

УТВЕРЖДАЮ
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« ____ » _____ 2019 г.

МЕТОДИЧЕСКИЕ РЕКОМЕНДАЦИИ
по выполнению контрольных работ и подготовке к
дифференцированному зачету
по учебной дисциплине
ОГСЭ 03. «Иностранный язык» (Английский язык)
для студентов заочного отделения

Залари - 2019

Методические указания по выполнению контрольных работ и подготовке к дифференцированному зачету по учебной дисциплине ОГСЭ 03. «Иностранный язык» (Английский язык) разработаны на основе фонда оценочных средств по специальности 46.02.01. «Документационное обеспечение управления и архивоведение» в соответствии с рабочей программой учебной дисциплины ОГСЭ.03 «Иностранный язык» (Английский язык), положением об организации и проведении промежуточной аттестации ГАПОУ ИО «Заларинский агропромышленный техникум», положением об организации и проведении текущего контроля ГАПОУ ИО «Заларинский агропромышленный техникум».

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Рассмотрена и одобрена
на методической комиссии
общеобразовательных дисциплин
от « ____ » _____ 201 ____ г.
Протокол № ____
Председатель МК _____ /Т.Н. Куль/

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Настоящие «Методические указания и контрольные задания по английскому языку для студентов факультета заочного обучения» содержат контрольные работы №1, №2 для I курса, материалы для подготовки к сдаче дифференцированного зачета. Студент выполняет контрольные задания в соответствии с учебным планом ГАПОУ ИО «ЗАПТ». Подготовка к дифференцированному зачету осуществляется самостоятельно, согласно перечню материала, необходимого к усвоению.

В данном пособии даны контрольные задания, а также тексты и тесты для самопроверки. Тексты контрольной работы могут быть использованы в качестве учебного текста для работы в аудитории, а также для внеаудиторного чтения.

Цель данных методических указаний – объяснить студентам техническую сторону выполнения контрольных работ и изложить некоторые общие рекомендации по изучению программного материала курса английского языка.

МЕТОДИЧЕСКИЕ УКАЗАНИЯ

Изучение английского языка в условиях заочного обучения основано на внеаудиторной самостоятельной работе студентов. Для правильной организации самостоятельного изучения языка студент должен руководствоваться теми рекомендациями преподавателя, которые он получает во время аудиторных занятий согласно учебному плану.

Прежде всего, вы должны уяснить техническую сторону выполнения контрольной работы, т.е. знать, как ее оформить, поскольку неправильное выполнение работы сведет весь ваш труд к нулю.

Следующий шаг в вашей работе – это изучение грамматических тем, которые указаны в контрольной работе, с помощью предлагаемой литературы.

По вопросам консультирования вы можете обратиться в каб. № 33 (согласно расписанию консультаций), отправить преподавателю на электронную почту по адресу shipicina.y@mail.ru

ОФОРМЛЕНИЕ КОНТРОЛЬНЫХ РАБОТ

Каждая письменная контрольная работа выполняется на листах А4 и сдается на проверку преподавателю в распечатанном виде. Первый лист – титульный лист, оформленный в соответствии с ПРИЛОЖЕНИЕМ 1.

В контрольной работе не должно быть исправлений или потертостей. Контрольная работа должна выполняться в той последовательности, в которой она дана в настоящем пособии. Выполненные контрольные работы должны быть предоставлены для проверки в техникум за 7 рабочих дней до начала сессии.

КРИТЕРИИ ОЦЕНИВАНИЯ

Предметом оценки служат умения и знания, предусмотренные ФГОС по учебной дисциплине ОГСЭ.03 «Иностранный язык» (Английский язык), направленные на формирование общих компетенций.

В системе оценки знаний и умений используются следующие критерии:

=> «Отлично» - за глубокое и полное овладение содержанием учебного материала, в котором студент легко ориентируется, владение понятийным аппаратом за умение связывать теорию с практикой, решать практические задачи, высказывать и обосновывать свои суждения. Отличная отметка предполагает грамотное, логичное изложение ответа (как в устной, так и в письменной форме), качественное внешнее оформление;

=> «Хорошо» - если студент полно освоил учебный материал, владеет понятийным аппаратом, ориентируется в изученном материале, осознанно применяет знания для решения практических задач, грамотно излагает ответ, но содержание и форма ответа имеют некоторые неточности;

=> «Удовлетворительно» - если студент обнаруживает знание и понимание основных положений учебного материала, но излагает его неполно, непоследовательно, допускает неточности в определении понятий, в применении знаний для решения практических задач, не умеет доказательно обосновать свои суждения;

=> «Неудовлетворительно» - если студент имеет разрозненные, бессистемные знания, не умеет выделять главное и второстепенное, допускает ошибки в определении понятий, искажает их смысл, беспорядочно и неуверенно излагает материал, не может применять знания для решения практических задач; за полное незнание и непонимание учебного материала или отказ отвечать.

КОНТРОЛЬНЫЕ ЗАДАНИЯ

КОНТРОЛЬНАЯ РАБОТА вариант № 1

Для того чтобы правильно выполнить контрольную работу № 1, необходимо усвоить следующие разделы грамматики английского языка.

1. Множественное число и притяжательный падеж имен существительных.
2. Степени сравнения имен прилагательных и наречия. Сравнительные конструкции.
3. Местоимения: личные, притяжательные, вопросительные, указательные, неопределенные и другие.
4. Формы настоящего, прошедшего и будущего времени действительного залога. Спряжение глаголов *to be*, *to have* в *Present*, *Past*, *Future Indefinite*.
5. Модальные глаголы: *can*, *must*, *may*, *should*, *could*, *need*.
6. Видовременные формы глагола:
 - а) активный залог (*the Active Voice*) для форм *Continuous (Present, Past)* и *Perfect (Present, Past)*.
 - б) пассивный залог (*the Passive Voice*) для форм *Indefinite (Present, Past, Future)*. Особенности перевода пассивного залога на русский язык.
7. Простые неличные формы глагола: *Participle I (Present Participle)*, *Participle II (Past Participle)*, *Infinitive* в функциях определения и обстоятельства.
8. Типы условных предложений (*Conditional I, Conditional II*).

Рекомендуемые учебные пособия и ссылки:

1. Агабекян, И.П. Деловой английский = *English for business*. – 9-е изд. – Ростов н/Д: «Феникс», 2013. – 318 с.
2. Безкоровая Г.Т., Соколова Н.И. «*Planet of English*»: учебник английского языка для учреждений нпо и спо. – Москва: «Издательский центр «Академия», 2017. – 256 с.
3. Восковская А.С., Карпова Т.А. Английский язык: учебник для студентов образовательных учреждений среднего профессионального образования. – Ростов – на – дону: «Феникс», 2014. – 376 с.
4. Лаврик Г.В. *Planet of English. Social & Financial Services Practice Book* = Английский язык. Практикум для профессий и специальностей социально-экономического профиля СПО : учеб пособие / Г.В. Лаврик. – 5-е изд. – М.: Издательский центр «Академия», 2017. – 96 с. : ил.

Словари

1. Англо-русский словарь: 20000 слов/Сост. Г.И. Бункин, О.В. Буренкова, Т.П. Горбунова и др.; Под. Ред. О.С. Ахмановой, Е.А.М. Уилсон. – 29-е изд., испр. – М.: Рус.яз., 1983. – 656 с.
2. Современный англо-русский и русско-английский словарь с грамматическими предложениями: 64000 слов и словосочетаний/Составители В.Е. Салькова, Л.М. Ковдлина, М.Д. Кондратова и др. – 10-е изд. – М.: РИПОЛ классик : ДОМ. Век : ЛАДА, 2010. – 955 с. – (Библиотека энциклопедических словарей)

3. Мусихина О.Н. Англо-русский, русско-английский словарь/О.Н. Мусихина, В.Л. Яськова.-Ростов н/Д : Феникс, 2018. – 207 с. – (Словарь для ЕГЭ)

4. Англо-русский, русско-английский словарь школьника. – Минск :Букмастер, 2014. -480 с.

Интернет-ресурсы:

www. lingvo-online. ru (более 30 англо-русских, русско-английских и толковых словарей общей и отраслевой лексики).

www.macmillan.com/dictionary/british/enjoy (Macmillan Dictionary с возможностью прослушать произношение слов).

www.britannica. com (энциклопедия «Британника»).

www.ldoceonline.com (Longman Dictionary of Contemporary English).

Задание 1. Переведите следующие словосочетания на английский язык, употребляя притяжательный падеж:

письмо моего друга _____, рассказы этого писателя _____, библиотека института, дочь моей младшей сестры, стены этого старого дома, собака моего друга, игрушки детей.

Задание 2. Употребите прилагательные и наречия, данные в скобках, в нужной степени сравнения:

1) My brother is much _____ than myself. (young) _____

2) The opera theatre is one of ... buildings in the city. (beautiful)

3) The party was not so ... as I had expected. (funny)

4) What is the ... news? (late)

5) Yesterday I came home ... than usual. (late)

6) Ann sings ... than Nina. (good)

7) I like this picture ... of all. (good)

8) Greg felt _____ (bad) yesterday than the day before.

Задание 3. Употребите нужную форму притяжательных местоимений:

1) Would you like to see some of (her, hers) poems?

2) (Their, theirs) knowledge of the subject is not much superior to (our, ours).

3) You take care of (your, yours) things and I'll take care of (my, mine).

4) All (our, ours) clothes were dirty, and (my, mine) especially so.

5) (Their, theirs) boat was faster than (our, ours).

6) I'm afraid they will take (your, yours) words against (her, hers).

7) (Their, theirs) home is pretty but (our, ours) is prettier.

Задание 4. Заполните пропуски местоимениями much, many, little, few.

Переведите предложения на русский язык:

1) Very ... people know about it.

2) He is a man of ... words.

- 3) ... was said but ... done.
- 4) There isn't ... harm in it.
- 5) He has very ...knowledge of the matter.
- 6) We have ... friends in Moscow.
- 7) There were very ... mistakes in his spelling.
- 8) Robert wrote so ... letters that he's never going to write a letter again.
- 9) She ate so ... ice cream that she's going to have a sore throat.
- 10) There is ... mayonnaise in Vera's kitchen. She has to go to the supermarket and buy some.

Задание 5. Напишите следующие предложения в вопросительной и отрицательной формах:

Образец: John goes there twice a week.

Does John go there twice a week?

John doesn't go there twice a week.

- 1) He knows French perfectly.
- 2) I understand everything he says.
- 3) She makes mistakes in spelling.
- 4) They enjoy their English lessons.
- 5) They live in Kiev.
- 6) We use our books in class.
- 7) The plane leaves at ten o'clock.
- 8) She always comes to class late.

Задание 6. Напишите следующие предложения в вопросительной и отрицательной формах:

Образец: He prepared his lesson well.

Did he prepare his lesson well?

He didn't prepare his lesson well.

- 1) They stayed in Moscow all summer.
- 2) She planned her work well.
- 3) The crowd waited a long time to see the famous actor.
- 4) He worked in that Institute for many years.
- 5) We arrived home late.
- 6) He entered this class in April.
- 7) Ann passed all her examinations.
- 8) The meeting lasted a long time.

Задание 7. Напишите следующие предложения в вопросительной и отрицательной формах:

Образец: They will arrive at three o'clock.

Will they arrive at three o'clock?

They won't arrive at three o'clock.

- 1) They will return in October.
- 2) These exercises will be easy for you.
- 3) He will be able to meet us later.
- 4) Our drama society will present a new play this year.
- 5) The lesson will be over at twelve o'clock.
- 6) There will be three new students in the class.
- 7) She will leave a message on the table for him.
- 8) They will write to us on Wednesday.

Задание 8. Употребите глаголы, данные в скобках, в форме Present Continuous:

Образец: Look! It (begin) to rain.

Look! It is beginning to rain.

They (wait) for us on the corner now.

They are waiting for us on the corner now.

- 1) I see that you (wear) your new suit today.

- 2) Listen! Someone (knock) at the door.
- 3) The bus (stop) for us now.
- 4) Please, be quiet! The baby (sleep).
- 5) The leaves (begin) to fall from the trees.
- 6) John (have) lunch in the cafeteria now.
- 7) Listen! I think the telephone (ring).
- 8) Ann seems to be very busy. I guess she (prepare) her English lesson.

Задание 9. Употребите глаголы, данные в скобках, в форме Past Continuous:

- 1) When you telephoned, I (have) dinner.
- 2) The baby (sleep) soundly when I went to wake him.
- 3) She (talk) with Mr. Smith when I saw her in the hall.
- 4) The accident happened while they (travel) in the South.
- 5) When I got up this morning, the sun (shine) brightly.
- 6) At seven o'clock, when you telephoned, I (read) the newspaper.
- 7) Mary (play) the piano when I arrived.
- 8) Helen fell just as she (get) off the bus.

Задание 10. Употребите глаголы, данные в скобках, в форме Past Perfect:

- 1) I was sure that I (see) the man before.
- 2) I asked him why he (leave) the party so early.
- 3) It was clear that he (give) us the wrong address.
- 4) The teacher corrected the exercises which I (prepare).
- 5) He knew that he (make) a serious mistake.
- 6) She said she (look) everywhere for the book.
- 7) I felt that I (meet) the man somewhere before.
- 8) He wanted to know what (happen) to his briefcase.

Задание 11. Замените в следующих предложениях действительный залог страдательным. Переведите предложения на русский язык:

Образец: They developed a new method of teaching.

A new method of teaching was developed by them. –

Новый метод обучения был разработан ими.

- 1) The audience enjoyed the concert very much.
- 2) The little boy ate the cake.
- 3) The teacher corrects our exercises at home.
- 4) They started a dancing class last week.
- 5) Everybody will see this film soon.
- 6) The teacher returned our written work to us.
- 7) Mr. Smith will leave the tickets at the box-office.
- 8) The students translate texts during the lessons.

Задание 12. Найдите в предложениях формы Participle I и Participle II. Переведите на русский язык:

1. A smiling girl.
2. A swimming man.
3. The men building our house with me are my friends.
4. Translating the article he consulted the dictionary.
5. My sister likes boiled eggs.
6. We stopped before a shut door.
7. Tied to the tree, the goat could

not run away. 8. They saw overturned tables and chairs and pieces of broken glass all over the room. 9. This is a church built many years ago. 10. The books written by Dickens give us a realistic picture of the 19th century England.

Задание 13. Раскрывая скобки, напишите каждое предложение два раза, образуя условные предложения 1 и 2 типов.

Образец:

If I (to see) her, I (to be) glad.

If I see her, I shall be glad.

If I saw her, I should be glad.

1. If you (to be) busy, I (to leave) you alone.

2. If my friend (to come) to see me, I (to be) very glad.

3. If mother (to buy) a cake, we (to have) a very nice tea party.

4. If we (to receive) a telegram from him, we (not to worry).

5. If you (not to work) systematically, you (to fail) the exam.

6. If I (to live) in Moscow, I (to visit) the Tretyakov Art Gallery every year.

7. If I (to get) a ticket, I (to go) to the Philharmonic.

8. If I (to live) near a wood, I (to gather) a lot of mushrooms.

Задание

14.

Переведите предложения на русский язык и определите время в выделенных глагольных формах (Present Simple, Present Continuous, Present Perfect, Past Simple, Past Continuous, Past Perfect, Future Simple).

1. I didn't play tennis last week.

2. He helps his father very often.

3. We are not drinking coffee now.

4. He was playing the piano from 5 till 8 yesterday.

5. By 9 o'clock she had washed the dishes.

6. They have already arrived.

7. Next week I will be 25.

8. My friend was in Japan last summer.

Задание 15. Письменно переведите 1, 2 и 3 абзацы текста.

Выполните задание после текста.

Management

Management has many definitions as there are managers. There are debates whether management is an art or a science and whether managers are born or made. From a sociological point of view management would seem to be mainly an art (for example how to motivate people to give of their bests), whereas from a quantitative point of view it appears to be far more scientific.

In practical business, management is the art and science of getting things done through other people, but it also includes effective use of your own time. To operate a successful business you need strong management skills. Effective management is the key to business success.

Management includes those personnel who have the right to make decisions that affect company's affairs. Organization is the means by which management

coordinates the efforts of employees to obtain the company's objectives. As for organization, it involves structure which is a framework enabling management to delegate and control the responsibilities of individuals and departments. In this way, a company can function as a unit with the same efficiency as a business run by one person.

Once organizational structure has been established, areas (and sub areas) of activities, levels of authority and duties must be clearly defined. There are three management levels: top management, middle management, and operating management. Top management includes the president, vice president, and the general manager. Middle management includes department managers, plant managers, and production superintendents. Operating management includes supervisors, foremen, etc.

The most important responsibility of a manager at any level is decision making. (It is often said that decisions are the motor of business). Successful management is a matter of skill in choosing from alternatives.

Ответьте на следующие вопросы к тексту:

1. Is a management an art or a science?_____
2. What is the key to business success?
3. What is management?
4. What is the most important responsibility of a manager?
5. What manger would you like to be: a top manager, a middle manager, or an operating manager and why?

КОНТРОЛЬНАЯ РАБОТА вариант № 2

Для правильного выполнения контрольной работы №2 необходимо усвоить следующие разделы грамматики английского языка:

1. Множественное число и притяжательный падеж имен существительных.
2. Степени сравнения имен прилагательных и наречия. Сравнительные конструкции.
3. Местоимения: личные, притяжательные, вопросительные, указательные, неопределенные и другие.
4. Формы настоящего, прошедшего и будущего времени действительного залога. Спряжение глаголов *to be*, *to have* в *Present*, *Past*, *Future Indefinite*.
5. Модальные глаголы: *can*, *must*, *may*, *should*, *could*, *need*.
6. Видовременные формы глагола:
 - а) активный залог (*the Active Voice*) для форм *Continuous (Present, Past)* и *Perfect (Present, Past)*.
 - б) пассивный залог (*the Passive Voice*) для форм *Indefinite (Present, Past, Future)*. Особенности перевода пассивного залога на русский язык.
7. Простые неличные формы глагола: *Participle I (Present Participle)*, *Participle II (Past Participle)*, *Infinitive* в функциях определения и обстоятельства.
8. Типы условных предложений (*Conditional I, Conditional II*).

Рекомендуемые учебные пособия и ссылки:

1. Агабекян, И.П. Деловой английский = English for business. – 9-е изд. – Ростов н /Д: «Феникс», 2013. – 318 с.
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Задание 1. Образуйте множественное число существительных:

woman, set, group, work, mouse, name, art, play, star, year, idea, sorrow, ray, culture, doctor, man, teacher, counter, child, leaf, life, shelf, knife, wife.

Задание 2. Образуйте степени сравнения следующих прилагательных и наречий:

short, cold, bad, early, big, good, late, fast, small, old, nice, young, large, long, quick, easy, interesting, few, comfortable, progressive, efficient, clearly, beautiful, difficult, especially, wonderful, realistic, remarkable, much, dependent, far, important.

Задание 3. 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.
- 6) I always speak to (he, him) in English.
- 7) What is the matter with (he, him) today?
- 8) He explains the lesson to (we, us) each morning.

Задание 4. Заполните пропуски местоимениями some или any.

Переведите предложения на русский язык:

1. You will need ... warm clothes there.
2. I don't have ... money with me.
3. Please, give me ... more coffee. – I'm sorry, but there isn't ... more coffee.
4. I'm sorry, but I didn't have ... time to prepare my lessons last night.
5. It was in Greece that ancient civilization was highly developed.
6. I didn't have ... stamps, so I went to the post-office to buy ...
7. Please, put ... water in that vase, the flowers are dying.
8. There are ... famous museums in that city but we didn't have time to visit ...
9. The doctor gave me ... medicine for my cough.
10. There aren't ... students in the room at the moment.

Задание 5. Употребите глаголы, данные в скобках, в форме Present Simple:

- 1) We (read) the newspaper in class every day.
- 2) He always (prepare) his homework carefully.
- 3) We always (play) tennis on Saturdays.
- 4) She (speak) several foreign languages.
- 5) The children (play) in the park every afternoon.
- 6) Helen (work) very hard.
- 7) They (take) a lot of trips together.
- 8) We always (travel) by car.
- 9) I (eat) lunch in the cafeteria every day.
- 10) We (walk) to the bus stop every morning.

Задание 6. Употребите глаголы, данные в скобках, в форме Past Simple:

- 1) We (work) in our garden all day yesterday.
- 2) The telephone (ring) twice but no one answered it.
- 3) He always (want) to learn English.
- 4) Ann and I (talk) over the telephone yesterday.
- 5) I (lose) my English book yesterday but (find) it later.
- 6) The meeting (last) about two hours.
- 7) I (wait) almost two hours for Helen yesterday.
- 8) She (study) in our class last semester.
- 9) We (watch) television until eleven o'clock last night.
- 10) Mr. and Mrs. Simpson (invite) all their friends and neighbors to a party last night.

Задание 7. Употребите глаголы, данные в скобках, в форме Future Simple:

- 1) Helen (find) the book which you need.
- 2) They (see) us tomorrow.
- 3) He (finish) the work in April.
- 4) The shops (close) at noon today.
- 5) We (arrive) at three o'clock.
- 6) She (tell) you all about it.
- 7) You (spend) two months in the South.
- 8) The plant (die) because of lack of sunshine.

Задание 8. Употребите модальные глаголы *can, may, must, could, should, can't, mustn't, needn't* и переведите предложения на русский язык.

1. ... I take this book for a little?
2. I.... ski when I was young.
3. You ... work more seriously.
4. He ... answer the question. It's not difficult.
5. Yourespect your parents.
6. My sister write this letter, she is very busy.
7. My sister write this letter. She'll phone them.
8. You make notes in the books.

Задание 9. Напишите следующие предложения в вопросительной и отрицательной формах Present Continuous:

Образец: They are working.

Are they working?

They aren't working.

- 1) You are doing that exercise correctly.
- 2) He is looking for the book which he lost.
- 3) All the birds are flying south.
- 4) The sky is getting very dark.
- 5) They are laughing at what you said.
- 6) They are travelling in Europe at present.
- 7) Helen is taking dancing lessons at the country club.
- 8) Mr. Evans is writing a series of articles on the economic situation.

Задание 10. Употребите глаголы, данные в скобках, в форме Present Perfect:

- 1) I (speak) to him about it several times.
- 2) We (learn) many new words in this course.
- 3) He (make) that same mistake several times.
- 4) I (hear) that story before.
- 5) I am afraid that I (lose) my car keys.
- 6) She (see) this film three times.
- 7) I (tell) John what you said.
- 8) She (return) my book at last.

Задание 11. Переведите предложения на русский язык, обращая внимание на употребление времен группы Perfect:

- 1) He has told her all about his travel.
- 2) I have never been to St. Petersburg.
- 3) Have you finished your homework?
- 4) They have been friends for years.
- 5) She told us that she had not finished her report yet.
- 6) He has been the best student in the class.
- 7) She said she had had her lunch.
- 8) They have been absent from class all week.

Задание 12. Замените в следующих предложениях страдательный залог действительным. Переведите предложения на русский язык:

Образец: This letter was written by John.

John wrote this letter.

Джон написал это письмо.

- 1) The entire city was destroyed by the fire.
- 2) The lecture was attended by many people.
- 3) The book will be published in spring.
- 4) The class is taught by Mr. Smith.
- 5) It was designed by a French engineer.
- 6) This book is always read by the students of the first course.

- 7) The letter was left on the table.
- 8) The house was struck by lightning.

Задание 13. Выберите из скобок требующуюся форму причастия:

1. The girl (writing, written) on the blackboard is our best pupil.
2. The house (surrounding, surrounded) by tall trees is very beautiful.
3. Who is that boy (doing, done) his homework at that table?
4. The floor (washing, washed) by Helen looked very clean.
5. We listened to the girls (singing, sung) Russian folk songs.
6. Do you know the girl (playing, played) in the garden?
7. The book (writing, written) by this scientist is very interesting.
8. Translate the words (writing, written) on the blackboard.
9. We could not see the sun (covering, covered) by dark clouds.
10. The (losing, lost) book was found at last.
11. (Going, gone) along the street, I met Mary and Ann.
12. Read the (translating, translated) sentences once more.
13. Name some places (visiting, visited) by you last year.
14. I picked up the pencil (lying, lain) on the floor.
15. She was reading the book (buying, bought) the day before.

Задание 14. Раскройте скобки, употребляя глаголы в требующейся форме.

1. If he were not such an outstanding actor, he (not to have) so many admirers.
2. If you (to give) me your address, I shall write you a letter.
3. If she (not to be) so absent-minded, she would be much better student.
4. If my sister does not go to the south, we (to spend) the summer in Saint Petersburg together.
5. If you (not to get) tickets for the Philharmonic, we shall stay at home.
6. If you were not so careless about your health, you (to consult) the doctor.
7. I should be delighted if I (to have) such a beautiful fur coat.
8. If it (to rain), we shall have to stay at home.
9. If it is not too cold, I (not to put) on my coat.
10. If he (not to read) so much, he would not be so clever.

Задание 15. Раскройте скобки, употребляя глаголы в нужном времени (*Present Simple, Present Continuous, Present Perfect, Past Simple, Past Continuous, Past Perfect, Future Simple*).

1. When my father (to come) home yesterday, I (to have) dinner.
2. I (never/ be) to the USA.
3. My sister (to write) an essay now.
4. You (to go) to school on Sundays?
5. We (not to dance) every day.
6. I (to go) to bed at ten o'clock tomorrow.
7. He (not to go) to the cinema tomorrow.
8. You (to watch) TV yesterday?
9. By 8 o'clock the rain (to stop).
10. Alice was late because she (to miss) the bus.

11. What you (to do) now? — I (to wash) the dishes.
12. He (to work) at the factory before he entered the college.
13. Oh, no! I (lose) my money!
14. What you (to do) at three o'clock yesterday? — I (to have) dinner.
15. Brad (live) in Chicago since 1998.

Задание 16. Письменно переведите 1, 2 и 3 абзацы текста.

Выполните задание после текста.

Advertising

Businesses need to advertise. If they didn't advertise no one would even learn of the existence of their wares. In part, advertising is aimed at conveying information to potential customers and clients, but it is also used to persuade public to buy. This is the area in which advertising is often criticized. Advertisements are sometimes misleading. Although it is illegal for advertisers to make untrue statements about their goods, services or prices, they still make their wares seem unduly attractive. They pander to our egos and our vanities. They create a demand which would not otherwise exist. It is easy to say, "I'm not influenced by the adverts!" Everyone is influenced to a certain extent.

There was recently some research on subliminal advertising. The word "coffee" was flashed on to the television screen. It happened so quickly that no one was aware it had happened. For just a fraction of a second it registered on the viewers' subconscious. The result? A surprising number of people chose to make coffee at that precise moment. Of course, it could have been a coincidence but it was highly unlikely.

Yet, for the typical manufacturer advertising is a form of insurance. The nature and extent of consumer's needs have to be constantly assessed. If the needs are overestimated it is possible, through advertising, to soak up the surplus goods which have been produced. As a demand for a product sags, it can be stimulated. There are all sorts of useful byproducts. Without the possibility of advertising, workforces would have to be laid off when sales fell. The warehouses would become overfilled and stocks would deteriorate, perhaps even becoming obsolete.

Advertising goes far beyond television and hoardings, newspapers and magazines. The manager of a clothes store is advertising by putting models wearing the store's clothes in the window. A bicycle manufacturer is advertising when he sends a new price-list through the post to his retailers. How could trading be carried on without such devices?

Some would even go so far as to say that advertising actually enriches our lives. Commercial television is able to provide us with free programs thanks to its advertising revenues. National newspapers drive much of their revenue from advertising. Look at a typical newspaper and you will discover the proportion of the pages devoted to advertisements. We also have advertisers to thank for the free color supplements accompanying the Sunday newspapers.

Ответьте на следующие вопросы к тексту:

1. What is meant by informative advertising?

2. Why is persuasive advertising criticized?
3. What is subliminal advertising?
4. What should be done to counter a fall in sales?
5. How does advertising help the workforce?

МАТЕРИАЛЫ ДЛЯ ПОДГОТОВКИ **К ДИФФЕРЕНЦИРОВАННОМУ ЗАЧЕТУ**

Промежуточный контроль проводится в форме дифференцированного зачета.
Время подготовки и сдачи 90 мин.

Вопросы по разделам дисциплины для устного опроса, выполнения упражнений, тестирования

1. Имя существительное (число, род), артикли;
2. Степени сравнения прилагательных.
3. Глаголы to be, to have .
4. Времена группы Indefinite (Simple) Active/Passive;
5. Местоимения.
6. Имя числительное (порядковые, количественные числительные, даты, время, годы);
7. Времена группы Continuous Active/Passive ;
8. Типы предложений. Вопросы;
9. Времена группы Perfect Active/Passive;
10. Модальные глаголы;
11. Согласование времен. Прямая и косвенная речь.
12. Причастие;
14. Инфинитив;
15. Герундий;
17. Сослагательное наклонение;
18. Пассивный залог;
19. Прилагательные. Наречия. Степени сравнения.

Тексты для чтения

Текст № 1

1. Прочитайте и письменно переведите текст:

I study at the agro-industrial college. I get up at a quarter to seven. I switch on the radio and do my morning exercises to the radio music. Then I go to the bathroom, wash myself and clean my teeth with a tooth-brush. It takes me not more than ten or fifteen minutes. Then I dress and sit down at the table to have my breakfast. I usually have a cup of tea or coffee, eggs and bread and butter.

After breakfast I go to the college. I go there by metro and by bus. My lessons begin at 9.30. We study many subjects. Best of all I like English and literature. When I was a school boy, I liked English and literature too. At eight or nine o'clock I have supper. I have some salad, a slice of sausage and bread, sour milk or cereal.

In the evening I do my home-work. I must and can do it well. Sometimes I listen to the radio or watch TV. In the morning I shall go to the college again.

2. Поставьте к тексту пять вопросов по-английски.
3. Выпишите из текста предложения, которые стоят в прошедшем неопределенном и будущем неопределенном времени.
4. Найдите в тексте предложения, где прилагательное стоит в

сравнительной и превосходной степени.

Текст № 2

1. Прочитайте и письменно переведите текст:

My first name is Boris. My surname is Petrov. I am a student. I study at the bookselling college. I want to tell you about my family. My father and my mother got married when they were 20 years old. They were students at the medical institute. So my parents are doctors and work in a hospital. Besides parents I have two sisters. They are school-girls. And they also are interested in medicine and read many books on medicine. My mother's brother Victor is a professional sportsman. He is a swimmer. Last year he won the Russia championship and he hopes to take part in the Olympic games. My relatives often gather together and I am glad to see all my nieces and nephews. The most friendly tennis I have with my cousin Nick. He is a student too. Nick is taller than I. His hair is black and his eyes are brown. He likes to play tennis.

I love my relatives. In summer we shall go to the country on our holidays and we shall play the guitar, sing together and play tennis.

2. Поставьте к тексту пять вопросов по-английски.

3. Выпишите из текста предложения, которые стоят в прошедшем неопределенном и будущем неопределенном времени.

4. Найдите в тексте предложения, где прилагательное стоит в сравнительной степени.

Текст № 3

1. Прочитайте и письменно переведите текст:

Russia occupies one-sixth of the world's surface. It is the largest state in the world. Russia is rich in deposits of coal, natural gas, iron-ore, copper, nickel, platinum, silver and many other mineral resources. The population of Russia is about 150 million. Russia is the country of many nationalities-big and small. The climate of Russia can be named as a moderately continental one. There are many rivers in our country. Most of the larger rivers empty their waters into the Arctic Ocean.

The very heart of our land is Red Square in Moscow. Red Square is the traditional place for military parades and working people's demonstrations on national holidays. During the great Patriotic War the peoples of the Soviet Union stand up as one man with arms in hand and fight the fascist invaders. The 9th of May is Victory Day and our country will celebrate it always.

Today visitors to Russia can see great changes in the country's economic, social and cultural life.

The market economy will create new forms of relations between people.

2. Поставьте к тексту пять вопросов по-английски.

3. Выпишите из текста предложения, которые стоят в прошедшем неопределенном и будущем неопределенном времени.

4. Найдите в тексте предложения, где прилагательное стоит в превосходной

Текст № 4

1. Прочитайте и письменно переведите текст:

Moscow, the capital of our Motherland, is a large industrial, political and cultural centre. Moscow is over 850 years old. It is one of the oldest Russian cities. It abounds in historical and architectural monuments. The population of Moscow is about nine million people. Moscow has many new modern buildings. There are skyscrapers too. The Moscow Metro is well-known in the world. It is comfortable and rapid. The workers constructed the first line of the Moscow underground in 1935. Moscow has a continental climate, hot summer, cold winter. Moscow has many museums, exhibitions, theatres, parks. Electric trains connect Moscow with the suburbs.

The Moscow-Volga canal connects Moscow with five seas. Moscow is an important railway and highway junction. The Moscow State University on the Lenin Hills is the heart of our educational system. There are many department stores in Moscow. The largest are: Gum (State Department Store), CDS (Central Department Store).

Many tourists will come to Moscow and admire its sights.

2. Поставьте к тексту пять вопросов по-английски.

3. Выпишите из текста предложения, которые стоят в прошедшем неопределенном и будущем неопределенном времени.

4. Найдите в тексте предложения, где прилагательное стоит в превосходной степени. Образуйте сравнительную степень и превосходную от следующих прилагательных: beautiful, warm, short, little, good, bad.

Текст № 5

1. Прочитайте и письменно переведите текст:

Many generations have hoped to see their people healthy, strong, brave. This hope of mankind has become a reality in our country.

Sport is important not only as health-building and educational factor, but as an excellent way to friendship and understanding among athletes and among nations. There are many sport clubs in our country. These clubs have hundreds of thousands and even millions of members. The students of Moscow go in for various sports too. They take part in students' competitions and win the championships in skiing, skating, swimming, tennis, wrestling and track and field athletics.

Their training are beneficial not only to their health but also to the continuous upbringing of an individual. In order to be in good form and to win different championships Moscow's athletes have hard and good planned trainings. They do everything to compete at a high sports level and with respect for the rules.

3. Поставьте к тексту пять вопросов по-английски.

4. Переведите следующие предложения на русский язык:

It is no use for me asking for his help. Do you like skating? What are you doing now? Who is sitting beside you? I am sitting at the window. Many letters were received by you last year. Many books are published in our country every year. I have not seen him since spring. Where have you been all this time? He returned to the country which he had left in his childhood.

Переведите следующие группы слов на русский язык:

a running child, a leading scientist, the woman sitting by the fire, a written story, a two-roomed flat.

5. Заполните пропуски глаголом to be в нужной форме. Употребите страдательный залог в настоящем, прошедшем и будущем времени.

This dress ... bought by me.

Many new songs ... sung by this singer.

Текст № 6

1. Прочитайте и письменно переведите текст:

The origin of the Olympic games reaches back to prehistoric times.

The women were not allowed to attend the games.

The Olympic games were organized in enemy stood on the soil of country, and they were held when the glory had declined and Rome had become the ruler over the greek nation.

In A. D. 393 the Emperor Theodosiws (Феодосий) issued an order by which he put an end to the Olympic games. They were restored in the 1980s by Pierre de Coubertin de Coubertin, a man of deep culture.

In Julu 1894 the Olympic Chapter was adopted. It stated that the Olympic games would be held every four years. The first Olympic games of our time were held in the land where the Olympiads had been born – Greece.

They took place in 1896 in Athens they became the common festival for the sportsmen of the whole world. The Olympic games were not held in 1916, 1940, 1944 because of the First and Second World War.

The 22nd Olympic games took place in 1980 in Moscow.

2. Поставьте к тексту пять вопросов по-английски.

3. Переведите следующие предложения на русский язык:

Stop talking. He left the room without saying anything. Are you writing or reading. They are looking at the picture. I was playing chess with his brother. This pupil will be asked at the next lesson. The joke was laughed at by everybody. We have already translated this text. I have just seen him. I shall have known everything about this event by next Sunday.

Переведите следующие группы слов на русский язык:

Boiling water, the worker repairing a house, the child playing in our garden, a leading actor, a smiling girl, a well-dressed woman, a bad-done work.

4. Заполните пропуски глаголом be в нужной форме. Употребите страдательный залог в настоящем, прошедшем и будущем времени:

He ... asked at every lesson.

This text ... translated by my friend.

Текст № 7

1. Прочитайте и письменно переведите текст:

Books play an important part in the cultural development of country. People have a desire to learn, they seek Knowledge. Books satisfy this desire.

The invention of paper played a very important part in the development of books.

In the country the art of papermaking reached Europe. Later people began to learn how to make paper more quickly and cheaply and of better quality.

The Knowledge of the methods of printing spread so quickly over the Continent of Europe that by the year 1487 nearly every country had started printing books.

The first book printed in the Russian language appeared in Moscow on the first of March, 1564. Up to that time there were only handwritten books in Russia. The house built for printing books was not far the Kremlin. At that time it was one of the best buildings in the Russian capital.

Reading books helps us in our education. We can find all Kinds of books in the libraries: novels, biographies, fiction, short stories, book on travel-lings, technical books, magazines, books for children and so on. In some libraries we can find books in many foreign languages. The reader is allowed to borrow books for a certain number of days. The reading rooms are open to all who to work there. Many come to the reading rooms to wishes study and prepare material for their reports or for their scientific work.

2. Поставьте к тексту пять вопросов по-английски.

3. Переведите следующие предложения на русский язык:

They prefer spending their money on books. I am afraid of making mistake. Are you playing football now? What were you talking about? Many books are published in our country every year. Many new buildings were constructed in our town. How long have you lived in this town. I shall have done this translation by next week. Have you already learned this rule?

Переведите следующие группы слов на русский язык:

the girl reading a book, running water, the boy crossing a street, a beloved son, a beloved son, prepared food, hard-cared money.

4. Заполните пропуски глаголом be в нужной форме. Используйте страдательный залог в настоящем, прошедшем и будущем времени:

This translation ... done by our students.

The letter ... written with a pencil.

Текст № 8

1. Прочитайте и письменно переведите текст:

Great Britain is often called an industrial country. Britain was able to creat a powerful heavy industry earlier any other country. For a long time Britain remained the first industrial country in the world.

Britain may be called the birth place of capitalism. In the second half of the

18th century and in the beginning of the 19th century many technical inventions of outstanding importance were put into use in England. Having accumulated colossal wealth, Britain became the “world’s banker”.

Britain’s new branches developed in the 20th century, especially after World War I.

Such branches of industry as textile, textile machinery, coal mining, construction of steam engines, shipbuilding were the branches of industry which had served as a base for Britain’s worked dominance in industry.

The branches that arose later, such as the electrical, chemical, artificial silk, motor-car and aircraft industries, machine building, engineering are the main branches of great Britain’s industry today. The technical level of these branches is high.

Some time ago the new branches of industry worked mainly for the home market, but today some of them, especially the electrical and chemical industries, occupy an important place in British export.

Almost half of great Britain’s population is engaged in industry. A great number of new enterprises have arisen in different districts of England.

2. Поставьте к тексту пять вопросов по-английски.

3. Переведите следующие предложения на русский язык:

What is the use of talking about that? She stopped talking and began writing a text. They are coming back soon. My friend was reading a letter when I entered the room. Many new buildings will be constructed in our city. Interesting reports are usually made by our students. Have you sent a letter to your brother? Have you bought any new books since spring? I shall have learned this rule by afternoon.

Переведите следующие группы слов на русский язык:

a loving mother, the child wasting time, the boy doing his home-work, the house built two years ago, the written translation of this text, a highly developed industry.

4. Заполните пропуски глаголом be в нужной форме. Используйте страдательный залог в настоящем, прошедшем и будущем времени:

This language ... studied by me.

The ground ... covered with snow in winter.

Текст № 9

Basic Forms of Business Organization

Business is the production, distribution, and sale of goods and services for the benefit of the buyer and the profit of the seller. In the modern world the control of production is largely in the hands of individual business people or entrepreneurs, who organize and direct industry for gaining profits.

All businesses are known to take one of three basic forms: the sole proprietorship, the partnership, and the corporation.

A sole proprietorship is the simplest way of starting a business. In this form of organization the owner himself is responsible for success or failure of his

business. Any line of business is open to him. Although this form has its advantages, it has certain drawbacks, too. In the first place the single owner is seldom able to invest as much capital as can be invested by a partnership or a corporation. If single owners are able to invest large amounts of capital, they run great risk of losing it all because they are personally liable for all the debts of their businesses. This is called unlimited liability.

A partnership is voluntary legal association of two or more people for the purpose of running a business. All partners are responsible for the debts of the partnership and profits and losses are shared between them. The agreement to form an association of this nature is called a partnership contract and may include distribution of profits, fiscal responsibilities, and a specific length of time during which the partnership is in effect.

A corporation is a firm that exists as an independent legal entity, with ownership divided into shares. The owners of the shares are known as stockholders. The main feature of the corporation is limited liability. It means that the liability of the stockholders for the debts of the firm is limited to the amount of money they paid to buy shares. It is the dominant form of American business because it makes possible to gather together large amount of capital. The stockholders usually meet once a year to elect directors and to carry on other important business. Management of a corporation consists of the board of directors, who decide corporate policy, and the officers, who carry on the daily operations. The board is elected by the stockholders, and the officers are appointed by the board. The corporation form of business has several advantages over the sole proprietorship and partnership. It is a separate legal entity and officer's limited liability to the owners, ease of capital generation and ease of transfer of ownership. In addition, it allows centralized authority and responsibility and professional management. The corporation form of business also has several disadvantages. It is subject to greater government regulation and double taxation. In addition, separation of ownership and control may allow management to make harmful decisions. Since no one form of business organization is perfect, so – called hybrids have been devised like: franchises, limited partnerships, cooperatives, and joint ventures.

Задание 2. Ответьте на вопросы.

1. What is business?
2. Who can be called an entrepreneur?
3. What are the advantages of a sole proprietorship?
4. What is a partnership?
5. Why is a corporation the dominant form of American business?
6. What disadvantages has the corporation form of business?

Задание 3. Найдите английские эквиваленты в тексте следующим фразам.

1. распределение товаров для выгоды покупателя и прибыли продавца;
2. определённые недостатки;
3. быть ответственным за неудачу в бизнесе;
4. вкладывать большое количество капитала;

5. распределять прибыль и убытки;
6. контракт товарищества;
7. финансовая ответственность;
8. Акционеры – это владельцы акций.
9. совет директоров;
10. государственное регулирование и взимание налогов.

Задание 4. Переведите последний абзац текста.

Текст № 9

Business Etiquette

The turn of the 20th century saw great interest in business etiquette in the USA. It can be surprising, but in this era of take-out foods and dress-down Fridays, etiquette is becoming very important. There are lots of signs of it. First of all, the bookstores are filled with different books on multicultural ways of doing business, on e-mail manners, table manners and more. Colleges and universities are giving their graduates a competitive edge in the job market, offering special courses. Businesses are spending hundreds of thousands of dollars for seminars and workshops with such names as "Customs and Protocol for Doing Business in the Global Market Place", "Business Basics for Professional Polish".

An etiquette expert Dorothea Johnson told the story of the businessman who came to her for help after he was not employed by a big corporation. At a lunch meeting with a senior executive in the company, he sat down and immediately started eating the salad in front of him. He looked up to see his boss, who hadn't picked up his fork yet, and was staring at him. "I knew right then they were going to send me out, » he said. If he knew the manners, he would have known to wait until his host started eating.

The recruiters do not offer jobs to candidates who salt their food before tasting, because it shows a tendency toward hasty decision making, or to those who order very expensive food at the restaurants.

Today's parents are realizing that while good manners will help their children get along in life, they can't teach them. Etiquette hasn't been a priority during the last two decades. Even if parents feel competent to teach manners, they may not have time. If family mealtimes are a thing of the past, when are children going to learn not to butter all their bread at once, or, more important, how to hold polite dinner-table conversation? Top corporations hire specialists to teach "client development skills", not manners, which could include anything from how to place a napkin, how to present a business card to a Japanese businessman.

The important thing to remember, though, is that good manners are more than a code of behavior. They can make life easier. It's methodology by which people can get along with each other.

Задание 2. Ответьте письменно на вопросы.

- 1) Did the turn of the 20th century see great interest in business etiquette in the USA?
- 2) Where do people buy books on multicultural ways of doing business, on e-mail

manners, table manners and more?

3) Who told the story of the businessman?

4) What happened at a lunch meeting?

5) What was incorrect?

6) What do parents think about good manners of their children?

7) Do top corporations hire specialists to teach "client development skills", not manners?

8) What is the important thing to remember about good manners?

Задание 3. Найдите в тексте соответствующие английские слова или словосочетания, которые имеют следующие значения:

- person or group in a business or commercial organization with administrative or managerial powers;
- prices that are as good as those of other firms;
- person who accepts the guests;
- person who is employed;
- person who employs other people;
- to give work to people.

Текст № 10

1. Прочитайте и письменно переведите текст:

WHAT IT TAKES TO RUN A BUSINESS

Most of us fantasize at one time or another about starting our own business, but few of us have the courage to make it happen. The prospect of going into business for ourselves, while appealing, is a risk few of us are willing to take.

But times have changed. More people than ever before are leaving their jobs and starting their own businesses. In fact, experts estimate that some 1.500 new businesses are launched every day and that by 2000 70 percent of all businesses will be entrepreneurial.

Choosing the business that's right for you is probably the most important business decision you'll ever make. Maybe you already have a great idea for a product or service. Or perhaps you're still exploring some ideas. In either case, before you launch your business you'll need to assess your strengths and weaknesses, your likes and dislikes.

It may help to make a list of what you like and dislike. You'll also want to consider your non-tangible attributes, such as stamina, determination and resourcefulness. These qualities alone may be the determining factor of whether your business succeeds or fails.

Experts agree that two of the most important qualities an entrepreneur should possess are tenacity and perseverance. Getting a business off the ground can be extremely frustrating, and if you're the type who gives up easily, chances are you won't make it as an entrepreneur.

As a business owner you also must have the stamina and self-discipline to work long hours, the willingness to take risks and the confidence to make decisions. These traits will go a long way in helping your business thrive and

flourish.

Don't worry if it takes you a while to determine what kind of business you want. It's much better to take your time and thoroughly investigate your options than rush into something. Some of the most successful entrepreneurs have spent time researching the market before finding their niche.

Special training or education is not required to start a business. Only one-fifth of new business owners have college degrees and more than one-third have never taken a business course.

Much of the knowledge you'll need to run a business can be learned through books, seminars and workshops. You may also want to consider taking a few business or marketing courses through your local university or community college.

One of the best ways to learn about business is by talking to as many entrepreneurs as you can. Join a professional organization in your area that is geared to your particular industry.

In addition, there are several organizations that can provide assistance. Contact your local Small Business Administration office or the Service Corps of Retired Executives. Both groups can provide professional advice and counseling and help you get your business off the ground. You may also want to consider hiring a business consultant to help you build a solid business plan.

One of the most important factors you'll need to consider before starting a business is your financial resources. If you are the sole provider for your family and have little savings stashed away, this may not be the time to give up a steady source of income.

Studies show that more businesses fail because of under financing and poor management than for any other reason. That's why experts say you should have enough saving put aside to support you for at least a year before you have to dip into your new business for income.

If you're having trouble raising the capital needed to launch your business, try the Small Business Association. The organization often makes small-business loans to start-up companies or at least will refer you to the institutions that will. You may also want to consider obtaining independent investors or taking out a home equity loan.

Starting a new business not only demands a lot of hard work, but also requires financial and emotional sacrifice. Be prepared to give up vacations, weekends and evenings and to spend less time with friends and family. Entrepreneurship is not without drawbacks, and many people discover (often too late) that they are not cut out to run a business.

Harvey Mackay, the best selling author of *"Sharkproof: Get The Job You Want. Keep The Job You Love In Today's Frenzied Market "* (Harper Collins), offers these suggestions for anyone considering a business venture.

- Think small. Keep your overheads low by starting your business from home. Purchase only the essentials. Hold on to your day job as long as possible or at least until your business has started to take off.
- Get advice. Talk to other entrepreneurs. Find out how they got started, how

much money it took and what they would do differently. Put together an advisory team that you can turn to for help.

- Adapt to change. In business, anything can happen. Be prepared for the unexpected.
- Draft a business plan. Analyze your market and study your competition. Determine who your potential clients will be and make sure there is sufficient demand for your product or service. Set goals for your company and review them periodically to see if you're meeting your expectations.
- Depend on yourself. Whether your business succeeds or fails depends on you alone. Make sure you have the temperament to work harder than you've ever worked in your life.

Задание 1. Ответьте письменно на вопросы:

1. What things should be done to start your own business?
2. Can you prove that the following qualities are essential (or not needed) for a businessman: stamina, determination, resourcefulness, tenacity, self-discipline, willingness to take risks, confidence?
3. What recommendations would you give to those who would like to start their own business?

Текст № 11

1. Прочитайте и письменно переведите текст:

Definition - What does *Paperless Office* mean?

A paperless office is a concept in which usage of paper is greatly reduced or eliminated totally in a office environment. This is achieved by converting document into digital form. According to the proponents, a paperless office is not only environmentally friendly, but also helps in boosting the productivity and efficiency of an office while also saving money and making work processes easier and more convenient as digital documents can be easily shared between users.

Here are five cutting edge ways to cut paper out of your daily routine:

1. Internal Documents. Share files without that trip to the printer. With [Google Docs](#), a free service run through Gmail, you can work simultaneously with colleagues on a document or spreadsheet. The system even lets you 'chat' with others viewing the document. It also continuously saves, so you'll never lose your work file. You can download the files you create at any time if you need to email (or print them), and you can also revert to or compare earlier versions of a [Google Doc](#) at any time. If your office hasn't jumped into the Gmail craze, [Microsoft Office 365](#) offers interactive document editing features as well. [Basecamp](#) is another popular system for document collaboration and sharing. It stores documents and conversations/emails by topic, but unlike Google Docs, it does not allow for two colleagues to simultaneously edit the same document.

2. Paperless statements and bill paying. The more online bill paying you do, the less you'll spend on postage, envelopes and employee time coordinating invoices, checks, and mailings. Running your office finances through the web

makes payments prompt and much easier to track. Most banks offer paperless statements and even provide incentives for customers to manage their accounts online. If you are a merchant, use an App like [Square](#) to accept payments through your smart phone. You can also email receipts for customers instead of printing them.

3. Storage and file sharing. For moving and storing large files, consider investing in [Dropbox](#) or another file transfer system. Dropbox allows you to create group folders for different members of your office to allow you to quickly disseminate reports. [YouSendIt](#) is another good paperless option for sharing and storing large files.

4. Meetings **and**
Printouts. [Doodle](#), [SurveyMonkey](#) and [whenisgood.net](#) provide free services for conducting surveys and scheduling meetings, but what about handouts once you arrive? [TeamViewer](#) is an impressive office package that allows owners remote access to office computers 24/7 through any other computer or smart phone. It also includes features for screens haring during presentations, transmitting videos, sharing files, teleconferencing and accessing whiteboards. With TeamViewer there is no need to print handouts when you make a presentation or pitch; just temporarily hijack your colleagues' laptops while you demonstrate why your idea is the best — then upload the slides to Basecamp or Dropbox (above) so they can have access to a saved digital copy.

5. Scanning and Faxing. More companies rely on scanning and faxing than you would imagine, despite the prevalence of online and digital solutions. [TurboScan](#) is an excellent App that allows you to use your camera as a scanner and quickly converts captured images to PDFs for easy emailing. For incoming faxes, [eFax.com](#) puts them right into your email box as paperless emails for less than \$15 per month.

Technology provides a host of smart tools to help your office reduce paper waste. Every step towards a paperless environment will save you time, money, storage space and clutter.

And don't forget to recycle any paper you still use and don't need anymore. Approximately 1 billion trees worth of paper is thrown away every year in the U.S. Small choices add up, so keep paper trash in a separate waste can and make sure it finds its way to the recycling bin.

Advantages of Paperless office:

Documents can be found and retrieved with ease using paperless office. This can save a significant amount of time during the work day.

1. The same document can be duplicated, faxed, manipulated or combined at the same time.
2. The paperless office helps multiple users to access the same document at the same time with more ease and convenience.
3. With respect to storage and space involved, the paperless office provides bigger and more efficient storage. Large amounts of documents can be stored in a single computer. Bulky file cabinets can be eliminated.

4. A document can be retrieved without having to move physically from one location in the office to another.
5. There are greater communication capabilities involved, particularly with employees working in different locations.

Disadvantages of paperless office:

1. Reading of a long document is tough on a computer screen. It is easier to read a long document on a paper, and many people prefer reading on paper in general.
2. Security measures need to be strengthened in a paperless office. User access control must be monitored.
3. Legal implications of digital work processing are involved.
4. The process of converting existing documents into digital form takes time and sometimes comes at great costs.
5. Continual upgrading of hardware and software can be essential.
6. Computer viruses, power outages, network crashes and the like can effectively shut down an entire company if it relies solely on digital information.

Текст № 12

1. Прочитайте и переведите текст.

Types of graphics software

Computer graphics are pictures created, changed or processed by computers. There are two categories.

1. **Bitmapped graphics** represent images as **bitmaps**; they are stored as pixels and can become a bit distorted when they are manipulated. The density of dots, known as the resolution and expressed in dots per inch, determines how sharp the image is.
2. **Vector graphics** represent images as mathematical formulae, so they can be changed or scaled without losing quality. They are ideal for high-resolution output.

There are different types of graphics software.

- **Image manipulation programs** let you edit **your** favourite images. For example, you can scan a picture into your PC or transfer a photo from your camera and then add different effects, or **filters**.
- **Painting and drawing programs**, also called **illustration packages**, offer facilities for freehand drawing, with a wide choice of pens and brushes, colours and patterns. One example is *Windows Paint*.
- **Business graphics programs**, also called **presentation software**, let you create pie charts, bar charts and line graphs of all kinds for slide shows and reports. You can import data from a database or spreadsheet to generate the graphs.
- **Computer-aided design (CAD)** is used by engineers and architects to design everything from cars and planes to buildings and furniture. First they make a **wireframe**, a drawing with edges and contour lines. Then if they want to colour the objects and add texture, they create a surface for the object; this is called “filling the surface”. Finally, the design is **rendered** to

make the object look realistic. **Rendering** is a process that adds realism to graphics by using shading, light sources and reflections.

- **Desktop publishing (DTP)** is based around a page layout program, which lets you import text from a word processor, **clip-art**(ready-made pictures) from graphics packages, and images from scanners or cameras, and arrange them all on a page. It is used to design and publish books, newspapers, posters, advertisements, etc.
- **Digital art**, or **computer art**, is done with applets that use mathematical formulae to create beautiful bright shapes called fractals. A **fractal** is a geometrical figure with special properties, e.g. the Koch snowflake or the Mandelbrot set. Fractals can also be used to model real objects like clouds, coastlines or landscapes.
- **Computer animation** uses graphics programs (e.g. digital cartooning systems) to create or edit moving pictures. Each image in a sequence of images is called a “frame”.
- **Geographic information systems (GIS)** allow cartographers to create detailed maps.

2. Заполните пропуски словами из рамки.

wireframe rendering bitmap filters fractals clip-art
--

1. Painting programs work by giving a colour to each pixel in an image, creating a ... Unlike vector graphics, the image is a single layer, so once something is painted, it becomes part of the whole picture.
2. In painting programs and image editors, ... are special effects that can be applied to a picture, including drop shadows, textures, distortions, etc.
3. The ... model is the simplest interpretation of a true three-dimensional object. Here the object is represented by its edges and contours and is therefore similar in form to a normal engineering drawing or sketch.
4. ... adds textures to each surface, and generates realistic reflections, shadows and highlights.
5. Most illustration packages come with a bundle of resources that include ready-made ... images and a selection of fonts.
6. ... are geometrical patterns that are repeated at a small scale to generate irregular shapes, some of which are similar to objects in nature.

Текст № 13.

Types of accommodation

The hotels and catering industry is often treated separately from the tourist industry, and certainly the training for both is very distinct. Its primary function is to provide tourists with accommodation and, to a lesser degree, food. So it is often referred to as the hospitality industry. The hospitality, tourism and leisure industries have become increasingly important in terms of economies and employment throughout the world.

Travel and hotels have always been closely related. In Europe and America, inns and taverns were spaced along the roads at the distance a horse

could travel in a day. The traveller usually had to share his bed with another person, and as many as four other persons in some remote areas. The old-fashioned inns, however, did provide food and shelter for both men and horses and therefore became a symbol for hospitality. Indeed, the word inn has been used recently by many modern hotels and motels.

A hotel is a temporary home for people who are travelling. In a hotel the traveller can rest and have meals, either on the premises or nearby. The hotel may also offer facilities for recreation, such a swimming pool, a golf course, or a beach. Very often the hotel so provides free space for the traveller's means of transportation.

All of these services are designed to accommodate the traveller, so the hotel business is often referred to as the accommodations industry.

The word motel was created by combining "*motor*" and "*hotel*". When automobiles were first used for travelling, flimsy and in expensive tourist cabins were built along the roads. Then, as people demanded greater comfort, the cabins were replaced by tourist courts and then by the modern motel, offering services comparable to the traditional hotels.

All hotels do not serve the same clientele, that is, the same kind of guests. It is possible to place hotels in four broad categories.

The first is the commercial hotel, which provides services essentially for transients, many of them travelling on business. Many city hotels and motels fall into this group.

The second category is resort hotels. They are located in vacation areas and often provide recreational facilities of their own as well.

A third type of hotel aims its services largely at the convention trade. Conventions are meetings of various business or professional groups held on a regular basis.

The fourth category is resident hotels. People who do not wish to keep house themselves can rent accommodations on a seasonal basis or even permanently in many hotels.

No firm distinction exists between the different kinds of hotels. In large cities one hotel may offer all types of service.

Even a small motel may have banquet rooms and meeting rooms in addition to its accommodations for transients. Many resort hotels are also designed with complete convention facilities.

Another way of categorizing hotels is by the quality of service they offer.

At the top are the luxury hotels, which generally offer their guests the greatest comfort and convenience possible. At the bottom are those that provide merely a place to sleep. In between these two extremes are establishments offering a wide range of service and comfort.

A system for rating hotels according to quality is widely used in France and other countries. This system puts the top hotels in a special "deluxe" category, with others receiving from five stars to one star. The standard features include private bathrooms, room telephones, recreational facilities and so on.

The difference in quality between hotels is not entirely a matter of equipment or furnishings. The proportion of employees to guests and/or guest rooms is also a matter of prime importance. In general, the accommodations industry is labour intensive, that is, it employs a large number of people to perform its services. In a luxury hotel, there may be three employees for every guest room. In a large commercial hotel in a big city, the ratio is usually closer to one employee per guest room.

A small motel, family-owned and operated, may have only three employees per ten rooms and hire a maid to do the housekeeping chores. Obviously, the services offered by a small hotel will be far more restricted than those provided by a luxury hotel. A hotel that prides itself on its quality of service also maintains high standards of performance.

2. Переведите на английский:

1. Основная функция гостиниц – обеспечить туристов и деловых людей местом для проживания, едой и всеми необходимыми условиями.
2. Существуют разные виды гостиниц, и они классифицируются по разным признакам.
3. Люди, которые имеют возможность заплатить, требуют больше комфорта во время путешествий.
4. Гостиницы предлагают своим гостям также условия для отдыха, занятий спортом, семейных встреч и другие развлечения.
5. Гостиницы в больших городах и в курортной местности сталкиваются с разными запросами своих клиентов, но не существует жесткого разделения между разными видами гостиниц, потому что все они предназначены для удовлетворения потребностей своих постояльцев.
6. Гостиницы классифицируются по разным признакам, но в основе любой классификации лежит качество услуг и удобства, предоставляемые постояльцам.
7. Разные люди предпочитают разные условия проживания, но все они предполагают, что в гостинице можно получить какое-то питание.
8. Дружелюбное отношение обслуживающего персонала и высококвалифицированное обслуживание определяют отношение постояльцев к той или иной гостинице.

Текст № 14

Market failure

Pollution can be a simple example of market failure. If costs of production are not born by producers but are by the environment, accident victims or others, then prices are distorted. The term "market failure" encompasses several problems which may undermine standard economic assumptions. Although economists categorize market failures differently, the following categories emerge in the main texts.

Natural monopoly, or the overlapping concepts of "practical" and "technical" monopoly, is an extreme case of failure of competition as a restraint on producers.

The problem is described as one where the more of a product is made, the greater the unit costs are. This means it only makes economic sense to have one producer.

Information asymmetries arise where one party has more or better information than the other. The existence of information asymmetry gives rise to problems such as moral hazard, and adverse selection, studied in contract theory. The economics of information has relevance in many fields, including finance, insurance, contract law, and decision-making under risk and uncertainty.

Incomplete markets is a term used for a situation where buyers and sellers do not know enough about each other's positions to price goods and services properly. Based on George Akerlof's article, the paradigm example is of a dodgy second hand car market. Customers without the possibility to know for certain whether they are buying a "lemon" will push the average price down below what a good quality second hand car would be. In this way, prices may not reflect true values.

Public goods are goods which are undersupplied in a typical market. The defining features are that people can consume public goods without having to pay for them and that more than one person can consume the good at the same time.

Externalities occur where there are significant social costs or benefits from production or consumption that are not reflected in market prices. For example, air pollution may generate a negative externality, and education may generate a positive externality (less crime, etc.). Governments often tax and otherwise restrict the sale of goods that have negative externalities and subsidize or otherwise promote the purchase of goods that have positive externalities in an effort to correct the price distortions caused by these externalities. Elementary demand-and-supply theory predicts equilibrium but not the speed of adjustment for changes of equilibrium due to a shift in demand or supply.

In many areas, some form of price stickiness is postulated to account for quantities, rather than prices, adjusting in the short run to changes on the demand side or the supply side. This includes standard analysis of the business cycle in macroeconomics. Analysis often revolves around causes of such price stickiness and their implications for reaching a hypothesized long-run equilibrium. Examples of such price stickiness in particular markets include wage rates in labour markets and posted prices in markets deviating from perfect competition.

Macroeconomic instability, addressed below, is a prime source of market failure, whereby a general loss of business confidence or external shock can grind production and distribution to a halt, undermining ordinary markets that are otherwise sound.

Some specialized fields of economics deal in market failure more than others. The economics of the public sector is one example, since where markets fail, some kind of regulatory or government programme is the remedy. Much environmental economics concerns externalities.

Policy options include regulations that reflect cost-benefit analysis or market solutions that change incentives, such as emission fees or redefinition of property rights.

2. Соотнесите слова и их определения.

1. insurance	a. money provided by a bank or other institution to help buy or do something
2. finance	b. protection against something bad happening
3. decision-making	c. someone who buys goods or services
4. customer	d. an advantage, improvement, or help that you get from something
5. benefit	e. the process of making important decisions

МАТЕРИАЛЫ ДЛЯ САМОПРОВЕРКИ

Тест №1

1. Jane is from Italy. ____ friend is from Spain.

- a) His
- b) Her
- c) She

2. We're Swedish. ____ names are Tomas and Karl.

- a) Our
- b) We
- c) Us

3. Show ____ the photos, please.

- a) their
- b) they
- c) them

4. Joseph ____ to keep fit.

- a) try
- b) tries
- c) to try

5. My parents ____ abroad very often.

- a) don't go
- b) doesn't go
- c) not go

6. Does your sister have a well-paid job? – No, ____.

- a) she don't
- b) she doesn't
- c) she hasn't

7. ____ she speak English so well?

- a) can
- b) might
- c) must

8. You ____ be so rude to your employer.

- 1. can't
- 2. shouldn't
- 3. needn't

9. She usually ____ to bed at about 11.30.

- 1. go
- 2. goes
- 3. going

10. What time ____ your dog?

- 1. You walk
- 2. You walking
- 3. Do you walk

11. I ____ a shower every day.

- 1. Am having usually
- 2. Am usually have
- 3. Usually have

12. Where ____ yesterday?

- 1. You was
- 2. You were
- 3. Were you

13. There is ____ paper on the table

- 1. some
- 2. any
- 3. an

14. She is ____ than she looks.

- 1. More older
- 2. older
- 3. oldest

15. I ____ any paper.

- 1. Hasn't
- 2. haven't got
- 3. have got

16. I am ____ person in the world.

- 1. the happiest
- 2. the happier
- 3. happier

17. Sarah ____ out last night.

- 1. didn't went
- 2. didn't go
- 3. didn't goes

18. ____ to a disco last Sunday?

- 1. Went you
- 2. Did you go
- 3. Did you went

19. Mike is ____ at tennis than football.

- 1. better
- 2. more good
- 3. best

20. A trip to Greece is _____ than a trip to Egypt.

1. expensiver
2. more expensive
3. more expensiver

21. When my granny was young, she _____ skate very well.

1. can
2. should
3. could

22. _____ I ask you some questions?

1. may
2. need
3. must

23. I haven't got _____ money.

1. no
2. some
3. any

24. There is _____ sugar in this coffee.

1. a lot of
2. many
3. a lot

25. There are _____ people here already.

1. a few
2. a little
3. much

26. He _____ to you next Friday.

1. Will come
2. comes
3. come

27. You know, James and Mary _____ a new car last month.

- a) bought
- b) have bought
- c) has bought

28. _____ the shopping last weekend?

1. Did you
2. Did you do
3. You did

29. Unluckily, we stayed at _____ hotel in this city

1. The worst
2. The baddest

3. worst

30. There is _____ milk left.

1. a few
2. a little
3. many

Тест №2

1. If I fail my exams, I _____ to take them again in the autumn.

1. have
2. have had
3. will have

2. Most computers _____ in Asia.

1. make
2. were made
3. are made

3. If I _____ a lot of money, I _____ go on holiday.

1. had, will
2. had, would
3. would have, would

4. When I woke up, everybody _____.

1. Already left
2. had already left
3. would left

5. Where's the dog? It _____ in the garden.

1. is playing
2. play
3. plays

6. He _____ a new job recently.

1. has found
2. found
3. have found

7. Peter _____ when the phone rang.

1. Was sleeping
2. slept
3. were sleeping

8. Football _____ all over the world.

1. Is played

2. plays
 3. is plays
9. If I _____ you, I wouldn't accept the proposal.
1. were
 2. would
 3. would be
10. When they arrived at the football stadium, the game _____.
1. Started already
 2. Had already started
 3. Has already started
11. Oh! I can't find my purse. Somebody _____ it!
1. stole
 2. has stolen
 3. have stolen
12. They _____ yet.
1. didn't arrive
 2. haven't arrived
 3. haven't arrive
13. English _____ all over the world.
1. Are spoken
 2. is spoken
 3. is spoke
14. This ancient statue _____ of marble.
1. Was made
 2. Was make
 3. Were made
15. We can't go out now. _____
1. It rains.
 2. It's raining.
 3. It raining.
16. She usually _____ to bed at about 11.30.
1. go
 2. goes
 3. going
17. Kevin can't answer the phone now. He _____ a shower.
1. is having
 2. has
 3. having

18. When I looked out of the window, it _____.
1. was raining
 2. rained
 3. were raining
19. I _____ to the café if you pay for me.
1. come
 2. will come
 3. would come
20. If I were you I _____ Jill to the party.
1. Will invite
 2. would invite
 3. invited
21. If they _____ enough money this summer, they will take a trip to France.
1. Will have
 2. have
 3. had
22. I _____ in England ten years ago.
1. Did stayed
 2. stayed
 3. have stayed
23. What _____ at ten o'clock when I phoned?
1. Did you do
 2. You were doing
 3. Were you doing
24. She _____ dinner before her husband came home.
1. cooks
 2. had cooked
 3. cooked
25. When Mary arrived home, they discovered that someone _____ into their house.
1. break
 2. broke
 3. had broken
26. I _____ just this chair. Don't sit on it!

- | | |
|---|---|
| 1. Have painted | 3. chose |
| 2. painted | 29. If they ___ on time, we'll be late for the train. |
| 3. had painted | 1. won't come |
| 27. Look! Jim ___ himself! | 2. don't come |
| 1. cooked | 3. not come |
| 2. cooks | 30. ___ the shopping last weekend? |
| 3. is cooking | 1. Did you |
| 28. If he could afford to go abroad he ___ Italy. | 2. Did you do |
| 1. Will choose | 3. You did |
| 2. would choose | |

Вопросы для самоконтроля

1. Как образуется прошедшее и будущее неопределенное время?
2. Сколько групп степеней сравнения прилагательных и наречий?
3. Напишите по 2 односложных прилагательных и по 2 двусложных.
4. Какие модальные глаголы и их эквиваленты вы знаете?
5. В какой форме ставится смысловой глагол после модальных глаголов?
6. Назовите 3 степени прилагательного red.
7. Назовите, в какой форме стоит прилагательное less?
8. Может ли модальный глагол иметь инфинитивную частицу to?
9. Какую форму имеет глагол may в Past Indefinite Tense?
10. Какой вспомогательный глагол используется для образования Future Indefinite Tense?
11. По каким признакам можно узнать Past Indefinite Tense?
12. С помощью какого вспомогательного глагола образуется вопросительная форма Past Indefinite Tense?
13. В чем заключается смысловая разница глаголов may и can?
14. Какой модальный обозначает долженствование?
15. Дайте формулу образования сравнительной степени многосложных прилагательных.
16. Как переводится на русский язык Present Indefinite Tense?
17. Когда употребляется Present Indefinite Tense?
18. Написать форму глагола to be в прошедшем времени для множественного числа.
19. Как образуется Participle II правильных и неправильных глаголов?
20. Напишите Participle II от глаголов to do, to go.
21. Что обозначает глагол в Passive Voice?
22. Дайте формулу образования Present Indefinite Passive.
23. Дайте формулу образования Past Indefinite Passive.
24. Дайте формулу образования Future Indefinite Passive.
25. Как переводится глагол в Present Indefinite Passive?

26. Как переводится глагол в Past Indefinite Passive?
27. Как переводится глагол в Future Indefinite Passive?
28. Как образуются времена группы Perfect?
29. Как узнать в тексте глагол, стоящий в Present Perfect?
30. Как узнать глагол в Past Perfect?
31. Дайте формулу образования Future Perfect Tense?
32. Как переводится на русский язык Past Perfect Tense?
33. В каком времени ставится вспомогательный глагол to have?
34. Что такое герундий?
35. Напишите формулу образования герундия.
36. Какими частями речи переводится герундий на русский язык?
37. Дайте формулу образования Participle I.
38. Как переводится на русский язык Participle I?

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«___» _____ 20__ г.

Отметка _____

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