

Оценочные материалы для промежуточной аттестации по дисциплине

Иностранный язык

Код, направление подготовки	42.03.01 Реклама и связи с общественностью
Направленность (профиль)	Реклама и связи с общественностью в коммерческой сфере
Форма обучения	Очная
Кафедра-разработчик	Иностранных языков
Выпускающая кафедра	Психологии

Типовые задания для контрольной работы:

Семестр 1

Контрольная работа №1

1. Choose the correct answer

- If I ... some fish, will you cook it for me?
a) will catch c) caught b) catch d) am catching
- She said that she ... her present flat. She tried to find another one.
a) doesn't like c) didn't like b) won't like d) likes
- I saw you yesterday from the bus. Where ... you ... at that time?
a) was hurrying c) had hurried b) were hurrying d) did hurry
- I found that everything I said on the phone ... to the police.
a) report c) was reported b) is reported d) had been reported
- When I speak Italian, all the others in the class ... at me as I don't know the language well.
a) laughed c) will laugh b) was laughing d) laugh
- He ... in the Army for eighteen months. This is his last month.
a) serves c) has been serving b) is serving d) have served
- Don't make noise: the children ... to sleep.
a) try b) is trying c) will try d) are trying
- A new museum ... in the city. What a beautiful building it will be!
a) was being built b) is being built c) is built d) builds
- Two terrorists ... in New York some days ago.
a) are arrested b) have been arrested c) were arrested d) will be arrested
- I ... understand this letter. Will you translate it for me?
a) mustn't b) can't c) may not d) shouldn't
- Diana's parents don't let her go to late-night disco. She ... be at home at 9 o'clock in the evening.
a) must b) can c) may d) have to
- Henry ... apologize for his bad behaviour yesterday.
a) have to b) may c) had to d) is to
- The children studied hard, and as a result they passed the exams ... of all.
a) good b) better c) best d) the best
- This is ... film I've ever seen.
a) more interesting b) the most interesting c) most interesting d) not interesting

15. ... old, ... sick, ... unemployed need our special care.
 a) - b) an c) the d) everybody
16. Someone who saw ... robbery called the-police.
 a) - b) a c) the d) those
17. According to this song ... we need is love.
 a) all b) every c) each d) some
18. We wished the bride and groom happiness in ... new life together.
 a) there c) theirs b) their d) these
19. Excuse me, but does this umbrella belong ... you?
 a) to b) for c) at d) with
20. I listened to the radio every day to know the weather forecast but I can never rely ... it.
 a) at b) to c) in d) on

1. Translate the text into Russian

The structure of higher education in Great Britain is very complex. The main sources of higher educational institutions are: universities (including the Open University) 1, teacher-training colleges and polytechnics. British universities come in all ages, sizes and shapes. The oldest of them, Oxford and Cambridge, founded in the 12th and 13th centuries took the students from all over the country. The younger civic 2 or “Redbrick” universities 3 serving the needs of their cities were organized in the 19th century. The newest “Whitebrick” universities 4 came into existence during the 1960s. Admission to universities is by examination or selection in the form of interviews. Applications from candidates for admission to nearly all universities are submitted to the Universities’ Central Council on Admissions (UCCA) 5. It is the UCCA that sends the copies to different universities and each university selects its own students. British universities are independent, self-governing institutions. Although they all receive financial support from the state (about 79 per cent), the Department of Education and Science 6 has no control over their regulations, curriculum, examinations and the way in which the money is spent. Teacher education includes all forms of education provided mostly by teacher-training colleges which receive their grants directly from the Department of Education and Science.

Семестр 2

Контрольная работа № 2

1. Put the article where necessary with proper nouns

1. I live inTverskaya street. 2.Thames flows through London. 3. ... United Kingdom includes ... Great Britain and ... Northern Ireland. 4. My train leaves from ... Waterloo Station at 7.10 p.m. 5. St. Bernard dogs are named after a monastery high up in ... Alps. 6... Queen Elizabeth II won't speak on TV tomorrow. 8. ... USA is ... fourth largest country in ... world after ... Russia, ... Canada and ... Republic of ... China. 9. ... English Channel is between ... Great Britain and ... France. 10. ... Trafalgar Square is the geographical centre of ... London. 11. When a student, Tom spent two years in ... Europe and a year in ... Middle East. 12. ... Houses of Parliament has over 1,000 rooms, and 2 miles of corridors. 13. Would you like to go to ... Kremlin or ... Tretyakov Gallery? 14. ... Everest is the highest mountain in the world. 15. ... West End is the symbol of wealthy and luxurious life. 16. Where's ... John's raincoat? 17. ... Pacific is the largest ocean on our planet. 18. Have you ever been to ... Bolshoi Theatre? 19. Does ... Mark speak ... Spanish? 20. Show me ... Canary Islands on this map, please. 21. How much does it cost to stay at ... Grand Hotel? 22. ... Volga flows into ... Caspian Sea. 23. Although the north of ... Scotland is called ...

Highlands the mountains aren't high there — ... Ben Nevis (1,343 m) is the highest peak. 24. I've made up my mind to go to ... Black Sea next summer. 25. Two of my classmates entered ... Moscow State University last year. 26. ... Lake Baikal is the deepest one in the world. 27. On Wednesday... Times published an article about ... United Nations Organization. 28. ... Alps are old and not very high. 29. Every morning during breakfast bagpipes are played outside the Queen's dining-room in ... Buckingham Palace.

2. Use the comparative or superlative degree of the adverbs.

1. Bill's eyebrows rose ... (high) than ever. 2. He followed her mental process ... (clearly) now, and her soul was no ... (long) the sealed wonder it had been. 3. She was the one who was being hurt ... (deeply). 4. Moreover, he was ... (well) educated than the others. 5. I know she thought about it ... (carefully) before making a decision, and, taking everything into consideration, I think she acted ... (sensibly). 6. I'm pleased to say all the ideas were received ... (favourably), but there's no doubt Nick's idea was received ... (enthusiastically), so that's the one we've chosen. 7. Then he dismissed the thought as unworthy and impossible, and yielded himself ... (freely) to the music. 8. Well, out of all the different machines to choose from, I'd say this model works ... (efficiently), produces the best copies and costs...(little) to run. 9. He argued ... (persuasively) of all the speakers. 10. Look, the man has written back to you ... (apologetically), explaining that there was a genuine mistake, so, under the circumstances, I think you are behaving ... (unreasonably). 11. Driving ... (slowly) now, she arrived between four and five. 12. All the class has learned quite a lot, but Alfred has definitely learned ... (much), which is not surprising, as he's always worked ... (hard).

3. Rewrite the sentences in the Passive beginning with the words given. Leave out the doer of the action if not necessary.

1 Lawrence Ferlinghetti opened the oldest paperback book store in the United States in 1953.

The oldest paperback book store in the United States _____.

2 The police are interviewing him in connection with the armed robbery.

He _____.

3 More than a billion people all over the world speak English.

English _____.

4 They will officially announce their engagement tomorrow.

Their engagement _____.

5 Tom is not going to invite me to his party.

I _____.

6 Our physical education teacher can make a good basketball player of every pupil.

Every pupil _____.

7 The UN General Assembly appoints the Secretary General.

The Secretary General _____.

8 Next week German-Americans will organise 'Octoberfests' with German cuisine and music.

'Octoberfests' with German cuisine and music _____.

9 Nobody had informed them where they were supposed to stay.

They _____.

10 My boyfriend Robert is going to introduce me to his parents.

I _____.

11 The travel agency can't confirm the exact time of our flight yet.

The exact time of our flight _____.

12 The policemen were interrogating the suspect for two hours.

The suspect _____.

2. Write an informal letter to your British friends you stayed with last month. Tell them about your life when you returned home, thank them for their hospitality.

Пример неофициального письма.

Dear Rashid,

It was great to hear from you and I'm really glad that things are working out for you down under. It sounds as if you have landed on your feet!

Many thanks for your kind invitation to come and stay with you and Maybeline in Perth, but I'm going to have to turn you down this time. The problem is that I'm just too busy studying for my IELTS exam and I don't have enough time in the day as it is. Perhaps I can take you up on your offer sometime next year, when I hope that I'll have got that magic band score 8.0.

My other news is that Acme have offered me a promotion and soon I should be the senior accounts manager. Obviously that means more money but the downside is that I'm almost certainly going to have to work much longer hours too. There's a cloud to every silver lining! Anyway, I must get down to work again. So thanks once more for your kind invitation and I do hope that we can get together sometime in the not too distant future.

All the best

Dominic

<https://dcielts.info/an-informal-letter-to-a-friend/>

Семестр 3

Контрольная работа № 3

1. Give the Russian equivalents. *Source of progress, an epoch of great discoveries, technological revolution discoveries, to cause damage and destruction, in a new much broader way than before, led in wrong direction, the peacetime industries 19 of road building, to increase the well-being of people and develop public education, increasing rate.*

2. Give the English equivalents for the following Russian words and phrases. *Компьютерные технологии, играть важную роль, оружие массового уничтожения, выдающийся ученый и политик, мирное время, решать многие математические задачи, в течение последних лет, развитие и научные достижения, открытия, изобретения в области химии, невозможно остановить прогресс.*

3. Complete the sentences with *must, may, might, could, couldn't or can't* and the correct form of the verbs in the box. Sometimes there is more than one possible answer:

be • blow • already/die • not/hear • leave • not/reach • understand • walk

1 This family _____ for days to get here. They have come from about 100 kilometres away and they look absolutely exhausted. 2 No one is sure of the scale of the disaster, but aid agencies are saying that thousands of people _____ in the drought. 3 Some people were still at home when the tsunami struck. They _____ the instructions to leave, but we can't be sure. 4 The survivors _____

overjoyed to see the rescue helicopters arrive. 5 The children _____ what was happening. They are too young to know what an earthquake is. 6 The winds _____ down the power lines because there's no electricity now. 7 We haven't heard from the rescue team, so we don't know where they are. They _____ the disaster area yet. 8 I don't know where my brother is. He _____ with the other students but I don't know.

4. Complete the sentences for situations in the past. Decide which tense you need to use.

1. A plumber (*come*) to our house yesterday.
2. He (*want*) to repair our washing machine that (*break*) a few days before.
3. Before he (*ring*) at my door, he (*look*) for a parking space for about ten minutes.
4. While the plumber (*repair*) the washing machine, I (*watch*) the news.
5. Suddenly, I (*realise*) that they (*show*) our street on TV.
6. The reporter (*say*) that a car (*crash*) into a stop sign just before reaching the crossroads.
7. While I (*listen*) carefully to what (*happen*), someone (*knock*) at my door.
8. I (*open*) the door and (*see*) a police officer standing there.
9. He (*ask*) for the plumber.
10. As it (*turn*) out, it (*be*) our plumber's car that (*roll*) down the street.
11. In his haste, the plumber (*forget*) to put the handbrake on.

1. Translate the text into English

Научное исследование – это целенаправленное познание, результаты которого выступают в виде системы понятий, законов и теорий. Характеризуя научное исследование, обычно указывают на его следующие отличительные признаки: это обязательно целенаправленный процесс, достижение осознанно поставленной цели, четко сформулированных задач; это процесс, направленный на поиск нового, на творчество, открытие неизвестного, на выдвижение оригинальных идей, новое освещение рассматриваемых вопросов.

Научное исследование характеризуется систематичностью: здесь упорядочены, приведены в систему и сам процесс исследования, и его результаты; ему присуща строгая доказательность и последовательное обоснование сделанных обобщений и выводов. Объектом научно-теоретического исследования выступает не просто отдельное явление, конкретная ситуация, а целый класс сходных явлений и ситуаций, их совокупность. Цель, непосредственные задачи научно-теоретического исследования состоят в том, чтобы найти общее у ряда единичных явлений, вскрыть законы, по которым возникают, функционируют, развиваются такого рода явления, т. е. проникнуть в их глубинную сущность. В качестве основных средств научно-теоретического исследования применяют следующее: совокупность научных методов, всесторонне обоснованных и сведенных в систему; совокупность понятий, строго определенных терминов, связанных между собою и образующих характерный язык науки. Результаты научных исследований воплощаются в научных трудах (статьи, монографии, учебники, диссертации и пр.) и затем, после их всесторонней оценки, используются в практике, учитываются в процессе практического познания и в обобщенном виде включаются в руководящие документы.

Семестр 4

Контрольная работа № 4

Sequence of Tenses. Reported speech

1. Correct the errors if necessary.

1. Jane said she has just finished translating the test.

2. They wanted to know why the police were there.
3. My friend asked me has I seen them before.
4. Kate said she is sorry she didn't invite Sonya to her party.
5. He asked me where can he buy the tickets.
6. The doctor told her she had to eat well in order to recover.
7. The teacher told us to closed our books, please.
8. I told them that my driver's license is in my wallet.
9. We thought she wouldn't have finished cooking before we came.
10. Dennis invited us to the party and add he would be glad to see us.
11. She said she signed a contract without reading it thoroughly.
12. Alex said to me he doesn't feel like going to the library to study.
13. We didn't knew Sarah hadn't cancel her plans with Carl.
14. Larry told me he has been saving his money for a trip for three years.
15. Their parents told them to not come late.

2. Translate the sentences.

1. Мои друзья сказали, что ездили в Монако во время отпуска.
2. Офицер попросил, чтобы я показал свое удостоверение водителя.
3. Джек спросил есть ли у меня атлас и попросил дать его ему.
4. Он сказал, что пишет сочинение, но есть слово, которое он не знает, как писать.
5. Джанет спросила у Сэры может ли та одолжить ей пару фунтов.
6. Тина сказала, что чувствует себя нехорошо и добавила, что думает, что простудилась.
7. Мы спросили ее, как долго она работает над своей новой книгой.
8. Отец Рика сказал ему, что если, он хочет стать врачом, он должен ходить в медицинскую школу.
9. Мама спросила Элис, где ее журнал и попросила принести его.
10. Том сказал, что потерял ключ и ищет его.

Infinitive

3. Use the particle to when necessary.

1. Jenny decided ... find a job.
2. You had better ... do it at once.
3. I can ... do it myself.
4. My parents don't let me ... come home late.
5. We would rather ... stay at home than ... go somewhere.
6. Nobody will make her ... do it.
7. His story made Sonia ... cry.
8. May we ... leave the classroom?
9. Would you like ... drink?
10. I have never heard her ... sing.

Complex Object

4. Choose the correct answer.

1. Sandy heard her mum ... her.
A. to call B. call C. to have called
2. We didn't expect Max ... so late.
A. to come B. to be coming C. come
3. I watched my children ... in the pool.
A. to swim B. to have been swimming C. swimming
4. They want all the invitations ... at once.
A. be sent B. sent C. to have sent
5. Lucy doesn't expect Martha ... now.

- A. to work B. work C. to be working
6. All consider Jim ... a real bore.
A. be B. being C. to be
7. I suppose her ... about forty.
A. to be B. be C. to have been
8. During the test Roy's classmate wanted him ... his eyes on his own paper.
A. to be kept B. to keep C. to be keeping
9. The robbers forced the guard ... the gates.
A. open B. opening C. to open
10. Our teacher always says to us that we are supposed ... to class on time.
A. to come B. come C. to coming

Complex Subject

5. Choose the correct answer.

1. Diana ... to be resting now.
A. is seeming B. seems C. is seemed
2. They are considered ... here long.
A. to be living B. to live C. to have been living
3. William ... to know the truth.
A. is chanced B. chanced C. was chanced
4. Caroline ... to be having fun at the moment.
A. doesn't likely B. is unlikely C. didn't likely
5. The question doesn't seem A. to solve B. to be solving
C. to have been solved
6. They ... not to know our telephone number.
A. to turn out B. turned out C. were turned out
7. The boy ... to have fallen in love.
A. is sure B. sures C. is sured
8. The conference was announced ... next week.
A. to be start B. to have started C. to start
9. His children ... to be good students.
A. knew B. are known
C. have known
10. ... you ... to know her phone number?
A. Do ... chance B. Are ... chanced C. Be ... chanced

Gerunds

6. Complete the sentences with an appropriate preposition and verb form.

1. We apologized ... (be) ... late.
2. I prevented the child ... (run) ... into the street.
3. They are suspected ... (commit) ... this crime.
4. Do you have a good reason ... (go, not) ... there?
5. He is accustomed ... (have) ... a big breakfast.
6. We insist ... (know) ... all the truth.
7. Don't blame him ... (want, not) ... to help you.
8. Why do they object ... (change) ... their plans?
9. She is used ... (sleep) ... with the window open.
10. I'm looking forward ... (meet) ... with my friends.
11. Tom is good ... (repair) ... cars.
12. She was accused ... (steal) ... a woman's purse.
13. Who is responsible ... (clean) ... the flat?
14. Mr. Grand was found guilty ... (take) ... money from the clients.
15. She is proud ... (be) ... such a famous person.

The Participle

7. Choose the correct answer.

1. Everybody looked at the girl ... in red.
A. dressing B. dressed
2. The ... man was taken to hospital.
A. injured B. injuring
3. My granny has got pepper-and-salt hair and a ... face.
A. wrinkled B. wrinkling
4. ... the room he heard the phone ring.
A. Entered B. Entering
5. Do you know the man ... over there?
A. standing B. stood
6. They were speaking ... in the cafe.
A. sitting B. sat
7. ... about the accident he told nothing.
A. Asking B. Being asked
8. I don't like the jeans ... yesterday.
A. bought B. buying .
9. The books ... by this author are very interesting.
A. written B. writing
10. I want to see the letters ... in her box.
A. kept B. keeping
11. ... the flat she went shopping.
A. Being cleaned B. Having cleaned
12. The question ... now is of great importance.
A. having discussed B. being discussed

8. Write a formal letter to apply for a job in the Olympics.

Пример официального письма.

Dear Mrs Smith,

I would like to apply for the position of Marketing Intern as advertised on studentjob.co.uk. I am a second-year student studying BSc Marketing at the University of Cardiff.

I have always had a keen interest in marketing which influenced my decision to study marketing at university and part-take in my extracurricular activities. I am an active member of the Marketing Society where I help arrange events, society meetings and talks from prospective employers. Through my part-time job, I was responsible for establishing an effective marketing campaign for the launch of a new boutique in the centre of Cardiff, using various methods such as social media. I therefore have a strong understanding of how modern day marketing techniques can be used for business opportunities and networking. Furthermore, I was elected as the Team Leader as part of my degree module "Student Enterprise" where we were required to develop our own business idea and pitch it to potential investors against an opposing team. This allowed me to develop my leadership skills by delegating the appropriate roles and responsibilities to each team member, ensuring the team would successfully reach our aims and objectives.

I have many skills which I am able to contribute to the job role. My excellent communicational skills (both written and verbal) allow me to interact with members of an organisation from all levels. I have developed my public speaking and presentation skills through completing university

presentations to new and prospective students and to my faculty department. I am organised, efficient and strive to complete any challenge given to me to the highest standard.

Attached is a copy of my CV. I am able to provide the names of referees who will support my application.

I look forward to hearing from you.

Yours faithfully,

Joe Bloggs

http://www.studentjob.co.uk/info/example_cover_letter

Типовые вопросы к зачету:

Семестр 1

Speak in detail on one of these themes:

1. Self-presentation
2. University. Student's life
3. Education in Russia and abroad
4. My Homeland

Семестр 2

Speak in detail on one of these themes:

1. English speaking countries
2. English as a global language
3. Modern lifestyle
4. Healthy lifestyle

Семестр 3

Speak in detail on one of these themes:

1. Environmental issues
2. Technology and inventions
3. Outstanding personalities
4. Career choice

Типовые вопросы к зачету с оценкой:

Семестр 4

Speak in detail on one of these themes:

1. Science and its future
2. Studies and research
3. My academic activity
4. My future career