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**Частное образовательное учреждение высшего образования
«Международный Институт Дизайна и Сервиса»
(ЧОУВО МИДиС)**

Кафедра гостеприимства и международных бизнес-коммуникаций

**КОМПЛЕКТ
ОЦЕНОЧНЫХ МАТЕРИАЛОВ ДЛЯ ОЦЕНКИ
СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ ПО ДИСЦИПЛИНЕ
Б1.О.11 ИНОСТРАННЫЙ ЯЗЫК В СФЕРЕ ПРОФЕССИОНАЛЬНОЙ
КОММУНИКАЦИИ**

Направление подготовки: 43.03.01 Сервис
Направленность (профиль): Продюсирование и маркетинг мероприятий
Квалификация выпускника: Бакалавр

Процесс изучения дисциплины «Иностранный язык в сфере профессиональной коммуникации» направлен на формирование следующих компетенций:

Код и наименование компетенций выпускника	Код и наименование индикатора достижения компетенций
УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)	УК-4.1. Знает принципы построения устного и письменного высказывания на государственном и иностранном языках; требования к деловой устной и письменной коммуникации
	УК-4.2. Умеет применять на практике устную и письменную деловую коммуникацию
	УК-4.3. Владеет методикой составления суждения в межличностном деловом общении на государственном и иностранном языках, с применением адекватных языковых форм и средств

Компетенция: УК-4. Способен осуществлять деловую коммуникацию в устной и письменной формах на государственном языке Российской Федерации и иностранном(ых) языке(ах)

УК-4.1. Знает принципы построения устного и письменного высказывания на государственном и иностранном языках; требования к деловой устной и письменной коммуникации

1 семестр

1. Match the term (1-10) with the correct definition (A-J).

Terms:

1. Event
2. Conference
3. Festival
4. Sponsor
5. Contractor
6. Branding
7. Marketing
8. Client
9. Venue
10. Producer (Event Producer)

Definitions:

- A. A company or person that pays money to support an event in return for advertising.
- B. A place where an event happens.
- C. A person or company that organizes and finances an event.
- D. The process of making a product or company known and liked by people.
- E. A large formal meeting where people discuss ideas related to a specific topic.
- F. A special event, often public, with entertainment, music, or food.
- G. A person or organization that buys services or goods.
- H. An activity where many people meet for a specific purpose.
- I. A person or company hired to do specific work for an event (like catering or sound).
- J. The process of creating a unique name and image for a product or service.

Write your answers here:

1. ____ 2. ____ 3. ____ 4. ____ 5. ____
 2. ____ 7. ____ 8. ____ 9. ____ 10. ____

Ответ:

1. H
 2. E
 3. F
 4. A
 5. I
 6. J
 7. D
 8. G
 9. B
 10. C

2. Translate the sentences into English.

1. Главная цель маркетинга — привлечь новых клиентов. 2. Этот фестиваль проходит каждый июль. 3. Нам нужно найти хорошее место для корпоративной вечеринки.

Возможный вариант ответа: 1. The main goal / aim of marketing is to attract new clients.
 2. This festival takes place every July. 3. We need to find a good venue for the corporate party.

3. Fill in the blanks with the correct word. *Choose from the list:*

budget, planning, corporate, organize, invitation, schedule, registration, successful, team, goal

1. The first stage of any event is _____ and research. 2. A _____ event is often for the employees of one company. 3. We need to calculate the _____ to know how much money we can spend. 4. The main _____ of this conference is to share new ideas. 5. A good event manager can _____ many different tasks. 6. Please send the _____ to all guests by email. 7. The _____ for the event is very tight; everything must start on time. 8. Online _____ is easier and faster for participants. 9. A friendly and professional _____ is key to a good event. 10 The festival was very _____. More than 5000 people came!

Ответ: 1. planning. 2. corporate. 3. budget. 4. goal. 5. organize. 6. invitation(s). 7. Schedule. 8. registration. 9. team 10. successful

2 семестр

1. Match the term (1-10) with the correct definition (A-J).

Types of Letters:	Definitions:
1. Inquiry	A. A written statement saying that you will definitely do something or that something will definitely happen.
2. Response to an Inquiry	B. A formal written request for information about a product or service.
3. Information Letter	C. A letter expressing that you are sorry for something, especially for a mistake or problem you caused.
4. Notification	D. A formal written statement that you do not accept an offer, request, or invitation.
5. Confirmation	E. A letter sent to give formal or official information about something.
6. Invitation	F. A formal written answer to a request for information.
7. Complaint (Claim)	G. A written message that asks someone to come to an event or meeting.
8. Apology	H. A formal statement that people or companies make when they have the same opinion or decide the same thing.
9. Agreement	I. A formal letter that expresses dissatisfaction about a product, service, or situation.
10. Refusal	J. A formal written message that informs someone about something.

Write your answers here:

1. ____ 2. ____ 3. ____ 4. ____ 5. ____
 2. ____ 7. ____ 8. ____ 9. ____ 10. ____

Ответ: 1.B 2.F 3.E 4.J 5.A 6.G 7.I 8.C 9.H 10.D

2. Translate the following sentences. Use formal business language.

- Уважаемые господа, мы заинтересованы в ваших услугах по организации конференций.
- Спасибо за ваш запрос от 15 мая.
- Во вложении вы найдёте наш прайс-лист и каталог.
- Мы сожалеем, но не можем принять ваше предложение.
- Настоящим письмом подтверждаем получение вашего заказа.
- Мы рады пригласить вас на нашу ежегодную выставку.
- Прошу вас срочно рассмотреть эту претензию.
- С уважением, Иван Петров, менеджер по продажам.
- Пожалуйста, подтвердите ваше участие до 1 июня.
- Договор будет готов к подписанию на следующей неделе.

Возможный вариант ответа: 1. Dear Sirs/Madam, we are interested in your conference organization services. 2. Thank you for your inquiry of May 15th. 3. Please find our price list and catalogue attached. 4. We regret that we are unable to accept your offer. 5. We hereby confirm the receipt of your order. 6. We are pleased to invite you to our annual exhibition. 7. I kindly ask you to consider this complaint urgently. 8. Yours sincerely, Ivan Petrov, Sales Manager. 9. Please confirm your participation by June 1st. 10. The contract will be ready for signing next week.

3 семестр

1. Match the phrase (1-10) with the situation when you use it (A-J).

Phrases:

1. Could you speak up, please?
2. Could I ask who's calling?
3. Thank you for holding.
4. I'm calling about...
5. Could you please spell that?
6. Let me read that back to you.
7. Could you put me through to...?
8. I'm afraid he's at the meeting.
9. What time would be convenient for you?
10. I'll make sure he gets the message.

Situations:

- A. You want to know the caller's name politely.
- B. You didn't hear the name/word clearly.
- C. The line is bad, and you can't hear well.
- D. You are explaining the reason for your call.
- E. You want to confirm the information is correct.
- F. You need to connect to another person/department.
- G. You are asking about a suitable time for a meeting/callback.
- H. You are informing that the person is not available.
- I. You are promising to pass the information.
- J. You are returning to the caller after a pause.

Write your answers here:

1. ____ 2. ____ 3. ____ 4. ____ 5. ____
 6. ____ 7. ____ 8. ____ 9. ____ 10. ____

Возможный вариант ответа:

1. C
2. A
3. J

4. D
5. B
6. E
7. F
8. H
9. G
10. I

2. Fill in the blanks in the dialogue.

Choose from the list:

calling, hold, message, through, problem, spell, convenient, confirm, available, speak

Receptionist: Good morning, Global Events. How can I help you?

Caller: Hello, this is Mark Weber _____ from Tech Solutions. Could I _____ to Elena Petrova, please?

Receptionist: Certainly, Mr. Weber. Let me see if she's _____. Please _____ the line.

...

Receptionist: Thank you for holding. I'm afraid Ms. Petrova is not _____ at the moment. Would you like to leave a _____?

Caller: Yes, please. Could you ask her to call me back? We have a small _____ with the delivery for the conference.

Receptionist: Of course. Could you please _____ your last name for me?

Caller: Sure, it's W-E-B-E-R.

Receptionist: Let me _____ that: W-E-B-E-R. And what time would be _____ for a callback?

Caller: Anytime after 2 p.m. would be fine.

Receptionist: Perfect. I'll make sure she gets the message. Thank you for _____.

OTBET: **Receptionist:** Good morning, Global Events. How can I help you?

Caller: Hello, this is Mark Weber **calling** from Tech Solutions. Could I **speak** to Elena Petrova, please?

Receptionist: Certainly, Mr. Weber. Let me see if she's **available**. Please **hold** the line.

...

Receptionist: Thank you for holding. I'm afraid Ms. Petrova is not **available** at the moment. Would you like to leave a **message**?

Caller: Yes, please. Could you ask her to call me back? We have a small **problem** with the delivery for the conference.

Receptionist: Of course. Could you please **spell** your last name for me?

Caller: Sure, it's W-E-B-E-R.

Receptionist: Let me **confirm** that: W-E-B-E-R. And what time would be **convenient** for a callback?

Caller: Anytime after 2 p.m. would be fine.

Receptionist: Perfect. I'll make sure she gets the message. Thank you for **calling**.

4 cemectp

1. Match the term (1-7) with the correct definition (A-G).

Terms:

1. Budget
2. Venue
3. Risk Management
4. Brief
5. Contractor
6. Team
7. Crisis

Definitions:

- A. A place where an event is held.
- B. A plan that shows how much money you have and how you will spend it.
- C. A sudden, serious and dangerous situation that needs immediate action.
- D. The process of identifying possible problems before they happen and planning how to reduce them.
- E. A short document with main goals, ideas and requirements for an event.
- F. An external company or person hired to do a specific job (e.g., catering, sound).
- G. A group of people working together on the same task or project.

Write your answers here:

1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 7. ____

OTBET:

1. B
2. A
3. D
4. E
5. F
6. G
7. C

2. Choose the correct option: A, B or C.

1. Choose the correct option: A, B or C.

The total _____ for the festival is 50,000 euros.

- A) budget**
- B) venue
- C) equipment

3. Choose the correct option: A, B or C.

Please, check all the _____ (microphones, screens, lights) before the show.

- A) venue
- B) brief
- C) equipment**

4. Choose the correct option: A, B or C.

The _____ includes all technical requirements for sound and lighting.

- A) **technical specification (tech spec)**
- B) risk management
- C) team briefing

5. Translate the sentences into English.

Управление рисками — это часть планирования.

Ответ: Risk management is a part of planning.

6. Fill in the blanks with the correct word.

We have a strict _____. Everything must be ready by Friday.

Возможные ответы: timeline /schedule/timetable/timeframe

5 семестр

1. Match the term (1-7) with the correct definition (A-G).*

Terms:

- 1. Promotion
- 2. Target Audience
- 3. SMM (Social Media Marketing)
- 4. Sponsorship
- 5. PR (Public Relations)
- 6. Partner
- 7. Hashtag

Definitions:

- A. A company that gives money or support to an event in exchange for advertising.
- B. The group of people you want to come to your event.
- C. Activities to make people know about and interested in your event.
- D. A word or phrase with the # symbol, used on social media to group posts about the same topic.
- E. Using social networks (like Facebook, Instagram) to promote something.
- F. The work of building a good relationship between a company and the public.
- G. A company or organization that works with you to make an event successful.

Write your answers here:

1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 7. ____

ОТВЕТ:

1. C
2. B
3. E
4. A
5. F
6. G
7. D

2. Choose the correct word to complete the sentence.

1. Our main _____ for the festival are young people from 18 to 30 years old.
A) sponsors
B) target audience
C) media
2. We will create a special _____ for our event: #EcoFest2026.
A) website
B) hashtag
C) email
3. We need a strong _____ strategy to sell all tickets in two weeks.
A) partnership
B) promotion
C) risk
4. _____ helps to make our event popular in online searches.
A) SEO (Search Engine Optimization)
B) SMM
C) PR
5. We send regular newsletters using _____ marketing.
A) media
B) email
C) digital
6. A big _____ will have its logo on all our banners and materials.
A) partner
B) target audience
C) sponsor
7. We write a press release and send it to journalists for good _____.
A) SEO
B) PR
C) SMM

6 семестр

1. Match the phrase (1-4) with the situation when you use it (A-D).*

Phrases:

1. Let me make a proposal.
2. Could we clarify this point?
3. I agree with that.
4. Thank you for your time.

Situations:

- A. You want to say "yes" to an idea during a discussion.
- B. You are offering a solution or a new idea.
- C. You are finishing a meeting politely.
- D. You need more information or explanation about something.

Write your answers here:

1. ____ 2. ____ 3. ____ 4. ____

OTBET: 1. B 2. D 3. A 4. C

2. Choose the correct word to complete the sentence.

1. The main _____ of our presentation is to introduce the new project plan.
 A) agenda
B) goal
 C) contract
2. We are ready to sign the _____ after we agree on the price.
 A) meeting
 B) proposal
C) contract
3. In our commercial _____, we offer special conditions for you.
 A) negotiation
B) offer
 C) presentation

3. Fill in the blanks with the correct word. Choose from the list:

discuss, suggests

1. The agenda of the meeting is to _____ the budget and timeline. 2. Our partner _____ a lower price for a long-term cooperation.

OTBET: 1. discuss 2. suggests

7 семестр

Match the term (1-4) with the correct definition (A-D).

Terms:

1. Cross-cultural communication
2. Misunderstanding
3. Etiquette
4. Language barrier

Definitions:

- A. A problem in communication because people speak different languages.
- B. The formal rules for polite behavior in a society or group.
- C. A situation when people do not understand each other correctly.
- D. Communicating successfully with people from different cultures.

Write your answers here:

1. ____ 2. ____ 3. ____ 4. ____

Ответ:

1. D
2. C
3. B
4. A

2. Choose the correct word to complete the sentence.

1. In some cultures, it is important to exchange _____ before starting business talks.

A) **business cards**

B) contracts

C) proposals

2. If you don't understand a question, you can say: "Could you _____, please?"

A) go away

B) **repeat that**

C) be quiet

3. To avoid _____, it is good to ask clarifying questions.

A) communication

B) culture

C) **misunderstanding**

3. Fill in the blanks with the correct word. Choose from the list: **polite, international**

1. Punctuality (being on time) is very important at _____ conferences.

2. It is _____ to listen carefully when someone is speaking.

Ответ: 1. international 2. polite

УК-4.2. Умеет применять на практике устную и письменную деловую коммуникацию

1 семестр

1. You are at a business meeting. Fill in the blanks for Person A (the event manager) Choose from the list **marketing, contractor, event**.

Person B: So, what type of event are we planning for the product launch?

Person A: We are planning a big corporate _____ for our partners and clients.

(1)

Person B: I see. And who will help us with the technical part?

Person A: We will hire a good technical _____ for sound and lights. (2)

Person B: Great. What _____ about promotion?

Person A: The _____ plan includes social media and email campaigns. (3)

Ответ:

1. event
 2. contractor
 3. marketing
2. Choose the correct word to write an email

You are writing a short email to a client. Choose the correct option: A, B or C.

Subject: _____ for the "Summer Fest" event (1)

Dear Mr. Smith,

Thank you for your inquiry. As the event _____, we can manage the full project. (2)

The first _____ is planning and creating a concept. (6)

Best regards,

Anna Petrova

1. A) Marketing
B) **Proposal**
C) Contractor
2. A) sponsor
B) **organizer**
C) brand
3. A) player
B) festival
C) **stage**

2 семестр

1. You are writing to a company to ask about their services and prices.
A) **Inquiry about Catering Services**
B) Thank You for Your Service
C) Our Meeting Tomorrow
2. You are confirming that you received a contract.
A) Delivery Problem
B) New Proposal
C) **Confirmation of Contract Receipt**
3. You are writing to a client because their payment is late.
A) **Reminder: Invoice #205-1**
B) Invitation to a Webinar
C) Happy New Year!
4. Complete the email for requesting information.

Subject: Inquiry about Conference Venue Rental

Dear Ms. Johnson,

We are _____ in renting your conference hall for a corporate event in June. (4)

Could you please send us more _____ about the available dates and prices? (5)

Thank you in advance for your _____. (6)

Sincerely,
Mark Volkov

Choose from the list:

information, interested, assistance

Ответ: 1. Interested 2. Information 3. assistance

3 семестр

Choose the most appropriate option for each situation.

1. You are calling a company for the first time.
A) **Hello, this is Alexei Ivanov from "StroyServis". Could I speak to Ms. Brown, please?**
B) Hi, is Lena there?
C) I need to talk to your boss.
2. You answer the phone at your office.
A) Yes, what do you want?
B) **"Good morning, 'Green Line', Anna speaking. How can I help you?"**
C) I'm busy, call back later.
3. You need to connect a caller to your colleague.
A) He's not here.
B) **"Certainly. One moment, please. I'll put you through."**
C) Why do you need him?
4. Match the situation (A-B) with the best thing to say (1-2).*

Situations:

- A. The line is bad, you can't hear the caller well.
- B. The person you need is not available.

Solution Phrases:

1. I'm afraid she's in a meeting. Can I take a message?
2. I'm sorry, could you speak up a bit, please? The line isn't very good.

Ответ: A - 2 B - 1

5. **Translate a key sentence for confirming information. (Переведите ключевое предложение для подтверждения информации.) (9)**

Позвольте мне повторить ваш номер телефона, чтобы убедиться, что всё правильно.

Возможный вариант ответа: Let me repeat your phone number to make sure everything is correct. / ...to confirm the details.

4 семестр

1. You are filling out an event brief template for a client.

Client Event Brief

1. **Event Type:** Corporate team-building _____. (1)
2. **Key Goal:** Improve team _____ and motivation. (2)
3. **Budget Limit:** The total _____ must not exceed 15,000 euros. (3)

Choose the correct option for each line:

1. A) **activity** / B) risk / C) contractor
2. A) communication / B) **equipment** / C) venue
3. A) **budget** / B) plan / C) team

2. Fill in the blanks in an email to a contractor. (Заполните пропуски в email подрядчику.) (4-6)

Complete the email requesting a technical specification.

Subject: Technical Requirements for "Future Tech" Conference

Dear SoundPro Team,

We are preparing the technical _____ for the conference on May 20th. (1)

Please confirm that you can provide the following _____: 4 microphones, 2 large screens, and a sound mixer. (2)

We also need a _____ plan in case of equipment failure. (3)

Best regards,
Maria Ivanova
Event Coordinator

Choose from the list:

backup, specification, equipment

Ответ: 1. specification 2. equipment 3. Backup

3. Choose the correct phrase for a risk management discussion.

During a planning meeting, you are discussing potential problems.

- A) **"What is our backup plan if it rains during the outdoor ceremony?"**
- B) "The party will be amazing, don't worry!"
- C) "I don't think we need to prepare for problems."

5 cemectp

1. You are creating a post to promote an event.

Join us for the Annual Eco Forum 2029!

Date: June 15

📍 _____: City Conference Hall (1)

🌐 To register, visit our _____. (2)

Don't forget to use our _____ #EcoForum2024! (3)

Choose the correct option for each line:

1. A) **Venue** / B) Partner / C) Sponsor
2. A) **website** / B) email / C) budget
3. A) **hashtag** / B) media kit / C) goal

2. Fill in the blanks in an email to a potential sponsor.

Complete the email offering sponsorship opportunities.

Subject: Sponsorship Proposal for "Tech Innovate 2024"

Dear Mr. Johnson,

We invite your company to become a _____ partner for our major technology conference. (4)

As a sponsor, your logo will be featured in all our _____ materials and on our website. (5)

This is an excellent opportunity to reach our _____ of over 5,000 IT professionals. (6)

We look forward to your positive response.

Sincerely,
The Organizing Team

Choose from the list:

promotional, target audience, sponsor

OTBET: 1. sponsor 2. promotional 3. target audience

3. Match the marketing action with the correct channel.

Tasks:

- A. Send a detailed event program and speaker bios to a journalist.
- B. Create a short, engaging video about the event to post online.

Channels / Tools:

1. PR (Working with Media) / Press Release
2. SMM (Social Media Marketing)

Ответ: A - 1 B - 2

4. Choose the correct phrase to discuss marketing results.

In a team meeting, you are reporting on the campaign.

- A) **"Our email campaign had a 20% open rate, which is good for our industry."**
- B) "Marketing is not important for our event."
- C) "I don't like the color of our posters."

6 семестр

1. You want to propose a new idea to your partners.
 - A) **"I'd like to propose a different approach."**
 - B) "This is a bad idea."
 - C) "I don't care what you think."
2. You need to politely disagree with an offer.
 - A) "That's impossible."
 - B) **"I understand your point, but our budget is limited."**
 - C) "Yes, of course, anything you say."
3. You want to confirm an agreement at the end of a meeting.
 - A) **"So, to summarize, we agree on the price and the delivery date."**
 - B) "I have to go now."
 - C) "Let's talk about something else."
4. Translate a key clause for a contract.

Оплата должна быть произведена в течение 30 дней после получения счёта.

Вариант ответа: Payment must be made within 30 days of receiving the invoice. / Payment is due within 30 days after invoice receipt.

7 Семестр

You are at an event with international partners. Choose the most appropriate and polite option.

1. You meet a new business partner from another country for the first time.
 - A) **"Hello, I'm Alexei Petrov. It's a pleasure to meet you."**
 - B) "Hey, what's up?"
 - C) "Give me your business card."
2. You don't understand what your partner just said.
 - A) "I don't understand anything."
 - B) **"I'm sorry, could you repeat that, please?"**
 - C) Ignore it and change the topic.
3. You are accepting a business card from a Japanese colleague.
 - A) Take it with one hand and put it in your pocket immediately.
 - B) **"Thank you." (Take it with both hands, look at it briefly, and place it carefully on the table).**
 - C) Write a note on it in front of them.
4. Fill in the blanks in an email confirming a meeting with an international team.

Complete the email, which should be clear and polite.

Subject: Confirmation: Project Kick-off Meeting

Dear Team,

This email confirms our online meeting on Friday, March 15th.

To avoid any _____, here are the details again: (1)

- Time: 10:00 AM (Greenwich Mean Time — GMT).
- Platform: Zoom (link attached).

Please, let me know if this time is _____ for everyone. (2)

We look forward to our _____. (3)

Best regards,
Anna

Choose from the box:

convenient, misunderstanding, cooperation

Ответ: 1. misunderstanding 2. convenient 3. Cooperation

5. Choose the correct action at an international networking dinner.

You are at a formal dinner with partners from different cultures.

- A) **Talk about general and safe topics like travel, food, or culture before discussing business.**
 B) Discuss politics and religion immediately to get to know them better.
 C) Use only your native language and expect everyone to understand.

УК-4.3. Владеет методикой составления суждения в межличностном деловом общении на государственном и иностранном языках, с применением адекватных языковых форм и средств

1 семестр

1. Match the words (1-2) with their translations (a-b).

1.event 2.sponsor

- a) спонсор
b) мероприятие, событие

Ответ: 1-A 2-B

2. Choose the correct word.

A big meeting where people discuss business is a _____.

- a) festival
b) conference
c) contractor

3. Translate into English.

Организатор планирует мероприятие.

Ответ: The _____ plans the event.

4. Fill in the gap.

The first _____ of event organization is 'planning'.

Ответ: _____ stage _____ (этап)

2 семестр

1. Match the letter type with its purpose .

1. inquiry

2. complaint

a) письмо-жалоба

b) письмо-запрос

Answers: 1-B__ 2. _A__

2. Choose the correct phrase for an email opening.

_____, I am writing to ask for information.

a) Hello friend

b) Dear Sir or Madam

c) Hey

3. **Translate into English.**

Мы подтверждаем получение вашего заказа.

Ответ: We _____ confirm _____ your order.

4. **Fill in the gap in a contract.**

The _____ of this contract is one year. (срок действия)

Ответ: ___ validity period _____

3 семестр

1. Match the phrase with its meaning.

1. Could I speak to...?

2. I'll put you through.

a) Я соединю вас.

b) Могу я поговорить с...?

Ответ: 1. _b__ 2. _a__

2. Choose the correct response.

Caller: "Hello, is Anna there?"

You (receptionist): _____

a) Who are you?

b) One moment, please.

c) No.

3. **Translate into English.**

Повторите, пожалуйста. Я плохо слышу.

Ответ: ___ Repeat _____, please. I can't hear well.

4. **Fill in the gap.**

Can you _____ that? (произнести по буквам)

Ответ: _____ spell _____

4 семестр

1. Match the words (16-17) with their definitions (a-b).

1. budget

2. venue

a) место проведения мероприятия

b) план доходов и расходов, бюджет

Ответ: 1. b 2. a

2. Choose the correct word.

We need a _____ for bad weather. (запасной план)

a) team

b) contractor

c) **backup plan**

3. Translate into English.

Техническое задание очень важно.

Ответ: The _____ technical task _____ is very important.

4. Fill in the gap.

We _____ a team of 10 people. (координируем)

Ответ: coordinate

5 семестр

1. Match the terms with their explanations.

1. SMM

2. target audience

a) целевая аудитория

b) маркетинг в социальных сетях

Answers: 1. b 2. a

2. Choose the correct word.

We use social media for _____.

a) **promotion**

b) planning

c) budget

3. Translate into English.

У этого фестиваля сильный бренд.

Ответ: This festival has a strong _____ brand _____.

4. Fill in the gap.

Our _____ gives money for the event. (спонсор)

Ответ: sponsor

6 семестр

1. Match the phrase with its purpose.

"Let me make a proposal."

a) Согласиться

b) Сделать предложение

c) Отказаться

2. Choose the correct word for a presentation.

The _____ of our talk is new marketing ideas.

a) contract

b) goal

c) price

3. Translate into English.

Мы согласны с этими условиями.

Ответ: We _____ agree _____ these terms.

4. Choose the correct response in a negotiation.

Partner: "We need a 20% discount for such a large order."

You: _____

a) No, it's impossible.

b) I understand. Could we discuss a 10% discount with additional services?

c) OK, give me the money.

5. Match the document (A-B) with its description (1-2).

A. Commercial Proposal

B. Contract

1. A formal written agreement that is legally binding.
2. A document detailing services, prices, and terms offered to a potential client.

Ответ: A _2_ B _1_

7 семестр

1. Choose the correct advice.

At an international meeting, it is good to _____.

a) speak very fast

b) speak clearly and slowly

c) use only slang

2. Translate into English.

Извините, я не понимаю.

Ответ: Excuse me, I _____ don't understand _____.

3. Match the negotiation phrase with its purpose.

1. "What are your thoughts on this proposal?"

2. "I'm afraid we can't agree to that price."

a) Вежливый отказ или выражение несогласия.

b) Запрос мнения или обратной связи.

Answers: 1. b 2. a

4. Choose the correct word to complete a commercial offer.

We are pleased to _____ you our services for the event management.

a) tell

b) offer

c) make