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Оценочные материалы

для текущего контроля и промежуточной аттестации по дисциплине

ИНОСТРАННЫЙ ЯЗЫК ДЛЯ ИНЖЕНЕРОВ

Код, направление подготовки	08.04.01 СТРОИТЕЛЬСТВО
Направленность (профиль)	Расчет и проектирование уникальных зданий и сооружений
Форма обучения	очная
Кафедра-разработчик	иностранных языков
Выпускающая кафедра	строительных технологий и конструкций

Типовые задания для контрольной работы

Контрольная работа выполняется в виде тестового задания (30 вопросов) в течение 60 минут. В контрольной работе предложены вопросы, связанные с деловой лексикой и грамматикой.

Ход выполнения контрольной работы: Обучающийся выбирает правильный вариант ответа и отмечает его любым значком. Из предложенных вариантов ответа правильным считается только один.

Контрольная работа 1 (тестовое задание)

Заполните пропуски соответствующими словами или словосочетаниями, используя один из предлагаемых вариантов А, В, С.

- To set up a business a man ... some equipment, premises, machinery etc.
a) provides; b) requires; c) borrows
- Business must be
a) profitable; b) comfortable; c) suitable
- The proprietor is the ... of business.
a) host; b) owner; c) guest
- Equipment, premises, machinery, furniture are called
a) interest; b) items; c) assets
- There are ... ways of obtaining capital.
a) some; b) the only; c) other
- When a person wants to produce ... he can build up his own business.
a) some commodity or service; b) fish; c) education
- ... must be paid on borrowed capital.
a) salary; b) interest; c) goods
- Building up a business is a ... process.
a) quick; b) narrow; c) slow
- To save the capital up is a ... problem for any person who wants to set up business.
a) difficult; b) easy; c) different
- When the capital ... business will expand.
a) slows down; b) becomes not so great; c) grows
- The first task of ... person wishing to set up business is to get it.
a) some; b) any; c) someone
- A man ... a business because he wants to produce some commodity or service.
a) sets up; b) is setting up; c) has set up
- We can borrow the capital from someone who ... it.

- a) have; b) will have; c) has
14. If we ... the capital we must pay interest on it.
a) to borrow; b) will borrow; c) borrow
15. Business ... a slow process.
a) was; b) is; c) will be
16. Most businesses ... certain equipment, premises, machinery, etc.
a) require; b) requires; c) is requiring

Контрольная работа 2 (тестовое задание)

1. The proprietor ... equipment, premises, furniture, etc.
a) must be contributed; b) must have been contributed; c) must contribute
2. A profit, which a businessperson earns, will be a reward ... his efforts.
a) for; b) on; c) from
3. When the business ... it is easier to obtain more capital.
a) is expanding; b) was expanded; c) expands
4. Such items as machinery, equipment ... as assets.
a) was known; b) are known; c) will be known.
5. Private Limited Company is a ... person fully liable by the company's obligations.
a) natural; b) human; c) legal
6. There are private limited companies with a single
a) shareholder; b) owner; c) proprietor
7. A public limited company is a union of ... called shareholders.
a) numbers; b) investors; c) cooperatives
8. The investor has a right to sell his ... without consents of other shareholders.
a) capital; b) things; c) shares
9. The initial share of capital is formed by way of ... shares.
a) selling; b) buying; c) liquidation
10. Sole proprietorship is a form of ... activities.
a) industrial; b) important; c) business
11. Sole proprietors carry out business activities in the sphere of various ...
a) industries; b) services; c) obligations
12. ... is the key to the difference between three types of business.
a) ownership; b) shares; c) capital
13. The main ... of unlimited partnership is equal and collective responsibility for the property of all members of the partnership.
a) difference; b) difficulty; c) feature
14. Public Limited Company is the ... legal form of large firms.
a) main; b) great; c) natural

Типовые вопросы к зачету (2 семестр):

Проведение промежуточной аттестации происходит в виде *зачета*. Задания на зачете содержат два практических задания и устную беседу:

1. Письменный перевод аутентичной статьи по направлению (1500 п.зн.).
Время подготовки - 45 мин.
2. Реферирование прочитанной аутентичной статьи по направлению (2000 п.зн.).
Время подготовки - 15 мин.
3. Беседа по заданной тематике о профессионально-ориентированной деятельности.

Образец статьи для выполнения перевода на зачёте (практическое задание 1)

Understanding the Theory of the Firm

(<https://www.investopedia.com/terms/t/theory-firm.asp>)

In the theory of the firm, the behavior of any company is said to be driven by profit maximization. The theory governs decision making in a variety of areas including resource allocation, production techniques, pricing adjustments, and the volume of production.

Early economic analysis focused on broad industries, but as the 19th century progressed, more economists began to ask basic questions about why companies produce what they produce and what motivates their choices when allocating capital and labor.

Under the theory of the firm, the company's sole purpose or goal is to maximize profit. However, the theory has been debated and expanded to consider whether a company's goal is to maximize profits in the short-term or long-term.

Expansion on the Theory of the Firm

Modern takes on the theory of the firm sometimes distinguish between long-run motivations, such as sustainability, and short-run motivations, such as profit maximization. The theory has been debated by supporters and critics.

If a company's goal is to maximize short-term profits, it might find ways to boost revenue and reduce costs. However, companies that utilize fixed assets like equipment would ultimately need to make capital investments to ensure the company is profitable in the long-term. The use of cash to invest in assets would undoubtedly hurt short-term profits but would help with the long-term viability of the company.

Competition can also impact the decision making of company executives. If competition is strong, the company will need to not only maximize profits but also stay one step ahead of its competitors by reinventing itself and adapting its offerings. Therefore, long-term profits could only be maximized if there's a balance between short-term profits and investing in the future.

The theory of the firm supports the notion that profit maximization is the nature of a company's existence, but today companies must consider shareholder wealth through dividends, public perception, social responsibility, and long-term investments in the company's viability.

Theory of the Firm and the Theory of the Consumer

The theory of the firm works side by side with the theory of the consumer, which states that consumers seek to maximize their overall utility. In this case, utility refers to the perceived value a consumer places on a good or service, sometimes referred to as the level of happiness the customer experiences from the good or service. For example, when consumers purchase a good for \$10, they expect to receive a minimum of \$10 in utility from the purchased good.

Risks to Companies that Adhere to the Theory of the Firm

Risks exist for companies that subscribe to the profit maximization goal as stated under the theory of the firm. Solely focusing on profit maximization comes with a level of risk in regards to public perception and a loss of goodwill between the company, consumers, investors, and the public.

A modern take on the theory of the firm proposes that maximizing profits is not the only driving goal of a company particularly with publicly held companies. Companies that have issued equity or sold stock have diluted their ownership. The low equity ownership by the decision makers in the company can lead to chief executive officers (CEOs) having multiple goals including profit maximization, sales maximization, public relations, and market share.

Further risks exist when a firm focuses on a single strategy within the marketplace to maximize profits. If a company relies on the sale of one particular good for its overall success, and the associated product eventually fails within the marketplace, the company can fall into financial hardship. Competition and the lack of investment in its long-term success such as updating and expanding product offerings can eventually drive a company into bankruptcy.

Образец статьи для выполнения реферирования на зачёте (практическое задание 2)

Do the written rendering of the article. Use the clichés for rendering of an article.

6 Steps for Hiring the Right People to Build Effective Teams

<https://www.entrepreneur.com/article/342396>

Shawn Doyle

December 19, 2019

As a leader, I believe that you are only as good as the team that surrounds you. After all, you can't do it all yourself. As Vince Lombardi once said, "Individual commitment to a group effort — that is what makes a team work, a company work, a society work, a civilization work."

Teamwork is critically important. In fact, research shows that 97 percent of employees and executives believe lack of alignment within a team impacts the outcome of a task or project. So what can you do? Simply focus more on making sure your teams are effective.

Here are six tools for building effective teams.

1. Interview and hire well.

The team is only as good as their respective parts. To be blunt, I meet many leaders across the country who are not skilled at interviewing. Two aspects that will immediately improve your interviewing results are having a comprehensive interview process that includes at least three interviews and asking open-ended questions to uncover skills, competencies, and attitudes.

When you interview a candidate multiple times, they are less likely to fool you in the interview. Your goal before hiring is to get past the façade and find out who the candidate really is and if they are a fit for your organization.

2. Have an orientation.

In my mind, orientation should be a process, not just a class. Design a 60-day process where new team members feel welcome, learn their job responsibilities and get to know other team members. Years ago, I worked for a company and on my first day of employment, my boss was out of town and no one knew I was starting. I see many cases where there is no orientation for new team members. Many times new employees are told, "I am going to have you just follow Frederica around for a week." Orientation should be on purpose, not accidental. Make a concerted effort to make new team members feel welcome immediately after hiring them.

3. Team meetings matter.

I once had a client who called me and said his group was a "team" but didn't feel very much like a team. Part of the problem was the team members were located in 21 different offices. I asked how often they met. His answer was "never." I don't believe that a team can be effective if they are never together. Have consistent team meetings. It will build a sense of Esprit de corps.

4. Have a team mission statement.

Many companies have mission and vision statements, but sometimes, it's too global and too far removed from employees' day to day work. Think about creating a team mission and vision statement that is aligned with the company one. If you manage the logistics team, how can you have a team mission that supports the larger company mission?

5. Have team goals.

One way to bond a team together and get them on the same page is to have team goals. I am not saying people shouldn't have individual goals, but they should also have team goals. Those should be monitored, measured, and communicated throughout the year.

6. Decide on team guidelines.

Have a team meeting and let members discuss how they are going to work together. For example, they may say "always treat each other with respect." That is a start, but don't stop there. Ask what would respect look like? What would respect sound like? Create behavioral guidelines as a group. "Remember, teamwork begins by building trust," said writer Patrick Lencioni. "And the only way to do that is to overcome our need for invulnerability."

Make note, this is not you telling them how they will interact, it's them deciding for themselves how they will interact. That way, there is much more buy-in.

Want your team to perform at a higher level? Start working on it today. As Steve Jobs once said, "Great things in business are never done by one person. They're done by a team of people."

Темы для устной беседы по заданной тематике (практическое задание 3):

1. What is Business English?
2. Business in different cultures
3. Telephoning

Типовые вопросы к зачету (3 семестр):

Проведение промежуточной аттестации происходит в виде *зачета*. Задания на зачете содержат два практических задания и устную беседу:

1. Письменный перевод аутентичной статьи по направлению (1500 п.зн.).
Время подготовки - 45 мин.
2. Реферирование прочитанной аутентичной статьи по направлению (2000 п.зн.).
Время подготовки - 15 мин.
Беседа по заданной тематике о профессионально-ориентированной деятельности.

Образец статьи для выполнения перевода на зачёте (практическое задание 1)

Effective collaboration

(<https://learnenglish.britishcouncil.org/business-english/business-magazine/effective-collaboration>)

What are the benefits of working collaboratively and how can we work together more effectively? Collaboration means two or more people working together to achieve a goal. Studies have found that working together makes people more motivated and helps them perform much better. People who are collaborating on tasks stay interested for longer, feel less tired and get better results than people who are working alone.

Working together as a team allows people to achieve things that could never be done by just one person. What's more, the communication needed in order for team members to share goals and explain ideas is part of a process that improves the quality of everyone's thinking and contributions.

Here are five tips for effective collaboration and strong teamwork that will improve productivity and get better results.

1. Creating a culture of co-operation

To achieve their goals effectively, team members need to co-operate and be generous with their resources, including their own talents. When people get to know the strengths of their individual team members, they can use the different skills and expertise in the team to their advantage.

Team leaders can create a culture of co-operation by setting an example that includes spending time talking to and supporting individuals, and sharing their knowledge and resources with their team. If we see our team leaders being open and welcoming different ideas, we are more likely to do the same.

2. Having clear goals and clear roles

Working in a team without clear goals is like running in a race without a finish line. In order for team collaboration to be successful, members need to have clear goals and know their individual responsibilities. This not only helps them to stay focused and motivated, but it also helps them to understand how they can play their part in the team's success.

3. Leaders – focusing on tasks and relationships

Objectives are important, but we mustn't forget that a team is made up of people and their relationships to each other. The stronger those relationships are, the more likely the team is to be effective.

A report by Harvard Business Review found that the most productive and innovative teams often have leaders with a flexible leadership style. They might start a project being task-focused and deciding the goals and roles in a team. But during the project, they might switch to a more relationship-oriented style, focusing on team-building and creating an environment of friendliness and trust.

4. Having open communication lines

If we want our team members to work well together, communication is the key. We need to provide effective channels of communication and encourage people to share what they're doing. Simply meeting once a week for updates is not enough. There are many project management tools like Microsoft Teams or Slack that provide a regular and open channel of communication with everyone. Another option could be creating a group on messaging apps like WhatsApp or LINE to offer team members a chance to informally communicate with others.

5. Encouraging a spirit of community

Companies often organize social events because they know the importance of creating a sense of community. The activity could be anything from a weekly lunchtime food share to a quiz afternoon. Or you can start with simple, everyday things like having coffee breaks together or creating a space to share books. Ideas like these all encourage collaboration by bringing people together and helping them bond with their colleagues.

Collaboration is an opportunity to learn from each other and encourage fresh thinking, as well as a source of energy, strength and continued effort. As the saying goes, 'If you want to go fast, go alone. If you want to go far, go together.'**Образец статьи для выполнения реферирования на зачёте (практическое задание 2)**

Do the written rendering of the article. Use the clichés for rendering of an article.

Effective Presentation Tips

<https://www.yeuanhvan.com/esp-business-english/business-reading/7413-reading-comprehension-effective-presentation-tips>

Above all know your audience and match what you say to their needs. Creating your presentation with your audience in mind, will assure that your audience will follow you. If your presentation doesn't appeal to your audience - no matter how well you have developed your presentation - your presentation will fall on deaf ears. This leads us to the next rule: Know your material thoroughly. Your material needs to be second nature to you. Practice and rehearse your presentation with friends, in front of a mirror, and with colleagues. If you are speaking in a second language, make sure that you record yourself and listen a number of times before going to practice with a native speaker (if possible).

Remember that you are an actor when presenting. Make sure that not only your physical appearance is appropriate to the occasion, but also the tone you use is well chosen. If your topic is serious, be solemn. However, it's always a good idea to begin your presentation with an ice-breaker. Don't worry about making friends, rather lead the audience through your materials in a

calm and relaxed manner. Speak slowly and clearly, and remember to address everyone in the audience - even the person the farthest away from you.

To achieve the above goals, follow these tips when giving your presentation:

- Speak with conviction. Believe what you are saying and you will persuade your audience.
- Do not read from notes. Referring to notes is fine, but do so only briefly.
- Maintain eye contact with your audience. Making direct eye contact with individuals will help them feel as if they are participating in your presentation.
- Bring handouts. Don't just use a PowerPoint presentation. Provide audience members with handouts of the most important materials so they can keep your most important take always in mind.
- Know when to stop. This cannot be underestimated. You need to make your case, but continuing for too long will only ensure that the audience forgets what you have said.

Use visual aids such as PPT slides to highlight or demonstrate the main points of your presentation. But don't overload the slides with information as this will detract the audience's attention from what you are saying.

Involve your audience by asking them questions, or drawing on examples that are familiar to them.

Be aware of your body language. If you look relaxed and make eye contact with the audience you will come across as confident and your audience will feel relaxed too. Use hand gestures and facial expressions to emphasize your message and don't forget to smile!

Your voice is your most important tool. By varying your tone of voice you can engage your audience. Speaking in a monotone will make the presentation tedious whereas varying the pitch and speed at which you talk will give your presentation energy.

Don't be afraid to be nervous! You will inevitably be nervous the first time you present in front of a large audience. Remember that this is perfectly natural, and try to channel your nervous energy into an exciting presentation!

Темы для устной беседы по заданной тематике (практическое задание 3):

1. Types of meeting, meeting etiquette.
2. Negotiations
3. Making a presentation