

Министерство науки и высшего образования РФ
Федеральное государственное автономное образовательное учреждение
высшего образования
«Сибирский федеральный университет»

Английский язык

Методические указания и контрольные задания 11,12 для студентов 6 курса
отделения заочного обучения.

Красноярск –2018

ЗАДАНИЯ ДЛЯ СТУДЕНТОВ ЭКОНОМИЧЕСКИХ СПЕЦИАЛЬНОСТЕЙ ЗАОЧНОЙ ФОРМЫ ОБУЧЕНИЯ

6 курс

XI семестр

1. Используя данные методические указания выполнить **письменно контрольную работу № 11**. Для изучения грамматического материала получить в библиотеке учебник по английскому языку автора Ю. Голицынский.

2. Подготовить грамматический материал по контрольным работам для **устной** защиты.

3. **Прочитать тексты** (с.32 – 37 (LESSON 13-15)). **Выучить новые слова** (лексический минимум). Выполнить упражнения и подготовиться к **устному** ответу по ним. Подготовить три устных ответа (**10 предложений каждый**) в рамках упражнений: **Over to you** (с. 33, 35, 37). Задания выполняются по учебнику: **C. Farrall, M. Lindsley «Professional English in Use, Marketing»**.

XII семестр

1. Используя данные методические указания выполнить **письменно контрольную работу № 12**. Для изучения грамматического материала получить в библиотеке учебник по английскому языку автора Ю. Голицынский.

2. Подготовить грамматический материал по контрольным работам для **устной** защиты.

3. **Прочитать тексты** (с.38 – 43 (LESSON 16-18)). **Выучить новые слова** (лексический минимум). Выполнить упражнения и подготовиться к **устному** ответу по ним. Подготовить три устных ответа (**10 предложений каждый**) в рамках упражнений: **Over to you** (с. 39, 41, 43). Задания выполняются по учебнику: **C. Farrall, M. Lindsley «Professional English in Use, Marketing»**.

Требования к зачету/ экзамену

1. Зачтенные контрольные работы.
2. Успешная устная защита контрольной работы.
3. Сдача устных разговорных тем.
4. Чтение и перевод текстов **C. Farrall, M. Lindsley «Professional English in Use, Marketing»**.
5. Сдача лексического минимума.

ТРЕБОВАНИЯ К ОФОРМЛЕНИЮ КОНТРОЛЬНОЙ РАБОТЫ

Письменные контрольные работы следует выполнять в отдельной рабочей тетради, указав на обложке свою фамилию, номер контрольной работы, свой шифр и адрес.

Контрольные работы необходимо писать ручкой аккуратно и разборчивым подчерком.

При выполнении контрольных работ нужно оставлять в тетради слева и справа широкие поля для замечаний преподавателя.

Материалы следует располагать по указанному образцу:

	Левая страница	Правая страница	
Поля	Английский текст	Русский текст	Поля

Если контрольная работа выполнена без соблюдения перечисленных указаний или не в полном объеме, она возвращается без проверки.

КОНТРОЛЬНОЕ ЗАДАНИЕ №11

I. Rewrite the sentences in the active.

1. The actor was paid \$ 10,000 to make the commercial.
2. She is going to be sent to Germany on business.
3. Designer clothes are sold in the shop.
4. The experiment was being done by the scientists.
5. The exhibition will be opened by the mayor.

II. Five people talk about their jobs. Match the jobs (1-5) to the people (a-e) and put the words in brackets into the correct forms.

1 *accountant*

3 *flight attendant*

5 *teacher*

2 *postwoman*

4 *software developer*

a Obviously, my work involves (travel) a lot. It can be quite physically (tire), I enjoy (deal) with customers, except when they become violent. Luckily this doesn't happen often.

b I like (work) with figures, but my job is much less (bore) and routine than people think. The work (involve) a lot of human contact and teamwork, working with other managers.

c Of course, it involves getting up quite easily in the morning. But I like (be) out in the open air. And I get a lot of exercise!

d You've got to think in a very logical way. The work can be mentally (tire), but it's very satisfying to write a program that works.

e I love my job. It's very (stimulate) and not at all (repeat): no two days are the same. It's good to see the children learn and develop.

III. Match the items which are similar in meaning.

1 bureaucracy

a) assessment

2 autonomy

b) remuneration

3 burnout

c) fringe benefits

4 pay

d) severance package

5 appraisal

e) independence

6 perks

f) breakdown

7 golden handshake

g) red tape

IV. Translate from Russian into English.

1. Основной задачей менеджера является мотивирование сотрудников на достижение цели.
2. Я хочу знать, когда были потеряны эти документы.
3. Нас приглашают посетить новую выставку.

4. Он должен быть внимательным и открытым по отношению к своим сотрудникам, а так же способным воодушевить и поддержать в принятии важного решения.

5. Их просили принять участие в этой работе.

V. Complete each sentence with the correct form of the word in bold. Sometimes you will need to use a negative form using a prefix (*un-, dis-, de-*).

1 satisfy

- a) Women are more with their jobs than men in many countries.
- b) Low pay and poor working conditions create workers.
- c) Small European countries are at the top of job league tables.

2 motivate

- a) What are the strongest factors in people's lives?
- b) Workers become if they work long hours for low pay.
- c) What was your for becoming a salesperson?

VI. In each group, cross out the word which does *not* begin with a prefix.

- | | | | |
|---|----------------|-----------------|---------------|
| 1 | a) discontinue | b) disincentive | c) distinguis |
| 2 | a) miserable | b) mismanageme | c) misinform |
| 3 | a) billboard | b) bimonthly | c) bilingual |
| 4 | a) reconnect | b) renowned | c) realign |
| 5 | a) predict | b) premium | c) prepaid |
| 6 | a) irrational | b) irreversible | c) irritable |

VII. Read this article and translate the 4th, 5th, 6th, parts.

Focus on Douglas Ivester, CEO of Coca-Cola

Ivester, a factory foreman's son and former accountant, stepped in smoothly to run Coca-Cola as CEO following the death of champion wealth creator Roberto Goizueta. Early in his job as Coke's chief, Goizueta had recognised Ivester's drive, commenting that he was the hardest-working man he had ever met. Together the two changed the company's operations and capital structure to maximize shareholder value.

Both of Ivester's parents were factory workers from a tiny mill town in Georgia. His parents were children of the depression, he recalls, 'strong savers, very strong religious values,' and had very high expectations for their only son. If he got an A, his father would say, 'They give A pluses, don't they?'

Doug Ivester is the guy who for nearly two years worked constantly to provide essential support to Roberto Goizueta as he not only turned Coca-Cola around but made it into a powerhouse. If you want to know just how driven Ivester is, know that more than a decade ago he set himself the goal of becoming the CEO and

chairman of Coca-Cola. Then he put on paper the dates by which he intended to do that.

By comparison with Goizueta, Ivester is an accountant by training, an introvert by nature. He worked systematically to obtain the breadth needed to be a modern chief executive - getting media coaching and spending three years' worth of Saturdays, six hours at a time, being tutored in marketing. He is a straight arrow, constantly encouraging his executives to 'do the right thing', yet he is fascinated with Las Vegas, which he visits once a year, gambling and people-watching a lot.

He is big on discipline, which to him means: be where you're supposed to be.

Dress the part (he is opposed to casual Fridays). Return phone calls promptly (employees know never to get too far away from their office voice-mail, even on weekends). Still, when directing his troops, he asks them to set 'aspirations' (difficult targets).

Hierarchy is out - it slows everything down; he communicates freely with people at all levels. The 'conventional' desk job is also out. Ivester prefers that employees think of themselves as knowledge workers - their office is the information they carry around with them, supported by technology that allows them to work anywhere. This really matters when your business is as large as Coke's, which gets 80% of its profit from overseas.

At Coke, business planning is no longer an annual ritual but a continual discussion - sometimes via voice-mail - among top executives. Technology is not just nice; it's crucial. Huge volumes of information don't frighten Ivester; he insists that they are necessary for 'real-time' decision-making. With past-generation executives, their style was more 'don't bring me your problems, bring me your solutions,' says Tim Haas, Senior Vice President and Head of Latin America. 'Doug thrives on finding the solutions.' 'In a world this complicated and fast-moving, a CEO can't afford to sit in the executive suite and guess,' Ivester says. He believes that many of America's executives 'are getting terribly isolated.'

VIII. Answer these questions about the article.

The writer says that 'Goizueta had recognised Ivester's drive' (part 1).

What does drive mean? How did Ivester show that he had this quality?

КОНТРОЛЬНОЕ ЗАДАНИЕ №12

I. Complete each sentence with the correct form of the word in bold. Sometimes you will need to use a negative form using a prefix (*un-*, *dis-*, *de-*).

fulfil

- a) Becoming Department Head was the of a lifelong ambition.
- b) He his role as manager very effectively.
- c) I feel in my job because I am not given enough responsibility.

inspire

- a) Jack Welch was an business leader who motivated employees.
- b) He has been an to the new members of staff.
- c) After an launch, the new model quickly failed.

frustrate

- a) You could see the building up in the workforce.
- b) I find talking to him because he never listens to anything I say.
- c) I felt so with their attitude that I decided to resign.

II. Use the words to complete the paragraph.

raw materials *salary* *social interaction* *labour*
consumer profile *status* *features* *labour costs* *benefits*
advertisement *taxes* *styles of management*

A company's marketing department should decide what type of person will buy their product and have a 1 _____ or description of the consumer in mind. They can design their advertisements. A good 2 _____ should describe the 3 _____ or characteristics of the product as well as the 4 _____ or advantages of buying the product.

The price of a product depends on various factors. Production costs are affected by the availability of 5 _____, or workers and the availability of 6 _____, or the things needed to make the goods. How much the company has to pay the workers, or 7 _____, is another factor, and also the amount the government charges the company in 8 _____.

The people who work for a company, or the company's labour force are the company's most important asset. Many different things motivate people to work, such as 9 _____, or money, 10 _____ or the position they hold in the company and society and the opportunity for 11 _____ and to meet other people. Different people like different things, and the way managers treat employees, i.e. their 12 _____ can be very important.

III. Read what people talk about their jobs. Think what type of job or working hours they mean.

- 1 I'm Alicia. I work in a public library in the afternoons from two until six.
- 2 My husband works in an office from 9 am to 5.30 pm.
- 3 Our daughter works in a bank from eight till five every day.
- 4 One week it's six-to-two, the next it's nights.
- 5 I'm David and I work in a café from 8 pm until midnight.
- 6 My wife works in local government and she can have this job for as long as she wants it.
- 7 I get in at nine o'clock and go home at five.
- 8 Our son is working on a farm for three weeks.
- 9 Our daughter is working in an office for four weeks.
- 10 I joined the company 10 year ago and I guess I'll be here for another ten.

IV. Complete the text with appropriate prepositions.

Rebecca lives in London and works in public relations. She leaves home ____ work at 7.30 am. She drives ____ work. The traffic is often bad and she worries about getting ____ work late, but she usually arrives ____ work at around nine. She finishes work quite late, at about eight. 'Luckily, I'm never ill,' she says. 'I could never take the time ____ work.' she loves what she does and is glad to be ____ work. Some of her friends are not so lucky: they are ____ work.

V. Translate from Russian into English.

1. Он говорит, что коробки будут упакованы через 20 минут.
2. Вас ожидают в среду.
3. Он был довольно официален в обращении к сотрудникам.
4. Его просят прийти сюда.
5. Если бы он был более заинтересованным и внимательным к людям, он мог бы считаться неплохим менеджером.
6. Когда будет отправлена эта телеграмма?
7. Об этой статье много говорят.

VI. Choose the correct verb in each sentence.

- 1 Sales staff who are impolite to customers *disrupt* / *damage* the reputation of a company.
- 2 We are planning to *promote* / *establish* branch offices in Singapore.
- 3 By merging with a US company, we greatly *strengthened* / *maintained* our sales force.
- 4 Our image has been *fostered* / *undermined* by poor after-sales service.
- 5 Thanks to a new communications system, we are *souring* / *improving* relations with suppliers.

- 6 A strike at our factory *resumed / disrupted* production for several weeks.
- 7 We could not agree on several points so we *broke off / cut off* talks regarding a joint venture.
- 8 The success of our new product launch was *resumed / jeopardised* by an unimaginative advertising campaign.
- 9 In order to gain market share in China, we are *building up / cutting off a* sales network there.
- 10 Relations between the two countries have been *endangered / fostered* by official visits and trade delegations.

VII. Read this article and translate the 4th, 5th, 6th, parts.

The bolt that holds the Ikea empire together

Ingvar Kamprad is no ordinary multi-billionaire. The founder of the Ikea furniture empire travels economy class, drives a 10-year-old Volvo and buys his fruit and vegetables in the afternoon, when prices are often cheaper. Ask him about luxuries in his life and he says: ‘From time to time, I like to buy a nice shirt and cravat and eat Swedish caviar.’

Mr. Kamprad is one of the Europe’s greatest post-war entrepreneurs. What began as a mail-order business in 1943 has grown into an international retailing phenomenon across 31 countries, with 70,000 employees.

Sales have risen every single year. The Ikea catalogue is the world’s biggest annual print run – an incredible 110m copies a year. And Mr. Kamprad has grown extraordinary rich. He is worth \$13.4bn (£8.7bn) and is the 17th richest person in the world, according to Forbes, the US magazine.

The concept behind Ikea’s amazing success is unbelievably simple: make affordable, well-designed furniture available to the masses. And then there is Mr. Kamprad himself – charismatic, humble, private. It is his ideas and values that are at the core of the Ikea’s philosophy.

Best known for his extremely modest lifestyle, he washes plastic cups to recycle them. He has just left his long-standing Swedish barber because he found one in Switzerland, where he lives, who charges only SFr 14 (£6) for a cut. ‘That’s a reasonable amount,’ he chuckles.

All Ikea executives are aware of the value of cost-consciousness. They are strongly discouraged from travelling first or business class. ‘There is no better form of leadership than setting a good example. I could never accept that I should travel first class while my colleagues sit in tourist class,’ Mr. Kamprad says.

As he walks around the group’s stores, he expresses the feeling of ‘togetherness’ physically, clasping and hugging his employees. This is very uncharacteristic of Sweden. ‘Call me Ingvar,’ he says to staff. The informality and lack of hierarchy are emphasised by his dress style, with an open-necked shirt preferred to a tie.

Mr. Kamprad has had both personal and business battles. He has fought against dyslexia and illness.

One of Mr. Kamprad's characteristics is his obsessive attention to detail. When he visits his stores, he talks not only to the managers but also to floor staff and customers. A recent visit to six of the group's Swedish stores has produced '100 details to discuss,' he says.

By his own reckoning, his greatest strength is choosing the right people to run his business.

He is determined that the group will not go public, because short-term shareholder demands conflict with long-term planning. 'I hate short-termist decisions. If you want to take long-lasting decisions, it's very difficult to be on the stock exchange. When entering the Russian market, we had to decide to lose money for 10 years.'

Mr. Kamprad has been slowly withdrawing from the business since 1986, when he stepped down as a group president. He maintains that he is still 'too much involved and in too many details,' although he admits to a distinct reluctance to withdraw altogether.

The question is: can there be an eternal Ikea without Mr. Kamprad? Does the group depend too much on its founder? Will the empire continue, as control of Ikea gradually moves to Mr. Kamprad's three sons?