

**МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ**  
**Федеральное государственное автономное образовательное учреждение**  
**высшего образования**  
**«СЕВЕРО-КАВКАЗСКИЙ ФЕДЕРАЛЬНЫЙ УНИВЕРСИТЕТ»**  
**Пятигорский институт (филиал) СКФУ**  
**Колледж Пятигорского института (филиала) СКФУ**

**УТВЕРЖДАЮ**

Директор Пятигорского института  
(филиал) СКФУ

\_\_\_\_\_ Т.А. Шебзухова

«\_\_» \_\_\_\_\_ 20\_\_ г.

## **ФОНД ОЦЕНОЧНЫХ СРЕДСТВ**

для проведения текущего контроля и промежуточной аттестации

(ЭЛЕКТРОННЫЙ ДОКУМЕНТ)

По дисциплине	Иностранный язык
Специальность	38.02.04 Коммерция (по отраслям)
Форма обучения	очная
Учебный план	2021
Объем занятий: Итого	147 ч.,
В т.ч. аудиторных	118 ч.
Практических занятий	118 ч.
Самостоятельной работы	29 ч.

Дата разработки:

**МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ**  
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**Вопросы к экзамену**  
**по дисциплине Иностранный язык**

1. Расскажите о личных местоимениях в английском языке, приведите примеры.
2. Расскажите о притяжательных местоимениях в английском языке, приведите примеры.
3. Расскажите об указательных местоимениях в английском языке, приведите примеры.
4. Расскажите о вопросительных местоимениях в английском языке, приведите примеры.
5. Расскажите о возвратных местоимениях в английском языке, приведите примеры.
6. Расскажите об образовании множественного числа существительных в английском языке, приведите примеры.
7. Расскажите об исчисляемых и неисчисляемых существительных в английском языке, приведите примеры.
8. Расскажите об употреблении наречий much, many, little, few с исчисляемыми и неисчисляемыми существительными в английском языке, приведите примеры.
9. Расскажите об образовании притяжательного падежа существительных в английском языке, приведите примеры.
10. Расскажите о неопределённом, определённом и нулевом артикле в английском языке, приведите примеры.
11. Расскажите об образовании неопределённых местоимений some, any, no и их производных, приведите примеры.
12. Расскажите об употреблении оборота there is ... there are в английском языке, приведите примеры.
13. Расскажите об образовании сравнительной степени сравнения прилагательных и наречий в английском языке, приведите примеры.
14. Расскажите об образовании превосходной степени сравнения прилагательных и наречий в английском языке, приведите примеры.
15. Расскажите о типах вопросов в английском языке, приведите примеры.
16. Расскажите о правилах образования количественных и порядковых числительных в английском языке, приведите примеры.
17. Расскажите об образовании PresentIndefiniteTense, приведите примеры.
18. Расскажите об образовании PastIndefiniteTense, приведите примеры.
19. Расскажите об образовании FutureIndefiniteTense, приведите примеры.
20. Расскажите об образовании PresentContinuousTense, приведите примеры.
21. Расскажите об образовании PastContinuousTense, приведите примеры.
22. Расскажите об образовании FutureContinuousTense, приведите примеры.

23. Расскажите об образовании PresentPerfectTense, приведите примеры.
24. Расскажите об образовании PastPerfectTense, приведите примеры.
25. Расскажите об образовании FuturePerfectTense, приведите примеры.
26. Расскажите об образовании страдательного залога в английском языке, приведите примеры.
27. Расскажите о модальных глаголах в английском языке, приведите примеры.
28. Расскажите об образовании степеней сравнения прилагательных и наречий в английском языке, приведите примеры.
29. Расскажите о видах местоимений в английском языке, приведите примеры.
30. Расскажите о глаголе to be в английском языке, приведите примеры.
31. Расскажите об общем вопросе в английском языке, приведите примеры.
32. Расскажите о специальном вопросе в английском языке, приведите примеры.
33. Расскажите о вопросе к подлежащему в английском языке, приведите примеры.
34. Расскажите об альтернативном вопросе в английском языке, приведите примеры.
35. Расскажите о разделительном вопросе в английском языке, приведите примеры.

### **Критерии оценивания компетенций**

Оценка «5» - «отлично» ставится за развернутый, полный, безошибочный устный ответ, в котором выдерживается план, содержащий введение, сообщение основного материала, заключение, характеризующий личную, обоснованную позицию студента по спорным вопросам, изложенный литературным языком без существенных стилистических нарушений.

Оценка «4» - «хорошо» ставится за развернутый, полный, с незначительными ошибками или одной существенной ошибкой устный ответ, в котором выдерживается план сообщения основного материала, изложенный литературным языком с незначительными стилистическими нарушениями.

Оценка «3» - «удовлетворительно» ставится за устный развернутый ответ, содержащий сообщение основного материала при двух-трех существенных фактических ошибках, язык ответа должен быть грамотным.

Оценка «2» - «неудовлетворительно» ставится, если студент во время устного ответа не вышел на уровень требований, предъявляемых к «троечному» ответу.

Составитель \_\_\_\_\_ Л.Л. Бойко  
(подпись)

« \_\_\_\_ » \_\_\_\_\_ 20 \_\_\_\_ г.

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**Ролевая игра**  
по дисциплине Иностранный язык

**Тема 7.2.** Прибытие в страну

**Концепция игры:** Образовательная цель: добиться прочного усвоения знаний по теме.

Развивающая цель: научить анализировать, правильно употреблять термины.

**Роли:**

А) P<sub>1</sub>

Б) P<sub>2</sub>

**Ожидаемый (е) результат (ы):** выучить диалог наизусть

Ticket clerk: Next please. Hello. How can I help you?

Larry: I'd like to buy a ticket to London.

Ticket clerk: Would you like one way or round trip?

Larry: Round trip.

Ticket clerk: When will you be leaving?

Larry: When does the next plane leave?

Ticket clerk: In about two hours.

Larry: I'd like a ticket for that flight please.

Ticket clerk: First class or coach?

Larry: Coach.

Ticket clerk: OK, let me check availability. I am sorry. Tickets for that flight are sold out.

Larry: How about the one after that?

Ticket clerk: Let me see. Yes, that one still has seats available. Would you like to reserve a seat for you?

Larry: Yes, please.

Ticket clerk: That'll be 120 dollars.

Larry: OK.

Ticket clerk: Thank you, here's your change.

**Тема 7.5.** В отеле.

**Концепция игры:** Образовательная цель: добиться прочного усвоения знаний по теме.

Развивающая цель: научить анализировать, правильно употреблять термины.

**Роли:**А) P<sub>1</sub>Б) P<sub>2</sub>**Ожидаемый (е) результат (ы):** выучить диалог наизусть

At the hotel.

Hotel guest: Hello. Is that room service?

Hotel clerk: Yes, sir. What can I do for you?

Hotel guest: This is room 25. I'm leaving very early tomorrow morning. I must be at the airport at 8. I'd like to book a taxi, if possible.

Hotel clerk: Certainly, sir. What time is convenient for you?

Hotel guest: I really don't know. How long will it take me to get to the airport?

Hotel clerk: About an hour, I guess.

Hotel guest: Then, will you book a taxi for 6.30?

Hotel clerk: All right, sir.

Hotel guest: Can I have breakfast in my room, please?

Hotel clerk: Sure. What kind of breakfast would you like?

Hotel guest: Something very light: some toasts, jam and coffee.

Hotel clerk: Very good. What time shall I serve breakfast?

Hotel guest: At 6 o'clock sharp, please.

**Тема 9.4. Работа с жалобами****Концепция игры:**

Образовательная цель: добиться прочного усвоения знаний по теме.

Развивающая цель: научить анализировать, правильно употреблять термины.

**Роли:**А) P<sub>1</sub>StogovБ) P<sub>2</sub>Parson**Dealing with Complaint.****Stogov:** Hello, is that Parson's Garage?**Parson:** Yes, this is Fred Parson.**Stogov:** Good. This is Stogov. What I wanted to say was that I can't quite understand why you have sent me another bill for \$25, considering that I've paid this bill already. I think it was at least four weeks ago.**Parson:** Oh, sorry about that. You see, we've got a new girl in the office and she hasn't quite got the hang of things yet. Just ignore it, will you? Sorry to have caused you this inconvenience. It won't happen again, – at least, I hope not.**Stogov:** So do I. Good afternoon.**Ожидаемый (е) результат (ы):** выучить диалог наизусть)**Роли:**А) P<sub>1</sub>PetrovБ) P<sub>2</sub>Ward**Making an Appointment.****Petrov:** Hello. May I speak to Me Ward, please?**Ward:** Speaking. Who is it, please?**Petrov:** Good morning, Mr Ward. This is Petrov, Mr Gromov's assistant. Mr Gromov had to fly to Chicago on urgent business last night. He could not see you personally and he asked me to get in touch with you and settle the matter you discussed.

**Ward:** Sure, MrPetrov. I'll tell you what. Could you come over to my office, say, about 4 o'clock?

**Petrov:** Yes, that's fine for me, Mr Ward. I'll be there.

**Ward:** O.K., I'll be expecting you. And I can give you a ride afterwards

**Ожидаемый (е) результат (ы):** выучить диалог наизусть)

### **Критерии оценивания компетенций**

*Отметка "5" выставляется, если обнаруживается понимание материала, обосновываются суждения, студент демонстрирует способность применить полученные знания на практике, привести примеры не только из учебника, но и самостоятельно составленные; студент излагает материал последовательно с точки зрения логики предмета и норм литературного языка.*

*Отметка "4" выставляется, если студент дает ответ, удовлетворяющий тем же требованиям, что и для отметки "5", но допускаются 1-2 ошибки.*

*Отметка "3" выставляется, если излагает материал неполно и допускает неточности в определении понятий или формулировке правил, понятий; не умеет достаточно глубоко и доказательно обосновать свои суждения и привести свои примеры; излагает материал непоследовательно и допускает ошибки в языковом оформлении излагаемого.*

*Отметка "2" выставляется, если студент обнаруживает незнание большей части соответствующего раздела изучаемого материала, допускает ошибки в формулировке определений и правил, искажает их смысл, беспорядочно и неуверенно излагает материал.*

Составитель \_\_\_\_\_ Бойко Л.Л.  
(подпись)

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**Перечень дискуссионных тем для круглого стола**  
по дисциплине Иностранный язык

**Тема 2.4. Моя любимая книга. Мой любимый фильм.**

1. My favourite Russian writer
2. My favourite foreign writer
3. My favourite genre
4. My favourite books

**Тема 4.7. Выдающиеся актеры и музыканты**

1. My favourite Russian actors
2. My favourite British actors
3. My favourite American actors
4. My favourite Russian musicians
5. My favourite British musicians
6. My favourite American musicians

**Тема 6.1. Моя будущая специальность - менеджер**

1. The concept of "Management" means of governance.
2. The concept of "Management" - the manner and way of communicating with people - both this power and the art of management
3. The concept of "Management" is the ability to govern.
4. The concept of "Management" is treated as an administrative unit.
5. Management in the West is used in many meanings namely: - management Science; - the Art of management; - Social layer of managers.
6. Characteristics of management.
7. Management starts with planning
8. The essence of management in the words of Peter F. Drucker.

**Критерии оценивания компетенций**

**Оценка «отлично»** выставляется студенту, если изложение полученных знаний полное, в системе, в соответствии с требованиями учебной программы; допускаются единичные несущественные ошибки, самостоятельно исправляемые учащимися

**Оценка «хорошо»** выставляется студенту, если изложение полученных знаний полное, в системе, в соответствии с требованиями учебной программы; допускаются, отдельные несущественные ошибки, исправляемые учащимися после указания преподавателя на них

**Оценка «удовлетворительно»** выставляется студенту, если изложение полученных знаний неполное, однако это не препятствует усвоению последующего программного материала; допускаются отдельные существенные ошибки, исправляемые с помощью преподавателя

**Оценка «неудовлетворительно»** выставляется студенту, если изложение учебного материала неполное, бессистемное, что препятствует усвоению последующей учебной информации; существенные ошибки, не исправляемые даже с помощью преподавателя

Составитель \_\_\_\_\_ Бойко Л.Л.  
(подпись)

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## **Комплект разноуровневых заданий**

по дисциплине Иностранный язык

### **Тема 3.1. Великобритания**

#### **1 Задачи репродуктивного уровня**

##### **Задание 1. Finish the sentences:**

1. London is ...
  2. London is situated ...
  3. London is divided into ...
  4. The City is ...
  5. Westminster is ...
  6. The West End is ...
  8. The East End is ...
  9. The East End is populated by ...
  10. The population of London is ...
- задание 2. Рассказать о достопримечательностях Лондона.

#### **2 Задачи реконструктивного уровня:**

##### **Задание 1. Put the correct form of the verb "to be":**

1. They..... a party next Saturday. Will you come?
2. Today the weather ..... nice, but yesterday it..... cold.
3. I ..... hungry. Is there anything to eat?
4. Where ..... you ..... at 11 o'clock next Friday?
5. Why ..... you so angry yesterday?
6. This time next year I..... in Paris.

##### **задание 2. Вставьте слово much, many:**

1. Thank you very....
2. My friend didn't make ... mistakes.
3. How ... money have you got?
4. There isn't ... milk in the bottle.
5. I haven't got ... time, but I'll try to help you.
6. Have your parents been to ... countries?

7. There weren't ... people in the street.
8. Has your son made ... friends in France?
- Dan doesn't spend ... money on his clothes.
9. You watch TV too....
10. Was there ... traffic in sight?

задание 3. Вставьте предлоги:

1. Barbara plays ...the piano well.
2. ....my mind, it was the most stupid thing he could do.
3. Translate these words... English... Russian.
4. My brother gave the money ... me.
5. Learn this poem... heart.

### **Задание 2. Make up questions to the given sentences:**

1. London is the capital of Great Britain. (What ...?)
2. Traditionally London is divided into several parts: the City, Westminster, the West End and the East End. (What parts ...?)
3. London is situated on the both banks of the river Thames. (Where ...?)
4. About half a million people work in the City, but less than 6 thousand live there. (How many ...?)
5. Westminster is the historic center of London. (What ...?)
6. The best hotels, shops, restaurants and theatres are situated in the West End. (Where ...?)
7. The port of London is in the East End. (Where ...?)
8. The East End is populated by working class families. (Who ...by?)
9. Its population is about 8 million people. (How many ...?)

### **3 Задачи творческого уровня**

#### **Задание 1 Will and be going to for expressing future (Intermediate):**

1. „It is getting dark" - „I \_\_\_\_\_ turn on the light".
2. „The tape recorder doesn't work" I \_\_\_\_\_ repair it".
3. He \_\_\_\_\_ see his Granny on Sunday.
4. I think they \_\_\_\_\_ pass the exam.
5. „The bag is so heavy, I can't carry it" - „I \_\_\_\_\_ help you".
6. I don't want to go home by bus. I \_\_\_\_\_ walk.
7. Do you think John \_\_\_\_\_ phone us tonight?
8. Take an umbrella with you. It \_\_\_\_\_ rain.
9. It's Tom's birthday tomorrow. We \_\_\_\_\_ give him a present.
10. I think he \_\_\_\_\_ like his present.

#### **Задание 2. Will, be going to and the Present Continuous for expressing future (Advanced):**

1. He \_\_\_\_\_ win. He always does.
  - a) is going to
  - b) will
2. The train is leaving in ten minutes. I'm afraid we \_\_\_\_\_ be late.
  - a) will
  - b) are going to
3. I don't think they \_\_\_\_\_ come tonight.
  - a) are going to

- b) will
4. If it gets any colder, it \_\_\_\_\_ snow.  
a) will  
b) is going to
5. I can't come with you. I \_\_\_\_\_ my grandparents.  
a) am going to visit  
b) am visiting
6. Don't worry, Mum. I \_\_\_\_\_ write to you every day.  
a) will  
b) am going to
7. Believe it or not, but I \_\_\_\_\_ to skip school any longer.  
a) won't  
b) am not going to
8. I \_\_\_\_\_ be late any more, I promise.  
a) won't  
b) am not going to
9. What \_\_\_\_\_ you \_\_\_\_\_ this evening?  
a) will do  
b) are doing
10. I've got a lot to do today. My family \_\_\_\_\_ by the ten o'clock train.  
a) will come  
b) is coming

## **Тема 5.2. Экономика США.**

### **1. Задачи репродуктивного уровня.**

#### **1. Прочитать текст, выписать новые слова и выражения.**

### **ECONOMY OF THE U.S.A.**

The United States of America is a highly developed industrialized country. Shipbuilding, electronics, automobile industry, aircraft industry, space research are highly developed in the States.

Each region of the United States has characteristics of its own due to the differences in climate, landscape and geographical position.

Great Lakes, Atlantic Coast, Pennsylvania, New Jersey are biggest industrial regions of the country.

The United States has a lot of mineral deposits or resources such as coal, gold, silver, copper, lead and zinc. The south, especially Texas is rich in oil. The coalfields of Pennsylvania are rich in coal. There are plenty of coal mines.

Illinois, Iowa, Nebraska is the richest farming region of America and it is known as the Corn Belt. The land is fertile and well watered. They grow mostly corn and wheat there. Much livestock is also raised here.

There is a lot of fruit raising area. For example, California oranges, grapefruit, lemons, as well as other fruits, wines and vegetables are shipped all over the States and to other parts of the world. The most important crops grown in the States are also tobacco, soy-beans, peanuts, grapes and many others. There are a lot of large and modern cities, but a great proportion of the country consists of open land dotted with farmhouses and small towns. The usual average town, in any part of the United

States, has its *Main Street* with the same types of stores selling the same products. Many American residential areas tend to have a similar look. As to big cities their centres or downtowns look very much alike. Downtown is the cluster of skyscrapers imitations of New York giants.

New York City is die first biggest city of the States. Its population is more than eight million people. It is a financial and advertising business centre. It is also a biggest seaport of the Hudson River. Industry of consumer goods is also developed here.

Chicago with a population of more than three and a half million is the second largest city in the U.S.A. It deals in wheat and other grains, cattle meat processing and manufacturing. Other big cities are Huston, an oil refining and NASA space research centre, New Orleans, a cotton industry centre, Los Angeles with Hollywood, Phyladelphia, a shipping commercial centre, Detroit, a world's leading motor car producer and many others.

## **2. Выучить наизусть новые слова и выражения.**

### **2. Задачи реконструктивного уровня:**

#### **1. Выберите в скобках правильную степень прилагательного:**

1. Nick is (happier, thehappiest) boythat I know. – Ник – самый счастливый мальчик, которого я знаю.
2. Of the six cars, I like the silver one (better, best). – Из шести машин мне нравится серебристая больше всего.
3. Jane’s notebook is (cheaper, the cheapest) than mine. – Ноутбук Джейн дешевле, чем мой.
4. This is (more delicious, the most delicious) cheese-cake I have ever had! – Это самый вкусный чизкейк, который я пробовала!
5. This bookcase is (more beautiful, the most beautiful) than that one. – Этот книжный шкаф красивее, чем тот.
6. Do you feel (better, the best) today than yesterday? – Ты чувствуешь себя лучше сегодня, чем вчера?
7. I think my cat is (prettier, the prettiest) of all the cats in the world. – Думаю, что моя кошка – самая красивая кошка в мире.
8. Steve Jobs is (more famous, famouser) than Stephen Wozniak. – Стив Джобс более известен, чем Стивен Возняк.
9. This week the weather is (hotter, more hot) than last week. – На этой неделе погода жарче, чем на прошлой неделе.
10. Our new house is (more expensive, expensiver) than the old one. – Наш новый дом дороже, чем старый.
11. Girls are usually (cleaner, more clean) than boys. – Девочки обычно более чистые, чем мальчики.
12. Chemistry was (harder, the hardest) subject at school. – Химия была самым трудным предметом в школе.

#### **2. Дайте степени сравнения прилагательных.**

*Например: wet – wetter – the wettest*

*expensive – more expensive – the most expensive*

1. big (большой)
2. clever (умный)
3. good (хороший)
4. pleasant (приятный)
5. poor (бедный)
6. bad (плохой)
7. funny (смешной)
8. important (важный)
9. sunny (солнечный)
10. far (далекий)
11. comfortable (удобный)
12. wise (мудрый)

### 3. Задачи творческого уровня:

#### 1. Найти ответы на вопросы в тексте:

1. What industries are highly developed in the U.S.?
2. What mineral deposits are there?
3. What plants are grown in the U.S.? Why?
4. What can you say about the usual average town?

#### 2. Подготовить сообщение по тексту.

## Тема 8.4. Деньги

### 1. Задачи репродуктивного уровня.

#### 1. Прочитать текст, выписать новые слова и выражения.

#### GLIMPSES OF HISTORY OF MONEY

At different periods of time and in different parts of the world many different commodities have served as money. These commodities were: cattle, sheep, furs, leather, fish, tobacco, tea, salt, shells etc. The experts underline that to serve effectively as money, a commodity should be fairly durable, easily divisible, and portable. None of the above-mentioned commodities possessed all these qualities, and in time they were superseded by precious metals.

First they were superseded by silver and later by gold.

When a payment was made the metal was first weighed out. The next stage was the cutting of the metal into pieces of definite weight and so coins came into use.

Paper money first came into use in the form of receipts given by goldsmiths in exchange for deposits of silver and gold coins. After goldsmiths became bankers their receipts became banknotes. That's how the first banknotes came into existence. At first coins were worth their face value as metal. But later token coins of limited value as legal tender were issued. Now smaller denomination coins are made from bronze and are often referred to as *coppers*. Bigger denomination coins are made from cupronickel and are usually called *silver*.

#### 2. Выучить наизусть новые слова и выражения.

### 2. Задачи реконструктивного уровня:

#### Раскройте скобки, употребляя глаголы в Present или Past Simple.

1. We (not to rest) yesterday.
2. My brother (not to drink) coffee yesterday.
3. My mother always (to take) a bus to get to work, but yesterday she (not to take) a bus. Yesterday she (to walk) to her office.
4. You (to talk) to the members of your family every day? - Yes, I .... But yesterday I (not to talk) to them: I (to be) very busy yesterday.

5. You (to come) home at six o'clock yesterday? - - No, I .... Yesterday I (to come) home from school at half past eight. I (to be) very tired. I (to have) dinner with my family. After dinner I (to be) very thirsty. I (to drink) two cups of tea. Then I (to rest).

### 3. Задачи творческого уровня:

#### 1. Найти ответы на вопросы в тексте:

1. What commodities served as money in the past ?
2. What are the requirements of a commodity to serve as money ?
3. Why did precious metals start to serve as money ?
4. What precious metal was used first to serve as money ?
5. What precious metal was used then ?
6. How did coins come into existence ?
7. How did paper banknotes come into existence ?
8. What coins are called *silver* ?
9. What are *coppers* ?

#### 2. Подготовить сообщение по тексту.

#### Критерии оценивания компетенций:

*Отметка "5" выставляется, если студентом не допущено в работе ни одной ошибки, а также при наличии в ней 1 негрубой ошибки. Учитывается качество оформления работы, аккуратность студента, отсутствие орфографических ошибок.*

*Отметка "4" выставляется, если студент допустил 2 ошибки, а также при наличии 2-х негрубых ошибок. Учитывается оформление работы и общая грамотность.*

*Отметка "3" выставляется, если студент допустил до 4-х ошибок, а также при наличии 5 негрубых ошибок. Учитывается оформление работы*

*Отметка "2" выставляется, если студент допустил более 4-х ошибок.*

Составитель \_\_\_\_\_ Бойко Л.Л.  
(подпись)

« \_\_\_\_ » \_\_\_\_\_ 20 \_\_\_\_ г.

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«\_\_» \_\_\_\_\_ 20\_\_ г.

**Вопросы для собеседования**  
по дисциплине Иностранный язык

**Тема 1.5. Жизнь в городе и в деревне**

- 1) Do people prefer living in the country or in the city?
- 2) Why do people live in cities?
- 3) What are houses in the city provided with?
- 4) What means of transport are there in the city?
- 5) How can city dwellers broaden their cultural outlook?
- 6) Where can people get a bite or a drink in the city?
- 7) What kinds of entertainment can people find in big cities?
- 8) What do big cities suffer from?
- 9) What is pleasing to our eyes in the countryside?
- 10) Why is country life good for a healthy living?
- 11) What are country people like?
- 12) What are the disadvantages of living in the country?
- 13) Do you find the English proverb “The grass is always greener on the other side of the fence” true to life?

**Тема 2.6. Еда. Покупки**

1. Where do the families buy their food?
2. Which family eats more fresh food?
3. Which family’s food do you prefer? Why?
4. What food do you usually buy?
5. Is food a pleasure for you?
6. What do you normally eat in a typical day?
7. Do you ever cook?

8. Do you ever eat “unhealthy” food? How do you feel about it?
9. Are you trying to cut down on anything at the moment?
10. Are people’s diets in your country getting better or worse?

### **Тема 3.1. Великобритания**

1. Which one is the official name of the country?
2. What channel separates the United Kingdom of Great Britain and Northern Ireland from the continent?
3. What seas is the UK washed by?
4. How many countries does the UK consist of?
5. Which is the highest mountain in the UK?
6. What are the most important rivers for the UK?
7. Who rules Britain officially?
8. How many chambers does the British Parliament have?
9. The capital of the UK is:
10. Who rebuilt St. Paul’s Cathedral?
11. Traditionally London is divided into ... parts.
12. The Tower has served as ...
13. What is Buckingham Palace famous for?
14. What holiday do the English celebrate on October, 31?
15. For breakfast Englishman always have ...
16. Who sits in the British Parliament on a wool-sack covered with red cloth?
17. According to the tradition the faces of Big Ben are light when ...
18. What park is the most famous in London?

### **Тема 4.3. Традиции и праздники англоговорящих стран.**

1. What nation is considered to be the most conservative in Europe?
2. What are the best examples of their conservatism?
3. What are the most popular English traditions?
4. What is the original name of Halloween?
5. What is a popular Scottish event?
6. What is the Eisteddfod?
7. How do British people celebrate their holidays?
8. What British holidays do you know?
9. What British traditions do you know?

### **Тема 6.2. Навыки управления**

1. Why are you interested in working in our company?
2. Would you mind telling me a little bit about your current occupation?
3. Could you also tell me a little bit about your previous job experience?



4. How long did the internship last?
5. Could you say a few words about your main education?
6. Do you have any additional certificates?

### **Тема 7.2. Прибытие в страну**

1. Do you like to travel?
2. What is the best way to study geography?
3. What do you do during your vacation?
4. Discuss the qualities of an ideal vacation?
5. What do you call «a good vacation»?
6. Where do people from countryside like going on vacation?
7. Where do city-dwellers usually spend their holidays?
8. Why do most travelers carry a camera with them?
9. What does travelling give us?
10. How does travelling on business help you?
11. What means of travelling do you know?
12. What does travelling by plane combine?

### **Тема 7.5. В отеле**

1. How many stars does this hotel have?
2. Do you have any vacancies?
3. How far is it from the ...?
4. How long will you be staying for?
5. What sort of room would you like?
6. Do you have wheelchair access?
7. What's the price per night?
8. Can you offer me any discount?
9. Could I see the room?
10. Where is the Golden Ring Hotel located?
11. What kinds of services do large hotels offer their guests?
12. Where can the guests order a taxi, rent a car, book train and air tickets in advance?
13. Where can the guests have their things washed and pressed?
14. Where can the guests clean their clothes?

### **Тема 8.1. Банки и их деятельность**

1. What is the basic idea of international trade?
2. What is the difference between domestic and international trade?
3. What Is International Trade?
4. Does International Trade help to develop the country or pretends to reduce its economy?
5. What useful things does International Trade bring to our country?
6. What are the difficulties in developing International Trade?
7. Who makes these difficulties?
8. What does the word credit mean?
9. What are the credits?
10. What are the credits relations?
11. What elements of monetary system do you know?

12. What are the currency markets?

**Тема 8.4. Деньги.**

1. What is the history of the development of money?
2. How did the man decide to create money?
3. How did the tradition of the currency appear?
4. When did the first coins appear?
5. When did the first paper money appear?
6. What quality does money make valuable?

**Тема 9.1. Письмо-запрос**

1. Structure of the Enquiry Letter
2. Expressions to the Enquiry Letter
3. Features of the Enquiry Letter

**Тема 9.2. Заказ товара**

1. Structure of the Letter of order
2. Expressions to the Letter of order
3. Features of the Letter of order

**Тема 9.3. Отказ от товара**

1. Structure of the Letter of Refusal of Order
2. Expressions to the Letter of Refusal of Order
3. Features of the Letter of Refusal of Order

**Тема 9.4. Работа с жалобами**

1. Structure of the Letter of complaint
2. Expressions to the Letter of complaint
3. Features of the Letter of complaint

**Тема 10.1. Типы компаний Великобритании**

1. What is the most common type of company in the U.K.?
2. Are all limited liability companies joint-stock companies?
3. What can you say about the types of the following companies?

**Тема 11.1. Условия контракта**

1. How many operators are sitting in the room of the credit-card processing center?
2. What are they supposed to answer in the situation when the computer is flashing the "stolen card" message?
3. What reward does a storekeeper get for retaining a stolen card?
4. How many purchases can a cardholder make during a single day not to alert the operator?
5. What do criminals do to decide if a stolen card can be used again?

## **Тема 11.2. Поставка товара**

1. Which company is the seller?
2. Which company is the buyer?
3. How are the prices understood to be?
4. What date is understood to be the delivery date?
5. What shipping documents should be shown?
6. What is the guarantee period of the equipment?

### **Критерии оценивания компетенций**

*Отметка “5” выставляется, если полно излагается изученный материал, дается правильное определение предметных понятий; обнаруживается понимание материала, обосновываются суждения, студент демонстрирует способность применить полученные знания на практике, привести примеры не только из учебника, но и самостоятельно составленные; студент излагает материал последовательно с точки зрения логики предмета и норм литературного языка.*

*Отметка “4” выставляется, если студент дает ответ, удовлетворяющий тем же требованиям, что и для отметки “5”, но допускаются 1-2 ошибки, которые сам же исправляет, и 1-2 недочета в последовательности и языковом оформлении излагаемого.*

*Отметка “3” выставляется, если студент обнаруживает знание и понимание основных положений данной темы, но: излагает материал неполно и допускает неточности в определении понятий или формулировке правил, понятий; не умеет достаточно глубоко и доказательно обосновать свои суждения и привести свои примеры; излагает материал непоследовательно и допускает ошибки в языковом оформлении излагаемого.*

*Отметка “2” выставляется, если студент обнаруживает незнание большей части соответствующего раздела изучаемого материала, допускает ошибки в формулировке определений и правил, искажает их смысл, беспорядочно и неуверенно излагает материал. Оценка “2” отмечает такие недостатки в подготовке студента, которые являются серьезным препятствием к успешному овладению последующим материалом.*

Составитель \_\_\_\_\_ Бойко Л.Л.  
(подпись)

« \_\_\_\_ » \_\_\_\_\_ 20 \_\_\_\_ г.

**МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ**  
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«\_\_» \_\_\_\_\_ 20\_\_ г.

**Комплект заданий для контрольной работы**  
**по дисциплине Иностранный язык**

**Контрольная работа по английскому языку за 1 семестр**

**1. Вставьте *some, any, no, something, anything, nothing, everything, somebody, anybody, nobody, everybody* по смыслу:**

1. There is .... ink in my pen. 2. Is there ... snow in the street this morning? 3. My mother likes ... music. 4. .... is all right, the patient is better today. 5. Is there ... interesting in the programme of the concert? 6. I could see .... : it was quite dark. 7. Give me .... to drink. 8. Has .... in this group got a dictionary? 9. .... left a magazine in our classroom yesterday. 10. Are there ... mistakes in my dictation? \_\_\_\_\_

**2. Вставьте *some, any, no, something, anything, nothing, everything, somebody, anybody, nobody, everybody* по смыслу:**

1. There were ... students of our group at the consultation yesterday. 2. People need .... oxygen for breathing. 3. My new eyeglasses are very good, I can see .... now. 4. I saw .... near the wood that looked like a tent. 5. I don't know .... about this town. 6. I could see ....: it was dark. 7. Please, tell us the story . .... knows it. 8. Has ... here got a red pencil? 9. Would you like... tea? 10. It happened ... years ago. \_\_\_\_\_

**3. Вставьте *some, any, no, something, anything, nothing, everything, somebody, anybody, nobody, everybody* по смыслу:**

1. Are there... chess-players here? 2. There are ... diagrams in the new book. 3. There are ... letters for you on the table. 4. Does .... mind if I smoke? 5. There is ..... at the door. Can you go and see who it is? 6.... could answer the question. It was too difficult. 7. Give me .... to read, please. 8. Where is the book? Is it on the table? – No, there is ... there. 9. I didn't take any money with me, so I could not buy .... 10. Is there ... cheese on the plate?

**4. Вставьте *some, any, no, something, anything, nothing, everything, somebody, anybody, nobody, everybody* по смыслу:**

1. Would you like ... tea? 2. ... told me about this film yesterday so I decided to watch it. 3. I was ill yesterday so I didn't learn ...  
4. Did you watch ... on TV last weekend? 5. There was still ... snow in the street on March. 6. Could you give me ... coffee? 7. He is going to tell us... interesting.  
8. Did our director make ... contracts last week? 9. We haven't got ... sugar at home. 10. Last Sunday we enjoyed ... new performance at the theatre.

**5. Раскройте скобки, употребляя требующуюся форму прилагательного или наречия:**

1. This jacket is too small. I need a (large) size. 2. As the day went on, the weather got (bad). 3. What is (long) river in the world? 4. This hotel is (beautiful) than that one. 5. It was (bad) experience in my life. 6. Peter is (intelligent) person I know.  
7. The Volga is (short) than the Mississippi. 8. Which is the (beautiful) place in this part of the country? 9. This boy knows English (good) than other student in our group.  
10. January is (cold) month of the year. \_\_\_\_\_

**6. Раскройте скобки, употребляя требующуюся форму прилагательного или наречия:**

1. Which is (large): the USA or Canada? 2. St.Petersburg is one of (beautiful) cities in the world. 3. What is (high) mountain in Asia? 4. This nice-looking girl is (clever) student in our group. 5. Chinese is (difficult) than English. 6. My sister speaks English (bad) than I do. 7. It is (warm) in Sochi than in Moscow 8. Summer is (good) season of the year. 9. Who is (young) engineer in your office? 10. My brother can skate (good) than my sister. \_\_\_\_\_

**7. Раскройте скобки, употребляя требующуюся форму прилагательного или наречия:**

1. Your handwriting is (good) than it was last year. 2. I am (old) than he is.  
3. What is (frosty) month in your region? 4. My mother goes to the theatre (often)  
5. This is the (beautiful) view I have ever seen in my life. 6. Your handwriting is now (good) than it was last year. 7. Which is the (hot) month of the year? 8. The Alps are (high) than the Urals. 9. My sister speaks English (bad) than I do.  
10. My sister is the (tall) girl in her class. \_\_\_\_\_

**8. Вставьте *much, many, little, a little, few, a few* по смыслу:**

1. Hurry ! We haven't got .... time. 2. We didn't have any money but Tom had ....so we could buy sweets. 3. Her father died .... years ago. 4. He had ... English books at home, so he had to go to the library for more books. 5. She can't be a teacher. She 's got .... patience with children. 6. The task was very difficult that is why we asked ... questions at the lesson. 7. Hurry! We have ... time. 8. I last saw Tom ..... days ago. 9. This car is very expensive: it uses ... petrol. 10. There were ... new words in the text and we spent a lot of time learning them.

**9. Вставьте *much, many, little, a little, few, a few* по смыслу:**

1. This town is not well-known and there isn't much to see, so .... tourists come here. 2. Would you like some cake? – Thank you, but only ..... 3. Tom drinks ... milk – one litre a day. 4. There was ... water in the river and they decided to cross it. 5. I'd like to say ... words about my journey. 6. My granny knows .... interesting things.  
7. We have ... time, let's go for a walk. 8. I learn English so I have ... English books at home. 9. I have a small car. It uses ... petrol. 10. How ... times have you gone to the Tretyakov Gallery?.

**10. Вставьте *much, many, little, a little, few, a few* по смыслу:**

1. There are very .... old houses in our street but a lot of new ones. 2. I have .... money, so we can go to the cinema. 3. How ... time have you got?  
4. I have .... friends because I like to communicate with different people.  
5. How ... money did they spend? 6. There's too..... snow. We can not ski today.  
7. I'm so sorry, I'm going to be minutes later. 8. My brother is a young teacher. Every day he spends ... time preparing for his lessons. 9. I know I very ... about this writer. It is the first book I am reading. 10. The pupils of our class ask ... questions at the lesson. They want to know everything.

**11. Вставь в пропуски правильные притяжательные местоимения, выбирая между основными и абсолютными формами**

1. ... (you) friends are very nice; 2. Is that ... (she) hotel? 3. ... (I) country is bigger than ... (you); 4. This car isn't ... (they); 5. ... (he) mother is a teacher and (she) is a judge; 6. Where is ... (they) restaurant? 7. How many people are there in ... (you) city? - About two million and in ... (you)? 8. I'm going to visit a friend of ... (I) tomorrow; 9. These are not ... (you) shoes. Those are ... (you). 10. This is ..... (she) plan. \_\_\_\_\_

**12. Заполните пропуски, используя личные местоимения в основном или объектном падежах**

1. Who is that pretty girl? — Why are you looking at \_\_\_\_\_? 2. This is Ann. \_\_\_\_\_ is having lunch in the cafe. 3. Please, listen to \_\_\_\_\_. I want to tell you something very important. 4. These kittens are so nice! Do you want to look at \_\_\_\_\_. 5. Look at the children! \_\_\_\_\_ are playing hide-and-peek! 6. We like this house. We're going to buy \_\_\_\_\_. 7. Where are the keys to our flat? I can't find \_\_\_\_\_. 8. Alice and Albert are married. \_\_\_\_\_'ve got two children. 9. Where is Mark? I want to talk to \_\_\_\_\_. 10. This snake is poisonous. I'm very afraid of \_\_\_\_\_.

## Контрольная работа по английскому языку за 3 семестр

### Вариант 1

#### **I. Раскройте скобки, употребляя в Past Simple или Past Continuous:**

1. I (to go) to the cinema yesterday.
2. I (to go) to the cinema at four o'clock yesterday.
3. I (to go) to the cinema when you met me.
4. I (to do) my homework the whole evening yesterday.
5. I (to do) my homework when mother came home.
6. I (to do) my homework yesterday.
7. I (to do) my homework from five till eight yesterday.
8. I (to do) my homework at six o'clock yesterday.
9. I (not to play) the piano yesterday.
10. I (not to play) the piano at four o'clock yesterday. I (to read) a book.

#### **II. Раскройте скобки, употребляя глаголы в Present Perfect или Past Simple.**

1. Last night I (to feel) tired and (to go) to bed very early.
2. Where you (to spend) your holidays?
3. You ever (to spend) your holidays in the Crimea?
4. While traveling in the Crimea I (to meet) your friend.
5. I never (to visit) that place.
6. He (to visited) that place last year.
7. I just (to get) a letter from Tom.
8. You (to take) any photographs while traveling in the south?
9. He (to be) abroad five years ago.
10. You (to be) in the Caucasus last year?

#### **III. Закончите предложения, употребляя сложное дополнение:**

1. The teacher said to the pupils: "Learn the rule." — The teacher wanted ...
2. "Be careful, or else you will spill the milk," said my mother to me. — My mother did not want ...
3. "My daughter will go to a ballet school," said the woman. — The woman wanted ..
4. The man said: "My son will study mathematics." — The man wanted ...
5. "Oh, father, buy me this toy, please," said the little boy. — The little boy wanted ...
6. "Wait for me after school," said Ann to me. — Ann wanted ...

### Вариант 2

## **I. Раскройте скобки, употребляя в Past Simple или Past Continuous:**

1. When I (to come) home, my little sister (to sleep).
2. When Nick (to come) home, his brother (to play) with his toys.
3. When mother (to come) home, I (to do) my homework.
4. When father (to come) home, Pete (to sleep).
5. When mother (to come) home, the children (to play) on the carpet.
6. When I (to get up), my mother and father (to drink) tea.
7. When I (to come) to my friend's place, he (to watch) TV.
8. When I (to see) my friends, they (to play) football.
9. When I (to open) the door, the cat (to sit) on the table.
10. When Kate (to open) the door, the children (to dance)

## **II. Раскройте скобки, употребляя глаголы в Present Perfect или Past Simple:**

1. Helen speaks French so well because she (to live) in France.
2. She (to live) there last year.
3. The rain (to stop) and the sun is shining in the sky again.
4. The rain (to stop) half an hour ago.
5. Mary (to buy) a new hat.
6. I (to buy) a pair of gloves yesterday.
7. The wind (to blow) off the man's hat, and he cannot catch it.
8. The weather (to change), and we can go for a walk.
9. The wind (to change) in the morning.
10. We (to travel) around Europe last year.

## **III. Закончите предложения, употребляя сложное дополнение:**

1. "Fix the shelf in the kitchen," my father said to me. — My father wanted ...
2. "It will be very good if you study English," said my brother to me. — My brother wanted ...
3. "Fetch me some water from the river, children," said our grandmother. — Our grandmother wanted ...
4. "Come to my birthday party," said Kate to her classmates. — Kate wanted ...
5. The biology teacher said to us: "Collect some insects in summer." — The biology teacher wanted ...
6. "Don't eat ice cream before dinner," said our aunt to us. Our aunt did not want ...

**Контрольный срез № 1 по английскому языку за 1 семестр.**

**Вариант 1.**

**Exercise 1. Вставьте нужное слово.**

aunt brother-in-law cousin father-in-law grandchildren grandparents mother-in-law nephew niece sister-in-law son-in-law uncle wife
---

Robin and Ellie are sisters. They are married and each has children. Ellie has a daughter, Joan and a son, Josh. Her husband's name is Michael. Robin has a daughter, Maria and a son, Ted. Her husband is called Matthew.

Joan is Mathew and Robin's \_\_\_\_\_.

Josh and Ted are \_\_\_\_\_.

Ellie is Maria's \_\_\_\_\_.

Ted is Michael and Ellie's \_\_\_\_\_.

Matthew is Josh's \_\_\_\_\_.

Robin is Matthew's \_\_\_\_\_.

Maria is Joan's \_\_\_\_\_.

**Exercise 2. Вставьте в пропуски правильные притяжательные местоимения, выбирая между основными и абсолютными формами:**

1. ... (you) friends are very nice;
2. Is that ... (she) hotel?
3. ... (I) country is bigger than ... (you);
4. This car isn't ... (they);
5. ... (he) mother is a teacher and (she) is a judge;

**Exercise 3. Вставьте *some, any, no* или их производные.**

1. Here are ... books by English writers. Take ... book you like.
2. There are ... boys in the garden because they are at school.
3. I can see ... on the snow, but I don't know what it is.
4. Are there ... desks in the classroom? - Yes, there are many.
5. There are ... books on this desk, but there are....\_ exercise-books.
6. Did he say ... about it? - - No, he said ....
7. What shall I do now, Mom? I, have done my homework. - You can do ... you\* like.-
8. Are there ... maps on the walls? —No, there aren't ... .
9. Give me ... to read, please. - - With pleasure,
10. Has ... here got a red pencil?

**Exercise 4. Употребите нужную форму личных местоимений:**

- 1) I always speak to (he, him) in English. 2) What is the matter with (he, him) today? 3) He explains the lesson to (we, us) each morning. 4) There are some letters here for you and (I, me). 5) I know (she, her) and her sister very well.

**Exercise 5. Напишите слова, противоположные по значению**

1. Cheerful
2. Relaxed
3. Strong
4. Sensitive
5. Honest
6. Hard-working
7. Reliable



**Exercise 1. Вставьте нужное слово.**

aunt brother-in-law cousin father-in-law grandchildren grandparents mother-in-law nephew niece sister-in-law son-in-law uncle wife
---

Robin and Ellie are sisters. They are married and each has children. Ellie has a daughter, Joan and a son, Josh. Her husband's name is Michael. Robin has a daughter, Maria and a son, Ted. Her husband is called Matthew.

Joan is Mathew and Robin's \_\_\_\_\_.

Josh and Ted are \_\_\_\_\_.

Ellie is Maria's \_\_\_\_\_.

Ted is Michael and Ellie's \_\_\_\_\_.

Matthew is Josh's \_\_\_\_\_.

Robin is Matthew's \_\_\_\_\_.

Maria is Joan's \_\_\_\_\_.

**Exercise 2. Вставьте в пропуски правильные притяжательные местоимения, выбирая между основными и абсолютными формами:**

1. Where is ... (they) restaurant?
2. How many people are there in ... (you) city? - About two million and in ... (you)?
3. I'm going to visit a friend of ... (I) tomorrow;
4. These are not ... (you) shoes. Those are ... (you).
5. .... (we) car is better than..... (they).

**Exercise 3. Вставьте *some, any, no* или их производные.**

1. There was ... in the street because it was Very late.
2. ... wants to see him.
3. Is there ... here who knows this man?
4. Have you ... books on Dickens? I want to read ... about him. I have read ... books by Dickens and I am interested in the life of the writer.
5. Can ... tell me how to get to the Public Library? - - Yes, take ... bus that goes from here towards the railway station and get off at the third stop.
6. Please bring me ... apples, Mary.
7. That is a very easy question - - ... can answer it.
8. Are there ... pens on the desk? - - Yes, there are....
9. I don't know ... about your town. Tell me .., about it.
10. Is there ... in my group who lives in the dormitory?

**Exercise 4. Употребите нужную форму личных местоимений:**

- 1) I often see (they, them) in the bus. 2) She lives near (we, us). 3) (We, us) always walk to school together. 4) He teaches (we, us) English. 5) She sits near (I, me) during the lesson.

**Exercise 5. Напишите слова, противоположные по значению**

1. Friendly
2. Kind
3. Pleasant
4. Generous
5. Flexible
6. Ambitious
7. Clever

## Вариант 1.

### 1. Дайте русские эквиваленты данным словам и выражениям.

to live in the suburbs, industrial centre, educational centre, to get sick, to bring a lot of pleasure, in the midst of nature, to be pleasing to one's eyes, healthy living.

### 2. Дайте английские эквиваленты данным словам и выражениям.

наслаждаться жизнью большого города; предпочитать, городские жители; сельские жители; перекусить; аптека, высокий доход; преимущества и недостатки.

### 3. Закончите предложения.

1. The coldest season of the year is ...
2. Pupils have the longest holidays in ...
3. Spring has three months: March, April and ...
4. New Year starts in ...
5. We go to school on Monday, Tuesday, Wednesday, Thursday and ...
6. Rest days are Saturday and ...

### 4. Дополните предложения необходимыми числительными.

- 1 A year has ..... days.
- 2 A week has ..... days.
- 3 A year has ..... months.
- 4 A full-day has ..... hours.
- 5 A season has ..... months.
- 6 A minute has ..... seconds.
- 7 A month has ..... weeks.

### 5. Раскройте скобки, употребляя требующуюся форму прилагательного.

1. This man is (tall) than that one.
2. Asia is (large) than Australia.
3. The Volga is (short) than the Mississippi.
4. Which building is the (high) in Moscow?
5. Mary is a (good) student than Lucy.
6. The Alps are (high) than the Urals.
7. This garden is the (beautiful) in our town.
8. She speaks Italian (good) than English.
9. Is the word "newspaper" (long) than the word "book"?
10. The Thames is (short) than the Volga.
11. Oil is (light) than water.
12. We shall wait for a (dry) day to go on the excursion.
13. A bus is (fast) than a tram.
14. Take some of these sweets: they are very (nice). They are (nice) than the sweets in that box.
15. He clearly did not like the explanation, and as he listened to it, he became (angry) and (angry).

### 6. Переведите следующие предложения на английский язык.

1. Погода сегодня хуже, чем вчера. Сегодня холоднее, и идет дождь.
2. Моя комната не такая большая, как комната моей подруги, но она светлее и теплее.
3. Какая из этих книг самая интересная?
4. Ноябрь не такой холодный месяц, как январь.
5. Мой отец — очень занятый человек.
6. Магазины на нашей улице больше, чем магазины на вашей улице.
7. Наш телевизор такой же хороший, как этот.

## Вариант 2.

**1. Дайте русские эквиваленты данным словам и выражениям.**

to live on a farm, cultural centre, to be situated, to be provided with smth, bustle, to be spread out, proper job, state supported farm.

**2. Дайте английские эквиваленты данным словам и выражениям.**

современные удобства; скучать, сельские жители; перекусить, страдать от загрязнения; здоровый образ жизни; сельское хозяйство, преимущества и недостатки.

**3. Закончите предложения.**

1. The hottest season of the year is ...
2. September, October, November are the months of the ...
3. Winter months are: December, January and ...
4. Pupils begin to go to school in ...
5. The last day of the week is ...
6. After Monday goes ...

**4. Дополните предложения необходимыми числительными.**

- 1 A leap year has ..... days.
- 2 A year has ..... seasons
- 3 A season has ..... weeks.
- 4 A month has ..... or ..... or ..... or ..... days.
- 5 An hour has ..... minutes.
- 6 A season has ..... days.
- 7 A day has ..... hours.

**5. Раскройте скобки, употребляя требующуюся форму прилагательного.**

1. The Arctic Ocean is (cold) than the Indian Ocean. 2. Chinese is (difficult) than English. 3. Spanish is (easy) than German. 4. She is not so (busy) as I am. 5. It is as (cold) today as it was yesterday. 6. She is not so (fond) of sports as my brother is. 7. Today the weather is (cold) than it was yesterday. 8. This book is (interesting) of all I have read this year. 9. January is the (cold) month of the year. 10. My sister speaks English (bad) than I do. 11. He worked (hard) and (hard) as the end of the term came nearer. 12. The (tall) trees in the world grow in California. 13. Please be (careful) next time and don't spill the milk again. 14. Bobby was a (quiet) child. He was (quiet) than his sister. 15. Her eyes are (grey) than mine.

**6. Переведите следующие предложения на английский язык.**

1. Здание Московского университета - самое высокое в столице. 2. Наш город не такой большой, как Москва, но он такой же красивый. 3. Невский проспект — одна из самых красивых улиц Санкт-Петербурга. 4. Кто самый младший ученик в нашей группе? — Петров. Но он самый высокий. 5. Грамматика английского языка трудная, но английское произношение труднее. 6. Крым - одно из самых лучших мест для отдыха. 7. Сегодня он чувствует себя гораздо лучше

## Вариант 1

### 1. Раскройте скобки, употребляя глаголы в *Present Continuous* или в *Present Simple*.

1. I (to read) books in the evening. 2. I (not to read) books in the morning. 3. I (to write) an exercise now. 4. I (not to write) a letter now. 5. They (to play) in the yard now. 6. They (not to play) in the street now. 7. They (to play) in the room now? 8. He (to help) his mother every day. 9. He (to help) his mother every day? 10. He (not to help) his mother every day. 11. You (to go) to school on Sunday? 12. My friend (not to like) to play football. 13. I (not to read) now. 14. He (to sleep) now? 15. We (not to go) to the country in winter. 16. My sister (to eat) sweets every day. 17. She (not to eat) sweets now. 18. They (to do) their homework in the afternoon. 19. They (not to go) for a walk in the evening. 20. My father (not to work) on Sunday.

### 2. Выберите правильный вариант ответа.

1. What is the official name of Britain?

a) The United Kingdom b) The United Kingdom of Great Britain and Northern Ireland c) Great Britain

2. What parts does the UK consist of?

a) England, Scotland, Wales, Northern Ireland b) England, Scotland, Wales c) England, Wales, Northern Ireland

3. What river is the British capital situated on?

a) On the Severn b) on the Thames c) on the Mississippi

4. What is the capital of Scotland?

a) Belfast b) Edinburgh c) Cardiff

5. What is the capital of Northern Ireland?

a) Belfast b) Edinburgh c) Cardiff

6. What is the official name of the parliament building?

a) Buckingham Palace b) Westminster Palace c) The Houses of Parliament

7. What birds live in the Tower of London?

a) Sparrows b) Woodpeckers c) Ravens

8. What is the national drink in Britain?

a) Tea b) Coca-cola c) Beer

9. Which is the highest mountain in the UK?

a) Cape Horn b) Ben Nevis c) Everest

10. The biggest city in the USA is:

a) Washington b) New York c) Los Angeles

11. Washington D.C. is situated on the .....river.

a) Potomac b) Mississippi c) Colorado

12. How many states are there in the USA?

a) fifty b) fifteen c) fifty-one

13. The USA borders in the South:

a) Canada b) Mexico c) Hawaii

14. How many stripes are there on the USA flag?

a) fifty b) thirteen c) twenty five

## Вариант 2

### 1. Раскройте скобки, употребляя глаголы в *Present Continuous* или в *Present Simple*.

1. They (to read) many books. 2. They (to read) many books? 3. They (not to read) many books. 4. The children (to eat) soup now. 5. The children (to eat) soup now? 6. The children (not to eat) soup now. 7. You (to play) volley-ball well? 8. When you (to play) volley-ball? 9. What Nick (to do) in the evening? 10. He (to go) to the cinema in the evening? 11. We (not to dance) every day. 12. Look! Kate (to dance). 13. Kate (to sing) well? 14. Where he (to go) in the morning? 15. He (not to sleep) after dinner. 16. My granny (to sleep) after dinner. 17. When you (to sleep)? 18. Nina (not to sleep) now. 19. Where John (to live)? - - He (to live) in England. 20. He (to work) every day.

### 2. Выберите правильный вариант ответа.

1. Where is the UK situated?

a) On Victoria Island b) On New Zealand Island c) On the British Isles

2. What is the capital of Britain?

a) Washington b) Edinburgh c) London

3. What is the oldest part of London?

a) The City b) The West End c) The East End

4. What is the capital of Wales?

a) Belfast b) Edinburgh c) Cardiff

5. What is the symbol of England?

a) The thistle b) The daffodil c) The red rose

6. What is the London home of the Queen?

a) Buckingham Palace b) Westminster Palace c) The Houses of Parliament

7. What was the Tower of London?

a) A palace, a fortress, a shop b) A palace, a prison, a fortress c) A prison, a fortress, a library

8. What is the Tower of London now?

A) It is a palace b) It is a library c) It is a museum

9. How many chambers does the British Parliament have?

a) 3 b) 5 c) 2

10. The capital of the USA is:

a) New York b) London c) Washington

11. The USA is situated on the ..... America:

a) North b) South c) West

12. The longest river in the USA:

a) the Mississippi b) the Thames c) the Huron

13. What is the biggest state in the USA:

a) California b) Alaska c) Washington

14. How many stars are there on the USA flag?

a) fifty b) thirteen c) twenty five

## Контрольный срез № 2 за 2 семестр

### Вариант 1.

#### 1. Заполните пропуски глаголами в форме *Past Indefinite (Simple)*. Используйте глаголы из данного списка.

**start, want, have, continue, be, see, hit, become, wake**

Ludwig van Beethoven ... born in 1770 in Bonn, Germany. He ... a difficult and miserable childhood. His father, Johann, was a musician for the king. Johann ... to give Ludwig piano lessons before he was four years old. Ludwig was so small that he had to stand on the piano seat to reach the piano. When Johann ... how quickly Ludwig learned, he knew that his son had talent. He ... to make Ludwig into a concert performer, and he was very demanding. He ... Ludwig's hand when he made a mistake and often ... him up in the middle of the night to make him play for friends. Ludwig ... to study, and, in 1782, he ... the assistant organist for the king. He was only 12 years old!

#### 2. Раскройте скобки, употребляя глаголы в *Present* или *Past Simple*.

1. I (to go) to bed at ten o'clock every day.
2. I (to go) to bed at ten o'clock yesterday.
3. My friend (to know) Spanish very well.
4. Who (to ring) you up an hour ago?
5. I (not to have) history lessons every day.
6. One of her brothers (to make) a tour of Europe last summer.
7. I (to be) very busy yesterday.
8. My brother (not to drink) coffee yesterday
9. My mother always (to take) a bus to get to work, but yesterday she (not to take) a bus. Yesterday she (to walk) to her office

#### 3. Соотнесите праздник и дату его проведения.

- |                      |   |
|----------------------|---|
| 1. Thanksgiving Day  | a. 5 <sup>th</sup> November             |
| 2. Guy Fawkes Day    | b. 17 <sup>th</sup> March               |
| 3. Christmas         | c. 9 <sup>th</sup> May                  |
| 4. May Day           | d. 8 <sup>th</sup> March                |
| 5. Valentine's Day   | e. 31 <sup>st</sup> October             |
| 6. Halloween         | f. 1 <sup>st</sup> April                |
| 7. St Patrick's Day  | g. 14 <sup>th</sup> February            |
| 8. New Year's Day    | h. 25 <sup>th</sup> December            |
| 9. Easter            | i. 1 <sup>st</sup> January              |
| 10. April's Fool Day | j. March or April                       |
| 11. Victory Day      | k. 4 <sup>th</sup> Thursday of November |
| 12. Mother's Day     | l. 1 <sup>st</sup> May                  |

## Контрольный срез № 2 за 2 семестр

### Вариант 2.

#### 1. Заполните пропуски глаголами в форме *Past Indefinite (Simple)*. Используйте глаголы из данного списка.

**go, draw, fill, be, study, design, have, write, marry**

Leonardo da Vinci ... born in 1452 in the town of Vinci, near Florence, Italy. His parents never ..., so Leonardo lived with his father in Florence. Over the years, he ... four stepmothers and eleven stepsisters and stepbrothers. At the age of 15, Leonardo ... to work with a famous artist. He ... painting, sculpture, music, mathematics, and science. By 20, he was a master painter.

Da Vinci was a great inventor, too. He ... more than 1,000 inventions. For example, he ... a flying machine 400 years before the airplane was invented. He also designed an air conditioner, an alarm clock, a submarine, a bridge, and many other things. Da Vinci ... down all his ideas and observations in notebooks. He also ... the notebooks with more than 5,000 drawings of plants, animals, and the human body.

#### 2. Раскройте скобки, употребляя глаголы в *Present* или *Past Simple*.

1. My brother (to wash) his face every morning.
2. Yesterday he (to wash) his face at a quarter past seven.
3. He (to live) on the third floor.
4. It (to take) you long to find his house yesterday?
5. Your sister (to go) to school every day?
6. I (to have) dinner with my family yesterday
7. Queen Elizabeth II (to be) born in 1926.
8. We (not to rest) yesterday.
9. You (to talk) to the members of your family every day? - Yes, I .... But yesterday I (not to talk) to them.

#### 3. Соотнесите праздник и дату его проведения.

- |                      |   |
|----------------------|---|
| 1. Thanksgiving Day  | a. 17 <sup>th</sup> March               |
| 2. Christmas         | b. 5 <sup>th</sup> November             |
| 3. Halloween         | c. March or April                       |
| 4. Guy Fawkes Day    | d. 31 <sup>st</sup> October             |
| 5. May Day           | e. 9 <sup>th</sup> May                  |
| 6. New Year's Day    | f. 1 <sup>st</sup> April                |
| 7. Valentine's Day   | g. 14 <sup>th</sup> February            |
| 8. St Patrick's Day  | h. 8 <sup>th</sup> March                |
| 9. Mother's Day      | i. 25 <sup>th</sup> December            |
| 10. Victory Day      | j. 1 <sup>st</sup> January              |
| 11. Easter           | k. 4 <sup>th</sup> Thursday of November |
| 12. April's Fool Day | l. 1 <sup>st</sup> May                  |

### Контрольный срез № 1 за 3 семестр

**Exercise 1.** Перепишите следующие предложения, определите в каждом из них видовременную форму глагола-сказуемого в Present Perfect или Past Simple:

1. She just (to go) out.
2. She (to leave) the room a moment ago.
3. We (not yet to solve) the problem.
4. When it all (to happen)?
5. The morning was cold and rainy, but since ten o'clock the weather (to change) and now the sun is shining brightly.
6. Show me the dress which you (to make).
7. Oh, how dark it is! A large black cloud (to cover) the sky. I think it will start raining in a few minutes.
8. Oh, close the window! Look, all my papers (to fall) on the floor because of the wind.

**Exercise 2.** Match the words and phrases in column A with those in column B:

- |                        |                               |
|------------------------|-------------------------------|
| 1. room service        | a. остановиться в отеле       |
| 2. travel agency       | b. прибытие                   |
| 3. book tickets        | c. местоуокна                 |
| 4. arrival             | d. бюро путешествий           |
| 5. departure           | e. отправляться по расписанию |
| 6. leave on time       | f. купить билеты              |
| 7. stay at the hotel   | g. справочное бюро            |
| 8. windowseat          | h. бюро обслуживания          |
| 9. passport            | i. отправление                |
| 10. information office | j. паспорт                    |

**Exercise 3.** Используйте Present Perfect Simple вместо инфинитива в скобках:

1. 'Where's your father?'  
'I don't know. He just (to go out).'
2. 'Do you want to watch this film?'  
'Oh, no. I already (to see) it.'
3. 'What are you looking for? You (to lose) your glasses?'  
Let me help you.'



'Oh, thanks. I (to find) them already.'

4. She (to be) here several times, but she never (to buy) anything.

5. I (to know) you for many years, but I never (to hear) you speak like that before. What (to happen)?

**Exercise 4.** Choose the word that best completes the sentences from the list below (Выберите подходящее слово из списка и вставьте его в предложение):

accommodation, abroad, visit, arrives, journey, in advance, hotel

1. It's always more convenient to book tickets ...

2. London Tourist Board is here to help you enjoy your ... to London.

3. We can provide ... in a wide range of price categories in over 900 hundred hotels and guest houses of Berlin. 4. Will you tell me about the facilities offered by your ... ?

5. Good-bye! I wish you a pleasant ... .

6. She was as excited as a child about her first trip ... , and spent the next days buying clothes.

7. It ... at 11.00 but it may be a little late because the weather forecast is bad.

**Exercise 5.** Перепишите предложения и переведите их на русский язык, обращая внимание на разные значения глаголов to be, to have, to do:

1. Our plant is to increase the output of consumer goods.

2. These computers will have to perform millions operations per second.

3. The exam was to start in the morning.

4. I don't like a lot of paper work and red tape.

**Exercise 6.**

1. The legislature enacts laws that prevent fraudulent and unfair business practices. How is this form of law called?

2. What consumer rights are commonly protected by law?

## Контрольный срез № 2 за 3 семестр

**I Variant**

**1. Match the words on the left and on the right:**

1. travel                      a. reclaim

2. hand                      b. pass

3. baggage                      c. agency

4. boarding                      d. luggage

**2.** Перепишите следующие предложения. Выпишите из каждого глагол-сказуемое и определите его видовременную форму и залог.

Переведите предложения на русский язык:

1. The company will have found itself with excessive funds by the end of the month

2. Our bank has been financing this business for more than two years.

3. Ordinary shareholders receive their dividends only after the preference shareholders have been paid.

4. The number of people owning shares in companies had tripled by 1995.

5. It is expected that by the beginning of the next year the company will have received the necessary subsidy from the government.

**3. Put the words in order to make the sentences. Write them down.**

1. if/ scientist/ a/ you/ were/ machine/ would/ you/ a/ new/ you/ invent
2. at/ who/ did/ the/you/ meet/ airport?
- 3.lawyer/ you/ a/ work/ if/ you/ were/ court/ in/ would/ the
- 4.want/ me/ to/ some/ my/ I/ dad/ lend/money

**4. Задайте 4 типа вопросов к следующим предложениям:**

1. Less popular | products may be placed near the front of the store.
2. Travel agents often run competitions to increase sales.

**5. Fill in the gaps with either past perfect or past perfect continuous:**

1. I ..... (wait) at the cinema for an hour before Kim finally showed up.
2. Grandma ..... (go) to the supermarket before they got home from school.
3. They ..... (play) football all day so they were very tired in the evening.
4. .... (he/finish) making the lunch when the guests arrived?
5. I ..... (look) for a new bike for two months before I found one.

**6. Используйте слова в скобках для образования предложений в Future Simple (в утвердительной, вопросительной или отрицательной форме):**

- 1) They \_\_\_\_\_ football at the institute. (to play)
- 2) She \_\_\_\_\_ emails. (not / to write)
- 3) \_\_\_\_\_ you \_\_\_\_\_ English? (to speak)
- 4) My mother \_\_\_\_\_ fish. (not / to like)
- 5) \_\_\_\_\_ Ann \_\_\_\_\_ any friends? (to have)
- 6) His brother \_\_\_\_\_ in an office. (to work)
- 7) \_\_\_\_\_ they \_\_\_\_\_ the flowers every 3 days? (to water)
- 8) His wife \_\_\_\_\_ a motorbike. (not / to ride)
- 9) \_\_\_\_\_ Elizabeth \_\_\_\_\_ coffee? (to drink)

**II Variant**

**1. Fill in the gaps. Use the words below:**

Violence, peacefully, relations, disagree, resolve, prevent, peaceful, values

1. When people ... with each other, they may have conflicts.
2. Conflicts happen when people have different ideas or ... .
3. It isn't always possible to ... conflicts by ... means.
4. We must try to resolve conflicts ... because they can lead to ... or bad ... between people

**2. Rewrite the following sentences into the passive.**

1. John Napier designed the costumes for Cats.
2. They serve dinner from 7:00 pm onwards.
3. They have translated the book into 25 languages.
4. The company will publish the new Harry Potter book next month.
5. Has Brenda sent the invitations yet?

**3. Заполните пропуски по смыслу следующими словами:**

Economies of scale, internal finance, extending ownership, current income, encounter problems, diversify its product range, external finance, set up.

1. Without finance a new business could not be \_\_\_\_\_.
2. The current expenditure is normally financed from \_\_\_\_\_, that is from the money generated from the sale of the business's goods or services.
3. Growth allows the firm to \_\_\_\_\_ and open up new markets.
4. With growth come the benefits of \_\_\_\_\_ and a more secure position in the market.
5. A business, which does not develop and grow, will \_\_\_\_\_ in maintaining its market share.
6. The money that a business generates from its own assets is known as \_\_\_\_\_.
7. The money received from the injection of funds from outside the business is known as \_\_\_\_\_.
8. Attracting people outside the business who are prepared to invest money in its future is \_\_\_\_\_.

**4. Задайте 4 типа вопросов к следующим предложениям:**

1. The money generated from the sale of the business's goods or services.
2. The current expenditure will normally be financed from current income.

**5. Выберите правильный вариант ответа в прошедшем времени. Choose the correct variant in Past Simple:**

1. There isn't a cloud in the sky, but it (be) cloudy in the morning.  
a) is b) was c) were
2. Mrs. Clay usually finishes her work at half past three, but she (finish) it later yesterday afternoon.  
a) finish b) finishes c) finished
3. Every day I help my Mom about the house, but last week I was very busy with my exam. So I (not/help) her much.  
a) not helped b) didn't helped c) didn't help
4. Tom isn't playing tennis tomorrow afternoon, he (not/play) tennis yesterday.  
a) doesn't play b) didn't play c) didn't played
5. We generally have lunch at 12.30, but yesterday we (have lunch) later.  
a) had lunch b) have lunched c) had had lunch
6. Now my brother smokes a lot, but he (not/ smoke) before.  
a) hadn't smoked b) didn't smoke c) not smoked
7. The Frasers live in four-room apartment, but last year they (live) in a small house in the country.  
a) were living b) did live c) lived
8. I (get) to the market myself last time, but now I don't remember how to get there.  
a) getted b) goted c) got

9. How you (cut) your finger?

a) How have you cut b) How you cutted c) How did you cut

10. Jack (try) to remember what he had done last April.

a) was tried b) tried c) tried

### Контрольный срез № 1 за 4 семестр.

#### I Variant

#### 1. Match the words on the left and the endings on the right:

- |              |          |
|--------------|----------|
| 1. travel    | a. -ment |
| 2. attract   | b. -ler  |
| 3. encourage | c. -ter  |
| 4. chat      | d. -ion  |

#### 2. Put the words in order to make the sentences. Write them down;

1. if/ scientist/ a/ you/ were/ machine/ would/ you/ a/ new/ you/ invent
2. at/ who/ did/ the/you/ meet/ airport?
3. Could, rest, have, we, a, room, in, a, special.
4. Juice, I, and, order, a, salad, an, orange, a.
5. Restaurants, many, offer, to, their, them, visitors.

#### 3. Find the synonyms:

1. To prohibit – a) to create, b) not to allow, c) to prevent
2. Freedom – a) cruelty, b) violence, c) liberty
3. To disagree – a) to help, b) to be tolerant, c) to have different values

#### 4. Переведите следующие предложения на английский язык:

1. Сбор, изложение и оценка финансовой информации являются основными задачами финансового отдела.
2. Финансовые аналитики консультируют по вопросам о целесообразности новых инвестиционных проектов.
3. Выживание компании и ее рост и развитие тесно связаны.

#### 5. Выбери тенужную форму глагола:

1. It was 8.00 in the morning. A lot of people stood / were standing at the bus stop, waiting to go to work.
2. When I woke up this morning it rained / was raining.
3. What did you do / were you doing with that electric drill?  
I was putting up some book shelves in my bedroom.
4. The poor chap died / was dying. All we could do was comfort him.
5. My eyes ached because I had read / had been reading for three hours.

#### 6. Заполните пропуски по смыслу следующими словами:

satisfying, supply, popularity, product-oriented firm, buying public, consumer requirements, price rises, international, local, failure

1. Every firm usually possesses its own internal information about the \_\_\_\_\_ of its products and about its own sales.
2. The quantity of goods and services that producers offer at each price is called \_\_\_\_\_.
3. In a market-oriented firm one of the functions of marketing department is to find out \_\_\_\_\_.
4. A \_\_\_\_\_ first produces a product and then tries to sell it in the hope that the consumer will buy it.
5. Unlike demand, the quantity supplied of a good will increase as \_\_\_\_\_.
6. Markets can be \_\_\_\_\_, national or even \_\_\_\_\_.
7. \_\_\_\_\_ the wants and needs of consumers and anticipating these wants can make the difference between success and \_\_\_\_\_ in business.
8. Market researchers collect, analyze and interpret data to provide companies with information about the needs and desires of the \_\_\_\_\_.

## II Variant

### 1. Задайте 4 типа вопросов к следующим предложениям:

1. Markets can be local, national or even international.
2. Sellers - people wishing to sell goods and services.
3. A market typically has four elements.

### 2. Поставьте глагол в скобках в нужную форму (Present Indefinite). Переведите на русский язык:

1. It ( to mean) attracting finance from people outside the business who are prepared to invest in its future.
2. Growth ( to allow) the firm to diversify its product range and open up new markets.
3. A business, which ( to do) not develop and grow, will encounter problems.
4. These objectives ( to determine) how a business (to use) financial resources.
5. Firms (to borrow) money in order to finance a whole range of business activity.

### 3. Complete the sentences. Use the verbs in brackets in the present simple, present continuous, future simple or past simple. -

#### Поставьте глагол в скобках в нужное время.

1. I (see) you next week? I'd like to know something.
2. Children ( to like) to play with sand.
3. My friends (not to do) their homework now. They (to play) volley-ball.
4. Yesterday John (to get up), (to clean) his teeth but (not, to have) breakfast in the morning.
5. Jane (not to do) English exercises every day.
6. ... you (to buy) a new car last week?
7. My sister ( to graduate) from the University next year.
8. You (to eat) ice-cream now?
9. Her husband usually (to go) to his office by bus. He (to come) to the office at 9.30 am tomorrow.

10. Nowadays my brother (to smoke) a lot, but he (not/ smoke) before.

11. Why she (to cry) now?

**4. Переведите следующие предложения на английский язык:**

1. Повторное инвестирование является очень важным финансовым источником капиталовложения.

2. Финансовые решения зависят как от источников капитала, так и от использования денежных средств.

3. Все фирмы занимают деньги, для того чтобы финансировать свою коммерческую деятельность.

**5. Выберите правильный вариант, обращая внимание на исчисляемые и неисчисляемые существительные. Переведите предложения на русский язык:**

1. I'm going to buy new sunglasses / sunglasseses.

2. They gave us some advice / advices.

3. They are going to buy some new furniture / furnitures.

4. His hair / hairs is fair. He's got much information / informations about this firm.

**Контрольный срез № 2 за 4 семестр.**

**I Variant**

**1. Вставьте по смыслу пропущенные слова. Переведите предложения на русский язык:**

1. A... can be defined as any form of contact between... and ... for the purpose of buying and selling goods and services.

2. An ... may be influenced by ... such as personal tastes, the size of ... , advertising, the cost and availability of ... .

3. The ... of goods and ... that producers offer at each price is called ... .

4. Satisfying the ... and needs of ... and anticipating these wants can make the difference between ... and ... in business.

5. This is in complete ... to a product-oriented firm, which first ... a product and then tries to ... it in the hope that the consumer will ... it.

**2. Задайте 4 типа вопросов к следующим предложениям:**

1. One difficulty that confronts a firm is to decide what to produce.

2. The quantity of goods and services that producers offer at each price is called supply.

**3. Переведите следующие предложения на английский язык:**

1. Покупатели - это люди, желающие приобрести товары и услуги.

2. Продавцы - это люди, желающие продать товары и услуги.

3. Рынки могут быть местными, национальными или даже международными.

4. На спрос воздействуют такие факторы, как индивидуальные вкусы потребителей, размер их дохода, реклама и цена продукции.

5. Потребительский спрос - это количество товара, которое желает приобрести население.

6. Предлагаемые производителем товары, называются предложением.

**4. Образуйте прилагательные от следующих слов, переведите их на русский язык:**

hope, truth, beauty, rain, peace, help, colour, power, joy, care, use.

**5. Заполните пропуски по смыслу следующими словами:**

price, distribution, advertising, inventory size, place, products, profitably, promotion, satisfy, product, 'mix'.

1. What is marketing? Marketing is the creative process of satisfying customer needs\_\_\_\_\_.
2. What is 'the marketing mix'? It consists of the four Ps, providing the customer with the right\_\_\_\_\_ at the right \_\_\_\_\_, presented in the most attractive way (\_\_\_\_\_) and available in the easiest way (\_\_\_\_\_).
3. What is 'a product'? A product is not just an assembled set of components: it is something customers buy to\_\_\_\_\_ a need they feel they have.
4. What is 'price'? The product must be priced so that it competes effectively with \_\_\_\_\_ products in the same market.
5. What is 'promotion'? The product is presented to customers through \_\_\_\_\_ (TV commercials, posters, etc), packaging (design, labels, etc), publicity, P. R. and personal selling.
6. The term \_\_\_\_\_ is used implies that the price, promotion and place of \_\_\_\_\_ can be combined in different ways.
7. Place in a marketing mix includes such factors as d\_\_\_\_\_ channels, coverage of the market, locations of points of sale, \_\_\_\_\_,

**II Variant**

**1. Задайте специальные вопросы к следующим предложениям. Переведите вопросы на русский язык:**

1. Aspects to be considered in marketing a product include its quality, its features, style, brand name, size, packaging.
2. Marketing mix differs according to the type of product that is being sold.
3. The period of time over which a product appeals to customers is called the product life cycle.
4. Other products, particularly consumer durable products such as telephones and colour TVs, may have a much longer product life cycle.
5. One important factor that affects the marketing mix is the position of the product in its lifecycle.

**2. Заполните пропуски нужной формой модального глагола (can, have, must, may) и переведите:**

1. If the price of the product is higher than what competitors are charging then it ... be justified in some way.
2. A low price ... make consumers suspicious or the low price ... be thought of as a bargain.

3. The firm ... to identify what products the consumer wants and the way existing products... be adapted to meet consumer preferences more successfully.
4. It is this method that ... generate sales of the product.
5. Another products, particularly consumer durable products ... have a much longer product life cycle.

**3. Вставьте артикли где необходимо:**

1. ... Germany is ... most developed country in Europe. ... History and ... Computer Science were ... my favorite subjects.
2. I don't know ... nearest way to ... bank. ... Economics is one of ... most difficult disciplines at ... University.
3. Usually I get up at ... 7 o'clock in ... morning.
4. Will you have ... cup of ... tea?
5. I shall go to ... cinema with my... girlfriend.

**4. Поставьте глагол в скобках в нужную форму. Переведите предложения:**

1. Consequently, marketing (to be) the process of developing, pricing, distributing and promoting the goods.
2. Marketing therefore (to combine) market research, new product development, distribution, advertising, promotion, product improvement, and so on.
3. According to this definition, marketing (to begin) and (to end) with the customer.
4. Truly successful marketing (to understand) the customer so well that the product or service (to satisfy) a need so perfectly that the customer is desperate (to buy) it.
5. Of course this will only (to happen) if the product or service (to be) better than those of competitors.
6. A company that (to believe) in marketing is forward-thinking and (to do) not rest on its past achievements.

**5. Перепишите следующие предложения. Выпишите из каждого глагол-сказуемое и определите его видовременную форму и залог. Переведите предложения на русский язык:**

1. The Stock Exchange computers have been programmed to detect and flag possible errors for immediate correction.
2. The client has just put a large sum of money on his current account.
3. By the end of the week the company will have got a loan from the bank to pay for the machines it is going to buy.
4. For more than fifty years our bank has been financing the firms located in the parts of the country having high levels of unemployment.
5. The capital will have been raised by the next quarter.



## Критерии оценивания компетенций

- Оценка «5» ставится за работу, выполненную полностью без ошибок и недочётов.
- Оценка «4» ставится за работу, выполненную полностью, но при наличии в ней не более одной негрубой ошибки и одного недочёта, не более трёх недочётов.
- Оценка «3» ставится, если студент правильно выполнил не менее  $2/3$  всей работы или допустил не более одной грубой ошибки и двух недочётов, не более одной грубой и одной не грубой ошибки, не более трёх негрубых ошибок, одной негрубой ошибки и трёх недочётов, при наличии четырёх-пяти недочётов.
- Оценка «2» ставится, если число ошибок и недочётов превысило норму для оценки 3 или правильно выполнено не менее  $2/3$  всей работы.

Составитель \_\_\_\_\_ Бойко Л.Л.  
(подпись)

« \_\_\_\_\_ » \_\_\_\_\_ 20 г.