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## Оценочные материалы

Для текущего контроля и промежуточной аттестации по дисциплине

### ДЕЛОВОЙ ИНОСТРАННЫЙ ЯЗЫК

Код, направление подготовки	<b>38.04.01 ЭКОНОМИКА</b>
Направленность (профиль)	<b>Внутренний контроль и аудит</b>
Форма обучения	<b>очная</b>
Кафедра-разработчик	<b>иностранных языков</b>
Выпускающая кафедра	<b>экономических и учётных дисциплин</b>

### Типовые задания для контрольной работы (2 семестр)

Контрольная работа выполняется в виде тестового задания (30 вопросов) в течение 60 минут. В контрольной работе предложены вопросы, связанные с деловой лексикой и грамматикой.

Ход выполнения контрольной работы: Обучающийся выбирает правильный вариант ответа и отмечает его любым значком. Из предложенных вариантов ответа правильным считается только один.

#### Контрольная работа (тестовое задание)

Заполните пропуски соответствующими словами или словосочетаниями, используя один из предлагаемых вариантов А, В, С.

- To set up a business a man ... some equipment, premises, machinery etc.  
a) provides; b) requires; c) borrows
- Business must be ... .  
a) profitable; b) comfortable; c) suitable
- The proprietor is the ... of business.  
a) host; b) owner; c) guest
- Equipment, premises, machinery, furniture are called ... .  
a) interest; b) items; c) assets
- There are ... ways of obtaining capital.  
a) some; b) the only; c) other
- When a person wants to produce ... he can build up his own business.  
a) some commodity or service; b) fish; c) education
- ... must be paid on borrowed capital.  
a) salary; b) interest; c) goods
- Building up a business is a ... process.  
a) quick; b) narrow; c) slow
- To save the capital up is a ... problem for any person who wants to set up business.  
a) difficult; b) easy; c) different
- When the capital ... business will expand.  
a) slows down; b) becomes not so great; c) grows
- The first task of ... person wishing to set up business is to get it.  
a) some; b) any; c) someone
- A man ... a business because he wants to produce some commodity or service.  
a) sets up; b) is setting up; c) has set up
- We can borrow the capital from someone who ... it.  
a) have; b) will have; c) has
- If we ... the capital we must pay interest on it.  
a) to borrow; b) will borrow; c) borrow
- Business ... a slow process.

- a) was; b) is; c) will be
16. Most businesses ... certain equipment, premises, machinery, etc.  
a) require; b) requires; c) is requiring
17. The proprietor ... equipment, premises, furniture, etc.  
a) must be contributed; b) must have been contributed; c) must contribute
18. A profit, which a businessperson earns, will be a reward ... his efforts.  
a) for; b) on; c) from
19. When the business ... it is easier to obtain more capital.  
a) is expanding; b) was expanded; c) expands
20. Such items as machinery, equipment ... as assets.  
a) was known; b) are known; c) will be known.
21. Private Limited Company is a ... person fully liable by the company's obligations.  
a) natural; b) human; c) legal
22. There are private limited companies with a single ....  
a) shareholder; b) owner; c) proprietor
23. A public limited company is a union of ... called shareholders.  
a) numbers; b) investors; c) cooperatives
24. The investor has a right to sell his ... without consents of other shareholders.  
a) capital; b) things; c) shares
25. The initial share of capital is formed by way of ... shares.  
a) selling; b) buying; c) liquidation
26. Sole proprietorship is a form of ... activities.  
a) industrial; b) important; c) business
27. Sole proprietors carry out business activities in the sphere of various ...  
a) industries; b) services; c) obligations
28. ... is the key to the difference between three types of business.  
a) ownership; b) shares; c) capital
29. The main ... of unlimited partnership is equal and collective responsibility for the property of all members of the partnership.  
a) difference; b) difficulty; c) feature
30. Public Limited Company is the ... legal form of large firms.  
a) main; b) great; c) natural

### **Типовые вопросы к зачету (2 семестр):**

Проведение промежуточной аттестации происходит в виде *зачета*. Задания на зачете содержат два практических задания и устную беседу:

1. Письменный перевод аутентичной статьи по направлению (1500 п.зн).  
Время подготовки - 45 мин.
2. Реферирование прочитанной аутентичной статьи по направлению (2000 п.зн).  
Время подготовки - 15 мин.
3. Беседа по заданной тематике о профессионально-ориентированной деятельности.

### **Образец статьи для выполнения перевода на зачёте (практическое задание 1)**

#### **Understanding the Theory of the Firm**

(<https://www.investopedia.com/terms/t/theory-firm.asp>)

In the theory of the firm, the behavior of any company is said to be driven by profit maximization. The theory governs decision making in a variety of areas including resource allocation, production techniques, pricing adjustments, and the volume of production.

Early economic analysis focused on broad industries, but as the 19th century progressed, more economists began to ask basic questions about why companies produce what they produce and what motivates their choices when allocating capital and labor.

Under the theory of the firm, the company's sole purpose or goal is to maximize profit. However, the theory has been debated and expanded to consider whether a company's goal is to maximize profits in the short-term or long-term.

## Expansion on the Theory of the Firm

Modern takes on the theory of the firm sometimes distinguish between long-run motivations, such as sustainability, and short-run motivations, such as profit maximization. The theory has been debated by supporters and critics.

If a company's goal is to maximize short-term profits, it might find ways to boost revenue and reduce costs. However, companies that utilize fixed assets like equipment would ultimately need to make capital investments to ensure the company is profitable in the long-term. The use of cash to invest in assets would undoubtedly hurt short-term profits but would help with the long-term viability of the company.

Competition can also impact the decision making of company executives. If competition is strong, the company will need to not only maximize profits but also stay one step ahead of its competitors by reinventing itself and adapting its offerings. Therefore, long-term profits could only be maximized if there's a balance between short-term profits and investing in the future.

The theory of the firm supports the notion that profit maximization is the nature of a company's existence, but today companies must consider shareholder wealth through dividends, public perception, social responsibility, and long-term investments in the company's viability.

## Theory of the Firm and the Theory of the Consumer

The theory of the firm works side by side with the theory of the consumer, which states that consumers seek to maximize their overall utility. In this case, utility refers to the perceived value a consumer places on a good or service, sometimes referred to as the level of happiness the customer experiences from the good or service. For example, when consumers purchase a good for \$10, they expect to receive a minimum of \$10 in utility from the purchased good.

## Risks to Companies that Adhere to the Theory of the Firm

Risks exist for companies that subscribe to the profit maximization goal as stated under the theory of the firm. Solely focusing on profit maximization comes with a level of risk in regards to public perception and a loss of goodwill between the company, consumers, investors, and the public.

A modern take on the theory of the firm proposes that maximizing profits is not the only driving goal of a company particularly with publicly held companies. Companies that have issued equity or sold stock have diluted their ownership. The low equity ownership by the decision makers in the company can lead to chief executive officers (CEOs) having multiple goals including profit maximization, sales maximization, public relations, and market share.

Further risks exist when a firm focuses on a single strategy within the marketplace to maximize profits. If a company relies on the sale of one particular good for its overall success, and the associated product eventually fails within the marketplace, the company can fall into financial hardship. Competition and the lack of investment in its long-term success such as updating and expanding product offerings can eventually drive a company into bankruptcy.

## Образец статьи для выполнения реферирования на зачёте (практическое задание 2)

Do the written rendering of the article. Use the clichés for rendering of an article.

### **6 Steps for Hiring the Right People to Build Effective Teams**

<https://www.entrepreneur.com/article/342396>

*Shawn Doyle*

*December 19, 2019*

As a leader, I believe that you are only as good as the team that surrounds you. After all, you can't do it all yourself. As Vince Lombardi once said, "Individual commitment to a group effort — that is what makes a team work, a company work, a society work, a civilization work."

Teamwork is critically important. In fact, research shows that 97 percent of employees and executives believe lack of alignment within a team impacts the outcome of a task or project. So what can you do? Simply focus more on making sure your teams are effective.

Here are six tools for building effective teams.

1. Interview and hire well.

The team is only as good as their respective parts. To be blunt, I meet many leaders across the country who are not skilled at interviewing. Two aspects that will immediately improve your interviewing results are having a comprehensive interview process that includes at least three interviews and asking open-ended questions to uncover skills, competencies, and attitudes.

When you interview a candidate multiple times, they are less likely to fool you in the interview. Your goal before hiring is to get past the façade and find out who the candidate really is and if they are a fit for your organization.

2. Have an orientation.

In my mind, orientation should be a process, not just a class. Design a 60-day process where new team members feel welcome, learn their job responsibilities and get to know other team members. Years ago, I worked for a company and on my first day of employment, my boss was out of town and no one knew I was starting. I see many cases where there is no orientation for new team members. Many times new employees are told, "I am going to have you just follow Frederica around for a week." Orientation should be on purpose, not accidental. Make a concerted effort to make new team members feel welcome immediately after hiring them.

3. Team meetings matter.

I once had a client who called me and said his group was a "team" but didn't feel very much like a team. Part of the problem was the team members were located in 21 different offices. I asked how often they met. His answer was "never." I don't believe that a team can be effective if they are never together. Have consistent team meetings. It will build a sense of Esprit de corps.

4. Have a team mission statement.

Many companies have mission and vision statements, but sometimes, it's too global and too far removed from employees' day to day work. Think about creating a team mission and vision statement that is aligned with the company one. If you manage the logistics team, how can you have a team mission that supports the larger company mission?

5. Have team goals.

One way to bond a team together and get them on the same page is to have team goals. I am not saying people shouldn't have individual goals, but they should also have team goals. Those should be monitored, measured, and communicated throughout the year.

6. Decide on team guidelines.

Have a team meeting and let members discuss how they are going to work together. For example, they may say "always treat each other with respect." That is a start, but don't stop there. Ask what would respect look like? What would respect sound like? Create behavioral guidelines as a group. "Remember, teamwork begins by building trust," said writer Patrick Lencioni. "And the only way to do that is to overcome our need for invulnerability."

Make note, this is not you telling them how they will interact, it's them deciding for themselves how they will interact. That way, there is much more buy-in.

Want your team to perform at a higher level? Start working on it today. As Steve Jobs once said, "Great things in business are never done by one person. They're done by a team of people."

**Темы для устной беседы (2 семестр) по заданной тематике (практическое задание 3):**

1. What is Business English?
2. Business in different cultures
3. Telephoning
4. Types of meeting, meeting etiquette.
5. Negotiations
6. Making a presentation