

Документ подписан простой электронной подписью

Информация о владельце:

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6. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ

Цель – оценить уровень усвоения знаний по программе.

Процедура тестирования 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	<p>Could you specify the forms of academic misconduct that trigger corrective measures and disciplinary sanctions?</p> <p>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</p>
2	<p>The emergence of ethnic and national cultures stems from...</p> <p>a) Community of religious ideas, + b) Unity of language, c) Cohabitation of people in a certain territory, d) Unity of origin.</p>
3	<p>Which educational resources are necessary to foster foreign language information competence among students?</p> <p>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</p>
4	<p>What technologies enable a person-centered approach to learning?</p> <p>a) testing b) grammatical-translation method +c) project method d) direct method</p>
5	<p>What new obligations have many universities imposed on higher education lecturers?</p> <p>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</p>
6	<p>Which academic degrees do universities usually expect from potential higher education lecturers?</p>

	<ul style="list-style-type: none"> 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	<p>What key role does a scientific meeting serve?</p> <ul style="list-style-type: none"> a) to write a scientific conference abstract 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>How are doctorates categorized in some European countries?</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 key elements shape the communicative value of foreign language teaching resources?</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 <p>norms and rules established in a particular cultural community, learning objectives and personal educational needs of each student</p>
10	<p>The principle of concentration and minimization in selecting educational material enables:</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>How can work motivation be defined?</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 effective strategies for handling cultural challenges in a company?</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 does the term «educational Internet technologies in teaching foreign languages» refer to?</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>Identify which of the following is not classified as a business letter.</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 organizational structure is prevalent in most companies?</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>Identify two ways to organize the management of multinational companies.</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>Indicate the correct order of elements at the beginning of a business letter.</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 pieces of information tend to appear more than once in a business letter?</p>

	<ul style="list-style-type: none"> a) follow up b) statement c) approbation +d) opening sentence
19	<p>What term describes the mutual exchange of cultural behaviors and values that occurs when cultures interact?</p> <ul style="list-style-type: none"> a) acculturation; b) communication. c) integration; + d) assimilation;
20	<p>The growing interconnection of cultures, nations, and historical regions in forming a common cultural environment is referred to as:</p> <ul style="list-style-type: none"> a) assimilation b) ghetto.; c) cultural integration; +d) partial assimilation
21	<p>How can the concept of «cultural universals» be defined?</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 component is essential for a complete 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>How do a CV and a resume differ from each other?</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 c) the structure of the blocks within a body of the letter d) interchangeable names of the same phenomenon
24	<p>The negative psychological impact that a foreign culture can have on an individual or society is known as:</p> <ul style="list-style-type: none"> a) cultural conflict; +b) culture shock; c) cultural explosion; d) cultural saturation.

25	<p>Identify something in a presentation that is not classified as a “hook”.</p> <ul style="list-style-type: none"> a) A personal story + b) a possible effect c) an amazing statistic d) An unusual question
26	<p>Which advice can help make a brainstorming session more productive?</p> <ul style="list-style-type: none"> a) be as loud as possible while expressing your opinion + b) listen carefully to as many opinions as possible c) interrupt other speakers as many times as you can d) insist on your point of view
27	<p>Identify which of the listed qualities apply to a good communicator.</p> <ul style="list-style-type: none"> a) vague, hesitant, rambling + b) eloquent, persuasive, succinct c) inhibited, digressive, sidetracked d) inattentive, inexplicable, uncharismatic
28	<p>Cultural stereotypes often portray this country as highly punctual, with a great respect for timetables and a low tolerance for lateness.</p> <ul style="list-style-type: none"> a) France + b) Germany c) Brazil d) Egypt
29	<p>Could you explain the concept of business ethics?</p> <ul style="list-style-type: none"> a) legally entitled rights and liabilities b) history of business the aim of which is to determine the fundamentals of a company +c) a form of applied ethics or professional ethics that examines ethical principles and moral or ethical problems that arise in a business environment d) a subject to remedies
30	<p>Henry Miles, in his book <i>The Art of Winning</i>, proposed a sequence of steps for effective negotiations. Combining the first letters of those steps gives a specific word. What is that word?</p> <ul style="list-style-type: none"> a) respond +b) respect c) exchange d) success

6.1 Шкала и критерии тестирования

Минимальный ответ (% правильных ответов) и оценка 2	Изложенный, раскрытый ответ (% правильных ответов) и оценка 3	Законченный, полный ответ (% правильных ответов) и оценка 4	Образцовый; достойный подражания ответ (% правильных ответов) и оценка 5
50% и менее	51-71%	72-92%	93-100%