Дисциплина **Профессионально-ориентированный Иностранный язык**

 **Специальность 5В 51300 Мировая экономика**

Курс 1, к/о, осенний семестр, 5 кредита, обязательный 1 ВАРИАНТ

**ИТОГОВЫЙ ЭКЗАМИНАЦИОННЫЙ КОНТРОЛЬ**

**Grammar test.**  **Задание 1: грамматический тест множественного набора (20 вопросов, 2 балла за правильный ответ, максимум 40 баллов):**

1. **References ... in the examination room.**
A. not used
B. no use
С are not used

2**. This train often leaves ... the time on the schedule.**A. later than B. more late than
С later
**3. One should take not only cash . . . .**A. but traveler's checks
B. except traveler's checks
С but also traveler's checks
**4. By the next century, the computer . . . a necessity in every home.**A. will have become
B. becoming
С has become
**5. I can .. . tolerate living with my roommates.**A. longer
B. по longer
C. not longer
**6. We haven't heard from Jim . . . a year**.
A. -
B. since
С for
**7. Everyone who majors in economics,… history of Economics.**
A. study
B. studies
С have studied
**8. We are much more concerned... efficiency than expansion.**A. of
B. to
С with
**9. A good team . . . of both recruiting and coaching.**
A. are a result
B. is a result
С results
**10. Could I... your dictionary to check my composition?**A. lend
B. lent
С borrow

**11.Unfortunately, most of our students are not... the task.**A. adequate to
B. adequate as
С adequate of
**12.Steve was particularly respected. .. his integrity.**A. of
B. for
С about
**13...., the company's performance proved to be successful.**A. Wholly
B. Whole
С. As a whole
**14.The article . . . for tomorrow**.
A. translated
B. is translated
С is to be translated
**15.David has studied hard . ..**A. success
B. to succeed
С for succeed
**16.There is a *tendency* to select some details and to ignore others.**
A. trend
B. prejudice
C. security
**17.The present Government has *modified* this approach.**A. improved
B. changed
С discovered
**18. There was a *limit* on what we could buy.**A. basement
B. expense
C. boundary
**19. A balance of international payment refers to the net result of the
business a nation *carries on* with other nations in a given period.**A. cancels
B. appropriates
С transacts
**20.The professor spoke to us in a *severe* voice.**A. vague
B. Harsh

C. terrible

**2 Choose the best words to complete these sentences. Лексико-грамматический тест множественного набора (20 вопросов, 2 балла за правильный ответ, максимум 40 баллов):**

**1 We’ve built two new \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ because we want to increase our stock of materials**.

 **a)** outlets **b)** warehouses **c)** service centers

**2 We have staff in our \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ answering the telephone and dealing with customer’s questions twenty-four hours a day, seven days a week.**

 **a)** call centre **b)** distribution centre **c)** subsidiary

**3 The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ department carries out research in their laboratory.**

 **a)** R&D **b)** customer services **c)** IT

4 **Our \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are in central London but we manufacture our products all over the country.**

 a) Factories b) headquarters c) plants

5 **The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ department deals with payroll and all other money-related matters**.

 a) Legal b) production c) finance

6 **Two men were arrested for using PayPal for money\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

 a) fixing b) trading c) laundering

7 **Selling your company’s secrets to a rival is called industrial**

 a) fraud b) espionage c) pollution

8 **I refuse to work for a company that does animal\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

 a) fraud b) discrimination c) testing

9 **Bay will close your account if they find you’re selling counterfeit**

 a) goods b) corruption c) fixing

10 **We need a strong negotiator, someone who’s really\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

 a) assertive b) diffident c) formal

11 **If you have a clear understanding of what you can and can’t do, you’re**

 a) cautious b) casual c) realistic

12 **He would do anything to succeed. He’s completely\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

 a) principled b) ruthless c) laid-back

13 **If you choose a course of action and you stand by your choice, you’re**

 a) critical b) decisive c) radica

14 . **A lot of local businesses \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ adverts in our newspaper**

a) endorse b) target c) place

15 **Creating clever and memorable \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ such as ‘Mr Muscle loves the jobs you don’t’ is the job of advertising agencies.**

a) slogans b) flyers c) samples

16 **The company’s new global advertising campaign, which will \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in Japan, Europe and the US, will cost $3m.**

 a) promote b) run c) sponsor

17 **Many people are beginning to criticize the widespread practice of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ marketing, in which companies recruit bloggers to talk about products in exchange for samples or promotions.**

a) banner b) viral c) outdoor

18 **Through blogs and services such as Face book and Twitter, companies are able to** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ more directly with consumers.

a) endorse b) exhibit c) communicate

**19 If you would like more information, please help yourself to one of our** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) leaflets b) pop-ups c) billboards

**20 An effective advert is one that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the consumer to buy the product or service it advertises.**

 a) influence b) promotes c) persuades

**3. READING (10 вопросов, 2 балла за правильный ответ, максимум 20 баллов):**

**Markets**

Reports in the press tend to say "the market did this" or "the market expected good news on the economic front", as if the market were a single living entity with a single conscious mind. This is not, of course, the case. To understand reports of market behavior you have to bear in mind the way the market works.

A market is simply a mechanism, which allows individuals or organizations to trade with each other. Markets bring together buyers and sellers of goods and services. In some cases, such as a local fruit stall, buyers and sellers meet physically. In other cases, such as the stock market , business can be transacted over the telephone, almost by remote control. There's no need to go into these details. Instead, we use a general definition of markets.

A market is a shorthand expression for the process by which households' decisions about consumption of alternative goods, firms' decisions about what and how to produce, and workers' decisions about how much and for whom to work are all reconciled by adjustment of prices.

Prices of goods and of resources, such as labor, machinery and land, adjust to ensure that scarce resources are used to produce those goods and services that society demands.

Much of economics is devoted to the study of how markets and prices enable society to solve the problems of what, how and for whom to produce. Suppose you buy a hamburger for your lunch. What does this have to do with markets and prices? You chose the cafe because it was fast, convenient and cheap. Given your desire to eat, and your limited resources, the low hamburger price told you that this was a good way to satisfy your appetite. You probably prefer steak but that is more expensive. The price of steak is high enough to ensure that society answers the "for whom" question about lunchtime steaks in favor of someone else.

Now think about the seller's viewpoint. The cafe owner is in business because, given the price of hamburger meat, the rent and the wages that must be paid, it is still possible to sell hamburgers at a profit. If rents were higher, it might be more profitable to sell hamburgers in a cheaper area or to switch to luxury lunches for rich executives on expense accounts. The student behind the counter is working there because it is a suitable part-time job, which pays a bit of money. If the wage were much lower it would hardly be worth working at all. Conversely, the job is unskilled and there are plenty of students looking for such work, so owners of cafes do not have to offer very high wages.

Prices are guiding your decision to buy a hamburger, the owner's decision to sell hamburgers, and the student's decision to take the job. Society is allocating resources – meat, buildings, and labour – into hamburger production through the price system. If nobody liked hamburgers, the owner could not sell enough at a price that covered the cost of running the cafe and society would devote no resources to hamburger production. People's desire to eat hamburgers guides resources into hamburger production. However, if cattle contracted a disease, thereby reducing the economy's ability to produce meat products, competition to purchase more scarce supplies of beef would bid up the price of beef, hamburger producers would be forced to raise prices, and consumers would buy more cheese sandwiches for lunch. Adjustments in prices would encourage society to reallocate resources to reflect the increased scarcity of cattle. There were several markets involved in your purchase of a hamburger. You and the cafe owner were part of the market for lunches. The student behind the counter was part of the local labour market. The cafe owner was part of the local wholesale meat market and the local market for rented buildings. These descriptions of markets are not very precise. Were you part of the market for lunches, the market for prepared food or the market for sandwiches to which you would have turned if hamburgers had been more expensive? That is why we have adopted a very general definition of markets, which emphasizes that they are arrangements through, which prices influence the allocation of scarce resources.

***I..True or false***

1. To understand reports of market behavior you have to bear in mind the way the market works.
2. A market is complicated a mechanism, which allows individuals or organizations to trade with each other
3. Prices of goods and of resources, such as labor, machinery and land, adjust to ensure that scarce resources are used to produce those goods and services that society supplies
4. Much of economics is devoted to the study of how markets and prices enable society to solve the problems of what, how and for whom to produce.
5. Reports in the press tend to say "the market didn`t this" or "the market expected good news on the economic front", as if the market were a single living entity with a single conscious mind.

***II. Fill in the gaps with the -words and expressions from the text***

1. To understand reports of market behavior you have to \_\_ the way the market works.

2. A market is a \_\_ expression for the process by which households' decisions about consumption of alternative goods, firms' decisions about what and how to produce, and workers' decisions about how much and for whom to work are all \_\_ by \_\_.

3. Much of economics is devoted to the study of how markets and prices \_\_ society to solve the problems./

4.Society answers the "for whom" question about lunchtime steaks \_\_ someone else.

5. The cafe owner is in business because it is still possible to sell hamburgers \_\_.