

**ЧАСТНОЕ ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ
ПРОФЕССИОНАЛЬНОГО ОБРАЗОВАНИЯ
«СТАВРОПОЛЬСКИЙ МНОГОПРОФИЛЬНЫЙ КОЛЛЕДЖ»**

УТВЕРЖДАЮ

Директор

_____ Н.В. Кандаурова
« _____ » _____ 2026 г.

**КОМПЛЕКТ ОЦЕНОЧНЫХ МАТЕРИАЛОВ
ПО УЧЕБНОЙ ДИСЦИПЛИНЕ**

«Иностранный язык в профессиональной деятельности»

программы подготовки специалистов среднего звена (ППССЗ) по специальности:

38.02.01 «Экономика и бухгалтерский учет»

(по отраслям)

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Владелец: Кандаурова Наталья
Владимировна, директор
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КОМ является фондом оценочных материалов (далее – ФОМ) по учебной дисциплине Иностранный язык в профессиональной деятельности. КОМ составлен с учетом профиля подготовки и является частью ФОМ программы подготовки специалистов среднего звена (далее ППССЗ) по специальности СПО 38.02.01 «Экономика и бухгалтерский учет».

Разработчики

Частное образовательное учреждение профессионального образования
«Ставропольский многопрофильный колледж»

Еристова А.А. преподаватель иностранного языка

РАССМОТРЕНО

на заседании кафедры ««Экономики и туризма».

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1. ПАСПОРТ ФОНДА ОЦЕНОЧНЫХ СРЕДСТВ ДЛЯ ПРОВЕДЕНИЯ ТЕКУЩЕГО КОНТРОЛЯ И ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ

1.1 Область применения ФОС дисциплины

Фонд оценочных средств текущего контроля и промежуточной аттестации предназначен для объективной оценки уровня сформированности компетенций в ходе проведения текущего контроля и промежуточной аттестации по дисциплине Иностранный язык в профессиональной деятельности.

1.2 Место дисциплины в структуре основной профессиональной образовательной программы

Дисциплина Иностранный язык в профессиональной деятельности относится к общепрофессиональным дисциплинам социально-гуманитарного и социально-экономического учебного цикла раздела профессиональной подготовки.

1.3. Результаты освоения дисциплины, подлежащие проверке

Результаты (освоенные общие и профессиональные компетенции)	Основные показатели оценки результата	Формы и методы контроля и оценки
ОК 09	Умения: <ul style="list-style-type: none">- строить простые высказывания о себе и о своей профессиональной деятельности; (У-1)- взаимодействовать в коллективе, принимать участие в диалогах на общие и профессиональные темы (У-2)- применять различные формы и виды устной и письменной коммуникации на иностранном языке при межличностном, межкультурном и профессиональном взаимодействии; (У-3)- понимать общий смысл четко произнесенных высказываний на общие и базовые профессиональные темы; (У-4)- понимать тексты на базовые профессиональные темы; (У-5)- составлять простые связные сообщения на общие или профессиональные темы; (У-6)- общаться (устно и письменно) на иностранном языке на профессиональные и повседневные темы; (У-7)- переводить иностранные тексты профессиональной направленности (со словарем); (У-8)	Тестирование; устный опрос; письменного опроса; выполнение практических заданий.

	<p>- самостоятельно совершенствовать устную и письменную речь, пополнять словарный запас; (У-9)</p> <p>Знания:</p> <ul style="list-style-type: none"> - лексический и грамматический минимум, относящийся к описанию предметов, средств и процессов профессиональной деятельности; (З-1) - лексический и грамматический минимум, необходимый для чтения и перевода текстов профессиональной направленности (со словарем); (З-2) - общеупотребительные глаголы (общая и профессиональная лексика); (З-3) - правила чтения текстов профессиональной направленности; (З-4) - правила построения простых и сложных предложений на профессиональные темы; (З-5) - правила речевого этикета и социокультурные нормы общения на иностранном языке; (З-6) - формы и виды устной и письменной коммуникации на иностранном языке при межличностном и межкультурном взаимодействии; (З-7) 	
ОК 09.		Зачёт

1.4 Перечень общих и профессиональных компетенций

В результате освоения дисциплины формируются следующие компетенции:

ОК 09. Пользоваться профессиональной документацией на государственном и иностранном языках.

1. СТРУКТУРА И СОДЕРЖАНИЕ ФОНДА ОЦЕНОЧНЫХ СРЕДСТВ

2.1 Структура и распределение результатов освоения дисциплины и методов контроля

Контролируемые (разделы) темы дисциплины (в соответствии с программой)	Код оцениваемой компетенции	Освоенные умения	Усвоенные знания	Форма контроля (текущий контроль / промежуточная аттестация)	Наименование элемента оценочного средства (методы контроля)
Applied Economics. Economics as a science. The laws of economics. The law of Demand. Law of Supply.	OK 09	У-1, У-2, У-3, У-4, У-5, У-6, У-7, У-9	З-1, З-3, З-6, З-7	Текущий контроль	Устный опрос, практические задания
Past Perfect Tense. Future Perfect Tense.	OK 09	У-1, У-2, У-3, У-4, У-5, У-6, У-7, У-9	З-1, З-3, З-6, З-7	Текущий контроль	Письменный опрос, практические задания
Passive Voice Simple. Passive Voice Continuous. Passive Voice Perfect.	OK 09	У-1, У-2, У-3, У-4, У-5, У-6, У-7, У-9	З-1, З-3, З-6, З-7	Текущий контроль	Устный опрос, практические задания
Money and Its Functions.	OK 09	У-1, У-2, У-3, У-4, У-5, У-6, У-7, У-9	З-1, З-3, З-6, З-7	Текущий контроль	Устный опрос, практические задания
The Sources of Income.	OK 09	У-1, У-2, У-3, У-4, У-5, У-6, У-7, У-9	З-1, З-3, З-6, З-7	Текущий контроль	Письменный опрос, практические задания
Accounting and its financial statements. Balance sheet. Income statement.	OK 09	У-1, У-2, У-3, У-4, У-5, У-6, У-7, У-9	З-1, З-3, З-6, З-7	Текущий контроль	Устный опрос, практические задания
Конструкция used to.	OK 09	У-1, У-2, У-3, У-4, У-5, У-6, У-7, У-9	З-1, З-3, З-6, З-7	Текущий контроль	Устный опрос, практические задания
Prepositions of place.	OK 09	У-1, У-2, У-3, У-4, У-5, У-6, У-7, У-9	З-1, З-3, З-6, З-7	Текущий контроль	Письменный опрос, практические задания

Prepositions of time.		3, Y-4, Y-5, Y-6, Y-7, Y-9		контроль	опрос, практические задания
Cash flow statement.	OK 09	Y-1, Y-2, Y-3, Y-4, Y-5, Y-6, Y-7, Y-9	3-1, 3-3, 3-6, 3-7	Текущий контроль	Устный опрос, практические задания
Taxation. Objective of taxation. Principles of taxation. Tax return.	OK 09	Y-1, Y-2, Y-3, Y-4, Y-5, Y-6, Y-7, Y-9	3-1, 3-3, 3-6, 3-7	Текущий контроль	Письменный опрос, практические задания
Marketing and its functions. Marketing strategy. Marketing tactics.	OK 09	Y-1, Y-2, Y-3, Y-4, Y-5, Y-6, Y-7, Y-9	3-1, 3-3, 3-6, 3-7	Текущий контроль	Письменный опрос, практические задания
Direct and Indirect speech. Direct and Indirect speech. (Imperative Mood). Direct and Indirect speech. (Questions)	OK 09	Y-1, Y-2, Y-3, Y-4, Y-5, Y-6, Y-7, Y-9	3-1, 3-3, 3-6, 3-7	Текущий контроль	Письменный опрос, практические задания
Marketing, its customers, distributors and facilities.	OK 09	Y-1, Y-2, Y-3, Y-4, Y-5, Y-6, Y-7, Y-9	3-1, 3-3, 3-6, 3-7	Текущий контроль	Письменный опрос, практические задания
The First Conditional. The Second Conditional.	OK 09	Y-1, Y-2, Y-3, Y-4, Y-5, Y-6, Y-7, Y-9	3-1, 3-3, 3-6, 3-7	Текущий контроль	Письменный опрос, практические задания
Экзамен	OK 09	Y-1, Y-2, Y-3, Y-4, Y-5, Y-6, Y-7, Y-8, Y-9	3-1, 3-2, 3-3, 3-4, 3-5, 3-6, 3-7	Промежуточная аттестация	Билеты к экзамену

3. ТИПОВЫЕ ЗАДАНИЯ ДЛЯ ОЦЕНКИ ОСВОЕНИЯ ДИСЦИПЛИНЫ В ФОРМЕ ТЕКУЩЕГО КОНТРОЛЯ

3.1 Вопросы для устного опроса по дисциплине

1. Applied Economics. Economics as a science.
2. The laws of economics. The law of Demand. Law of Supply.
3. Money and Its Functions.
4. The Sources of Income.
5. Accounting and its financial statements.
6. Balance sheet.
7. Income statement.
8. Cash flow statement.
9. Taxation. Objective of taxation.
10. Principles of taxation.
11. Tax return.
12. Marketing and its functions.
13. Marketing strategy.
14. Marketing tactics.
15. Marketing, its customers, distributors and facilities.
16. Past Perfect Tense.
17. Future Perfect Tense.
18. Passive Voice Simple.
19. Passive Voice Continuous.
20. Passive Voice Perfect.
21. Конструкция used to.
22. Prepositions of place.
23. Prepositions of time.
24. Direct and Indirect speech.
25. Direct and Indirect speech. (Imperative Mood).
26. Direct and Indirect speech. (Questions)
27. The First Conditional.
28. The Second Conditional.

Критерии оценки:

Оценка «отлично» выставляется студенту, если дан правильный и полный ответ на вопросы.

Оценка «хорошо» выставляется студенту, если дан правильный, но не достаточно полный и логичный ответ на вопросы.

Оценка «удовлетворительно» выставляется студенту, если дан частично правильный ответ на вопросы.

Оценка «неудовлетворительно» выставляется студенту, если не дан правильный ответ на вопросы.

3.2 Комплект заданий

Решение практических заданий

Раскройте скобки, употребляя глаголы в Present Continuous или в Present Simple.

1. You (to have) any idea where Rick (to be)? I (not see) him at work now.
2. Hurry up! We (not to have) much time to spend here. — I (to come)!
3. She (to try) to lose weight, but I (think) she (not to try) to do her best.
4. She (to think) he (to drive) dangerously now.
5. I (to think) she often (to worry).

Практическое задание №2.

Answer the questions on the topic " The System of Education in Russia"

1. Is the system of education in Russia highly developed?
2. What establishments are organized for children from 2 to 6?
3. What do children do in the kindergartens?
4. What age is the compulsory school age in Russia?
5. How many years does the primary school include?
6. What subjects do pupils of the middle school study?

Практическое задание №3.

Use the following verbs to complete the sentences. Sometimes you need the negative:

believe eat flow go grow make rise tell translate

- | | |
|-----------------------------------|----------------------------------|
| 1. The earth round the sun. | 7. An interpreter from one |
| 2. Rice in Britain. | language into another. |
| 3. The sun in the east. | 8 Liars are people who |
| 4. Bees honey. | the truth. |
| 5. Vegetariansmeat. | 9 The River Amazon |
| 6. An atheist in God. | into the Atlantic Ocean. |

Практическое задание №4.

Answer the questions on the topic "Ecological problems"

1. Are the ecological problems important today?
2. What causes air pollution and what kind of emissions are emitted into the air?
3. How can acid rain be caused?
4. Why are trees important for life on earth?
5. How does water pollution occur?

Практическое задание №5.

Put the verb into the correct form, present continuous or present simple.

1. Let's go out. It (not / rain) now.
2. Julia is very good at languages. She (speak) four languages very well.
3. Hurry up! Everybody (wait) for you.
4. '..... (you / listen) to the radio?' 'No, you can turn it off.'
5. '..... (you / listen) to the radio every day?' 'No, just occasionally.'

Практическое задание №6.

Answer the questions on the topic “Our Health”

1. How does our health depend on our lifestyle?
2. What can people do to stay healthy?
3. Is sport a hobby or a part of your everyday life?
4. Is sport popular in your family? Do your parents do sports regularly?

Практическое задание №7.

Прочитайте текст. Поставьте глаголы в Past Simple (прошедшее время).

On Friday the Carter Family (arrive) in London. They (stay) with their Uncle Douglas. They (visit) some friends, (look) round the shops and (try) some tasty things in the restaurant. Mr Carter and Mrs Carter (like) the food, but the children didn't. They (listen) to Uncle's songs at his place. They liked his songs. They (enjoy) the weekend in London very much. The Carter family (return) to their town on Sunday.

Практическое задание №8.

Answer the questions on the topic “Travelling”

1. Where do you usually spend your holidays?
2. Do you go with your family?
3. Where did you go when you were younger?
4. Do you prefer to swim in the sea or in a swimming pool?
5. What do you think of spending a holiday in a village?

Практическое задание №9.

Заполните пропуски глаголами в Past Continuous или Past Simple и переведите предложения.

1. Peter (stay) at a seaside hotel on holiday when he (meet) his friend.
2. While I (have) lunch the sun (come) out again.
3. Who ... you (talk to) on the telephone when I came?
4. While Mary (read) the letter she (notice) many spelling mistakes.
5. She (go) to bed when suddenly she (see) a mouse.

Практическое задание №10.

Answer the questions on the topic “Shopping”

1. What does shopping mean?

2. Do you like shopping?
3. When do you do the shopping?
4. Do you usually go shopping alone or with your family/friends?
5. What shops are your favourite?

Практическое задание №11.

Переведите на английский. Используйте Future Continuous.

1. Сегодня в кино ты будешь сидеть со мной.
2. Андрей будет ждать тебя возле гипермаркета в 4.
3. Ты пообедаешь со мной завтра? – В это время я сдаю экзамен.
4. Интересно, чем будут заняты дети, пока мы будем наслаждаться концертом.
5. Как я узнаю Тома? На нем будет зеленое пальто.

Практическое задание №12.

Дополните предложения *to be going to* и одним из следующих глаголов. Переведите.

eat, go to bed, vacuum-clean, paint, take.

1. I my kitchen this weekend.
2. Rachel her flat today.
3. The students are at McDonalds. They hamburgers.
4. I some books in the library.
5. Ellis early tonight.

Практическое задание №13.

Поставьте глаголы в скобках в простом будущем времени.

1. I think he (to be) glad to see you.
2. I think this party (to be) very fun.
3. I think Mike (not to go) to school today.
4. I think you (to pass) the exam.
5. I think the weather (to be) good tomorrow.

Практическое задание №14.

Заполните предложения правильной формой прилагательного в скобках.

1. If you want to be much _____, you should exercise every day. (healthy)
2. In order to become _____ than others, some people start criminal activities. (wealthy)
3. My new car is _____ than my old one. (pretty)
4. Everyone struggles to have an even _____ life in the future. (happy)
5. My brother is _____ than me. (lucky)

Практическое задание №15.

Answer the questions on the topic “The United Kingdom of Great Britain”

1. Where geographically is the United Kingdom situated?
2. What islands does the UK consist of?
3. What water bodies is the country washed by?
4. What are the highest peaks in the British Isles?
5. How can you describe the climate of the UK?
6. What is the Lake District famous for?

Практическое задание №16.

Раскройте скобки, употребляя глаголы в Present Perfect или Past Simple.

1. It (to be) very cold yesterday.
2. When you (to meet) him?
3. I (not to see) him since 1997.
4. How many mushrooms you (to gather)?
5. Where you (to put) the newspaper? I want to read it, but cannot find it anywhere.

Практическое задание №17.

Answer the questions on the topic "The USA"

1. Where geographically is the USA situated?
2. What is the country washed by?
3. What is the highest peak in North America?
4. What's the longest river in the USA?
5. How can you describe the climate of the USA?

Практическое задание №18.

Выберите Future Simple или Present Continuous.

1. I (*will go/am going*) to the theatre tomorrow night. Would you like to come too?
2. According to the weather forecast it (*will rain/is raining*) tomorrow.
3. I am not sure that Tom (*will get/is getting*) the job. He has no experience.
4. I can't meet you this evening. A friend of mine (*will come/is coming*) to see me.
5. Have you decided where to go for your holidays yet? -Yes, we (*will go/are going*) to Italy.

Практическое задание №19.

Answer the questions on the topic "Russia"

1. Where geographically is Russia situated?
2. What mountain ranges can be found in Russia?
3. How can you describe the climate of Russia?
4. What are the major rivers and lakes?

Практическое задание №20.

Раскройте скобки, употребляя глаголы в Active Voice или Passive Voice.

1. Nobody (to see) him yesterday.
2. The telegram (to receive) tomorrow.
3. He (to give) me this book next week.
4. The answer to this question can (to find) in the encyclopedia.
5. We (to show) the historical monuments of the capital to the delegation tomorrow.

Критерии оценки:

Оценка «отлично» выставляется студенту, если задание выполнено правильно, объяснение порядка выполнения подробное, последовательное, грамотное, с теоретическими обоснованиями, ответы на дополнительные вопросы верные, чёткие.

Оценка «хорошо» выставляется студенту, если задание выполнено правильно, объяснение порядка выполнения подробное, но недостаточно логичное, с единичными ошибками в деталях, некоторыми затруднениями в теоретическом обосновании, ответы на дополнительные вопросы верные, но недостаточно чёткие.

Оценка «удовлетворительно» выставляется студенту, если задание выполнено правильно, объяснение порядка недостаточно полное, непоследовательное, с ошибками, слабым теоретическим обоснованием, ответы на дополнительные вопросы недостаточно четкие, с ошибками в деталях.

3.3. Комплект тестовых заданий

Выберите правильный ответ (тип ответа - одиночный)

1. At what age does compulsory school education begin in England and Wales?

- 1) 4 years
- 2) 5 years
- 3) 7 years
- 4) 16 years

Выберите правильный ответ (тип ответа - одиночный)

2. What is the purpose of preschool education in the USA?

- 1) To learn complex subjects like science and history
- 2) To prepare children for elementary school through playing and social experience
- 3) To begin high school early
- 4) To learn foreign languages

Выберите правильный ответ (тип ответа - одиночный)

3. How many years does compulsory education last in Russia?

- 1) 9 years
- 2) 10 years
- 3) 11 years
- 4) 12 years

Выберите правильный ответ (тип ответа - одиночный)

4. Choose the correct form: She (go) to school every day.

- 1) goes
- 2) is going

Выберите правильный ответ (тип ответа - одиночный)

5. Fill in the blank: We usually (eat) dinner at 7 p.m., but today we (eat) at 8 p.m.

- 1) eat / are eating
- 2) are eating / eat

Выберите правильный ответ (тип ответа - одиночный)

6. What is the biggest cause of air pollution in large cities?

- 1) Factories and plants
- 2) Cars, buses, and planes
- 3) Rainforests destruction
- 4) Tree planting

Выберите правильный ответ (тип ответа - одиночный)

7. While I ___ the view, someone ___ my bag.

- 1) was admiring, stole
- 2) was admiring, was stealing

Выберите правильный ответ (тип ответа - одиночный)

8. While the waiter _____ up the broken plates, he _____ his finger.

- 1) picked / was cutting
- 2) was picking / cut
- 3) pick / cut
- 4) picks / cut

Выберите правильный ответ (тип ответа - одиночный)

9. Which sentence uses the present continuous to talk about the future?

- 1) She is visiting her parents this weekend.
- 2) I will finish the report by tomorrow.
- 3) He is going to buy a car.
- 4) They visit their grandparents every summer.

Выберите правильный ответ (тип ответа - одиночный)

10. Choose the correct form of the adjective to complete the sentence: "My house is _ than yours."

- 1) big
- 2) bigger
- 3) biggest

Выберите правильный ответ (тип ответа - одиночный)

11. Which of the following sentences shows the superlative degree of the adverb?

- 1) They arrived early.
- 2) They arrived earlier than us.
- 3) They arrived the earliest of all

Выберите правильный ответ (тип ответа - одиночный)

12. Where can you buy vegetables and fruits?

- 1) Grocer's
- 2) Greengrocer's
- 3) Department store

Выберите правильный ответ (тип ответа - одиночный)

13. Choose the correct form: "I (see) that movie last week."

- 1) have seen
- 2) saw

Выберите правильный ответ (тип ответа - одиночный)

14. I ___ my best friend for ten years.

- 1) have known
- 2) knew
- 3) has known

Выберите правильный ответ (тип ответа - одиночный)

15. Somebody ___ our car last Sunday.

- 1) stole
- 2) has stolen
- 3) have stolen

Выберите правильный ответ (тип ответа - одиночный)

16. Sally ___ her relatives for a very long time.

- 1) haven't seen
- 2) didn't see
- 3) hasn't seen

Выберите правильный ответ (тип ответа - одиночный)

17. The official name of Great Britain is ...

- 1) The United Kingdom of Great Britain and Northern Ireland
- 2) The United Kingdom of Great Britain
- 3) Great Britain and England

Выберите правильный ответ (тип ответа - одиночный)

18. The symbol of England is ...

- 1) a red rose
- 2) a white rose
- 3) shamrock

Выберите правильный ответ (тип ответа - одиночный)

19. I ___ this college since September.

- 1) have attended
- 2) has attended
- 3) attended

Выберите правильный ответ (тип ответа - одиночный)

20. Do you want something to drink? No, thanks. I ___ a cup of tea.

- 1) just had
- 2) have just had
- 3) has just had

Ключи ответов

1-2	11-3
-----	------

2-2	12-2
3-3	13-2
4-1	14-1
5-1	15-1
6-2	16-3
7-1	17-2
8-2	18-1
9-1	19-1
10-2	20-2

Критерии оценки:

Оценка «отлично» выставляется студенту, если тестовые задания выполнены правильно на 80-100%.

Оценка «хорошо» выставляется студенту, если тестовые задания выполнены правильно на 60-80%.

Оценка «удовлетворительно» выставляется студенту, если тестовые задания выполнены правильно на 40-60%.

Оценка «неудовлетворительно» выставляется студенту, если тестовые задания выполнены правильно менее чем на 40%.

4. ТИПОВЫЕ ЗАДАНИЯ ДЛЯ ОЦЕНКИ ОСВОЕНИЯ ДИСЦИПЛИНЫ В ФОРМЕ ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ

Промежуточная аттестация проводится в форме экзамена.

4.1. Типовые вопросы к промежуточной аттестации (экзамену):

29. Applied Economics. Economics as a science.
30. The laws of economics. The law of Demand. Law of Supply.
31. Money and Its Functions.
32. The Sources of Income.
33. Accounting and its financial statements.
34. Balance sheet.
35. Income statement.
36. Cash flow statement.
37. Taxation. Objective of taxation.
38. Principles of taxation.
39. Tax return.
40. Marketing and its functions.
41. Marketing strategy.
42. Marketing tactics.
43. Marketing, its customers, distributors and facilities.
44. Past Perfect Tense.
45. Future Perfect Tense.
46. Passive Voice Simple.
47. Passive Voice Continuous.
48. Passive Voice Perfect.
49. Конструкция used to.
50. Prepositions of place.
51. Prepositions of time.
52. Direct and Indirect speech.
53. Direct and Indirect speech. (Imperative Mood).
54. Direct and Indirect speech. (Questions)
55. The First Conditional.
56. The Second Conditional.

4.2. Типовые билеты к промежуточной аттестации (экзамену):

Экзаменационный билет № 1

1. Прочитайте и сделайте письменный перевод текста.

If a company wishes to advertise on TV or radio, the first step is usually to contact an advertising agency, who will produce the ad. They will come up with a communication strategy; this includes advertising copy for an advert (the text), and perhaps a catchy jingle (memorable music for your ad) or a memorable slogan (for example, Gillette's 'The best a man can get').

Companies can choose from different advertising formats:

- An advertisement that is broadcast on TV or radio is called a commercial or an ad. This traditional format is shown in the commercial break between programmes.
- An ident is a short film with the brand name and logo shown before a programme.
- A sponsored programme or AFP (advertiser-funded programme) is financed by the sponsor or brand.
- Interactive ads are becoming more popular on digital television; in addition to using the remote control to change channels, viewers can press a button and respond to an ad.

2. Беседа с преподавателем по заданной теме «What is economics all about?»

3. Что подходит для данных предложений – Present Simple или Present Continuous?

1. Mr Parker always (take) a coffee from the coffee shop to his office in the morning. Today he (not go) to the coffee shop because he is late.

2. I never ... (go) into town by car during the rush hour.

3. We ... (have) a lot of barbecues this summer.

4. ... you ... (know) if it is true that lots of people in Switzerland ... (speak) several languages fluently?

5. The buses ... (run) every half hour. – I needn't take the bus. I ... (come) home with Jenny and Paul, remember?

Экзаменационный билет № 2

1. Прочитайте и сделайте письменный перевод текста.

The second step is to make sure your commercial is heard or seen by your target audience. Ninety-nine percent of homes in the UK have TV, and the number of digital television households (TVH or TVHH) is growing rapidly.

Most TV channels are national and viewers from all over the country can watch the programmes. Companies can buy regional advertising for some TV British TV channels; audience share channels (like ITV in the UK) or national advertising if they want to reach the whole country. Local radio stations attract listeners from only one area.

The audience profile gives information about the listeners or viewers, including age, sex and possibly income. The viewing or listening figures show how large the audience is for a certain programme or for a whole channel or station. The GRP (gross rating points) show the percentage of the target audience reached by a television commercial. Television ratings (TVR) show the relative popularity of different TV programmes. Ratings differ from audience share, which refers to the percentage of total audience watching TV at any one moment who are viewing a given channel. For example, an audience share of 65% for a football match shows that 65% of people watching TV at that time were watching the football match.

2. Беседа с преподавателем по заданной теме «Economics as a science»

3. Раскройте скобки и поставьте глаголы в одном из прошедших времен: Past Simple Tense или Past Continuous Tense.

1. While our dog Sam was sleeping, the neighbour's cat Tilly ... (eat) all his food.
2. Tilly ... (hide) under our car when Sam realized his food was gone.
3. Another cat slowly ... (sneak красться) into our garden while Sam was sniffing to find the thief.
4. When the other cat was walking past his hut, Sam ... (notice) her.
5. While Sam was hunting the intruder (незванный гость), Tilly (go) into Sam's hut, (take) his ball and (run) back to her own garden.

Экзаменационный билет № 3

1. Прочитайте и сделайте письменный перевод текста.

Outdoor advertising or out-of-home (OOH) advertising can really grab your attention or get in your face. Advertisers have a wide choice of poster sites, sizes and formats from 4 sheets to 96 sheets.

Roadside panels: Billboards are large outdoor panels for displaying ads. Giant banners or wallscapes are hung on the front of buildings. Outdoor contractors also offer lightboxes (illuminated panels), tri-face billboards (with rotating sections allowing three different advertisements to be displayed in sequence) and scrollers (signs displaying a number of posters, one after the other).

2. Беседа с преподавателем по заданной теме «Theories of economics»
3. Раскройте скобки, соблюдая правила построения утверждений, отрицаний и вопросов в Future Simple и Future Continuous:

1. He (to be) at work tomorrow.
2. She (not to play) golf at 5 pm tomorrow.
3. I (not to be) with you all day.
4. You (to work) tomorrow at 7 pm?
5. They (not to become) friends tomorrow.

Экзаменационный билет № 4

1. Прочитайте и сделайте письменный перевод текста.

Street furniture: In 1962 Jean-Claude Decaux introduced the concept of advertising on bus shelters. Pedestrian panels are backlit - lit from behind - and normally located on streets in town and city centres.

Transit advertising: Taxis, buses, trams and trains can be wrapped in vinyl showing a company's adverts. Ads can also be positioned inside or on the side or rear of a vehicle.

Ambient media: Adverts can be displayed on non-traditional media such as the back of a receipt from a shop or a travel ticket. The use of floor graphics is common in supermarkets and shopping centres.

Digital outdoor advertising: LED screens are used in similar sites to traditional billboards. Digital video billboards show short advertising spots (15, 30 or 60 seconds). Consumers can interact directly with some interactive advertising sites, such as bus shelters and poster panels, using their mobile phones

2. Беседа с преподавателем по заданной теме «The laws of economics»

3. Раскройте скобки и поставьте глагол в нужном времени, используя конструкцию to be going to do

1. We ... (live) forever.
2. Who ... (look after) your son?
3. She ... (read) more this year.
4. What ... they (research)?
5. He always said that he ... (be) an artist.

Экзаменационный билет № 5

1. Прочитайте и сделайте письменный перевод текста.

Advertisers can buy a network of sites to target their consumers or to reach people in their geographical area, or catchment zone.

Eye-catching - attractive and noticeable - ads such as sonic posters (which include sounds), 'smelly' posters (including smells or odours) and lenticular posters (showing different images as you walk past them) can be very memorable.

Outdoor campaigns can be measured by opportunities to see (OTS) or coverage. The term approach specifies the distance between the point where the advertisement first become visible, to the point where is no longer readable because it has passed out of sight.

2. Беседа с преподавателем по заданной теме «Money and Its Functions»

3. Вставьте прилагательные. Используйте сравнительную и превосходную степень.

1. A Mercedes is _____ (expensive) than a Fiat.
2. Maradona is _____ (good) football player ever.
3. A swordfish is _____ (fast) than a jellyfish.
4. A dolphin is _____ (intelligent) than a shark.
5. If you need any _____ (far) information, please contact our head office.

Экзаменационный билет № 6

1. Прочитайте и сделайте письменный перевод текста.

Most newspapers are dailies, printed every day. Some are weeklies, printed once a week. The national daily press includes titles like The Sun and The Times in the UK and is available all over the country. The regional press is only available in certain parts of the country – for example, the South Wales Echo. The local press is similar to the regional press but for a smaller geographical area - for example, the Basingstoke Gazette is only for sale in the town of Basingstoke.

Tabloids are newspapers with a smaller format than broadsheets. Originally broadsheets carried more economic and political reports and were more serious. Most UK newspapers today are tabloid or Berliner, slightly bigger than a tabloid. However, the term tabloid press is still used to refer to less serious newspapers which contain sensational stories, short articles or reports, and a lot of photographs. Some newspapers are not sold but given away free. These free sheets are funded entirely by the advertising they carry.

2. Беседа с преподавателем по заданной теме «Forms of Business»

3. Вставьте наречие в нужной степени сравнения.

1. Lorry speaks French (fluently) than several months ago.
2. Clarkson looked at me (long) than before. Did she fall for me?
3. Oranges grow (well) in hot countries.
4. Which team played (badly)?
5. What do you like (much): tea or coffee?

Экзаменационный билет № 7

1. Прочитайте и сделайте письменный перевод текста.

The advertising sales department of a newspaper or magazine sells advertising space or advertising positions in their publications. As part of the sales effort, ad salespeople work with the marketing team to prepare media packs, which contain information about:

- The advertising rates or cost of advertising in the newspaper or magazine. The rate card shows the price of advertising and also gives technical data about the size, or format, of the ad. The copy deadline tells advertisers when they have to deliver the copy (the images and text for the ad) or the complete advert itself.

- Circulation figures or distribution figures, showing the number of copies (single newspapers or magazines) sold per issue (the version of the newspaper or magazine published on a particular date). The readership figures, which show how many people read the publication, may be higher than the circulation figures because one copy may be read by more than one person.

- The advertising policy of the publication, which gives general information on what can be advertised, which formats are available, and how to pay.

- Details and dates about special features - articles about a particular subject, such as the Technology Quarterly from The Economist, or reviews of fashion shows in women's magazines. If you are a clothing brand it is a good idea to book space to coincide with reviews of fashion shows.

2. Беседа с преподавателем по заданной теме «Management»

3. Поставьте глаголы в скобках в *Past Simple* или *Present Perfect*.

1. She (change) _____ a lot since she left school.
2. I (see) _____ this film and I don't want to see it again.
3. Jazz (originate) _____ in the United States around 1900.
4. Tom Hanks (win) _____ an Oscar several times already.

7. Sean (eat, never) _____ Chinese food before.

Экзаменационный билет № 8

1. Прочитайте и сделайте письменный перевод текста.

Printed documents (or printed material) are usually prepared by a graphic studio. Graphic designers design the page, or layout, and prepare a dummy or a mock-up which shows how the finished job will look. They work to graphic guidelines to ensure that all the marketing collateral (which includes sales aids such as brochures and magazine ad inserts) has the same look.

The copy (the text) is written directly by the marketing team, or by specialized copywriters working for a communications agency. This process is known as copywriting. The copy is proofread to find and correct mistakes.

2. Беседа с преподавателем по заданной теме «The Sources Of Income»

3. Поставьте глаголы в скобках в *Past Simple* или *Present Perfect*.

1. I (to wash) the dishes yesterday.
2. He (not to be) there a few days ago.
3. You ever (to read) this book?
4. She already (to be) in London.
5. They (not to complete) the project a week ago.

Экзаменационный билет № 9

1. Прочитайте и сделайте письменный перевод текста.

The graphic chain refers to the process of printing documents, or the print job, from the initial contact with the printers to the final run when the finished material is printed. The process starts with establishing an estimate, the price for the print job. The print run, or number of documents to be printed, must also be decided. A long run prints a large number of documents. Some printers accept short runs of only ten documents.

It is important to fix or set deadlines for job completion. It is also essential to respect deadlines so that each stage of the job is completed on time.

2. Беседа с преподавателем по заданной теме «Accounting»

3. Раскройте скобки, употребляя глаголы в Present, Past или Future Simple Passive.

1. The house _____ (to build) in 2025.
2. Money _____ (to keep) in a bank.
3. All the money _____ (to spend) on clothes last week.
4. London _____ (to visit) by hundreds of tourists every year.
5. The new cinema _____ (to build) next year.

Экзаменационный билет № 10

1. Прочитайте и сделайте письменный перевод текста.

There are four stages to a print job:

1. Prepress, the first stage, covers all the work before printing happens. This includes typesetting, also known as composition, which is arranging the text and artwork (photos and illustrations) on the page. Print specifications - prepress guidelines including colour references and dimensions - must be followed. Registration marks, showing how to line up the colours on a page, and crop marks, showing where to cut, or crop, the paper, should also be included.

2. Final proofing, the second stage, involves checking the print job. At the end of this process, the client will sign off the job and agree that no further amendments, or corrections, need to be made. Marketers are often responsible for this 'proof OK'. A press check is run: a few copies are printed and checked for colour correction, to make sure the colours are right.

2. Беседа с преподавателем по заданной теме «Market economy»

3. Will or be going to.

1. She is sure that he _____ (not/manage) to catch the train.
2. His parents think Jim _____ (become) a doctor one day.
3. They have bought new sports shoes. They _____ (start) running next week.
4. It's getting dark. I _____ (turn) on the light.
5. They _____ (be) eighteen next month.

Экзаменационный билет № 11

1. Прочитайте и сделайте письменный перевод текста.

The third stage, known as printing or 'the press', involves transferring ink to a material such as paper, plastic or metal. There are several different printing techniques and colour options.

- Silk screen: used to produce multicoloured designs for flat surfaces, like signs or CDs.
- Lithographic: used for large quantities of printed material such as brochures.
- Hot stamping: a more expensive technique used to print in gold, silver or other foils and metallic papers.
- Embossing: creating a raised mark on the material.
- Digital printing: specifically dedicated to short runs; data and images are printed directly from a computer file.
- Full colour can be achieved by the four colour process, or CMYK (cyan, magenta, yellow, and key / black). The six colour process, or Hexachrome, developed by Pantone, uses CMYKOG - orange and green are added to make more vibrant colours.
- Spot colours, exclusively made inks, cannot be reproduced by the four colour process.
- Black and white (b/w) printing; mono, or one colour, printing sometimes uses black ink.

Finishing, the final stage, may include perfect binding (joining several pages together into a book, brochure or catalogue), folding (bending the paper onto itself) or perforating (making small holes in the material - for example, for money-off vouchers or response cards).

2. Беседа с преподавателем по заданной теме «Sole Proprietorship»

3. Измените предложения, поставьте глагол в пассивный залог. Переведите предложения на русский язык.

1. They accused him of stealing their jewellery.
2. Her colleagues gave her a nice present for birthday.
3. They pay Rob a lot of money for this job.
4. We decorate our office for Christmas every year.
5. The car looks nice. I have just washed it.

Экзаменационный билет № 12

1. Прочитайте и сделайте письменный перевод текста.

Branded content is entertainment created, funded or produced by a brand. For example, Nestle's Purina pet food produces a TV show called *Talk to the Animals*, which has stories about animals and advice on feeding cats and dogs. Brand messages or values are integrated into the content of an entertainment property, which could be a TV show, a video game, a book or a live event.

The entertainment property is often co-created or co-produced by the brand. The brand sometimes barter, or exchanges, the entertainment property for airtime - commercial space on television or radio.

Branded content has grown due to media fragmentation. With more and more TV channels, websites and magazines, it has become more difficult for advertisers to reach their target audiences with conventional interruptive advertising such as commercials in advertising breaks. However, by providing content, the brand engages and connects with consumers, offering an emotional encounter with the brand, or a brand experience, rather than just exposure to an advertising message.

2. Беседа с преподавателем по заданной теме «Partnership»

3. Раскройте скобки, употребив глаголы в Present Perfect.

1. He (not answer) my letter yet.
2. You ever (eat) caviar?
3. She already (become) a student.
4. How long you (be) here?
5. I (lose) my gloves.

Экзаменационный билет № 13

1. Прочитайте и сделайте письменный перевод текста.

Advertiser-funded programmes: the name for branded content on TV and radio, this is now a common feature of the audio-visual landscape. The travel agent, Thomas Cook, has even become a media owner, with initiatives such as Thomas Cook TV, which broadcasts programmes about holiday destinations.

Off-air events: brands organize shows or events, such as the Nokia Urban Music Festival.

Digital media networks: this has screens with information, news or entertainment in public places such as train stations. Tesco has captive audience networks in its stores.

Online: the interactivity of online platforms allows brands to create a dialogue with consumers and even to display, or post, written or video user-generated content (content developed by visitors to the site). Land Rover's internet TV channel, for example, encourages viewers to share their content by uploading their own films.

Mobile or wireless content: brands provide content such as mobile games, logos and ringtones.

2. Беседа с преподавателем по заданной теме «Macroeconomics»

3. Вставьте глагол во времени Future Perfect.

1. By the end of the spring we ... (do) five exams.
2. You ... (eat) something by the time the bus arrives?
3. By the time he is 30 years old he ... (make) his first million of dollars.
4. Our plane ... (not land) by 9 o'clock.
5. Your favourite programme already ... (start) by the time we come home.

Экзаменационный билет № 14

1. Прочитайте и сделайте письменный перевод текста.

Contract publishing: many brands have gone beyond producing advertorials - advertising in a newspaper or magazine presented to resemble an editorial article. Some brands are now producing consumer magazines which increase the time the consumer spends with the brand.

Films: BMW commissioned a series of films by Hollywood producers starring their cars.

Advergaming: embedding, or integrating, the brand values in advergames – video games produced by advertisers - enable advertisers to reach young adults, who often avoid conventional advertising.

Product placement or integration: a product or a product reference (when someone mentions the product) appears in an entertainment property. Product placement has been common since the 1960s, when Sean Connery was seen driving an Aston Martin in a James Bond film.

2. Беседа с преподавателем по заданной теме «Corporation»

3. Вставьте глаголы в Past Perfect.

1. Nick (to show) the teacher the picture which he (to draw).
2. The boy (to give) the girl the flowers which he (to bring) from the field.
3. Mother (to see) that Nick (not to wash) his hands.
4. When I (to wake) up yesterday, parents already (to go) to work.
5. Yesterday I (to find) the book which I (to lose) in summer.

Экзаменационный билет № 15

1. Прочитайте и сделайте письменный перевод текста.

Some of the most common internet advertising formats are banners, buttons and skyscrapers (see below). Other formats include:

- Pop-ups - new windows that open on your screen as you surf the web.
- Microsites - small websites (which may be part of a large website) dedicated to promoting a specific product or event. A microsite has its own address or URL.
- Rich media formats - animated, highly interactive advertisements. The effectiveness of an online ad unit or online advertising vehicle is measured in impressions - the number of times that the ad is shown to an online audience. A good campaign will use contextual technology to deliver ads to web pages that are relevant to the target audience.

2. Беседа с преподавателем по заданной теме «Money and Financial Institutions»

3. Завершите следующие предложения, используя конструкцию used to.

1. I (drink) orange juice but then I (have) an allergy on it.
2. You (study) English but then you (move) to Italy.
3. We (play) together but then John (go) to another school.
4. Anthony (go) on foot but then he (buy) a car.
5. Romeo (be) unserious but then he (meet) Juliette.

Экзаменационный билет № 16

1. Прочитайте и сделайте письменный перевод текста.

Search engine marketing (SEM) includes:

- paid search - in addition to the organic listings or unpaid search listings, brands can pay search engines to display advertising in the form of sponsored links or paid search listing;
- search engine optimization (SEO) - increasing the number of visitors, or traffic, to a website by improving the ranking of the website. This means getting a search engine to rank the website high on the search engine results page (SERP).

SEO techniques are classified as white hat if they are recommended by search engines as part of good web page design, and black hat if they are disapproved of by search engines. Keyword stuffing is an example of a black hat technique: a web page is loaded up with keywords to mislead the search engine about the content or interest of the website.

2. Беседа с преподавателем по заданной теме «Известные люди в профессии»

3. Задайте все пять типов вопросов к предложению:

My grandparents have got a very nice house in the country.

Экзаменационный билет № 17

1. Прочитайте и сделайте письменный перевод текста.

Buzz marketing uses existing networks, often social networks (for example, groups of friends), to increase brand awareness. Social networking relies on the idea that people will pass along and share cool and entertaining content. Unlike word of mouth, buzz is generated by the brand itself, looking to build awareness of a product or service. A buzz marketing campaign hopes that the message will spread quickly, thanks to buzz agents, people who pass along messages.

Comment UK is a company which specializes in live buzz. This is done by performers (actors) acting out live advertisements. To promote the Nintendo Wii, teams of performers visited cinemas, interacted with other cinemagoers, and played a game live on the big screen.

Brands also use stealth marketing, where consumers are not aware that they are being marketed to. For example, Sony promoted a camera-phone using actors who pretended to be tourists. The actors asked people to take pictures of them, and took the opportunity to praise the brand, saying positive things about it.

2. Беседа с преподавателем по заданной теме «Accounting»

3. Раскройте скобки и поставьте глагол в одну из трех форм: Present Simple Passive, Past Simple Passive, Future Simple Passive.

1. The coin _____ (to find) under the bed. - Монетка была найдена под кроватью.

3. When _____ (to lose) your passport _____? - Когда был потерян ваш паспорт?

4. The ship (to abandon) _____ by everyone. - Корабль всеми покинут.

5. Your words (not to forget) _____. - Ваши слова не будут забыты.

Оценка «отлично» - уровень освоения обучающимся учебного материала достаточно высок, обучающийся умеет использовать теоретические знания при выполнении практических задач с практикой, подтверждает сформированность общих и профессиональных компетенций;

Оценка «хорошо» - обучающийся полно освоил учебный материал, владеет понятийным аппаратом, ориентируется в изученном материале, осознанно применяет знания для решения практических задач, грамотно излагает ответ, но содержание и форма ответа имеют отдельные неточности;

Оценка «удовлетворительно» - обучающийся знает и понимает основные положения учебного материала, но излагает его неполно, непоследовательно, допускает неточности в определении понятий, в применении знаний для решения практических задач не умеет доказательно обосновать свои суждения;

Оценка «неудовлетворительно» - обучающийся имеет разрозненные, бессистемные знания, не умеет выделять главное и второстепенное, допускает ошибки в определении понятий, искажает их смысл, беспорядочно и неуверенно излагает материал, не может применять знания для решения практических задач.

4.3. Комплект тестовых заданий

Выберите правильный ответ (тип ответа - одиночный)

1. Which city is the capital of the United Kingdom?

- 1) Edinburgh
- 2) Cardiff
- 3) London
- 4) Belfast

Выберите правильный ответ (тип ответа - одиночный)

2. The United Kingdom is made up of how many main islands?

- 1) One
- 2) Two
- 3) Three
- 4) Four

Выберите правильный ответ (тип ответа - одиночный)

3. Which celebration marks the beginning of the New Year in Great Britain?

- 1) Guy Fawkes Night
- 2) Hogmanay
- 3) St. George's Day
- 4) May Day

Выберите правильный ответ (тип ответа - одиночный)

4. Which famous landmark is located in London and is known for its large clock tower?

- 1) Tower of London
- 2) Big Ben
- 3) Stonehenge
- 4) Edinburgh Castle

Выберите правильный ответ (тип ответа - одиночный)

5. Choose the correct form: Right now, they (play) football in the park.

- 1) play
- 2) are playing

Выберите правильный ответ (тип ответа - одиночный)

6. Choose the correct option. I saw ___ elephant at the zoo.

- 1) a
- 2) an
- 3) the

Выберите правильный ответ (тип ответа - одиночный)

7. Fill in the blank: ___ moon is very bright tonight.

- 1) A
- 2) An
- 3) The

Выберите правильный ответ (тип ответа - одиночный)

8. While I ___ the view, someone ___ my bag.

- 1) was admiring, stole

2) was admiring, was stealing

Выберите правильный ответ (тип ответа - одиночный)

9. He _____ some new shoes last month.

- 1) bought
- 2) buying
- 3) buy
- 4) buys

Выберите правильный ответ (тип ответа - одиночный)

10. A: _____ did she _____ a job? B: In the car factory.

- 1) When / get
- 2) Where / got
- 3) Who / get
- 4) Where / get

Выберите правильный ответ (тип ответа - одиночный)

11. Choose the correct form to complete the sentence: "Tomorrow at 10 a.m., I ____ (work) on the report."

- 1) will work
- 2) will be working

Выберите правильный ответ (тип ответа - одиночный)

12. Complete the sentence with the correct tense: "At this time next week, we ____ (travel) to Paris."

- 1) will travel
- 2) will be travelling

Выберите правильный ответ (тип ответа - одиночный)

13. Fill in the blank with the correct form of "to be going to": "They ____ (travel) to Spain this summer."

- 1) is going to travel
- 2) are going to travel

Выберите правильный ответ (тип ответа - одиночный)

14. The territory of Great Britain has ... parts

- 1) 3
- 2) 4
- 3) 5

Выберите правильный ответ (тип ответа - одиночный)

15. The Beefeaters take care of the Black...

- 1) cats
- 2) ravens
- 3) horses

Выберите правильный ответ (тип ответа - одиночный)

16. Max didn't _____ yesterday afternoon; he _____ at home.

- 1) go out / stayed
- 2) go out / stay
- 3) went out / stayed

4) went out / stay

Выберите правильный ответ (тип ответа - одиночный)

17. Geoffrey _____ French before, but he _____ at university now.

- 1) study didn't / studies
- 2) didn't study / study
- 3) did not study / studies
- 4) didn't studied / studies

Выберите правильный ответ (тип ответа - одиночный)

18. My Dad ... a present by his colleagues when he retired.

- 1) been given
- 2) was giving
- 3) had given
- 4) was given

Выберите правильный ответ (тип ответа - одиночный)

19. The books must ... by 12 December.

- 1) be returned
- 2) have returned
- 3) will be returned

Выберите правильный ответ (тип ответа - одиночный)

20. When I was young I ... by my aunt and uncle.

- 1) was looked for
- 2) was looked after
- 3) was looked at
- 4) was being looked

Ключи ответов

1-3	11-2
2-3	12-2
3-2	13-2
4-2	14-1
5-2	15-2
6-2	16-1
7-3	17-3
8-1	18-4
9-1	19-1
10-4	20-2

Критерии оценки:

Оценка «отлично» выставляется студенту, если тестовые задания выполнены правильно на 80-100%.

Оценка «хорошо» выставляется студенту, если тестовые задания выполнены правильно на 60-80%.

Оценка «удовлетворительно» выставляется студенту, если тестовые задания выполнены правильно на 40-60%.

Оценка «неудовлетворительно» выставляется студенту, если тестовые задания выполнены правильно менее чем на 40%.