

МИНИСТЕРСТВО СЕЛЬСКОГО ХОЗЯЙСТВА РОССИЙСКОЙ ФЕДЕРАЦИИ
ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ
ВЫСШЕГО ОБРАЗОВАНИЯ
«ДОНБАССКАЯ АГРАРНАЯ АКАДЕМИЯ»
КАФЕДРА РУССКОГО И ИНОСТРАННЫХ ЯЗЫКОВ

УТВЕРЖДАЮ:
Первый проректор

О.А. Удалых
2023г.



ФОНД ОЦЕНОЧНЫХ СРЕДСТВ

по дисциплине

Иностранный язык (английский)

(наименование дисциплины)

Направление подготовки/специальность 38.03.01 Экономика

(код и наименование направления подготовки/специальности)

Направленность
(профиль)

Экономика предприятий и организаций АПК

(наименование профиля/специализации подготовки, при наличии)

Квалификация выпускника:

Бакалавр

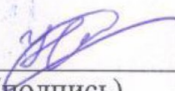
(квалификация выпускника)

Год начала подготовки: 2023

Макеевка – 2023

Фонд оценочных средств по дисциплине «Иностранный язык (английский)» является частью ОПОП ВО по направлению подготовки 38.03.01 Экономика направленность (профиль) Экономика предприятий и организаций АПК и предназначен для оценивания уровня сформированности компетенций обучающихся.

Разработчик(и)


(подпись)

Н.В.Соловьева

(ИОФ)

(подпись)

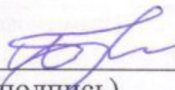
(ИОФ)

(подпись)

(ИОФ)

Фонд оценочных средств обсужден на заседании ПМК кафедры русского и иностранных языков, протокол № 7 от 30 марта 2023 года

Председатель ПМК

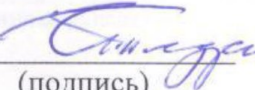

(подпись)

М.П.Парфенов

(ИОФ)

Фонд оценочных средств утвержден на заседании кафедры русского и иностранных языков, протокол № 7 от 30 марта 2023 года

Заведующий кафедрой


(подпись)

А.А.Педерсен

(ИОФ)

Раздел 1. ПАСПОРТ ОЦЕНОЧНЫХ СРЕДСТВ

по дисциплине «Иностранный язык (английский)»

1.1. Основные сведения о дисциплине

Наименование показателя	Укрупненная группа, направление подготовки, квалификационный уровень	Характеристика дисциплины		
		очная форма обучения	заочная форма обучения	очно-заочная форма обучения
Количество зачетных единиц – 4	Укрупненная группа направлений подготовки 38.00.00 – Экономика и управление	Обязательная часть		
	Направление подготовки: 38.03.01 Экономика			
Общее количество часов – 144	Направленность (профиль): Экономика предприятий и организаций АПК	Семестр		
				1-й, 2-й, 3-й, 4-й
	Образовательная программа высшего образования –программа бакалавриата	Лекции		
		-	-	-
		Занятия семинарского типа		
				18./ 15 18 / 17
		Самостоятельная работа		
				54/55/ 52 /53, 7.
		Контактная работа, всего		
				2/2 20/18, 3
		Вид контроля:зачёт (2, 3 семестры), экзамен (4 семестр)		

1.2. Перечень компетенций, формируемых дисциплиной «Иностранный язык (английский)»

Код компетенции	Содержание компетенции	Планируемые результаты обучения	
		Наименование индикатора достижения компетенции	Формируемые знания, умения и навыки
1	2	3	4

УК-4	Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)	УК- 4.2. Понимает устную речь и ведет диалог общего и делового характера на иностранном языке	<i>Знание:</i> видов речевых действий и приемов ведения общения; межкультурных особенностей и правил коммуникативного поведения в ситуациях общения. <i>Умение:</i> понимать устную речь на бытовые и профессиональные темы; осуществлять обмен информацией при устных и письменных контактах в ситуациях повседневного общения; делать сообщения и вести беседу на иностранном языке; взаимодействовать и общаться на иностранном языке; использовать различные формы, виды устной и письменной коммуникации на иностранном языке в профессиональной деятельности. <i>Навык:</i> аудирования и говорения, монологической и диалогической речи; владения иностранным языком в объеме, позволяющем использовать его в межличностном и межкультурном взаимодействии; владения грамотной письменной и устной речью на иностранном языке; Опыт деятельности: ведения дискуссий на темы, связанные с профессиональной деятельностью и межличностным общением; подготовки и выступлений с презентациями.
		УК 4.3. Читает и переводит со словарем информацию на иностранном языке на темы повседневного и делового общения	<i>Знание:</i> грамматического и лексического минимума в объеме, необходимом для работы с иноязычными текстами; специальной терминологии на иностранном языке; основных приемов перевода специального текста; основных приемов аннотирования и реферирования специальной литературы; грамматических структур, характерных письменной профессионально-ориентированной коммуникации <i>Умение:</i> осуществлять поиск информации при работе с иноязычными текстами; оформлять извлеченную из иностранных источников информацию в виде перевода или резюме; читать и переводить иноязычную литературу профессиональной направленности, находить информацию, относящуюся к сфере профессиональной деятельности; выполнять разные типы перевода текста с иностранного(-ых) на государственный язык в профессиональных целях

			<i>Навык:</i> использования словарей, в том числе терминологических; работы с письменными текстами профессиональной направленности; владения приемами и методами перевода текстов профессиональной направленности; реферирования и аннотирования текстов на иностранном языке по профилю подготовки. Опыт деятельности: приобретать опыт деятельности владения обработкой информации; созданием вторичных текстов на основе текста оригинала; переводческими приемами и трансформациями, необходимыми для выполнения разных типов перевода текста с иностранного(-ых) на государственный язык в профессиональных целях.
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1.3. Перечень тем дисциплины 1 курс

Шифр темы	Название темы	Кол-во часов
T 1.1	Вводно-коррективный курс	12
T 1.2	About myself/ My family	12
T 2.1	My working day.	12
T 2.2	My flat	12
T 3.1	At a supermarket.	11
T 3.2	At a department store	11
T 4.1	What is the weather like in my country	12
T 4.2	Travelling	12
T 5.1	Great Britain	12
T 5.2	The Donetsk Peoples' Republic	12
T 6.1	Higher education in Great Britain	11
T 6.2	Pollution of air and hydrosphere	11
	Другие виды контактной работы	4
Всего		144

2 курс

Шифр темы	Название темы	Кол-во часов
T 1.1	Market economy	36
T 1.2	Circles and cycles of economic activity	34
T 2.1	Marketing today	36
T 2.2	How much	33,7
	Другие виды контактной работы	4,3
Всего		144

1.4. Матрица соответствия тем дисциплины и компетенций
1 курс

<i>Шифр компетенции по ФГОС ВО</i>	<i>Шифр темы</i>											
	T 1.1	T 1.2	T 2.1	T 2.2	T 3.1	T 3.2	T 4.1	T 4.2	T 5.1	T 5.2	T 6.1	T 6.2
УК-4.2		+	+	+	+	+	+	+	+	+	+	+

2 курс

<i>Шифр компетенции по ФГОС ВО</i>	<i>Шифр темы</i>			
	T1.1	T1.2	T2.1	T2.2
УК-4.3	+	+	+	+

1.5. Соответствие тем дисциплины и контрольно-измерительных материалов
1 курс

№ темы	<i>ТЕКУЩИЙ КОНТРОЛЬ</i>					
	<i>Тестовые задания по теоретическому материалу</i>	<i>Вопросы для устного опроса</i>	<i>Типовые задания практического характера</i>	<i>Задания для контрольной работы</i>	<i>Тематика рефератов, докладов, сообщений</i>	<i>Индивидуальное творческое задание</i>
	Блок А Контроль знаний		Блок Б Контроль умений, навыков			
Тема 1.1	+	+	+			
Тема 1.2	+	+	+			
Тема 2.1	+	+	+			
Тема 2.2	+	+	+			
Тема 3.1	+	+	+			
Тема 3.2	+	+	+	+		
Тема 4.1	+	+	+			
Тема 4.2	+	+	+			
Тема 5.1	+	+	+			
Тема 5.2	+	+	+			
Тема 6.1	+	+	+			
Тема 6.2	+	+	+	+		

2 курс

№ ТЕМЫ	ТЕКУЩИЙ КОНТРОЛЬ					
	<i>Тестовые задания по теоретическому материалу</i>	<i>Вопросы для устного опроса</i>	<i>Типовые задания практического характера</i>	<i>Задания для контрольной работы</i>	<i>Тематика рефератов, докладов, сообщений</i>	<i>Групповое творческое задание</i>
	Блок А Контроль знаний		Блок Б Контроль умений, навыков			
Тема 1.1	+	+	+		+	
Тема 1.2	+	+	+		+	
Тема 2.1	+	+	+		+	
Тема 2.2	+	+	+	+	+	

1.6. Описание показателей и критериев оценивания компетенций на различных этапах их формирования

Компетенции на различных этапах их формирования оцениваются шкалой: «зачтено», «не зачтено» в форме зачета.

«неудовлетворительно», «удовлетворительно», «хорошо», «отлично» в форме экзамена

Результат обучения по дисциплине	Критерии и показатели оценивания результатов обучения			
	незачтено	зачтено		
	неудовлетворительно	удовлетворительно	хорошо	отлично
I этап Знать виды речевых действий и приемы ведения общения; межкультурные особенности и правила коммуникативного поведения в ситуациях общения (УК-4 / УК-4.2)	Фрагментарные знания современных средств информационно-коммуникационных технологий /Отсутствие знаний	Неполные знания современных средств информационно-коммуникационных технологий	Сформированные, но содержащие отдельные пробелы знания современных средств информационно-коммуникационных технологий	Сформированные и систематические знания современных средств информационно-коммуникационных технологий
II этап Уметь понимать устную речь на бытовые и профессиональные темы; осуществлять обмен информацией при устных и письменных контактах в ситуациях повседневного общения; делать сообщения и вести беседу на иностранном языке; взаимодействовать и общаться на иностранном языке; использовать различные формы, виды устной и письменной коммуникации на иностранном языке в профессиональной деятельности (УК-4 / УК-4.2)	Фрагментарное умение воспринимать на слух и понимать содержание аутентичных общественно-политических, публицистических (медийных) и прагматических текстов, относящихся к различным типам речи, выделять в них значимую информацию / Отсутствие умений	В целом успешное, но несистематическое умение воспринимать на слух и понимать содержание аутентичных общественно-политических, публицистических (медийных) и прагматических текстов, относящихся к различным типам речи, выделять в них значимую информацию	В целом успешное, но содержащее отдельные пробелы умение воспринимать на слух и понимать содержание аутентичных общественно-политических, публицистических (медийных) и прагматических текстов, относящихся к различным типам речи, выделять в них значимую информацию	Успешное и систематическое умение воспринимать на слух и понимать содержание аутентичных общественно-политических, публицистических (медийных) и прагматических текстов, относящихся к различным типам речи, выделять в них значимую информацию

III этап Владеть навыками аудирования и говорения, монологической и диалогической речи; владения иностранным языком в объеме, позволяющем использовать его в межличностном и межкультурном взаимодействии; владения грамотной письменной и устной речью на иностранном языке; Опыт деятельности: ведения дискуссий на темы, связанные с профессиональной деятельностью и межличностным общением; подготовки и выступлений с презентациями (УК-4 / УК-4.2)	Фрагментарное применение навыков практическими навыками использования современных коммуникативных технологий / Отсутствие навыков	В целом успешное, но не систематическое применение навыков практическими навыками использования современных коммуникативных технологий	В целом успешное, но сопровождающееся отдельными ошибками применение навыков практическими навыками использования современных коммуникативных технологий	Успешное и систематическое применение навыков практическими навыками использования современных коммуникативных технологий
I этап Знать грамматический и лексический минимум в объеме, необходимом для работы с иноязычными текстами; специальную терминологию на иностранном языке; основные приемы перевода специального текста; основные приемы аннотирования и реферирования специальной литературы; грамматические	Фрагментарные знания языкового материала (лексические единицы и грамматические структуры), необходимый и достаточный для общения в различных средах и сферах речевой деятельности / Отсутствие знаний	Неполные знания языкового материала (лексические единицы и грамматические структуры), необходимый и достаточный для общения в различных средах и сферах речевой деятельности	Сформированные, но содержащие отдельные пробелы знания языкового материала (лексические единицы и грамматические структуры), необходимый и достаточный для общения в различных средах и сферах речевой деятельности	Сформированные и систематические знания языкового материала (лексические единицы и грамматические структуры), необходимый и достаточный для общения в различных средах и сферах речевой деятельности

структуры, характерные для письменной профессионально-ориентированной коммуникации (УК-4 / УК-4.3)				
II этап Уметь осуществлять поиск информации при работе с иноязычными текстами; оформлять извлеченную из иностранных источников информацию в виде перевода или резюме; читать и переводить иноязычную литературу профессиональной направленности, находить информацию, относящуюся к сфере профессиональной деятельности; выполнять разные типы перевода текста с иностранного(-ых) на государственный язык в профессиональных целях (УК-4 / УК-4.3)	Фрагментарное умение понимать содержание научно-популярных и научных текстов, блогов/веб-сайтов / Отсутствие умений	В целом успешное, но несистематическое умение понимать содержание научно-популярных и научных текстов, блогов/веб-сайтов	В целом успешное, но содержащее отдельные пробелы умение понимать содержание научно-популярных и научных текстов, блогов/веб-сайтов	Успешное и систематическое умение понимать содержание научно-популярных и научных текстов, блогов/веб-сайтов
III этап Владеть навыками использования словарей, в том числе терминологических; работы с письменными текстами профессиональной направленности; владения приемами и методами перевода текстов профессиональной направленности;	Фрагментарное применение навыков грамматическими и лексическими категориями изучаемого (ых) иностранного (ых) языка (ов)/ Отсутствие навыков	В целом успешное, но не систематическое применение навыков грамматическими и лексическими категориями изучаемого (ых) иностранного (ых) языка (ов)	В целом успешное, но сопровождающееся отдельными ошибками применение навыков грамматическими и лексическими категориями изучаемого (ых) иностранного (ых) языка (ов)	Успешное и систематическое применение навыков грамматическими и лексическими категориями изучаемого (ых) иностранного (ых) языка (ов)

реферирования и аннотирования текстов на иностранном языке по профилю подготовки. Опыт деятельности: приобретать опыт деятельности владения обработкой информации; созданием вторичных текстов на основе текста оригинала; переводческими приемами и трансформациями, необходимыми для выполнения разных типов перевода текста с иностранного(-ых) на государственный язык в профессиональных целях (УК -4/ УК-4.3)				
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Раздел 2. ОЦЕНОЧНЫЕ СРЕДСТВА
Блок А
ОЦЕНОЧНЫЕ СРЕДСТВА ТЕКУЩЕГО КОНТРОЛЯ ЗНАНИЙ
ОБУЧАЮЩИХСЯ

Фонд тестовых заданий по дисциплине
1 курс

ТЕМА 1.1.

1. This dog is ____
a) she b) her c) hers
2. Could you tell ____ the time, please?
a) I b) my c) me
3. Mary saw ____ nice hat in the shop yesterday.
a) a b) the c) –
4. There no ____ cars in the street.
a) the b) a c) –
5. This hat is ____ grey.
a) a b) the c) –
6. a baby
a) babys b) babies c) babes
7. an ox
a) oxes b) oxen c) oxies
8. a boy
a) boys b) boies c) boyes
9. money
a) - b) moneys c) monies
10. We are students. This id ... classroom.
a) their b) our c) ours

ТЕМА 1.2.

1. An ____ British family consists of a mother, a father, and two or three children.
a) care; b) medium; c) average;
2. My father is ____ of tennis and my mother doesn't go in for sports.
a) fond; b) medium; c) spirits;
3. I can't ____ meeting him every day.
a) bear; b) average c) care
4. Sue was still in high ____ after winning the race.
a) fond; b) moody; c) spirits;
5. My friend Julia is a ____ girl of nineteen.
a) prettify; b) pretty; c) prettier;
6. She is of an ____ height.
a) average; b) averaged; c) averaging;
7. Her face is round with large brown eyes, they make her look very ____.
a) attractively; b) attraction; c) attractive
8. Her hair is long and ____ .
a) curl; b) curly; c) curled;
9. She is very _____, everybody adores her.
a) sociable; b) social; c) society
10. ... is number of people living in a country.
a) dwellers b) population c) room-mates

ТЕМА 2.1

1. I ... at 7 o'clock in the morning
a) get up; b) go to bed; c) play chess
2. In the morning we have...
a) breakfast; b) lunch; c) dinner
3. In the afternoon we have...
a) breakfast; b) supper; c) dinner
4. In the evening we have...
a) breakfast; b) supper; c) dinner
5. After the lessons students go...
a) to the market; b) home; c) to the cinema
6. At University students ...
a) do morning exercises; b) have lessons; c) clean the rooms
7. My working day ... 6 hours.
a) begins; b) starts; c) lasts;
8. I have lunch with my parents ... 2 o'clock.
a) on; b) at; c) with
9. I ... a student of an industrial college.
a) are; b) have; c) am
10. Hea very busy day.
a) have; b) has; c) are

TEMA 2.2

1. There are 2 rooms in the...
a) window; b) floor; c) house
2. You can see many books in the...
a) wardrobe; b) bookcase; c) kitchen
3. There is a nice carpet on the...
a) floor; b) ceiling; c) window
4. There are 2 big windows in the...
a) table; b) room; c) armchair
5. You can see a lot of flower-pots on the...
a) window-sill; b) ceiling; c) wall
6. A very comfortable sofa is in the...
a) balcony; b) corridor; c) living-room
7. A family lives in a flat on the second...
a) ceiling; b) floor; c) window
8. There are 5 chairs around the...
a) bookcase; b) armchair; c) table
9. On the walls you can see many...
a) beds; b) pictures; c) cupboards
10. A very good lamp is on my...
a) desk; b) sofa; c) carpet

TEMA 3.1

1. People buy fish, lobsters and shrimps at:
a) the fishmonger's; b) the butcher's; c) the baker's
2. People buy biscuits, cakes and sweets at:
a) the butcher's; b) the dairy; c) the sweet shop
3. Guess the large shop which sells all kinds of food and household goods. You walk round the shop and take items of the shelf yourself and pay for them all before you leave.
a) department store; b) supermarket; c) corner shop

4. Guess the large shop which is divided into a lot of different sections and which sells many different kinds of goods.
a) shopping centre; b) supermarket; c) department store
5. Guess the shop which sells the goods made by a particular manufacturer.
a) department store; b) supermarket; c) shopping outlet
6. People buy flour, sugar, rice and salt at:
a) the grocer's; b) the greengrocer's; c) the dairy
7. People buy milk, cream, cheese and different dairy products at:
a) the baker's; b) the fishmonger's; c) the dairy
8. People buy pork, beef, chicken and sausages at:
a) the greengrocer's; b) the butcher's; c) the chemist's
9. Guess the area in a town where a lot of shops have been built close to each other.
a) shopping centre; b) department store; c) supermarket
10. Guess the small shop, which is usually on the corner of a street that sells mainly food and household goods.
a) department store; b) supermarket; c) corner shop

TEMA 3.2

1. What can I do ... you?
a) to b) for c) on
2. It is too small. Do you have ... size?
a) larger b) smaller c) less
3. Where is the fitting room? The fitting room is over there on the...
a) left b) side c) across
4. I usually ... shopping on Sunday.
a) does b) do c) see
5. My ... is 37.
a) number b) colour c) size
6. What ... dress do you want? Show me something in brown.
a) number b) colour c) size
7. Shall I ... you or at the cash-desk?
a) buy b) do c) pay
8. How ... is this?
a) many b) much c) less
9. The supermarket has many ... departments.
a) dairy-shop b) market c) self-service
10. This is too I'd like something cheaper.
a) good b) cheap c) expensive

TEMA4.1

1. The coldest season of the year is ...
a) autumn b) winter c) spring
2. The hottest season of the year is ...
a) autumn; b) summer; c) spring;
3. September, October, November are the months of the ...
a) autumn; b) winter; c) spring
4. Spring has three months: March, April and ...
a) June b) July; c) May
5. When it's ... I take an umbrella.
a) raining; b) has rained; c) rained
6. ... summer it's hot.
a) on; b) to; c) in

7. In autumn it's ... than in winter.
a) warmer; b) warm; c) the warmest
8. ... much snow in winter.
a) It is; b) There is; c) There are
9. ... is the weather like today?
a) How; b) Where; c) What
10. The sun is shining
a) bright; b) brightly; c) brightness

TEMA 4.2

1. He prefers travelling ... car.
a) on; b) by; c) for
2. She likes going ... foot.
a) on; b) by; c) for
3. He's just left home ... Moscow.
a) on; b) by; c) for
4. I'd like to go on a sea ..., but my wife isn't a good sailor. So we can't join you.
a) journey, b) voyage, c) flight,
5. Have you ever taken a holiday ... along the Black Sea coast ?
a) cruise, b) trip, c) tour
6. I go to work by trolleybus and the ... takes me 25 minutes.
a) cruise, b) trip, c) tour
7. ... offer different kinds of holidays.
a) shops, b) travel agencies; c) museums
8. A package tour includes tickets, ... , meals, and sometimes excursions.
a) accomodation; b) sights; c) clubs
9. Going ... is the quickest way of travelling.
a) by bus; b) by boat; c) by plane
10. Some people go to Britain for ... courses.
a) language; b) cooking; c) handcraft

TEMA 5.1

1. More than ...million people live in London.
a) 7 b) 8 c) 6
2. The busiest part of London is ...
a) the West End b) the East End c) the City
3. The richest part of London is...
a) the West End b) the East End c) the City
4. London lies on both banks of the river ...
a) Thames b) Severn c) Tweed
5. ... is the seat of the British government.
a) Westminster b) Buckingham Palace c) the Houses of Parliament
6. A famous square with the Nelson's column is
a) Picadilli Circus b) Downing Street c) Trafalgar Square
7. The industrial part of London with factories and docks is
a) the City b) the West End c) the East End
8. The seat of the Bishop of London is
a) the Houses of Parliament b) St. Paul's Cathedral c) the Tower
9. the largest clock in London
a) Big Clock c) Big Ben c) Big Eye
10. the place where famous scientists, statesmen, writers are buried is
a) the Tower b) St. Isaac's Cathedral c) Westminster Abbey

TEMA 5.2

1. The Donetsk Peoples' Republic declared its... in 2014.
a) consensus b) independence c) consecution
2. The total ... of DPR is about 7900 sq.km
a) space b) square c) area
3. The population of DPR is about...
1) 2 million b) 2.3 million c) 1 million
4. The shore of DPR is washed by
a) the Black Sea b) the rivers c) the Sea of Azov
5. Donetsk is situated on the river
a) Krynka b) Kalmius c) Orlovka
6. There are 5 ... universities in Donetsk
a) private b) local c) state
7. The Donetsk National University was ... in 1965
a) opened b) settled c) founded
8. The best stadium in Donetsk is
a) Donbass City b) Donbass Plaza c) Donbass Arena
9. What museum can be found in Donetsk?
a) the war museum b) the open museum c) museum of Fine Arts
10. The first traditional Victory Day parade took place in
a) 2014 b) 2018 c) 2015

TEMA 6.1

1. In England children go to nursery at the age of ...
a) 3-4; b) 6-7; c) 8-9
2. Public schools in the USA are ...
a) free; b) private; c) for boys
3. Pupils in the UK have...
a) public exams; b) national exams; c) no exams
4. State schools are ...
a) optional; b) with payment; c) free
5. Schools in the USA are...
a) middle, elementary, high; b) primary, secondary, high; c) nursery, secondary, higher
6. At further education college pupils can choose...
a) teachers; b) subjects; c) practical courses
7. Education in countries is until 15-16.
a) optional; b) compulsory; c) higher
8. If you have bad grades in exams you ...
a) passed them; b) took them c) failed them
9. In "a" Level exam A stands for ...
a) advanced; b) adult; c) art
10. After school a pupil can ... any University.
a) enter; b) leave c) graduate

TEMA 6.2

1. Environmental protection is an _____ problem.
a) easy b) important c) pleasant
2. Many scientists try _____ ecology problems.
a) to solve b) to know c) to protect
3. People must _____ aluminium cans, newspapers.
a) solve b) recycle c) save

4. Ecology is a science which studies _____.
a) environment b) the relationship between people c) recycling
5. He wants to become an ecologist himself to research and protect the _____.
a) environment b) pollution c) packaging
6. Recently, however, our beach has become more polluted with _____ left by tourists and locals.
a) litter b) pollution c) recycling
7. Your family can begin trying to _____ the Earth right now.
a) to solve b) to know c) to protect
8. Why is litter so _____ in forests?
a) environmental b) dangerous c) fascinating
9. Big cities _____ from smog.
a) suffer b) have c) improve
10. The wide use of natural _____ upsets the biological balance.
a) protect b) resources c) activity

2 кype

TEMA 1.1.

1. Which is not a characteristics of Market Economy
a) Property rights;
b) Competition;
c) Freedom of Enterprise;
d) Freedom of the press
2. Burger King and McDonalds keep their prices low because of
a) Competition;
b) Property rights;
c) Limited Role of Government;
d) Freedom of Enterprise
3. How does a free market economy view property rights?
a) There are many limitations to owning private property;
b) No citizen has the right to own private property;
c) All property is public;
d) Private property is respected and kept secure
4. How would a free market economy be described?
a) An economy in which decisions are made by the government;
b) The international exchange of goods;
c) An economy based on supply and demand with little or no government control;
d) An economy that is communist
5. Which is not a role of the government?
a) The government provides public goods;
b) The government prevents any unfair advantages of businesses;
c) All economic activity is controlled by the government;
d) The government protects consumers
6. Which is NOT a freedom of a free market economy?
a) No taxes on goods;
b) Freedom to produce and sell anything;
c) Freedom of prices on goods (to an extent);
d) Little government involvement
7. What type of economy does the United States have?
a) Traditional;
b) Command;
c) Unlimited;
d) Market
8. In this type of economy, the individual decides who to sell their products to

- a) Traditional;
 - b) Mixed;
 - c) Market;
 - d) Command
9. The government has little to no role in the production of goods in this type of economy.
- a) Traditional;
 - b) Mixed;
 - c) Command;
 - d) Market
10. Which statement is an example of freedom of enterprise?
- a) I can choose where to buy things;
 - b) I can open my own business;
 - c) The government can tell me what to sell;
 - d) The government can tell me how much to charge

TEMA 1.2.

1. Market economic system works in a circle, with each person or part of the system...
- a) is dependent on all other persons or parts;
 - b) is independent on all other persons or parts;
 - c) is a chief;
 - d) has nothing to do with Economics
2. Every person's spending becomes someone else's...
- a) loss;
 - b) spending;
 - c) income;
 - d) source of envy
3. Another characteristic of our economic system is the way it moves from good times to bad times. This movement is called...
- a) a movement of loss;
 - b) a movement towards a brighter future ;
 - c) a rainy days' cycle;
 - d) a business cycle
4. The four stages of business cycle are...
- a) prosperity, consumers' wishes, depression and recovery;
 - b) prosperity, withering, depression and recovery;
 - c) prosperity, recession, depression and recovery;
 - d) prosperity, withering, indifference and recovery
5. Prosperity... of a business cycle, also called a boom
- a) is a high point;
 - b) is a low point;
 - c) occupies position in the middle;
 - d) is a shameful milestone
6. Economic activity can be measured by...
- a) gross national product;
 - b) gross national product and employment;
 - c) gross national product, employment and inflation;
 - d) gross national product, employment, inflation and productivity.
7. Gross national product is the total dollar (rouble) value of...
- a) all the goods and services produced by an economic system in one year;
 - b) all the goods and services produced by an economic system in one month;
 - c) all the goods produced by an economic system in one year;
 - d) all the services produced by an economic system in one month.

8. Recession is a stage in a business cycle in which the economy is...
- a) in the period of its retardation;
 - b) in the period of its recovery;
 - c) in the period of its height;
 - d) in the period of decline.
9. Inflation is rising of price caused by...
- a) government spending;
 - b) preserved funds;
 - c) reduced spending;
 - d) increased spending
10. The cost of natural resources, capital resources and human resources...
- a) have nothing to do with productivity;
 - b) effect productivity;
 - c) don't effect productivity

TEMA2.1.

1. A marketing plan does not have to be...
- a) simple;
 - b) clear;
 - c) complex;
 - d) lengthy
2. A marketing plan is a collection of specific...
- a) products;
 - b) markets;
 - c) staffs;
 - d) actions
3. The marketing planning process includes...
- a) goal setting;
 - b) analyzing the current situation;
 - c) allocating marketing resources and monitoring;
 - d) all of the above
4. Goal setting includes...
- a) corporate objectives;
 - b) marketing audit;
 - c) analyzing the current situation;
 - d) none of the above
5. The elements of marketing planning include..
- a) policies;
 - b) procedures;
 - c) programmes;
 - d) all of the above
6. ROI stands for...
- a) return on investment;
 - b) rate of investment;
 - c) risk on investment;
 - d) return on input
7. A company's value chain is only as strong as its...
- a) salesperson;
 - b) producer;
 - c) weakest link;
 - d) consumer
8. Which of the following remains at the center of any marketing process?

- a) product;
 - b) price;
 - c) promotion;
 - d) target consumers
9. All of the following would be steps or concerns in the process of strategic planning except...
- a) defining a clear company's mission;
 - b) setting supportive objectives;
 - c) checking to see if an advertising spot had been run in its allotted time slot;
 - d) designing a sound business portfolio
10. The international factors affecting the marketing plan include...
- a) international monetary system;
 - b) international stability and peace;
 - c) scientific development in the World;
 - d) all the above

TEMA2.2.

1. Price can be used to...
- a) persuade consumers to buy;
 - b) show the quality of goods;
 - c) highlight the level of a consumer's incomes;
 - d) make other people eat their hearts out
2. Price is one of many factors that determine...
- a) the wish to buy something;
 - b) the number of rich people in the region;
 - c) the demand for a product;
 - d) buying capacity of population
3.affect the price of a product.
- a) Criminal law;
 - b) The cost of producing the product, the rival firms' prices, the type of product and the desired market share of the company;
 - c) The cost of producing the product, the rival firms' prices;
 - d) The type of product and the desired market share of the company;
4. Several firms are able to charge different prices for a similar product. This is known as...
- a) price discrimination;
 - b) consumer discrimination;
 - c) company discrimination;
 - d) market discrimination
5. A firm may calculate its average costs of producing a product and then...
- a) just increase the "margin" on the profit to the average cost;
 - b) just reduce the "margin" on profit to average costs;
 - c) simply add a profit 'mark-up' on to average costs;
 - d) just remove the "margin" on profit to average costs.
6. the firm calculates the additional cost of producing the next unit or set of units of output and the firm charges a price (plus a 'mark-up')...
- a) according to consumers' demand;
 - b) according to the marginal cost;
 - c) according to the residual cost;
 - d) according to the initial costs
7. Penetration pricing is a tactic adopted by a company when... and is trying to establish a market share.
- a) it is first entering (or penetrating) a market without approval;
 - b) it is first entering (or penetrating) a market;
 - c) it tries to enter (or penetrate) a market several times but in vain;

d) it interferes with the other companies' business ethics

8. Supermarkets frequently adopt this tactic...

a) to go into stores so they don't go inside;

b) to go into stores so that, without going inside, they can impulsively buy additional goods;

c) to enter stores so that, once inside, they can impulsively refuse to buy additional goods;

d) to encourage people into the stores so that once inside they may buy additional items on impulse

9. Limit-pricing occurs when a firm, which normally has a large market share, drops the price of its product...

a) to expand the emergence of other new competitors;

b) to limit or deter the entry of other new competitors;

c) to prevent the emergence of other new competitors;

d) to allow the emergence of other new competitors

10. Dumping pricing happens when a firm 'dumps' its goods into a market at below the cost of producing them...

a) in the hope that it can establish a foothold in the market;

b) in the hope that it can't establish a foothold in the market;

c) in the hope that it can skip a foothold in the market;

d) in the hope that it can escape a foothold in the market

Критерии и шкалы оценивания тестов

Критерии оценивания при текущем контроле
процент правильных ответов менее 40 (по 5 балльной системе контроля – оценка «неудовлетворительно»);
процент правильных ответов 40 – 59 (по 5 балльной системе контроля – оценка «удовлетворительно»)
процент правильных ответов 60 – 79 (по 5 балльной системе контроля – оценка «хорошо»)
процент правильных ответов 80-100 (по 5 балльной системе контроля – оценка «отлично»)

Вопросы для устного опроса

1 курс

ТЕМА 1.1.

1. What are the main rules of pronouncing of the English consonants?
2. What are the main rules of pronouncing of the English vowels?
3. How is the plural form of nouns formed?
4. How is the plural form of the irregular nouns formed?
5. When are the indefinite articles used?
6. When are the definite articles used?
7. What are the cases of nouns?
8. What are the cases of personal pronouns?
9. What are the main forms of irregular verbs?
10. How many vowels are there in the English language?

ТЕМА 1.2

1. What is your name?
2. Where and when were you born?
3. How many people are there in your family?
4. Do you have brothers, sisters, grandparents in your family?
5. Where do you live?
6. Did you study well at school?
7. What school did you finish?
8. Did your teachers help you to choose your future profession?
9. What were your favourite subjects at school?
10. What are you going to be?

ТЕМА 2.1.

1. What time do you usually get up?
2. Do you do your morning exercises?
3. How long does it take you to get dressed?
4. What do you usually have for breakfast?
5. At what time do you usually leave home?
6. How long does it take you to get to the institute?
7. Do you go there by bus or walk?
8. Where do you usually have lunch?
9. What time do you come home?
10. How long does it take you to do your homework?

ТЕМА 2.2.

1. Is your flat far from the centre of the town?
2. How long will it take us to get to your flat?
3. What floor is it on?
4. How many rooms does your flat have?
5. What is its floorspace?
6. What rent do you pay?
7. What conveniences have you got?
8. What is there in your room?
9. Do you have a house of your own?
10. Is it in the suburbs?

ТЕМА 3.1

1. How much money a week do you spend on foodstuffs?

2. When did you go shopping last?
3. What are you going to buy in the shop today?
4. Will you go shopping tomorrow? What are you going to buy tomorrow?
5. What foodstuffs will you buy if you have much money?
6. Where can you buy meat?
7. Where can you buy bread?
8. What do you buy at the grocer's?
9. What do you buy at the greengrocer's?
10. Do you make a shopping list?

TEMA 3.2

1. Do you do your shopping at the department store or in the shops which are not as large as the department store? Why?
2. What is the most popular shopping center in your town?
3. What do we buy at the readymade clothes department?
4. What do we buy at the perfumery?
5. What do we buy at the haberdashery?
6. What do we buy at the footwear?
7. What do we buy at the drapery?
8. What do we buy at the souvenirs?
9. What do we buy at the children's goods?
10. What did you buy last time? .

TEMA 4.1.

1. How many seasons are there?
2. What are winter (spring, summer and autumn) months?
3. What is the weather like in winter (spring, summer and autumn)?
4. What is your favourite season?
5. Why do some people like to be on leave in winter? What about you?
6. What are the advantages of summer holidays?
7. What are the advantages of winter holidays?
8. What do you take with you on a rainy day?
9. What is the climate in our country?
10. Do you believe in weather forecast?

TEMA 4.2.

1. What kind of travelling do you prefer?
2. What are the advantages of it?
3. Do you take a camera with you? Is it better to take pictures with a mobile phone?
4. What objects do you like to photograph?
5. Where would you like to go? Why?
6. What country would you like to visit?
7. What attracts people in foreign countries?
8. What famous places of interest in London do you know?
9. What places of interest in Moscow do you know?
10. Do you prefer to travel by bus or by car?

TEMA 5.1.

1. When did London become the capital of Britain?
2. What is the historical centre of London?
3. Which buildings represent business in the City of London?

4. Why is the City very busy in the daytime?
5. What can you say About the West End?
6. What kind of district is the East End?
7. What is London famous for?
8. What places of interest have a world-wide fame?
9. Who is buried in Westminster Abbey?
10. What English parks do you know?

TEMA 5.2.

1. Where is The Donetsk Peoples' Republic situated?
2. What countries does The Donetsk Peoples' Republic border on?
3. What is the population of The Donetsk Peoples' Republic?
4. What industries are developed in The Donetsk Peoples' Republic?
5. What places of interest of the Donetsk Peoples' Republic can you mention?
6. What are the main rivers in Donetsk region?
7. What institutions of higher learning are there in DPR?
8. What sea is DPR washed by?

TEMA 6.1.

1. What do state schools provide their pupils with?
2. What do children do at primary school?
3. Who teaches children at primary school?
4. What is comprehensive school?
5. What is "GCSE"?
6. Why do some pupils need "A" level?
7. What is boarding school?

TEMA 6.2.

1. Was pollution such a serious problem in the ancient world?
2. Since what time have people become alarmed with the danger of pollution?
3. What do polluted water and air cause?
4. What are the other factors of environmental pollution?
5. Is it possible to live without mentioned above factors?
6. What can people do to defend environment?

2 курс

TEMA 1.1.

Say whether the following statements are right or wrong. Correct them if they are wrong.

1. What part does the state play in economic activity?
2. How is the market system of economic organization usually described?
3. What terms do we use in order to stand for a market economy?
4. What functions has the political authority exercised?
5. How many features does the framework of a market have? What are they?
6. What kind of information is to be considered in market research of population?
7. What makes extrapolation of figures a rather difficult task?
8. Under what conditions does competition occur?
9. What is the goal of a company in purely competitive market structure?
10. What are the main functions of marketers?

TEMA1.2.

Say whether the following statements are right or wrong. Correct them if they are wrong.

1. How does market economic system work?
2. What is an important characteristic of our economic system?
3. What do we call a business cycle?

4. What are the four stages of business cycle?
5. What is productivity?
 6. What are the four main elements of marketing mix?
 7. What are the main principles of marketing policy?
 8. What is meant by marketing forecast?
 9. Is it possible to create long-term demand?
 10. What is the main idea underlying "the marketing concept"?

ТЕМА2.1.

Say whether the following statements are right or wrong. Correct them if they are wrong.

1. What is salesmanship?
 2. What are the fundamental principles for a marketer?
 3. What is the way to understand the customer?
 4. What provides the most effective choice for the consumer?
 5. What qualities should a product include?
 6. What are the main objectives of marketing management?
 7. What are the five competing concepts of marketing?
 8. What is the main difference between the production concept and the product concept?
 9. In what areas can the selling concept be practiced?
 10. What does the societal marketing concept call for?

ТЕМА2.2.

Say whether the following statements are right or wrong. Correct them if they are wrong:

1. Under what circumstance is the overall marketing strategy supposed not to be successful?
2. What is premium pricing?
3. What is penetration pricing?
4. What is economy pricing?
5. What is price skimming?
6. Why did the company fix such a high factory gateprice?
7. What is the relation between retail margin and factorygate price?
8. What is market equilibrium?
9. What factors determine demand?
10. What measures should be taken in the case of falling demand?

Критерии и шкалы оценивания устного опроса

Критерии оценки при текущем контроле	Оценка
Студент отсутствовал на занятии или не принимал участия. Неверные и ошибочные ответы по вопросам, разбираемым на семинаре	«неудовлетворительно»
Студент принимает участие в обсуждении некоторых проблем, даёт расплывчатые ответы на вопросы. Описывая тему, путается и теряет суть вопроса. Верность суждений, полнота и правильность ответов – 40-59 %	«удовлетворительно»
Студент принимает участие в обсуждении некоторых проблем, даёт ответы на некоторые вопросы, то есть не проявляет достаточно высокой активности. Верность суждений студента, полнота и правильность ответов 60-79%	«хорошо»
Студент демонстрирует знание материала по разделу, основанные на знакомстве с обязательной литературой и современными публикациями; дает логичные, аргументированные ответы на поставленные вопросы. Высока активность студента при ответах на вопросы преподавателя, активное участие в проводимых	«отлично»

дискуссиях. Правильность ответов и полнота их раскрытия должны составлять более 80%	
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Блок Б
ОЦЕНОЧНЫЕ СРЕДСТВА ТЕКУЩЕГО КОНТРОЛЯ УМЕНИЙ, НАВЫКОВ
ОБУЧАЮЩИХСЯ

Типовые задания для практических занятий

1 курс

ТЕМА 1.1 Read the text and say whether the following statements are right or wrong. Correct them if they are wrong.

My Family

My name is Polly. I am ten. I am a schoolgirl. I go to school. I like learning English and playing puzzles. I would like to tell you about my family. It is neither big nor small. There are four of us.

I have got a mother. Her name is Jane. She is a teacher. She is very responsible and creative. She likes her work. Her hobbies are singing and shopping. My mother is fond of reading detective stories.

I have got a father. His name is Jack. He is a doctor. He is clever and hardworking. My father likes playing golf. He goes in for sport to be healthy and strong. He is fond of fishing too.

My brother Nick is small. He is only four. He likes playing toys. Usually we get on well with him, but sometimes he is very naughty.

On Saturdays and Sundays we like to be together. Last Sunday we went to the country. We had a good rest.

1. Polly's mother is a doctor.
2. Polly has got a younger brother.
3. Polly's father is a teacher.
4. Her brother Nick is a pupil.
5. Nick is a quiet little boy.
6. Polly is ten.
7. There are five people in Polly's family.
8. Polly's father is clever and hardworking..
9. Last Sunday Polly's family went to the Zoo.
10. Last Sunday Polly's family had a good rest.

ТЕМА 1.2

Read the text and say whether the following statements are right or wrong. Correct them if they are wrong.

Dear friends in Russia,

I'm sixteen years old and attend high school in Sydney. My school has a happy and cheerful atmosphere. Everyone gets along with each other. We wear a uniform that represents our school, Casimir College. I live in Australia but my background is Lebanese and I'm proud of that. In Australia there are people from many different cultures, religions and backgrounds. I come from a big family of five children and I have a Mum and Dad. We have barbeques at home occasionally, which gives us the time to talk to each other. When I grow up I wish to become a news reporter on TV. I think it would be very interesting and enjoyable to go out and find out things and then represent them on the news.

Diane Tarabay

1. Diane attends high school in London.
3. Diane's classmates are friendly.
4. The students don't wear a uniform in Casimir College.
5. Diane lives in Australia.
6. She is Australian.
7. She is the only child in her family .
8. They sometimes have barbeques.
9. Barbecues give the family a chance to play sports.

10. When she grows up Diane wants to write novels.

TEMA 2.1

Read the text and say whether the following statements are right or wrong. Correct them if they are wrong.

My neighbor Jason is a baker. He is very busy. When he is not at bakery, he is out having fun. Every day Jason wakes at 5 o'clock in the morning. He has breakfast and then he rides his bike to the bakery. When he gets there, he starts to make bread. His work is very hard. He works until 3 o'clock in the afternoon. Then he goes back home where he has lunch and rest for a while. In the evening he sometimes goes to the cinema or meets his friends. On Wednesdays he always does the shopping. On Sundays he always wakes up late and then reads a book or works in the garden. He usually goes to bed at 11 o'clock at night.

1. My neighbor Jack is a baker.
2. He is always in his bakery.
3. Every day Jason wakes up at 6 o'clock.
4. Jason goes on foot to his bakery.
5. When he gets to the bakery, he starts to make biscuit.
6. Being a baker is very easy.
7. In the evening he sometimes goes to the library.
8. On Wednesday Jason always does the shopping.
9. On Sundays he always wakes up early.
10. Jason usually goes to bed at 12 o'clock at night.

TEMA 2.2 Read the text and say whether the following statements are right or wrong. Correct them if they are wrong:

My flat is on the fifth floor. It's very comfortable. We have got all modern conveniences, such as central heating, electricity, gas, running water and a telephone. There are three rooms, a kitchen and a bathroom in my flat.

The largest room is the living room. In the middle of the room there is a big table and eight chairs round it. Opposite the window there is a wall unit with lots of books, a TV set and a DVD player. There are two comfortable armchairs and a sofa in the living room.

The bedroom is the smallest room, but it is very cosy and bright. There is a bed, a wardrobe, a desk, an armchair and several bookshelves in my room. There is a big colourful carpet on the floor and there are blue curtains on the window. The walls in the bedroom are light-brown and there are some posters on them. I like my room and clean it every day.

Our kitchen is large and light. We've got a refrigerator, a cupboard and a cooker in it.

1. The flat is on the fourth floor.
2. The flat has got all modern conveniences.
3. There are two rooms in the flat.
4. The largest room is the kitchen.
5. The bedroom is very cosy and bright.
6. The walls in the bedroom are light-blue.
7. There are some photos on the walls of the bedroom.
8. There is a big colourful carpet on the floor in the bedroom.
9. The kitchen is small but light.
10. There are two cupboards in the kitchen.

TEMA 3.1

Read the text and say whether the following statements are right or wrong. Correct them if they are wrong.

Christmas Presents

Some weeks before Christmas shops are very busy. People buy presents for their relatives and friends. When I buy presents I always ask myself "Would he or she like to have this thing? Will he or

she like my present?" Choosing presents is a difficult business for me. I never buy whatever comes up. I think twice and try to find reasons before buying this or that. This year I've bought a saucepan for Granny. Her old one is too small for our family. I've bought a new tie for Granddad. His old one isn't trendy at all. I've bought a very beautiful flower for Mum and a nice fish for Dad's aquarium. My little sister Jane likes watching cartoons. So I've bought a cassette with her favourite ones. All these presents are from the heart.

1. There are a lot of people in the shops before Christmas.
2. People buy presents for nearest and dearest.
3. Choosing presents is a hard business for Michael.
4. He buys whatever comes up.
5. Michael bought a new saucepan for Mum.
6. He bought a new tie for brother.
7. Grandad's old tie is very trendy.
8. He bought some chocolates for Mum.
9. Michael bought a fish for Granddad's aquarium.
10. Michael bought a cassette with Jane's favourite cartoons.

TEMA3.2

Read the text and say whether the following statements are right or wrong. Correct them if they are wrong.

Famous people work in shops for a day

Boy George usually stays in bed on Saturdays, but last week he sold clothes in a shop. Actor Jeremy Irons sold flowers. And who did this man buy his knives and forks from? Uri Geller? It was all right.

Last Saturday, shoppers in Covent Garden in London had an unusual day. For 12 hours over 300 stars from television, pop music, sport and the cinema worked in shops, pubs, cafes and restaurants in Covent Garden. More than 100,000 customers came to see them.

Actress Kelly Hunter organized everything. The idea was simple. People came to see the stars, they bought things and the shop owners gave 5 % of the money to charity. But the stars didn't only sell things. They signed thousands autographs and gave kisses to their fans.

One hundred policemen were there, but there was no trouble. It was a good day for everyone. Fans got autographs and kisses from their favourite stars, the shops got a lot of new customers and at the end of the day more than £ 100,000 went to charity.

1. Covent Garden is in London.
2. Boy George works in a clothes shop every Saturday.
3. Actor Jeremy Irons sold flowers.
4. Last Saturday, shoppers in Covent Garden in London had a usual day.
5. There are only clothes shops in Covent Garden.
6. All the stars were actors and actresses.
7. More than 10,000 customers came to see them.
8. Kelly Hunter organized the proses.
9. The shop owners gave all their money to charity.
10. The police arrested nobody.

TEMA 4.1

Read the text and say whether the following statements are right or wrong. Correct them if they are wrong.

The weather in the south.

Spring and summer are very sunny in the south. The sun shines brightly and it is usually very hot. The temperature in summer is about thirty-thirty five degrees above zero and even more in many places. But when the sky becomes cloudy and a strong wind begins to blow from the sea, it is cool. In late autumn and in winter the weather is usually rainy. In winter it doesn't often snow and the snow

doesn't lie on the ground for a long time. Grass, trees, flowers and vegetables grow very well in the south. The swimming season on The Black Sea coast lasts from the end of May to November.

1. Spring and summer are very cloudy in the south.
2. The sun shines brightly and it is usually very hot.
3. The temperature in summer is about 40-45 degrees above zero.
4. It is cool when the sky becomes cloudy and a strong wind begins to blow from the sea.
5. In late autumn the weather is usually rainy.
6. There is little snow in winter.
7. In winter the snow lies on the ground for a long time.
8. Grass, trees and flowers grow very well in the south.
9. Vegetables don't grow well in the south.
10. The swimming season on the Black Sea coast lasts from the end of November to May.

TEMA 4.2

Read the text and say whether the following statements are right or wrong. Correct them if they are wrong.

The travel and tourism industry is growing very fast. Today more people look for quality vacations where they can relax and also do something new and interesting. Unless tourist traffic grew, travel-related jobs would not increase. These relate to various related services facilitating travel, such as travel agencies, banking, hotels, guides, airlines and other services. Some of them may be seasonal, limited to the tourist season from September to March but others are permanent in nature. Travel-related jobs are best suited for individuals who enjoy meeting people and make them comfortable. They are for those who like adventure and travelling. True, some are desk jobs, but even these jobs entail understanding the needs of the traveler and making the best arrangements possible for him.

1. The travel and tourism industry is growing very slowly.
2. Today people look for the vacations where they can relax.
3. Travel-related jobs would increase a lot.
4. Travel agencies, banking, hotels, guides, airlines and other services are related to tourism.
5. Tourist season is limited from September to March.
6. Travel-related jobs are best suited for individuals who enjoy meeting people.
7. Travel-related jobs aren't for those who like adventure and travelling.
8. All travel-related jobs are desk jobs.
9. These jobs entail understanding the needs of the traveler.
10. A travel agent must make the best arrangements possible for a traveler.

TEMA5.1

Read the text and say whether the following statements are right or wrong. Correct them if they are wrong.

London is the capital of Great Britain, its political, economic and cultural centre. It's one of the largest cities in the world. Its population is more than 8 million people. London is situated on the river Thames. It was founded more than two thousand years ago. Traditionally London is divided into several parts: the City, the West End, the East End and Westminster. The City is the oldest part of London, its financial and business centre. Westminster is the most important part of the capital. It's the administrative centre. The Houses of Parliament, the seat of the British Government, are there. It's a very beautiful building with two towers and a very big clock called Big Ben. Big Ben is really the bell which strikes every quarter of an hour.

To the west of Westminster is West End. Here we find most of the big shops, hotels, museums, art galleries, theatres and concert halls. Piccadilly Circus is the heart of London's West End. To the east of Westminster is the East End, an industrial district of the capital. There are no parks or gardens in the East End. London has many places of interest. One of them is Buckingham Palace. It's the residence of the Queen. The English are proud of Trafalgar Square, which was named so in memory of the victory at the battle. There in 1805 the English fleet defeated the fleet of France and Spain.

All London's long-past history is told by its streets. There are many streets in London which are known all over the world. Among them Oxford Street, Downing Street and a lot of others can be mentioned.

1. London is situated on the river Severn.
2. The population is about 8 million people.
3. London is divided into three parts.
4. The oldest part of London is the East End.
5. Big Ben strikes every hour.
6. Trafalgar Square was named in memory of the victory over Germany.
7. There are a lot of parks in the East End.
8. Piccadilli Circus is situated in the City.
9. Buckingham Palace is the residence of the Parliament.
10. The City is an industrial part of London.

TEMA 5.2

Read the text and say whether the following statements are right or wrong. Correct them if they are wrong

Donetsk is the centre of coal-mining industry. The city was founded in 1869 by a businessman, John Hughes, who constructed a steel plant and several coal mines in the region; the town was thus named Yuzovka. From 1924 to 1961 it was called Stalino, and only in 1961 it became Donetsk.

The city is situated on the river Kalmius. It is very famous for its waste banks. Now the city produces metallurgic and mining equipment, refrigerators, bicycles. Food and light industries are also well-developed in Donetsk.

Donetsk is a well-known educational location of the surrounding area, accompanied with several universities, which include 5 state universities, 11 institutes, 3 academies, and a lot of colleges.

The most important and prominent educational institutions include the National Technical University, as well as the Donetsk National University which was founded in 1965. There are also several scientific research institutes, and an Islamic University within Donetsk.

There are 3 theatres and two museums in the city: Donetsk Opera and Ballet House, Donetsk Museum of Fine Arts are among them.

Donetsk is also well-known due to its sport achievements. It has the best stadium in Ukraine, called Donbass Arena. It is a new stadium with a natural grass pitch, that opened on August 29, 2009. It is located in the center of the city.

Donetsk has been home to many famous people, including sportsmen, musicians, writers, businessmen, dissidents, and many others.

1. Donetsk is situated on the river Kalmius.
2. The most important educational institution is the Donetsk National University,
3. Donetsk is the centre of electronic industry.
4. In 1960 the city was named Donetsk.
5. The best stadium is called Donbass Plaza.
6. There 4 museums in the city.
7. The city buys mining equipment abroad.
8. The National University was founded in 1968.
9. John Hughes constructed a tractor plant.
10. There no research institutes in Donetsk.

TEMA 6.1

Read the text and say whether the following statements are right or wrong. Correct them if they are wrong.

Oxford university

Oxford and Cambridge are the two oldest Universities in England. They date back to the 13th century. Until the 19th century Oxford and Cambridge were the only universities in England, and there was no place for girls. Now they admit men and women.

Oxford University is a federation of independent colleges: Oxford has 23 ordinary colleges for men, 5 for women. All these are equal institutions. In order to become a member of the University a student must first be accepted as a member of a college. Most colleges were founded before 1600, and the oldest three – before 1300. The colleges elect their teachers and heads.

The University has laboratories, libraries and museums, which the students use in their studies. The interested student, during the three year course, can be sure of an opportunity of hearing every political leader in Britain and several of the world's most distinguished scholars, if he can find the time. Oxford University is famous for the following fact: every Prime Minister from 1945 to 1974 was an Oxford graduate.

- 1.Oxford and Cambridge are the two oldest Universities in England.
- 2.Oxford and Cambridge date back to the 13th century.
- 3.There was no place for girls Oxford and Cambridge until the 18th century.
- 4.Oxford has 23 ordinary colleges for men, 5 for women.
- 5.Most colleges were founded before 1500.
- 6.The University has laboratories, libraries and museums.
- 7.The students have a three year course.
- 8.The students have a chance to hear every political leader in Britain.
- 9.Some world's most distinguished scholars give their lectures in Oxford.
- 10.Every Prime Minister from 1945 to 1974 was an Oxford graduate.

TEMA 6.2

Read the text and say whether the following statements are right or wrong. Correct them if they are wrong.

At the moment, the world is losing one species of wildlife almost every day. The two main causes of this decline are the destruction of their habitat and over-population by human beings.

Every minute of the day, 20 hectares of tropical rainforest are cut down or burned. Hundreds of wild species – insects and plants – are lost as a result. If it goes on, rainforests could disappear in 50years'time. They are vital in keeping the Earth's climate and environment stable. If they are destroyed, mankind will suffer as well as wildlife.

As cities grow and industry develops around them, pollution becomes another problem for wildlife. Friends of Earth believe that two-thirds of the world's population will be living in urban areas by the year 2025.

In theory, most countries agree that there should be no trade in endangered species. Ninety-five countries have signed the Convention on International Trade in Endangered Species of Wild life and Fauna and Flora.

1. Many animal species are disappearing fast.
2. The destruction of their habits is one of the reasons of their destruction.
3. Every minute of the day, 20 hectares of tropical rainforest are cut down or burned.
4. Rainforests will disappear in 50 years.
5. Hundreds of wild species are vital in keeping the Earth's climate and environment stable.
6. If rainforests disappear in 50years'time, mankind will suffer as well as wildlife.
7. The development of cities may protect wildlife.
8. Friends of Earth believe that two-thirds of the world's population will be living in urban areas by the year 2050.
9. Endangered species shouldn't be traded.
10. Fifty-five countries have signed the Convention on International Trade in Endangered Species of Wild life and Fauna and Flora.

2 кypc

TEMA 1.1

Read the text and answer the questions

A society may attempt to deal with the basic economic problems by allowing free play to what are known as market forces. The state plays little or no part in economic activity. Most of the people in the non-communist world earn and spend in societies, which are still fundamentally market economies.

The market system of economic organization is also commonly described as a free enterprise or laissez-faire, or capitalist system. We shall use all these terms to stand for a market economy. Strictly speaking the pure market of laissez-faire system has never existed. Whenever there has been some form of political organization, the political authority has exercised some economic functions (e.g. controlling prices or levying taxation). It is useful, however, to consider the way in which a true market system would operate because it provides us with a simplified model, and by making modifications to the model we can approach the more realistic situations step by step.

The framework of a market or capitalist system contains six essential features: private property, freedom of choice and enterprise, self-interest, competition, the price system, the role for government.

Freedom of enterprise means that individuals are free to buy and hire economic resources, to organize these resources for production, and to sell their products in the markets of their own choice. Persons who undertake these activities are known as entrepreneurs and such people are free to enter and leave the industry.

Freedom of choice means that owners of land and capital may use these resources as they see fit. It also means that workers are free to enter (and leave) any occupations for which they are qualified. Finally it means that consumers are free to spend their incomes in any way they wish. The freedom of consumer choice is usually held to be the most important of those economic 'freedoms'. In the models of capitalism, producers respond to consumers' preferences – they produce whatever consumers want.

Perhaps the most basic feature of the market economy is the use of the price mechanism for allocating resources to various uses. The price system is an elaborate system of communications in which innumerable free choices are aggregated and balanced against each other. The decisions of producers determine the supply of a commodity; the decisions of buyers determine the price.

Changes in demand and supply cause changes in market prices and it is these movements in market prices, which bring about the changes in the ways in which society uses its economic resources.

1. What role does the state play in economic activity?
2. How is the market system of economic organization described?
3. Why is it necessary to consider the way in which a true market system would operate?
4. What are those six essential features of a market system?
5. What is freedom of enterprise?
6. Who is known to be an entrepreneur?
7. Who is free to enter and leave the industry?
8. What is freedom of choice?
9. What is the most essential feature of the market economy?
10. What is the price mechanism used for?

TEMA 1.2

Read the text and answer the questions

The Bank of England is Britain's central bank. Founded in 1694, it is the world's second oldest central bank, being six years younger than Sweden's Riksbank. It was privately owned until it nationalized in 1946.

The Governor, Deputy Governor, and 16 Directors who form the Court of Directors are appointed by the sovereign on the recommendation of the Prime Minister.

The Bank of England is both monetary authority and bank supervisor, it is charged with the control of the banking system in the interests of the nation. The chief functions of the Bank of England are to act as the Government's bank in the widest possible sense.

The Bank does not lend money to the Government. If the Government needs funds it borrows the sums required by issuing Treasury bills or by selling stocks. Treasury bills are short-term securities, offered for sale by tender, repayable three months after issue. The Bank's function is to balance every day the sums received against the sums needed, never allowing idle balances to accumulate.

The Bank of England is a banker to the commercial banks, and also to the discount and accepting houses. The ordinary commercial banks keep about half of their cash assets on current accounts with the Bank of England, which therefore acts as the "Bankers' Bank", using these deposits for the day-to-day settlement of indebtedness between the banks. A lot of overseas central banks and international bodies have accounts with the Bank of England to facilitate a wide variety of international transactions and to promote trade and prosperity.

The Bank acts as the Government's agent for the administration of exchange control and protects the gold and foreign exchange reserves.

Being monetary authority in the country, the Bank implements the Government policy in the money market and the loan market by raising or lowering Bank Rate.

Because of its influential position in the financial affairs of the country the Bank gives useful financial advice to the Treasury to assist it in forecasts of the economic situation and the balance-of-payments position. The Bank also advises companies on capital structure and finance.

The style of work of the Bank much is admired by the world and gives the credit for the safe and successful growth of London as the world's number one international banking centre.

1. When was the Bank of England founded?
2. Who forms the Court of Directors?
3. Whom is the Court of Directors appointed by?
4. What does The Bank do when the government needs funds?
5. What are Treasury bills?
6. How much money do the ordinary commercial banks keep on current accounts with the Bank of England?
7. What do overseas central banks and international bodies have accounts with the Bank of England for?
8. What organization does the Bank usually consult?
9. What ensures the safe and successful growth of London as the world's number one international banking centre?
10. Why does the Bank give useful financial advice to the Treasury?

TEMA2.1

Read the text and answer the questions

Market Economy

In a true market economy the government plays no role in the management of the economy, the government does not intervene in it. The system is based on private enterprise with private ownership of the means of production and private supplies of capital, which can be defined as surplus income available for investment in new business activities.

Workers are paid wages by employers according to how skilled they are and how many firms wish to employ them. They spend their wages on the products and services they need. Consumers are willing to spend more on products and services which are favoured. Firms producing these goods will make more profits and this will persuade more firms to produce these particular goods rather than less favoured ones.

Thus, we can see that in a market economy consumers decide what is to be produced. Consumers will be willing to pay high prices for products they particularly desire. Firms, which are

privately owned, see the opportunity of increased profits and produce the new fashionable and favoured products.

Such a system is, at first view, very attractive. The economy adjusts automatically to meet changing demands. No planners have to be employed, which allows more resources to be available for production. Firms tend to be highly competitive in such an environment. New advanced products and low prices are good ways to increase sales and profits. Suppose you invent a new kind of car. You want to make money out of it in your own interests. But when you have that car produced, you are in fact moving the production possibility frontier outwards. You actually make the society better-off by creating new jobs and opportunities, even though you become a millionaire in the process, and you do it without any government help or intervention.

Not surprisingly there are also problems. Some goods would be underpurchased if the government did not provide free or subsidized supplies. Examples of this type of good and service are health and education. There are other goods and services, such as defence and policing, that are impossible to supply individually in response to consumer spending. Once defence or a police force is supplied to a country then everyone in this country benefits.

A cornerstone of the market system is that production alters swiftly to meet changing demands. These swift changes can, however have serious consequences. Imagine a firm, which switches from labour-intensive production to the one where new technology is employed in the factory. The resulting unemployment could lead to many social as well as economic problems.

In a market economy there might be minimal control on working conditions and safety standards concerning products and services. It is necessary to have large-scale government intervention to pass laws to protect consumers and workers

Some firms produce goods and then advertise heavily to gain sufficient sales. Besides wasting resources on advertising firms may also duplicate one another's services.

Finally, firms have to have confidence in future sales if they are to produce new goods and services. At certain times they tend to lack confidence and cut back on production and the development of new ideas. This decision, when taken by many firms, can lead to a recession. A recession means less spending, fewer jobs and a decline in the prosperity of the nation.

1. What role does a government play in the management of a market economy?
2. What is the system of a market economy based upon?
3. What are good ways to increase sales and profits?
4. What are the problems of a market economy?
5. What consequences can the changes in the production have?
6. How does a market economy control working conditions and safety standards?
7. Who/ what can protect consumers and workers?
8. Why have firms to have confidence in future sales?
9. What is the reason for recession?
10. What is recession?

TEMA2.2

Read the text and answer the questions

As all Business students know, the fundamentals of marketing are the 4Ps – product, place, price and promotion. Of these 4, price might seem the easiest to decide – how much does it cost me to produce this product or service and how much do I think customers will be prepared to pay for it?

However, choosing a suitable pricing strategy is every bit as complex as the other parts of the mix and your overall marketing strategy is unlikely to be successful if the price is wrong. Let's take a look at a few of the numerous pricing strategies that could make or break a business.

Premium pricing

Premium pricing sets a relatively high price to reflect the high quality of the product or service. This is the reason that some hotels are so much more expensive than others – they know that being so expensive will be seen by customers as a mark of quality.

Penetration pricing

New products and services are sold at an artificially low price in order to attract customers and gain market share. When the product is established, the price goes up. In recent years a number of mobile telephone networks have used this approach in the UK.

Economy pricing

Costs are kept to a minimum, with very little spent on manufacture or marketing. This is reflected in a low priced product which will hopefully sell in large volumes. Many supermarkets offer a range of products at economy prices. Typically, these products will have simple packaging and a general 'no frills' approach.

Price skimming

Price skimming aims to exploit a commercial advantage by charging a high price while there are few competitors. However, the high price attracts new competitors and the price falls because of the increase in supply and in competition.

1. What are the basics of marketing?
2. Which is the simplest of these 4 questions?
3. Will your marketing strategy be successful if the price is correct?
4. Why does premium pricing set a relatively high price?
5. Why do some hotels set high prices for their services?
6. What is the reason to sell the products at artificially low prices?
7. Do low prices for these services attract the customers?
8. When does the price go up?
9. What can be reflected in the low price of a product that will be sold in large volumes?
10. Which stores usually offer a wide range of products at economical prices?

Критерии и шкалы оценивания решения практических заданий

Критерии оценки при текущем контроле	Оценка
коммуникативная задача не решена; высказывания нелогичны, не использованы средства логической связи, не соблюден формат высказывания; наличествует большое количество лексических, грамматических и орфографических ошибок	«неудовлетворительно»
коммуникативная задача в целом решена; высказывания отчасти нелогичны, не достаточно адекватно использованы средства логической связи, но формат высказывания соблюден; употребление лексики и грамматических структур отмечено некоторым отступлением от нормы; имеется немало орфографических ошибок	«удовлетворительно»
коммуникативная задача решена полностью; высказывания логичны, использованы средства логической связи; лексика и грамматические конструкции соответствуют поставленной коммуникативной задаче; наблюдаются незначительные орфографические ошибки	«хорошо»
коммуникативная задача решена полностью; высказывания логичны, использованы средства логической связи; лексика отличается стилистической и тематической маркированностью, что способствует решению коммуникативной задачи; грамматические и орфографические ошибки отсутствуют	«отлично»

Темы для подготовки реферата (доклада, сообщения)

1. My usual working day
2. About my family
3. My favourite pastime
4. The flat (house) of my dream
5. Shopping
6. My favourite season
7. Ways of travelling
8. British cities and towns
9. Russian cities and towns
10. The Donetsk People's Republic
11. My academy
12. Environmental protection
13. Economy
14. Principles of Market Economy
15. Private Property
16. Gaining a Profit
17. Private Enterprise
18. Economic Growth
19. Critique of Inequality in Capitalism
20. Employment
21. Human Rights Violations, Imperialism, and Democracy
22. Advantages of WTO

Критерии и шкалы оценивания рефератов (докладов)

Оценка	Профессиональные компетенции	Отчетность
«отлично»	Работа выполнена на высоком профессиональном уровне. Полностью соответствует поставленным в задании целям и задачам. Представленный материал в основном верен, допускаются мелкие неточности. Студент свободно отвечает на вопросы, связанные с докладом. Выражена способность к профессиональной адаптации, интерпретации знаний из междисциплинарных областей	Письменно оформленный доклад (реферат) представлен в срок. Полностью оформлен в соответствии с требованиями
«хорошо»	Работа выполнена на достаточно высоком профессиональном уровне, допущены несколько существенных ошибок, не влияющих на результат. Студент отвечает на вопросы, связанные с докладом, но недостаточно полно. Уровень недостаточно высок. Допущены существенные ошибки, не существенно влияющие на конечное восприятие материала. Студент может ответить лишь на некоторые из заданных вопросов, связанных с докладом	Письменно оформленный доклад (реферат) представлен в срок, но с некоторыми недоработками
«удовлетворительно»	Уровень недостаточно высок. Допущены существенные ошибки, не существенно влияющие на конечное восприятие материала. Студент может ответить лишь на некоторые из заданных вопросов, связанных с докладом	Письменно оформленный доклад (реферат) представлен со значительным опозданием (более недели). Имеются отдельные недочеты в оформлении
«неудовлетворительно»	Работа выполнена на низком уровне. Допущены грубые	Письменно

	ошибки. Ответы на связанные с докладом вопросы обнаруживают непонимание предмета и отсутствие ориентации в материале доклада	оформленный доклад (реферат) представлен со значительным опозданием (более недели). Имеются существенные недочеты в оформлении.
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Типовые задания для контрольной работы

1. Insert the appropriate word or word combination

1. When I came home mother ... dinner.

a) cooked b) was cooking c) had cooked d) cooks

2. I'm happy: I ... my exam..

a) passed b) had passed c) have passed d) pass

3. The letter ... by the time I came.

a) had been written b) was written c) has been written d) will be written

4. ...you lift this box?

a) should b) must c) can d) have to

5. After he ... his homework he went for a walk.

a) has done b) did c) had done d) will have done.

6. It was raining: I ... take my umbrella.

a) had to b) must c) could d) might

7. I don't want

a) something b) anything c) nothing d) everything

8. Look ... picture.

a) to b) on c) in d) at

9. The text ... 2 weeks ago.

a) translated b) was translated c) will be translated d) was being translated

10. Let's go for a walk/ The rain

a) has stopped b) stopped c) stops d) is stopping

11. Where ... you yesterday?.

a) was b) did c) have been d) were

12. He is ... boy in our group.

a) tall b) taller c) the tallest d) the tall

13. We go to bed late ... night.

a) on b) at c) in d) before

14. He ... see him tomorrow.

a) sees b) will see c) saw d) would see

15. Don't come to my place tomorrow. I ... a composition the whole evening.

a) will write b) am writing c) write d) will be writing

Choose the correct question to the underlined word

16. They came home early.

a) When they came home?

b) When came they home?

c) When did they come home?

d) When did they came home?

17. He writes letter every day .

a) What do he write every day?

b) What did he write every day?

c) What is he write every day?

d) What does he write every day?

18. These students have passed the exams.

a) Who have passed the exams? b) Who has passed the exams?

b) Who passed the exams? d) Who did pass the exams?

19. He does not live in Moscow, ...he?

a) is b) does c) isn't d) doesn't

20. Choose the correct question

The house belongs to Mary.

a) Does the house belong to Mary?

- b) *Do the house belongs to Mary?*
 c) *Does the house belongs to Mary?*
 d) *Belongs the house to Mary?*

2. Read the text. Write a summary (5 sentences). Make up 5 questions.

Learning a foreign language

Foreign languages are absolutely necessary for people nowadays, because of our growing international contacts with foreign countries. There are many reasons why we begin to learn foreign languages. One learnt it to be able to communicate with other people who speak this language, other learn it for future career. If we are planning to travel to the countries where the language we know is spoken we can communicate with people and understand what they are saying to us. If we work in any branch of science we wish to read scientific books and journals in other languages to raise our professional level. The ability of speaking one or two languages helps people from different countries to develop mutual friendship and understanding. We can also make our intellectual and cultural horizons wider through contacts with people of another culture. It is also interesting to read foreign literature in the original. We can read foreign magazines and understand films without any help and translation. My friend learns English because it is a very popular language all over the world. It is spoken in many parts of the world and there is a lot of business correspondence and literature in English. He is going to learn Spanish which is also a widely spread language.

Критерии и шкалы оценивания контрольной работы

Критерии оценивания	Оценка
Ответ не был дан или не соответствует минимальным критериям	«неудовлетворительно»
Ответ со значительным количеством неточностей, но соответствует минимальным критериям	«удовлетворительно»
Ответ был верным с незначительным количеством неточностей	«хорошо»
Ответ полный с незначительным количеством неточностей	«отлично»

Блок В
ОЦЕНОЧНЫЕ СРЕДСТВА ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ
1 курс

Контрольные вопросы для самоподготовки к зачету

1. What is your name? Where and when were you born?
2. How many people are there in your family?
3. Where do you live?
4. What school did you finish?
5. What were your favourite subjects at school?
6. Do you get up early?
7. At what time do you usually leave home? How long does it take you to get to the institute?
8. Where do you usually have lunch?
9. What time do you come home?
10. How long does it take you to do your homework?
11. How do you usually spend your evenings?
12. Is your flat far from the centre of the town? What floor is it on?
13. How many rooms does your flat have?
14. What is its floor space?
15. What rent do you pay?
16. What conveniences have you got?
17. What is there in your room?
18. What is your favourite season?
19. Why do some people like to be on leave in winter? What about you?
20. What are the advantages of summer holidays?
21. What is the most popular shopping center in your town? Is it far from your house?
22. What do we buy at the ready-made clothes department (perfumery, haberdashery, footwear, drapery)?
23. How much money a week do you spend on foodstuffs?
24. What are you going to buy in the shop today?
25. What foodstuffs will you buy if you have much money?
26. How many meals a day do you have?
27. What do you prefer to have for breakfast (lunch, dinner, supper)?
28. What kind of travelling do you prefer? What are the advantages of it?
29. What objects do you like to photograph?
30. Where would you like to go? Why?
31. What are the factors of environmental pollution? What can people do to defend the environment?
32. Where is The Donetsk Peoples' Republic situated?
33. What countries does The Donetsk Peoples' Republic border on?
34. What is the population of The Donetsk Peoples' Republic?
35. What industries are developed in The Donetsk Peoples' Republic?
36. What places of interest of the Donetsk Peoples' Republic can you mention?

2 курс

Контрольные вопросы для самоподготовки к зачету

1. What is demand?
2. What is supply?
3. What's the distinction between demand and supply?
4. When does the term "quantity demanded" make sense?
5. What's the dependence between price and quantity?
6. What's the equilibrium price?
7. What's the price elasticity of demand?
8. Is there any difference between the price elasticity of demand and the demand elasticity?

9. How is the demand elasticity defined?
10. Why does the demand elasticity always have a negative number?
11. Why do economists omit the minus sign in the demand elasticity?
12. When do we say that the demand elasticity is high?
13. When is the quantity demanded very sensitive to the price?
14. When is the quantity demanded insensitive?
15. What is total spending equal to?
16. How does the price influence the quantity?
17. What is the cross elasticity of demand?
18. In what way does the price change influence on goods which are complements?
19. What's the difference between the formulae of price elasticity of demand and cross-elasticity of demand?
20. What do the production costs depend on?
21. How do inputs influence revenue?
22. What does the demand curve determine?
23. What is the profit?
24. What is marginal cost?
25. What is marginal revenue?
26. What is the difference between a partnership and a company?
27. Who owns a company?
28. Who can become a shareholder?
29. What are the rights of a shareholder?
30. What does the salary usually depend on?
31. What is the cost-benefit analysis?
32. What is the opportunity cost?

Перечень вопросов для подготовки к экзамену

1. What part does the state play in economic activity?
2. How is the market system of economic organization usually described?
3. What terms do we use in order to stand for a market economy?
4. What functions has the political authority exercised?
5. How many features does the framework of a market have? What are they?
6. How does market economic system work?
7. What is an important characteristic of our economic system?
8. What do we call a business cycle?
9. What are the four stages of business cycle?
10. What is productivity?
11. What is salesmanship?
12. What are the fundamental principles for a marketer?
13. What is the way to understand the customer?
14. What provides the most effective choice for the consumer?
15. What qualities should a product include?
16. Under what circumstance is the overall marketing strategy supposed not to be successful?
17. What is premium pricing?
18. What is penetration pricing?
19. What is economy pricing?
20. What is price skimming?

Шкала оценивания

Экзамен	Критерии оценивания
«Отлично»	Сформированные и систематические знания; успешные и систематические умения; успешное и систематическое применение навыков

«Хорошо»	Сформированные, но содержащие отдельные пробелы знания; в целом успешные, но содержащие пробелы умения; в целом успешное, но сопровождающееся отдельными ошибками применение навыка
«Удовлетворительно»	Неполные знания; в целом успешное, но несистематическое умение; в целом успешное, но несистематическое применение навыков
«Неудовлетворительно»	Фрагментарные знания, умения и навыки / отсутствуют знания, умения и навыки

**Министерство сельского хозяйства Российской Федерации
Федеральное Государственное бюджетное образовательное учреждение высшего
образования
«ДОНБАССКАЯ АГРАРНАЯ АКАДЕМИЯ»**

Дисциплина «Иностранный язык (английский)»
ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 1

1. Read and translate the text “Market economy basic principles”
2. Give a summary of the text.
3. Do the grammar test.

Зав. кафедрой _____ А.А. Педерсен Экзаменатор М.П. Парфёнов

подпись подпись

Комплект итоговых оценочных материалов

УК-4 Способен осуществлять деловую коммуникацию в устной и письменной форме на государственном языке Российской Федерации и иностранном(ых) языке(ах)

УК-4.2. Понимает устную речь и ведет диалог общего и делового характера на иностранном языке

Задания закрытого типа

1	Прочитайте вопрос и выберите правильный вариант ответа: Какой модальный глагол употребляется с частицей "to" 1) should 2) ought 3) may 4) must Правильный ответ: 2																															
2	Прочитайте предложение и выберите правильный вариант ответа: Going ... is the quickest way of travelling. 1) by plane 2) by bus 3) by car 4) by train Правильный ответ: 1																															
3	Прочитайте вопрос и выберите все правильные варианты ответа: Какие достопримечательности находятся в Лондоне? 1) Castle Rock 2) King's Theatre 3) Regent's Park 4) Trafalgar Square Правильные ответы: 34																															
4	Прочитайте слова, расположите их в соответствующей последовательности, чтобы составить общий вопрос: 1) you 2) did 3) late 4) come 5) yesterday Запишите соответствующую последовательность цифр слева направо <table><tr><td></td><td></td><td></td><td></td><td></td></tr></table> Правильный ответ: 21435																															
5	Прочитайте слова и установите соответствие: Установите соответствие между антонимами К каждой позиции, данной в левом столбце, подберите соответствующую позицию из правого столбца: <table><tr><td>A</td><td>short</td><td>1</td><td>thin</td></tr><tr><td>Б</td><td>stout</td><td>2</td><td>takeoff</td></tr><tr><td>B</td><td>quiet</td><td>3</td><td>ugly</td></tr><tr><td>Г</td><td>pretty</td><td>4</td><td>hot-headed</td></tr><tr><td></td><td></td><td>5</td><td>tall</td></tr></table> Запишите выбранные цифры в соответствующие ячейки <table><tr><td>A</td><td>Б</td><td>B</td><td>Г</td></tr><tr><td></td><td></td><td></td><td></td></tr></table> Правильный ответ: A5Б1B4Г3				A	short	1	thin	Б	stout	2	takeoff	B	quiet	3	ugly	Г	pretty	4	hot-headed			5	tall	A	Б	B	Г				
A	short	1	thin																													
Б	stout	2	takeoff																													
B	quiet	3	ugly																													
Г	pretty	4	hot-headed																													
		5	tall																													
A	Б	B	Г																													
	Задания открытого типа																															

6	Прочитайте предложение и впишите недостающее слово At the butcher's we buy -----		
	Правильный ответ: <i>meat</i>		
7	Прочитайте предложение и впишите недостающее слово It takes me 4 hours to do my -----		
	Правильный ответ: <i>homework</i>		
8	Прочитайте предложение и впишите недостающее слово Factories pollute the air and water but provide ----- for people		
	Правильный ответ: <i>jobs</i>		
9	Прочитайте предложение и впишите недостающее слово The weather is -----when it drizzles		
	Правильный ответ: <i>unpleasant</i>		
10	Прочитайте предложение и впишите недостающий модальный глагол I -----have got on the wrong bus. I cannot recognize the places we are passing		
	Правильный ответ: <i>must</i>		
11	Прочитайте предложение, выберите правильный ответ и запишите аргументы, обосновывающие выбор ответа Прочитайте предложение, впишите недостающий модальный глагол. В обосновании укажите в каком значении употребляется выбранное слово. -----he be ill? 1) may 2) can 3) must 4) should		
	Правильный ответ 2: Обоснование: <i>can</i> употребляется для выражения удивления		
12	Прочитайте предложение, выберите правильный вариант ответа и запишите аргументы, обосновывающие выбор ответа This book is ----- of all I have read 1) more interesting 2) most interesting 3) the most interesting 4) an interesting		
	Правильный ответ: 3 Обоснование: <i>превосходная степень</i> многосложных прилагательных образуется при помощи <i>"the most"</i>		
13	Дополните предложение глаголом в нужном времени и запишите аргументы, обосновывающие выбор ответа He ----- a new house this year 1) has bought 2) had bought 3) bought 4) was buying		
	Правильный ответ: 1 Обоснование: <i>Индикатор показателя времени PresentPerfect – this year</i>		
14	Прочитайте и установите соответствие между текстами (А, Б, В) и заголовками (1-4) Один заголовок лишний. Запишите аргументы, обосновывающие выбор ответа, указав ключевые слова.		
	A	The World Bank is officially part of the United Nations/ Its aim is to fight poverty around the world and, to do that, it lends money to governments and countries which	1 Earning money

		need financial aim.												
	Б	Credit cards have made shopping much easier for millions of people. With a credit card you don't have to carry lots of cash with you when you go shopping. You just need to take one plastic card with you.	2	Living without money										
	В	What will the world be like if we didn't have money? It would be a different place. We would rather exchange different things to get what we needed. For example, imagine that you needed some bread. You would go to a baker. But you could not buy bread with money. You would have to give the baker something that the baker needed.	3	Using plastic										
			4	Helping the poor										
Запишите выбранные цифры в соответствующие ячейки														
	А	Б	В											
Правильный ответ: А3Б4В2 Ключевые слова: для А – to fight poverty, для Б – credit cards, для В – if we didn't have money														
15	Установите последовательность расположения слов и запишите аргументы, обосновывающие выбор ответа he, when, graduate from, did, the institute? Правильный ответ: When did he graduate from the institute? Обоснование: порядок слов в специальном вопросе: вопросительное слово, вспомогательный глагол, подлежащее и второстепенный член предложения													
16	Определите последовательность образования степеней сравнения прилагательных и объясните выбор окончаний прилагательного colder – cold – the coldest Правильный ответ: colder-colder-the coldest Обоснование: односложные прилагательные образуют степени сравнения при помощи окончаний – er, – est													
17	Определите последовательность этапов написания письма на английском укажите недостающий этап. <table><tr><td>1</td><td>an ending</td></tr><tr><td>2</td><td>a main body</td></tr><tr><td>3</td><td>a conclusion</td></tr><tr><td>4</td><td>-</td></tr><tr><td>5</td><td>an introduction</td></tr></table> Правильный ответ: 45231 Недостающий этап: 4 (agreeing)				1	an ending	2	a main body	3	a conclusion	4	-	5	an introduction
1	an ending													
2	a main body													
3	a conclusion													
4	-													
5	an introduction													
18	Прочитайте текст, выберите правильный ответ и запишите развернутый, обоснованный ответ Climate is a weather a certain place has over a long period of time. Climate has a very important influence on plants, animals and humans and is different in different parts of the world. But recently the climate has changed a lot, especially in Europe. Scientists think that the reason is the greenhouse effect. It is caused by carbon dioxide. Carbon dioxide is produced when we burn things. Also people and animals breathe in oxygen and breathe out carbon dioxide. As you													

	know, trees take this gas from air and produce oxygen. But in the last few years people have cut down and burnt big areas of rainforest. This means that there are fewer trees and more carbon dioxide. This gas in the atmosphere works like glass in a greenhouse. It lets heat get in, but it doesn't let much heat get out. Thus, the atmosphere becomes warmer. The greenhouse effect is sometimes called global warming. <i>Вопрос:</i> What should we do to decrease the amount of carbon dioxide in the air? <i>Правильный ответ: The main thing is to plant more trees. They will take carbon dioxide from air and produce oxygen.</i>
19	<i>Прочитайте текст, определите правильность или неправильность утверждений (с 1 по 5, обозначив их буквами F(false) или T(true) и напишите цифры с буквенными обозначениями без запятых. Запишите развернутый, обоснованный ответ</i> MY MEALS It goes without saying that I prefer to have meals at home. At the weekend I like to get up late and have a good breakfast of scrambled eggs, or pancakes, or something like that. But on weekdays I'm always short of time in the morning. So I just have a cup of strong tea or coffee and a couple of sandwiches. As I spend a lot of time at school (usually eight or nine hours) it's necessary to have a snack at midday just to keep me going. That's why I have to go to the school canteen to have lunch. Our school canteen leaves much to be desired. It has become a tradition with our canteen to serve chops and watery mashed potatoes every day with a glass of cocoa or stewed fruit. But I enjoy my evening meal at home. My mother is a wonderful cook and her dinners are always delicious and various. To begin with, we usually have some salad - tomato and cucumber salad or mixed salad (I like it very much). For the first course we have some soup – noodle, mushroom or cabbage soup, or maybe some fish soup for a change. For the main course we have meat, chicken or fish dishes, for example, steak or fried fish with spaghetti or potatoes (boiled or fried). We also have a lot of vegetables – green peas, carrots, tomatoes, cucumbers. I prefer meat to fish but my mother makes me eat fish from time to time. She says it's good for my brains. For dessert we have some fruit, fruit juice or just a cup of tea with a slice of cake. On Sundays we sometimes go to McDonald's. I like everything there: cheeseburgers, hamburgers and Big Macs, apple pies and fruit cocktails. But we can't afford to go there very often, because it's rather expensive for a family and besides, they say it's not very healthy to eat at McDonald's. 1. The boy has a big breakfast on weekdays. 2. The boy hates his school canteen. 3. He enjoys his evening meal at home. 4. His mother does not make him eat fish. 5. The family doesn't go to McDonald's very often. <i>Правильный ответ: 1F2T3T4F5F</i> <i>Обоснование: 1. On weekdays he is always short of time 2. His school canteen leaves much to be desired 3. His mother is a wonderful cook 4. His mother makes him eat fish because it is good for his brains 4. The family does not go there very often because it is expensive and it is not very healthy to eat at McDonalds</i>
20	<i>Прочитайте текст , ответьте на вопрос и запишите развернутый, обоснованный ответ</i> SHOPPING It's Saturday today, and we are going to do the shopping this morning. We may do it in the grocery on the ground floor of our block of flats but we prefer to do it in the big

	supermarket in the centre of the town. There is always a good choice of foodstuffs there. Here is this supermarket. The first counter on the right is the bakery. There is always fresh bread, buns and rolls there. Next to this is the delicatessen and sausage counter, where one can buy different kinds of sausage, ham and salted pork. They sell milk, cream, cottage and hard cheese, butter at the dairy counter. Then come fruit and vegetables counter, the meat counter, the fish counter, the dry grocery at which one can buy various cereals, spices, tea, coffee and oil. The confectionary is the cafeteria, where one may have a cup of coffee, a glass of juice with pies or cakes. They sell sweets, candies and bars of chocolate there too. Now we are choosing some apples and lemons. Yesterday in our greengrocer's we bought oranges and grapefruits. We are not going to buy any meat in this shop, because last Friday we bought some pork at the butcher's. I think, later we'll buy potatoes and onions, because our bags are heavy enough already. Next time I am going to buy herring and smoked fish. You see, there is always a wide selection of foodstuffs in our supermarket. By the by, two minutes ago I met my neighbour there. He carried a kilo of sausage, a package of rice, a bottle of oil, a jar of cream, a packet of sugar and a loaf of bread in his bag. He waited for his wife. She forgot to buy some poultry. Where do you buy foodstuffs and why?
	<i>Правильный ответ: at a supermarket</i> <i>Обоснование: there are many departments there where I can buy everything I need: buns and rolls at the bakery, sausage, ham and salted pork at the delicatessen, milk and cheese at the dairy, oranges and grapefruits at the greengrocer's, pork at the butcher's, cereals, tea and coffee at the grocery.</i>

УК-4 Способен осуществлять деловую коммуникацию в устной и письменной форме на государственном языке РФ и иностранном языке	
УК-4.3. Читает и переводит со словарем информацию на иностранном языке на темы повседневного и делового общения	
<i>Задания закрытого типа</i>	
1	<i>Прочитайте вопрос и выберите правильный вариант ответа:</i> If I were a businessman, I...hard. 1) would work 2) work 3) would have worked 4) should have worked <i>Правильный ответ: 1</i>
2	<i>Прочитайте предложение и выберите правильный вариант предлога, употребляющегося с герундием:</i> She insisted...visiting that exhibition. 1) to 2) for 3) on 4) of <i>Правильный ответ: 3</i>
3	<i>Прочитайте предложение и выберите все правильные варианты ответа:</i> A business plan should contain any expenses from..., ..., and 1) supplies 2) licenses 3) debts 4) insurance <i>Правильные ответы: 1 2 4</i>

4	Прочитайте слова, расположите их в соответствующей последовательности, чтобы составить вопрос в косвенной речи: 1) me where 2) bought that device 3) he asked 4) I had Запишите соответствующую последовательность цифр слева направо <table><tr><td></td><td></td><td></td><td></td></tr></table>																															
Правильный ответ: 3142																																
5	Прочитайте слова и установите соответствие: Установите соответствие между предложениями и глаголами К каждой позиции, данной в левом столбце, подберите соответствующую позицию из правого столбца: <table><tr><td>A</td><td>to object</td><td>1</td><td>to</td></tr><tr><td>Б</td><td>to insist</td><td>2</td><td>in</td></tr><tr><td>B</td><td>to think</td><td>3</td><td>for</td></tr><tr><td>Г</td><td>to succeed</td><td>4</td><td>on</td></tr><tr><td></td><td></td><td>5</td><td>of</td></tr></table> Запишите выбранные цифры в соответствующие ячейки <table><tr><td>A</td><td>Б</td><td>B</td><td>Г</td></tr><tr><td></td><td></td><td></td><td></td></tr></table>				A	to object	1	to	Б	to insist	2	in	B	to think	3	for	Г	to succeed	4	on			5	of	A	Б	B	Г				
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A	Б	B	Г																													
Правильный ответ: A1Б4B5Г2																																
Задания открытого типа																																
6	Прочитайте предложение и впишите недостающее слово Economics is the study of systems of production and ----- Правильный ответ: <i>distribution</i>																															
7	Прочитайте предложение и впишите недостающее слово In economics, the term goods refers to everything that is produced: all products and----- - Правильный ответ: <i>services</i>																															
8	Прочитайте предложение и впишите недостающее слово Adam Smith is considered-----of modern economics Правильный ответ: <i>the founder</i>																															
9	Прочитайте предложение и впишите недостающее слово As you start any type of business, -----your market Правильный ответ: <i>research</i>																															
10	Прочитайте предложение и впишите недостающее слово Create a business -----that allows you to project the profits you intend to make Правильный ответ: <i>plan</i>																															
11	Прочитайте предложение и впишите недостающий вспомогательный глагол Our business partners said they ----- come to our farm the next week 1. will 2. would 3. will be able to 4. shall be able to Правильный ответ: 2 (would) Обоснование: при переходе прямой речи в косвенную, сказуемое прямой речи меняется в соответствии с Правилom согласования времён, так как глагол –сказуемое в словах автора находится во времени PastIndefinite: следовательно, вспомогательный глагол will прямой речи преобразуется в глагол would в косвенной																															

12	<i>Прочитайте предложение и впишите недостающий вспомогательный глагол</i> If I ----had much time, I'd have spent it on the beach 1. had 2. have 3. has 4. to have <i>Правильный ответ: 1 (had)</i> <i>Обоснование: в условных предложениях третьего типа придаточное предложение условия состоит из вспомогательного глагола had и глагола – сказуемого в третьей форме</i>																		
13	<i>Дополните предложение соответствующей формой глагола "tobe" и запишите аргументы, обосновывающие выбор ответа</i> If I----- you, I would go to the country 1. to be 2. am 3. was 4. were <i>Правильный ответ: 4 (were)</i> <i>Обоснование: в условных предложениях 2 типа в придаточном предложении условия глагол tobe употребляется в форме were для всех лиц и чисел.</i>																		
14	<i>Прочитайте текст, выберите правильный ответ и запишите аргументы, обосновывающие выбор ответа</i> Установите соответствие между текстами (А, Б, В) и заголовками (1-4) Один заголовок лишний. <table border="1"> <tr> <td>А</td><td>Some people can't get out of the house easily to shop, don't have the time to do it or just don't enjoy shopping. If shopping is something you enjoy, turn it into a self-employed career. Personal shoppers give advice to customers and suggest products that may suit their needs. Advertise your services at locations such as senior citizens' centres, community centres, shopping malls and grocery stores. Meet with the clients and find out what items (groceries, clothing, etc.) they need and how often</td><td>1</td><td>Choosing a job</td></tr> <tr> <td>Б</td><td>The market is changing very fast. In fact, there may be careers that exist when a student gets out of college that simply didn't exist when they started. So rather than asking, "What do I want to be?" pose these questions: "What skills do I have? What kinds of people do I like to work with? In what kind of environment?"</td><td>2</td><td>Start your business</td></tr> <tr> <td>В</td><td>The regulations define the period between 11 pm and 6 am although this agreement can be slightly varied between employers and workers. Generally, people who work for at least three hours within the period must be offered a free health assessment before they begin their work duties and on a regular basis.</td><td>3</td><td>A job with a high salary</td></tr> <tr> <td>Г</td><td></td><td>4</td><td>Nightwork</td></tr> </table>			А	Some people can't get out of the house easily to shop, don't have the time to do it or just don't enjoy shopping. If shopping is something you enjoy, turn it into a self-employed career. Personal shoppers give advice to customers and suggest products that may suit their needs. Advertise your services at locations such as senior citizens' centres, community centres, shopping malls and grocery stores. Meet with the clients and find out what items (groceries, clothing, etc.) they need and how often	1	Choosing a job	Б	The market is changing very fast. In fact, there may be careers that exist when a student gets out of college that simply didn't exist when they started. So rather than asking, "What do I want to be?" pose these questions: "What skills do I have? What kinds of people do I like to work with? In what kind of environment?"	2	Start your business	В	The regulations define the period between 11 pm and 6 am although this agreement can be slightly varied between employers and workers. Generally, people who work for at least three hours within the period must be offered a free health assessment before they begin their work duties and on a regular basis.	3	A job with a high salary	Г		4	Nightwork
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	<i>Запишите выбранные цифры в соответствующие ячейки</i>				
	А	Б	В		
	<i>В обосновании выбора ответа укажите ключевые слова.</i>				
	<i>Правильный ответ: А2Б1В4</i> <i>Обоснование: Ключевые слова: А – Advertise your services at locations Б- What do I want to be? В -The period between 11 pm and 6 am</i>				
15	<i>Прочитайте предложение, выберите правильный вариант ответа и запишите аргументы, обосновывающие выбор ответа</i> He asked me when ----- a new PC. 1) did I buy 2) I bought 3) I had bought 4) had I bought				
	<i>Правильный ответ: 3</i> <i>Обоснование: в косвенной речи вопросы имеют прямой порядок слов; при переходе в косвенную речь используется Правило согласования времён: сказуемое в PastSimple прямой речи принимает форму PastPerfect в косвенной</i>				
16	<i>Дополните предложение объектным инфинитивным комплексом и запишите аргументы, обосновывающие выбор ответа</i> He saw ----- 1) the man to try to open the door 2) the man try to open the door 3) the man to try open the door 4) the man try open the door				
	<i>Правильный ответ: 2</i> <i>Обоснование: после глагола чувственного восприятия отсутствует частица «to» в структуре «объектный инфинитивный оборот»</i>				
17	<i>Прочитайте предложения и расположите их в нужной последовательности; переведите текст на русский язык</i> 1. Also include the costs of any equipment necessary in the operation of your business. 2. Create a business plan that allows you to project the profits you intend to make over a number of years. 3. Determine what products or services you are going to sell. 4. From these expenses, determine how much money you might need to borrow to get your business started. 5. Include in this plan any expenses from supplies, licenses, insurance and other operating costs.				
	А	Б	В	Г	Д
	<i>Правильный ответ: А3Б2В5Г1Д4</i> <i>Перевод: Определите, какие продукты или услуги вы собираетесь продавать. Составьте бизнес-план, позволяющий вам прогнозировать прибыль, которую вы собираетесь получать в течение нескольких лет. Включите в этот план любые расходы, связанные с поставками, лицензиями, страхованием и другими эксплуатационными расходами. Также укажите стоимость любого оборудования, необходимого для ведения вашего бизнеса. Исходя из этих расходов, определите, сколько денег вам может понадобиться в кредит для начала вашего бизнеса</i>				
18	<i>Прочитайте текст и запишите развернутый обоснованный ответ</i> Some countries consider it very important to be powerful and to feel safe. Other countries are concerned with providing food and clothing to all inhabitants. The decision that a country make will determine the type of economic system it has. The basic types of economic systems are traditional, command and market.				

	Traditional system is the system in which people do things the way they have always done them. They rely on the same tools and methods used by their parents. There is little or no change in such systems because most people methods are based on habit, custom and religious belief. Individuals are not free to make decisions according to what they want to have. <i>Вопрос: What is the traditional economic system?</i> <i>Правильный ответ: The traditional economic system is a system in which people do everything the way they have always done it. They use the same tools and equipment that their parents used. Practically nothing changes in such systems, because most people's methods are based on habits, customs, and religious belief.</i>
19	<i>Прочитайте текст и запишите развернутый обоснованный ответ</i> As you start any type of business, research your market so you can have a profitable business start-up. Determine what products or services you are going to sell. Create a business plan that allows you to project the profits you intend to make over a number of years. Include in this plan any expenses from supplies, licenses, insurance and other operating costs. Figure in the costs of purchasing or leasing land for your business start-up as well as any buildings you need. From these expenses, determine how much money you might need to get your business started. Acquire any business licenses you need to operate in your state from the Secretary of State's office. Register the name of your business and apply for a tax number from the same office. If you plan to operate the business as a limited liability company or corporation, fill out the paperwork at the Secretary of State's office as well. Set up your business on the land you purchased or leased. Build or adapt existing buildings to suit the purposes of your business. Purchase the materials you plan to sell to your customers and stock shelves. Buy enough property and liability insurance to cover your assets. Develop a marketing plan for your business start-up that clearly identifies you and your business with a brand or logo. Identify your market and ways you can reach your customers. Think long term as well as short term as you plan marketing strategies. Look for ways to advertise your brand. Place ads in newspapers, radio and television, but also hang flyers on bulletin boards in places where potential customers do business; create a website for your business. <i>Вопрос: Why is it necessary to make a business plan?</i> <i>Правильный ответ: A business plan allows you to predict the profit you are going to receive. This plan includes costs related to supplies, licenses, insurance, and other operations. The estimated costs for farm equipment, purchase or lease of land for business, as well as for buildings that may be needed are also indicated.</i>
20	<i>Прочитайте текст и запишите развернутый обоснованный ответ</i> Economics deals with fundamental issues. That is why economics is important. Its challenge lies in its mysteries: We don't know when the next expansion or recession will come. We don't know if a federal tax cut will help the economy grow. We don't know which new technologies should be encouraged and which ones won't pan out. And, tragically, we don't know how to overcome poverty, hunger, crime, and other evils rooted in economic reality. But economics is the branch of the social sciences most concerned with these matters, and it is the one that's well equipped to help us deal with them. Economics provides a framework for understanding government policies, business developments, and consumer behavior here and abroad. It provides a rich context for making decisions in your business, professional, and financial life <i>Вопрос: What is the complexity of economics?</i> <i>Правильный ответ: Its complexity is in the following: we don't know when the next expansion or recession will come; we don't know if a federal tax cut will help the economy grow; we don't know which new technologies should be encouraged and which ones won't work</i>