

ФАКУЛЬТЕТ МЭиМП

Программа вступительного испытания по английскому языку

Вступительный экзамен в магистратуру состоит из двух частей: аудирование и письменная часть, продолжительность экзамена – 2 часа (120 минут).

Аудирование

Аудирование - прослушивание аудиозаписи иностранной речи с целью проверки навыков восприятия и понимания устной речи. Материалы для аудирования взяты из таких источников, как интервью с известными персоналиями, материалы радио и телепередач, связанные со сферами экономики и политики. Задания на аудирование включают 15 вопросов, которые подразделяются на три части:

первое задание (5 вопросов) сопровождается заданиями, нацеленными на понимание общего смысла высказывания;

второе задание (5 вопросов) нацелено на выявление детальной информации;

третье задание (5 вопросов) проверяет умение аналитически осмысливать услышанную информацию;

Задания предъявляются два раза.

Письменная часть.

Письменная часть имеет своей целью проверку навыков чтения и понимания текста, тестирование знаний лексики по специальности и грамматики, что показывает умение абитуриентов ориентироваться в предложенной им англоязычной информации.

Тест состоит из 4 текстов и 10 заданий на проверку грамматики.

Образцы заданий 2009 г. приводятся ниже.

Master's Course Entrance Exam 2009

Name

Score

I. You will hear Judy Irigoien who runs a *crêperie*, a restaurant that specializes in *crêpes* or pancakes. Listen and decide whether the statements are TRUE, FALSE or NOT GIVEN:

1. She started her business in France:
 - 1) TRUE
 - 2) FALSE
 - 3) NOT GIVEN
2. She set up the restaurant to give her children a new life:
 - 1) TRUE
 - 2) FALSE
 - 3) NOT GIVEN
3. One of the reasons for choosing the place was a family member living close by:
 - 1) TRUE
 - 2) FALSE
 - 3) NOT GIVEN
4. It took her just over 2 weeks to start the restaurant:
 - 1) TRUE
 - 2) FALSE
 - 3) NOT GIVEN
5. The business is profitable throughout the year:
 - 1) TRUE
 - 2) FALSE
 - 3) NOT GIVEN

II. You will hear Amanda Hamilton speaking about how she developed a new tea product called “chai” for the British market. Choose the best answer for each question:

6. What was chai originally?
 - 1) An Indian drink
 - 2) An American drink
 - 3) An African drink
 - 4) A drink Amanda invented
 - 5) A Mexican drink
7. Why did she start importing chai?
 - 1) For selling to people travelling to work
 - 2) For herself
 - 3) For research purposes
 - 4) For selling in shops
 - 5) For treating her friends
8. Why did she have to develop her own chai?
 - 1) She couldn't afford to import it anymore

- 2) She enjoyed experimenting with different flavors
 - 3) She did not manage to find the flavor that she thought perfect
 - 4) She couldn't depend on her suppliers
 - 5) In order to avoid heavy taxes
9. How did she test her product?
- 1) By using a market-research company
 - 2) By trying it in the USA
 - 3) By giving it to her own customers
 - 4) By giving it to her friends
 - 5) By arranging promo actions in supermarkets
10. What was the supermarket buyer's reaction to her product?
- 1) He fixed another meeting for 6 weeks later
 - 2) He agreed to try selling it in a few stores
 - 3) He didn't agree to stock the product
 - 4) He agreed to sell it in a large number of stores all over the country
 - 5) He agreed to sell it in a limited number of stores in London only.

II. You will hear five people talking about project management. For each recording, decide which action (1-7) the speaker is recommending. Do not use any letter more than once.

Speaker 1 11.....	1) Defining objectives tightly
Speaker 2 12.....	2) Ensuring the plans have some flexibility
Speaker 3 13.....	3) Handing over some tasks to other team members
Speaker 4 14.....	4) Arranging regular status meetings
Speaker 5 15.....	5) Dealing with problems promptly
	6) Ensuring the team is motivated
	7) Planning the schedule carefully

READ TEXT 1: Company of the month: Richard Branson and Virgin

One of the leading British-based businessmen and entrepreneurs is Richard Branson. Although he is now 56 years old, his youthful, smiling face still communicates a young man's enthusiasm. As leader of the Virgin Group, his interests range from soft drinks (Virgin Cola) and mobile telephones (Virgin Mobiles) to trains (Virgin Trains) and international airlines (Virgin Atlantic).

Like many successful business people, Richard Branson's zest for business started when he was just a school boy. Although he was not a brilliant pupil because of dyslexia, he started his first business at the age of 16 publishing Student magazine. He then started Virgin records which originally sold records by mail order. Virgin Records opened its first shop on Oxford Street very soon after. In 1972, when he was 22 years old, Richard Branson started his own record company. Their first record, the brilliant Tubular Bells by the multi-instrumentalist, Mike Oldfield was released in 1973 and was an enormous success.

When punk music started, he signed the outrageous Sex Pistols who had been refused by most other record companies. This courageous decision turned out to be a marketing coup. The business flourished and many more music stars joined Virgin Records. Soon Virgin Records became a major player in the rather conservative British record industry.

Since then, the Virgin brand name has appeared in air and rail travel, mobile phones, retail outlets, the internet, drinks, hotels and the leisure industry. Richard Branson has always been an enthusiastic self-publicist. In 1985 he set out from New York in an attempt to beat the record for an Atlantic crossing by boat. Less than one hundred miles from the destination, the boat hit some driftwood and sank. Richard Branson and his crew were rescued but the adventure made the names of Richard Branson and his company Virgin famous around the world.

Richard Branson is not a great musician, engineer, inventor of soft drinks, or expert on airlines or trains. What does Richard Branson contribute to businesses?

"We look for opportunities where we can offer something better, fresher, and more valuable, and we seize them. We often move into areas where the customer has traditionally received a poor deal, and where competition was complacent.

And with our growing e-commerce activities, we also look to deliver "old" products in new ways. We are pro-active and quick to act, often leaving bigger and more cumbersome organizations in our wake.

When we start a new venture, we base it on hard research and analysis. Typically, we review the industry and put ourselves in the customer's shoes to see what could make it better."

As we have seen Richard Branson has applied these principles successfully in many industries.

Richard Branson has ten secrets to success:

1. You've got to challenge the big ones.
2. Keep it casual.
3. Haggle: everything is negotiable.
4. Have fun working.
5. Do the right thing for the brand.
6. Smile for the cameras!
7. Don't lead "sheep", herd "cats".
8. Move like a bullet.
9. Size does matter.
10. Be a common, regular person.

RE-read the text and show your understanding of the main points by choosing the best answer to complete the statements.

16. According to the text, Richard Branson

- 1) is quite a young man
- 2) is about to retire
- 3) appears tired of doing business
- 4) is still very enthusiastic about business and entrepreneurship
- 5) tends to focus on one aspect in business

17. According to the text, Richard Branson

- 1) got interested in business at 22
- 2) had a zest for business when he was still at school
- 3) started his first business in 1973
- 4) wanted to start his own business because he was a brilliant student
- 5) was successful in business because he was a perfectionist

18. According to the text, Richard Branson's first business was

- 1) a Student magazine
- 2) Virgin Records
- 3) Virgin Cola
- 4) Virgin Mobile
- 5) Virgin Atlantic

19. According to the text, Richard's investment in punk music

- 1) turned out to be a disaster
- 2) proved commercially successful
- 3) made him file for bankruptcy
- 4) resulted in a law suit
- 5) made him a persona non grata in conservative Britain

20. According to the text, Richard Branson is

- 1) a great musician
- 2) an inventor of soft drinks
- 3) an expert on airlines and trains
- 4) an engineer
- 5) an entrepreneur

21. According to the text, in 1985 Richard Branson

- 1) tried to corner the market in records selling
- 2) released a new Rolling Stones' album
- 3) became a major player in record industry in Britain
- 4) tried to beat the record for an Atlantic crossing by boat
- 5) got drowned while crossing the Atlantic

22. According to the text, one of Branson's secrets to success is:

“Haggle: everything is negotiable, which means:

- 1) you shouldn't make compromises in negotiations
- 2) a true businessman must be hostile to his opponent
- 3) a negotiator should argue about the cost before reaching an agreement
- 4) one must take a hard stance in negotiation
- 5) a business must drive a hard bargain in negotiations

23. According to the text, Branson advises:” You've got to challenge the big ones”, which means:

- 1) keep away from market leaders
- 2) never defy key players in the market
- 3) don't be afraid to compete with big, powerful companies,
- 4) to challenge market leaders is the only way to success
- 5) give in only to big companies

24. According to the text, starting a new venture Branson relies on

- 1) thorough research and analysis
- 2) what his competitors are doing at the moment
- 3) his friends' advice
- 4) intuition
- 5) economic forecasts

25. According to the text, Richard Branson owes his business success to

- 1) luck
- 2) complacent competitors
- 3) not taking risks
- 4) being pro-active and quick to act
- 5) favorable opportunities

TEXT 2: Read the text

Thousands of Americans have lost their homes and lenders have been forced out of business in the US mortgage crisis. The Chairman of the Federal Reserve, Ben Bernanke, says actions are needed to stop repossessions and prevent an economic recession.

With repossessions at a record high and late mortgage payments continuing to soar across the United States, the Federal Reserve Chairman, Ben Bernanke, warned that the situation would get worse, as many borrowers face their first interest rate adjustments. He said thousands of homeowners would be unable to make their increased mortgage payments and were expected to default.

But he offered his assurances that regulators would take steps to curb the economic fallout related to the mortgage crisis. Testifying before Congress, he promised that the Federal Reserve would also crack down on abusive or bad lending practices.

The US treasury Secretary, Henry Paulson, said that mortgage documents would be simplified, to prevent important information getting buried in the complicated small print.

These comments come two days after the Federal Reserve cut interest rates, to assist the ailing US housing market and prevent the world's biggest economy from falling into recession.

Re-read the text, make sure you understood the main points and choose the best and the most complete answer.

26.repossessions means that

- 1) borrowers can get their possessions back after late mortgage payments

- 2) banks take back the homes of people who failed to make their mortgage payments in time
- 3) mortgage lenders take back the homes of the needy
- 4) banks or other mortgage lenders take back the homes of people who can't afford to make their mortgage repayments
- 5) the Federal Reserve confiscates homes of debtors

27. homeowners who are expected to default means that they

- 1) have legally agreed to pay money
- 2) have legally agreed to pay for their homes before a particular time
- 3) are believed to be unable to repay their mortgages
- 4) have signed an agreement with local authorities
- 5) have failed to pay taxes

28. to curb the economic fallout means

- 1) to lessen the negative effect of the mortgage crisis on the economy
- 2) to deteriorate the economic situation
- 3) to boost the economy
- 4) to affect the economy in a negative way
- 5) to make a breakthrough in the economic development

29. to crack down on something/ somebody means

- 1) to start dealing more severely with (something bad)
- 2) to damage
- 3) to solve a problem after a lot of thought
- 4) to treat cruelly
- 5) to disobey the rules

30. fall into recession means

- 1) to improve the economic situation
- 2) to go through the period of intensive business activity
- 3) to enter a period when the economy is slow and conditions for business are bad
- 4) to take steps to fight inflation
- 5) to make progress

ТЕКСТ 3 по материалам REUTERS (Reporting by Caren Bohan)

READ THE TEXT AND CHOOSE THE BEST ANSWER:

On April 29 2009 Barack Obama marked the 100th day of his presidency after a whirlwind start in which he signaled a new approach on policies from the economy to climate change to U.S. relations with Iran.

Some have used the milestone to **(31) assess Obama's policies**, even as analysts cautioned it was too soon to say whether his long list of initiatives will yield success.

The tradition of marking the first 100 days of U.S. presidencies dates back to Franklin Delano Roosevelt, who trumpeted his ability **(32) to push through** 15 pieces of major **legislation** in that time period after taking office in 1933 in the midst of the Great Depression.

Ross Baker, a political science professor at Rutgers University, and other experts said Obama's early months have revealed much about his style of governing.

So far in his presidency, Obama has enacted a \$787 billion stimulus program, launched a drive to overhaul the health care system, made overtures toward longtime U.S. foes Iran and Cuba and unveiled new strategies for the Iraq and Afghanistan wars.

On the domestic policy side, Obama has been criticized by someone who contend the stimulus package and a proposed \$3.55 trillion budget he laid out for 2010 will **(33) curb economic growth** in the future by leading to a pile up of government debt.

Some critics have also faulted Obama's handling of the banking crisis, saying he **(34) should have moved earlier** and more aggressively to try to grapple with problem of bad debt hanging over the financial system.

But Obama's supporters point to what they see as early signs his economic remedies may be working, including a **(35) steadier tone to the stock market** and a stabilization of new claims for jobless benefits after their prior huge increases.

31. assess Obama's policies means:

- 1) evaluate
- 2) criticize
- 3) approve
- 4) support
- 5) reject

32. push through legislation means:

- 1) succeed in getting legislation accepted
- 2) succeed in getting legislation accepted although some people oppose it
- 3) ignore the legislation
- 4) continue with the task
- 5) launch a law

33. curb economic growth means:

- 1) make a positive impact on economic growth
- 2) control and keep economic growth within limits
- 3) create favorable conditions for economic growth
- 4) fine entrepreneurs
- 5) arrest businessmen

34. should have moved earlier means:

- 1) should have acted before the situation came out of control
- 2) should have gone earlier
- 3) should act as early as possible
- 4) should have left his office earlier
- 5) should have moved into the White House earlier

35. a steadier tone to the stock market means:

- 1) the situation at the stock market is less volatile
- 2) the situation at the stock market is likely to change
- 3) the situation at the stock market is likely to change suddenly
- 4) the situation at the stock market is sure to change unexpectedly
- 5) the situation at the stock market is highly optimistic

Text 4. Complete the passage by inserting the following words and word combinations in the gaps:

- 1) **congressional approval**
- 2) **tax deductions**
- 3) **subsidiaries**
- 4) **come into effect**
- 5) **provisions**

President Barack Obama has proposed outlawing offshore tax-avoidance techniques in a move that could hit US corporations with overseas divisions. His proposals would axe some(36) for firms that earn profits in countries with low tax rates.

His plan envisages 800 extra federal agents to police the laws, and may reap \$210bn in tax over the decade. The president said he wanted to “make it easier” for US companies to create jobs at home.

He wants to close tax(37) that allow firms to put off paying taxes on profits made overseas as long as those earnings are invested back into the overseas(38). While “most Americans meet their responsibilities “ with regard to tax, he said there were others shirking theirs.

He now needs(39) for the changes, which some business leaders oppose, before they could(40) in 2011.

CHOOSE THE ONLY GRAMMATICALLY CORRECT ANSWER

41. As soon as I (offer) the promotion, I (let) you (know).

- 1) will be offered, will let, know
- 2) am offered, will let, know
- 3) am offered, will let, know
- 4) offer, will let, to know
- 5) am offered, will let, to know

42. He usually (enjoy) (spend) his holidays abroad but now because of the financial crisis he cannot afford (go) abroad as he used to.

- 1) enjoy, to spend, to go
- 2) enjoys, spending, to go
- 3) enjoys, to spend, to go
- 4) enjoys, to spend, going
- 5) enjoy, spending, to go

43. I suggest (telephone) the hospitals before (ask) the police (look) for him.

- 1) that we should telephone, to ask, to look
- 2) telephoning, to ask, to look
- 3) to telephone, to ask, to look
- 4) to telephone, asking, to look
- 5) telephoning, asking, to look

44. Your money (put) to good use instead of (leave) idle in the bank.

- 1) must put, to leave
- 2) might put, being left
- 3) have to be put, being left
- 4) could be put, being left
- 5) ought to be put, leave

45. If I (read) the terms carefully, I (sign) the contract. I (wish) I (do) it.

- 1) had read, wouldn't have signed, wish, hadn't done
- 2) read, wouldn't sign, wish, wouldn't do
- 3) would read, wouldn't have signed, wish, hadn't done
- 4) could read, signed, wish, hadn't done
- 5) had read, had signed, wished, hadn't done

46. Let's (lie) in the sun. Don't be funny. It (to rain) since early morning.

- 1) to lie, is raining
- 2) lie, has been raining
- 3) lie, is raining
- 4) lying, has rained
- 5) lie, rained

47. Before he let us (go) he made us (promise) (not tell) anyone what we had seen.

- 1) to go, promise, not to tell
- 2) go, to promise, not to tell
- 3) going, promise, not to tell
- 4) go, promise, not to tell
- 5) go, promise, not tell

48. Now that he is marriedthe President's daughter, I'm afraid to approach..... him. -
When did he marry..... her?

- 1) to, to, to
- 2) -, - , -
- 3) to, -, -
- 4) to, to, -
- 5) -, -, on

49. What did you see outside? – I saw the car.

- 1) how he went out and started
- 2) our CEO going out and start
- 3) her going out and starting
- 4) her go out and start
- 5) him going out and start

50. He followed your - That's hisstep.

- 1) advices, cleverest
- 2) advice, the cleverest
- 3) advice, cleverest
- 4) advice, most cleverer
- 5) advice, most clever