

5. КОНТРОЛЬНЫЕ ЗАДАНИЯ

Номер варианта контрольного задания соответствует последней цифре номера студенческого билета. Студенты, номер студенческого билета которых оканчивается на 1, 3, 5, 7, 9, выполняют вариант №1; на 2, 4, 6, 8, 0, - выполняют вариант №2.

Титульный лист контрольного задания

КОНТРОЛЬНОЕ ЗАДАНИЕ

По дисциплине _____

Вариант (тема) _____

Выполнил(а) студент(ка)

Заочной формы обучения

специальности _____

специализации _____

_____ курса _____ группы _____

№ студенческого билета

(зачетной книжки) _____

(подпись)

(инициалы, фамилия)

Проверил преподаватель

(ученая степень, звание) (подпись)

(инициалы, фамилия)

КОНТРОЛЬНОЕ ЗАДАНИЕ №1

Для того чтобы выполнить задание №1, необходимо усвоить следующие разделы грамматики:

1. степени сравнения прилагательных и наречий
2. вопросы к членам предложения
3. видовременные формы Indefinite (Present, Past, Present Perfect), Continuous (Present, Past, Future), согласование времен
4. модальные глаголы can, must, may и их эквиваленты, модальный глагол should

5. формы инфинитива

Степени сравнения прилагательных

	сравнительная	превосходная
односложные young, big, short	younger, bigger, shorter	youngest, biggest, shortest
прилагательные, оканчивающиеся на -y lovely, pretty, fanny	lovelier, prettier, funnier	loveliest, prettiest, funniest
двусложные прилагательные	more pleasant more annoyed more modern more careful more careless	most pleasant most annoyed most modern most careful most careless
многосложные прилагательные	more expensive more attractive more exciting more intelligent	most expensive most attractive most exciting most intelligent
good, bad, far	better, worse, further/farther	best, worst, furthest/farthest

Степени сравнения наречий

		сравнительная	превосходная
наречия, оканчивающиеся на ly	carefully quickly	more carefully more quickly	most carefully most quickly
наречия, имеющие ту же форму, что и прилагательные	fast hard early	faster harder earlier	fastest hardest earliest
	badly well little much	worse better less more	worst best least most

В предложениях со степенями сравнения прилагательных и наречий используются следующие союзы и способы выражения сравнения:

as...as, the...the, much, less, more, a bit, far

You walk as fast as you brother does.

The harder I try, the worse I seem to do.

She works harder than I do.

This actress is less famous than that one.

It's getting more and more difficult to find a quiet beach.

Формы инфинитива

infinitive	(to) do
continuous infinitive	(to) be doing
perfect infinitive	(to) have done
perfect continuous infinitive	(to) have been doing
passive infinitive	(to) be done
perfect passive infinitive	(to) have been done

Модальные глаголы

МОДАЛЬНЫЙ ГЛАГОЛ	МОДАЛЬНОЕ ЗНАЧЕНИЕ	ПРИМЕРЫ
can (could) эквивалент to be able to	1. способность, возможность, умение 2. сомнение, предположение	He can speak English Can you do it? She couldn't come. You will be able to come tomorrow. It can rain. Can they be home?
may(might) эквивалент to be allowed to	1. возможность, разрешение 2. сомнение, предположение	May I come in? – Yes, you may . She might go for a walk. The children will be allowed to swim if the weather is warm. It may rain. They may come soon.
must	1. необходимость 2. предположение, уверенность	You must know the subject. He must try to do the work. She must be still working. This must be your coat.
mustn't	3. запрещение	You mustn't go out today.
have to	необходимость, вызванная обстоятельствами	I have to get up very early. Do you have to work hard? We didn't have to wait.
should	желательность действия, совет	You should follow my advice. You shouldn't miss classes.

to be	необходимость, связанная с договоренностью или планом	He is to arrive on Monday. Am I to come at 5? The meeting is to last three hours.
needn't =don't have to	отсутствие необходимости	You needn't do it now. = You don't have to do it now. He needn't buy the tickets. = He doesn't have to buy them.

ВАРИАНТ № 1.

I. Раскройте скобки, употребив нужную степень сравнения прилагательного/наречия:

- 1) His plan is (practical) of all.
- 2) London is one of (large) city in England.
- 3) It is one of (important) questions of our conference.
- 4) Your English is (good) now.
- 5) Even (long) day has an end.
- 6) It was (bad) mistake I've ever made.

II. Переведите предложения на русский язык (письменно).

- 1) The more I learn English, the letter I can speak it.
- 2) The more you read, the more you like this book.
- 3) The farther from work you live, the more time you spend to get there.

III. Поставьте вопросы ко всем членам предложения. (Письменно).

- 1) We pay special attention to management at our University.
- 2) Usually it takes me an hour to get to the University.

IV. Выберите правильный вариант ответа. Обведите его.

- 1) I usually spend Sunday afternoon ... a football match.
 - a) seeing
 - b) looking
 - c) watching
2. There won't be any trouble, ...?
 - a) will it
 - b) won't there
 - c) will there
3. I was tired, and so ... the others.
 - a) were

- b) was
- c) are
- 4. She ... me that she would be late.
 - a) said
 - b) told
 - c) spoke
- 5. This collection of paintings attracts ... 3000000 people a day.
 - a) by
 - b) over
 - c) in

V. Раскройте скобки и поставьте глагол в соответствующей форме.

1. When I (to see) him, he (to paint) a picture of his life.
2. I (to see, not) you for ages.
3. We (to hear) nothing about each other since we (to leave) school.
4. (to hear) the weather forecast for tomorrow?
5. Shocking day, isn't it? The rain (to fall) still.

VI. Выберите подходящие по смыслу слова и вставьте в пропуски. Подчеркните их.

How to write a resume.

No matter what method of job hunting you use; inevitably somebody will ask you for a resume. Most companies ... a resume before seriously considering a job candidate from outside. Resumes are sometimes also required ... receive a job transfer within a company. ... of a resume is to help you obtain a job interview, not a job. Very few people are hired without Effective resumes are presentations of a person's ... and accomplishments. They are ... over detailed ... too sketchy. A general rule is that two or three pages ... is best. One page seems too superficial; a four page (or longer) resume may irritate an impatient employment official. Some writers ... that a chronological (the standard-type) resume be used; other argue for an accomplishment resume. A useful resume should include ... your experiences ... key accomplishment.

Слова: *In order to; a personal interview; both... and; require; the purpose; neither ... nor; suggest; in length; experience.*

VII. Ответьте письменно на вопросы к тексту.

1. What is the purpose of a resume?
2. What are effective resumes?
3. What is the length of effective resumes?

4. What should a useful resume include?

ВАРИАНТ № 2.

I. Раскройте скобки, употребив нужную степень сравнения прилагательного/ наречия:

1. It's one of (difficult) questions in this test.
2. Who knows him (well) than you?
3. We have (little) interest in this work than you.
4. Health is (good) than wealth usually.
5. Today you worked (slowly) than usually.
6. Which is (long) day of the year?

II. Переведите предложения на русский язык (письменно).

1. The sooner you come the better.
2. The louder you speak, the better they can hear you.
3. The darker the night, the brighter is the Moon in the sky.

III. Поставьте вопросы ко всем членам предложения. (письменно)

1. Student learn many important disciplines at our University.
2. Every day it takes her half an hour to get to her work.

IV. Выберите правильный вариант ответа. Обведите его.

1. He left home without ... money.
a) some
b) any
c) no
2. Tell me ... Friday whether or not you can come to the party.
a) at
b) until
c) by
3. He has never been late, ...?
a) has he
b) hasn't he
c) doesn't he
4. He was on holiday. He ... start work till autumn.
a) wasn't
b) ought not
c) didn't have to
5. I have never heard ... ridiculous story.

- a) such
- b) so
- c) such a

V. Раскройте скобки и поставьте глагол в соответствующей форме.

1. Our next door neighbor (to wash) his car every Sunday.
2. Last summer I (to go) to the beach almost every day.
3. "Oh, it (to belong) to me. Thank you."
4. We (to talk) when somebody knocked at the door.
5. When we got to the airport, I realized I (leave) my passport at you home.

VI. Выберите подходящие по смыслу слова, вставьте пропуски. Подчеркните их.

Job Fairs

Although a certain percentage of graduates will still be (1).....(employ) six months after leaving university, the majority will have found (2).....(employ) by then. Many of these will even have been offered a job while at university, as a result of visiting a job fair.

Job fairs are held at many universities each year. Companies come along to advertise jobs, which are usually in (3)(manage), and the career structures and benefit packages that go with them. Job fairs are an (4).....(effect) way for undergraduates to find out what kind of job they might be interested in.

If you go to a job fair, dress (5)(profession) . Don't wear jeans and T-shirt. Wear a suit! You don't want to look (6).....(responsible) when you have your first (7).....(meet) with your potential (8).....(employ). If you're interested in a job on offer, you may have to fill out an (9)(apply) form, so it's (10)(help) to take along relevant information with you. You'll also need proof of all your (11)(qualify), so don't forget to take photocopies of all your certificates with you.

Слова: *professionally, qualifications, helpful, application, meeting, employer, effective, irresponsible, unemployed, management, employment.*

VII. Ответьте письменно на вопросы к тексту.

1. Will the majority of graduates have found employment at once after leaving University?
2. What do you know about job fairs?
3. Is it effective way for undergraduates to find out the job?
4. How should you dress when you go to a job fair.

5. Will you need proof of all yo

КОНТРОЛЬНОЕ ЗАДАНИЕ №2

Для того, чтобы выполнить задание №2, необходимо усвоить следующие разделы грамматики:

1. Пассивный залог
2. Модальные глаголы с перфектным инфинитивом
3. Причастие
4. Сослагательное наклонение в придаточных предложениях условия

Употребление сослагательного наклонения и придаточных предложениях условия

в простых предложениях и в главных	в условных придаточных предложениях	
I should this work (today, tomorrow)	<i>If I had</i> time	<i>If, unless,</i>
I should have done this work (yesterday)	<i>If I had had</i> time	<i>provided</i>

Формы причастия

	Active	Passive
Present	Writing	Being written
Perfect	Having written	Having been written
Past	-	Written

Participle I

Participle I имеет суффикс **-ing**, который прибавляется к инфинитиву глагола без частицы **to**

Член предложения	Вопрос	Позиция	Перевод
1. Определенное	Какой?	До или после существительного	Причастием настоящего времени (суффикс -ущ, -ющ) либо с помощью which «который»
2. обстоятельство	Где? Когда? Как?	Конец или начало предложения (до подлежащего). Перед	Деепричастием (суффикс -я). Союзы не переводятся

	Почему?	Participle I могут быть союзы when, while	
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Примечание 1. **Participle I** с относящимися к нему словами есть причастный оборот. Причастный оборот – одно место в предложении, т.е. один член предложения. Если **Participle I** – определение, то оборот называется причастным определенным оборотом; если оно обстоятельство, то оборот – причастный обстоятельный.

2. **Participle I** имеет смысл действительного залога, т.е. лицо (предмет) само выполняет действие

Participle I

Пример: 1. **While reading this text** we learned a lot of new expressions.

Читая этот текст, мы узнали много новых выражений.

Reading - Participle I в функции обстоятельства.

2. **Students coming to Moscow to study** usually live in hotels.

Студенты, **приезжающие в Москву учиться**, обычно живут в общежитиях.

Coming – Participle I в функции определения.

Past Participle

Имеет суффикс **-ed** (правильные глаголы), у неправильных глаголов это III колонка по таблице спряжений.

Функция	Перевод
1. Определение	Причастием прошедшего времени либо с помощью слова «который»
2. Обстоятельство (перед Past Participle стоят союзы when, if)	Глаголом во времени по правилу перевода страдательного залога

Примечание: 1. **Past Participle** с относящимися к нему словами есть причастный оборот, который является одним членом предложения.

2. **Participle**, стоящее после существительного и не имеющее относящихся к нему слов, является определением и переводятся до определяемого существительного либо с помощью слова «который».

Пример: the goods delivered - доставленные товары; товары, которые доставили.

3. О способах определения функции см. таблицу «**Participle I**»

Past Participle

Пример: 1. Many states **established after the World War II** soon became highly developed industrial states.

Многие государства, созданные после второй мировой войны, вскоре стали высокоразвитыми промышленными государствами.

Established - Past Participle в функции определения.

2. When invited by his friends to see a new exhibition he thanked them.

Когда друзья пригласили его посмотреть новую выставку, он поблагодарил их.

Invited - Past Participle в функции обстоятельства.

Active voice

I	Indefinite	Continuous	Perfect
Время (характеристика)	Действие как факт (обычное, постоянное, повторяющееся)	Действие как процесс (незаконченный, длящийся)	Действие, предшествующее какому-то моменту
Present	Ask Asks Спрашиваю (вообще, всегда, обычно)	Am asking Are asking Is asking Спрашиваю (сейчас)	Have asked Has asked Уже спросил
Past	Asked Спросил, спрашивал (когда-то)	Was asking Were asking Спрашивал (в тот момент)	Has asked Уже спросил (к тому моменту)
Future	Shall ask Will ask Спрошу	Shall be asking Will be asking Буду спрашивать (в тот момент)	Shall have asked Will have asked Уже спрошу (к тому моменту)

Passive voice

2	Indefinite	Continuous	Perfect
Present	Am asked Are asked Is asked	Am being asked Are being asked Is being asked Спрашивают (сейчас)	Have been asked Has been asked Уже спросили

	Спрашивают (вообще, всегда, обычно)		
Past	Was asked Were asked Спросили (вчера)	Was being asked Were being asked Спрашивали (в тот момент)	Had been asked Уже спросили (к тому моменту)
Future	Shall be asked Will be asked спросят	-	Shall have been asked Will have been asked Уже спросят (к тому моменту)

Вариант 1

I. Спишите предложения, поставив сказуемое в пассивном залоге. Используйте предлог by, где это необходимо

Модель.

The customers can pay their household accounts by electronic transfer.

The household accounts can be laid by the customers by electronic transfer

1. The insurance company **pays** compensation in case of a natural disaster.
2. We **have promoted** our goods and services on the points of sale throughout the year.
3. My friend **has** just **advised** me to deposit my savings with a bank.
4. They **are repairing** my car now. I can't drive it.
5. We **had** already **reached** the decision before the general discussion began.
6. The customers **bought** there articles during the sale. We can't exchange them.

II. Спишите предложения и подчеркните сказуемые, содержащие модальные глаголы с перфектным инфинитивом. Переведите предложения

1. The results were completely wrong as a scientist she should have planned the experiment more carefully.
2. The personnel director might have chosen Mike for the job, he looked happy after the interview.
3. The firm must have become bankrupt, it is selling out its shares.
4. He couldn't have taken part in the negotiations. He was on a business trip at that time.
5. Let's go and discuss the problem with Mike. He must have finished working by now.

III. Спишите предложения, подчеркните причастия, укажите их форму и функцию (см. модель)

1. Impressed by Alan's work, the manager extended his contract for year.
2. Being unemployed, Dave had time to consider what job he really wanted.
3. The consumers usually study the quality of goods offered by foreign producers at a particular market.
4. Knowing exactly what I wanted, I didn't spend much time shopping.
5. Unless properly packed, the goods won't attract the customers and sell well.
6. Having established the main values of the company, the members of the Board passed over to the discussion of the short-term objectives.

IV. Из данных групп предложений, содержащих придаточные предложения условия, спишите те, в которых действие могло бы относиться к настоящему или будущему времени. Подчеркните сказуемые и переведите предложения

1. a) If more users were connected to computer networks, e-commerce would develop more rapidly.
b) If more users had been connected to computer networks, e-commerce would have developed more rapidly.
2. a) The company would have achieved a higher sales level, if the retail price had been decreased.
b) The company would achieve a higher sales level, if the retail price was decreased.
3. a) Unless experienced managers were hired, such a big corporation would not run business so successfully.
b) Unless experienced managers had been hired, such a big corporation would not have run business so successfully.
4. a) If governments had reduced restrictions and tariffs, it would have promoted the expansion of world trade.
b) If governments reduced restrictions and tariffs, it would promote the expansion of world trade.
5. a) If the enterprise applied innovations more effectively, its profits would rise.
b) If the enterprise had applied innovations more effectively, its profits would have risen.

V. Из трех слов выберите одно, соответствующее определению, которое дано выше. Подчеркните его

Модель:

The variety of goods that a company produces or sells

- a) rank b) range c) choice

1. a company which sells goods to another company

- a) customer b) retailer c) supplier

2. a charge paid to a person or a bank for the money borrowed
 a) loan b) rent c) interest
3. a person who reports to you
 a) supervisor b) subordinate c) leader
4. a group of people that might buy the company's goods
 a) competitive market b) local market c) target market
5. a sudden collapse
 a) boom b) rise c) crash
6. payment to a person after injury
 a) benefit b) compensation c) incentive
7. a person responsible for promotion and distribution of the company's goods as well as for market research
 a) production manager b) marketing manager c) sales manager

VI. Выберите подходящие по смыслу слова и вставьте в пропуски. Подчеркните их
Market Research

It is impossible to develop and ...1... a product solely on the basis of ...2... That's much too risky. You can't just trust the intuition of senior managers or product managers; you have to do market research. We collect and ...3... information about the size of a potential market, about consumers' tastes and ...4..., their reactions to particular product features, packaging features, and so on.

Lots of people think that market research just means going out and asking consumers for their ...5... of products, but that's not true. Actually, talking to customers is a relatively minor market research tool, because it's very expensive. In fact, personal interviewing is the very last thing we'd do. We usually find that our own ...6... which keeps records of sales, orders, and so on, is a far more important source of information. Our sales representatives are another good source.

There are also a lot of printed sources of secondary ...7... we can use, including daily, weekly and monthly business newspapers, magazines and trade journals, our competitors ...8... reports, official government ...9... , and reports published by private market research companies. We ...10... data from customers, middlemen, and so on, if both internal research (analysis of data already available in the accounts and sales departments) and secondary data (available in printed sources) are inadequate.

If we do go out and do field work it's usually a survey, which you can use to collect information about product and ...11... features, and to measure the effectiveness of advertising copy, advertising media, sales ...12... distribution channels, and so on.

Analyse, annual, data, gather, guesswork, habits, accounts department, launch, opinions, packaging, promotions, statistics

Спишите и переведите словосочетания:

1. to develop and launch a product
2. the consumers' tastes and habits
3. to keep records of sales
4. to gather data
5. to do a survey
6. advertising media

Вариант №2

I. Спишите предложения, поставив сказуемые в пассивном залоге. Используйте предлог by, где это необходимо

Модель:

The company had opened two outlets by the end of the year.

Two outlets had been opened by the company by the end of the year.

1. I have decided that the company would pay my monthly salary into my account in the bank.
2. Before developing a new product our firm will set up a team of experienced marketing specialists.
3. All the Ministers will see the President off at the airport.
4. The shop owners believe that business environment has improved the trade.
5. Renault produced more than 400,000 cars last year.
6. Last year the company went bankrupt and made all employees redundant.

II. Спишите предложения и подчеркните сказуемые, содержащие модальные глаголы с перфектным инфинитивом. Переведите предложения

1. He spent three weeks on the work that should have taken only a day or two.
2. Mike isn't home yet. He must have been held up at work.
3. Nobody knows when the documents disappeared. They might have been stolen.
4. He can't have forgotten about the meeting. He talked to me about it only this morning.
5. I don't know why they are so late. They could have got lost.

III Спишите предложения, подчеркните причастия, укажите их форму и функцию (см. модель). Переведите предложения

1. Having decided to offer me the job, the sales manager asked me for a reference.

2. The consultants, being outsiders, are usually less able to judge how well a candidate will fit into the organization.
3. The information obtained during the market research will be used in decision-making.
4. Offering a salary the applicants couldn't reject, the personnel manager convinced them to accept the job.
5. Having failed in every career he had attempted Van Gogh turned to art.
6. Changes in consumers demand have influenced goods quantity and quality demanded.

IV. Из данных групп предложений, содержащих придаточные предложения условия, спишите лишь те, в которых действие могло бы относиться к прошедшему времени.

Подчеркните сказуемые и переведите предложения

1. a) If more users were connected to computer networks, e-commerce would develop more rapidly.
b) If more users had been connected to computer networks, e-commerce would have developed more rapidly.
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5. a) If the enterprise applied innovations more effectively, its profits would rise.
b) If the enterprise had applied innovations more effectively, its profits would have risen.

V. Из трех слов выберите одно, соответствующее определению, которое дано выше.

Подчеркните его

Модель:

General term used for all types of stocks and shares

- a) investment b) income c) securities

1. a document giving permission to sell something
a) license b) contract c) agreement
2. a person associated with another person, often in business
a) employer b) partner c) founder

3. to give money temporarily on the condition that it will be returned

a) lend b) borrow c) pay

4. reduction in the original price of a product

a) turnover b) discount c) profit

5. request from the customers for something

a) complaint b) order c) invoice

6. a person who starts his own business

a) accountant b) entrepreneur c) shopkeeper

7. a charge paid to a person or a bank for the money borrowed

a) loan b) rent c) interest

8. working extra hours

a) in shifts b) in time c) overtime

9. people who buy goods or services

a) users b) customers c) suppliers

10. a company or a person who is competing against you

a) partner b) franchiser c) rival

VI. Выберите подходящие по смыслу слова и вставьте в пропуски. Подчеркните их

What is Marketing?

A market can be defined as all the potential customers ...1... a particular need or want. Marketing is the process of developing, pricing, distributing and promoting the goods or services that satisfy such needs. Marketing therefore combines market research, new product development, distribution, advertising, promotion, product improvement, and so on. According to this definition, marketing begins and ends with the customer. Truly successful marketing ...2... the customer so well that the product or service satisfies a need so perfectly that the customer is desperate to buy it. The product almost ...3... itself. Of course this will only happen if the product or service is better than those of competitors.

Companies are always looking for marketing opportunities - possibilities of ...4... unsatisfied needs. Marketing opportunities are generally isolated by market segmentation ...5... a market into submarkets or segments according to customers' requirements or buying habits. Once a target market has been identified, a company has to decide what goods or services to ...6... always remembering the existence of competitors.

Marketers do not only identify consumer needs; they can ...7... them by developing new products. They will then have to design marketing strategies and plan marketing programmes. Once the basic offer, for example a product concept, has been established, the company has to think about the marketing mix - the set of all the various elements of a marketing programme, their integration,

and the amount of effort that a company can expend on them in order to ...8... the target market. The best-known classification of these elements is the 4 P's: Product, Price, Promotion and Place. Aspects to be considered in marketing a product include its ...9..., its features, style, brand name, size, packaging, services and guarantee, while price includes consideration of things like the basic list price, ...10..., the length of the payment period, and possible credit terms. Place in a marketing mix includes such factors as ...11..., coverage of the market, locations of points of sales. Promotion groups together advertising, publicity, sales promotion and ...12... .

Anticipate, dividing, filling, influence, distribution channels, personal selling, offer, discounts, sharing, sells, quality, understands

Спишите и переведите словосочетания:

1. to develop a product
2. to satisfy the needs
3. to offer goods and services
4. to anticipate the consumer needs
5. to influence the target market
6. to consider credit terms