

Документ подписан простой электронной подписью
 Информация о владельце:
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6. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ

Цель – оценить уровень усвоения знаний по программе.
 Процедура: тестирование проводится с использованием «Системы управления обучением СГЭУ». Слушателям предлагается для ответа 30 вопросов по разделам программы, предполагающие выбор варианта ответа.

№ п/п	Формулировка вопроса и варианты ответа
1	What is considered a departure from academic integrity and is subject to remedies and sanctions? a) social responsibility of business b) the fundamental values of honesty, trust, fairness, respect and responsibility +c) plagiarism, use of unauthorized materials, facilitation, forgery and falsification d) moral principles
2	The formation of ethnic and national cultures is based on... a) Community of religious ideas, + b) Unity of language, c) Cohabitation of people in a certain territory, d) Unity of origin.
3	What material is necessary for the formation of foreign language information competence of students: a) using a set of exercises compiled on the material from the Internet b) with the use of a set of exercises compiled on the information material + c) using a set of exercises, compiled on information-rich material in accordance with the information and educational needs of students d) with the use of a set of exercises compiled on a rich educational material
4	What technology provides person-centered learning: a) testing b) grammatical-translation method +c) project method d) direct method
5	What have many universities made compulsory for higher education lecturers? a) providing constructive feedback to each student b) answering queries from students via e-mails, telephone and face-to-face contact +c) the completion of postgraduate teaching qualifications courses accredited by the Higher Education Academy d) using a variety of new and more traditional techniques
6	Which degrees will potential higher education lecturers be expected to hold? a) which provide support for the other academics involved in the same field b) which help to perform administrative tasks + c) which are relevant to the academic field they wish to become involved in on a professional basis d) which help to organize the publication of research
7	What is a primary function of a scientific meeting? a) to write a scientific conference abstract

	<ul style="list-style-type: none"> b) to conduct experiments and discuss the results c) to publish the results of new research +d) to serve a primary venue for scientists to present their new work to their colleagues with the purpose of receiving feedback at an early stage of their research
8	<p>What are doctorates divided into in some parts of Europe?</p> <ul style="list-style-type: none"> a) the PHD and the MRes (Master of Research) degrees b) the MS (Master of Science) and MPhil (Master of Philosophy) degrees c) the DBA (Doctorate in Business Administration and the Bachelor) degrees +d) the PHD or “junior doctorate” and the “higher doctorates” such as the DSc (Doctor of Science) which is generally awarded to highly distinguished professors
9	<p>What determines the communicative value of educational material in foreign languages:</p> <ul style="list-style-type: none"> a) meeting the personal educational needs of each student b) frequency of occurrence in the literature c) compliance with the norms and rules established in a particular cultural community +d) frequency of occurrence in the conditions of natural communication and correspondence norms and rules established in a particular cultural community, learning objectives and personal educational needs of each student
10	<p>The principle of concentration and minimization used in the selection of educational material allows:</p> <ul style="list-style-type: none"> a) increase the time of learning b) reduce the time of verification of acquired knowledge c) improve the quality of learning material +d) to reduce the time of learning
11	<p>What is work motivation?</p> <ul style="list-style-type: none"> a) setting goals b) positive incentive c) the anticipated reward +d) a set of energetic forces that originate both within as well as beyond an individual’s being, to initiate work-related behaviour and to determine its form, direction, intensity and duration
12	<p>What are four main strategies of dealing with cultural challenges in an organization?</p> <ul style="list-style-type: none"> a) planning, performance reviewing, employee development, processing b) analysis, communication, management, organization c) team-working, assuming, making decisions, innovating +d) adaption, structural intervention, managerial intervention, exit
13	<p>What is meant by the term “educational Internet technologies in teaching foreign languages”:</p> <ul style="list-style-type: none"> a) methods of teaching a foreign language using Internet resources b) forms of teaching a foreign language using Internet resources c) methods and techniques of teaching a foreign language using Internet resources +d)) a set of forms, methods, techniques of teaching a foreign language using the resources of the Internet
14	<p>Which of the following does NOT refer to business letters?</p> <ul style="list-style-type: none"> a) A letter of complaint b) A marketing letter c) A letter of reference + d) A letter of credit
15	<p>What kind of structure do most companies have?</p>

	<ul style="list-style-type: none"> a) a functional structure b) a divisional structure c) a matrix structure + d) a hierarchical or pyramidal structure
16	<p>What are two ways for multinational companies to be managed?</p> <ul style="list-style-type: none"> a) to use the same set of goals, practices and principles everywhere b) to set a joint venture with local firm c) to form an alliance + d) to use similar methods in all their foreign subsidiaries or adapt their methods to the local culture in each country or continent
17	<p>Mark the correct sequence of the beginning of a business letter structure.</p> <ul style="list-style-type: none"> a) address of the recipient, address of the sender, date, salutations b) salutations, date, address of the sender, address of the recipient c) date, address of the sender, address of the recipient, salutations +d) address of the sender, address of the recipient, date, salutations
18	<p>What information is repeated in the business letter?</p> <ul style="list-style-type: none"> a) follow up b) statement c) approbation +d) opening sentence
19	<p>The process of mutual borrowing of behaviors and values of cultures in their communication with each other is called::</p> <ul style="list-style-type: none"> a) acculturation; b) communication. c) integration; + d) assimilation;
20	<p>The process of deepening cultural interaction and interaction between States, national and cultural groups and historical and cultural areas in the formation of a single cultural space is called:</p> <ul style="list-style-type: none"> a) assimilation b) ghetto.; c) cultural integration; +d) partial assimilation
21	<p>The term "cultural universals" means:</p> <ul style="list-style-type: none"> a) values of spiritual culture; + b)) basic values inherent in all types of cultures; c) values of the dominant culture d) values of material culture.
22	<p>Which point is obligatory to be included in a letter of recommendation?</p> <ul style="list-style-type: none"> a) the age of the applicant + b) the professional skills of an applicant c) the characteristics of the applicant d) the appearance of an applicant
23	<p>What is the difference between a CV and a resume?</p> <ul style="list-style-type: none"> a) one is a British version of a word the other is American +b) the first is a short synopsis, the second is an extended version

	<p>c) the structure of the blocks within a body of the letter</p> <p>d) interchangeable names of the same phenomenon</p>
24	<p>The stressful impact of another culture on a person or society is called:</p> <p>a) cultural conflict;</p> <p>+b) culture shock;</p> <p>c) cultural explosion;</p> <p>d) cultural saturation.</p>
25	<p>What thing may not be called a “hook” in the presentation?</p> <p>a) A personal story</p> <p>+ b) a possible effect</p> <p>c) an amazing statistic</p> <p>d) An unusual question</p>
26	<p>Which tip is effective for a successful brainstorming session?</p> <p>a) be as loud as possible while expressing your opinion</p> <p>+ b) listen carefully to as many opinions as possible</p> <p>c) interrupt other speakers as many times as you can</p> <p>d) insist on your point of view</p>
27	<p>Which of the qualities mentioned do refer to a good communicator?</p> <p>a) vague, hesitant, rambling</p> <p>+ b) eloquent, persuasive, succinct</p> <p>c) inhibited, digressive, sidetracked</p> <p>d) inattentive, inexplicable, uncharismatic</p>
28	<p>According to cultural stereotypes, this country is famous for being very sensitive to time-tables, schedules, and delays in general.</p> <p>a) France</p> <p>+ b) Germany</p> <p>c) Brazil</p> <p>d) Egypt</p>
29	<p>What is business ethics?</p> <p>a) legally entitled rights and liabilities</p> <p>b) history of business the aim of which is to determine the fundamentals of a company</p> <p>+c) a form of applied ethics or professional ethics that examines ethical principles and moral or ethical problems that arise in a business environment</p> <p>d) a subject to remedies</p>
30	<p>According to the book, The Art of Winning, Henry Miles said that successful negotiations should include several steps. The initial letters of the names of the steps formed one word. Which word was it?</p> <p>a) respond</p> <p>+b) respect</p> <p>c) exchange</p> <p>d) success</p>