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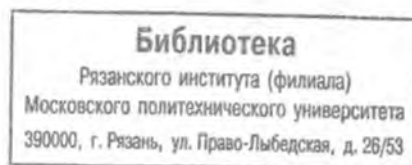
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ИНОСТРАННЫЙ ЯЗЫК

Тестовые задания для студентов направлений подготовки
38.03.01 «Экономика» и 38.03.02 «Менеджмент»



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В пособие включены тестовые задания, список рекомендованной литературы, электронных ресурсов.

Пособие предназначено для текущего контроля знаний специализированного вокабуляра студентов экономических специальностей. Тестовые задания направлены на выявление уровня владения студентами направлений подготовки 38.03.01 и 38.03.02 профессионально значимой информации на английском языке.

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Введение

Изучение дисциплины «Иностранный язык» идет параллельно с изучением других гуманитарных дисциплин в вузе и способствует восприятию культуры и традиций англоязычных стран, представлению и пониманию структуры иностранного языка, в частности английского языка.

В процессе усвоения учебного материала важное место принадлежит самостоятельной работе студентов. Предлагаемое пособие включает тестовые задания, списки рекомендованной (основной и дополнительной) литературы. Они призваны активизировать самостоятельную работу студентов, как на занятиях, так и во время подготовки к ним.

Для выполнения предлагаемых контрольных заданий необходимо сначала прочитать учебный материал, руководствуясь списком литературы, проработать основные тексты по специализированным темам, изучить глоссарий.

Формы контроля на основе тестовых заданий: устный опрос, наряду с письменными домашними и аудиторными контрольными работами.

1 Тестовые задания для студентов направления подготовки 38.03.01 «Экономика»

1.1 Тестовые задания к теме «Economy»

Возможен один вариант ответа

Закончите предложения:

- 1 Adam Smith, the Scottish professor of philosophy, published:
 - a) “The Wealth of Nations”;
 - b) “The Economic system”;
 - c) “The principles of business”.

- 2 Adam Smith described his principle of the.....:
 - a) “invisible hand”;
 - b) “study of capitalism”;
 - c) “pursuing rules”.

- 3 If people want to make the right decisions they must.....
 - a) think rationally;
 - b) be alone;
 - c) obtain a lot of goods.

- 4 Each person is motivated by.....
 - a) money;
 - b) self-interests;
 - c) economic forces.

- 5 Economic system is the system that
 - a) a society uses for allocation and distribution of scarce resources;
 - b) can control people’s activities;
 - c) a society uses for spending money.

- 6 In private enterprise the decisions are made by
 - a) owners;
 - b) Government;
 - c) Shareholders.

- 7 Among the functions of the economic order the most important one is
 - a) to provide some means of resource allocation;
 - b) to provide high salaries;
 - c) to provide company’s profit.

8.determine the rates that may be charged by utility companies.

- a) Government;
- b) public service commissions;
- c) the board of directors.

9 Economy simply could not exist without

- a) a system of distribution ;
- b) government ;
- c) economists.

10 A major part of distribution system is.....

- a) credit;
- b) money;
- c) banks.

11 Economic goals for a nation include

- a) price stability, full employment, economic growth, and equitable distribution of income;
- b) price stability and equitable distribution of income;
- c) full employment, economic growth, and equitable distribution of income.

12 Full employment means that.....

- a) jobs are available for those seeking work;
- b) efficient allocation of resources;
- c) price stability contributes to the and facilitates long-term planning.

13 Higher standards of living require

- a) increased output per person;
- b) full employment;
- c) economic growth.

14 *Economize* means.....

- a) saving money;
- b) paying taxes;
- c) earning money.

15 *Economical* means

- a) something that does not require a lot of money to operate;
- b) not spending money at all;
- c) keeping all money in a bank.

1.2 Тестовые задания к теме «Money and banking»

Возможен один вариант ответа

1 What system was used in primitive societies?

- a) a system of barter;
- b) a money system;
- c) a system of coins.

2 What is a money economy based on?

- a) coins and paper notes;
- b) coins;
- c) people.

3 What is money used for?

- a) for buying or selling goods;
- b) for measuring value and for storing wealth;
- c) for measuring value .

4 Barter is a system of direct exchange of...

- a) goods;
- b) money;
- c) wealth.

5 What is a coin?

- a) a piece of metal, showing its value;
- b) shares for people;
- c) a system of exchange.

6 Barter was a very unsatisfactory system because.....

- a) people's precise needs seldom coincided;
- b) there were no goods;
- c) it depended from money.

7 Since civilization began gold has been regarded as a symbol of...

- a) power and wealth;
- b) poverty;
- c) all metals.

8 Most governments now issue paper money in the form of

- a) notes;
- b) coins;
- c) metals.

9 much more convenient in the modern world.

- a) paper money;
- b) coins;
- c) shares.

10 Money serves as

- a) a medium of exchange, a unit of account, and a store of value;
- b) a store of value;
- c) a medium of exchange and a unit of account.

11 What is the second function of money?

- a) the exchange of goods and services;
- b) in repaying debts;
- c) to serve as a unit of account.

12 What's the unit of account in modern times?

- a) paper money;
- b) goods;
- c) shares.

13 What is the unit of account in the United States?

- a) the dollar;
- b) the mark;
- c) the ruble.

14 What is the unit of account in Germany?

- a) the dollar;
- b) the mark;
- c) the ruble.

15 Money is both a temporary and.....

- a) a permanent store of purchasing power;
- b) a store of value;
- c) the unit of account.

1.3 Тестовые задания к теме «Finance»

Возможен один вариант ответа

1 What is the definition of finance?

- a) the art and science of managing money;
- b) the art of investing money;
- c) the art of earning money.

2 What does the field of finance directly affect?

- a) the lives of every person and every organization, financial and non-financial, private or public, large or small, profit -seeking or non-profit;
- b) the lives of every person and every organization, financial, public;
- c) the financial and non-financial, small, profit -seeking.

3 What is the macro level of finance?

- a) the study of financial institutions and financial markets and how they operate within the financial systems;
- b) the study of financial institutions;
- c) the study of financial planning, asset management.

4 What is the micro level of finance?

- a) the study of financial planning, asset management, and fund raising for business firms and financial institutions;
- b) the study of fund raising for business firms and financial institutions;
- c) the study of financial institutions and financial markets and how they operate within the financial systems.

5 What is the origin of finance?

- a) the fields of economics and accounting;
- b) the fields of economics;
- c) the fields of financial institutions.

6 For what do economists use a supply-and-demand framework?

- a) to explain how the prices and quantities of goods and services are set in a free-enterprise or market-driven economic system;
- b) to study of fund raising for business firms and financial institutions;
- c) to study the fields of economics.

7 What do accountants record?

- a) revenues, expenses, and profitability organizations;
- b) only revenues;
- c) only expenses.

8 Business can obtain the money it needs to buy.....

- a) capital goods such as machinery and equipment;
- b) equipment;
- c) shares.

9 What are basic elements of well-developed financial systems?

- a) financial markets and business financial management;
- b) financial markets, institutions or intermediaries, and business financial management;

c) business financial management.

10 What do financial markets provide?

- a) the mechanism for carrying out the allocation of financial resources or funds from savers to borrowers;
- b) the mechanism for saving money;
- c) the mechanism for raising for business firms.

11 Financial institutions such as banks and insurance companies facilitate.....

- a) the flow of funds from savers to borrowers;
- b) the fields of economics;
- c) financial markets and business financial management.

12 What is the goal of the financial manager in a profit-seeking organization?

- a) to maximize the owners' wealth;
- b) to maximize financial planning;
- c) to save money.

13 The capital of a business consists of

- a) the funds used to start and run the business;
- b) shares;
- c) financial markets.

14 Debt capital consists of.....

- a) borrowed funds that the business owner owes to the lender;
- b) the funds used to start and run the business;
- c) borrowed shares.

15 What do fixed capital items include?

- a) real estate, fixtures, equipment;
- b) equipment;
- c) real estate.

1.4 Тестовые задания к теме «Accounting and auditing»

Возможен один вариант ответа

1 How does the money that a business spends in order to produce goods or services call?

- a) its costs;
- b) its expenses;
- c) its revenues.

2 What do direct costs are directly related to?

- a) the things produced;
- b) the things sold;
- c) the things bought by people.

3 By whom are the balance sheet and the profit and loss account checked?

- a) auditors;
- b) sellers;
- c) shareholders.

4 Assets and liabilities are normally shown on.....

- a) a firm's balance sheet;
- b) a firm's annual report;
- c) loss account.

5 What does the study of accounting begin with?

- a) the understanding of the way in which accountants see the business enterprise;
- b) the understanding how much money the company has;
- c) the understanding of the way to earn more money.

6 What is a business entity?

- a) any business organization that exists as an economic unit;
- b) any business organization that exists as an non-economic unit;
- c) the business enterprise.

7 What is the business enterprise viewed?

- a) as a system of monetary flow;
- b) as an economic unit;
- c) as business entity.

8 Transactions involving the acquisition of factors of production lead.....

- a) either to an outflow of money immediately or an obligation to pay money at a later date;
- b) to an outflow of money immediately;
- c) to an obligation to pay money at a later date.

9 Transactions between the firm and its markets – both its supply markets and its selling markets – are defined as.....

- a) «external transactions»;
- b) «internal transactions»;
- c) «business deal».

10 What does the Cash account show?

- a) the cash effects of a business's transactions;

- b) the amount of earned money;
- c) the number of internal transactions.

11 Cash means.....

- a) money and any medium of exchange that a bank accepts at face value;
- b) goods sold to businessmen;
- c) an outflow of money.

12 Prepaid Expenses are assets because

- a) they will be of future benefit to the business;
- b) they will be cash effects of a business's transactions;
- c) they will be an obligation to pay money at a later date.

13 What account is the opposite of the Notes Receivable account?

- a) Notes Payable;
- b) Accounts Payable;
- c) Taxes Payable.

14 How is the claim that the owner has on the assets of the business called?

- a) owner's equity;
- b) taxes payable;
- c) accounts payable.

15 How is the increase in owner's equity from delivering goods or services to customers or clients called?

- a) revenue;
- b) capital;
- c) expenses.

1.5 Тестовые задания к теме «Business organization»

Возможен один вариант ответа

1 What kind of activity could be aimed at complex set of goals and could thus bring greater benefits to all concerned?

- a) group activity;
- b) individual activity;
- c) customers' activity.

2 What must be counted as one of the chief requirements for success?

- a) quality of group activity;
- b) quality of individual activity;
- c) quality of customers' activity.

3 What is a prime element of a group of people who want to achieve more?

- a) cooperation;
- b) company;
- c) band.

4 Заполните пропуск в предложении: Cooperation is a prime element of a group of people who want to achieve more than they can acting.....

- a) Individually;
- b) with the group.
- c) together.

5 What system is basically the meaning of an organization?

- a) a system of group relationships built upon and fostering cooperation;
- b) a system of a group of people who want to achieve more;
- c) a system of individuals who want to achieve more.

6 What system consists of several parts: the human element, the physical element, the work element, and the coordination element?

- a) the system of cooperation;
- b) the system of individual working;
- c) the system of customers' activity.

7 Заполните пропуск в предложении: This system of cooperation consists of several parts: the human element, the physical element, the work element,and the coordination element.

- a) rest element;
- b) organization;
- c) the system of cooperation.

8 What designed to enhance individual effort aimed at goal accomplishment?

- a) organization;
- b) bank;
- c) shop.

9 What transforms resources into outputs for users?

- a) organization;
- b) bank;
- c) shop.

10 Заполните пропуск в предложении: Components of organization theory are: goals, work, power and authority,, delegation, structure.

- a) people;
- b) organization;

c) bank.

11 What is an unrealized state or condition that the members do not possess but which they deem desirable?

- a) goal;
- b) community;
- c) stress.

12 What are the starting point for the design and maintenance of the organization itself?

- a) goals;
- b) members;
- c) people.

13 What plays a crucial role in organization?

- a) consumer needs;
- b) goals;
- c) structure.

14 What are two fundamental types of work in any organization?

- a) primary and secondary;
- b) group and individual;
- c) private and state.

15 What kind of work consists of production and distribution of goods and services that will satisfy consumer needs?

- a) the primary work;
- b) the secondary work;
- c) staff work.

2 Тестовые задания для студентов направления подготовки 38.03.02 «Менеджмент»

2.1 Тестовые задания к теме «The profession of a manager»

Возможен один вариант ответа

1 What are two approaches to the functions of a manager?

- a) traditional and environmental;
- b) scientific and environmental;
- c) international and scientific.

2 What four classic functions do managers perform in the traditional approach?

- a) planning, organizing, leading, and controlling;
- b) planning, organizing, managing, and controlling;
- c) planning, organizing, leading, and creating.

3 Planning is

- a) creating an organizational vision and mission and specific tactics for achieving the organization's goals;
- b) designing organizational structures to execute their plans;
- c) motivating employees to achieve the organization's goals—quickly and efficiently.

4 Organizing is

- a) designing organizational structures to execute their plans;
- b) motivating employees to achieve the organization's goals—quickly and efficiently;
- c) creating an organizational vision and mission and specific tactics for achieving the organization's goals.

5 Leading is.....

- a) motivating employees to achieve the organization's goals—quickly and efficiently;
- b) creating an organizational vision and mission and specific tactics for achieving the organization's goals;
- c) designing organizational structures to execute their plans.

6 Переведите на английский язык «управлять компанией»

- a) to run an organization;
- b) to develop an organization;
- c) to make an organization.

7 While planning managers develop the plans that.....

- a) determine the goals an organization will pursue ;
- b) make new departments of an organization;
- c) determine new workplaces.

8 What is the key to developing a supportive environment?

- a) the establishment of a climate of open communication throughout the organization;
- b) determining the goals an organization will pursue;
- c) making new departments of an organization.

9 What are “compelling visions”?

- a) visions that inspire employees to bring out their very best performance;
- b) visions that make employees to work in other countries;
- c) visions that help newcomers.

10 What is the most important ingredient for a manager's success?

- a) leadership;
- b) excellent speaking;
- c) good looking.

11 What four classic functions do managers perform in the traditional approach?

- a) planning, organizing, leading, and controlling;
- b) planning, organizing, managing, and controlling;
- c) planning, organizing, leading, and creating.

12 Planning is

- a) creating an organizational vision and mission and specific tactics for achieving the organization's goals;
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15 While planning managers develop the plans that.....

- a) determine the goals an organization will pursue;
- b) make new departments of an organization;
- c) determine new workplaces.

2.2 Тестовые задания к теме «Energizing employees»

Возможен один вариант ответа

1 Переведите на английский язык «сотрудник»

- a) employee;
- b) employer;
- c) client.

2 Переведите на английский язык «морально-устойчивый»

- a) morale-building;
- b) morale-strong;
- c) morale-static.

3 What can managers do to energize employees?

- a) develop a clear vision for where you want the organization to go;
- b) be a prisoner to your office;
- c) don't encourage and inspire employees.

4 What can managers do to energize employees?

- a) be honest and truthful with your employees at all times;
- b) sugarcoat the truth in an attempt to soften the blow of difficult news;
- c) keep your promises not all the time.

5 What can managers do to energize employees?

- a) Ask for and listen to your employees' ideas and suggestions;
- b) don't engage employees in the process of implementing those ideas and suggestions;
- c) don't encourage and inspire employees.

6 What can managers do to energize employees?

- a) be sensitive to your employees' needs at work;
- b) be a prisoner to your office;
- c) don't encourage and inspire employees.

7 What is the core of what is known as the Japanese style of management?

- a) building consensus in group decision making;
- b) not ensuring that the work environment is conducive to your employees doing their best work;
- c) developing a clear vision for where you want the organization to go.

8 What is the Japanese style of management in general?

- a) managers encourage their employees to make suggestions for improvement an organization's decision-making process;

- b) managers don't encourage and inspire employees;
- c) managers don't engage employees in the process of implementing those ideas and suggestions.

9 Переведите на английский язык «способствовать развитию»

- a) to favor the development;
- b) to make decisions;
- c) to buy in.

10 Переведите на английский язык «долгосрочные отношения»

- a) long-term relationships;
- b) long-time relationships;
- c) long relationships.

11 What can managers do to energize employees?

- a) develop a clear vision for where you want the organization to go;
- b) be a prisoner to your office;
- c) don't encourage and inspire employees.

12 What can managers do to energize employees?

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- a) building consensus in group decision making;
- b) not ensuring that the work environment is conducive to your employees doing their best work;
- c) developing a clear vision for where you want the organization to go.

2.3 Тестовые задания к теме «The four phases of dealing with change»

Возможен один вариант ответа

1 Переведите на английский язык «влияние»

- a) impact;
- b) development;
- c) changing.

2 Переведите на английский язык «иметь дело»

- a) to deal with;
- b) to get on;
- c) to deny.

3 Переведите на английский язык «сокращать расходы»

- a) to cut costs;
- b) to deal with costs;
- c) to deny costs.

4 What is the most common initial reaction to change?

- a) to deny that it exists;
- b) to get on new situation;
- c) to refuse to cut costs.

5 Переведите на русский язык “resist change”

- a) сопротивляться изменениям;
- b) следовать изменениям;
- c) вносить изменения.

6 Переведите на русский язык “ explore change”

- a) исследовать изменения;
- b) следовать изменениям;
- c) вносить изменения.

7 What do most people begin after resisting change?

- a) to begin to explore it;
- b) to deny that it exists;
- c) to get on new situation.

8 What is the final phase of change?

- a) acceptance;
- b) denying;
- c) resisting.

9 What is next after managers and employees alike have embraced the change?

- a) the lookout for the next changes in the organization's environment;
- b) denying newcomers of an organization;
- c) getting on new situation.

10 Переведите на английский язык «интегрировать в мышление организации»

- a) to integrate into an organization's thinking;
- b) to deny into an organization's thinking;
- c) to deal with an organization's thinking.

11 What is the most common initial reaction to change?

- a) to deny that it exists;
- b) to get on new situation;
- c) to refuse to cut costs.

12 Переведите на русский язык "resist change"

- a) сопротивляться изменениям;
- b) следовать изменениям;
- c) вносить изменения.

13 What do most people begin after resisting change?

- a) to begin to explore it;
- b) to deny that it exists;
- c) to get on new situation.

14 What is the final phase of change?

- a) acceptance;
- b) denying;
- c) resisting.

15 Переведите на английский язык «справляться с делами»

- a) to deal with;
- b) to get on;
- c) to deny.

2.4 Тестовые задания к теме «Marketing»

Возможен один вариант ответа

1 Переведите на английский язык: «торговая точка»

- a) outlet;
- b) profit;
- c) benefit.

2 Переведите на английский язык: «прибыль»

- a) outlet;
- b) profit;
- c) benefit.

3 Переведите на английский язык: «преимущество»

- a) outlet;
- b) profit;
- c) benefit.

4 What is the name of the process of planning, designing, pricing, promoting and distributing ideas, goods and services, in order to satisfy customer needs, so as to make a profit?

- a) marketing;
- b) price;
- c) packaging.

5 What organizations have social goals such as persuading people not to smoke, or to give money to people in poor countries?

- a) nonprofit organizations;
- b) state organizations;
- c) private organizations.

6 What are 'four Ps' of marketing?

- a) Product Price Place Promotion;
- b) Product Price Perspective Promotion;
- c) Product Payment Place Promotion.

7 What activities do you have to combine successfully in order to sell?

- a) four Ps;
- b) five Ps;
- c) packaging.

8 What is the fifth P?

- a) marketing;
- b) price;
- c) packaging.

9 What is used to protect and present a product before it is sold?

- a) packaging;
- b) pricing;
- c) promotion.

10 Who does everything to meet the needs of the market?

- a) marketers;
- b) seller;
- c) manufacturer.

11 How is a strategy and set of techniques to sell an organization's products or services called?

- a) marketing;
- b) pricing;
- c) promotion.

12 Переведите на английский язык: «целевые клиенты»

- a) target customers;
- b) goals;
- c) marketers.

13 What is the second and by far more important concept of marketing, based on?

- a) improving the reality of what is on offer;
- b) improving the quality of what is on offer;
- c) improving the delivering of what is on offer.

14 What is based on understanding customers' needs and developing new solutions which are better than those currently available?

- a) the second concept of marketing;
- b) the first concept of marketing;
- c) the four Ps.

15 Переведите на английский язык: « потребности клиентов»

- a) customers' needs;
- b) target customers;
- c) customers' purchases.

2.5 Тестовые задания к теме «Creating a team culture»

Возможен один вариант ответа

1 What are three major categories of teams?

- a) formal, informal, and self-managed;
- b) formal, informal, and public;
- c) formal, state, and self-managed.

2 What is a formal team?

- a) a team is tasked to achieve specific goals;
- b) a team is responsible for recruiting new employees;

c) a team that can replace the leadership of the organization.

3 What are the types of formal teams?

- a) task forces, committees, command teams;
- b) task forces, committees, individual teams;
- c) task forces, foster teams, command teams.

4 Переведите на английский язык «целевые группы»

- a) task forces;
- b) command teams;
- c) committees.

5 What is the purpose of committees?

- a) to perform an ongoing, specific organizational task;
- b) to hire new workers;
- c) to create an internal climate in the organization.

6 What are common examples of command teams?

- a) disaster operations teams, company sales teams, and management teams;
- b) disaster operations teams, company committees, and task forces;
- c) task forces, company sales teams, and management teams.

7 What teams are known as informal?

- a) casual associations of employees that spontaneously develop within an organization's formal structure;
- b) casual associations of employees that is responsible for recruiting new employees;
- c) casual associations of employees that can replace the leadership of the organization.

8 When and where can informal teams form and disband?

- a) in anytime and anyplace;
- b) at the end of a year;
- c) in anytime outside the company.

9 Переведите на английский язык «самоуправляемые команды»

- a) self-managed teams;
- b) self-organized teams;
- c) self-proved teams.

10 Why are small groups more effective?

- a) because large groups create communication problems;
- b) because large groups need a lot of money;
- c) because large groups are hard to control.

- 11 What are the types of formal teams?
a) task forces, committees, command teams;
b) task forces, committees, individual teams;
c) task forces, foster teams, command teams.
- 12 Переведите на английский язык «целевые группы»
a) task forces;
b) command teams;
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- 13 What is the purpose of committees?
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b) disaster operations teams, company committees, and task forces;
c) task forces, company sales teams, and management teams.

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