

## Оценочные материалы и критерии оценки результатов освоения программы

### Оценка результатов освоения программы.

Оценка результатов освоения программы осуществляется в процессе текущего контроля освоения знаний по пройденным темам и проведения итогового занятия, проводимого в виде теста с поставленными вопросами и дальнейшего разбора ответов учащихся на контрольные вопросы преподавателя с применением диалогового общения.

В случае необходимости преподаватель также может производить наблюдение за обучающимися с целью оценить начальный уровень обучающихся и усвояемость получаемых знаний.

### Критерии и параметры оценки знаний

#### Текущий контроль:

Проведение текущего контроля осуществляется в конце пройденной темы при проведении практического занятия, форма - устный опрос обучающихся по пройденным темам с постановкой тематических вопросов.

Оценка устных ответов и фиксация результатов контроля проводится преподавателем.

Материалы (примерные вопросы) текущего контроля по темам:

#### Тема 1. Знакомство в деловой среде.

Could you please introduce yourself.

Could you please tell us more about your background.

How long have you worked for the company?

#### Тема 2. Международная деловая терминология.

Explain the meaning of the following words: supply, produce, shipment, advertisement, factory, buyer, seller, market.

#### Тема 3. Виды, структура компаний, должности.

Give the description of the following positions: President, Chief executive officer (CEO), Chief financial officer (CFO), Marketing Director, HR Director, Commercial Director (CCO), Sales manager, Accountant.

#### Тема 4. Отрасли и виды деятельности компаний.

Name the main industries of your country.

Choose a well-known company and describe its types of activities.

What does the company you work for do?

#### Тема 5. Типы товаров и услуг.

Name several services provided by banks.

What goods are produced at factories?

What types of goods and services do you buy?

#### Тема 6. Презентация компании

What are the main things you should tell about the company you work for?

What are advantages of the company you represent?

What are the main goods or services your company provides?

### Тема 7. Деловая переписка ч.1.

What are the main parts of a business letter?

How can you start/end a business letter if you don't know a person you write to?

What is the polite way to end a business letter?

### Тема 8. Деловая переписка ч. 2.

What do we write about in the following types of business letters: request, reclamation, order?

### Тема 9. Общение по телефону

How should you ask to put you through a person?

What is the polite way to finish a telephone conversation?

What message can you leave if you couldn't get through to a person?

### Тема 10. Деловые встречи и переговоры.

How can you prepare for negotiations?

What does the word "agenda" mean?

What are counter-proposals or counter-offers?

### **Итоговый контроль - тест:**

Количество верных ответов на итоговом тесте	Оценки и рекомендации
Менее 20 правильных ответов из 30.	<b>Не зачтено.</b> Учащийся не демонстрирует объема знаний, свидетельствующего об успешном освоении программы.
Больше или равно 20 правильных ответов из 30.	<b>Зачтено.</b> Учащийся демонстрирует объем знаний, свидетельствующий об успешном освоении программы. Может получить документ о прохождении обучения установленного образца - сертификат об обучении.

Материалы (примерные вопросы с ответами) итогового тестирования

#### 1. **Pierre is talking about his work. Correct his mistakes.**

I work for a French supermarket company. (1) I work **about** the development of new supermarkets. (2) In fact, **I running** the development department and (3) **I am manage for** a team looking at the possibilities in different countries. It's very interesting. (4) One of my **main** is to make sure that new supermarkets open on time. (5) I'm also **charged with** financial reporting. (6) I deal at a lot of different organizations in my work. (7) I'm **responsible of** planning projects from start to finish. (8) I work closely **near** our foreign partners, and so I travel a lot.

#### Правильные ответы:

- 1) I work **ON**
- 2) I **run**
- 3) I **manager**
- 4) One of my main responsibilities
- 5) I'm also in charge of
- 6) I deal with

- 7) I'm responsible for
- 8) I work closely with

2. **Which person (6-11) is most likely to do each of the five things (a-e)?**

- 6) A designer in a website design company. Has to be in the office, but can decide when she wants to start and finish work each day.
- 7) A manager in a department store in a large city. Lives in the country.
- 8) A construction worker on a building site where work goes on 24 hours a day.
- 9) A worker in a chocolate factory in the three months before Christmas.
- 10) A technical writer for a computer company. Lives in the country and visits the company offices once a month.
- 11) An office worker in a large, traditional manufacturing company.

- a) work in shifts
- b) work under a flexitime system
- c) telecommute
- d) commute to work
- e) clock in and out at the same time every day
- f) work overtime

**Правильные ответы:**

- 6) b
- 7) d
- 8) a
- 9) f
- 10) c
- 11) e

3. **In each task (12-17) write the position most likely to be responsible for doing it.**

- 12) Meet with advertising agency to discuss new advertisements for the company's holidays.
- 13) Study possible new holiday destinations in detail.
- 14) See the research director to discuss new holiday destinations.
- 15) Contact newspapers to advertise new jobs.
- 16) Deal with complaints from customers.
- 17) Discuss sales figures with sales team.

**Правильные ответы:**

- 12) Marketing Director
- 13) Research Director
- 14) Finance Director
- 15) Human Resources Director
- 16) Customer Service Manager
- 17) Sales Manager

4. **You are trying to call Delia Jones. She works in a large company. Match your possible reactions (18-24) to the situation (a-f). One of the situations is used twice.**

- 18) That's strange. Their switchboard isn't big enough to handle all the calls they get.
- 19) That's ridiculous! A company with 500 employees, but no one answers the phone.
- 20) I ask for Delia Jones and they put me through to Della Jones!

- 21) Delia seems to spend all day on the phone. Her line's always busy.  
 22) That's strange. I'm sure I dialed the right number.  
 23) Oh no, I hate this - oh well, I'd better leave her a message ...  
 24) They never seem able to find the extension number!
- a) The call goes through but no one answers.  
 b) You hear the engaged tone because the other person is already talking on the phone. You hang up and try again later.  
 c) You get through, but not to the number you wanted. The person who answers says you've got the wrong number.  
 d) The operator answers. You ask for the extension of the person you want to speak to.  
 e) You are put through to the wrong extension. The person offers to transfer you to the right extension, but you are cut off - the call ends.  
 f) The person you want to speak to is not at their desk and you leave a message on their voicemail. You ask them to call you back or to return your call.

**Правильные ответы:**

- 18) a  
 19) a  
 20) c  
 21) b  
 22) c  
 23) f  
 24) e

**5. Arrange the phrases Josh uses at the beginning of the negotiation in the correct order.**

- 25). As you all probably know, Mr Watanabe and I met at the Aerospace Trade Fair in Frankfurt last year and we had a very interesting discussion about the possibility of our two companies working together. (1)  
 26). I believe you're flying back on Friday evening, so that gives us three days. I think two days should be enough to cover all the points. On the third day, Friday, if we have an agreement, I'll ask our lawyers to finalize conditions for the contract with you. (2)  
 27). Mr Watanabe, good to see you again. How are you? Let me introduce my colleagues: Sandra Lisboa, our chief purchasing officer, and this is Fernando dos Santos, head of production at Xania. (3)  
 28). Shall we go to the conference room and make a start? (4)  
 29). Well we've looked at the potential market for our new plane, and it looks as if we will need 100 engines over the next three years. (5)  
 30) Would you like some coffee or tea, or would you prefer juice? How was the flight? (6)

**Правильные ответы:**

- 25) 3  
 26) 6  
 27) 4  
 28) 1  
 29) 5  
 30) 2