

**ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ  
УЧРЕЖДЕНИЕ ВЫСШЕГО ОБРАЗОВАНИЯ  
СТАВРОПОЛЬСКИЙ ГОСУДАРСТВЕННЫЙ АГРАРНЫЙ УНИВЕРСИТЕТ**

**УТВЕРЖДАЮ**

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« \_\_\_\_ » \_\_\_\_\_ 20\_\_ г.

**ФОНД ОЦЕНОЧНЫХ СРЕДСТВ (ОЦЕНОЧНЫХ МАТЕРИАЛОВ)**

**Б1.О.04 Иностранный язык**

38.03.05 Бизнес-информатика

Электронный бизнес

бакалавр

очная

# 1. Перечень планируемых результатов обучения по дисциплине, соотнесенных с планируемыми результатами освоения образовательной программы

Процесс изучения дисциплины направлен на формирование следующих компетенций ОП ВО и овладение следующими результатами обучения по дисциплине:

Код и наименование компетенции	Код и наименование индикатора достижения	Перечень планируемых результатов обучения по дисциплине
<p>УК-4 Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)</p>	<p>УК-4.2 Демонстрирует умение вести обмен деловой информацией в устной и письменной формах не менее чем на одном иностранном языке</p>	<p><b>знает</b></p> <ul style="list-style-type: none"> <li>- базовые правила грамматики (на уровне морфологии и синтаксиса);</li> <li>- базовые нормы употребления лексики и фонетики;</li> <li>- требования к речевому и языковому оформлению устных и письменных высказываний с учетом специфики иноязычной культуры;</li> <li>- иностранный язык в объеме, необходимом для получения и обмена деловой информацией</li> </ul>
		<p><b>умеет</b></p> <ul style="list-style-type: none"> <li>- начинать, вести/поддерживать и заканчивать диалог-расспрос об увиденном, прочитанном, диалог-обмен мнениями и диалог-интервью, соблюдая нормы речевого этикета;</li> <li>- делать сообщения и выстраивать монолог-описание, монолог-повествование и монолог-рассуждение;</li> <li>- извлекать новую информацию на основе анализа иноязычной литературы;</li> <li>- воспринимать на слух и понимать основное содержание иноязычных аутентичных общественно-политических, публицистических (медийных) и прагматических текстов, относящихся к различным типам речи, а также выделять в них значимую/запрашиваемую информацию.</li> </ul>
		<p><b>владеет навыками</b></p> <ul style="list-style-type: none"> <li>- восприятия, анализа, создания устных и письменных текстов разных типов и жанров;</li> <li>- общего и профессионального общения на иностранном языке;</li> <li>- самостоятельной работы с языковым материалом (лексикой, грамматикой, фонетикой) с использованием справочной и учебной литературы.</li> </ul>

## 2. Перечень оценочных средств по дисциплине

№	Наименование раздела/темы	Семестр	Код индикаторов достижения компетенций	Оценочное средство проверки результатов достижения индикаторов компетенций
1.	1 раздел. Unit 1			
1.1.	Computer application and configuration	1		Контрольная работа
2.	2 раздел. Unit 2			
2.1.	Inside the system	1		Контрольная работа
3.	3 раздел. Unit 3			
3.1.	Input/output devices	1		Контрольная работа
	Промежуточная аттестация			За
4.	4 раздел. Unit 4			
4.1.	Computer use and applications	2		Контрольная работа
5.	5 раздел. Unit 5			
5.1.	The Internet	2		
6.	6 раздел. Unit 6			
6.1.	Computer and design	2		Контрольная работа
	Промежуточная аттестация			Эк

## 3. Оценочные средства (оценочные материалы)

Примерный перечень оценочных средств для текущего контроля успеваемости и промежуточной аттестации

№ п/п	Наименование оценочного средства	Краткая характеристика оценочного средства	Представление оценочного средства в фонде (Оценочные материалы)
<b>Текущий контроль</b>			
Для оценки знаний			
Для оценки умений			
1	Контрольная работа	Средство проверки умений применять полученные знания для решения задач определенного типа по теме или разделу	Комплект контрольных заданий по вариантам
Для оценки навыков			
Промежуточная аттестация			

2	Зачет	Средство контроля усвоения учебного материала практических и семинарских занятий, успешного прохождения практик и выполнения в процессе этих практик всех учебных поручений в соответствии с утвержденной программой с выставлением оценки в виде «зачтено», «незачтено».	Перечень вопросов к зачету
3	Экзамен	Средство контроля усвоения учебного материала и формирования компетенций, организованное в виде беседы по билетам с целью проверки степени и качества усвоения изучаемого материала, определить необходимость введения изменений в содержание и методы обучения.	Комплект экзаменационных билетов

**4. Примерный фонд оценочных средств для проведения текущего контроля и промежуточной аттестации обучающихся по дисциплине (модулю) "Иностранный язык"**

*Примерные оценочные материалы для текущего контроля успеваемости*

Коллоквиум

РАЗДЕЛ № 1. WHAT IS ECONOMICS ABOUT?

Коллоквиум №1

Text "The History of Money"

1. Google the meaning of unknown words and word combinations.
2. Write down 30 basic phrases from the text and give their translation.
3. Retell the text using the basic phrases.

Грамматический тест

Тест №1

Present Tenses

1. What subjects \_ she good at?  
A) do B) does C) is D) are E) have F) has
2. \_ your mother like cooking?

- A) do B) does C) is D) are E) have F) has
3. Where \_ your uncle work?
- A) do B) does C) is D) are E) have F) has
4. What sports \_ they fond of?
- A) do B) does C) is D) are E) have F) has
5. What bike \_ you got?
- A) do B) does C) is D) are E) have F) has
6. What languages \_ you speak?
- A) do B) does C) is D) are E) have F) has
7. \_ you like science fiction?
- A) do B) does C) is D) are E) have F) has
8. What bike \_ she got?
- A) do B) does C) is D) are E) have F) has
9. What subject \_ you like best?
- A) do B) does C) is D) are E) have F) has
10. How far \_ \_ London from Liverpool?
- A) do B) does C) is D) are E) have F) has

Ответы:

- |    |   |     |   |    |   |
|----|---|-----|---|----|---|
| 1. | C | 4.  | D | 7. | A |
| 2. | B | 5.  | E | 8. | F |
| 3. | B | 6.  | A | 9. | A |
|    |   | 10. | C |    |   |

***Примерные оценочные материалы  
для проведения промежуточной аттестации (зачет, экзамен)  
по итогам освоения дисциплины (модуля)***

Вопросы для зачета (экзамена) по дисциплине Иностранный язык  
(наименование дисциплины)

Содержание зачета:

1. Устное изложение любой пройденной темы по выбору преподавателя
2. Чтение текста (1000 – 1200 п. з.) и ответы на вопросы преподавателя

Содержание экзамена:

1. Письменный перевод со словарем с английского языка на русский язык аутентичного текста по специальности (1000 п. з.);
2. Чтение аутентичного текста по специальности (1200 п. з.) без словаря, изложение со-

держания в виде аннотации на русском или английском языке и ответы на вопросы преподавателя.

3. Устное изложение темы по специальности.

Темы монологических высказываний

1. Different Cultures
2. Advertising
3. The Internet
4. Import-Export
5. Marketing
6. The four Ps of marketing
7. What is an economy?
8. Types of economic systems
9. What is a business organization?
10. Types of business organizations
11. What is a securities markets?

Темы тестовых заданий

Семестр 1

Тест № 1. The Present Simple and Present Continuous

Тест № 2. The Past Simple and Past Continuous

Тест № 3. Future actions

Семестр 2

Тест № 4. The Past Simple and Present Perfect

Тест № 5. The Past Simple and Past Perfect

Тест № 6. Revision of Tenses

Темы коллоквиумов

Семестр 1

1. Office workers «admit being rude»

2. Revolution of the car industry

3. Marketing to students

Семестр 2

4. The world's economies

5. Corporate savings

6. What is production?

Вопросы для коллоквиумов по дисциплине

«Иностранный язык»

РАЗДЕЛ № 1. INTERNATIONAL TRADE

Text «Office workers «admit being rude»»

1. Read, translate the article and do text exercises
2. Write out 20 unknown words, translate and learn them by heart.
3. Write out examples of bad manners. Underline three examples of bad manners which the company in the article trying to stop?
4. Retell the story. In conclusion, answer the following questions: Do you have experience of the bad manners? How do you feel when people show bad manners?

РАЗДЕЛ № 2 MARKETING

Text «Revolution of the car industry»

1. Read, translate the article and do text exercises
2. Write out 20 unknown words, translate and learn them by heart
3. Decide if the following statements are true or false
  1. Car manufacturers can't produce enough to meet customer demands.
  2. Models need to be updated more often.

3. Each car factory can only produce one model.
4. Productivity is very high.
5. It takes too long to deliver finished cars to the customer.
6. Sales forecasts are accurate.
7. Manufacturers could save money by building cars to order.
8. The car industry probably won't change much in the next few years.
9. Volkswagen can't become more flexible.

4. A number of factors increase manufacturing costs and reduce profits. Which of the following are mentioned in the article?

1. Developing a wide range of models
2. High labour costs
3. Holding stocks of finished goods
4. Price discounts
5. Strikes

5. Retell the story. In conclusion, answer the following questions: What are the advantages and disadvantages of kit architecture for the manufacturers? Would you prefer to choose a car from the ones that your local leader has in stock, or to order a car with your choice of colour and features?

### РАЗДЕЛ № 3. ENTREPRENEURS

Text «Marketing to students»

1. Read, translate the article and do text exercises
2. Write out 20 unknown words, translate and learn them by heart
3. Answer the questions in written form
  - 1) How much money do UK students spend in a year in total?
  - 2) Find two reasons why it is difficult to sell products to students.
  - 3) How does the Guardian help students?
  - 4) What are 'energy teams'?
  - 5) Why is it important to use students and not company sales reps to sell products?
  - 6) How can marketers learn more about student life?
4. Match the companies 1-4 with the promotion method they use a-e, as described in the article.

One company uses two methods:

1. Carling a. offers discounts on products
2. The Guardian b. employs students to sell on campus
3. Red Bull c. asks students to help plan special events
4. Virgin D3 d. organises music events in public places
- e. offers help with education and careers
5. Retell the text.

### РАЗДЕЛ № 4. DIFFERENT CULTURES

Text «On-line shopping»

1. Read and translate the text.
2. Write down 20 unknown words or expressions and learn them by heart.
3. Answer the questions:
  - 1) Why do most people choose the on-line shopping?
  - 2) What is the main advantage of the internet shopping?
  - 3) What is the main rule of on-line purchasing?
  - 4) Why is this kind of shopping safe? Why not?
  - 5) How can customers ensure their personal information safety?
  - 6) What companies should you choose for the shopping?
4. Retell the text.

### РАЗДЕЛ № 9. SECURITIES MARKETS

Text «Why do businesses need capital? »

1. Read and translate the text.
2. Write down 22 unknown words or expressions and learn them by heart.
3. Answer the questions:
  - 1) What is capital?

- 2) Why do businesses need capital?
- 3) What's the difference between investment capital and working capital?
- 4) What forms can work capital be held in?
- 5) What are the main sources of internal finance?
- 6) What external sources of finance are there?
- 7) Does the choice of the source of finance depend on the assets required?
4. Retell the text Раздел № 10. management Text «Management»
1. Read and translate the text.
2. Write down 22 unknown words or expressions and learn them by heart.
3. Answer the questions:
  - 1) What is a management?
  - 2) What is important to an organization?
  - 3) What main resources are managers concerned with?
  - 4) What incentives are used to keep employees content?
  - 5) What must an organization do to survive?
  - 6) What are the main categories of management skills?
4. Retell the text

### Раздел № 11. ACCOUNTING

Text «Making a career in accounting»

1. Read and translate the text.
2. Write down 22 unknown words or expressions and learn them by heart.
3. Answer the questions:
  - 1) Why the accounting is considered as boring?
  - 2) Which of the jobs mentioned in the text would be the most interesting for you?
  - 3) Why is it important for accountants to be ethical?
  - 4) Should you need a university education to become an accountant?
  - 5) Do companies expect too much from their employees?
  - 6) What is your “accounting” ambition?
4. Retell the text

### Раздел № 12. PRODUCTION

Text «Products and brands»

1. Read and translate the text.
2. Write down 22 unknown words or expressions and learn them by heart.
3. Answer the questions:
  - 1) Why do companies' product mixes regularly change?
  - 2) Why do companies brand their products?
  - 3) What is the difference between corporate branding and individual branding?
  - 4) Why do the big soap powder producers have a multi-brand strategy?
  - 5) Why can the market value of companies be much higher than the value of their tangible assets?
4. Retell the text

Типовая контрольная работа для студентов заочной формы обучения  
Лексико-грамматические задания (оценка знаний) (5 баллов)

TASK 1 Choose the best word to fit the gap.

- 1 It's important to understand how other cultures behave so you don't cause .  
A offence      B problem      C disaster      D behavior
- 2 In some countries it is quite      to use the correct title when talking to business colleagues.  
A offensive      B likely      C formal      D tricky
- 3 Having good      may help you to make deals more easily.

A entertaining    B manners    C demonstrations    D handshaking

4        Ian has to be very organised as his work involves meeting tight .  
A problems        B responsibilities C challenges        D deadlines

5        Lesley doesn't like having to wait for other people to work for her.  
A generate        B solve C resolve        D tackle

6        Paul enjoys working at Small World because he finds the        stimulating.  
A installation    B environment    C application    D opportunity

7        If someone looks me straight in the eye without        I tend to think they are honest.  
A yawning        B sighing        C blinking        D sniffing

8        Your body        usually gives other people information about how you really feel.  
A appearance    B impression    C language        D relationship

9        Bob and Tony are business        and have arranged to meet at the sales conference.  
A delegates        B customers    C associates        D officers

10       I've given the latest sales    to Mr Allen but he hasn't had a chance to look at them yet.  
A systems        B figures        C worksheets    D facts

TASK 2. Open the brackets, use the proper tense form.

1.        (To understand) how the economy (to use) its scarce resources, economists often (to interest) (to study) the composition of GDP among various types of spending.
2.        Because GDP (to intend) (to measure) income from the production, transfer payments (to count/not) as part of government purchases.
3.        Other measures differ from GDP (to exclude) or (to include) certain categories of income.
4.        Disposable personal income is the income that households (to leave) after (to satisfy) all their obligations to the government.
5.        Market prices (to measure) the amount people (to pay) for the different goods and (to reflect) the value of those goods.

Работа с текстовыми заданиями (оценка умений) (10 баллов)

TASK 3. Read the article about a Japanese company which expansion has brought 30 jobs to the unemployment territory. Then do the text assignments.

Press and Journal Wednesday January, 21, 1998 p. 8

Factory expansion brings 30 new jobs

By Sarah-Kate Templeton

A Japanese electronics company yesterday announced a 350,000 expansion to its Arbroath factory, bringing 30 jobs to the unemployment black-spot.

Alps Electric, which makes electronic equipment for televisions and video recorders, employs 150 staff at Arbroath Enterprise Park.

Its decision to build a new production line at the plant will increase its workforce in the town by 20%.

Arbroath has the third-highest unemployment rate in Scotland. It reached the highest level the month before Christmas when the Mackinnon of Scotland knitwear factory closed with the loss of 26 jobs.

Angus MP Andrew Welsh and local politicians hailed yesterday's announcement as a turning point for the town.

Mr. Welsh said: "This is good news for Arbroath and a vote of confidence in the existing employees that Alps are now expanding on their existing operation.

"This is a modern industry and good news for the new year. This is one for the next century.

Every new job helps to increase opportunity locally."

The new hi-tech production line will enable complete modulator and tuner units to be made at the expanded Arbroath plant.

Responsibility for manufacturing this new product has been transferred from Japan to Arbroath.

Peter Woodland, director of Alps Electric (Scotland), said the move reflected the increasing confidence of the company in its Arbroath workforce.

He said: "This is an important milestone in the development of the company in Scotland. This investment underlines the key role Arbroath plays in Alps European plants, which is also reflected in the decision to introduce the latest technology into the plant."

He said recruitment for the new jobs would start soon.

Ian McMillan, chairman of Scottish Enterprise Tayside, congratulated the Arbroath Alps Electric workforce for earning a reputation for high-quality work and promised training support for new recruits.

He said: "Scottish Enterprise Tayside will help Alps to ensure the firm's new recruits can quickly acquire the skills they will need and we look forward to assisting the company's continued development in Arbroath."

## TEXT ASSIGNMENTS

I. Choose the right answer using the information from the article.

1. The head electronic company is based in \_\_\_\_\_.

- a) America
- b) Japan
- c) Scotland

2.

- a) \_\_\_\_\_
- b) Alps Electric produces video recorders  
televisions \_\_\_\_\_.
- c) \_\_\_\_\_ electronic equipment for televisions and video recorders

3.

- a) \_\_\_\_\_
- b) \_\_\_\_\_
- c) Arbroath has the first  
the third c)the second  
unemployment rate in Scotland.

4. New recruits will be given \_\_\_\_\_.

- a) training support
- b) financial support
- c) equipment support

II. Next to the sentences below, write a word or a phrase from the article which you can use instead of the word or words in italics.

1. What does this factory produce?

2. She is so unprofessional, nobody will give her this job.

3. The generation of highly developed machines has recently appeared.

4. Due to its talented director the company became much bigger.

5. Shiela is very optimistic about her new job, she thinks it will give her an opportunity to succeed.

6. The knitwear factory manufactures products of a good quality.

7. You will be in charge for this task.

8. Everyone knows that the level of crime is on the increase.

9. The manager stressed that he was sure of the future success.

10. The employment of the new .sta^will be in September.

III. Find English equivalents of the following words and phrases in the text. Расширение; предоставлять возможность; завоевать репутацию; набор служащих; объявлять; безработица; нани-

мать; штат служащих; рабочая сила; производить; приобретать навыки; помогать; высоко технический; переносить; обеспечивать; ответственность; отражать; поддержка в обучении; потеря; подчеркивать; поворотный момент.

TASK 4. Translate the conversation between Alps Electric's director (D) and the manager of Arbroath factory (M).

M. Мы уже рассмотрели ваше предложение о перенесении выпуска новой продукции из Японии в Шотландию. Мы приветствуем эту идею и считаем ее поворотным моментом в развитии нашей фабрики.

D. Я очень рад это слышать. Надеюсь, расширение нашего предприятия даст вам возможность создать новые рабочие места. Я слышал, что в вашем городе довольно высокий уровень безработицы.

M. К сожалению, да. Недавно закрылась фабрика по производству трикотажных изделий, и в связи с этим 26 человек потеряли работу.

D. Мы постараемся им помочь. Наша компания завоевала репутацию фирмы, которая всегда помогает новым сотрудникам и обеспечивает им поддержку в обучении.

M. Отлично! Будьте уверены, наши сотрудники быстро приобретут нужные навыки и будут выпускать высококачественную продукцию.

D. Я не сомневаюсь в этом. Кстати, набор новых сотрудников начнется уже на следующей неделе.

***Темы письменных работ (эссе, рефераты, курсовые работы и др.)***

Writing business letters

Writing a CV