МИНИСТЕРСТВО СЕЛЬСКОГО ХОЗЯЙСТВА РОССИЙСКОЙ ФЕДЕРАЦИИ

Федеральное государственное бюджетное образовательное учреждение

высшего образования

«КУБАНСКИЙ ГОСУДАРСТВЕННЫЙ АГРАРНЫЙ УНИВЕРСИТЕТ

ИМЕНИ И.Т. ТРУБИЛИНА»

Факультет плодоовощеводства и виноградарства

Кафедра иностранных языков

**ПРОФЕССИОНАЛЬНЫЙ ИНОСТРАННЫЙ ЯЗЫК**

**Методические указания**

по выполнению контрольных работ для обучающихся

факультета заочного обучения направления подготовки 38.04.04

«Государственное и муниципальное управление»

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**Профессиональный иностранный язык**: метод.указания по выполнению контрольных работ для обучающихся факультета заочного обучения направления подготовки 38.04.04 «Государственное и муниципальное управление»/ М.Э. Мосесова. – Краснодар: КубГАУ, 2019. – 21 c.

Методические указания по дисциплине «Профессиональный иностранный язык» включают контрольные работы в 3х вариантах.

Методические указания предназначены для оказания методической помощи студентам заочного обучения при изучении дисциплины «Профессиональный иностранный язык», которая относится к дисциплинам вариативной части блока Б1 ОП магистерской программы подготовки 38.04.04«Государственное и муниципальное управление».

Рассмотрено и одобрено методической комиссией факультета плодоовощеводства и виноградарства Кубанского госагроуниверситета, протокол № \_ от \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

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**1. ВВЕДЕНИЕ**

Методические указания составлены в соответствии с Федеральным стандартом высшего образования и учебным планом факультета управления отделения заочного обучения Кубанского государственного аграрного университета.

**Целью** освоения дисциплины «Профессиональный иностранный язык» является формирование комплекса знаний о профессионально ориентированной иноязычной коммуникативной компетенции.

**Задачи:**

В процессе изучения дисциплины «Профессиональный иностранный язык» решаются следующие задачи:

 - Получение знаний о порядке заключения договоров (контрактов), основах гражданского, бюджетного, трудового и административного законодательства, особенностях составления документации.

 - Формирование умений работать с информационными системами и базами данных, разрабатывать локально-нормативные документы, составлять и оформлять по результатам экспертизы документ в виде заключения.

 - Выработка навыков разработки планов, программ и процедур в управлении, разработки предложений по заключению договоров по управлению персоналом с поставщиками услуг и проведение предварительных процедур по их заключению, составления и оформления по результатам экспертизы документа в виде заключения.

**В результате освоения дисциплины формируются следующие компетенции:**

 ОПК-2 Готовность к коммуникации в устной и письменной формах на русском и иностранном языках для решения задач в области профессиональной деятельности

Дисциплина «Профессиональный иностранный язык» является дисциплиной базовой части блока Б1 ОП магистратуры по направлению 38.04.04 Государственное и муниципальное управление, направленность Государственное и муниципальное управление.

Для изучения дисциплины «Профессиональный иностранный язык» студентам необходимы знания по иностранному языку.

Дисциплина может быть использована при освоении следующих элементов образовательной программы:

- Б1.Б.04 Профессиональный иностранный язык

- Б1.В.02Местное самоуправление и муниципальный менеджмент

- Б1.В.03Документирование и документооборот в государственных и муниципальных органах управления

- Б3.Б.01 Защита выпускной квалификационной работы, включая подготовку к защите и процедуру защиты

**Требования к формируемым компетенциям**

Процесс изучения дисциплины направлен на формирование следующих компетенций:

|  |  |
| --- | --- |
| Код компетенции | Дескрипторы – основные признаки освоения (показатели достижения результата) |
| ОПК-2 | готовность к коммуникации в устной и письменной формах на русском и иностранном языках для решения задач в области профессиональной деятельности |

**2. ОСНОВНЫЕ ТРЕБОВАНИЯ И МЕТОДИЧЕСКИЕ РЕКОМЕНДАЦИИ ПО ВЫПОЛНЕНИЮ КОНТРОЛЬНОЙ РАБОТЫ**

Контрольная работа является важной формой самостоятельной работы студентов заочной формы обучения. Она служит допуском к экзамену.

Выполняемые студентами контрольные работы позволяют преподавателю дать предварительную оценку степени усвоения ими учебного материала по данной дисциплине.

Вариант контрольной работы выбирается в соответствии с первой буквой в фамилии студента. Контрольные работы созданы в 3х вариантах:

**1 вариант** – выполняют студенты, чьи фамилии начинаются на: **А Б В Г Д Е Ж З И**; **2 вариант** – выполняют студенты, чьи фамилии начинаются на: **КЛМНОПР СТ**; **3 вариант** – выполняют студенты, чьи фамилии начинаются на: **УФХЦЧЩЭ ЮЯ.**

Прежде, чем приступить к написанию контрольной работы, необходимо изучить теоретический материал, чтобы определить место предлагаемых вопросов в структуре курса дисциплины. Их логическую связь с другими темами.

Работа выполняется разборчивым почерком, в тетради. На первой странице указывается вариант. Затем, начиная со второй страницы, переписываются и выполняются задания наиностранном языке **СЛЕВА**, а на русском языке **СПРАВА**. Формулировка заданий переписывается **НА РАЗВОРОТ**.

Контрольная работа выполняется на основе использования рекомендованной литературы, специализированной литературы – журналы и газеты, ресурсы Интернет. Список рекомендованной литературы приводится после изложения вариантов контрольной работы.

3. ВАРИАНТЫ КОНТРОЛЬНЫХ РАБОТ

**I ВАРИАНТ**

**I. Look at the following messages. Choose the correct variant for each message.**

*1. Opening soon:*

a. The shop is open already.

b. The shop will open in the near future.

c. The shop opened recently.

*2. Closing down sale:*

a. The shop will stop business soon so they are selling all the products at a discount.

b. The shop will stop doing business soon.

c. The shop is selling all its products at very low prices.

*3. Our offices are situated in the city centre, between the Hydro Hotel and the main railway station – about five minutes on foot from each.*

a. The Hydro Hotel is not very convenient for getting to our offices as it is quite far away.

b. If you arrive by train, it is very easy to walk to our offices.

c. There are many hotels in the city centre.

*4. Cash only. No credit*

а. We can give you cash for this product.

b. You can pay with a credit card, if you don’t have enough cash.

c. We don’t accept payment with plastic.

*5. If you are absent from work because of illness, you must provide*

*a note from your doctor after three days.*

a. If your doctor does not send us a note, please remind his.

b. If you are ill for more than three days, you must get a doctor’s note.

c. You can only stay away from work for three days.

*6. Over the last ten years we have concentrated on the domestic market. Now, it is*

*important to look for customers abroad in order to develop the export market.*

a. Now we are going to look for foreign customers.

b. For the last ten years we have focused on exports.

c. It is easier to sell our products abroad than at home.

**II. Choose the word or phrase which best completes each sentence.**

*1. This product will help you to achieve and maintain … performance by helping you to focus on these targets which can be met in the short term.*

a) pinnacle;

b) summit;

c) peak;

d) tip.

*2. The launch of Z21 will herald a new era for our products. Of course, it means the gradual … of the Z20 range.*

a) phasing out;

b) phasing away;

c) phasing back;

d) phasing down.

*3. With her exceptional … in sale, she has to be the best candidate for the job.*

a) history record;

b) profile record;

c) track record;

d) background record.

*4. With the type of investment account, interest … on a daily basis is added to your account at the end of each quarter.*

a) accumulates;

b) accrues;

c) grows;

d) occurs.

*5. Studies regularly show that at least 50 per cent of … and Rework costs could be avoided if the process is executed correctly.*

a) rubbish;

b) rash;

c) waste;

d) scrap.

*6. … protection lasts for ten years beginning on the filling date of*

*the application. This may be extended for a further period of ten years.*

a) Brand;

b) Trademark;

c) Mark;

d) Brandmark.

**III. Read the announcement about two major companies. Choose the best word to fill each space from the word below.**

We are pleased to announce the (1) … between AST and Global Securities. This move brings together two major players in international finance. The combined (2) … of the new company will be in the region of $ 56 billion. Clearly, this will put us in a very strong position and will bring major benefits to our many investors. And with our new partner, we expect to see a steady increase in (3) … during the next five years. The new name of the (4) … will be AST-Global – a recognition of the contribution of both companies. Unfortunately, our (5) … to take over SemFinwas rejected by the shareholders. However, have not given up and expect to make another attempt to buy up this global brand in the future.

1. a) fusion b) union c) merger d) combination

2. a) goods b) assets c) credits d) actives

3. a) liabilities b) incomings c) earning d) turnover

4. a) consortium b) mother c) branch d) subsidiary

5. a) proposition b) bid c) suggestion d) offering

**IV. Choose the word or phrase which best complete each sentence.**

1. *How often … the US?*

a) calls she;

b) is she call;

c) does she calls;

d) does she call.

*2. Last week Peter Brown came to work late three times. Because of his bad … we have given him a warning.*

a) manners;

b) behavior;

c) actions;

d) comportment.

*3. … call me when you have an information?*

a) You can to;

b) Can to;

c) Can you to;

d) Can you.

*4. As we have established a good name for our products, we will keep the same … image for the new model.*

a) brand;

b) make;

c) sort;

d) trade.

*5. This report is very important. You … in your comments by the end of the week.*

a) should send;

b) have to send;

c) should have send;

d) should have sent.

*6. If you go to our …, you will find the goods that you ordered are ready for ollection.*

a) warehouse;

b) store building;

c) storing house;

d) distribution building.

**V. A colleague has given you this letter to check. In some lines there is one wrong word. If there is a wrong word, write the correct word on your Answer Sheet. If there is no mistake, put a tick (V) on your Answer Sheet.**

Dear Mr. Abrahams

… I refer to our invoiced dated 14 September, which has still not been pay. … According to our records, you have received the goods on 18 September in your warehouse … We have the signed delivery form to support this … Despite of many requests for payment, you have refused to pay the amount owing … If we did not receive full payment within14 days we will … instruct our solicitors claiming this money through the courts … We hope, however, this action will not be necessary.

Yours Sincerely

Peter Bradlay

**VI. Read the article below about internet shopping and answer the questions. Choose the correct variant.**

Safe Shopping On The Internet

The increasing availability of the internet and digital TV mean that it’s now even easier to shop without leaving your home. But as a consumer, you should still take care when paying for goods and services.

Before you buy мake a note of the company’s contact details, including a street address and landline telephone number. Never rely on just an email address. You should also remember that you may have to pay for shipping costs, customs duty, VAT, etc. All these hidden costs can push the price of the goods or service. It should be quite clear if you are expected to pay any extract costs and VAT should be included in all prices quoted.

Paying for goods online. It may be worth paying by credit card. If the goods or services you are buying cost over 100pounds and pay credit card, you may be protected by the Consumer Credit Act. This states that the credit card company is equally liable for any defects. Therefore, should a problem arise, you can claim either from the trader or from the credit card company.

Note that for this protection to apply, the contract price must be over 100 pounds. For example, if you buy a suit, the jacket of which costs 75 pounds and the trousers cost 40 pounds, you would have protection. However, if you bought the items separately instead of as one suit, you would not be afforded the same protection as neither of the items amount to 100 pounds.

Problems can arise when the company you are buying from is based outside the EU. For example, a guarantee may not be valid in the UK, or the goods may not work in the UK. Although UK law may cover your contract, in practice it might be difficult to get money out of a company based abroad.

Top tips

- Make sure that the web address of the page starts https:// before you enter any personal information or payment details. The «s» stands for «secure». There should be a small padlock that appears in the bottom of your screen.

- Always print out a copy of your order and copy of the acknowledgement that you should receive.

- Always check your bank statements carefully if you purchase something on the internet.

- You should never be asked to tell anyone your card’s PIN number, even if they claim to be from your bank or the police. Never send your PIN number to anyone over the internet.

What to do if things go wrong?

If you by goods on the internet, you still have the same rights as if you were shopping on the high street, in relation to faulty or poorly described goods.

In addition, you are entitled to a seven working-day «cooling off» period, as described in the “distance selling” section of the factsheet «Your right to cancel».

*1. The text is:*

a) a warning to readers about the dangers of internet shopping;

b) an instruction to shoppers about the steps which must be followed when shopping on the internet;

c) an advertisement produced by a trader to help future shoppers;

d) a recommendation about how to buy online.

*2. According to the text, which of the following should you do before you make an online purchase?*

a. Make a note of the seller’s email address.

b. Check that the final price includes all additional casts, such as delivery and taxes.

c. Make sure that your bank statement is up-to-date.

d. Print out the copy of the goods that you intend to buy.

*3. As UK citizen you can get protection from your credit card company if you buy Goods:*

a) in the EU which turn out to be faulty;

b) with a valid guarantee;

c) at home which cost more than 100pounds;

d) аt home which cost less than 100pounds.

*4. What two features show a shopper that a merchant’s site is safe?*

a) two letters;

b) two pictures;

c) one letter;

d) one letter and one picture.

*5. What should never be sent by internet?*

a) personal information;

b) payment details;

c) PIN;

d) bank statements.

*6. When customers buy goods on the internet, they have:*

a) more rights than a higher street shopper;

b) the same rights as a high street shopper;

c) fewer rights than a high street shopper;

d) poor rights compared to a high street shopper.

**II ВАРИАНТ**

**I. Look at the following messages. Choose the correct variant for each message.**

*1. No entry:*

a. This is a private road.

b. The door is locked.

c. You must not go in.

*2. The meeting has been cancelled.*

a. We will need to fix another one.

b. Let’s take a look at the first item on the agenda.

c. That brings us to the end of the meeting.

*3. The easiest way to get to my office is to take a taxi from the airport.*

a. We will send a car to collect you from the airport.

b. Always take taxis because they are the safest way to travel here.

c. If you decide to come by plane, I recommend that you take a cab to my office.

*4. Sales have increased by 15% over the last quarter.*

a. During the last three months sales have gone up.

b. Sales have risen since the beginning of the year.

c. We have made a profit of 15% over the last quarter.

*5. Please note the following changes to the sales team: two new salespeople will join the central region sales team (one of whom will move from the southern region) three new salespeople to join the northern region sales team:*

a. Altogether we are going to take on five new salespeople.

b. Altogether there will be three salespeople in the central region.

c. Altogether we are going to take on four new salespeople.

*6. Please make sure you complete all the paperwork and documentation before you take any goods out of the warehouse.*

a. After you have taken the goods from the warehouse, remember to fill in the forms.

b. We store all the paperwork and documentation in the warehouse.

c. We have strict security at the warehouse. You can’t take any goods without filling in the forms.

*7. As a result of recent losses, we now have to reduce the workforce.*

a. We must look for new employees.

b. We must cut the number of employees.

c. Because some people have just left the company, we lost a lot of money.

**II. Choose the word or phrase which best completes each sentence.**

*1. We … from that company now as their prices are very expensive.*

a) don’t buying;

b) doesn’t buy;

c) are not buying;

d) not buying.

*2. After three years in the company, we normally expect all employees in this department to apply for … to the next level.*

a) help;

b) support;

c) promotion;

d) advance.

*3. How much … the product cost next year?*

a) will;

b) will be;

c) do;

d) is.

*4. After a bad year, I must tell you that our … .Have risen to a very high level. Sadly, I think that the company must close.*

a) credits;

b) debts;

c) profits;

d) debtors.

*5. If they … the products from us, we would have offered them a discount.*

a) would buy;

b) would have bought;

c) had buy;

d) had bought.

*6. As we manufacture many different products, we usually use a … production process.*

a) group;

b) batch;

c) set;

d) bunch.

**III. Read the memo about supply and distribution. Choose the best word to fill each space from the words below.**

The following terms and conditions apply to the supply of all (1) … and parts. In the event of damage during transportation, all goods must be returned in their original packaging. The cost of (2) … the gods to us shall be paid by the customer. In addition, we shall not be liable for the goods during transportation or during (3) … . All goods come with a 24-months warranty. The warranty will only be effective if the item has been regularly (4) … . In addition, if the part has been fitted in (5) … made by another manufacturer without out permission, then the warranty shall be invalid.

1. a) equipments b) components c) bits d) pieces

2. a) shipping b) carrying c) transportation d) deliver

3. a) factoring b) storage c) stock d) store

4. a) held b) kept c) preserved d) maintained

5. a) layouts b) equipments c) machinery d) machineries

**IV. Read the article below about starting a small business and answer the questions. Choose the correct variant.**

How To Start A Small Business

Starting and managing a business takes motivation, desire and talent. It also takes research and planning.

Like a chess game, success in small business starts with decisive and correct opening moves. And, although initial mistakes are not fatal, it takes skill, discipline and hard work to regain the advantage.

To increase your chance for success, take the time up front to explore and evaluate your business and personal goals. Start by asking yourself: Is entrepreneurship for you?

There is no way to eliminate all the risks associated with starting a small business. However, you can improve your chances with good planning and preparation. A good starting place is to evaluate your strengths and weaknesses as the owner and manager of a small business. Carefully consider each of the following questions.

*Are you a self starter?* It will be up to you, not someone else telling you to develop projects, organize your time and follow through on details.

*How well do you get along with different personalities?* Business owners need to develop working relationships with a variety of people including customers, vendors, staff, bankers and professionals such as lawyers, accountants or consultants. Can you deal with a demanding client, an unreliable vendor or cranky staff person in the best interest of your business?

*How good are you at making decisions?* Small business owners are required to make decisions constantly, often quickly, under pressure and independently. *Do you have the physical and emotional stamina to run a business***?** Business ownership can be challenging, fun and exciting. But it’s also a lot of work. Can you face twelve-hour work days, six or seven days a week?

*How well do you plan and organize?* Research indicates that many business failures cold have been avoided through better planning. Good organization of financials, inventory, schedules and production can help avoid many pitfalls. *Is your drive strong enough to maintain your motivation*? Running a business can wear you down. Some business owners feel burned out by having to carry all the responsibility on their shoulders. Strong motivation can make the business succeed and will help you survive slowdowns as well as periods of burnout.

*How will the business affect your family?* The first few years of business start-up can be hard on family life. The strain of an unsupportive spouse may be hard to balance against the demands of starting a business. There may also be financial difficulties until the business becomes profitable, which could take months or years. You may have to adjust to a lower standard of living or put family assets at risk.

It’s true, there are a lot of reasons not to start your own business. But for the right person, the advantages of business ownership far outweigh the risks.

*1. What does the author compare starting a small business with?*

a) research;

b) chess;

c) motivation;

d) talent.

*2. What should a prospective entrepreneur do before setting up a new business?*

a) identify targets;

b) make a decisive start;

c) take time to assess the possibilities;

d) avoid making mistakes.

*3. What two Ps reduce the risk of failure when setting up a new business?*

a) personal goals and profitability;

b) personality and physical stamina;

c) planning and preparation;

d) potential and professionalism.

*4. According to the author, which of the following personal characteristics is not important for starting a small business?*

a) adaptability;

b) decision-making;

c) motivation;

d) personality.

*5. What skill is inventory planning associated with?*

a) physical strength;

b) organization;

c) flexibility;

d) relationship building.

*6. Why might the initial period of a new business be particularly difficult on the family front?*

a) because it requires physical and emotional strength;

b) because it requires sustained motivation;

c) because the husband/wife may not be helpful;

d) because of the risk of exhaustion.

**V. Choose the word or phrase which best completes each sentence.**

*1. AS System today announced a definite agreement to … MM Development in an all-stock transaction valued at approximately $ 3.4 billion.*

a) obtain;

b) gain;

c) acquire;

d) attain.

*2. In economics terms, goods are considered to be … if we consume more of them than are available.*

a) sparse;

b) scarce;

c) rare;

d) meager.

*3. Investment advisers always recommend that you … across the following categories: real estate, savings or money market accounts, bonds and other investments.*

a) diversity;

b) expand;

c) spread;

d) vary.

*4. It is expected that 180, 000 jobs in the financial services sector will be … to low-cost centres by 2010, according to a survey published today.*

a) outsized;

b) outsold;

c) outspread;

d) outsourced.

*5. Special … facilities make available to students an agreed amount on top of their bank balance; this needn’t be repaid until they are in full-time employment.*

a) overdraft;

b) advance;

c) credit balance;

d) debit.

*6. The number of times … is replenished in a year is generally calculated by dividing the annual usage by the average level.*

a) list;

b) inventory;

c) account;

d) register.

**VI. Your boss has given you this memo to check. In some lines there is one wrong word. If there is a wrong word, write the correct word on your Answer Sheet. If there is no mistake, put a tick (V) on your Answer Sheet.**

… In view of the raising levels of absenteeism over the last 18 months, we … are carried out an initial investigation of the reason for absence. The … mostly frequently reported causes are colds/flu, upset stomachs … and back problems. However, managers suggest that other causes, like … boring works, emotional and personal problems may also be factors.

… Before our meeting I would like that you to check absentee figures for … your department since last year. This will gave us an overview of any trends. I look forward to seeing you next Tuesday.

**III ВАРИАНТ**

**I. Look at the following messages. Choose the correct variant for each message.**

*1. Please take one:*

a. If you would like a brochure, please help yourself.

b. If you would like a brochure, please ask one of the staff.

c. Please write to us for further information.

*2. We look forward to receiving your order soon.*

a. We got your order last week and sent out the goods.

b. I am sorry about the delay in sending out your order.

c. After we get your order we will send out the goods.

*3. We offer the following delivery schedules:*

*normal – within five working days;*

*express – within three working days;*

*special – within twenty-four hours.*

a. All the delivery services are equally quick.

b. Normal delivery is suitable for urgent goods.

c. If you want the goods to be delivered next day, use the special service.

*4. There has been a big fall in profits.*

a. Profits have decreased substantially.

b. We can expect that profit will go down.

c. We are more profitable than last year.

*5. You have the right to 20 days’ holiday during the first five years of employment with us; then it increases to 25 days. In addition, there are eight public holidays.*

a. During the first five years of employment, you will get a total of 25 days’ holiday.

b. There will be more public holidays after you have worked here for five years.

c. You will get more than 30 days’ holiday after you have been with us for six years.

*6. You will need to get permission from your boss if you order any products with a value of more than € 50 (or equivalent).*

a. You can buy goods worth less than € 50 without asking your boss.

b. Only your boss can order valuable goods.

c. If you buy goods worth more than € 50, you must get a signature from your boss.

**II. Choose the word or phrase which best completes each sentence.**

*1. We … the old model to our customers because we wanted to sell them the new one.*

a) weren’t offer;

b) didn’t offer;

c) didn’t offered;

d) offered not.

*2. After a dispute over working practices, Mary has decided to … . Naturally, we are very sorry to see her go.*

a) resign;

b) notice;

c) give up;

d) sack.

*3. If they … a good price, we would have bought from them.*

a) could have offer;

b) would have offered;

c) are going to offer;

d) had offered.

*4. The government’s policies are beginning to work as … has fallen for the last three quarters.*

a) job losses;

b) redundancies;

c) work loads;

d) unemployment.

*5. Friday is a ‘casual clothes day’ when we … to work wearing informal clothes, even jeans.*

a) let employees come;

b) make employees come;

c) let employees to come;

d) make employees to come.

*6. Every year we fix a … for marketing. And every year we go over it.*

a) fund;

b) statement;

c) budget;

d) proposal.

**III. Read the advertisement for a software product. Choose the best word to fill each space from the words below.**

Consume\_Track is a new software product designed for small retailers to create a profile of their customers. The software does a simple analysis of (1) … according to:

- age;

- sex;

- buying habits.

This information can be used in a number of different ways. Firstly, it can help your business to (2) … by pointing out market trends. Secondly, it can help you to (3) … new customers. And thirdly, it can help you to (4) … your objectives.

This new product, available only online, comes in three versions: single user, five to ten users, more than ten users. Please contact our sales team if you would like us to (5) … you on the best version for your needs.

1. a) consumers b) professionals c) patrons d) traders

2. a) development b) increasing c) grow d) raise

3. a) goal b) target c) object d) aim

4. a) arrive b) do c) make d) achieve

5. a) suggest b) recommend c) advise d) propose

**IV. Choose the word or phrase which best completes each sentence.**

*1. Companies interested in bidding for any part of the contract will be asked to complete and return the … documents by a given time and date using the address label provided.*

a) offering;

b) tender;

c) proposition;

d) invitation.

*2. … competition in the components market reduced the company’s profits to the lowest level for five years.*

a) Cut-throat;

b) Slash- throat;

c) Cutting-edge;

d) Breakneck.

*3. Population statistics show a steady rise in … , aged 65 plus.*

a) the older;

b) the elders;

c) elderly;

d) the elderly.

*4. With a customer base of around 7,000 companies, AST have initiated an aggressive … against GRG in an effort to win over some of their \ customers.*

a) price cut;

b) price fall;

c) price war;

d) price conflict.

*5. When you prepare for a … you must ensure your business complies with the legal and regulatory standards required of a public limited company.*

a) stock exchange;

b) flotation;

c) stock list;

d) share market.

*6. As production gradually increases until it exceeds orders, you will see that the … will similarly begin to fall.*

a) excess;

b) bottleneck;

c) backlog;

d) hold-up.

**V. Read the article below about racial equality in the workplace in the UK and answer the questions. Choose the correct variant.**

Why Racial Equality Is Important

Today’s job market

Racial equality in employment is about recognizing and building on the strengths that people from different ethnics and cultural backgrounds can bring to your business. It means finding and holding on to people who have the right knowledge and skills for the job, regardless of their race, colour, nationality or ethnic or national background.

It means operating within the law and making sure your business is free from racial discrimination or harassment. This principles of equality and fairness apply to all businesses, whatever their size.

To be competitive in today’s world, you need to position yourself so that you are able to take full advantage of the opportunities open to you in a rapidly changing labour market.

 - Nearly ten per cent of the population of England (and around two per cent each in Scotland and Wales) are from ethnic minorities.

 - People from ethnic minorities will account for half of the growth on Britain’s working age population over the next decade.

 - Eighteen per cent of people from ethnic minorities have degrees or the equivalent, and over 40 per cent of 18–25 year-olds from ethnic minorities are busy acquiring degrees, compared with the national average of 23 per cent.

 - Many people from ethnic minorities are fluent in two or more languages.

 - People from ethnic minorities also have invaluable knowledge of communities, whose total disposable wealth has been estimated at £ 32 billion a year.

*The benefits of equal opportunities*

Running your business on the principles of racial equality offers a number of benefits.

 - It gives you more choice in recruiting the best person for the job.

 - It benefits from new ideas, by drawing in the talents, skills and different cultural perspectives of a diverse workforce.

 - It contributes to a working environment where people feel they are respected and valued, and are ready to give their best.

 - It helps you to hold on to your best workers and avoid the costs and disruption of recruiting new staff.

 - It strengthens your reputation as a good employer.

 - It stimulates the development of new products for new markets and attracts investments.

 - It improves customer service and satisfaction.

 - It reduces the risk of legal liability to the compensation that an employment tribunal can order you to make, if you lose a case.

 - It makes you a serious competitor for public contracts – local authorities alone spend more than £ 40 billion a year on procurement. Public authorities have a legal duty to promote race equality in all their activities, including those they contract out to suppliers. A good record on equality will put you in a strong position to bid for contracts where you

have to show you can meet any race equality requirements.

*1. The text is addressed to:*

a) employers;

b) employees;

c) people from ethnic minorities;

d) all of the above.

*2. Employers in the UK:*

a) should employ people from different ethnic backgrounds;

b) must not allow discrimination on the basis of race or colour;

c) must recognize the special talents of people from different ethnic backgrounds;

d) should follow the relevant laws on harassment.

*3. How many 18–25 year olds from the ethnic minorities are currently studying for a degree?*

a) about a quarter;

b) 18 per cent;

c) about a half;

d) more than 40 per cent.

*4. Which of the following statements is true? People from the ethnic minorities:*

a) are all bilingual;

b) only live in England;

c) will provide half the workforce in the next ten years;

d) posses very important information about affluent groups within society.

*5. Which of the following statements is false? Employers benefit from an equal opportunities policy because they:*

a) can choose from a wider range of job candidates;

b) can create a workplace where employees are esteemed and appreciated;

c) increase the likelihood of legal action;

d) can aid retention of top employees.

*6. Equal opportunities policies are important when bidding for public contracts because:*

a) the contracts are worth a lot of money;

b) local authorities must be seen to uphold race equality;

c) such policies will improve the company’s track record;

d) companies must show race equality before they can make a proposal.

**VI. A marketing colleague has given you this advertising text to check. In some lines there is one wrong word. If there is a wrong word, write the correct word on your Answer Sheet. If there is no mistake, put a tick (V) on your Answer Sheet.**

… Get It Back is a data recovery tool. The first version was launching … in early 2000. It was the first data recovery tool specifically designed for the … Black Suite operating system. The new version Get IT Back Quick can able to … recover any data regardless of the program which created it! We reckon that … if you purchase a regular data recovery tool in the past, you probably had … a significant chance of failure. If you will use Get IT Back Quick, your success … is guaranteed. What’s more, Get IT Back is now even easier to install. Just select your operating system. That’s all!

4. **РЕКОМЕНДУЕМАЯ ЛИТЕРАТУРА**

Основная

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Дополнительная

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*по выполнению контрольных работ*

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