**Примерные оценочные материалы, применяемые при проведении**

**промежуточной аттестации по дисциплине (модулю)**

**«**Актуальные практики коммуникации**»**

При проведении промежуточной аттестации обучающемуся предлагается дать ответы на 2 вопроса, приведенных в билете, из нижеприведенного списка. В качестве 3 вопроса предлагается прочитать и перевести текст по специальности с английского языка на русский.

Примерный перечень вопросов

1. What advantage does marketing process provide?
2. Give the meaning of the word "communication".
3. What role does marketing play in business?
4. What activities does marketing cover?
5. In what way is marketing linked to customers?
6. How does marketing tell on the Price?
7. What is the definition of the word "culture"?
8. How do companies try to expand their business?
9. What aspects are considered when a new Product is launched?
10. What is "marketing mix"?
11. What aspects are taken into consideration when Sellers market their Products?
12. How is the price determined?
13. What is the importance of the place?
14. How is promotion organized?
15. What is a product's life-cycle?
16. What is the function of a marketing department?
17. Is marketing really an essential function of a business organization? Prove your point.
18. What aspects should be considered in a marketing programme?
19. What helps businessmen to promote sales of their products?
20. How could new products be promoted?
21. What can promote technological progress?
22. What promote sports?
23. Why do companies place their advertisements during sports events?
24. Why do exhibitions contribute to the development of trade?
25. What else do you think can contribute to the development of trade?

Примерные тексты для перевода.

№1

This kind of flexibility comes with a cost, however. In other methodologies, the demands on the project sponsor are much lower. They need to be involved in the beginning [to help gather requirements](http://www.brighthubpm.com/project-planning/60264-techniques-used-in-business-requirements-gathering/), and show up at the end to receive the project (and hopefully like the result.) If you have decided to use XPM, then the business owner must sign up to stay involved with the project from start to finish. In order for the list of priorities to be flexible, they must know what’s on the list, how progress is going, and be able to make intelligent tradeoffs in the moment. Additionally, the project manager has a task that doesn’t exist in other methods – human or client management. It’s a luxury to be able to get the requirements and disappear for six months or more while you build the project. In this method, the interaction between PM ad business owner and other stakeholders is not only constant, but doing it well is vital to a well run project.

In determining when to use Extreme Project Management, you need to factor in all these considerations. You need to consider how complex the project is, how likely the requirements are to change, and how involved your business owner is going to be in the process. If the goal is progress – or speed to market – and you want to provide flexibility about what to deliver, then XPM may very well be the way to go.

№2

## Manage, motivate, inform, encourage, enable the project team

Manage the team and activities in [meetings](http://www.businessballs.com/meetings.htm), communicating, supporting, and helping with decisions (but not making them for people who can make them for themselves). 'Praise loudly; blame softly.' (a wonderful maxim attributed to Catherine the Great). One of the big challenges for a project manager is deciding how much freedom to give for each delegated activity. Tight parameters and lots of checking are necessary for inexperienced people who like clear instructions, but this approach is the kiss of death to experienced, entrepreneurial and creative people. They need a wider brief, more freedom, and less checking. Manage these people by the results they get – not how they get them. Look out for differences in [personality and working styles](http://www.businessballs.com/personalitystylesmodels.htm) in your team. Misunderstanding personal styles can get in the way of team cooperation. Your role here is to enable and translate. Face to face meetings, when you can bring team members together, are generally the best way to avoid issues and relationships becoming personalized and emotional. Communicate progress and successes regularly to everyone. Give the people in your team the plaudits, particularly when someone high up expresses satisfaction – never, never accept plaudits yourself. Conversely – you must take the blame for anything that goes wrong – never 'dump' (your problems or stresses) on anyone in your team. As project manager any problem is always ultimately down to you anyway. Use [empathy and conflict handling techniques](http://www.businessballs.com/empathy.htm), and look out for signs of [stress](http://www.businessballs.com/stressmanagement.htm) and manage it accordingly. A happy positive team with a basic plan will outperform a miserable team with a brilliant plan, every time.

№3

Brainstorming with a group of people is a powerful technique. Brainstorming creates new ideas, solves problems, motivates and develops teams. Brainstorming motivates because it involves members of a team in bigger management issues, and it gets a team working together. However, brainstorming is not simply a random activity. Brainstorming needs to be structured and it follows brainstorming rules. The brainstorming process is described below, for which you will need a flip-chart or alternative. This is crucial as Brainstorming needs to involve the team, which means that everyone must be able to see what's happening. Brainstorming places a significant burden on the facilitator to manage the process, people's involvement and sensitivities, and then to manage the follow up actions. Use Brainstorming well and you will see excellent results in improving the organization, performance, and developing the team.

N.B. There has been some discussion in recent years – much of it plainly daft – that the term 'brainstorming' might be 'political incorrect' by virtue of possible perceived reference to brain-related health issues. It was suggested by some that the alternative, but less than catchy 'thought-showers' should be used instead, which presumably was not considered to be offensive to raindrops (this is serious…). Happily recent research among relevant groups has dispelled this non-pc notion, and we can continue to use the brainstorming expression without fear of ending up in the law courts…