**РАССМОТРЕНО**

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Председатель \_\_\_\_\_\_\_Т.Н. Еграшкина

***МЕТОДИЧЕСКИЕ УКАЗАНИЯ***

***к выполнению контрольной работы***

**по ОГСЭ. 03 Английский язык**

для студентов заочного отделения

**Контрольная работа №1**

специальности **38.02.05 Товароведение и экспертиза качества потребительских товаров**

Составил преподаватель Е.И. Кабанова

**Ульяновск**

Контрольная работа № 1

Вариант I

**I. Письменно переведите текст.**

**BanksandBusiness**

Banksaredifferentcountrieslet'sspeakaboutthebanksintheUnited States of America. There, commercial banks are classified into two main groups. First, there are national banks. They are chartered and supervised by the Federal Government, Secondly, there are state banks. They are charted and supervised by the state in which they are operated. All commercial banks can make loans to borrowers.

Major commercial banks in such cities as Tokyo, Paris Rio cooperate with each other. In this way they finance imports and export between countries.

An importer buys merchandize from another country using the currency of that country. For that purpose he buys this currency from the foreign exchange department of his bank. And at the same way if an exporter, receives foreign money from sales to other countries, he sells this currency to his bank. By this method the currency of any country can usually be exchanged.

**II. Найдите в тексте ответы на следующие вопросы:**

1. What do all commercial banks do?
2. Who supervises the operations of national banks?
3. What kind of currency does an importer generally use when he buys goods from another country?
4. What kind of commercial banks in the USA do you know?

**III. Измените предложения согласно образцу. Переведите.**

*Model*: We use the safety deposit boxes (sometimes).

We sometimes use the safety deposit boxes. Мы иногда используем сейфы для депозитов.

1. All the banks provide credit services (usually).
2. Banks give investment advice (sometimes).
3. Banks charge interest (always).
4. You can borrow money quickly (rarely).
5. Businesses want to borrow money (frequently).

**IV. Переведите на английский язык.**

1. Государство учреждает коммерческие банки.
2. Все банки устанавливают проценты на ссуду.
3. Наш банк намерен предоставить краткосрочную ссуду этому предприятию.
4. Если ты хочешь купить товары за границей, ты должен поменять деньги в отделе обмена валюты.

**V. Поставьте 5 вопросов к предложению (общий, специальный, вопрос к подлежащему, альтернативный и разделительный).**

Не had arrived to the conclusion to take a long-term loan when I meet him yesterday.

Контрольная работа № 1

Вариант II

**I. Письменнопереведитетекст.**

Productdevelopmentand, Planning

The number of new products coming into the market of western countries every year is overwhelming. The major part of these products is not new, but adaptations. It means that these, products are not new they are existing items to which a modification has been made. Only few products are really original or innovations and adaptations are designed, produced and marketed by small businesses. Very often a new product is formed on the basis of the new business. Sometimes there is a patent to make the business more successful. But it happens very often that market research hasn't been don't carefully.

Even in case larger scale producers do more research and testing there is no sure success. A promising new product may be also robbed of success by unreasonable prices, inadequate promotion and poor selling methods. Generally less that one fifth of all new products turns out to be profitable.

**II. Найдите в тексте ответы на следующие вопросы.**

1. How can you explain the term adaptation?
2. What is an innovation?
3. Why are many innovations and adaptations manufactured and marketed be small businesses?
4. Why is it 80 important to obtain a patent?
5. Why does the failure of a new product take place?

**III. Измените предложения согласно образцу. Переведите.**

*Model*: We must fulfill complete testing.

Completetestingmustbefulfilled. Полное исследование должно быть завершено.

1. They must expand the line.
2. You could apply for a patent.
3. 1 must develop a new trend.
4. You should start market research.

**IV. Переведите на английский язык.**

1. Мелкие производители выпускают большое количество товаров.
2. Вам необходимо получить патент на производство данного товара.
3. Тщательное исследование рынка необходимо, чтобы гарантировать успех.
4. Нам необходимо расширить линию.

**V. Поставьте 3 вопросакпредложению.**

The company will start their promotion campaign very soon.

Контрольнаяработа № 1

ВариантIII

**I. Переведите текст со словарем.**

Wholesaling

Wholesaling is a part of the marketing system. It provides channels of distribution which help to bring goods to the market. Generally indirect channels are used to market manufactured consumer goods. It could be from the manufacturer to wholesaler from the retailer to the consumer or through more complicated channels. A direct channel moves goods from the manufacturer or producer to the consumer. Wholesaling is often a field of small business, but there is a growing chain movement in the western countries.

About a quarter of wholesaling units account for one-third of total salts. Two-third of the wholesaling middleman are merchant wholesalers who take title to the goods they deal in. There are also agent middlemen who negotiate purchases or sales or both. They don't title to the goods they deal in. Sometimes they take possession though. These agents don't tarn salaries. They receive commissions. This is a percentage of the value of the goods they sell.

**II. Найдите в тексте ответы на следующие вопросы:**

1. What is the aim of the wholesaling?
2. How can you describe a direct channel of distribution?
3. What is an indirect channel of distribution?
4. What channel of distribution is preferable?

**III. Измените предложения согласно образцу. Переведите.**

*Model*: When did they want to reimburse for our expenses?

(I don't remember) I don't remember when they wanted to reimburse for our expenses.

1. How will you get a raise? (They don't care)
2. When did they send you the purchase order? (I don't know)
3. Who are the purchase agents? (I can't recall)
4. Why didn't they get verbal agreement? (I'll try to find out)
5. When will she get commission (She doesn't know)

**IV. Переведите на английский язык.**

1. Оптовая торговля - важный элемент рыночной системы.
2. Товары идут от оптового посредника к потребителю через розничного торговца.
3. Непрямая система сбыта более предпочтительна.
4. Посредник получает проценты от продажи.

**V. Поставьте 3 вопроса к предложению.**They will need a lawyer to form their business.

Контрольная работа № 1

Вариант IV

**I. Переведите текст со словарем.**

Retailing

Retailing is selling goods and services to the ultimate consumer. Thus, the retailer is the most expensive link in chain of distribution. Being middlemen they make their profit by charging the customer 25 to 100 per cent more than the price they paid for the item.

The retailers operate through stores, mail-order houses, vending machine operators. There are different types of retail stores: department stores, discount houses cooperatives, single line retailers. The major part (over 95 per cent) of retail establishments concentrate on a single line of merchandise for example, food, hardware, etc. But nowadays there is a trend for many single stores to take on a greater variety of supplies.

The retailer performs many necessary functions. First, he may provide a convenient location.

Second, he often guarantees and services the merchandise he sells.

Third, the retailer help to promote the product through displays, advertising or salts people.

Fourth, the retailer can finance the customer be extending credit. Also the retailer stores the goods in his outlet be having goods available.

**II. Найдите в тексте ответы на следующие вопросы:**

1. What is retailing?
2. What are four different types of retail stores?
3. In what way does a retailer serve a customer?
4. In what way does a retailer serve a manufacturer?

**III. Измените предложения согласно образцу. Переведите.**

*Model*: My wife usually asks the children to do shopping.

My wife usually makes children do shopping. - Моя жена обычно заставляет детей сходить в магазин.

1. He'll ask single line retailers to take part in the promotion campaign.
2. The chief usually ask his immediate subordinates to performs different functions.
3. It's necessary to ask him to recognize his wholesaling units.
4. It's important to influence ultimate consumer to buy this product.
5. Ask him to buy all these things in the discount house.

**IV. Переведите на английский язык.**

1. Розничная торговля - это продажа товара конечному потребителю.
2. Розничный торговец может предоставить покупателю длительный кредит.
3. Эта фирма имеет множество торговых точек по всей стране.
4. Розничный торговец выполняет много важных функций.
5. В торговом центре Вы найдете все необходимые Вам товары.

**V. Поставьте 5 вопросов к предложению. (Общий, специальный, вопрос к подлежащему, альтернативный и разделительный)**

Wholesalers simplify the process of distribution.

Контрольная работа № 1

Вариант V

**I. Переведите текст со словарем.**

Computers

The computer industry is one of the largest in western countries and especially in the USA. It includes companies that manufacture, sell and lease computers, as well as companies that supply products and services for people working with computers.

A computer cannot think. A human operator puts data into the computer and gives instructions. The operator writes instructions which determine the mathematical operations on information. A computer solves mathematical problems very rapidly. Traditionally, the computer in business is used to process data. This involves different administrative functions such as preparation of payrolls, inventory control in manufacturing warehousing and distribution operations customer accounting, billing by banks, insurance companies, public utilities and mass circulation magazines. Now the computers takes on new kinds of jobs. It has become more involved in business operations as an essential tool in making decisions at the highest administrative level.

**II. Найдите в тексте ответы на следующие вопросы:**

1. What does the computer industry include?
2. In what way dots a computer operate?
3. How was the computer traditionally used in business?
4. What new kinds of jobs is the computer taking?

**III. Измените предложения согласно образцу. Переведите.**

Model: The sales are numerous for me to mention.Они слишком многочисленны, чтобы их мне запомнить.

1. This software is very expensive. The company can't buy it.
2. The results are numerous. They can't remember them all.
3. The computers are complicated. I can't use them.
4. I am tired. I can't do the billing right now.
5. I am busy. I can't go on a business trip right now.

**IV. Переведите на английский язык.**

1. Программист закладывает данные в компьютер.
2. В бизнесе компьютер используется для обработки данных.
3. Программное обеспечение очень дорого.
4. Компьютер используется для осуществления многих административных функций, подготовке ведомостей, инвентаризационного контроля.

**V. Поставьте 3 вопросакпредложению (общий, специальный и вопрос к подлежащему):**

A human operator puts data into the computer and gives instructions.

Контрольная работа № 1

Вариант VI

**I. Прочитайте и переведите данный текст**

Importers and exporters do not use the same currency. When they buy and sell goods they change money from one currency to another. There are two ways of doing this. First, the importer can pay in his currency and the exporter changes it on the international currency market. Secondly, the importer sells his own currency and purchases the exporter's. Then the importer pays. Usually the banks buy and sell currency for their clients. The international currency market consists of a net of a net of international banks. Exchange brokers and dealers deal in foreign exchange (Forex) transactions. The exchange rates fluctuate from day to day. For example, one day the exchange rate is 0.526 pound sterling to a dollar, another day it is 0.520 pound sterling to a dollar. Dealers and banks Choose the test rates and profit by forex dealing.

*Пояснения к тексту:*

currency – валюта

goods – товары

net – сеть

rate – ставка, курс

poundsterling – фунтстерлингов

purchase – приобретать

foreignexchange – валютный рынок, иностранная валюта

deal – иметь дело, сделка, совершать сделку

fluctuate – колебаться

exchangebroker – брокер, совершающий операции по обмену валюты

**II. Ответьте на вопросы к тексту.**

1. Do the importers and exporters use the same currency?

2. How do the importers get the currency they need?

3. What is the first way the importers use?

4. Where does the importer change money?

5. Who buys and sells currency for their clients?

6. What does the international currency market consist of?

7. Who deals in forex transactions?

8. Do the exchange rate fluctuate?

9. What rates do the dealer choose to profit by foreign currency transactions?

**III. Раскройте скобки и употребите глагол в нужном времени, лице и числе.**

1. The swimming bath (to open) at 9.00 and (to close) at 18.30 every day

2. Tom usually wakes up early. Yesterday morning he (to wake up) late.

3. Perhaps in the future men (to live) on the sea, away from the crowded and noisy cities on land.

4. What time banks (to close) in Britain?

5. I (not/ to go) to work yesterday because I (not/ to be) very well.

6. I (to have) a car but I (not/to use) it very often.

**IV. Заполните пропуски артиклями, где это необходимо.**

1. I have two children, ... girl and ... boy, .. .girl is six and ... boy is four.

2. She goes to ... work in ... City by ... train every day. Her office is in ... Parker Street.

3. I never read newspapers during the week, but I buy ... OBSERVER every Sunday and I read it in ... bed.

4. Prime minister is ... most important person in ... British government.

5. What do you usually have for ... breakfast?

6. We have ... dinner at eight o'clock in ... evening.

7. Which city is ... capital of your country?

**V. Заполните пропуски предлогами, где это необходимо.**

1. I work ... a'department store.

2. I walk ... work.

3. I don't work ... Saturday.

4. I come ... Germany.

5. I work ... Rolls-Royce.

6. Mozart was born ... Salzburg ... 1756.

7. The office is ... the first floor.

Контрольная работа № 1

Вариант VII

**I. Прочитайте и переведите данный текст**

**Licensing**

When a company is small it cannot sometimes enter a foreign market. It can sign a licensing agreement with a foreign firm. A licensing is a legal agreement in which one firm gives another a right to manufacture and sell its product. A company that obtains this right pays the licenser a royalty. Royalty is a certain percentage of the income from the sale product.

Businesses that have patents or trademarks usually can use licensing to protect them against counterfeiters. The licensee gains a successful product and the know-how. The licenser often controls the quality of the goods which the licensee produces, because high quality guarantees the reputation of the licenser. The licensee chooses the selling strategies because he knows more about how to sell the product in foreign market.

*Пояснения к тексту*

Licensing – лицензирование

Legal – юридический, правовой

Manufacture – производить

License – лицензия

Licenser – лицензиар

Licensee–лицензиат

Royalty–лицензионный платёж

Percentage–доля в процентах

Income–доход

Trademark–торговая марка,торговый знак

Counterfeit–подделка

Counterfeiter–фирма, незаконно использующая чужую торговуюмаркy

Patent – патент

**II. Ответьте на вопросы к тексту.**

1. What does a company sign if it cannot enter a foreign market?

2. Who does it sign a licensing agreement with?

3. What is a license?

4. What right does a licensing agreement give to a firm that signs it?

5. What firm usually acts as a licenser?

6. What do they protect themselves from?

7. What does the licensee gain?

8. Why does the licenser control the quality of the goods which the licensee produces?

9. Who knows the market better - the licenser or the licensee?

**III. Раскройте скобки и употребите глагол в нужном времени, лице и числе.**

1. My father (to come) from Scotland.

2. Tom usually goes out in the evening. Yesterday evening he (to stay) at home.

3. How many cigarettes (you/ to smoke) a day?

4. We (not/to eat) anything last night because we (not/to be) hungry.

5. According to the weather forecast it (to rain).

6. I (to play) the piano, but I (not/to play) very well.

7. My father (to teach) me how to drive when I was 17.

**IV. Заполните пропуски артиклями, где это необходимо.**

1. My sister's ... teacher in ... school near Leicester. She has three children, two girls and ... boy ... girls are in her class at school.

2. I come to school by bus. This morning ... bus was late.

3. We arrived in ... Paris on ... third August.

4. Last night we had ... dinner in ... restaurant.

5. We had ... lovely holiday in ... Spain.

6. Yesterday I bought... blouse and ... skirt... blouse was very expensive but ... skirt was cheap.

7. Tom is ... best player in our football team:

**V. Заполните пропуски предлогами, где это необходимо.**

1. Hive ... a big town.

2. Tom went... the kitchen to make some coffee.

3. Regine is ... home today.

4. I don't work ... Saturday afternoon.

5. I work ... Nestle.

6. Tom's grandmother died ... 1977 ... the age of 79.

7. Emma lives ... a small village ... the South of England.

**Контрольная работа №1**

**Вариант**V**III**

**I. Прочитайте и переведите данный текст**

**Joint venture**

То go international a large firm can set up a joint venture with a company in another country. In this case two companies pool their resources to design, manufacture and sell the product. Both firms profit by the results of this arrangement. They also share responsibility. One of the firms provides the necessary funds and know-how for producing goods. In return it gets a foothold in the foreign market. The other firm obtains financial and technical assistance. And it takes responsibility for handling red tape and organizing sales in the local market. In the late 1980-s, for example, a Connecticut engineering company set up a joint venture with Russian oil refineries and petrochemical plants. The venture gives the Russians the necessary technology and the Connecticutcompany has gained a foothold in the world's largest oil industry in return.

*Пояснения к тексту:*

Jointventure–совместноепредприятие

Engineering–технологическая

Petrochemicalplant – нефтехимическийзавод

Redtape – бюрократия

Gointernational–выйтинамеждународную арену

Foothold–опора

Assistance–поддержка

Oilrefinery–нефтеочистительныйзавод

Return – возврат, возвращение

Handle – управлять, иметь дело

Refine – очищать

**II. Ответьте на вопросы к тексту.**

1. What can a firm set up if it wants to go international?

2. What do the two companies do when they arrange a joint venture?

3. What do they need joint resources for?

4. What does each firm provide and get, when the two of them set up a joint venture?

5. Why was the Connecticut engineering firm interested in this joint venture?

6. What did the Russians get in return?

**II. Раскройте скобки и употребите глагол в нужном времени, лице и числе.**

1. Please be quiet. I (to try) to concentrate.

2. Excuse me, I (to look) for a phone box. Is there one near here?

3. We (to go) to the ladder while he (to paint) the ceiling yesterday.

4. What (you/to do) at this time yesterday?

5. You can turn off the TV. I (not/to watch) it.

6. What (you/to go) at this time yesterday?

7. You can turn off the TV. I (not/to watch) it.

**IV. Заполните пропуски артиклями, где это необходимо.**

1. Is there ... bank near here? Yes, at ... end of this street.

2. I can't ride ... horse.

3. ... sky is very clear tonight.

4. Do you live here or are you ... tourist?

5. Who was ... first president of the United States?

6. What time is it? -1 don't know. I haven't got... watch.

7. Everest is ... highest mountain in ... world.

8. I usually listen to .... Radio while I'm having ... breakfast.

9. My apartment is on ... second floor. Turn left at... top of... stairs and it's on ... right.

10. Last summer we had ... wonderful holiday in ... south of... France.

**V. Заполните пропуски предлогами, где это необходимо.**

1. Helen is studying law ... university.

2. What is the longest river ... Europe.

3. Is there anything ... TV tonight?

4. We arrived ... the hotel after midnight.

5. Where is Mike? He is ... holiday.

6. I don't know any of the people ... this photograph.

7. I usually go to work ... car.

8. There's too much sugar ... my coffee.

9. Were there a lot of people ... the party?

10. What are you doing ... the moment?

**Контрольная работа № 1**

**Вариант 9**

**I. Прочитайте и переведите данный текст.**

**Subsidiaries and branches**

A company can set up a branch in a foreign country to handle the sales of the product aboard. A parent company specifies the tasks and goals of a branch. .. .hose usually consists of marketing and selling the product.

If the managers of the parent company decide to arrange the company's own production facilities (plants, factories, etc.) overseas, they set up a subsidiary. A subsidiary works under the laws of the foreign country and to the profit of its parent company. Some subsidiaries are to great extent independent of their parent companies because the home management believes that the on-site managers are in the best position to make decisions.

*Пояснения к тексту:*

Subsidiary – дочерняя компания

Underthelaw– в соответствии с законом

Marketing – маркетинг

Toagreatextent – в значительной мере

Facilities – средства производства

On-site–на месте

**II. Ответьте на вопросы к тексту.**

1. Why do companies set up branches in a foreign company?

2. What does a parent company do whenit sets up a branch overseas?

3. What are the tasks and goals of a branch?

4. What laws does a subsidiary work under?

5. Who profits by the work of a subsidiary?

6. When and why do some subsidiaries become independent of their parent companies?

**III. Раскройте скобки и употребите глагол в нужном времени, лице и числе.**

1. Please don't make so much noise. I (to study).

2. Why (you/to look) at me like that? Have I said something wrong?

3. What (you/to do) at 10 p.m. yesterday? I (to celebrate) my birthday.

4. Last night I (to read) in bed when suddenly I (to hear) a scream.

5. (you/to watch) television then I phoned you?

6. Look! Somebody (to swim) in the river.

7. We are here on holiday. We (to stay) at the Central Hotel.

8. There weather (to be) nice. It (not/to rain).

9. Where is Paul? He's in the kitchen. He (to cook) a meal.

10. Who you (to wait for)?

**IV. Заполните пропуски наречиями much и many.**

1. Did you buy ... food?

2. There aren't... hotels in this town.

3. We haven't got ... petrol.

4. Were there ... people on the train?

5. Did ... students fail the examination?

6. Paula hasn't got ... money. J. I wasn't very hungry. I didn't eat ... .

7. I haven't seen George for ... years.

**V. Заполните пропуски местоимениями some и any.**

1. I'm going to the post office. I need ... stamps.

2. There aren't... shops in this part of town.

3. George and Alice haven't got... children. .

4. Have you got... brothers or sisters?

5. There are ... beautiful flowers in the garden.

6. Do you know ... good hotels in London?

7. "Would you like ... tea?" "Yes, please."

8. When we were on holiday, we visited ... very interesting places.

9. I'm thirsty. Can I have ... water, please?

**Контрольная работа №1**

**Вариант 10**

**Упражнение 1. Прочитайте и переведите данный текст.**

Some governments impose various regulations on businesses in heir countries. Sometimes these regulations discourage foreign companies from enterning home market. In some countries all international businesses must have local partners. In other countries a foreign firm must have at least one native in the top management of a branch or a subsidiary. Some governments, for example in Mexico, insist that the local partners have the controlling interest. However, big firms like IBM refuse to do business on these grounds and usually manage to find the way out.

Government regulations limit what a company may do. For example, some countries demand that the company files a plan indicating what it is going to produce, how many local workers it is going to hire and how much it will pay the workers. This plan must also fit into the government economic master plan. If the country changes its master plan, foreign firm must change its plans, too.

*Пояснения к тексту:*

Atleast– по меньшей (крайней) мере

Fileaplant– представить план

Interest– здесь: пакет акций

Indicating– указывающий

Controllinginterest– контрольный пакет акций

Hire– нанимать

Master– хозяин, мастер, глава

Masterplan–главный план

Demand–требовать

Wayout – выход

Native– здесь: местный бизнесмен

**II. Ответьте на вопросы к тексту.**

1. How do the government regulations affect the foreign companies?

2. What must foreign companies have in some countries?

3. Whom must foreign companies have in their subsidaries' top management sometimes?

4. How do big firms react to government regulation?

5. What do some governments demand a foreign company should file?

6. What must this plan indicate?

7. What must the company's plan fit into?

8. What happens if the government changes its master plan?

**III. Раскройте скобки и употребите глагол в нужной форме (PresentPerfect или PastSimple)**

1. My friend is a writer. He (to write) many books.

2. We (not/to have) a holiday last year.

3. I (to play) tennis yesterday afternoon.

4. What time (you/to go) to bed last night?

5. (you/ever/to meet) a famous person?

6. The weather (not/to be) very good yesterday.

7. Is Diana here? NO, she (not/to come) yet.

8. Kate travels a lot. She (to visit) many countries.

**IV. Перепишите предложения, изменив прямую речь на косвенную.**

1. Charlie said 'My father is in hospital'.

2. Charlie said 'Nora and Jim are getting married next month'.

3. Charlie said T haven't seen Bill for a while'.

4. 'Don't come before 6 o'clock', I said to him.

5. 'Eat more fruit and vegetables', the doctor said.

**V. раскройте скобки и поставьте вопросы, соблюдая правильный порядок слов.**

1. (working/Tom/today?)

2. (what/doing/the children?)

3. (you/listening/tome?)

4. (where/going/your friends?)

5. (your parents/television/watching?)

6. (what/cooking/Ann?)

7. (why/you/looking/at me?)

8. (coming/the bus?)

9. (you/wearing/a watch?)

10. (it/raining?)

**VI. Переведите предложения, обращая внимание на значение модальных глаголов**

1. It might rain. Take an umbrella.

2. You look very tried. You need a holiday.

3. Jane is a very nice person. You must meet her.

4. You shouldn't drink so much.

5. It's late. I think we should go home now.

6. My eyes are not very good. I have to wear glasses.

7. He could swim very well when he was twelve.

8. Excuse me, can you tell me the way to the city center?