

СЕВЕРНЫЙ ИНСТИТУТ ПРЕДПРИНИМАТЕЛЬСТВА
КОНТРОЛЬНАЯ РАБОТА № 1
МЕНЕДЖМЕНТ ОРГАНИЗАЦИИ
(заочная форма обучения)

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1. Сгруппируйте слова по их суффиксам. Укажите часть речи, переведите на русский язык:

airy, consultation, relatively, possibility, special, wordy, sufficiently, preparation, humanity, official, hearty, protection, ability, professional, actively

2. Образуйте слова при помощи суффиксов и переведите их на русский язык:

- ion to construct, to legislate, to produce, to consume
- ful to use, to hope, beauty, wonder, skill
- ly necessary, regularly, clear, easy, cold
- ive to construct, to support, to inform, attention

3. Найдите соответствующий перевод слов, данных в скобках:

- | | |
|----------------------------------------------------|----------|
| 1. (Это) is a promising company. | 1. this |
| 2. He doesn't work at (том) department. | 2. these |
| 3. (Этот) manager is a representative of our firm. | 3. that |
| 4. I don't know (тех) students. | 4. those |
| 5. He lives at (том) hostel. | |
| 6. (Это) is an interesting article. | |
| 7. (Это) are my relatives. | |
| 8. (То) is a computer-class. | |
| 9. (Эти) girls are very jolly. | |
| 10. (Эта) old woman is a famous lawyer. | |

4. Вставьте неопределенные местоимения some, any, no:

1. There are ... new scientific societies at our Institute.
2. You can take ... bus to get to the railway station.
3. Are there ... questions to me?
4. Will you miss ... lectures on Monday?
5. He has ... problems with his parents.
6. ... student can study well if he wants.
7. Did she study ... legal subjects last year?
8. I gave him ... money yesterday.
9. There will be ... lectures on the 1st of January.
10. He has ... experience in the field of law. He is a first-year student.

5. Замените подчеркнутые слова или словосочетания личными местоимениями в объектном падеже:

1. The teacher asked my brother a question. 1. you

- | | |
|--------------------------------------------------------|---------|
| 2. Yesterday I read <u>an interesting story</u> . | 2. her |
| 3. We saw <u>your sister</u> last week. | 3. him |
| 4. We invite <u>our friends</u> to live with us. | 4. it |
| 5. You must pay attention to <u>your Grammar</u> . | 5. us |
| 6. Spend more time with <u>your parents</u> . | 6. them |
| 7. I'll show <u>you and your husband</u> our new flat. | |
| 8. He met <u>his children</u> at the railway station. | |
| 9. Your uncle knows <u>me and my parents</u> well. | |

6. Замените личные местоимения притяжательными:

- | | |
|----------------------------------------------------------------------|---------|
| 1. (You) proposal is quite interesting. | 1. my |
| 2. I always walk to (I) office. | 2. your |
| 3. Mr. Brown wrote the letter, typed it and sent it to (he) partner. | 3. his |
| 4. He met (they) guests at the entrance to the firm. | 4. her |
| 5. (She) favourite subject at the Institute was Economics. | 5. our |
| 6. (We) new sales manager is very energetic. | 6. they |

7. Из слов, данных ниже, выберите нужные по смыслу:

1. There are many ... among the teachers. (woman, women)
2. The ... of great scientists are very interesting. (lives, life)
3. Her ... is 3 years old. (children, child)
4. Our ... at the Institute last for 6 years. (studies, study)
5. There are many ... on Politics at our library. (book, books)

8. Вставьте much или many :

1. There were ... new details in the contract.
2. Peter spent ... time to study the proposal.
3. We know very ... about this firm.
4. We signed ... contracts last week.
5. Don't put ... sugar in my coffee, please.

9. Поставьте прилагательные в нужной степени сравнения:

1. I want to achieve ... results in the second term than in the first one.
(good, better, the best)
2. To translate this text from English into Russian is as ... as to read it in English.
(difficult, more difficult, the most difficult)
3. His answer at the exam was ... than his friend's answer.
(bad, worse, the worst)
4. I'm getting ... and
(old and old; elder and elder; eldest and eldest)
5. Moscow is the ... city in Russia.
(large, larger, the largest)
6. Dorothy is the ... in her family.
(young, younger, the youngest)

7. Where is the ... bus-stop?
(near, nearer, the nearest)
8. Public transport in London is the ... in Europe.
(expensive, more expensive, the most expensive)
9. This problem was ... than we expected.
(serious, more serious, the most serious)
10. To study at the college is not so ... as at the Institute.
(difficult, more difficult, the most difficult)

10. Поставьте глаголы to be и to have в нужной форме:

1. Yesterday our group ... two practical classes. (has, had, will have)
2. There ... some books on Marketing on the table. (is, are, was)
3. Our assistant's experiments ... successful. (am, was, were)
4. There ... a lecture on Philosophy tomorrow. (is, was, will be)
5. She ... 3 exams in winter session. (has, had, will have)
6. My brother ... great abilities for English. (has, had, will have)
7. We ... good specialists in four years. (are, shall be, will be)
8. It ... time to begin our laboratory work. (is, am, are)
9. There ... a hostel near our house. (was, are, were)
10. They ... practical classes in many theoretical subjects last year. (has, had, will have)

11. Вставьте подходящие по смыслу модальные глаголы:

- | | |
|-----------------------------------------------------|---------|
| 1. He ... not come today. He is ill. | A. must |
| 2. They ... be at home now. | B. can |
| 3. We ... attend lectures regularly. | C. may |
| 4. ... come in? | |
| 5. Students ... work hard during the whole term . | |
| 6. ... I speak to Jane, please? | |
| 7. Children ... come home in time. | |
| 8. I ... not carry out this experiment. I am tired. | |

12. Прочитайте и письменно переведите текст:

MARKETING

Marketing includes all the business connected with the movement of goods and services from producers to consumers. Sometimes it is called distribution. On the one hand, marketing is made up such activities as transporting, storing and selling goods and, on the other hand, a series of decisions you make during the process of moving goods from producer to user. Marketing operations include product planning, buying, storage, pricing, promotion, selling, credit, traffic and marketing research.

The ability to recognize early trends is very important. Producers must know why, where, for what purpose the consumers buy. Market research helps the

producer to predict what the people will want. And through advertising he attempts to influence the consumer to buy. Marketing operations are very expensive. They take up more than half of the consumer's dollar. The trend in the USA has been made to high mass consumption. The construction of good shopping centers has made goods available to consumers. It provided a wide range of merchandise and plenty of parking facilities.

13. Задайте все типы вопросов к предложению:

Marketing operations are very expensive.

14. Заполните пропуски необходимыми словами из данных ниже в соответствии с текстом:

1. One of the aims of market research is to indicate new ... among people.
2. Advertising must ... the consumer and make him buy the goods produced.
3. Marketing is often called
4. In order to sell a new product a producer has to consider how to ... it.
5. The goods of this company are sold very well, they must think about
6. Sometimes it is difficult to influence the ... through advertising.
7. If you want to produce something new you should start with
8. A producer wants to ... the new trends and then tries to influence them.
9. ... includes product development and pricing among other things.

predict, influence, promote, marketing, trends, distribution, market research, product planning, consumer

15. Переведите однокоренные слова:

- to market, a market, marketable, marketability, marketing
- to produce, producer, product, production, productive, productivity
- to consume, consumer, consumption
- to manage, manager, management, manageress
- to account, accountant, accountant-general, accounting
- to promote, promoter, promotion
- to advertise, advertiser, advertisement
- to use, use, usage, useful, useless, user
- to store, storage, storekeeper, store-room
- merchant, merchantable, merchandise