



Негосударственное частное образовательное учреждение  
высшего образования  
«Технический университет УГМК»

**МЕТОДИЧЕСКИЕ УКАЗАНИЯ К ВЫПОЛНЕНИЮ КОНТРОЛЬНОЙ  
РАБОТЫ ПО ДИСЦИПЛИНЕ  
ДЕЛОВОЙ АНГЛИЙСКИЙ ЯЗЫК**

<b>Направление подготовки</b>	<b>38.04.01 Экономика</b>
<b>Название магистерской программы</b>	<b>Управление экономической эффективностью инвестиций в объекты капитального строительства</b>
<b>Уровень высшего образования</b>	<b>Магистратура</b> <i>(бакалавриат, специалитет, магистратура)</i>

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г. Верхняя Пышма  
2021

Задания и методические указания к выполнению контрольной работы составлены в соответствии с рабочей программой дисциплины. В ходе изучения дисциплины «Деловой английский язык» ставятся следующие задачи:

- совершенствование полученных навыков и умений во всех видах речевой деятельности;
- формирование навыков и умений самостоятельной работы и применения их на практике.

### **Выполнение контрольных заданий и оформление контрольных работ**

- Контрольные задания по английскому языку представлены в пяти вариантах. Номер варианта следует выбирать в соответствии с первой буквой фамилии студента.

Начальная буква фамилии студента	№ варианта
А, Б, В, Г, Д	1
Е, Ж, З, И, К	2
Л, М, Н, О, П, Р	3
С, Т, У, Ф, Х, Ц	4
Ч, Ш, Щ, Э, Ю, Я	5

- Контрольные задания выполняются на компьютере. На титульном листе (см. Приложение) указывается фамилия магистранта, номер группы, номер контрольной работы. В конце работы должна быть поставлена подпись студента и дата выполнения задания.
- Выполненную контрольную работу необходимо сдать преподавателю для проверки и рецензирования в установленные сроки.
- Если контрольная работа выполнена без соблюдения изложенных выше требований, она возвращается студенту без проверки.

### **Выполнение работы над ошибками**

При получении проверенной контрольной работы необходимо проанализировать отмеченные ошибки и еще раз проработать учебный материал. Все задания, в которых были сделаны ошибки или допущены неточности, следует еще раз выполнить в конце данной контрольной работы. Контрольные работы являются учебными документами, которые необходимо сохранять. Во время зачета учитываются результаты выполнения контрольной работы.

*Перечень примерных тем контрольных работ для текущего контроля.*

### **Контрольная работа**

#### **Вариант 1.**

**I. Прочитайте и устно переведите на русский язык весь текст. Переведите письменно первый абзац.**

#### **Retaining Good Staff**

An organization's capacity to identify, attract and retain high-quality, high performing people who can develop winning strategies has become decisive in competitive advantage. High performers are easier to define than to find. They are people with limitless energy and enthusiasm. They are full of ideas and get things done quickly and effectively. They inspire others through the force of their example. Such people can push their organizations to great heights. However high performers generally leave because

organizations do not know how to keep them. Money remains an important motivator but organizations should not imagine that it is the only one that matters. In practice, high performers take for granted that they will get a good financial package. They seek motivation from other sources.

High performers are very keen to develop their skills and their curriculum vitae. Offering time for regeneration is another crucial way for organizations to retain high performers. Work needs to be varied and time should be available for creative thinking and mastering new skills. They do not want to feel that success they are winning for the organization is lost because of the inefficiency of others or by weaknesses in support areas. Above all, high performers – especially if they are young – want to feel that the organization they work for regards them as special. If they find that it is not interested in them as people but only as high performing commodities, their loyalty is minimal. On the other hand, if an organization does invest in its people, it is much more likely to win loyalty from them and create a community of talent and high performance that will worry competitors.

**II. Определите , являются ли утверждения:**

- a) истинными
- b) ложными
- c) в тексте нет информации

- 1) Work doesn't need to be varied.
- 2) High performers are very keen to develop their skills.
- 3) High performers are very ambitious people.

**Внесите Ваши ответы в таблицу**

1.	2.	3.

**III. Найдите лексические эквиваленты к выражениям из текста.**

**Переведите слова и выражения из первого столбика на русский язык.  
Внесите Ваши ответы в таблицу.**

<ol style="list-style-type: none"> <li>1. to be keen on smth</li> <li>2. enthusiasm</li> <li>3. high performers</li> <li>4. loyalty</li> <li>5. organization</li> <li>6. motivation</li> <li>7. to take for granted</li> <li>8. regeneration</li> </ol>	<ol style="list-style-type: none"> <li>a) a strong feeling of interest and enjoyment about something and eagerness to be involved in it</li> <li>b) creative people</li> <li>c) the quality of remaining faithful to principles, country etc</li> <li>d) to like smth</li> <li>e) eagerness and willingness to do something without needing to be told or forced to do it</li> <li>f) an ability to do something well, especially because you have learned and practised it</li> </ol>
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<p>9. skill</p> <p>10. competitor</p>	<p>g) a group such as a business that has been formed for a particular purpose</p> <p>h) a person, team, company etc that is competing with another</p> <p>i) making something develop and grow strong</p> <p>j) to value someone or something too lightly</p>
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	1.	2.	3.	4.	5.	6.	7.	8.	9.

**IV. Определите основную идею текста.**

- a) Winning success
- b) Identifying high performers
- c) Motivating high-calibre staff

**V. Расположите фразы диалога в правильной последовательности (соедините цифры и буквы). Внесите Ваши ответы в таблицу. Перепишите диалог в правильном порядке.**

- a) Could I have two telephones?
- b) Ok. What would you like to order?
- c) Sure. It's one hundred fifty dollars.
- d) Good morning. Spyline Products. Sales.
- e) Hello, I'd like to place an order, please.

1.	2.	3.	4.	5.

**VI. Расположите части делового письма в правильном порядке (соедините буквы и цифры). Внесите ответы в таблицу. Перепишите письмо в правильной последовательности.**

- a) Dear Mr. Fountain
- b) 6 Lakeside Road

UK

5<sup>th</sup> March

Customer number: AF2789

- c) I am writing to complain about the computer that I bought from your company last week. I am unhappy with the computer. I'd like you to send one of your technicians to my house as soon as possible to fix it. I hope to hear from you in the near future, and can be contacted at any time on the mobile number above.
- d) Mr. Fountain  
Springbourne Technologies  
Unit 7, Riverside Business Park  
Wilham
- e) Yours sincerely  
Chris Brown

1.	2.	3.	4.	5.

**Вариант 2.**

**I. Прочитайте и устно переведите на русский язык весь текст. Переведите письменно первый абзац.**

**Job Ads**

Checking out job advertisements is popular with executives worldwide. But though the activity is universal, is the same true of the advertisements? Are executive positions in different countries advertised in the same way? First, what UK job seekers consider an essential piece of information what the post pays – is absent from French and German adverts. Most British advertisements mention not only salary, but also other material incentives including a car and fringe benefits. French or German advertisements rarely refer to these. The attention given to rewards in the UK indicates the importance of the job and its responsibility. In France and Germany, that information is given by the level of experience and qualifications demanded. Salary can be assumed to correspond with this.

If French and German adverts are vague about material rewards, they are precise about qualifications. They usually demand ‘a degree in..’, not simply ‘a degree’. In Germany, for example, a technical director for a machine tool company will be expected to have a degree in Mechanical Engineering.

French advertisements go further. They may specify not just the type of degree, but sometimes a particular set of institutions.

All this contrasts with the vague call for ‘graduates’ which is found in the UK. British companies often give the impression that they have a particular type of applicant in mind, but are not sure about the supply and will consider others. Their wording suggests hope and uncertainty.

In the UK qualifications beyond degree level make employers nervous, but in France or Germany it is difficult to be ‘overqualified’.

**II. Определите, являются ли утверждения:**

- a) истинными
- b) ложными
- c) в тексте нет информации

1. Job advertisements are the same in different countries.
2. Job advertisements differ in three European countries.
3. Job advertisements differ in Europe and the US.

**Внесите Ваши ответы в таблицу**

1.	2.	3.

**III. Найдите лексические эквиваленты к выражениям из текста.**

**Переведите слова и выражения из первого столбика на русский язык.**

**Внесите Ваши ответы в таблицу.**

1. job advertisement	a. an additional advantage given with a job besides wages
2. executive	b. Smth that encourages you to work harder
3. job seeker	c. set of information about a job that is available
4. salary	d. a manager in a company who helps to make important decisions
5. incentive	e. someone who has completed a university degree training
6. fringe benefit	f. diploma that qualifies a person to do or be smth
7. experience	g. a person, company or organization that employs people
8. qualification	h. someone who is trying to find a job

9. graduate	i. knowledge or skill that you gain from doing a job
10. employer	j. money that you receive as payment from the organization you work for

**Внесите Ваши ответы в таблицу**

1.	2.	3.	4.	5.	6.	7.	8.	9.	10.

**IV. Определите основную идею текста.**

1. Job advertisements are the same in different countries.
2. Job advertisements differ in three European countries.
3. Job advertisements differ in Europe and the US.

**V. Расположите фразы диалога в правильной последовательности (соедините цифры и буквы). Внесите Ваши ответы в таблицу. Перепишите диалог в правильном порядке.**

- a) Thanks very much.
- b) Is there someone I can speak to about applying for the course?
- c) Hello, is Martha there?
- d) I'm sorry she's in a meeting.
- e) I'll transfer you to Silva.

1.	2.	3.	4.	5.

**VI. Расположите части делового письма в правильном порядке (соедините буквы и цифры). Внесите ответы в таблицу. Перепишите письмо в правильной последовательности.**

- a) Dear Mr. Smith
- b) 25 Wellington Rd  
London NW10 4PZ  
United Kingdom  
17 September, 2013
- c) Bank of England,  
Threadneedle St,  
London, EC2R 8AH

d) As I explained to her on the phone, my account has in fact always been in credit.

She promised that she would look into the problem and get back to me. However, I have heard nothing from her since.

I hope that you will be able to help me as soon as possible.

e) Awaiting your reply.

Yours sincerely,

Andrew Bogart

f) Following the recent telephone conversation that I had with Mrs. Adams, I am confirming the complaint that I made to her concerning the £ 60 overdraft charge that your bank has mistakenly debited from my account.

1.	2.	3.	4.	5.	6.

### Вариант 3.

**I. Прочитайте и устно переведите на русский язык весь текст. Переведите письменно первый абзац.**

#### How to Make the Most of a Job Interview

If you've done your paperwork right, managed to arouse an employer's interest and landed a job interview, your real work is just beginning. It's one thing to impress somebody on paper or over the telephone, but it's another thing to impress in the flesh. A job interview is a business appointment in which everything counts in conveying a good impression. Experts will tell you that advance preparation is the key to interview success. Before you go to a job interview, find out all you can about the company. Depending on the results of your research, you are supposed to prepare an interview outfit that will make you look your very best. In most places you are not expected to wear a Chanel suit, but even if you are fresh from school don't think that your favorite blue jeans, an oversized sweater and a T-shirt will be right for projecting a businesslike image.

Many personnel managers will confess that they often turn candidates down for poor appearance; however, your looks alone will not help you get a job unless you are well prepared for the interview. It makes perfect sense to go through your resume once again and make sure you know the dates of important events. Another thing you can do is go through your personal achievements to make up your mind what you might want to present to an interviewer as an impressive argument in your favor. Before the interview, give yourself a good rest, budget your time well, prepare everything you need in advance, so as not to panic and get lost at last minute!



Every organization has its own culture and traditions, but there are some things to consider that may help everyone.

You know that in many positions your lack of experience is a big disadvantage. You can also compensate for your lack of experience with your qualifications, enthusiasm, ability to learn quickly, and most of all your sense of responsibility.

It's natural therefore that if you really want to get this job you must show yourself as a mature individual who is not acting on impulse, but is quite serious about his/her choices. Fight for your place in life: change negative into positive: you are young but you are strong and can learn fast.

**II. Определите, являются ли утверждения:**

- a) истинными**
- b) ложными**
- c) в тексте нет информации**

1. This is an interview for candidates who have done their paperwork successfully.
2. Many personnel managers often turn candidates down only for lack of experience.
3. Things like jeans and T-shirts are not suitable for a business office.

**Внесите Ваши ответы в таблицу**

1.	2.	3.

**III. Найдите лексические эквиваленты к выражениям из текста.**

**Переведите слова и выражения из первого столбика на русский язык.  
Внесите Ваши ответы в таблицу.**

<ol style="list-style-type: none"> <li>1. to arouse an employer's interest</li> <li>2. to land a job interview</li> <li>3. to interview success</li> <li>4. to turn a candidate down</li> <li>5. to impress in the flesh</li> <li>6. to convey a good impression</li> <li>7. to make up one's mind</li> <li>8. to get lost</li> <li>9. to go through</li> <li>10. a mature individual</li> </ol>	<ol style="list-style-type: none"> <li>a) to get an invitation for a job</li> <li>b) the way to succeed at an interview</li> <li>c) to reject a candidate</li> <li>d) not feeling confident or relaxed</li> <li>e) to examine smth. very carefully</li> <li>f) to be like an adult person</li> <li>g) to impress in person</li> <li>h) to draw the interest of the employer</li> <li>i) to make a good impression</li> <li>j) to decide</li> </ol>
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1.	2.	3.	4.	5.	6.	7.	8.	9.	10.

**IV. Определите основную идею текста.**

What counts in conveying a good impression during a job interview?

1. Advance preparation is the key to success.
2. Appearance does count.
3. Everything counts.

**V. Расположите фразы диалога в правильной последовательности (соедините цифры и букв). Внесите Ваши ответы в таблицу. Перепишите диалог в правильном порядке.**

- a) Right. Good-bye.
- b) Good morning. AIC Computing.
- c) No, thank you. I'll call later.
- d) Sorry, sir. Mr. Roberts is not available. Is there any message?
- e) Hello. May I speak to Mr. Roberts?

1.	2.	3.	4.	5.

**VI. Расположите части делового письма в правильном порядке (соедините буквы и цифры). Внесите Ваши ответы в таблицу. Перепишите письмо в правильной последовательности.**

- a) Dear Ms. Kaassen,
- b) Ultrasonic Ltd.  
Warwick House, Warwick St., London SW2 1JF  
United Kingdom
- c) Yours sincerely,  
Kay Reynolds  
Sales Manager
- d) Bredgade 51  
DK 1110  
Copenhagen  
Denmark
- e) In relation to your order received today, we cannot supply the quantities you need at the moment. Please confirm as soon as possible if a part-delivery would be acceptable, with the rest to follow later.

1.	2.	3.	4.	5.

**Вариант 4.**

**I. Прочитайте и устно переведите на русский язык весь текст.**

**Переведите письменно первый абзац.**

**Different Cultures**

In the Global Economy, it is more important than ever to know how they do things in other countries. Perhaps the key to a successful business trip is a genuine respect for other cultures. For the business traveler, the famous saying is certainly true: "Think globally, act locally". Timing is everything in business. Western businesspeople, in particular, are obsessed with it – after all, "time is money". But even in Europe, attitudes to timekeeping can still be regarded as local customs. In Germany or Switzerland, you should never arrive fifteen minutes late for a meeting, while in France, that is quite acceptable. If you agree to meet your Italian colleague at 12 o'clock and they arrive half an hour late, they probably won't give you an excuse but will almost certainly have a great idea. And, as for the British, one cynical businessman has observed that they pretend to be German but, in fact, they would like to be Italian!

Cultures also view gifts very differently. In Anglo-Saxon countries, for example, businesspeople do not expect to receive presents from visitors, and anything more expensive than a small corporate gift like a pen could cause embarrassment. But in Asia, particularly in Japan and the Middle East, gifts have a much greater importance in establishing a personal and business relationship. Even there, gifts do not have to be very expensive, although they should be of a high quality.

But cultural stereotypes are rarely helpful when dealing with individuals. Nor all Americans are pushy and loud; not all English people are reserved and formal. The same is true of any culture. There are Italians who do not gesture and Japanese who never apologize. So, when you travel overseas, try to leave behind all ideas based on jokes and movies. Keep an open mind and you will meet individuals far more than cultural stereotypes.

**II. Определите, являются ли утверждения:**

- a) истинными**
- b) ложными**
- c) в тексте нет информации**

1. Giving and receiving gifts is an important part of business life in the Middle East.
2. You should always take an expensive gift when you visit an American company.
3. It's embarrassing for Russian people to receive gifts.

**Внесите Ваши ответы в таблицу**

1.	2.	3.

**III. Найдите лексические эквиваленты к выражениям из текста.**

**Переведите слова и выражения из первого столбика на русский язык.**

**Внесите Ваши ответы в таблицу.**

1. cultural stereotypes	a) world economy
2. to establish relationship	b) to build human relations
3. of high quality	c) ethnic traditions
4. global economy	d) of superior grade

5. to apologize	e) take a dim view of smth
6. a gift	f) to be sorry
7. a custom	g) a present
8. stay objective	h) a tradition
9. restrained	i) keep an open mind
10. to give up all believes	j) reserved

1	2	3	4	5	6	7	8	9	10

IV. Определите основную идею текста .

1. Every country has its own culture, tradition and signs of difference.
2. Think globally, act locally.
3. When you do business abroad, it is important to give expensive gifts to businesspeople.

V. Расположите фразы диалога в правильной последовательности (соедините цифры и буквы). Внесите Ваши ответы в таблицу. Перепишите диалог в правильном порядке.

- a) Thank you very much. Bye!
- b) Hold the line, please. .... I'm sorry, she's in the meeting now. Can I take the message?
- c) Thank you. I will give her the message.
- d) Oh, hello. I'd like to speak to Alan, please
- e) Good afternoon, Sales and marketing.

1.	2.	3.	4.	5.

VI. Расположите части делового письма в правильном порядке (соедините буквы и цифры). Внесите ответы в таблицу. Перепишите письмо в правильной последовательности.

- a) Dear Mrs. Wilson,
- b) Mrs. Wilson  
JBD Bank  
56 Cheapside  
LONDON EC4Y 2WD  
23 June 2013
- c) 25 Wellington Road  
LONDON NW10 4PZ
- d) I look forward to hearing from you.

Yours sincerely,  
James Smith

d) I have good personal skills, and I am very interested in banking. I am good at communicating with people. I am currently working part-time in a bookshop, so I have experience of dealing with customers and handling money.

e) I am writing to apply for the job of customer advisor, as advertised on your website on 13, June.

1.	2.	3.	4.	5.	6.

### Вариант 5.

**I. Прочитайте и устно переведите на русский язык весь текст. Переведите письменно первый абзац.**

#### **Recruitment**

1. The process of finding people for particular jobs is recruitment or, especially in American English, hiring. Someone who has been recruited is a recruit or, in American English, a hire. The company employs or hires them; they join the company. A company may recruit employees directly or use outside recruiters, recruitment agencies or employment agencies. Outside specialists called headhunters maybe called on to headhunt people for very important jobs, persuading them to leave the organizations they already work for. This process is called headhunting.

#### **2. Applying for a job**

Fred is a van driver, but he was fed up with long trips. He looked in the situations vacant pages of his local newspapers, where a local supermarket was advertising for van drivers for a new delivery service. He applied for the job by completing an application form and sending it in.

Harry is a building engineer. He saw a job in the appointments pages of one of the national papers. He made an application, sending in his CV (curriculum vitae – the “story” of his working life) and a covering letter explaining why he wanted the job and why he was the right person for it.

#### **3. Selection procedures**

Dagmar Schmidt is the head of recruitment at a German telecommunications company. She talks about the selection process, the methods that the company uses to recruit people: “We advertise in national newspapers. We look at the backgrounds of applicants: their experience of different jobs and their educational qualifications. We invite the most interesting candidates to a group discussion. Then we have individual interviews with each candidate. After this, we shortlist three or four candidates. We check their references by writing to their referees: previous employers or teachers that candidates have named in their applications. If the references are OK, we ask the candidates to come back for more interviews. Finally,



IV. Определите основную идею текста .

- a) Individual interviews with applicants
- b) The process of finding people for particular jobs
- c) Advertising for vacancies

V. Расположите фразы диалога в правильной последовательности (соедините цифры и буквы). Внесите Ваши ответы в таблицу. Перепишите диалог в правильном порядке.

Steve Marshal and Ben Long work for an engineering company. Steve has just returned from London, where he was at the trade fair.

- a) Hi, Steve. Excellent. We made some good contacts.
- b) I hope so. We've had some good news this week.
- c) No, we didn't get any contracts. But I'm sure, we'll get some soon.
- d) Hello, Ben. How was the trade fair in London? Any contracts?
- e) Contacts? I asked if you'd got some contracts.

1.	2.	3.	4.	5.

VI. Расположите части делового письма в правильном порядке (соедините буквы и цифры). Внесите ответы в таблицу. Перепишите письмо в правильной последовательности.

a) I am writing to apply for one of the positions as salesperson which you advertised in the Evening Standard on May 23. I am particularly interested in working for a company which can provide me with sales experience. I look forward to receiving your reply.

b) William Ketterling  
Personal Manager  
Yule and Campbell UK Ltd  
Unity House  
57 London Road  
Reading RG6 1UH

c) 24 Belsize Gardens  
London NW3  
25 May

d) Yours sincerely,  
Helen Wilcox

e) Dear Mr. Ketterling,

1.	2.	3.	4.	5.