shopping is becoming a lifestyle for an increasing number of people. "Russia's e-commerce market is steadily developing due to higher broadband Internet penetration and an underdeveloped retail market in the

regions,” said Peter Prabhu, an independent consultant for e-commerce ventures in Russia. On-line food shopping is becoming increasingly popular in big Russian cities. For example, “Eco Food Moscow” links customers through its Facebook site to farms in the Moscow region, from which they can order food boxes of fresh meat, milk, cheese and vegetables from local farms. Goods can be pre-ordered in advance online or purchased on the spot. Some companies offer free pick-ups of deliveries from their stores across the city, or deliveries straight to the home for a small fee. Research conducted by Citibank and Google suggests that Russia’s e-commerce industry is booming. Russians spent about 600 billion rubles (\$20billion) on on-line shopping in 2011 and the figure is forecast to increase by 200-300 billion rubles every next year. “The main barriers to growth in the e-commerce market are delivery inefficiencies and the unpopularity of on-line payment methods,” said e-commerce consultant Prabhu. “Once these barriers are broken down, we will see higher growth”.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

The subject of land law are public relations that arise about and in connection with the provision, use and protection of\_\_\_.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 16**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

LVMH ( Louis Vuitton, Moet, Hennessy ) manufacturers and sells luxury goods, such as designer clothes, watches and bags. There are several companies in the group. LVMH has 60 famous brands, such as Luis Vuitton, Givenchy, Kenzo, Donna Karan, Christian Dior. It has 1,500 stores worldwide and is expanding its network. It employs 56,000 people. Its head office is in France, but 63% of its staff work outside France.

Sales in Louis Vuitton division rose 22% to 1.175 bn euros (\$1.26bn) in the fourth quarter. Total sales at the LVMH group rose 4% to 12.7 bn euros last year. Bernard Arnault, chairman, said that the fashion and leather goods division of LVMH made “excellent progress”.

LVMH had excellent sales because of its strong brands, store openings and successful new product launches. One of its new products, the Tambour watch, did not have huge sales but it brought customers into stores.

Sales in the US, Japan and France were good. Fewer Japanese tourists travelled last year, but they brought more goods in their home market. Recently, LVMH opened a large store in Japan, which is doing well.

LVMH is a creative and innovative group. It aims to impress its customers with its high quality and long-lasting products. Its new products – particularly in cosmetics – depend a lot on research and development. LVMH controls every detail of the brand’s image.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

The device \_\_\_ measuring the length of the line on the ground is called steel surveying tape.

- a. of
- b. with
- c. for

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностранный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 17**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Investing thousands of pounds in the recruitment and training of each new graduate recruit may be just the beginning. Choosing the wrong candidate may leave an organization paying for years to come. Few companies will escape all of the following failures: people who panic at the first sign of stress; those with long impressive qualifications list who seem incapable of learning; people who avoid fulfilling their duties; unstable people and people late discovered to be thieves. Less dramatic, but just as much a problem, is the person who simply does not come up to the expectations, who is not reliable, who never becomes “high-flyer” or even a usual performer. The first point you should remember at the recruitment stage is that people do not change. Intelligence levels decline modestly, but change little over their working life. The same is true of abilities, such as learning languages and handling numbers. Most people like to think that personality can change – especially such negative features as impulsiveness, low esteem or lack of emotional warmth. But data collected over 50 years give a clear message: still the same stable figures after all these years. Skills can be improved, and new ones introduced but at rather different rates. People can be sent onto training courses, lectures, or experimental weekends. But there is a cost to all of this, which may be much higher than the price of the course. Better to select for what you actually see rather than attempt to change it.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Choose ONE answer.**

What \_\_\_ the names of the conventional signs indicating the boundaries of the plots on the plan?

- a. is
- b. are
- c. am

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностранный язык в профессиональной деятельности
------------	--

Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

### БИЛЕТ № 18

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

**Bob, USA** *Do we need the Federal Reserve in the USA? Why should we pay taxes to have another big bank?*

**Katia, German National Bank**

Central or national banks help both the government and the other banks in the country. The basic function of a central or national bank is maintaining price stability by using a variety of methods. In many cases, the role of a central bank is encouraging financial stability. Sometimes a central bank has a monitoring role which may involve supervising the commercial banks. It often holds reserves for the other banks. In some countries the central bank controls the supply of money by deciding how much money other banks have to hold as reserve's. In many countries the central bank issues and prints the currency. Some also manage the exchange rate of a country's currency.

**Joelle, France** *What Is the purpose of the European Central Bank?*

**Marie, consultant for the ECB, Belgium**

The ECB is very important to the euro-zone. Its main function is keeping prices stable in the euro-zone and inflation just under two percent. The ECB is the central bank for the euro, the common currency in the European Union euro-zone member states. The first task of the ECB is deciding on and implementing monetary policy. This includes setting the interest rates for banks in the euro-zone. Then the banks decide how much interest to charge or pay customers for their business. It is also responsible for carrying out foreign exchange. Holding and managing the official foreign reserves of the euro area countries is a very important job for the ECB. In addition, the ECB has to regulate the payment systems within the eurozone and make sure that it works without problems. Keeping the countries within the euro-zone economically stable is a very important function of the ECB.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

The \_\_\_ of leveling a surface with a calm relief occurs by squares.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

### БИЛЕТ № 19

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

**Who is more in debt: men or women?**

A recent study by the Debt Foundation shows that it is young men who have the biggest debts on their credit cards, but it is young women who have the biggest problems with paying the debt. Why the difference? Many people think that women are just bad at managing money. They cannot stop buying new shoes,



handbags, or clothes when they see them, and so they borrow money on store cards that you can get from big shops. But the results of the survey show this is simply not true. Young men, it seems, use store cards as much as women. Sometimes, they are worse. Also, they save less money than women from their salaries. They open fewer saving accounts than women and take bigger risks with their finance, investing in things like shares. Young men are also less likely to have insurance on their homes and possessions. The real reason women can't pay is that women usually have debts on basic things for the home like rent and services simply because they are poorer and often have to support children or older parents on low incomes. The study shows that today at the age of 24 most women earn 15% less than men and have more responsibilities with family and children. These are the real causes of debt problems. But the worst news from the survey is that, because of their poverty, women often cannot go to big banks to borrow money. They have to use other service companies that charge the highest rates of interest. So, they suffer more and pay more in interest because their family needs are more desperate. The result is that there are more women who have their gas or electricity turned off for non payment.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

### Complete the sentence.

In the coordinate system based on the Gauss-Kruger projection, the \_\_\_ (x) axis is taken to be the axial meridian of the zone.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

### БИЛЕТ № 20

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

In many countries heart disease kills a lot of women and even more men. There are five causes of heart disease: bad diet, heart disease in the family, not enough exercise, smoking, stress. The most important cause, however, is stress. But what is stress? Stress is everywhere in our daily life. The main causes of stress are death, marriage, money, moving house, taking exams and changing jobs. We often feel stress when something is wrong in our life, but we cannot change it. Some people have to do what they don't like doing every day! This is a stressful situation. Stress on the job costs American companies as much as \$ 150 billion a year in lower productivity, employee sick leave, and higher medical costs. Stress is a prevalent and costly problem in today's workplace. Three quarters of the office workers today say they suffer from stress at work. About one-third of workers report high levels of stress. One-quarter of employees view their jobs as the number one stressor in their lives. Three-quarters of employees believe the worker has more on-the-job stress than a generation ago. Evidence also suggests that stress is the major cause of turnover in organizations. The Kenexa Research Institute released a global survey of almost 30,000 workers which showed that females suffered more workplace stress than their male counterparts. According to the survey, women's stress level were 10% higher for those in supervisory positions, 8% higher stress in service and production jobs than men, and 6% higher in middle and upper management than men in the same position.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

In the coordinate based on the Gauss-Kruger projection, the \_\_\_ (y) axis is taken to be the equator.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 21**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

**The Sverdlovsk region: Investments Today**

According to the estimations of «Expert» magazine the Sverdlovsk region ranks the fourth in Russia in terms of investment attractiveness. There are objective reasons for that: the labour potential and the volume of industrial production. Only export-oriented Khanty-Mansiysky Autonomous region, Krasnoyarsky Krai and Moscow overtake the Sverdlovsk region.

The Sverdlovsk region is very attractive for investors. No one other subject of Federation has such an investment dynamics. The Sverdlovsk region has the lead in investments, the total of 50 000 000 USD and 689 joint ventures. The largest investors are: Germany, USA, and Great Britain. America is the region's leading investor. «Coca-cola», «Pepsi» and «USWest» are three largest American investors.

90 investment projects have been worked out for the next 5 years, they are assigned to the technical re-equipment and development of equipment, apparatus, and machines of the existing generation for medicine, ecology, construction, transport, telecommunications, and reorganization in housing.

**Regional Development Program**

Any government program designed to encourage the industrial and economic development of regions be set by joblessness or other economic hardship. Most industrialized countries have adopted some type of regional program since World War II. The most common method of encouraging development is to offer grants, loans, and loan guarantees to companies relocating or expanding in the region. France, for example, has offered subsidies related to the amount of investment and the number of new jobs created, as well as loans, interest subsidies, and free land sites.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

In all societies, prescriptive laws \_\_\_ relations between people.

- a. regulate
- b. regulates
- c. regulated

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)

аттестации	
Составил	Н.Л. Бороненкова

### БИЛЕТ № 22

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The Enterprise Hub Network has chosen 40 of the most promising Enterprise Hub companies to take part in this investor event through a series of regional competitions. The winners have all shown exceptional levels of innovation and market potential, and each company offers a fantastic opportunity to the right investor.

The enterprise Hub Showcase event brings together 40 of the South East's most exciting young companies, exhibiting their products and potential to investors. Every company exhibiting at the event has high-growth potential, and all are developing products and services unique in their fields. Backed up by the exceptional business support services of the Enterprise Hub Network, these companies are the blue chips («голубые фишки» - надежные компании, приносящие стабильную прибыль) of tomorrow, and they are all looking for investment today. Don't miss out on this chance to get involved early!

The Enterprise Hub Showcase event gives investors a unique chance to see a wide range of the South East's pioneering, high-growth companies in one place. It's an ideal place for investors to meet dynamic young companies that need capital to realize their potential.

#### Don't Miss Out!

This is a unique opportunity to meet rapidly growing companies with huge potential that are actively looking for investment:

- see 40 of the most promising companies in the South East in one place;
- meet with high-growth young companies looking for early-stage investment;
- compare and contrast different investment opportunities from a variety of industries under one roof;
- negotiate face-to-face with the most promising six companies in the South East.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

There are two \_\_\_ namesake entities, the Ural Federal District and the Ural economic region.

- a. officially
- b. unofficial
- c. official

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраннный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

### БИЛЕТ № 23

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

The Urals Economic Region takes one of the leading positions in the economic complex of the Russian Federation. Among all economic areas of the Russian Federation the Urals is distinguished by equal social and economic development. Its shares in population, industry and agriculture are balanced. The territory of the Urals Economic Region is *as large as that of* many European countries. As regards its modern social and

material potential it can be compared with the British Midlands, the American Appalachians, the German Ruhr, etc.

On a territory of almost one million square kilometres an industrial supercomplex has grown up with well established internal communications and wide possibilities of access both to European and Asian markets. The Urals is crossed by the important railways and motor roads. This determines its beneficial geographical and economic position.

The most highly developed branches of the Urals regional industry are ferrous and non-ferrous metallurgy, electrical power engineering, machinebuilding, metal processing, chemical, timber and woodworking industries. Many kinds of products manufactured by enterprises of the Urals prove to be irreplaceable and are in great demand both all over the country and abroad.

The region is actively developing diplomatic, economic and cultural contacts with Eastern and Western countries and with the American continent. More than 500 joint ventures, 49 commercial banks are successfully working here. The frontier economic-geographic position of the Urals economic region was, is and will be a key asset of its development in the past, present and future.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

The Ural Federal District \_\_\_\_ the status of full territorial unit of the Russian Federation in 1993.

- a. was received
- b. received
- c. receives

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 24**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Four types of common organizational structures are implemented in the real world. The first and most common is a functional structure. This is also referred to as a bureaucratic organizational structure and breaks up a company based on the specialization of its workforce. Most small-to-medium sized businesses implement a functional structure. Dividing the firm into departments consisting of marketing, sales, and operations is the act of using a bureaucratic organizational structure.

The second type is common among large companies with many business units. Called the divisional or multidivisional structure, a company that uses this method structures its leadership team based on the products, projects, or subsidiaries they operate. A good example of this structure is Johnson & Johnson. With thousands of products and lines of business, the company structures itself so each business unit operates as its own company with its own president.

Flatarchy, a newer structure, is the third type and is used among many startups. As the name alludes, it flattens the hierarchy and chain of command and gives its employees a lot of autonomy. Companies that use this type of structure have a high speed of implementation.

The fourth and final organizational structure is a matrix structure. It is also the most confusing and the least used. This structure matrixes employees across different superiors, divisions, or departments. An employee working for a matrixed company, for example, may have duties in both sales and customer service.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

**Complete the sentence.**

Sometimes, we can \_\_\_ these rules without suffering any penalty.

Федеральное государственное бюджетное образовательное учреждение высшего образования  
**УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ**

Дисциплина	иностраный язык в профессиональной деятельности
Вид промежуточной аттестации	Дифференцированный зачет (8 семестр)
Составил	Н.Л. Бороненкова

**БИЛЕТ № 25**

Задание 1. Чтение и перевод оригинального текста (за 1 академ. час с использованием словаря)

Businesses of all shapes and sizes use organizational structures heavily. They define a specific hierarchy within an organization. A successful organizational structure defines each employee's job and how it fits within the overall system. Put simply, the organizational structure lays out who does what so the company can meet its objectives.

This structuring provides a company with a visual representation of how it is shaped and how it can best move forward in achieving its goals. Organizational structures are normally illustrated in some sort of chart or diagram like a pyramid, where the most powerful members of the organization sit at the top, while those with the least amount are at the bottom.

Not having a formal structure in place may prove difficult for certain organizations. For instance, employees may have difficulty knowing to whom they should report. That can lead to uncertainty as to who is responsible for what in the organization.

Having a structure in place can help improve efficiency and provide clarity for everyone at every level. That also means each and every department can be more productive, as they are likely to be more focused on energy and time.

**Centralized Versus Decentralized Organizational Structures**

An organizational structure is either centralized or decentralized. Traditionally, organizations have been structured with centralized leadership and a defined chain of command. The military is an organization famous for its highly centralized structure, with a long and specific hierarchy of superiors and subordinates.

Задание 2. Устное сообщение по теме

Задание 3. Практическое задание

The territory of the Ural Federal District covers 1788,9 thousand \_\_\_ kilometers.