



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
ACADEMIC FOREIGN LANGUAGE

| | |
|--------------------------------------------------------------------------------------------------|-----------------------------------------------------------|
| Код плана | <u>380402-2023-О-ПП-2г00м-73</u> |
| Основная образовательная программа высшего образования по направлению подготовки (специальности) | <u>38.04.02 Менеджмент</u> |
| Профиль (программа) | <u>High-Technology Business Management</u> |
| Квалификация (степень) | <u>Магистр</u> |
| Блок, в рамках которого происходит освоение модуля (дисциплины) | <u>Б1</u> |
| Шифр дисциплины (модуля) | <u>Б1.О.02</u> |
| Институт (факультет) | <u>Институт экономики и управления</u> |
| Кафедра | <u>иностранных языков и профессиональной коммуникации</u> |
| Форма обучения | <u>очная</u> |
| Курс, семестр | <u>1 курс, 1 семестр</u> |
| Форма промежуточной аттестации | <u>экзамен</u> |

Самара, 2023

1. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ

Текущий контроль успеваемости является обязательной частью внутренней системы оценки качества освоения обучающимися образовательной программы. Текущий контроль успеваемости проводится в рамках изучения дисциплины в течение семестра. Виды, формы и график определяется преподавателем.

2. ТИПОВЫЕ КОНТРОЛЬНЫЕ ЗАДАНИЯ ИЛИ ИНЫЕ МАТЕРИАЛЫ ДЛЯ ОЦЕНКИ ЗНАНИЙ, УМЕНИЙ, НАВЫКОВ И (ИЛИ) ОПЫТА ДЕЯТЕЛЬНОСТИ, ХАРАКТЕРИЗУЮЩИХ УРОВЕНЬ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

УК-5. Able to analyze and take into account the diversity of cultures in the process of intercultural interaction

Задание 1. Mary ... in a village.

- a)live
- b)is living
- c)lives
- d)are living

Ответ: c) lives

Задание 2. The students ... a lecture at the moment.

- a)attend
- b)are attending
- c)have been attending
- d)have attending

Ответ: b) are attending

Задание 3. I ... read any books by this writer, yet.

- a)haven't
- b)didn't
- c)hadn't
- d)don't

Ответ: a) haven't

Задание 4. Please give me ... interesting to read.

- a)anything
- b)everything
- c)nothing
- d)something

Ответ: d) something

Задание 5. St. Paul's Cathedral ... destroyed in the Great Fire in London.

- a)is
- b)has
- c)had been
- d)was

Ответ: d) was

Задание 6. Everest is ... mountain in the world.

- a) higher
- b) the highest
- c) a high
- d) the most high

Ответ: b) the highest

Задание 7. I'm hungry. I ... concentrate on the quiz.

- a) mustn't
- b) needn't
- c) can't
- d) shouldn't

Ответ: c) can't

Задание 8. She speaks ... English.

- a) perfectly
- b) perfect
- c) more perfect
- d) most perfect

Ответ: b) perfect

Задание 9. I hear that your exams are next week. You ... be studying very hard at the moment.

- a) must
- b) may
- c) should
- d) can

Ответ: a) must

Задание 10.... many shops near your house?

- a) Are
- b) Is there
- c) Are there
- d) Was there

Ответ: c) are there

Задание 11. Дайте определения следующим лексическим единицам:

- society; - law; - communication; - to defend; - to investigate

Ответ:

Society – a large group of people who live together in an organized way.

Law- a rule, usually made by a government, that is used to order the way in which a society behaves

Communication – the various methods of sending information between people and places, especially phones, computers, radio etc.

To defend – to protect someone or something against attack or criticism

To investigate – to examine a crime, problem, statement, to discover the truth.

(www.dictionary.cambridge.org)

Задание 12. Составьте предложения с перечисленными словами (1 слово-1 предложение):
Supreme Court, a lawyer, a judge, to defend, government.

Ответ: 1. *The Supreme Court is the highest court in the system.*

2. *A lawyer can help people to solve their problem with law.*

3. *A judge is making the court decision.*

4. *If you want to defend yourself call the police.*

5. *The main person in the government is the Prime Minister.*

Задание 13. Напишите короткий ответ на вопрос:

- Why did you decide to study law?

Дайте ответ используя следующие конструкции:

I decided to study law, because...

It was my childhood dream to study law, because

When I graduated from school I decided to study law, because

Ответ: (примерный вариант ответа: *I decide to study law, because I always wanted to help people solving (to solve) their difficult situations.*

Задание 14. Прочитайте и переведите текст:

City Government

City government is a system of governmental institutions that serve an urban area. Modern cities are almost always contained within the boundaries of modern states, and their governments form parts of a larger constitutional regime that usually includes state or provincial governments and a national government.

A city government's most important functions are to provide law enforcement and fire prevention; elementary and secondary education; water supply, sewage and refuse collection and disposal; construction, maintenance, and lighting of the streets; regulation of building safety and housing standards; the provision of public housing; various welfare services for the needy; health protection; and environmental services. Cities also provide museums, parks, play grounds and other cultural and recreation facilities. Public utility services that supply water, electricity, gas, and public transport may be provided by a city government or by commercial companies that are closely regulated by the government.

Ответ:

Городское правительство

Городское самоуправление - это система правительственных учреждений, обслуживающих городскую территорию. Современные города почти всегда находятся в границах современных государств, и их правительства являются частью более крупного конституционного режима, который обычно включает правительства штатов или провинций и национальное правительство.

Наиболее важными функциями городского правительства являются обеспечение правопорядка и предотвращение пожаров; начальное и среднее образование; водоснабжение, канализация и сбор и утилизация мусора; строительство, техническое обслуживание и освещение улиц; регулирование безопасности зданий и жилищные стандарты; предоставление государственного жилья; различные социальные услуги для нуждающихся; охрана здоровья; и экологические услуги. В городах также есть музеи, парки, игровые площадки и другие объекты культуры и отдыха. Коммунальные услуги, связанные с водоснабжением, электричеством, газом и общественным транспортом, могут предоставляться городскими властями или коммерческими компаниями, которые строго регулируются правительством.

Задание 15. Прочитайте и переведите текст

STATE SYSTEM OF THE RF

The Russian Federative Republic was set up by the Constitution of 1993. Under the Constitution Russia is a democratic federative law-governed state with a republican form of government. The President of the Russian Federation is the head of state. He is the Supreme

Commander –in Chief of the Armed Forces of the Russian Federation. The President signs treaties, enforces laws. He appoints ministers who are subject to approval by the Federal Assembly. He nominates judges to the Constitutional Court, The Supreme Court and the Arbitration Court of the RF, and the Procurator-General. The federal government consists of three branches: legislative, executive and judicial. Each of them is balanced by the President. The legislative power is vested in the Federal Assembly. It consists of two chambers. The Upper Chamber is the Council of Federation. The Lower Chamber is the State Duma. Each chamber is headed by the Speaker. Bills may be initiated by each chamber. But to become a law a bill must be approved by both chambers and signed by the President. The President may veto the bill. The executive power belongs to the government which is headed by the Prime Minister. The first action of the Prime Minister on appointment is to form the Cabinet. The Government ensures state security and the realization of foreign policy. The judicial branch is represented by the Constitutional Court, the Supreme Court and district courts. Judges are independent and subject only to the Constitution of the Russian Federation and federal law.

Ответ:

Государственная система Российской Федерации

Российская Федеративная Республика была образована Конституцией 1993 года. По Конституции Россия является демократическим федеративным правовым государством с республиканской формой правления. Президент Российской Федерации является главой государства. Является Верховным Главнокомандующим Вооруженными Силами Российской Федерации. Президент подписывает договоры, обеспечивает соблюдение законов. Он назначает министров, которые подлежат утверждению Федеральным собранием. Назначает судей в Конституционный суд, Верховный суд и Арбитражный суд РФ, в Генеральную прокуратуру. Федеральное правительство состоит из трех ветвей: законодательной, исполнительной и судебной. Каждый из них уравнивается Президентом. Законодательная власть принадлежит Федеральному собранию. Он состоит из двух камер. Верхняя палата – Совет Федерации. Нижняя палата – Государственная Дума. Каждую палату возглавляет спикер. Законопроекты могут быть иницированы каждой палатой. Но чтобы стать законом, законопроект должен быть одобрен обеими палатами и подписан президентом. Президент может наложить вето на законопроект. Исполнительная власть принадлежит правительству, которое возглавляет премьер-министр. Первым действием премьер-министра после назначения является формирование кабинета. Правительство обеспечивает государственную безопасность и реализацию внешней политики. Судебная власть представлена Конституционным судом, Верховным судом и окружными судами. Судьи независимы и подчиняются только Конституции Российской Федерации и федеральному закону.

Задание 16. Ответьте на вопросы по прочитанному тексту (State System of the Russian Federation)

1. What are the branches of the federal government?
2. What are the functions of the President?

STATE SYSTEM OF THE RF

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which is headed by the Prime Minister. The first action of the Prime Minister on appointment is to form the Cabinet. The Government ensures state security and the realization of foreign policy. The judicial branch is represented by the Constitutional Court, the Supreme Court and district courts. Judges are independent and subject only to the Constitution of the Russian Federation and federal law.

ОТВЕТЫ: 1. The federal government consists of three branches: legislative, executive and judicial.
2. The President signs treaties, enforces laws, appoints ministers, nominates judges, may veto the bill.

Задание 17. Ответьте на вопросы по прочитанному тексту (State System of the Russian Federation)

1. Who is the Commander-in Chief of the Armed Forces of the Russian Federation?
2. Who forms the Cabinet?
3. Whom is the Judicial branch represented?

STATE SYSTEM OF THE RF

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ОТВЕТЫ: 1. The President is the Supreme Commander –in Chief of the Armed Forces of the Russian Federation.
2. The Prime Minister on appointment is to form the Cabinet.
3. The judicial branch is represented by the Constitutional Court, the Supreme Court and district courts.

Задание 18. Ответьте на вопрос, прослушав диалог:

What are the names of two friends?

Tape script:

Mike: We have to make dinner tonight. I hope you remembered!

Cathy: Oops, I forgot actually. What do you want to make?

Mike: Well, I thought we could make that apple pie we did last time. what do you think?

Cathy: Yeah, ok, that's a good idea. Do we have everything we need?

Mike: Mm, let's go and have a look in the kitchen.

Cathy: right, first, of course, we need some apples. Do we have any?

Mike: Yes, we have a lot of apples. I bought ten only yesterday. How many do we have to use?

Cathy: I think six large apples will be fine. Now, is there any flour? We have to use two and a half cups of flour. How much do we have?

Mike: I think we'll have to buy some flour. We don't have much. Maybe only 200 grams. I'll start a shopping list...ok, flour. What about cinnamon and nutmeg?

Cathy: Well, for this recipe, we only need a little cinnamon and nutmeg. How much do we have?

Mike: Oh, these containers are both full, so we don't need any more. Now, we need a little salt...

Cathy: OK, we have a lot of salt...

Mike: And quite a lot of sugar, hmmm...it says in the recipe about a cup.

Cathy: Oh...we don't have any sugar! We can't make apple pie without sugar. Write sugar on the shopping list.

Mike: OK, I've got it. We need a little butter too. Did you buy any butter yesterday at the store?

Cathy: No, I didn't get any. How much do we need for the recipe?

Mike: Well, it says 100 grams. I think we have some butter in the fridge.

Cathy: Yes, we don't have much but there's enough.

Mike: OK, I will go down to the store and buy these things we need. And we can start when I return.

Cathy: Fine, I'll come with you.

Ответ: Mike and Cathy are the names of friends. / The friends names are: Mike and Cathy

Задание 19. Ответьте на вопрос, прослушав диалог:

The two ingredients they need to buy are_____ and_____ .

Tape script:

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Cathy: Yes, we don't have much but there's enough.

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Cathy: Fine, I'll come with you.

Ответ: flour and sugar

Задание 20. Дайте определение к следующим словам:

A career

A job

A profession

An occupation

Ответ:

A career — the job or series of jobs that you do during your working life, especially if you continue to get better jobs.

A job — the regular work that you do in order to earn money.

A profession — a) a type of work that needs special training or education; b) the people who do a type of work considered as a group.

An occupation — a person's job or a regular activity or hobby.

Задание 21. Интервью. Короткое собеседование с интервьюэром.

1. What's your name?
2. Where are you from?
3. Where do you live?
4. What do you like about living in ... ?

Ответы: Hello./ Good afternoon. My name is _____. I am from Samara, Russia. I live also in Samara, ulitsa Novo-Sadovaya 111. There are many things that I like about living in Samara, for example the Volga river, our embankment and of course people, and also many different things.

Задание 22. Вам необходимо составить короткий рассказ по теме **Law of Conservation of Mass**.

You are going to give a talk about the Law of Conservation of Mass. You will have to start in 1,5 minutes and speak for not more than 3 minutes (10-12 sentences).

Ответ: The Law of Conservation of Mass is one of the most important concepts in chemistry. The law states that matter can neither be created nor destroyed. This means that in any chemical reaction, the mass of the reacting substances at the start of the reaction will be the same as the mass of the products at the end of the reaction. Matter can change its form in a reaction, for example from a liquid state to a gas, but the mass will remain the same. The Law of Conservation of Mass is also known as the Lomonosov-Lavoisier Law. Both of these scientists contributed to its development. The fact that the total amount of matter in chemical reactions is always conserved and never disappears even though the matter may be in an altered form, is not only important for science, but also for other fields of human knowledge, particularly philosophy. It has led us to think about the nature of existence, and where we truly come from.

Задание 23. Прочитайте диалог и определите значения выделенных слов и выражений:

- A: Good morning. My name's John White.
B: Good morning, Mr. White. How can I help you?
A: I have **an appointment** with Ms. Smith.
B: Ah, yes, Mr. White. Nine fifteen?
A: That's right. Sorry I'm late.
B: No problem. Please **follow** me. **It's this way**.

Ответы:

An appointment – назначенная встреча

Follow – следовать

It's this way – нам сюда

Задание 24. Подготовка к написанию **e-mail**

A SAMPLE LETTER (образец письма)

You have received a letter from your English-speaking pen friend Bill who writes:

...I don't think it will be a problem for me to choose a good job in the future as I'm really interested in foreign languages, cultures and countries and I hope I'll work as a translator or teacher of foreign languages some day. Have you already decided on your career? What job are you going to choose? Why?

I've lived in the USA my whole life but I'd really love to travel to other countries...

Write a letter to Bill. In your message answer his questions, ask 3 questions about his plans for travelling. Write 100–140 words. Remember the rules of email writing.

Отвeтьте на поросы Билла:

1. Have you already decided on your career?
2. *What job are you going to choose?*
3. *Why?*

Отвeты: 1. I've been learning English since I was nine, I'm a fluent speaker and want make it my future profession.

2. I'd like to be a translator as well.

3. It gives an opportunity to communicate with people and knowing a foreign language opens the world for you. I'm not sure teaching is interesting to me, as I'm tired of school life.

Задание 25. Задание 3 вопроса Биллу о его планах о путешествии. / Ask Bill 3 questions about his plans for travelling.

Отвeты:

Where are you going to travel?

Whom would you like to travel with?

For how long are you going to travel?

УК-4 Able to use modern communication technologies, including in foreign language (s), for academic and professional interaction

Задание 1 Mary went to the partyof her headache.

Отвeт: in spite

Задание 2 Many new houses in the town where I live.

Отвeт: are being built

Задание 3 In order to log on to a computer you sometimes need to enter a ...

Отвeт: password

Задание 4 Could you me a favour please?

Отвeт: do

Задание 5 The thing you open bottles with is a bottle opener in English.

Отвeт: called

Задание 6 'Where..... you born?' 'In Chicago.'

Отвeт: were

Задание 7 You're from Liverpool,?

Отвeт: aren't you

Задание 8 I my driving test last week, so now I'll have to take it again.

Отвeт: failed

Задание 9 Many types of watches in Switzerland.

Отвeт: are made

Задание 10 Hurry up or we'll our train.

Ответ: miss

Задание 11. Прочитайте текст и переведите

LAW AND SOCIETY

When the world was at a very primitive stage of development there were no laws to regulate life of people. If a man chose to kill his wife or if a woman succeeded in killing her husband that was their own business and no one interfered officially.

But things never stay the same. The life has changed. We live in a complicated world. Scientific and social developments increase the tempo of our daily living activities, make them more involved. Now we need rules and regulations which govern our every social move and action. We have made laws of community living.

Ответ:

Закон и общество

Когда мир находился на очень примитивной стадии развития, не существовало законов, регулирующих жизнь людей. Если мужчина решил убить свою жену или если женщине удалось убить своего мужа, это было их личное дело, и официально никто не вмешивался.

Но вещи никогда не остаются прежними. Жизнь изменилась. Мы живем в сложном мире. Научные и социальные разработки увеличивают темп нашей повседневной жизнедеятельности, делают ее более вовлеченной. Теперь нам нужны правила и положения, регулирующие каждое наше социальное движение и действие. Мы создали законы о б щ е с т в е н н о й ж и з н и .

Задание 12. Прочитайте текст и ответьте на вопросы

LAW AND SOCIETY

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But things never stay the same. The life has changed. We live in a complicated world. Scientific and social developments increase the tempo of our daily living activities, make them more involved. Now we need rules and regulations which govern our every social move and action. We have made laws of community living.

Why did we make laws a very important thing in our life?

Ответ: Laws are very important because people need regulations to govern their relations, in order not to live like in ancient time when the only rule “an eye for an eye and tooth for a tooth” was used by people.

Задание 13. Прочитайте письмо и расставьте в правильной последовательности части письма и отформатируйте письмо

Russia

Dear Jane,

I read that you're going to technical school. What prompted you to make this decision? Is it far from your house? Are you ready for your new place of study?

Many thanks for your letter. I'm sorry I didn't answer you sooner. I've had a lot of things to do at the university lately. How are you? I hope you're okay.

You asked me a question about art galleries. There are also lots of sculptures, ancient arts and crafts items and else. The Tretyakov State Gallery is the largest and most famous museum of Russian fine art in Moscow and the second largest in Russia. First of all, I want to tell you, of course, about the State Hermitage Museum. It is located in my favorite city of Russia - St. Petersburg. The State

Hermitage Museum is one of the most visited art museums in the world. Hermitage is not only a picture gallery. I definitely advise you to visit if you come to Moscow.

Love,
Darya

Samara,
23 March, 2021

Ответ:

Samara,
Russia
23 March, 2021

Dear Jane,

Many thanks for your letter. I'm sorry I didn't answer you sooner. I've had a lot of things to do at the university lately. How are you? I hope you're okay.

You asked me a question about art galleries. First of all, I want to tell you, of course, about the State Hermitage Museum. It is located in my favorite city of Russia - St. Petersburg. The State Hermitage Museum is one of the most visited art museums in the world. Hermitage is not only a picture gallery. There are also lots of sculptures, ancient arts and crafts items and else. The Tretyakov State Gallery is the largest and most famous museum of Russian fine art in Moscow and the second largest in Russia. I definitely advise you to visit if you come to Moscow.

I read that you're going to technical school. What prompted you to make this decision? Is it far from your house? Are you ready for your new place of study?

Love,
Darya

Задание 14. Составьте 7 вопросов к тексту The Russian Academy of Sciences (RAS).

Необходимо составить разные виды вопросов.

Founded in St Petersburg in 1724 by Peter the Great, the academy was opened in 1725 by his widow, Catherine I, under the name of the St Petersburg Academy of Sciences. The Academy offered scientists from any country the opportunity to do their research in complete freedom. From its earliest days, the Academy carried out mathematical research, which added greatly to the development of calculus, hydrodynamics, mechanics, optics, astronomy, and made discoveries in various fields, such as chemistry, physics and geology. The 19th century was a period of numerous significant developments and discoveries. Among notable achievements were the invention of the radio, the creation of the periodic table of chemical elements, the discovery of viruses and the cell mechanisms of immunity. Today, the Russian Academy of Sciences supervises the research of a large group of institutions within Russia which focus on different research areas.

Ответ:

Who founded the Russian Academy of Sciences?

When was it founded?

Was the Russian Academy of Sciences opened in 1725?

The Academy offered scientists from any country the opportunity to do their research, didn't it?

Does the Russian Academy of Sciences supervise the research of a large group of institutions within Russia?

What notable achievements of the academy were mentioned in the text?

Was the 19th century a period of numerous significant developments or few significant developments?

Задание 15. Закончите предложения, употребляя следующие слова и фразы: house/ cat/ eyes/ teacher /Australian/ brother/ hair

I live in a big _____ with my mum, my dad and my big _____. We live in London. My mum's name is Lucy. She's British and is an English _____. My dad's name is Wayne. He's _____ and he's very tall and strong. He works in an office. My big brother is 18 and he goes to university. He has short, brown _____ and blue _____. We've got a pet _____, Spotty!

Ответ:

I live in a big house with my mum, my dad and my big brother. We live in London. My mum's name is Lucy. She's British and is an English teacher. My dad's name is Wayne. He's Australian and he's very tall and strong. He works in an office. My big brother is 18 and he goes to university. He has short, brown hair and blue eyes. We've got a pet cat, Spotty!

Задание 16. Ответьте на вопрос по прослушанному диалогу "Law Offices" (<https://www.esl-lab.com/easy/law-offices/>).

What is the woman position at work?

Tape script:

Man: Amy, so what do you **do for a living**?

Woman: Well, I work as an attorney.

Man: Oh, and what kind of law do you practice? I mean, what is your specialty?

Woman: I work as a personal injury attorney, and we work with all kinds of cases. [*Oh, for example . . .*] Well, like injuries in car accidents, falls, and even animal attacks, [*Oh!*] like a neighbor's dog that bites you when you go to get the morning newspaper.

Man: Wow, and where did you study law?

Woman: I graduated from Stanford Law School.

Man: Oh. And when was that?

Woman: I completed my **studies** there in 1997.

Man: Oh. Well, actually, my son is thinking about going into law.

Woman: Hey, Look, if your son is interested, he can even **drop by** my office this week. I'm there until 5:30 every day.

Man: Wow, That's very kind of you to offer. I'll let my son know. Thanks.

Ответ: She is a personal injury attorney

Задание 17. Ответьте на вопрос по прослушанному диалогу "Law Offices" (<https://www.esl-lab.com/easy/law-offices/>).

What cases does the company work with?

Tape script:

Man: Amy, so what do you **do for a living**?

Woman: Well, I work as an attorney.

Man: Oh, and what kind of law do you practice? I mean, what is your specialty?

Woman: I work as a personal injury attorney, and we work with all kinds of cases. [*Oh, for example . . .*] Well, like injuries in car accidents, falls, and even animal attacks, [*Oh!*] like a neighbor's dog that bites you when you go to get the morning newspaper.

Man: Wow, and where did you study law?

Woman: I graduated from Stanford Law School.

Man: Oh. And when was that?

Woman: I completed my **studies** there in 1997.

Man: Oh. Well, actually, my son is thinking about going into law.

Woman: Hey, Look, if your son is interested, he can even **drop by** my office this week. I'm there until 5:30 every day.

Man: Wow, That's very kind of you to offer. I'll let my son know. Thanks.

Ответ: The company works with injuries in car accidents, fall, animal attacks.

Задание 18. Ответьте на вопрос по прослушанному диалогу “Law Offices” (<https://www.esl-lab.com/easy/law-offices/>).

What cases does the company work with?

Tape script:

Man: Amy, so what do you **do for a living**?

Woman: Well, I work as an attorney.

Man: Oh, and what kind of law do you practice? I mean, what is your specialty?

Woman: I work as a personal injury attorney, and we work with all kinds of cases. [*Oh, for example . . .*] Well, like injuries in car accidents, falls, and even animal attacks, [*Oh!*] like a neighbor’s dog that bites you when you go to get the morning newspaper.

Man: Wow, and where did you study law?

Woman: I graduated from Stanford Law School.

Man: Oh. And when was that?

Woman: I completed my **studies** there in 1997.

Man: Oh. Well, actually, my son is thinking about going into law.

Woman: Hey, Look, if your son is interested, he can even **drop by** my office this week. I’m there until 5:30 every day.

Man: Wow, That’s very kind of you to offer. I’ll let my son know. Thanks.

Ответ: She works with different kinds of cases: injuries in car accidents, falls, animal attacks and others.

Задание 19. Ответьте на вопрос по прослушанному диалогу “Law Offices” (<https://www.esl-lab.com/easy/law-offices/>).

Where did she study at?

Tape script:

Man: Amy, so what do you **do for a living**?

Woman: Well, I work as an attorney.

Man: Oh, and what kind of law do you practice? I mean, what is your specialty?

Woman: I work as a personal injury attorney, and we work with all kinds of cases. [*Oh, for example . . .*] Well, like injuries in car accidents, falls, and even animal attacks, [*Oh!*] like a neighbor’s dog that bites you when you go to get the morning newspaper.

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Woman: I completed my **studies** there in 1997.

Man: Oh. Well, actually, my son is thinking about going into law.

Woman: Hey, Look, if your son is interested, he can even **drop by** my office this week. I’m there until 5:30 every day.

Man: Wow, That’s very kind of you to offer. I’ll let my son know. Thanks.

Ответ: She studied at Stanford Law School.

Задание 20. Ответьте на вопрос по прослушанному диалогу “Law Offices” (<https://www.esl-lab.com/easy/law-offices/>).

What year was she graduate from the university?

Tape script:

Man: Amy, so what do you **do for a living**?

Woman: Well, I work as an attorney.

Man: Oh, and what kind of law do you practice? I mean, what is your specialty?

Woman: I work as a personal injury attorney, and we work with all kinds of cases. [*Oh, for example . . .*] Well, like injuries in car accidents, falls, and even animal attacks, [*Oh!*] like a neighbor's dog that bites you when you go to get the morning newspaper.

Man: Wow, and where did you study law?

Woman: I graduated from Stanford Law School.

Man: Oh. And when was that?

Woman: I completed my **studies** there in 1997.

Man: Oh. Well, actually, my son is thinking about going into law.

Woman: Hey, Look, if your son is interested, he can even **drop by** my office this week. I'm there until 5:30 every day.

Man: Wow, That's very kind of you to offer. I'll let my son know. Thanks.

Ответ: She graduated from the university in 1977.

Задание 21. Ответьте на вопрос по прослушанному диалогу "Law Offices" (<https://www.esl-lab.com/easy/law-offices/>).

What time does she finish her work?

Tape script:

Man: Amy, so what do you **do for a living**?

Woman: Well, I work as an attorney.

Man: Oh, and what kind of law do you practice? I mean, what is your specialty?

Woman: I work as a personal injury attorney, and we work with all kinds of cases. [*Oh, for example . . .*] Well, like injuries in car accidents, falls, and even animal attacks, [*Oh!*] like a neighbor's dog that bites you when you go to get the morning newspaper.

Man: Wow, and where did you study law?

Woman: I graduated from Stanford Law School.

Man: Oh. And when was that?

Woman: I completed my **studies** there in 1997.

Man: Oh. Well, actually, my son is thinking about going into law.

Woman: Hey, Look, if your son is interested, he can even **drop by** my office this week. I'm there until 5:30 every day.

Man: Wow, That's very kind of you to offer. I'll let my son know. Thanks.

Ответ: She finishes her work at a half past five. / She finishes her work at 5.30 p.m.

Задание 22. Диалог – беседа обучающихся на заданную тему. Обсудите предложенную тему, будьте вежливы и активны. Каждый собеседник говорит минимум 8 предложений.

IN A RESTAURANT

You are going to have breakfast. You prefer eggs and want to know if they have any bacon or ham.

Ответ:

Waitress: Hi! How are you doing today? Are you ready to order?

Ian King: Yes, I am, thank you. I'll have the Farmer's Breakfast.

Waitress: How would you like your eggs - sunny side-up, over-easy, or...?

Ian King: Uh. I think I'll have them sunny side-up. Do you have any bacon or country ham?

Waitress: Bacon. Anything to drink?

Ian King: Ah, yes. A coffee please, and freshly- squeezed orange juice.

Waitress: Cream and sugar are on the table. I'll bring your coffee right away.

Ian King: Thank you. Could I also have a glass of water?

Waitress: Sure. Coming right up.

Задание 23. Составьте монолог на предложенную ситуацию (8-10 предложений):

You are a teenager. You want to buy a motorbike, but you need your parents to lend you the money. Think of reasons why you want a motorbike and then try to persuade your father/mother to lend you the money you need

Ответ: (примерный ответ) Dear mom and dad I really want to have a motorbike, but I don't have enough money to buy it. This year I have been working and try to save some money, for now I have a half of need sum, could you please lend me the second half. I need the motorbike for several reasons:.....

Задание 24. Монологическое высказывание на тему "Civil Law". Логичное, связное законченное высказывание определенного объема на предложенную тему. На подготовку 1,5 минуты, на ответ 3 минуты.

Ответ: The civil law is based on Roman law, especially the *Corpus Juris Civilis* of Emperor Justinian, as later developed through the Middle Ages by medieval legal scholars. The acceptance of Roman law had different characteristics in different countries. In some of them its effect resulted from legislative act; that is, it became positive law, whereas in other ones it became accepted by way of its processing by legal theorists. Consequently, Roman law did not completely dominate in Europe. Roman law was a secondary source, that was applied only as long as local customs and local laws lacked a pertinent provision on a particular matter. However, local rules too were interpreted primarily according to Roman law (it being a common European legal tradition of sorts), resulting in its influencing the main source of law also. A second characteristic, beyond Roman law foundations, is the extended codification of the adopted Roman law, namely its inclusion into civil codes. The concept of codification developed especially during the seventeenth and eighteenth century, as an expression of both Natural Law and the ideas of the Enlightenment. The political ideal of that era was expressed by the concepts of democracy, protection of property, and the rule of law. That ideal required the creation of certainty of law, through the recording of law and through its uniformity. So, the aforementioned mix of Roman law and customary and local law ceased to exist, and the road opened for law codification, which could contribute to the aims of the above mentioned political ideal.

Задание 25. Эссе. Напишите эссе на английском языке на указанную тему "About Myself and My Future Profession", соблюдайте структуру и правила составления англоязычного эссе.

Essay structure:

- Introduction;
- Main body: - first reason; - second reason; - third reason
- Conclusion

Компетенция(-и) УК-4, УК-5 сформирована(-ы), если обучающийся набрал 70% и более правильных ответов по оценочным материалам.

Компетенция(-и) УК-4, УК-5 не сформирована(-ы), если обучающийся набрал менее 70% правильных ответов по оценочным материалам.

3. МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ОПРЕДЕЛЯЮЩИЕ ПРОЦЕДУРУ И КРИТЕРИИ ОЦЕНИВАНИЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

Процедура промежуточной аттестации предполагает экзамен. Форму проведения экзамена определяет преподаватель, проводящий промежуточную аттестацию:

- оценка «отлично» выставляется, если обучающийся набрал 70% и более правильных ответов по оценочным материалам и набрал не менее 90 рейтинговых баллов по результатам работы в семестре и ответа на экзамене, что означает, что он смог показать прочные знания основных положений фактического материала, продемонстрировал детальное знание формата и основных правил составления резюме

и деловой документации; в полном объеме владеет профессиональной терминологией; не допускает лексико-грамматических, стилистических и орфографических ошибок.

- оценка «хорошо» выставляется, если обучающийся набрал 70% и более правильных ответов по оценочным материалам и набрал от 80 до 89 рейтинговых баллов по результатам работы в семестре и ответа на экзамене, что означает, что он смог показать прочные знания основных положений фактического материала, продемонстрировал хорошее знание формата и основных правил составления резюме и деловой документации; в достаточном объеме владеет профессиональной терминологией; допускает незначительное количество лексико-грамматических, стилистических и орфографических ошибок.

- оценка «удовлетворительно» выставляется, если обучающийся набрал 70% и более правильных ответов по оценочным материалам и набрал от 60 до 79 рейтинговых баллов по результатам работы в семестре и ответа на экзамене, что означает, что он смог показать знание основных положений фактического материала, продемонстрировал знание формата и некоторых правил составления резюме и деловой документации; владеет ограниченным объемом профессиональной терминологией; допускает значительное количество лексико-грамматических, стилистических и орфографических ошибок что, однако, не препятствует пониманию устной и письменной речи на иностранном языке.

- оценка «неудовлетворительно» выставляется, если обучающийся набрал менее 70% правильных ответов по оценочным материалам или набрал менее 60 рейтинговых баллов по результатам работы в семестре и ответа на экзамене, что означает, что при ответе обучающегося выявились существенные пробелы в знаниях основных положений фактического материала, неумение с помощью преподавателя выполнить конкретные практические задания из числа предусмотренных рабочей программой.

Максимальная сумма баллов, набираемая обучающимся по дисциплине, закрываемой семестровой (промежуточной) аттестацией (экзамен), равна 100 (с учетом дополнительных баллов – 170).

Баллы, характеризующие успеваемость обучающегося по дисциплине, набираются им в течение всего периода обучения за изучение отдельных тем и выполнение отдельных видов работ.

| № п/п | Вид работ | Сумма в баллах |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| 1. | Активная познавательная работа во время занятий (конспектирование дополнительной и специальной литературы; участие в оценке результатов обучения других и самооценка; участие в обсуждении проблемных вопросов по теме занятия и т.д.) | до 28 баллов |
| 2. | Контрольные мероприятия (тестирование) | до 20 баллов |
| 3. | Выполнение заданий по дисциплине в течение семестра, в том числе: - Собеседование - Аннотация - Эссе | до 22 баллов - 10 баллов - 7 баллов - 5 баллов |
| 4. | Выполнение дополнительных практико-ориентированных заданий: - Составление глоссария - Написание статьи по профессиональной тематике - Подготовка презентации - Составление резюме - Составление документации - Ролевая игра | до 70 баллов (дополнительно) - 10 баллов - 15 баллов - 10 баллов - 15 баллов - 10 баллов - 10 баллов |
| 5. | Ответ на экзамене | до 30 баллов |



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

ФОНДОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
EFFECTIVE SELF-MANAGEMENT

| | |
|--------------------------------------------------------------------------------------------------|--------------------------------------------|
| Код плана | <u>380402-2023-О-ПП-2г00м-73</u> |
| Основная образовательная программа высшего образования по направлению подготовки (специальности) | <u>38.04.02 Менеджмент</u> |
| Профиль (программа) | <u>High-Technology Business Management</u> |
| Квалификация (степень) | <u>Магистр</u> |
| Блок, в рамках которого происходит освоение модуля (дисциплины) | <u>Б1</u> |
| Шифр дисциплины (модуля) | <u>Б1.В.08</u> |
| Институт (факультет) | <u>Институт экономики и управления</u> |
| Кафедра | <u>социальных систем и права</u> |
| Форма обучения | <u>очная</u> |
| Курс, семестр | <u>2 курс, 3 семестр</u> |
| Форма промежуточной аттестации | <u>зачет</u> |

Самара, 2023

1. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ EFFECTIVE SELF-MANAGEMENT

Текущий контроль успеваемости является обязательной частью внутренней системы оценки качества освоения обучающимися образовательной программы. Текущий контроль успеваемости проводится в рамках изучения дисциплины в течение семестра. Виды, формы и график определяется преподавателем.

2. ТИПОВЫЕ КОНТРОЛЬНЫЕ ЗАДАНИЯ ИЛИ ИНЫЕ МАТЕРИАЛЫ ДЛЯ ОЦЕНКИ ЗНАНИЙ, УМЕНИЙ, НАВЫКОВ И (ИЛИ) ОПЫТА ДЕЯТЕЛЬНОСТИ, ХАРАКТЕРИЗУЮЩИХ УРОВЕНЬ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

ПК-1: Able to determine the direction of the organization and develop a change management strategy.

Задание 1

What is the meaning of self-management?

Ответ: the ability to regulate one's emotions, thoughts, and behaviors effectively in different situations and in a conscious and productive way.

Задание 2

List the main areas of self-management.

Ответ: time-management, strategic planning, multi-tasking, role clarity, decision-making, priority-setting, goal alignment.

Задание 3

Explain the meaning of SMART-principles.

Ответ: it is an acronym that stands for Specific, Measurable, Achievable, Realistic, and Timely and incorporates all of these criteria to help focus the efforts and increase the chances of achieving goals.

Задание 4

Which factors influence the success of applying time-management strategies?

Ответ: time-management techniques, barriers to professional development, individual qualities, skills, experience, additional training, self-education.

Задание 5

Which practices include time-management techniques?

Ответ: Goal setting, planning and time management, task delegation and resource management, time analysis, time arrangement, prioritization, making lists.

Задание 6

Explain the main idea of ABC-analysis.

Ответ: Divide all the goals into 3 categories. Category A - the most important tasks (around 15% of all the tasks that bring about 65% results). Category B - important tasks (about 20% of all of the tasks that bring about 20% of the results). Category C – matters of the least importance (about 65% of all tasks that bring about 15% results).

Задание 7

Explain the main idea of Eisenhower matrix/principle.

Ответ: the Eisenhower Matrix consists of four quadrants of goals or tasks: important and urgent, not important and urgent, important and not urgent, and not important and not urgent.

Задание 8

Describe the Franklin pyramid.

Ответ: At the basic of a pyramid, there are your basic life values, then — global goals, master plan for achieving goals, long-term plan for 3-5 years, medium-term plan for 1-12 months, and on the top — the plan for a day.

Задание 9

Describe the Pomodoro technique and to which goals it fits the best.

Ответ: it is a time-management techniques that is based on 25 minutes work plus 5 minutes break, both fixed by timer. It fits for small short-term goals.

Задание 10

Describe the 90 by 30 technique and to which goals it fits the best.

Ответ: it is a time-management techniques that is based on 90 minutes to work, 30 minutes to rest; the work in cycles that fits to long-term goals.

Задание 11

Describe the 9 cases/1-3-5 technique and to which goals it fits the best.

Ответ: it is a time-management techniques that is based on hierarchy of goals; it is necessary to categorize the goals in 1 big case, 3 medium, 5 small cases.

Задание 12

Describe the main idea of 4D-technique

Ответ: it is a time-management techniques that is based on 4D-principles: delete if it is not relevant, delay if it is possible, delegate if someone can also do it, diminish if the goal is too big.

Задание 13

Explain the expression: »Eat a frog for your breakfast«.

Ответ: The idea is that to identify one challenging task (the frog) and complete the task first thing in the morning (eating it).

Задание 14

Explain the expression: «There is only one way to eat an elephant: a bite at a time».

Ответ: everything that seems daunting, overwhelming, and even impossible can be accomplished gradually by taking on just a little at a time.

Задание 15

What involves the idea of role clarity?

Ответ: to know your responsibilities, with whom you work, and how it matters, to know how you fit into the system and how your work serves the organization

Задание 16

Describe the main principles of decision-making process?

Ответ: to reduce confusion and increase team empowerment, to include problem-solving, to include critical thinking, to use data-driven decision-making instead of guesswork

Задание 17

What is the meaning of priority-setting?

Ответ: to set priorities so you can achieve your goals, to focus on what you can control.

Задание 18

Explaining the Pareto principle.

Ответ: 80% of results come from a mere 20% of the action.

Задание 19

What is the meaning of goal-setting?

Ответ: to identify current pain points, to forecast growth objectives, and analyze your current resource allocation plans

Задание 20

What is the meaning of goal communication?

Ответ: to manage your team's goals, to align them to your organization's overall goals (transparency in communication and aligned teamwork)

Задание 21

What is the idea of goal tracking?

Ответ: to connect daily work to larger goals and see how your team is progressing over time

Задание 22

What does goal-alignment include?

Ответ: goal-setting, goal communication and goal tracking.

Задание 23

What is the meaning of self-awareness?

Ответ: consciously access our thoughts, desires, and feelings can help us control our behaviors know your strengths, define your boundaries

Задание 24

What is the definition of self-regulation?

Ответ: take personal initiative when approaching a task, and manage your energy levels and capacity to ensure that you can handle your workload. Have self-control, and keep yourself accountable for your own work.

Задание 25

What is self-motivation?

Ответ: find personal and professional reasons to continue what you are doing

УК-1 Able to critically analyse problem situations based on a systematic approach, to develop an action strategy.

Задание 1

Which actions include time-management?

Ответ: control how you use your time, prioritize your most important tasks first, manage your daily to-do list, stay engaged and avoid procrastination, stay on top of your own work and empower others to do the same (leadership competence)

Задание 2

Describe the main ideas of strategic planning.

Ответ: to understand what you need to do in order to support organizational goals (backward from the desired future state to determine what you need to do in order to get there), to complete work tasks in an orderly and efficient way without distractions.

Задание 3

What is multi-tasking?

Ответ: the ability to juggle different tasks without becoming overwhelmed or stressed.

Задание 4

What is stress-management and which principles it includes?

Ответ: it is an approach to work in a focused manner by connecting the initiatives to larger goals; it implies an idea to know which task is most important and how project deliverables are tied to team goals, how to better prioritize work and will likely feel more fulfilled doing it.

Задание 5

Explain the meaning of adaptability.

Ответ: an ability to have the confidence and pivot when changes arise that is especially important for leaders who work in a fast-paced environment where project changes occur often.

Задание 6

List the stages of stress.

Ответ: anxiety, resistance, exhaustion.

Задание 7

List the prerequisites of professional stress (with examples).

Ответ: Physical (uncomfortable working conditions, irregular working day, bad ecology, frequent business trips with shifts time zones), emotional-psychological (monotony or frequent change of work tasks, issues of professional ethics), informational (multitasking, multifunctionality), communication (communication with colleagues, superiors, clients), organizational (control, requirements from superiors, liability, lack of prospects development, delayed wages, holidays).

Задание 8

Describe typical strategies to deal with stress.

Ответ: avoidance of stress factors / prevention; changing stress factors / relieving stress from stress factors; change in attitude to stress factors / development.

Задание 9

List the organizational strategies to deal with stress.

Ответ: Leadership coaching, mentoring, corporate trainings, organizational behavior, uncertainty management, relationship management

Задание 10

Give a definition of coping strategy.

Ответ: a form of behavior that reflects a person's readiness to solve life's problems; such behavior that aims to adapt to circumstances, and which implies an already formed ability to apply specific means to overcome stress.

Задание 11

What are the prerequisites of emotional burnout?

Ответ: modernity, multitasking and high-speed modern world.

Задание 12

Describe the strategy to control and manage emotions.

Ответ: Recognize emotion, determine the purpose in a particular situation, understand how the emotion matches the goal, if the emotion does not match, then determine which emotion needed, choose a way how to achieve the desired emotional states.

Задание 13

Give a definition to stress.

Ответ: Our emotional, mental, physical, and social responses to perceived demands or threats.

Задание 14

What is emotional intelligence?

Ответ: The ability to recognize and regulate one's own emotions, as well as the emotions of others.

Задание 15

What are the steps for self-motivation?

Ответ: Find out your strength; Set and focus on your goals; Develop a plan to achieve your goals; Stay loyal to your goals.

Задание 16

List some typical stress symptoms.

Ответ: headache, sadness, sleeplessness, excessive worrying or nervousness.

Задание 17

List some benefits of applying organizational skills.

Ответ: time management, organization of physical space, energy and mental capabilities to establish neatness and improve functionality; planning and prioritizing and executing important activities, helping you self-manage your essential workplace responsibilities.

Задание 18

What is goal setting?

Ответ: the ability to determine what you want to achieve in a clear and well-defined manner that includes an action plan to align the goal with the values.

Задание 19

What is accountability?

Ответ: the act of taking personal ownership of your thoughts and actions, to maintain responsibility and being better equipped to evaluate your work and determine the best way to proceed.

Задание 20

List the steps to improve self-management skills.

Ответ: Assess your strengths; Prioritize your responsibilities; Develop organizational systems; Create strict deadlines; Perform one task at a time; Practice patience; Take care of your health and wellness; Evaluate your progress.

Задание 21

What is systems thinking?

Ответ: a sensitivity to the circular nature of the world we live in; an awareness of the role of structure in creating the conditions we face; a recognition that there are powerful laws of systems operating that we are unaware of; a realization that there are consequences to our actions that we are oblivious to.

Задание 22

What are the reasons to use systems thinking?

Ответ: it expands the range of choices available for solving a problem by broadening our thinking and helping us articulate problems in new and different ways.

Задание 23

What is critical thinking?

Ответ: it is an ability to critically analyze, evaluate, and synthesize information to form a judgment or decision.

Задание 24

What are the typical questions for critical thinking?

Ответ: What are the issue and the conclusion? What are the reasons? What are the assumptions? Are there any fallacies in the reasoning? How good is the evidence?

Задание 25

For which areas is it possible to apply critical thinking?

Ответ: time-management, decision-making, innovative activity, communication, problem-solving.

Компетенции ПК-1, УК-1 сформированы, если обучающийся набрал 70% и более правильных ответов по оценочным материалам.

Компетенции ПК-1, УК-1 не сформированы, если обучающийся набрал менее 70% правильных ответов по оценочным материалам.

3. МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ОПРЕДЕЛЯЮЩИЕ ПРОЦЕДУРУ И КРИТЕРИИ ОЦЕНИВАНИЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

Зачет проставляется по совокупности текущей успеваемости.

Критерии оценивания в случае зачета

«**зачтено**» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции;

«**не зачтено**» выставляется обучающемуся, который набрал менее 70% правильных ответов по оценочным материалам для каждой компетенции.



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

ФОНДОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
HISTORY AND PHILOSOPHY OF SCIENCE

| | |
|--------------------------------------------------------------------------------------------------|--------------------------------------------|
| Код плана | <u>380402-2023-О-ПП-2г00м-73</u> |
| Основная образовательная программа высшего образования по направлению подготовки (специальности) | <u>38.04.02 Менеджмент</u> |
| Профиль (программа) | <u>High-Technology Business Management</u> |
| Квалификация (степень) | <u>Магистр</u> |
| Блок, в рамках которого происходит освоение модуля (дисциплины) | <u>Б1</u> |
| Шифр дисциплины (модуля) | <u>Б1.О.03</u> |
| Институт (факультет) | <u>Институт экономики и управления</u> |
| Кафедра | <u>философии</u> |
| Форма обучения | <u>очная</u> |
| Курс, семестр | <u>1 курс, 2 семестр</u> |
| Форма промежуточной аттестации | <u>экзамен</u> |

Самара, 2023

1. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ

Текущий контроль успеваемости является обязательной частью внутренней системы оценки качества освоения обучающимися образовательной программы. Текущий контроль успеваемости проводится в рамках изучения дисциплины в течение семестра. Виды, формы и график определяется преподавателем.

2. ТИПОВЫЕ КОНТРОЛЬНЫЕ ЗАДАНИЯ ИЛИ ИНЫЕ МАТЕРИАЛЫ ДЛЯ ОЦЕНКИ ЗНАНИЙ, УМЕНИЙ, НАВЫКОВ И (ИЛИ) ОПЫТА ДЕЯТЕЛЬНОСТИ, ХАРАКТЕРИЗУЮЩИХ УРОВЕНЬ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

УК-1. Able to critically analyse problem situations based on a systematic approach, to develop an action strategy.

1. Progression of reasoning from general premises to inferences about particular/individual instances is called:

- induction
- deduction
- abduction
- reduction

Ответ: deduction.

2. Progression of reasoning from particular/individual instances to broader generalizations is called:

- induction
- deduction
- abduction
- reduction

Ответ: induction.

3. Complete induction gives inferences with probability of:

- 20% to 40%
- less than 100%
- 100%
- 80-100%

Ответ: 100%.

4. The belief in sense perception and induction as sources of scientific knowledge is called:

- positivism
- rationalism
- phenomenalism
- empiricism

Ответ: empiricism.

5. Godel's theorem appeared in:

- 1900

- 1925
- 1931
- 1940

Ombem: 1931.

6. Kripkestein is:

- an American logician
- Wittgenstein's interpretation of Kripke's ideas
- Kripke's interpretation of rule paradox
- Baker's critical approach to Kripke

Ombem: Wittgenstein's interpretation of Kripke's ideas.

7. "*The Structure of Scientific Revolutions*", was first published in:

- 1955
- 1962
- 1968
- 1971

Ombem: 1962.

8. The term *paradigm shift* means approximately the same as:

- scientific revolution
- normal science development
- change of samples
- research programmes

Ombem: scientific revolution.

9. Alexandre Koyré was famous:

- positivist philosopher
- physicist
- astronomer
- historian of science

Ombem: historian of science.

10. How many planets were accounted for in Copernicus system?

- 5
- 6
- 7
- 9

Ombem: 6.

11. According to Newton:

- light particles interact with the ether atoms
- light consist of corpuscles and there is no ether

- light is the wave propagation through the ether
- light is electromagnetic wave

Ombem: light consists of corpuscles and there is no ether.

12. Under point of view of Russell's logicism mathematical truths:

- are just linguistic conventions
- depend on experience
- are synthetic knowledge
- contradict to experience

Ombem: are just linguistic conventions.

13. Samuel Morse, when inventing his telegraph, was:

- electrician
- musician
- painter
- photographer

Ombem: painter.

14. The term *kinetic* was introduced by:

James Clerk Maxwell
Gustav Kirchhoff
William Thomson (Lord Kelvin)
James Prescott Joule

Ombem: William Thomson (Lord Kelvin).

15. Who introduced the notion of a perfect black body and formulated the blackbody problem?

Ombem: Gustav Kirchhoff.

16. Who suggested the uncertainty principle in quantum mechanics?

Ombem: Werner Heisenberg

17. Who was the leader of The Vienna Circle?

Ombem: Moritz Schlick

18. What is Duhem's thesis?

Ombem: The statement that an experiment in physics can never condemn an isolated hypothesis but only a whole theoretical group.

19. According to late Wittgenstein, what are meanings of words?

Ombem: According to late Wittgenstein, meanings of words are defined by their practical usage.

20. Who introduced the notion of abduction?

Ombem: The notion of abduction was introduced by Charles Sanders Peirce.

21. Who introduced the method of analysis by exclusion (later called the method of eliminative induction)?

Ombem: Sir Francis Bacon.

22. What, in broad sense of the word, is abduction?

Ombem: Broadly speaking, abduction is a reasoning process invoked to explain a puzzling observation.

23. In 1609, who suggested that the path of the planets about the sun was elliptical in shape?

Ombem: Johannes Kepler.

24. What was the title of Galileo's book in which he put forward new revolutionary ideas on the motion of objects? When it was published?

Ombem: Galileo's "Discourses and Mathematical Demonstrations Concerning Two New Sciences" was published in 1638.

25. In the end of 20th century, who suggested to make difference between classical, nonclassical and postnonclassical rationality?

Ombem: Russian philosopher of science Vyatcheslaw Semenovich Stepin (1934-2018).

26. In 17-18 centuries, what are main ideas of philosophical rationalism as compared to philosophical empiricism?

Ombem: Empiricism is the belief in sense perception and induction as sources of scientific knowledge, and that there are no innate ideas. Empiricists have always claimed that sense experience is the ultimate starting point for all our knowledge. The senses, they maintain, give us all our raw data about the world, and without this raw material, there would be no knowledge at all. Perception starts a process, and from this process come all our beliefs. In its purest form, empiricism holds that sense experience alone gives birth to all our beliefs and all our knowledge. Rationalism is the philosophical belief in innate ideas, reason, and deduction as sources of scientific knowledge. Rationalists have claimed that the ultimate starting point for all knowledge is not the senses but reason. They maintain that without prior categories and principles supplied by reason, we couldn't organize and interpret our sense experience in any way. We would be faced with just one huge, undifferentiated, kaleidoscopic whirl of sensation, signifying nothing. Rationalism in its purest form goes so far as to hold that all our rational beliefs, and the entirety of human knowledge, consists in first principles and innate concepts (concepts that we are just born having) that are somehow generated and certified by reason, along with anything logically deducible from these first principles.

27. What are main ideas of Ernst Mach's phenomenalism?

Ombem: Ernst Mach (1838 – 1916) was an Austrian physicist and positivist philosopher. Mach defended a type of phenomenalism recognizing only sensations as real. This position seemed incompatible with the view of atoms and molecules as external, mind-independent things. Mach's phenomenalism is a radical form of empiricism. That is the view that physical objects cannot justifiably be said to exist in themselves, but only as perceptual phenomena or sensory stimuli (e.g. redness, hardness, softness, sweetness, etc.) situated in time and in space. This form of phenomenalism reduces talk about physical objects in the external world to talk about bundles of sense-data.

28. What are main ideas of Thomas Kuhn's "The Structure of Scientific Revolutions"?

Ombem: Thomas Kuhn states that development of science is not smooth cumulative evolution but rather must be understood as a sequence of scientific revolutions or paradigm shifts. Scientific paradigms are patterns of so called normal science practiced by scientific communities. The normal science progresses in a linear and continuous way between the paradigm shifts that take place in different scientific fields. The paradigm shifts open up new approaches to understanding what scientists would never have considered valid before. So, the notion of scientific truth cannot be established solely by objective criteria but is defined by a consensus of a scientific community. Competing paradigms are frequently incommensurable; that is, they are competing accounts of reality which cannot be coherently reconciled. Such a view of scientific development is quite different from classical as well as from Popper's one.

29. What are main ideas of Imre Lakatos about Scientific Research Programmes?

Ответ: In the article "Falsification and The Methodology of Scientific Research Programmes" (1970), Imre Lakatos attempted to resolve the perceived conflict between Popper's falsificationism and the revolutionary structure of science described by Kuhn. In order to do it he suggested a model of science development which he called "Scientific Research Programmes". A Lakatosian research programme is based on a hard core of theoretical assumptions that cannot be abandoned or altered without abandoning the programme altogether. More modest and specific theories that are formulated in order to explain evidence that threatens the 'hard core' are termed auxiliary hypotheses. Auxiliary hypotheses are considered expendable by the adherents of the research programme — they may be altered or abandoned as empirical discoveries require in order to 'protect' the 'hard core'. Whereas Popper was generally read as hostile toward such ad hoc theoretical amendments, Lakatos argued that they can be progressive, i.e. productive, when they enhance the programme's explanatory and/or predictive power, and that they are at least permissible until some better system of theories is devised and the research programme is replaced entirely. The difference between a progressive and a degenerative research programme lies, for Lakatos, in whether the recent changes to its auxiliary hypotheses have achieved this greater explanatory/predictive power or whether they have been made simply out of the necessity of offering some response in the face of new and troublesome evidence. A degenerative research programme indicates that a new and more progressive system of theories should be sought to replace the currently prevailing one, but until such a system of theories can be conceived of and agreed upon, abandonment of the current one would only further weaken our explanatory power and was therefore unacceptable for Lakatos.

30. What are main ideas of Paul Feyerabend's anarchistic view of science?

Ответ: In his books "Against Method and Science in a Free Society" (1970) Paul Feyerabend defended the idea that there are no methodological rules which are always used by scientists. He objected to any single prescriptive scientific method on the grounds that any such method would limit the activities of scientists, and hence restrict scientific progress. In his view, science would benefit most from a "dose" of theoretical anarchism. He also thought that theoretical anarchism was desirable because it was more humanitarian than other systems of organization, by not imposing rigid rules on scientists. One of the criteria for evaluating scientific theories that Feyerabend attacks is the consistency criterion. He points out that to insist that new theories be consistent with old theories gives an unreasonable advantage to the older theory. He makes the logical point that being compatible with a defunct older theory does not increase the validity or truth of a new theory over an alternative covering the same content. That is, if one had to choose between two theories of equal explanatory power, to choose the one that is compatible with an older, falsified theory is to make an aesthetic, rather than a rational choice. According to Feyerabend, new theories came to be accepted not because of their accord with scientific method, but because their supporters made use of any trick – rational, rhetorical or ribald – in order to advance their cause. Without a fixed ideology, or the introduction of religious tendencies, the only approach which does not inhibit progress is "anything goes".

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3. МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ОПРЕДЕЛЯЮЩИЕ ПРОЦЕДУРУ И КРИТЕРИИ ОЦЕНИВАНИЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

Критерии оценивания для экзамена

оценка «отлично» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции и показал прочные

знания основных положений фактического материала, умение самостоятельно решать конкретные практические задачи повышенной сложности, свободно использовать справочную литературу, делать обоснованные выводы из результатов анализа конкретных проблемных ситуаций;

оценка «хорошо» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции и показал прочные знания основных положений фактического материала, умение самостоятельно решать конкретные практические задачи, предусмотренные рабочей программой, свободно использовать справочную литературу, делать обоснованные выводы из результатов анализа конкретных проблемных ситуаций;

оценка «удовлетворительно» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции и показал знания основных положений фактического материала, умение получить с помощью преподавателя правильное решение конкретной практической задачи из числа предусмотренных рабочей программой. Обучающийся знаком с рекомендованной справочной литературой;

оценка «неудовлетворительно» выставляется обучающемуся, который набрал менее 70% правильных ответов по оценочным материалам для каждой компетенции и при ответе обучающегося выявились существенные пробелы в знаниях основных положений фактического материала, неумение с помощью преподавателя получить правильное решение конкретной практической задачи из числа предусмотренных рабочей программой.



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
INNOVATIVE ENTREPRENEURSHIP

| | |
|--------------------------------------------------------------------------------------------------|-----------------------------------------------|
| Код плана | <u>380402-2023-О-ПП-2г00м-73</u> |
| Основная образовательная программа высшего образования по направлению подготовки (специальности) | <u>38.04.02 Менеджмент</u> |
| Профиль (программа) | <u>High-Technology Business Management</u> |
| Квалификация (степень) | <u>Магистр</u> |
| Блок, в рамках которого происходит освоение модуля (дисциплины) | <u>Б1</u> |
| Шифр дисциплины (модуля) | <u>Б1.О.01</u> |
| Институт (факультет) | <u>Институт экономики и управления</u> |
| Кафедра | <u>менеджмента и организации производства</u> |
| Форма обучения | <u>очная</u> |
| Курс, семестр | <u>1 курс, 1 семестр</u> |
| Форма промежуточной аттестации | <u>зачет</u> |

Самара, 2023

1. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ

Текущий контроль успеваемости является обязательной частью внутренней системы оценки качества освоения обучающимися образовательной программы. Текущий контроль успеваемости проводится в рамках изучения дисциплины в течение семестра. Виды, формы и график определяется преподавателем.

2. ТИПОВЫЕ КОНТРОЛЬНЫЕ ЗАДАНИЯ ИЛИ ИНЫЕ МАТЕРИАЛЫ ДЛЯ ОЦЕНКИ ЗНАНИЙ, УМЕНИЙ, НАВЫКОВ И (ИЛИ) ОПЫТА ДЕЯТЕЛЬНОСТИ, ХАРАКТЕРИЗУЮЩИХ УРОВЕНЬ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

УК-2 Able to manage a project at all stages of its life cycle

Задание 1 Innovation is the end result of innovation activity. In what forms a product sold on the market or technological process used in practice can be implemented?

Ответ: new or improved

Задание 2 What is a special type of economic activity (aimed at making a profit), which is based on self-initiative, responsibility and an innovative idea?

Ответ: Entrepreneurship

Задание 3 What does an innovative company (as part of innovation process) purchase from market to innovate and release its main product?

Ответ: novelties

Задание 4 Who are generators of scientific and technical knowledge (they receive part of the income from the use of an invention)?

Ответ: Innovators

Задание 5 How the first to innovate in production (they profit from the innovation in production) are called?

Ответ: Early majority

Задание 6 How the first to master the innovation (receive additional profit from the promotion of innovations on the market) are called?

Ответ: Early recipients

Задание 7 How those lagging behind with innovations are called (they receive part of the profit from production)?

Ответ: Laggards

Задание 8 Entrepreneurship is considered as 3 different entities. What are they?

Ответ: economic category, method of management, type of economic thinking

Задание 9 There are 3 kinds of space for entrepreneurship. What are they?

Ответ: Legal area, social area and economic area

Задание 10 Who is the author of a book "Real Leaders Don't Follow"?

Ответ: Steve Tobak

Задание 11 How a reason for innovative activities caused by discrepancy between reality as it really is and our ideas about it ("the way it should be") is called?

Ответ: incongruence

Задание 12 Who is the author of “big cycles” or “long waves” theory?

Ответ: Kondratyev (Kondratieff)

Задание 13 How long does Kondratyev waves last according to economists’ estimation?

Ответ: for 40 to 60 years

Задание 14 How did the leading economists of the 1950s described the innovation process?

Ответ: linear and sequential

Задание 15 What was the sequence of innovation process models in 2nd generation ("market pull" model)?

Ответ: market demand – development - production - sales

Задание 16 How many generations of innovation process models were developed?

Ответ: 5generations

Задание 17 What are the names of models of innovative development?

Ответ: Euro -Atlantic, East Asian, triple helix and alternative model

Задание 18 What is the name of a model of innovative development, in the innovation cycle of which there is no stage of formation of fundamental ideas?

Ответ: East Asian model

Задание 19 What is the name of a model of a complete innovation cycle - from the emergence of an innovative idea to the mass production of a finished product?

Ответ: Euro-Atlantic model

Задание 20 Much attention of countries of this model of innovative development is paid to the preparation of management for local representative offices of transnational corporations, international banks, international political structures. What is the name of this model of innovative development?

Ответ: alternative model

Задание 21 What is the name of a modern type of national innovation system based on state stimulation of innovative activities, commercialization of innovative products in the form of support for start-ups, provision of tax and customs benefits?

Ответ: triple helix model

Задание 22 What are the 2 parts of grades in rating scale of Standart&Poors?

Ответ: speculative and investment

Задание 23 Although national innovation systems of different countries are quite different from each other in detail, they have common features. Name at least 3 of them.

Ответ: a creative part, technology transfer part, financing part, production part, personnel training unit

Задание 24 What are the most famous international rating agencies?

Ответ: Standard & Poor’s, Moody’s, Fitch

Задание 25 What type of the company is a company that invests resources in research and development, which provides a qualitative increase in the efficiency of the production system or product quality

Ответ: An innovative company

УК-3 Able to organize and manage the work of a team, developing a team strategy to achieve a set goal

Задание 1 What are the risky small or medium-sized investment firms engaged in research, engineering development at the intersection of research, development, innovation and production?

Ответ: Venture firms

Задание 2 What is a complex of organizations united by the goals of commercializing scientific and technical activities and accelerating and promoting innovations in the sphere of material production

Ответ: Technopark?

Задание 3 What is a district (city, part of a city, region), in which, on the basis of the combination of scientific, industrial and financial capital, firms are created that generate advanced production technologies, implement social and economic programs aimed at accelerated and harmonious socio-economic development of the region?

Ответ: Technopolis

Задание 4— What is a structure that specializes in creating an enabling environment for the innovation of small innovative firms in order to grow new firms?

Ответ: Business incubator

Задание 5 What is an innovative organization the main task of which is to accelerate the commercialization of scientific and technical results, to ensure the creation of small innovative enterprises, including as part of technology parks and innovation and technology centers?

Ответ: Technology transfer centers

Задание 6 What is the name of the stage of company development with a business idea, but no business plan yet?

Ответ: pre-seed stage

Задание 7 What is the stage of company development when the company has a business idea, conducts R&D and begins the marketing research?

Ответ: seed stage

Задание 8 What is the stage of company development when the company has a business plan, prototypes; serial production is being organized?

Ответ: Start-up

Задание 9 What is the stage of company development with the company's occupation of a certain position in the market, access to sustainable profitability, expansion of production and sales, additional marketing research, an increase in fixed assets and capital?

Ответ: Expansion

Задание 10 What is the stage of company development of equity investment before the initial public offering of shares?

Ответ: Pre-IPO

Задание 11 What is the stage of company development with high probability of a merger, acquisition or buyout of a venture company by one of the strategic investors?

Ответ: IPO / Initial Public Offering

Задание 12 How the initial period of innovative companies is called where, according to statistics, in 91% of cases venture projects die in?

Ответ: "valley of death"

Задание 13 What are groups of influence called that exist inside or outside the company, which cannot be ignored when carrying out activities?

Ответ: Stakeholders

Задание 14 What is a quantitative and qualitative determination of the results of development in the form of acquiring new qualities of activity, products of labor and the state of the organization?

Ответ: Organizational innovation strategy

Задание 15 What is the desired result of the activity based on the implemented innovation in a limited time and with limited resources?

Ответ: The innovative goal of the organization

Задание 16 What is the strategy that aims to increase the competitiveness of the organization by improving the product or creating a new product for existing consumers?

Ответ: Product development strategy or innovative strategy

Задание 17 What is the strategy that consists in the formation of economic zones as interactions of a number of competitive strategies by creating new products for new consumers?

Ответ: Diversification strategy(portfolio strategy)

Задание 18 What is the strategy that combines the potentials of competitors in order to increase the competitiveness of each of them?

Ответ: Integration (development strategy)

Задание 19 What is the strategy that increases competitiveness based on optimizing the internal structure and saving costs when selling existing goods to existing consumers?

Ответ: Intensive development strategy (market improvement strategy)

Задание 20 What is a set of assumptions or hypotheses how to sell your product?

Ответ: business model

Задание 21 What is a nine-building blocks table of a business on one page called?

Ответ: A. Osterwailder's business model canvas

Задание 22 What is a central part in A. Osterwailder's business model canvas?

Ответ: value proposition

Задание 23 What business model makes finished products from raw materials? What business model may sell directly to the customers or sell it to another business

Ответ: manufacturer business model

Задание 24 What business model buys products from manufacturers and resells them to the retailers or the public?

Ответ: distributor business model

Задание 25 What business model uses the parent business's model and brand instead of creating a new product?

Ответ: franchisee business model

Задание 26 What business model requires lots of human interaction?

Ответ: High Touch business model

Задание 27 What business model requires minimal human assistance or intervention in selling a product or service?

Ответ: low touch business model

Задание 28 What business model sells directly to the public after purchasing the products from a distributor or wholesaler?

Ответ: retailer business model

Задание 29 What business model involves the users to contribute to the value provided?

Ответ: Crowdsourcing business model

Задание 30 What business model offers basic services to the customers for free while charging premium account?

Ответ: Freemium business model

Задание 31 What business model keeps customers over a long-term contract and the company gets recurring revenues from them through repeat purchases?

Ответ: subscription business model

Задание 32 What business models are popular with media publishers and social networks where the information is provided for free but is accompanied with other information which is paid for by identified sponsors?

Ответ: advertisement business model

Задание 33 What model is used by companies which deal in complementary or companion products?

Ответ: Razor and blade business model

Задание 34 What business model is an upgradation of the traditional brick-and-mortar business model? What business model focuses on selling products by creating a web-store on the internet?

Ответ: E-Commerce business model

Компетенции УК-2, УК-3 сформированы, если обучающийся набрал 70% и более правильных ответов по оценочным материалам.

Компетенции УК-2, УК-3 не сформированы, если обучающийся набрал менее 70% правильных ответов по оценочным материалам.

3. МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ОПРЕДЕЛЯЮЩИЕ ПРОЦЕДУРУ И КРИТЕРИИ ОЦЕНИВАНИЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

Зачет проставляется по совокупности текущей успеваемости.

Критерии оценивания зачета

«**зачтено**» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции;

«**не зачтено**» выставляется обучающемуся, который набрал менее 70% правильных ответов по оценочным материалам для каждой компетенции.



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

ФОНДОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
INTELLECTUAL PROPERTY MANAGEMENT

| | |
|--------------------------------------------------------------------------------------------------|--------------------------------------------|
| Код плана | <u>380402-2023-О-ПП-2г00м-73</u> |
| Основная образовательная программа высшего образования по направлению подготовки (специальности) | <u>38.04.02 Менеджмент</u> |
| Профиль (программа) | <u>High-Technology Business Management</u> |
| Квалификация (степень) | <u>Магистр</u> |
| Блок, в рамках которого происходит освоение модуля (дисциплины) | <u>Б1</u> |
| Шифр дисциплины (модуля) | <u>Б1.В.05</u> |
| Институт (факультет) | <u>Институт экономики и управления</u> |
| Кафедра | <u>социальных систем и права</u> |
| Форма обучения | <u>очная</u> |
| Курс, семестр | <u>2 курс, 3 семестр</u> |
| Форма промежуточной аттестации | <u>экзамен</u> |

Самара, 2023

1. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ

Current monitoring of progress is a mandatory part of the internal system for assessing the quality of students' mastery of the educational program. Current monitoring of progress is carried out as part of the study of the discipline during the semester. Types, forms and schedule are determined by the teacher.

2. ТИПОВЫЕ КОНТРОЛЬНЫЕ ЗАДАНИЯ ИЛИ ИНЫЕ МАТЕРИАЛЫ ДЛЯ ОЦЕНКИ ЗНАНИЙ, УМЕНИЙ, НАВЫКОВ И (ИЛИ) ОПЫТА ДЕЯТЕЛЬНОСТИ, ХАРАКТЕРИЗУЮЩИХ УРОВЕНЬ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

UC-2.2 - Manages the progress of the project at the stages of its life cycle, taking into account the current rules and regulations

Exercise 1. What is the concept of this definition: a set of legal norms regulating relations regarding the creation of works of science, literature and art

- a) patent law
- b) easement
- c) copyright
- d) property rights

Answer: c

Exercise 2. The objective form of expression of the result of creative activity is:

- a) manuscript, drawing, drawing
- b) any expression of an idea, image, or thought accessible to others.
- c) the ability to reproduce the result of creative activity
- d) its publication

Answer: b

Exercise 3. The rights of broadcasting or cablecasting organizations are recognized.

- a) only in the case of broadcasting using transmitters located outside the territory of the Russian Federation
- b) if the organization has an official location in the territory of the Russian Federation and broadcasts using transmitters located in its territory
- c) on organization terms
- d) only if it broadcasts using transmitters located on its territory

Answer: b

Exercise 4. The basis for the emergence of copyright in a literary work is:

- a) its publication
- b) the fact of the creation of this work
- c) copyright registration
- d) registration and publication of the work

Answer: b

Exercise 5. Are not inventions:

- a) discoveries
- b) scientific theories and mathematical methods
- c) computer programs
- d) no right answer

Answer: d

Exercise 6. Which of the parts of the Civil Code of the Russian Federation contains a section on copyright:

- a) the third

- b) fourth
- c) first
- d) the second

Answer: b

Exercise 7. What works are public domain:

- a) works published under a pseudonym
- b) works that have expired the exclusive right
- c) works whose author is unknown
- d) unpublished works

Answer: b

Exercise 8. Business management with the federal executive body on intellectual property may carry out:

- a) applicant
- b) copyright holder
- c) patent attorney
- d) all answers are correct

Answer: d

Exercise 9. The applicant has the right to convert an application for an invention into an application for

- a) company name
- b) industrial model
- c) utility model
- d) trademark

Answer: c

Exercise 10. Legal protection of integrated circuits topologies

- a) on topology, methods of technology and coded information
- b) on topology itself
- c) on the methods of its manufacturing technology
- d) to coded information

Answer: b

Exercise 11. Trademark primarily helps a company protect which part of a company's intellectual property?

Answer: Brands and Identity

Exercise 12. Which characteristic is crucial for a trademark?

Answer: Distinctiveness.

Exercise 13. How can you characterize the international system of trademark protection?

Answer: It is jurisdiction-based system.

Exercise 14. What's the best way to prove priority of usage?

Answer: Through real market sales and commercial use.

Exercise 15. What is the validity period of a trademark?

Answer: Forever as long as it is used or registered in a particular jurisdiction.

Exercise 16. Describe what is a trademark primarily.

Answer: It's a symbol used to distinguish the source of goods or services.

Exercise 17. Why trademark is the *most valued asset* in a large business?
Answer: Because it creates value by protecting brand and identity.

Exercise 18. What is the main benefit of the brand for consumers?
Answer: It prevents confusion among consumers.

Exercise 19. What is the fundamental difference between trademarks and patents and copyrights?
Answer: Their value is less obvious to society.

Exercise 20. List all possible objects that can be used to obtain a trademark.
Answer: name, color, phrase, sound, pattern, scent, design, logo.

Exercise 21. Describe under what conditions trademarks can be lost.
Answer: If they are abandoned by the trademark owner, if they become too general, or if they become deceptive.

Exercise 22. What is cyber-squatting?
Answer: It's a registering a domain name with the intent to take advantage of the trademark owner financially.

Exercise 23. Why is the requirement of novelty of an application important from a legal point of view?
Answer: Because there is no need to issue patent monopolies if the invention has been published

Exercise 24. What is the best way to demonstrate usefulness?
Answer: Commercial sales.

Exercise 25. What is disputed in most utility patent cases?
Answer: Non-obviousness and prior level.

UC-2.2 - Manages the progress of the project at the stages of its life cycle, taking into account the current rules and regulations is formed if the student scored 70% or more correct answers on assessment materials.

UC-2.2 - Manages the progress of the project at the stages of its life cycle, taking into account the current rules and regulations is not formed if the student scored less than 70% correct answers on assessment materials.

PC-4.1 - Analyzes the possibilities of technology transfer of innovative projects

Exercise 1. Intellectual property is:

- a) the exclusive right of a citizen or legal entity to the results of intellectual activity and means of individualization;
- b) the results of intellectual activity and means of individualization.

Answer: b

Exercise 2. Intellectual property rights include:

- a) moral rights,
- b) the exclusive right,
- c) the right of access,
- d) the right to succeed,
- e) the right to publication,
- f) all answers are correct

Answer: f

Exercise 3. Author result of intellectual activity is recognized:

- a) a citizen whose creative effort has created such a result,
- b) the citizen, to provide technical and material assistance,
- c) a citizen, provide consulting, organizational or material assistance.

Answer: a

Exercise 4. When the exclusive right to the result of intellectual activity or means of individualization is owned by several persons jointly:

- a) each of the holders may use such result or such means at its discretion.
- b) rightholders dispose of them jointly.

Answer: b

Exercise 5. The exclusive right to a service invention belongs to:

- a) the author (employee);
- b) the employer;
- c) the customer.

Answer: b

Exercise 6. What rights are transferred under the contract of alienation of the exclusive right?

- a) the moral rights;
- b) the exclusive right;
- c) the right to use intellectual property.

Answer: b

Exercise 7. Revenues from sharing the results of intellectual activity or means of individualization

- a) are distributed among all the owners in proportion to the contribution to the creation of the result;
- b) are distributed evenly among all the owners;
- c) are distributed evenly among all the owners, if an agreement between them provides otherwise.

Answer: c

Exercise 8. What does trademark priority mean in the USA?

- a) That trademark takes priority over copyright
- b) That the owner of a trademark is the one who used it first in that location
- c) That registration of a trademark gives priority rights to the person or company who registered the mark even over others who may have used it first
- d) All of the above

Answer: b

Exercise 9. A major difference between the UK's "passing off" law and trademark is that _____ is required by the UK's law.

- a) The intent to deceive
- b) Consumer confusion
- c) Significant financial impact
- d) All of the above

Answer: a

Exercise 10. What elements do trademark law protect?

- a) Names of specific people, places or things
- b) Inventions that feature some sort of utility function
- c) Only registered brand names
- d) Words, symbols, devices or characteristics that differentiate goods or services from one another

Answer: d

Exercise 11. What is the main risk of popularity of your product?

Answer: *The more likely you are to lose control of its identity.*

Exercise 12. What must a plaintiff prove in a successful trademark infringement case?

Answer: *1) The defendant infringed the plaintiff's trademark, 2) The defendant used the mark in an unauthorized manner, 3) Use of the mark may cause confusion or deception to the public as to the origin of services or goods.*

Exercise 13. What legal actions can be taken by a plaintiff for infringement of an unregistered trademark?

Answer: *Decision to be made by a designated court on a case by case basis.*

Exercise 14. How long does it take for a utility model patent to become public domain?

Answer: *After termination of the exclusive right.*

Exercise 15. Which type of patent performs a similar role to copyright law for manufactured products?

Answer: *Design Patent.*

Exercise 16. What are the distinctive characteristics of patents compared to other forms of intellectual property protection?

Answer: *1) They are the strongest form of government protection, 2) The lifespan is shorter than copyright and trademark, 3) Are the most difficult and costly to apply.*

Exercise 17. Is it true or false that patents can only be enforced in the country or jurisdiction that they were issued in?

Answer: *True.*

Exercise 18. Is it true or false that among copyright, trademark and patents, patents are the most difficult and expensive intellectual protection you can apply for.

Answer: *True.*

Exercise 19. Until what period can you sue for damages?

Answer: *All the way back to the date you filed the provisional patent.*

Exercise 20. Which element in a patent application is the most difficult element to provide details and evidence?

Answer: *Non-Obviousness.*

Exercise 21. Match the name of the method of proving the violation with its content

- | | |
|----------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| 1) Similarity of marks | A) Is there any evidence that people actually were confused |
| 2) Similarity of goods/services | B) If the goods are very different, then even if the marks are the same, you may say there's no chance of confusion |
| 3) Character of the markets | C) Where are the goods sold |
| 4) Evidence of likelihood of confusion | D) How much do your marks look like each other |

Answer: *1 - D, 2 - B, 3 - C, 4 - A.*

Exercise 22. What is the priority of patents based on?

Answer: *On the date of filing the application with the patent office.*

Exercise 23 What is the most expensive step in obtaining and defending a utility patent?

Answer: Going to court.

Exercise 24. Is it true or false that the validity of a patent cannot be challenged once it has been approved by the Patent Office?

Answer: False

Exercise 25 How much time does the law in Russia and some other countries allow for filing a provisional patent application from the date of first public disclosure?

Answer: Six months.

PC-4.1 - Analyzes the possibilities of technology transfer of innovative projects is formed if the student scored 70% or more correct answers on assessment materials.

PC-4.1 - Analyzes the possibilities of technology transfer of innovative projects is not formed if the student scored less than 70% correct answers on assessment materials.

3. МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ОПРЕДЕЛЯЮЩИЕ ПРОЦЕДУРУ И КРИТЕРИИ ОЦЕНИВАНИЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

The test is a determination of the current current value taking into account the point-rating system (PRS).

Point-rating system

| № п/п | Type of work | Amount in points |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| 1. | Active cognitive work during classes (note-taking of additional and specialized literature; participation in assessing the learning outcomes of others and self-assessment; participation in the discussion of problematic issues on the topic of the lesson, etc.) | 20 |
| 2. | Control activities | |
| | Tests | 40 |
| 3. | Completing assignments in the discipline during the semester | |
| | Completing individual tasks | 20 |
| | Case solving | 20 |

Assessment criteria

“zachteno” is given to a student who has scored 70% or more correct answers on assessment materials for each competency;

“ne zachteno” is given to a student who scores less than 70% of correct answers on assessment materials for each competency.



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
LEAN PRODUCTION SYSTEMS

| | |
|--------------------------------------------------------------------------------------------------|-----------------------------------------------|
| Код плана | <u>380402-2023-О-ПП-2г00м-73</u> |
| Основная образовательная программа высшего образования по направлению подготовки (специальности) | <u>38.04.02 Менеджмент</u> |
| Профиль (программа) | <u>High-Technology Business Management</u> |
| Квалификация (степень) | <u>Магистр</u> |
| Блок, в рамках которого происходит освоение модуля (дисциплины) | <u>Б1</u> |
| Шифр дисциплины (модуля) | <u>Б1.В.ДВ.02.01</u> |
| Институт (факультет) | <u>Институт экономики и управления</u> |
| Кафедра | <u>менеджмента и организации производства</u> |
| Форма обучения | <u>очная</u> |
| Курс, семестр | <u>2 курс, 3 семестр</u> |
| Форма промежуточной аттестации | <u>зачет</u> |

Самара, 2023

1. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ

Текущий контроль успеваемости является обязательной частью внутренней системы оценки качества освоения обучающимися образовательной программы. Текущий контроль успеваемости проводится в рамках изучения дисциплины в течение семестра. Виды, формы и график определяется преподавателем.

2. ТИПОВЫЕ КОНТРОЛЬНЫЕ ЗАДАНИЯ ИЛИ ИНЫЕ МАТЕРИАЛЫ ДЛЯ ОЦЕНКИ ЗНАНИЙ, УМЕНИЙ, НАВЫКОВ И (ИЛИ) ОПЫТА ДЕЯТЕЛЬНОСТИ, ХАРАКТЕРИЗУЮЩИХ УРОВЕНЬ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

Компетенция А. ПК-3 Able to strategically manage the processes of technological modernization of production.

Задание 1

Choose the right answer:

- a) the value stream includes all steps, both creating and not creating the value necessary for the product to go through all stages, from raw materials to delivery of the final product to the consumer;
- b) the value stream includes only the steps that create the value;
- c) the value stream includes only non-value steps.

Ответ:

- a) the value stream includes all steps, both creating and not creating the value necessary for the product to go through all stages, from raw materials to delivery of the final product to the consumer

Задание 2

The concept of "value" means:

- a) a set of product properties for which its value is assessed;
- b) the price of the product specified in the price list of the company;
- c) a set of properties of a product or service for which the consumer is willing to pay.

Ответ:

- c) a set of properties of a product or service for which the consumer is willing to pay.

Задание 3

The activity in which resources are consumed, but the value for the consumer is not created, is called:

- a) Muri;
- b) Muda;
- c) Mura.

Ответ:

- b) Muda;

Задание 4

Choose the correct definition of the "takt time" production system:

- a) the time interval during which the supplier is obliged to deliver the product to the consumer;
- b) this is the time interval for the production of a unit of production;
- c) is the average duration of the shift.

Ответ:

- a) the time interval during which the supplier is obliged to deliver the product to the consumer;

Задание 5

In what case should immediately intervene in the process in order to adjust it?

- a) the result of the control parameter lies between the warning and control boundaries;
- b) the result of the parameter control lies outside the control or regulation boundary;
- c) the result of the parameter control lies within the warning limits.

Ответ:

- b) the result of the parameter control lies outside the control or regulation boundary

Задание 6

What are the features of statistical quality management:

- a) the work to improve the quality while reducing production costs;
- b) a firm quality ("self-assessment");
- c) the stability of the production process and cost reduction;
- d) the implementation of the principle of working with technical documentation.

Ответ:

- c) the stability of the production process and cost reduction

Задание 7

7. The most widespread methods of quality control:

- a) complete control;
- b) statistical methods;
- c) complete control methods;
- d) work on claims of consumers.

Ответ:

- b) statistical methods

Задание 8

Deming's PDCA cycle defines:

- a) the methodology of continuous improvement;
- b) steps for applying statistical control methods;
- c) stages of product quality control.

Ответ:

- a) the methodology of continuous improvement

Задание 9

What is the 5S system for?

- a) improve safety at the workplace;
- b) increase productivity;
- c) organize a workplace;
- d) for all of the above mentioned.

Ответ:

- d) for all of the above mentioned.

Задание 10

What is Kaizen?

- a) continuous improvement;
- b) a visual management tool;
- c) a card showing the sequence of actions;
- d) quick changeover.

Ответ:

- a) continuous improvement

Задание 11

What tool is used to identify losses and actions that do not add value?

Ответ:

Value stream mapping

Задание 12

What principle is the Pareto Chart based on?

Ответ:

The 80/20 principle

Задание 13

What does the Ishikawa Chart display?

Ответ:

The causes of the problem

Задание 14

What is 5S?

Ответ:

The method of effective organization of the working space

Задание 15

Which tool does the following sequence of actions belong to: choosing a product family, building a map of the current state, building a map of the future state, developing a plan for achieving the future state?

Ответ:

VSM

Задание 16

What does a 5W reduction mean when doing a root cause analysis?

Ответ:

Who, who, who, who, who

Задание 17

Who is better prepared for the final test?

Two students were preparing for the final test. Both students solved 7 tests, with 12 questions each. The results of each test are summarized in the table:

| | | | | | | | |
|-----------|----|----|----|----|----|----|----|
| Student 1 | 11 | 11 | 12 | 11 | 9 | 11 | 12 |
| Student 2 | 12 | 10 | 9 | 12 | 11 | 12 | 11 |

Ответ:

Student 1.

Задание 18

What actions need to be minimized in the first place when implementing SMED?

Ответ: internal

Задание 19

The execution time of each production operation must not exceed:

Ответ: tact time

Задание 20

On what principles is TPS based on?

Ответ:

- the principle of "just in time", when the necessary parts for assembly at the production line are given strictly at the right time and in the strictly required amount using information communication "kanban";

- the principle of autonomy (automation with intellectual element). It involves automatic termination of the abnormal course of the manufacturing process to prevent the production of defective products, or overproduction.

Задание 21

What are basic steps for system management through the constraints?

Ответ:

1. Search for system limitations.
2. Making decisions about how to maximize the use of system limitations.
3. Submission of "unlimited" elements of decision-making system.
4. Expansion of the constraints.
5. When constraints are removed it is necessary to return to step 1 and continue to seek restrictions.

Задание 22

Name fundamental principles Of kaizen management philosophy.

Ответ:

- Kaizen and management.
- The process, not the result.
- Follow the cycles PDCA/SDCA.
- Quality is pivotal.
- Say basing on data.
- The following process is the consumer.

Задание 23

Name the basic lean tools.

Ответ:

- System 5S of production process improvement includes: Sort (Seiri), Compliance with order (Seiton), Contents clean (Seiso), Standardization (Seiketsu) and Perfection (Shitsuke);
- Just in Time (JIT) - the concept (the system), of production management aimed at reducing the level of reserves and losses;
- TPM (total production maintenance);
- SMED (single minute exchange of die);
- 3P (production, preparation, process);
- Kanban – pull production and others.

Задание 24

Describe what is TPM (Total Productive Maintenance) and why is it a useful lean tool.

Ответ:

TPM (Total Productive Maintenance). TPM method is focused on the systematic elimination of any loss sources by improving maintenance processes and preventative maintenance.

As a result of the TPM system implementation the losses associated with the failure of the equipment, long changeover times, reduced equipment productivity, etc. are eliminated.

Задание 25

Describe what is the concept of Just in Time and why is it a useful lean tool.

Ответ:

The concept of Just in Time is a system of continuous-line production with minimal reserves. The basis of the organization is flexible management of resources supply in exactly the right quantities, in synchronization with the needs of production. To do this, the supply systems of pulling type are used, such as Kanban.

Unlike traditional systems, where the risk of violation of the production rhythm is reduced by the creation of insurance reserves, JIT system provides a reduction in inventory levels and a general high efficiency by eliminating the causes of any risks. The successful implementation of JIT principles is based on elimination of the causes of any failures, harmonious interaction of all elements of the production system, beginning with suppliers.

Компетенция Б. УК-2 Able to manage a project at all stages of its life cycle

Задание 1

In what case should immediately intervene in the process in order to adjust it?

- a) the result of the control parameter lies between the warning and control boundaries;
- b) the result of the parameter control lies outside the control or regulation boundary;
- c) the result of the parameter control lies within the warning limits.

Ответ:

- b) the result of the parameter control lies outside the control or regulation boundary.

Задание 2

What characteristics are random scattering characteristics?

- a) mathematical expectation;
- b) scope;
- c) dispersion;
- d) median;
- e) standard deviation.

Ответ:

- b) scope, c) dispersion, e) standard deviation.

Задание 3

Several batches of parts came to be checked for the size of the hole. What is a continuous random variable?

- a) the number of defective parts in each batch;
- b) the proportion of defective parts in each batch;
- c) the numerical value of the diameter of the hole;
- d) the number of parts in batches.

Ответ:

- c) the numerical value of the diameter of the hole.

Задание 4

What are the features of statistical quality management:

- a) the work to improve the quality while reducing production costs;
- b) a firm quality ("self-assessment");
- c) the stability of the production process and cost reduction;
- d) the implementation of the principle of working with technical documentation.

Ответ:

- the stability of the production process and cost reduction.

Задание 5

The statistical office system was proposed for quality control of:

- a) process;
- b) firms;
- c) a product;
- d) consumer.

Ответ:

- a) process.

Задание 6

Statistical methods for ensuring product quality aim to:

- a) careful control of the production process;
- b) focusing on the identification of defective products;
- c) certification of the quality system;
- d) elimination of random changes in product quality.

Ответ:

- d) elimination of random changes in product quality.

Задание 7

Statistical quality control is primarily applied:

- a) at any enterprise;
- b) in a single shop;
- c) for the consumer;
- d) where products are prepared in batches.

Ответ:

- d) where products are prepared in batches.

Задание 8

What is affected by “excess transportation” as a type of loss?

- a) reduces resources;
- b) enhances staff skills;
- c) reduces the level of marriage;
- d) increases the processing time.

Ответ:

- d) increases the processing time.

Задание 9

Which of the following is not a type of production loss?

- a) overproduction;
- b) transportation of materials;
- c) expectation;
- d) excess performance.

Ответ:

- d) excess performance.

Задание 10

What stage is not included in the 5S process?

- a) standardize;
- b) sort;
- c) keep clean;
- d) behold.

Ответ:

- d) behold.

Задание 10

Which tool is most effective in preventing overproduction?

Ответ:

Pulling system.

Задание 11

What is 5S?

Ответ:

The method of effective organization of the working space.

Задание 12

What tool has the most impact on changeover time?

Ответ:

SMED.

Задание 13

In the Kanban system, demand is moving...

Ответ:

Against the production flow.

Задание 14

Building a value stream map begins from...

Ответ:

the image of production and information flows as they are currently flowing.

Задание 15

What targets are used to evaluate the results of Lean project implementation?

Ответ:

PBP, NPV, PI, IRR.

Задание 16

What type of production flow is most often observed at machine-building and instrument-making enterprises?

Ответ:

Type A.

Задание 17

When is the "Seven Basic Quality Control Tools" method used?

Ответ:

When the data is available and you need to analyze it

Задание 18

What tools are used to evaluate deviations of parameters from the established norm?

Ответ:

Control charts and histograms.

Задание 19

What is the scattering diagram used for?

Ответ:

To investigate the relationship between two types of data.

Задание 20

What is Value Stream Map, how can you do it and why is it a useful tool?

Ответ:

Value Stream Map is an information and material flow analysis tool during the execution of the order. VSM allows to identify the problematic stages, as well as all overheads and processes that do not create value for the customer. To do this, a detailed survey and the timing of the process are made, the VSM «as-is» is developed. On the basis of this model's parameters the measures to eliminate losses are offered, the future VSM «as-to-be» is constructed, state and process improvement plan is drawn up. The map shows the options to improve processes and key performance indicators characterizing the future state of the value stream.

Задание 21

In what directions does 3-MU procedure (Muda; Muri; Mura) orient researchers to search for reserves of efficiency growth?

Ответ:

3-MU procedure (Muda; Muri; Mura) orients researchers to search for reserves of efficiency growth in three directions:

- losses (Muda) as a result of not creating value for the customer production, but that consumes resources;
- overload (Muri), or intense operating regimes of the equipment and personnel that lead to lower quality and higher injury;
- inconsistency (Mura), associated with deviations from the standard progress of work.

Задание 22

What problems can be solved by Hoshin kanri?

Ответ:

Problems to be solved by Hoshin kanri:

- the union of all creating a value stream activities of the organization;
- uniting efforts of supplier companies into a single system of value creation;
- planning of new products and services production;
- coordination of multiple projects management concerning strategic changes;
- management of the process of lean manufacturing systems deploying.

Hoshin kanri provides the company with the systematic movement towards strategic goals. The effectiveness of this approach is provided by the constant coordination of real-time control system based on the principles of Kaizen continuous improvement, with the strategic objectives of the company.

Задание 23

From what perspectives of performance metrics does a balanced scorecard reflect the strategic goals of an organization? Give a detailed answer.

Ответ:

The financial perspective focuses on financial performance of an organization. It normally covers the revenue and profit targets of commercial companies as well as the budget and cost-saving targets of not-profit organizations. The financial health of an organization is a critical perspective for managers to track. It is important to note that financial performance is usually the result of good performance in the other three scorecard perspectives.

The customer perspective focuses on performance targets as they relate to customers and the market. It usually covers customer growth and service targets as well as market share and branding objectives. Typical measures and KPIs (key performance indicator) in this perspective include customer satisfaction, service levels, net promoter scores, market share and brand awareness.

The internal process perspective focuses on internal operational goals and covers objectives as they relate to the key processes necessary to deliver the customer objectives. Here, companies outline the internal business processes goals and the things the organization has to do really well internally in order to push performance. Typical example measures and KPIs include process improvements, quality optimization and capacity utilization.

Задание 24

What are signs of a successful production system deployment?

Ответ:

- Changes in management structure and empowerment the leader of lean transformation.
- Creating a transformation command, the organization of training and explanatory work to involve everyone in the organization, training for implementation.
- Implementation of pilot projects to implement lean principles and tools , training in progress of the work.
- Standardization and consolidation of the results achieved, the assessment of the current state.

Задание 25

What are the main principles of Lean methodology? Give a detailed answer.

Ответ:

Lean Principle №1: Loss exception

Lean Principle №2: Fast speed of project delivery for the customer

Lean Principle №3: Focus on continuous learning & a motivated team

Lean Principle №4: Holistic vision of the work

Lean Principle 5: Last-minute project decisions

Компетенция(-и) А (Б) сформирована(-ы), если обучающийся набрал 70% и более правильных ответов по оценочным материалам.

Компетенция(-и) А (Б) не сформирована(-ы), если обучающийся набрал менее 70% правильных ответов по оценочным материалам.

3. МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ОПРЕДЕЛЯЮЩИЕ ПРОЦЕДУРУ И КРИТЕРИИ ОЦЕНИВАНИЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

«**зачтено**» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции;

«**не зачтено**» выставляется обучающемуся, который набрал менее 70 % правильных ответов по оценочным материалам для каждой компетенции.



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
MANAGEMENT RESEARCH METHODS

| | |
|--------------------------------------------------------------------------------------------------|-----------------------------------------------|
| Код плана | <u>380402-2023-О-ПП-2г00м-73</u> |
| Основная образовательная программа высшего образования по направлению подготовки (специальности) | <u>38.04.02 Менеджмент</u> |
| Профиль (программа) | <u>High-Technology Business Management</u> |
| Квалификация (степень) | <u>Магистр</u> |
| Блок, в рамках которого происходит освоение модуля (дисциплины) | <u>Б1</u> |
| Шифр дисциплины (модуля) | <u>Б1.О.05</u> |
| Институт (факультет) | <u>Институт экономики и управления</u> |
| Кафедра | <u>менеджмента и организации производства</u> |
| Форма обучения | <u>очная</u> |
| Курс, семестр | <u>1 курс, 1 семестр</u> |
| Форма промежуточной аттестации | <u>экзамен</u> |

Самара, 2023

1. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ

Текущий контроль успеваемости является обязательной частью внутренней системы оценки качества освоения обучающимися образовательной программы. Текущий контроль успеваемости проводится в рамках изучения дисциплины в течение семестра. Виды, формы и график определяется преподавателем.

2. ТИПОВЫЕ КОНТРОЛЬНЫЕ ЗАДАНИЯ ИЛИ ИНЫЕ МАТЕРИАЛЫ ДЛЯ ОЦЕНКИ ЗНАНИЙ, УМЕНИЙ, НАВЫКОВ И (ИЛИ) ОПЫТА ДЕЯТЕЛЬНОСТИ, ХАРАКТЕРИЗУЮЩИХ УРОВЕНЬ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

ОПК-1. *Able to solve professional problems based on knowledge (at an advanced level) of economic, organizational and management theory, innovative approaches, generalization and critical analysis of management practices.*

Задание 1

Choose the most accurate definition of methodology:

- a) it is a set of cognitive tools, methods, tools and techniques used in management;
- b) it is a field of knowledge that studies the principles of the organization of cognitive activity;
- c) it is a special branch of knowledge, a set or system of methods, principles, and rules.

Ответ: c)

Задание 2.

Correlation and regression analysis are used:

- a) to identify risk factors in the organization's activities;
- b) to assess the impact of independent variable on dependent variable and also to determine the form of the relationship between variables;
- c) to identify the influence of environmental factors on the organization's internal environment.

Ответ: b)

Задание 3.

Choose the most accurate definition of method:

- a) it is a way to cognize of reality;
- b) it is the theoretical assimilation of reality;
- c) it is a way to achieve the goal of company.

Ответ: a)

Задание 4.

In what areas of science are general scientific methods used:

- a) in economic sciences and in management;
- b) in all areas of science.

Ответ: b)

Задание 5.

What is the name of research method, when researcher tests a theory by collecting and examining empirical evidence to see if the theory is true (transition from general theory to specific evidences):

- a) induction;
- b) synthesis;
- c) system analysis;
- d) deduction.

Ответ: d)

Задание 6.

Assumptions about the properties and characteristics of the phenomena, processes and objects, based on empirical facts are:

- a) explanatory hypothesis
- b) descriptive hypothesis

Ответ: b)

Задание 7.

What is the name of research method, when researcher collects a number of instances and provide of generalization that can be applied to all instances (transition from specific instances to a general conclusion):

- a) system analysis;
- b) functional cost analysis;
- c) induction;
- d) deduction.

Ответ: c)

Задание 8.

What is the name of research method, which includes the study of the object by its dividing into the elements (parts of the object, its characteristics):

- a) modeling;
- b) induction;
- c) deduction;
- d) analysis.

Ответ: d)

Задание 9.

What is the name of research method, which includes the study of the object in its integrity, in the unity and connections of its parts:

- a) analysis;
- b) system analysis;
- c) concretization;
- d) synthesis.

Ответ: b)

Задание 10.

Matching task:

Match the names of the methods (1–3) with their definitions (a–c):

- 1. Comparative analysis
- 2. Correlation analysis
- 3. System analysis

- a) a problem-solving method that breaks down an organization or business process into its component parts, and how well those parts work and interact to achieve the organization's goal
- b) method based on comparison of two or more processes, documents, data sets or other objects
- c) statistical method that is used to discover if there is a relationship between two variables/datasets, and how strong that relationship may be.

Ответ: 1.b, 2.c, 3.a

Задание 11

What method of analysis is concerned with examining a procedure or business to determine its purpose and objectives and create systems and procedures that will effectively achieve them?

Ответ: System analysis

Задание 12

What research method do scientists use to reproduce real-world systems, whether it be a conceptual model of an atom, a physical model of a river delta, or a computer model of the global climate?

Ответ: Modeling method

Задание 13

What method was applied in the following case: “The coin I pulled from the bag is a penny. That coin is a penny. A third coin from the bag is a penny. Therefore, all the coins in the bag are pennies”?

Ответ: Induction

Задание 14

What method was applied in the following case: “All cats have a keen sense of smell. Barsik is a cat, so Barsik has a keen sense of smell”?

Ответ: Deduction

Задание 15

What method breaks something apart and looking at the pieces individually?

Ответ: Analysis

Задание 16

What method puts ideas and information together to see an overall pattern how things come together?

Ответ: Synthesis

Задание 17

What method is based on estimating the magnitude of uncertain future events and providing different results with different assumptions?

Ответ: Forecasting method

Задание 18

What model is used to analyze a business’s products to aid with long-term strategic planning and include four quadrants based on market growth and relative market share?

Ответ: BCG Matrix

Задание 19

What analysis method is used to measure and evaluate markets for a particular product or business in a period across political, economic, social and technological factors?

Ответ: PEST-analysis

Задание 20

What analysis method is used as a framework for identifying and analyzing an organization's strengths, weaknesses, opportunities and threats?

Ответ: SWOT- analysis

Задание 21

Give a detailed answer:

What is exploratory research?

Ответ: Exploratory research is research conducted to investigate a problem that is not clearly defined, has been under-investigated, or is otherwise poorly understood.

Задание 22

Give a detailed answer:

What is descriptive research?

Ответ: Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions.

Задание 23

Give a detailed answer:

What is explanatory research?

Ответ: Explanatory research is a research method that explores why something occurs when limited information is available.

Задание 24

Give a detailed answer:

What is the scientific ethic?

Ответ: *Scientific ethics is a system of ethics guides the scientific activity from data collection to publication and beyond. It calls for honesty and integrity in all stages of scientific practice.*

Задание 25

Give a detailed answer:

What is the scientific novelty?

Ответ: *Novelty can be described as the quality of being new, original or unusual. Novelty in research refers to the introduction of a new idea or a unique perspective that adds to the existing knowledge in a particular field of study.*

ОПК-5. *Able to generalize and critically evaluate scientific research in management and related fields, carry out research projects.*

Задание 1

1. Which of the following methods can be attributed to informal methods:

- a) probability theory methods;
- b) index method;
- c) statistical methods;
- d) expert assessment methods;

Ответ: d)

Задание 2.

Intuition refers to the group:

- a) logical research methods
- b) non-logical research methods
- c) statistical methods

Ответ: b)

Задание 3.

Choose the most accurate description of the “Research Methodology”:

- a) it is a plan of the study,
- b) it is a science of studying how research is to be carried out
- c) it is a set of sustainable rules designed to achieve any goal

Ответ: b)

Задание 4.

What is the name of research method, when researcher measures and compares the relationships between variables over two or more reporting periods:

- a) modeling
- b) comparison analysis
- c) system analysis
- d) deduction

Ответ: b)

Задание 5.

What is the kind of the dependence when each value of the variable X corresponds to the exact value of Y:

- a) stochastic
- b) functional
- c) statistical

Ответ: b)

Задание 6.

What is the name of the factors that form the overall long-term development trend of the object:

- a) trend
- b) seasonality
- c) cyclical

Ответ: a)

Задание 7.

What is the name of the factors that form fluctuations, which periodically repeat according to the time of the year:

- a) trend
- b) seasonality
- c) cyclical

Ответ: b)

Задание 8.

What is the name of the matrix to determine the basic strategic options available to organization for gaining competitive advantage:

- a) Boston Consulting Group Matrix
- b) McKinsey Matrix
- c) Ansoff Matrix
- d) Porter Matrix Model

Ответ: d)

Задание 9.

What is the name of the matrix to make marketing decisions in the context of “Industry Attractiveness / Competitive strength of a business unit or a product”:

- a) Boston Consulting Group Matrix
- b) McKinsey Matrix
- c) Ansoff Matrix
- d) Porter Matrix Model

Ответ: b)

Задание 10.

What is the name of the matrix to evaluate the strategic position of the business brand portfolio of products and its potential:

- a) Boston Consulting Group Matrix
- b) McKinsey Matrix
- c) Ansoff Matrix
- d) Porter Matrix Model

Ответ: a)

Задание 11

What approaches to research do you know?

Ответ: quantitative and qualitative approaches

Задание 12

What is the name of the main idea about what the researcher expects as a result of the research?

Ответ: research hypothesis

Задание 13

What type of research is based on observed and measured phenomena and derives knowledge from actual experience rather than from theory or belief?

Ответ: Empirical research

Задание 14

What type of research focuses on generating knowledge, regardless of its practical application?

Ответ: Theoretical research

Задание 15

What statistical method shows the relationship between two or more variables that usually expressed in a graph, the method tests the relationship between a dependent variable against independent variables?

Ответ: regression analysis

Задание 16

What coefficient provides a measure of how well observed outcomes are replicated by the model, based on the proportion of total variation of outcomes explained by the model?

Ответ: coefficient of determination

Задание 17

What part of the research clearly indicates the content of it and helps interested readers to find the article quickly in a database?

Ответ: Title

Задание 18

What part of the article summarises the research study and results of the study; it is included in article databases and it is usually free to a large audience?

Ответ: Abstract

Задание 19

What part of the research states implications and recommends further research?

Ответ: Conclusions

Задание 20

What part of the research describes the theoretical background, indicates why the work is important, states a specific research question, and poses a specific hypothesis to be tested?

Ответ: Introduction

Задание 21

Give a detailed answer:

What is the key difference between “observation” and “experiment”?

Ответ: In an experiment, the researcher manipulates some variable to observe its effect on a response variable; in an observational study, he or she simply observes and records the observations.

Задание 22

Give a detailed answer:

What methods are used in theoretical research?

Ответ: In theoretical research, logical methods are used - induction and deduction, as well as logical analysis, thought experiments, mathematical or computational models.

Задание 23

Give a detailed answer:

What methods are used in empirical research?

Ответ: Surveys, experiments, observations, case studies, statistical analysis, content analysis and interviews are methods used in empirical research.

Задание 24

Give a detailed answer:

What are the limitations of theoretical research?

Ответ: Theoretical research may not be directly applicable to real-world situations without empirical validation. Theoretical research may be limited by the availability of data and the researcher's ability to access and interpret it, which can further limit the validity and applicability of theories.

Задание 25

Give a detailed answer:

What are the limitations of empirical research?

Ответ: There are many limitations to empirical research, including the limitations of the data available and the quality of the data that can be collected. Data collection can be limited by the resources available to collect the data, accessibility to populations or individuals of interest, or ethical constraints.

Компетенции ОПК-1 и ОПК-5 сформированы, если обучающийся набрал 70% и более правильных ответов по оценочным материалам.

Компетенции ОПК-1 и ОПК-5 не сформированы, если обучающийся набрал менее 70% правильных ответов по оценочным материалам.

3. МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ОПРЕДЕЛЯЮЩИЕ ПРОЦЕДУРУ И КРИТЕРИИ ОЦЕНИВАНИЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

Процедура проведения промежуточной аттестации обучающихся

Критерии оценивания в случае экзамена

оценка «отлично» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции и показал прочные знания основных положений фактического материала, умение самостоятельно решать конкретные практические задачи повышенной сложности, свободно использовать справочную литературу, делать обоснованные выводы из результатов анализа конкретных проблемных ситуаций;

оценка «хорошо» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции и показал прочные знания основных положений фактического материала, умение самостоятельно решать конкретные практические задачи, предусмотренные рабочей программой, свободно использовать справочную литературу, делать обоснованные выводы из результатов анализа конкретных проблемных ситуаций;

оценка «удовлетворительно» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции и показал знания основных положений фактического материала, умение получить с помощью преподавателя правильное решение конкретной практической задачи из числа предусмотренных рабочей программой. Обучающийся знаком с рекомендованной справочной литературой;

оценка «неудовлетворительно» выставляется обучающемуся, который набрал менее 70% правильных ответов по оценочным материалам для каждой компетенции и при ответе обучающегося выявились существенные пробелы в знаниях основных положений фактического материала, неумение с помощью преподавателя получить правильное решение конкретной практической задачи из числа предусмотренных рабочей программой.



САМАРСКИЙ УНИВЕРСИТЕТ
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ФОНДОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
MANAGERIAL ECONOMICS

| | |
|--------------------------------------------------------------------------------------------------|-----------------------------------------------|
| Код плана | <u>380402-2023-О-ПП-2г00м-73</u> |
| Основная образовательная программа высшего образования по направлению подготовки (специальности) | <u>38.04.02 Менеджмент</u> |
| Профиль (программа) | <u>High-Technology Business Management</u> |
| Квалификация (степень) | <u>Магистр</u> |
| Блок, в рамках которого происходит освоение модуля (дисциплины) | <u>Б1</u> |
| Шифр дисциплины (модуля) | <u>Б1.В.02</u> |
| Институт (факультет) | <u>Институт экономики и управления</u> |
| Кафедра | <u>менеджмента и организации производства</u> |
| Форма обучения | <u>очная</u> |
| Курс, семестр | <u>1 курс, 2 семестр</u> |
| Форма промежуточной аттестации | <u>экзамен</u> |

Самара, 2023

1. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ

Текущий контроль успеваемости является обязательной частью внутренней системы оценки качества освоения обучающимися образовательной программы. Текущий контроль успеваемости проводится в рамках изучения дисциплины в течение семестра. Виды, формы и график определяется преподавателем.

2. ТИПОВЫЕ КОНТРОЛЬНЫЕ ЗАДАНИЯ ИЛИ ИНЫЕ МАТЕРИАЛЫ ДЛЯ ОЦЕНКИ ЗНАНИЙ, УМЕНИЙ, НАВЫКОВ И (ИЛИ) ОПЫТА ДЕЯТЕЛЬНОСТИ, ХАРАКТЕРИЗУЮЩИХ УРОВЕНЬ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

ПК-1. Able to determine the direction of the organization and develop a change management strategy

Задание 1 What is an actual or nominal place where forces of demand and supply operate?

Ответ: *Market*

Задание 2 What is the use of resources or wealth in order to satisfy one's needs?

Ответ: *Consumption*

Задание 3 What is a creation of utilities to satisfy the human wants?

Ответ: *Production*

Задание 4 What is dispensation of national income among various factors of production called?

Ответ: *Distribution*

Задание 5 What is a set of relationships showing the quantities of a good that consumers will buy at each of several prices within a specific period of time?

Ответ: *Demand*

Задание 6 What establishes a relationship between the price and the quantity demanded of a commodity?

Ответ: *Law of demand*

Задание 7 What is the graph depicting the relationship between the price of a certain commodity and the amount of it that consumers are willing and able to purchase at that given price?

Ответ: *Demand curve*

Задание 8 What is a set of relationships showing the quantities of a product that a firm will offer for at each of several prices within a specific period of time?

Ответ: *Supply*

Задание 9 What quantity is the quantity of goods and services offered for sale on the market under the given conditions?

Ответ: *Supply quantity*

Задание 10 In law of supply what is the condition for a firm to offer more for sale?

Ответ: *at (relatively) higher prices*

Задание 11 What does represent a firm's or industry's supply schedule plotted on a two dimensional graph?

Ответ: *Supply curve*

Задание 12 What is the price p^* , at which the quantity demanded equals the quantity supplied?

Ответ: *Equilibrium price*

Задание 13 - What is the excess of demand over supply?

Ответ: *Deficit*

Задание 14 What is the excess of supply over demand?

Ответ: *surplus*

Задание 15 What is an obligatory uncompensated payment, individually collected from firms and households in the form of money take-over for the purpose of the state's financial support?

Ответ: *Tax*

Задание 16 What is the functional relationship between input and output?

Ответ: *production function*

Задание 17 What is a ratio of an average production quantity to a unit of labour?

Ответ: *Average labour quantity*

Задание 18 What is called a production quantity increase at increasing quantity of labor per unit and other resources fixed?

Ответ: *Marginal labour quantity*

Задание 19 At any point of this curve the production volume is the same, and the proportion of resource expenses is different. Name the curve.

Ответ: *Isoquant*

Задание 20 What shows the number of the second resource needed to produce a certain amount of products at various expenditures of the first resource?

Ответ: *Isoquant*

Задание 21 What returns to scale characterizes the increase in output to a larger multiplier than the increase in expenses of all resources?

Ответ: *Increasing*

Задание 22 What returns to scale characterizes the increase in output by the same multiplier as the increase in the expenses of all resources?

Ответ: *Constant*

Задание 23 What returns to scale - characterized by an increase in output to a smaller multiplier than the increase in expenses of all resources?

Ответ: *Decreasing*

Задание 24 Increasing of the resources usage by 10% caused an increase in issue by 12%. What is the returns to scale in this case?

Ответ: *Increasing* returns to scale

Задание 25 Increasing of the resources usage by 10% caused an increase in issue by 10%. What is the returns to scale in this case?

Ответ: *Constant* returns to scale

ПК-4. Able to analyze and evaluate innovative projects in the framework of technology transfer

Задание 1 What assets is part of production assets, that is engaged in the production process for a long time, while maintaining its natural form, and their cost is transferred to the output gradually, piece by piece?

Ответ: *Fixed assets*

Задание 2 What is a partial or total loss of the value and consumer properties and fixed assets both in the process of exploitation and when they are inactive?

Ответ: *Capital consumption*

Задание 3 What depreciation is calculated by the formula $(D = (P-S)/n)$?

Ответ: *straight line depreciation*

Задание 4 What is a straight line, every point of which shows the various combinations of the two resources with the same costs for their acquisition?

Ответ: *Isocost*

Задание 5 According to the first feature of isocost, where does isocost moves parallel to itself with increasing the amount of company's costs and constant prices?

Ответ: *upwards from the origin*

Задание 6 According to the second feature of isocost, how does the isocost angle of slope change with an increase in the price of one resource?

Ответ: *increases to the axis of the resource that became more expensive*

Задание 7 What are the costs, the value of which does not change depending on changes in the production volume?

Ответ: *Fixed costs*

Задание 8 What are the costs, the value of which changes depending on changes in the production volume?

Ответ: *Variable costs*

Задание 9 What are the firm's costs per unit of production?

Ответ: *Average costs*

Задание 10 What are additional costs associated with the production of each subsequent product unit?

Ответ: *Marginal costs*

Задание 11 The main objective of the commercial organization is to choose the quantity Q of the products and involved resources x_1, x_2 , which provide it with maximum ____.

Ответ: *profit*

Задание 12 What is called the difference between revenue R and costs C ?

Ответ: *Profit*

Задание 13 What is an ability of assets to be sold quickly at a price close to the market?

Ответ: *Liquidity*

Задание 14 What is the curve connecting different combinations points of production Q and resource x to ensure the same profit?

Ответ: *Isoprofit*

Задание 15 How does isoprofit move with the increasing amount of the firm's profits and constant resources costs?

Ответ: parallel to itself upwards from the origin

Задание 16 What is a state of a company called, in which the production costs of a certain output volume equal to the sales revenue of this products volume?

Ответ: Break-even condition

Задание 17 What is counting the cost of money in the future to the present moment called?

Ответ: Discounting

Задание 18 What is the calculation of the present value of money for the future time called?

Ответ: Compounding

Задание 19 What is an interest rate that consists of alternative investing object rate and other factors that need compensation?

Ответ: Discount rate

Задание 20 What is a series of n equal recurring amounts of money called?

Ответ: annuity

Задание 21 Which methods include methods that do not take into account nonequivalence of cash flows arising at different times?

Ответ: Simple methods

Задание 22 What is calculated as the ratio of the average value of the net profit for the whole period of the project to the total volume of investment expenses?

Ответ: Return of Investments

Задание 23 What shows the time during which all the investment in the project are recovered by the net income?

Ответ: Payback period

Задание 24 What methods are based on discounting, i.e. take into account the time factor

Ответ: Complex / Dynamic methods

Задание 25 What is a sum of the present values of cash flows associated with a project?

Ответ: Net Present Value

Задание 26 What is an index, which is a discount rate at which the net present value of the project $NPV=0$?

Ответ: Internal rate of return

Задание 27 What is a system of measures directed at strengthening and protection of competition by limiting the monopoly power of firms?

Ответ: Antimonopoly policy

Задание 28 What should be efficiently used according to the definition for the problem of economics?

Ответ: limited resources

Задание 29 How do economists call the funds available in limited quantity by means of which needs are met?

Ответ: Economic goods

Задание 30 How can demand change by reduction in the price of complementary goods?
in may be caused?

Ответ: grow

Задание 31 If the company increases the amount of used resources by 40% and the output is increased by 25%, then what will the economies of scale be?

Ответ: decreasing

Задание 32 If the company increases the amount of used resources by 40% and the output is increased by 45%, then what will the economies of scale be?

Ответ: increasing

Задание 33 What is calculated dividing capital costs by output volume

Ответ: average capital

Задание 34 If the company increases the amount of used resources by 40%, while output grows by 40%, then what will the economies of scale be?

Ответ: constant

Компетенции ПК-1 и ПК-4 сформированы, если обучающийся набрал 70% и более правильных ответов по оценочным материалам.

Компетенции ПК-1 и ПК-4 не сформированы, если обучающийся набрал менее 70% правильных ответов по оценочным материалам.

3. МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ОПРЕДЕЛЯЮЩИЕ ПРОЦЕДУРУ И КРИТЕРИИ ОЦЕНИВАНИЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

Экзамен проставляется по совокупности текущей успеваемости и выполнения экзаменационных заданий.

Критерии оценивания экзамена

оценка «отлично» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции и показал прочные знания основных положений фактического материала, умение самостоятельно решать конкретные практические задачи повышенной сложности, свободно использовать справочную литературу, делать обоснованные выводы из результатов анализа конкретных проблемных ситуаций;

оценка «хорошо» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции и показал прочные знания основных положений фактического материала, умение самостоятельно решать конкретные практические задачи, предусмотренные рабочей программой, свободно использовать справочную литературу, делать обоснованные выводы из результатов анализа конкретных проблемных ситуаций;

оценка «удовлетворительно» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции и показал знания основных положений фактического материала, умение получить с помощью преподавателя

правильное решение конкретной практической задачи из числа предусмотренных рабочей программой. Обучающийся знаком с рекомендованной справочной литературой;

оценка «неудовлетворительно» выставляется обучающемуся, который набрал менее 70% правильных ответов по оценочным материалам для каждой компетенции и при ответе обучающегося выявились существенные пробелы в знаниях основных положений фактического материала, неумение с помощью преподавателя получить правильное решение конкретной практической задачи из числа предусмотренных рабочей программой.



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

ФОНДОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
MARKETING AND LOGISTICS

| | |
|--------------------------------------------------------------------------------------------------|-----------------------------------------------|
| Код плана | <u>380402-2023-О-ПП-2г00м-73</u> |
| Основная образовательная программа высшего образования по направлению подготовки (специальности) | <u>38.04.02 Менеджмент</u> |
| Профиль (программа) | <u>High-Technology Business Management</u> |
| Квалификация (степень) | <u>Магистр</u> |
| Блок, в рамках которого происходит освоение модуля (дисциплины) | <u>Б1</u> |
| Шифр дисциплины (модуля) | <u>Б1.В.ДВ.01.01</u> |
| Институт (факультет) | <u>Институт экономики и управления</u> |
| Кафедра | <u>менеджмента и организации производства</u> |
| Форма обучения | <u>очная</u> |
| Курс, семестр | <u>1 курс, 2 семестр</u> |
| Форма промежуточной аттестации | <u>зачет</u> |

Самара, 2023

1. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ

Текущий контроль успеваемости является обязательной частью внутренней системы оценки качества освоения обучающимися образовательной программы. Текущий контроль успеваемости проводится в рамках изучения дисциплины в течение семестра. Виды, формы и график определяется преподавателем.

2. ТИПОВЫЕ КОНТРОЛЬНЫЕ ЗАДАНИЯ ИЛИ ИНЫЕ МАТЕРИАЛЫ ДЛЯ ОЦЕНКИ ЗНАНИЙ, УМЕНИЙ, НАВЫКОВ И (ИЛИ) ОПЫТА ДЕЯТЕЛЬНОСТИ, ХАРАКТЕРИЗУЮЩИХ УРОВЕНЬ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

ПК-1. Able to determine the direction of the organization and develop a change management strategy.

Задание 1.

Choose the correct formulation of problems solved by logistics management:

- a) Establishment of a reliable and continuous material flow to ensure the smooth functioning of the organization.
- b) Coordination and alignment of supply and demand in the distribution through the creation of safety and target stocks.
- c) Solving Problems with organization suppliers.
- d) All answers are correct.

Ответ: d)

Задание 2.

Select the main criteria for choosing the best supplier:

- a) The cost of purchased products, service quality, responsibility.
- b) World-class technology, established long-term business relationships, financial condition.
- c) Ease of accommodation, offers a wide range of products, high adaptation to the market.

Ответ: a)

Задание 3.

What is the object of distribution?

- a) Material and accompanying information, financial and service flows.
- b) Commodity-material flow.
- c) Information and service flows.
- d) The rational process management of product promotion from producer to the consumer.

Ответ: b)

Задание 4.

What are basic functions of the distribution?

- a) The sale, storage, transportation.
- b) Standardization, insurance, risk, information and scientific support.
- c) Purchase and sale of finished products.
- d) Traffic management of raw materials in the supply chain.

Ответ: a)

Задание 5.

Choose the correct definition of "logistic channel":

- a) Customers and suppliers.
- b) Organization departments involved in logistics.
- c) The most rational way to sale products to the ultimate consumer.

Ответ: c)

Задание 6.

What is the basic function of the transport?

- a) Move the cargo
- b) Production supply
- c) Reduction of the time of delivery
- d) Storage
- e) Compliance with the contract's terms and conditions

Ответ: a)

Задание 7.

Segmentation in marketing is:

- a) Breakdown of buyers into groups according to a certain criterion
- b) The most rational scheme for the sale of goods
- c) Determination of a geographically advantageous place for the sale of goods

Ответ: a)

Задание 8.

Price elasticity of demand is:

- a) dependence of demand on price;
- b) the dependence of changes in demand on changes in prices;
- c) the dependence of demand on price changes;
- d) the dependence of demand on income.

Ответ: b)

Задание 9.

An important feature that distinguishes monopolistic competition from perfect competition is that:

- a) there are serious barriers to entry into the market of perfect competition;
- b) competing organizations sell a differentiated product, not a homogeneous one;
- c) competing organizations sell unique products.

Ответ: b)

Задание 10.

Matching task:

Match the names of supply chain steps (1–3) with their definitions (a–c):

- 1. Distribution
- 2. Transportation
- 3. Storage
- a) planning and organization of work with various material assets in the warehouse
- b) organization of the sale of goods
- c) the process of moving the cargo using the vehicles.

Ответ: 1.b, 2.c, 3.a

Задание 11

What type of market is characterized by one seller, a high level of price control and an unique product?

Ответ: Monopoly

Задание 12

What needs, according to Maslow's theory of motivation, does an individual want to satisfy in the first place?

Ответ: Physiological needs

Задание 13

What type of market is characterized by few sellers, a high level of price control and a differentiated product?

Ответ: Oligopoly

Задание 14

What is the price elasticity of demand?

Ответ: the dependence of changes in demand on changes in prices

Задание 15

What is the price elasticity of supply?

Ответ: the dependence of changes in supply on changes in prices

Задание 16

What are the basic functions of the transport?

Ответ: Move the cargo

Задание 17

The following data on the number of products sold and prices are known (see table). Calculate the price elasticity of demand.

| | 2022 | 2023 |
|---|------|------|
| P | 100 | 125 |
| Q | 100 | 80 |

Ответ: 0,8

Задание 18

Student Vasya bought 10 loaves of bread a month in 2022 and spent 200 rubles on them. In 2023, Vasya bought 8 loaves of bread a month and also spent 200 rubles on them. Determine the percentage increase in the price of one loaf of bread in 2023 compared to 2022.

Ответ: 25%

Задание 19

Student Vasya in 2022 bought 5 bottles of milk per month and spent 150 rubles on them. In 2023, Vasya bought 4 bottles of milk per month and spent 160 rubles on them. Determine the percentage increase in the price of one bottle of milk in 2023 compared to 2022.

Ответ: 33,3 %

Задание 20

The following data on the number of products sold and prices are known (see table). Calculate the price elasticity of demand.

| | 2022 | 2023 |
|---|------|------|
| P | 100 | 150 |
| Q | 100 | 60 |

Ответ: 0,8

Задание 21

Give a detailed answer:

Calculate the cross elasticity coefficient for goods X and Y and infer how goods X and Y are related.

| | June | July |
|-------|------|------|
| Q_X | 200 | 240 |
| P_Y | 80 | 60 |

Ответ: cross elasticity coefficient is -0.8 , it means that X and Y are complementary goods. Complementary goods are goods that are consumed jointly or in joint demand.

Задание 22

Give a detailed answer:

Calculate the cross elasticity coefficient for goods X and Y and infer how goods X and Y are related.

| | June | July |
|-------|------|------|
| Q_X | 200 | 250 |
| P_Y | 50 | 70 |

Ответ: cross elasticity coefficient is 0.625, it means that X and Y are substitute goods. Substitute goods are goods that consumers consider to be identical or similar enough for interchangeable consumption.

Задание 23

Give a detailed answer:

What is the cross elasticity? What are the values of the cross elasticity coefficient?

Ответ: the change in demand for good X when the price of good Y changes. If the goods are substitutes, their cross-price elasticity of demand is going to be positive. If the goods are complements, their cross-price elasticity of demand is going to be negative.

Задание 24

Give a detailed answer:

What elements does the 4Ps Model include?

Ответ: Product, Price, Place, Promotion. The product is the good or service being marketed to the target audience. Price is the cost of a product or service. Place is where you sell your product and the distribution channels you use to get it to your customer. Promotion is how organization advertises its product or service.

Задание 25

Give a detailed answer:

What elements does the 4Cs Model include?

Ответ: Customer, Competition, Costs, Capabilities. Customer of the company – who buys the product. Competition – the market position of the organization and its competitors. Costs – comparison of the cost structure of the organization with the cost structure of competitors and the search for ways to reduce costs. Capabilities – finding ways to improve the business.

YK-2. Able to manage a project at all stages of its life cycle.

Задание 1.

Select the most accurate definition of logistics as a scientific field:

- a) Logistics is a part of supply chain management, which relates to the planning, execution and monitoring of the efficiency and performance of direct and reverse flow of commodities, services and related information from point of origin to point of consumption to meet consumer.
- b) Logistics is a military science associated with the supply, support and movement of materials and people.
- c) Logistics is integrated management tool contributing to the achievement of strategic, tactical and operational business goals.

Ответ: a)

Задание 2.

Select the correct definition of the material flow:

- a) Products fully passed the production cycle, fully packaged, passed the technical control, put in the warehouse or shipped to customers.
- b) Material resources, incomplete production, finished goods, which are subject to logistical operations or functions associated with the physical movement in space: loading, unloading, bagging, transportation, sorting, etc.
- c) Material resources, incomplete production, finished products.

Ответ: b)

Задание 3.

Choose the correct formulation of problems solved by logistics management:

- a) Establishment of a reliable and continuous material flow to ensure the smooth functioning of the organization.

b) Coordination and alignment of supply and demand in the distribution through the creation of safety and target stocks.

c) Solving Problems with organization suppliers.

Ответ: a)

Задание 4.

Select the correct definition of "logistic channel":

a) Market, where the retailers and the customers interact.

b) Organization departments involved in logistics.

c) The way to deliver product at the market

d) The most rational way to sale products to the ultimate consumer.

Ответ: d)

Задание 5.

What is the main goal of inventory management in the logistics system?

a) Minimizing the cost of inventory management.

b) Creation of the safety stock.

c) To provide a high level of service.

Ответ: a)

Задание 6.

Choose the correct definition of the concept of "Warehouse Management":

a) One of the functional company subsystems of logistics.

b) Regulation of intra-process in space and time.

c) Material Resources Management in the warehousing.

d) The complex of interrelated transactions related to product selling to the customers.

Ответ: c)

Задание 7.

What are the main types of warehouse services?

a) Transporting, labeling, packing.

b) Contracting with transportation agencies, preparation and delivery of shipping documents.

c) Unloading, material storage, sorting, packing.

Ответ: c)

Задание 8.

What is the Marketing Goal?

a) Selling goods at the best prices

b) Full satisfaction of the needs of people

c) Providing profit to the enterprise with the fullest satisfaction of the needs of people

Ответ: c)

Задание 9.

A product in marketing is:

a) Items or services that can meet the needs of people and they are sold through the product market

b) Items or products sold to a specific target audience

c) Services that is on the market for sale

Ответ: a)

Задание 10.

Marketing tools include:

a) Techniques for the promotion and profitable sale of goods

b) Methods for studying consumer tastes

c) Methods that provide information marketing research

Ответ: a)

Задание 11

Name the correct sequence of the product life cycle.

Ответ: Introduction, maturity, growth, decline

Задание 12

A company produces and sells product "A", which has many substitutes. What happens to the company's revenue if the price of product "A" increases?

Ответ: decrease in revenue

Задание 13

What is the first stage in the process of creating a new product?

Ответ: Creating an idea

Задание 14

A company produces and sells product "B", which occupies a significant share in consumer spending and demand for which is inelastic. What happens to the company's revenue if the price of product B increases?

Ответ: increase in revenue

Задание 15

A company produces and sells product "C", the demand for which is highly elastic. What happens to the company's revenue if the price of product "C" increases?

Ответ: decrease in revenue

Задание 16

What are the names of discounts that are designed to encourage the purchase of a product in the off-season?

Ответ: seasonal discounts

Задание 17

What is the price elasticity coefficient if, despite changes in the price of a product, total revenue does not change?

Ответ: 1 (unit elasticity)

Задание 18

What is the name of the set of rules and practices that should be followed in setting market prices for specific products produced by an enterprise?

Ответ: Pricing strategy

Задание 19

Which type of transport in logistics is the most highly specialized?

Ответ: Pipeline

Задание 20

What is the name of the situation when the seller sells the same product to different groups of consumers at different prices?

Ответ: Price discrimination

Задание 21

Give a detailed answer:

What is inelastic demand? When does it take place?

Ответ: It means that a 1% increase in price results in a decrease in demand of less than 1%. Inelastic demand takes place when a product or service's price drops or rises, but people continue to buy about the same amount of it.

Задание 22

Give a detailed answer:

What three types of flows are studied in logistics?

Ответ: *Product flow, information flow and financial flow. Product Flow also known as logistical flow, it is the physical flow of goods. Information Flow is how and where each role in the supply chain obtains product-related information. Financial Flow is the way payment is made and how the funds flow in the channel.*

Задание 23

Give a detailed answer:

What is the just-in-time method of supply chain management?

Ответ: *Just-in-time, or JIT, is a strategy in which supply chain partners move materials right before they are needed. As a result, little or no inventory is stockpiled, reducing storage costs.*

Задание 24

Give a detailed answer:

The entrepreneur decides to locate a new ice cream outlet in the city. He can choose between two districts of the city. During marketing research, the entrepreneur was provided with information about the number of buyers in each district and their average monthly expenses for the purchase of ice cream and about the size of outlets that already sell ice cream in each city districts (*table*).

Table

| Data on ice cream outlets | | | |
|---------------------------|------------------|-------------------------------------------------------------|-------------------------------------------------------------|
| Districts | Number of buyers | Average monthly expenses for the purchase of ice cream, RUB | Size of outlets that already sell ice cream, m ² |
| A | 1000 | 30 | 1500 |
| B | 2000 | 25 | 1000 |

Calculate the ice cream market saturation ratio for each district using the data in *Table*. Where should an entrepreneur locate a new ice cream outlet?

Ответ: *Market saturation ratio for district A is 20 rub/m² and for district B is 50 rub/m². The entrepreneur should locate a new ice cream outlet in the district B.*

Задание 25

Give a detailed answer:

The entrepreneur decides to locate a new ice cream outlet in the city. He can choose between two districts of the city. During marketing research, the entrepreneur was provided with information about the number of buyers in each district and their average monthly expenses for the purchase of ice cream and about the size of outlets that already sell ice cream in each city districts (*table*).

Table

| Data on ice cream outlets | | | |
|---------------------------|------------------|-------------------------------------------------------------|-------------------------------------------------------------|
| Districts | Number of buyers | Average monthly expenses for the purchase of ice cream, RUB | Size of outlets that already sell ice cream, m ² |
| A | 3000 | 50 | 1500 |
| B | 2000 | 40 | 1000 |

Calculate the ice cream market saturation ratio for each district using the data in *Table*. Where should an entrepreneur locate a new ice cream outlet?

Ответ: *Market saturation ratio for district A is 100 rub/m² and for district B is 80 rub/m². The entrepreneur should locate a new ice cream outlet in the district A.*

Компетенции ПК-1 и УК-2 сформированы, если обучающийся набрал 70% и более правильных ответов по оценочным материалам.

Компетенции ПК-1 и УК-2 не сформированы, если обучающийся набрал менее 70% правильных ответов по оценочным материалам.

3. МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ОПРЕДЕЛЯЮЩИЕ ПРОЦЕДУРУ И КРИТЕРИИ ОЦЕНИВАНИЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

Процедура проведения промежуточной аттестации обучающихся

Критерии оценивания в случае зачета

«**зачтено**» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции;

«**не зачтено**» выставляется обучающемуся, который набрал менее 70% правильных ответов по оценочным материалам для каждой компетенции.

Приложение к фонду оценочных средств
дисциплины "Marketing and Logistics"

Для направления подготовки "Менеджмент" (программа "High-Technology Business Management")
указаны следующие формулировки компетенций и их индикаторов:

| | |
|------|----------------------------------------------------------------------------------------------------|
| ПК* | ПК-1. Able to determine the direction of the organization and develop a change management strategy |
| ПК** | ПК-1.3. Able to develop an organizational change management strategy |
| УК* | УК-2. Able to manage a project at all stages of its life cycle |
| УК** | УК-2.1. Develops a project concept in the context of a designated problem |



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
ORGANIZING AND DOING BUSINESS IN THE CONTEXT OF GLOBALIZATION

| | |
|--------------------------------------------------------------------------------------------------|--------------------------------------------|
| Код плана | <u>380402-2023-О-ПП-2г00м-73</u> |
| Основная образовательная программа высшего образования по направлению подготовки (специальности) | <u>38.04.02 Менеджмент</u> |
| Профиль (программа) | <u>High-Technology Business Management</u> |
| Квалификация (степень) | <u>Магистр</u> |
| Блок, в рамках которого происходит освоение модуля (дисциплины) | <u>Б1</u> |
| Шифр дисциплины (модуля) | <u>Б1.В.04</u> |
| Институт (факультет) | <u>Институт экономики и управления</u> |
| Кафедра | <u>экономики</u> |
| Форма обучения | <u>очная</u> |
| Курс, семестр | <u>1 курс, 1 семестр</u> |
| Форма промежуточной аттестации | <u>экзамен</u> |

Самара, 2023

1. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ

Текущий контроль успеваемости является обязательной частью внутренней системы оценки качества освоения обучающимися образовательной программы. Текущий контроль успеваемости проводится в рамках изучения дисциплины в течение семестра. Виды, формы и график определяется преподавателем.

2. ТИПОВЫЕ КОНТРОЛЬНЫЕ ЗАДАНИЯ ИЛИ ИНЫЕ МАТЕРИАЛЫ ДЛЯ ОЦЕНКИ ЗНАНИЙ, УМЕНИЙ, НАВЫКОВ И (ИЛИ) ОПЫТА ДЕЯТЕЛЬНОСТИ, ХАРАКТЕРИЗУЮЩИХ УРОВЕНЬ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

ПК-2 Able to manage the efficiency of an investment project

Задание 1 What aspects does sustainable development include?

Ответ: environmental, social, economic

Задание 2 How many sustainable development goals are there?

Ответ: 17

Задание 3 In what year the report of the World Commission on Environment and Development: Our Common Future - Brundtland Report was issued?

Ответ: in 1987

Задание 4 What are conflict minerals?

Ответ: Tantalum (Ta), Tin (Sn), Tungsten (W), Gold (Au)

Задание 5 What is the measure of how much energy the emissions of 1 ton of a gas will absorb over a given period of time, relative to the emission of 1 ton of carbon dioxide called?

Ответ: Global Warming Potential

Задание 6 What are the major global warming contributors?

Ответ: CO₂ and methane

Задание 7 How can the carbon footprint be eliminated in manufacturing process?

Ответ: by process efficiency optimization

Задание 8 How can the carbon footprint be eliminated in supply chain?

Ответ: by responsible sourcing from credible vendors

Задание 9 How can the carbon footprint be eliminated in green financing?

Ответ: by capital investments in carbon neutral projects

Задание 10 How can the carbon footprint be eliminated in energy and resources?

Ответ: by alternative energy sourcing

Задание 11 What is sustainable development?

Развернутый ответ: Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

"Development" is the human attempt to improve our social and economic achievements as a group within our environment. This definition recognizes that social, economic, and environmental aims are all interrelated.

Задание 12 Why business often gets sustainability wrong?

Развернутый ответ: 1. Don't see big picture: misconception of common goals
2. Short-term planning
3. Communication gap between scientists and politicians
4. Economic model: Ecosystem services are for free and not essential
5. Technological solutions without cultural changes
6. Care only about economic profits
7. Care only about environmental problems
8. Care only about social problems
9. Not enough interdisciplinary experts

Задание 13 What are the major sources of CO₂ emission?

Развернутый ответ: The major sources of CO₂ emission are energy (used by industry, transports, buildings), also industry itself (cement, chemicals) and agriculture.

Задание 14 How can the carbon footprint be eliminated in operations?

Развернутый ответ: The carbon footprint be eliminated in operations by manufacturing process efficiency optimization, by responsible sourcing from credible vendors, by capital investments in carbon neutral or positive projects, by alternative energy sourcing.

Задание 15 How can the carbon footprint be eliminated in product?

Развернутый ответ: The carbon footprint be eliminated in product in design – by circular design or eco-design, in materials by renewable sources and recycling, in labeling by eco-labeling.

Задание 16 What is the 6th sustainable goal?

- a) clean water and sanitation
- b) unlimited water
- c) sanitation

Ответ: clean water and sanitation

Задание 17 What is the 8th sustainable goal?

- a) decent work and economic growth
- b) rich economy
- c) available jobs

Ответ: decent work and economic growth

Задание 18 What is the 9th sustainable goal?

- a) industry, innovation and infrastructure
- b) factories, plants and infrastructure
- c) power plants, infrastructure

Ответ: industry, innovation and infrastructure

Задание 19 What is the 10th sustainable goal?

- a) reduced inequalities
- b) reduced incomes
- c) reduced production

Ответ: reduced inequalities

Задание 20 What is the 11th sustainable goal?

- a) sustainable cities and communities
- b) numerous cities and communities
- c) big cities and communities

Ответ: sustainable cities and communities

Задание 21 What is the 12th sustainable goal?

- a) responsible consumption and production
- b) unstoppable consumption and production
- c) responsible behavior and production

Ответ: responsible consumption and production

Задание 22 What is the 13th sustainable goal?

- a) climate action
- b) climate control
- c) climate change

Ответ: climate action

Задание 23 What is the 14th sustainable goal?

- a) life below water
- b) life behind water
- c) life above water

Ответ: life below water

Задание 24 What is the 15th sustainable goal?

- a) life on land
- b) life under land
- c) life on water

Ответ: life on land

Задание 25 What is the 16th sustainable goal?

- a) peace, justice and strong institutions
- b) legal life and strong institutions
- c) justice in family and production strong institutions

Ответ: peace, justice and strong institutions

УК-4 Able to use modern communication technologies, including in foreign language (s), for academic and professional interaction

Задание 1 How can the carbon footprint be eliminated in design?

Ответ: by circular design or eco-design

Задание 2 How can the carbon footprint be eliminated in materials?

Ответ: by renewable sources and recycling

Задание 3 ? How can the carbon footprint be eliminated in labeling?

Ответ: by eco-labeling

Задание 4 How can the carbon footprint be eliminated in corporate social responsibility?

Ответ: by facilitating of nature treating culture within the company

Задание 5 How can the carbon footprint be eliminated in offsetting?

Ответ: by carbon certificates and sustainability communication

Задание 6 What are potential environmental threats of inaction in climate change

Ответ: biodiversity, food systems, physical risks and areas access

Задание 7 What are potential social threats of inaction in climate change?

Ответ: climate migrations, inequality

Задание 8 What are potential economical threats of inaction in climate change?

Ответ: world GDP at risk, cities

Задание 9 What are the lowest of any electricity generation methods?

Ответ: nuclear power plants, wind, hydro-electricity and biomass

Задание 10 What produces less CO₂ – nuclear energy or solar energy?

Ответ: nuclear energy

Задание 11 How can the carbon footprint be eliminated in organization?

Развернутый ответ: The carbon footprint be eliminated in organization by corporate social responsibility – by facilitating of nature treating culture within the company, in offsetting – by carbon certificates and sustainability communication.

Задание 12 What is Environmentalists for Nuclear Energy (EFN)?

Развернутый ответ: it is a pro-nuclear power non-profit organization which aims at providing complete and straightforward information to the public on energy and the environment. It also promotes the benefits of nuclear energy for a cleaner world, and aims at uniting people in favor of clean nuclear energy.

Задание 13 What are the goal of sustainable development?

Развернутый ответ: The goal of sustainable development are no poverty, zero hunger, good health and well-being, good health and well-being, quality education, gender equality, affordable and clean energy, clean water and sanitation, decent work and economic growth, industry, innovation and infrastructure, reduced inequalities, sustainable cities and communities, responsible consumption and production, climate action, life below water, life on land, peace, justice and strong institutions.

Задание 14 What were the major steps in sustainable development?

Развернутый ответ:

the major steps in sustainable development were Brundtland Report: Our Common Future, From One Earth to One World in 1987, Millennium Development Goals (MDGs) in 2000, Sustainable Development Goals (SDGs) in 2012.

Задание 15 Where in the world are the most sustainable companies?

Развернутый ответ: the Global 10 ranks the world's most sustainable corporations across environmental, social and governance factors. In the race towards a better future, many companies are competing to make a lasting impact on the world. Companies are weighted to 21 key performance indicators. Now the most sustainable companies are in Spain, France, Ireland, UK, Belgium, Netherlands, Denmark, Norway, Sweden, Finland, Germany, Austria, Switzerland, Italy.

Задание 16 What is the only country that has a complete cycle of uranium material flow from mining to recycling?

- a) Nigeria
- b) Russia
- c) UAE

Ответ: Russia

Задание 17 Can high-level nuclear waste be recycled?

- a) yes

b)no

Ответ: yes

Задание 18 What energy saves 210 mln ton/year of CO₂ in Russia and 700 mln ton in Europe?

a) Nuclear energy

b) Hydro energy

c) Power plant energy

Ответ: Nuclear energy

Задание 19 Choose the lowest greenhouse gas emissions of any electricity generation method

a) solar energy

b) nuclear power plants

c) coal combustion

Ответ: nuclear power plants

Задание 20 What is the 1st sustainable goal?

a) no poverty

b) no rich people

c) no education

Ответ: no poverty

Задание 21 What is the 2nd sustainable goal?

a) zero hunger

b) zero rich people

c) zero education

Ответ: zero hunger

Задание 22 What is the 3rd sustainable goal?

a) good health and well-being

b) good education

c) no free health treatment

Ответ: good health and well-being

Задание 23 What is the 4th sustainable goal?

a) quality education

b) no free education

c) free education

Ответ: quality education

Задание 24 What is the 5th sustainable goal?

a) gender equality

b) gender diversity

c) no free health treatment

Ответ: gender equality

Задание 25 What is the 7th sustainable goal?

a) affordable and clean energy

b) life without factories

c) life without energy

Ответ: affordable and clean energy

Компетенции ПК-2, УК-4 сформированы, если обучающийся набрал 70% и более правильных ответов по оценочным материалам.

Компетенции ПК-2, УК-4 не сформированы, если обучающийся набрал менее 70% правильных ответов по оценочным материалам.

3. МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ОПРЕДЕЛЯЮЩИЕ ПРОЦЕДУРУ И КРИТЕРИИ ОЦЕНИВАНИЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

Экзамен проставляется по совокупности текущей успеваемости и выполнения экзаменационных заданий.

Критерии оценивания экзамена

оценка «отлично» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции и показал прочные знания основных положений фактического материала, умение самостоятельно решать конкретные практические задачи повышенной сложности, свободно использовать справочную литературу, делать обоснованные выводы из результатов анализа конкретных проблемных ситуаций;

оценка «хорошо» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции и показал прочные знания основных положений фактического материала, умение самостоятельно решать конкретные практические задачи, предусмотренные рабочей программой, свободно использовать справочную литературу, делать обоснованные выводы из результатов анализа конкретных проблемных ситуаций;

оценка «удовлетворительно» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции и показал знания основных положений фактического материала, умение получить с помощью преподавателя правильное решение конкретной практической задачи из числа предусмотренных рабочей программой. Обучающийся знаком с рекомендованной справочной литературой;

оценка «неудовлетворительно» выставляется обучающемуся, который набрал менее 70% правильных ответов по оценочным материалам для каждой компетенции и при ответе обучающегося выявились существенные пробелы в знаниях основных положений фактического материала, неумение с помощью преподавателя получить правильное решение конкретной практической задачи из числа предусмотренных рабочей программой.



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

ФОНДОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
PROCESS MANAGEMENT SYSTEMS

| | |
|--------------------------------------------------------------------------------------------------|-----------------------------------------------|
| Код плана | <u>380402-2023-О-ПП-2г00м-73</u> |
| Основная образовательная программа высшего образования по направлению подготовки (специальности) | <u>38.04.02 Менеджмент</u> |
| Профиль (программа) | <u>High-Technology Business Management</u> |
| Квалификация (степень) | <u>Магистр</u> |
| Блок, в рамках которого происходит освоение модуля (дисциплины) | <u>Б1</u> |
| Шифр дисциплины (модуля) | <u>Б1.В.ДВ.02.02</u> |
| Институт (факультет) | <u>Институт экономики и управления</u> |
| Кафедра | <u>менеджмента и организации производства</u> |
| Форма обучения | <u>очная</u> |
| Курс, семестр | <u>2 курс, 3 семестр</u> |
| Форма промежуточной аттестации | <u>зачет</u> |

Самара, 2023

1. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ

Текущий контроль успеваемости является обязательной частью внутренней системы оценки качества освоения обучающимися образовательной программы. Текущий контроль успеваемости проводится в рамках изучения дисциплины в течение семестра. Виды, формы и график определяется преподавателем.

2. ТИПОВЫЕ КОНТРОЛЬНЫЕ ЗАДАНИЯ ИЛИ ИНЫЕ МАТЕРИАЛЫ ДЛЯ ОЦЕНКИ ЗНАНИЙ, УМЕНИЙ, НАВЫКОВ И (ИЛИ) ОПЫТА ДЕЯТЕЛЬНОСТИ, ХАРАКТЕРИЗУЮЩИХ УРОВЕНЬ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

Компетенция А. ПК-3 Able to strategically manage the processes of technological modernization of production.

Задание 1

Choose the right answer:

- a) the value stream includes all steps, both creating and not creating the value necessary for the product to go through all stages, from raw materials to delivery of the final product to the consumer;
- b) the value stream includes only the steps that create the value;
- c) the value stream includes only non-value steps.

Ответ:

- a) the value stream includes all steps, both creating and not creating the value necessary for the product to go through all stages, from raw materials to delivery of the final product to the consumer

Задание 2

The concept of "value" means:

- a) a set of product properties for which its value is assessed;
- b) the price of the product specified in the price list of the company;
- c) a set of properties of a product or service for which the consumer is willing to pay.

Ответ:

- c) a set of properties of a product or service for which the consumer is willing to pay.

Задание 3

The activity in which resources are consumed, but the value for the consumer is not created, is called:

- a) Muri;
- b) Muda;
- c) Mura.

Ответ:

- b) Muda;

Задание 4

Choose the correct definition of the "takt time" production system:

- a) the time interval during which the supplier is obliged to deliver the product to the consumer;
- b) this is the time interval for the production of a unit of production;
- c) is the average duration of the shift.

Ответ:

- a) the time interval during which the supplier is obliged to deliver the product to the consumer;

Задание 5

In what case should immediately intervene in the process in order to adjust it?

- a) the result of the control parameter lies between the warning and control boundaries;
- b) the result of the parameter control lies outside the control or regulation boundary;
- c) the result of the parameter control lies within the warning limits.

Ответ:

- b) the result of the parameter control lies outside the control or regulation boundary

Задание 6

What are the features of statistical quality management:

- a) the work to improve the quality while reducing production costs;
- b) a firm quality ("self-assessment");
- c) the stability of the production process and cost reduction;
- d) the implementation of the principle of working with technical documentation.

Ответ:

- c) the stability of the production process and cost reduction

Задание 7

7. The most widespread methods of quality control:

- a) complete control;
- b) statistical methods;
- c) complete control methods;
- d) work on claims of consumers.

Ответ:

- b) statistical methods

Задание 8

Deming's PDCA cycle defines:

- a) the methodology of continuous improvement;
- b) steps for applying statistical control methods;
- c) stages of product quality control.

Ответ:

- a) the methodology of continuous improvement

Задание 9

What is the 5S system for?

- a) improve safety at the workplace;
- b) increase productivity;
- c) organize a workplace;
- d) for all of the above mentioned.

Ответ:

- d) for all of the above mentioned.

Задание 10

What is Kaizen?

- a) continuous improvement;
- b) a visual management tool;
- c) a card showing the sequence of actions;
- d) quick changeover.

Ответ:

- a) continuous improvement

Задание 11

What tool is used to identify losses and actions that do not add value?

Ответ:

Value stream mapping

Задание 12

What principle is the Pareto Chart based on?

Ответ:

The 80/20 principle

Задание 13

What does the Ishikawa Chart display?

Ответ:

The causes of the problem

Задание 14

What is 5S?

Ответ:

The method of effective organization of the working space

Задание 15

Which tool does the following sequence of actions belong to: choosing a product family, building a map of the current state, building a map of the future state, developing a plan for achieving the future state?

Ответ:

VSM

Задание 16

What does a 5W reduction mean when doing a root cause analysis?

Ответ:

Who, who, who, who, who

Задание 17

Who is better prepared for the final test?

Two students were preparing for the final test. Both students solved 7 tests, with 12 questions each. The results of each test are summarized in the table:

| | | | | | | | |
|-----------|----|----|----|----|----|----|----|
| Student 1 | 11 | 11 | 12 | 11 | 9 | 11 | 12 |
| Student 2 | 12 | 10 | 9 | 12 | 11 | 12 | 11 |

Ответ:

Student 1.

Задание 18

What actions need to be minimized in the first place when implementing SMED?

Ответ: internal

Задание 19

The execution time of each production operation must not exceed:

Ответ: tact time

Задание 20

On what principles is TPS based on?

Ответ:

- the principle of "just in time", when the necessary parts for assembly at the production line are given strictly at the right time and in the strictly required amount using information communication "kanban";

- the principle of autonomy (automation with intellectual element). It involves automatic termination of the abnormal course of the manufacturing process to prevent the production of defective products, or overproduction.

Задание 21

What are basic steps for system management through the constraints?

Ответ:

1. Search for system limitations.
2. Making decisions about how to maximize the use of system limitations.
3. Submission of "unlimited" elements of decision-making system.
4. Expansion of the constraints.
5. When constraints are removed it is necessary to return to step 1 and continue to seek restrictions.

Задание 22

Name fundamental principles Of kaizen management philosophy.

Ответ:

- Kaizen and management.
- The process, not the result.
- Follow the cycles PDCA/SDCA.
- Quality is pivotal.
- Say basing on data.
- The following process is the consumer.

Задание 23

Name the basic lean tools.

Ответ:

- System 5S of production process improvement includes: Sort (Seiri), Compliance with order (Seiton), Contents clean (Seiso), Standardization (Seiketsu) and Perfection (Shitsuke);
- Just in Time (JIT) - the concept (the system), of production management aimed at reducing the level of reserves and losses;
- TPM (total production maintenance);
- SMED (single minute exchange of die);
- 3P (production, preparation, process);
- Kanban – pull production and others.

Задание 24

Describe what is TPM (Total Productive Maintenance) and why is it a useful lean tool.

Ответ:

TPM (Total Productive Maintenance). TPM method is focused on the systematic elimination of any loss sources by improving maintenance processes and preventative maintenance.

As a result of the TPM system implementation the losses associated with the failure of the equipment, long changeover times, reduced equipment productivity, etc. are eliminated.

Задание 25

Describe what is the concept of Just in Time and why is it a useful lean tool.

Ответ:

The concept of Just in Time is a system of continuous-line production with minimal reserves. The basis of the organization is flexible management of resources supply in exactly the right quantities, in synchronization with the needs of production. To do this, the supply systems of pulling type are used, such as Kanban.

Unlike traditional systems, where the risk of violation of the production rhythm is reduced by the creation of insurance reserves, JIT system provides a reduction in inventory levels and a general high efficiency by eliminating the causes of any risks. The successful implementation of JIT principles is based on elimination of the causes of any failures, harmonious interaction of all elements of the production system, beginning with suppliers.

Компетенция Б. УК-2 Able to manage a project at all stages of its life cycle

Задание 1

In what case should immediately intervene in the process in order to adjust it?

- a) the result of the control parameter lies between the warning and control boundaries;
- b) the result of the parameter control lies outside the control or regulation boundary;
- c) the result of the parameter control lies within the warning limits.

Ответ:

- b) the result of the parameter control lies outside the control or regulation boundary.

Задание 2

What characteristics are random scattering characteristics?

- a) mathematical expectation;
- b) scope;
- c) dispersion;
- d) median;
- e) standard deviation.

Ответ:

- b) scope, c) dispersion, e) standard deviation.

Задание 3

Several batches of parts came to be checked for the size of the hole. What is a continuous random variable?

- a) the number of defective parts in each batch;
- b) the proportion of defective parts in each batch;
- c) the numerical value of the diameter of the hole;
- d) the number of parts in batches.

Ответ:

- c) the numerical value of the diameter of the hole.

Задание 4

What are the features of statistical quality management:

- a) the work to improve the quality while reducing production costs;
- b) a firm quality ("self-assessment");
- c) the stability of the production process and cost reduction;
- d) the implementation of the principle of working with technical documentation.

Ответ:

- the stability of the production process and cost reduction.

Задание 5

The statistical office system was proposed for quality control of:

- a) process;
- b) firms;
- c) a product;
- d) consumer.

Ответ:

- a) process.

Задание 6

Statistical methods for ensuring product quality aim to:

- a) careful control of the production process;
- b) focusing on the identification of defective products;
- c) certification of the quality system;
- d) elimination of random changes in product quality.

Ответ:

- d) elimination of random changes in product quality.

Задание 7

Statistical quality control is primarily applied:

- a) at any enterprise;
- b) in a single shop;
- c) for the consumer;
- d) where products are prepared in batches.

Ответ:

- d) where products are prepared in batches.

Задание 8

What is affected by “excess transportation” as a type of loss?

- a) reduces resources;
- b) enhances staff skills;
- c) reduces the level of marriage;
- d) increases the processing time.

Ответ:

- d) increases the processing time.

Задание 9

Which of the following is not a type of production loss?

- a) overproduction;
- b) transportation of materials;
- c) expectation;
- d) excess performance.

Ответ:

- d) excess performance.

Задание 10

What stage is not included in the 5S process?

- a) standardize;
- b) sort;
- c) keep clean;
- d) behold.

Ответ:

- d) behold.

Задание 10

Which tool is most effective in preventing overproduction?

Ответ:

Pulling system.

Задание 11

What is 5S?

Ответ:

The method of effective organization of the working space.

Задание 12

What tool has the most impact on changeover time?

Ответ:

SMED.

Задание 13

In the Kanban system, demand is moving...

Ответ:

Against the production flow.

Задание 14

Building a value stream map begins from...

Ответ:

the image of production and information flows as they are currently flowing.

Задание 15

What targets are used to evaluate the results of Lean project implementation?

Ответ:

PBP, NPV, PI, IRR.

Задание 16

What type of production flow is most often observed at machine-building and instrument-making enterprises?

Ответ:

Type A.

Задание 17

When is the "Seven Basic Quality Control Tools" method used?

Ответ:

When the data is available and you need to analyze it

Задание 18

What tools are used to evaluate deviations of parameters from the established norm?

Ответ:

Control charts and histograms.

Задание 19

What is the scattering diagram used for?

Ответ:

To investigate the relationship between two types of data.

Задание 20

What is Value Stream Map, how can you do it and why is it a useful tool?

Ответ:

Value Stream Map is an information and material flow analysis tool during the execution of the order. VSM allows to identify the problematic stages, as well as all overheads and processes that do not create value for the customer. To do this, a detailed survey and the timing of the process are made, the VSM «as-is» is developed. On the basis of this model's parameters the measures to eliminate losses are offered, the future VSM «as-to-be» is constructed, state and process improvement plan is drawn up. The map shows the options to improve processes and key performance indicators characterizing the future state of the value stream.

Задание 21

In what directions does 3-MU procedure (Muda; Muri; Mura) orient researchers to search for reserves of efficiency growth?

Ответ:

3-MU procedure (Muda; Muri; Mura) orients researchers to search for reserves of efficiency growth in three directions:

- losses (Muda) as a result of not creating value for the customer production, but that consumes resources;
- overload (Muri), or intense operating regimes of the equipment and personnel that lead to lower quality and higher injury;
- inconsistency (Mura), associated with deviations from the standard progress of work.

Задание 22

What problems can be solved by Hoshin kanri?

Ответ:

Problems to be solved by Hoshin kanri:

- the union of all creating a value stream activities of the organization;
- uniting efforts of supplier companies into a single system of value creation;
- planning of new products and services production;
- coordination of multiple projects management concerning strategic changes;
- management of the process of lean manufacturing systems deploying.

Hoshin kanri provides the company with the systematic movement towards strategic goals. The effectiveness of this approach is provided by the constant coordination of real-time control system based on the principles of Kaizen continuous improvement, with the strategic objectives of the company.

Задание 23

From what perspectives of performance metrics does a balanced scorecard reflect the strategic goals of an organization? Give a detailed answer.

Ответ:

The financial perspective focuses on financial performance of an organization. It normally covers the revenue and profit targets of commercial companies as well as the budget and cost-saving targets of not-profit organizations. The financial health of an organization is a critical perspective for managers to track. It is important to note that financial performance is usually the result of good performance in the other three scorecard perspectives.

The customer perspective focuses on performance targets as they relate to customers and the market. It usually covers customer growth and service targets as well as market share and branding objectives. Typical measures and KPIs (key performance indicator) in this perspective include customer satisfaction, service levels, net promoter scores, market share and brand awareness.

The internal process perspective focuses on internal operational goals and covers objectives as they relate to the key processes necessary to deliver the customer objectives. Here, companies outline the internal business processes goals and the things the organization has to do really well internally in order to push performance. Typical example measures and KPIs include process improvements, quality optimization and capacity utilization.

Задание 24

What are signs of a successful production system deployment?

Ответ:

- Changes in management structure and empowerment the leader of lean transformation.
- Creating a transformation command, the organization of training and explanatory work to involve everyone in the organization, training for implementation.
- Implementation of pilot projects to implement lean principles and tools , training in progress of the work.
- Standardization and consolidation of the results achieved, the assessment of the current state.

Задание 25

What are the main principles of Lean methodology? Give a detailed answer.

Ответ:

Lean Principle №1: Loss exception

Lean Principle №2: Fast speed of project delivery for the customer

Lean Principle №3: Focus on continuous learning & a motivated team

Lean Principle №4: Holistic vision of the work

Lean Principle 5: Last-minute project decisions

Компетенция(-и) А (Б) сформирована(-ы), если обучающийся набрал 70% и более правильных ответов по оценочным материалам.

Компетенция(-и) А (Б) не сформирована(-ы), если обучающийся набрал менее 70% правильных ответов по оценочным материалам.

3. МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ОПРЕДЕЛЯЮЩИЕ ПРОЦЕДУРУ И КРИТЕРИИ ОЦЕНИВАНИЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

«зачтено» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции;

«не зачтено» выставляется обучающемуся, который набрал менее 70 % правильных ответов по оценочным материалам для каждой компетенции.



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
PROJECT MANAGEMENT

| | |
|--------------------------------------------------------------------------------------------------|--------------------------------------------|
| Код плана | <u>380402-2023-О-ПП-2г00м-73</u> |
| Основная образовательная программа высшего образования по направлению подготовки (специальности) | <u>38.04.02 Менеджмент</u> |
| Профиль (программа) | <u>High-Technology Business Management</u> |
| Квалификация (степень) | <u>Магистр</u> |
| Блок, в рамках которого происходит освоение модуля (дисциплины) | <u>Б1</u> |
| Шифр дисциплины (модуля) | <u>Б1.О.06</u> |
| Институт (факультет) | <u>Институт экономики и управления</u> |
| Кафедра | <u>математических методов в экономике</u> |
| Форма обучения | <u>очная</u> |
| Курс, семестр | <u>1 курс, 1 семестр</u> |
| Форма промежуточной аттестации | <u>экзамен</u> |

Самара, 2023

1. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ

Текущий контроль успеваемости является обязательной частью внутренней системы оценки качества освоения обучающимися образовательной программы. Текущий контроль успеваемости проводится в рамках изучения дисциплины в течение семестра. Виды, формы и график определяется преподавателем.

2. ТИПОВЫЕ КОНТРОЛЬНЫЕ ЗАДАНИЯ ИЛИ ИНЫЕ МАТЕРИАЛЫ ДЛЯ ОЦЕНКИ ЗНАНИЙ, УМЕНИЙ, НАВЫКОВ И (ИЛИ) ОПЫТА ДЕЯТЕЛЬНОСТИ, ХАРАКТЕРИЗУЮЩИХ УРОВЕНЬ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

ОПК-1 Able to solve professional problems based on knowledge (at an advanced level) of economic, organizational and management theory, innovative approaches, generalization and critical analysis of management practices

Задание 1 What does PMBoK Guide define as a temporary endeavor undertaken to create a unique product, service, or result?

Ответ: project

Задание 2 What is the application of knowledge, skills, tools, and techniques to project activities to meet the project requirements according to PMBoK Guide?

Ответ: project management

Задание 3 In which Project management approach the project life cycle consists of several sequential stages, for example (1) starting, (2) organizing and preparing, (3) carrying out the work, (4) closing?

Ответ: Cascade approach

Задание 4 In which Project management approach the project life cycle consists of many short-term stages – “sprints”?

Ответ: Agile approach

Задание 5 In which project management approach the Product appears at the end of the project?

Ответ: Cascade approach

Задание 6 In which project management approach the Product appears quickly?

Ответ: Agile approach

Задание 7 In which project management approach the Customer involvement is at project start and finish?

Ответ: Cascade approach

Задание 8 In which project management approach the Customer involvement is instant?

Ответ: Agile approach

Задание 9 In which project management approach the Tolerance for changes is low?

Ответ: Cascade approach

Задание 10 In which project management approach the Tolerance for changes is high?

Ответ: Agile approach

Задание 11 In which project management approach the Project stakeholders are customer, project team, SCRUM master?

Ответ: Cascade approach

Задание 12 In which project management approach the Project stakeholders are customer, sponsor, project team, contractors, others?

Ответ: Agile approach

Задание 13 In which project management approach the Project team size can be any?

Ответ: Cascade approach

Задание 14 In which project management approach the Project team size is up to 9? Choose the correct answer.

- a. Agile approach
- b. Cascade approach
- c. None

Ответ: Agile approach

Задание 15 In which project management approach the typical tool is Gantt chart? Choose the correct answer.

- a. Agile approach
- b. Cascade approach
- c. None

Ответ: Cascade approach

Задание 16 In which project management approach the software is Microsoft Project or ProjectLibre? Choose the correct answer.

- a. Agile approach
- b. Cascade approach
- c. None

Ответ: Cascade approach

Задание 17 What stages does the basic project planning algorithm have?

Развернутый ответ: the basic project planning algorithm has the following stages: Planning project scope, Planning project time, Planning project cost, Planning project. Developing scope is a key stage in project planning. All next stages, such as planning project time and planning project cost, depend on project scope. Project Scope Management includes the processes required to ensure that the project includes all the work required, and only the work required, to complete the project successfully. Project Scope Management includes the processes required to ensure that the project includes all the work required, and only the work required, to complete the project successfully.

Задание 18 Give a definition of the term “project”

Развернутый ответ: PMBoK Guide defines project as “a temporary endeavor undertaken to create a unique product, service, or result”. Thus specific features are temporary nature and unique outcome(s). Some authors also refer to a third feature – constrained resources. According to PMBoK Guide, projects can lead to four types of outcome: product; service / capability to perform a service; improvement in the existing product or service lines; result (outcome or document). Some projects can produce several outcomes simultaneously.

Задание 19. List types of project outcomes

Развернутый ответ: According to PMBoK Guide, projects can lead to four types of outcome: product; service / capability to perform a service; improvement in the existing product or service lines; result (outcome or document). Some projects can produce several outcomes simultaneously.

Задание 20 Give a definition of the term “work breakdown structure”

Развернутый ответ: Work breakdown structure, or WBS, is an organizational chart which allows to represent a project as a hierarchy of activities. It makes project planning and execution more efficient. A process of step-by-step detailed describing is called decomposition.

Задание 21 Which steps does planning scope algorithm include?

Развернутый ответ: Scope planning algorithm include two steps: 1. Identifying activities. 2. Developing work breakdown structure. Activity identification aims to obtain a list of activities which are required to complete to achieve project goal. Usually brainstorming is used to identify project activities. Brainstorming results in unsorted list of activities. Work breakdown structure, or WBS, is an organizational chart which allows to represent a project as a hierarchy of activities.

Задание 22 Project scope is required to plan project time.

- a) false
- b) true

Ответ: true

Задание 23 Project scope is required to plan project cost.

- a) false
- b) true

Ответ: true

Задание 24 Select specific features of projects:

- a) high risks
- b) unique outcome
- c) lack of resources
- d) temporary nature

Ответ: b, d

Задание 25 The main types of project outcome are:

- a) new companies
- b) information systems
- c) services or capability to perform a service
- d) outcomes or documents
- e) buildings
- f) improvements in the existing product or service lines
- g) products

Ответ: c, d, f, e

Задание 26 Select and place in correct order stages of project life cycle

- a) searching investments
- b) closing
- c) carrying out the work
- d) acquiring a project team
- e) organizing and preparing
- f) starting

Ответ: f, e, c, b

Задание 27 Select options which are NOT considered to be project management area of knowledge:

- a) Integration Management
- b) Scope Management
- c) Procurement Management
- d) Communications Management
- e) Promotion Management
- f) Human Resource Management

- g) Resource Management
- h) Time Management
- i) Quality Management
- j) Finance Management
- k) Cost Management
- l) Risk Management
- m) Stakeholder Management

Ответ: i, g, j

Задание 28 What are the Project Integration Management processes?

- a) Develop Project Charter
- b) Develop Project Management Plan
- c) Develop Company Strategy
- d) Monitor and Control Project Work
- e) Close Project or Phase
- f) Open Project or Phase

Ответ: a, b, d, e

Задание 29 This technique is used to identify a list of ideas in a short period of time. Choose the correct answer

- a. Interviews
- b. Checklists
- c. Brainstorming
- d. Focus groups

Ответ: c. Brainstorming

Задание 30 This technique is used to bring together stakeholders and subject matter experts to learn about the perceived project risk, success criteria, and other topics in a conversational way. Choose the correct answer.

- a. Interviews
- b. Checklists
- c. Brainstorming
- d. Focus groups

Ответ: d. Focus groups

Задание 31 This technique is used to obtain information on high-level requirements, assumptions or constraints, approval criteria, and other information from stakeholders by talking directly to them. Choose the correct answer.

- a. Interviews
- b. Checklists
- c. Brainstorming
- d. Focus groups

Ответ: a. Interviews

Задание 32 It may guide the project manager to develop the plan or may help to verify that all the required information is included in the project management plan. Choose the correct answer.

- a. Interviews
- b. Checklists
- c. Brainstorming
- d. Focus groups

Ответ: b. Checklists

Задание 33 The process of developing a document that formally authorizes the existence of a project and provides the project manager with the authority to apply organizational resources to project activities is called developing a project charter.

- a) false
- b) true

Ответ: b) true

Задание 34 The process of defining, preparing, and coordinating all plan components and consolidating them into an integrated project management plan is called managing project knowledge.

- a) false
- b) true

Ответ: a) false

ОПК-4 Able to lead project and process activities in the organization using modern management practices, leadership and communication skills, identify and assess new market opportunities, develop strategies for the creation and development of innovative areas of activity and the corresponding business models of organizations

Задание 1 Specific scope, schedule, required resources are the 3 components of:

- a. business plan
- b. project
- c. strategy
- d. all variants are correct

Ответ: b. project

Задание 2 An organizational chart which allows to represent a project as a hierarchy of activities is called...

- a. work breakdown structure
- b. Excel graph
- c. business plan

Ответ: a. work breakdown structure

Задание 3 What is a written confirmation of the results your project will produce and the terms and conditions under which you'll perform your work?

- a. Business Plan
- b. Scope Statement
- c. Contract

Ответ: b. Scope Statement

Задание 4 What are the two pieces of information you have to determine to determine the amount of time you need for any project?

- a. Sequence, intensity
- b. Duration, intensity
- c. Sequence, Duration

Ответ: c. Sequence, Duration

Задание 5 The order in which you perform the activities in a project is called...

- a. Duration
- b. Work breakdown structure
- c. Sequence

Ответ: c. Sequence

Задание 6 Duration of an innovative project shows...

- a. how long each individual activity takes
- b. the order in which you perform the activities
- c. project as a hierarchy of activities

Ответ: a. How long each individual activity takes

Задание 7 Algorithm of planning project time does not include the following step:

- a. Estimating project duration
- b. Identifying activity sequence
- c. Identifying activity cost
- d. Estimating activity duration

Ответ: c. Identifying activity cost

Задание 8 Algorithm of planning project time includes 3 steps

- a. true
- b. false

Ответ: a. true

Задание 9 Network diagram is

- a. a sequence of activities
- b. work breakdown structure
- c. none of the answers is correct

Ответ: a. a sequence of activities

Задание 10 A sequence of activities that takes the longest time to complete is

- a. Earliest start date
- b. Critical path
- c. Noncritical path

Ответ: b. Critical path

Задание 11 A sequence of activities in which you can delay activities and still finish your project in the shortest possible time is

- a. Earliest start date
- b. Critical path
- c. Noncritical path

Ответ: c. Noncritical path

Задание 12 The maximum amount of time you can delay an activity and still finish your project in the shortest possible time is called

- a. critical path
- b. noncritical path
- c. slack time

Ответ: c. slack time

Задание 13 Earliest start date in network diagram is

- a. The earliest date you can start an activity
- b. The earliest date you can finish an activity
- c. The latest date you can start an activity and still finish your project in the shortest possible time

Ответ: a. The earliest date you can start an activity

Задание 14 Earliest finish date in network diagram is

- a. The earliest date you can start an activity
- b. The earliest date you can finish an activity
- c. The latest date you can start an activity and still finish your project in the shortest possible time

Ответ: b. The earliest date you can finish an activity

Задание 15 Latest start date in network diagram is

- a. The earliest date you can start an activity
- b. The earliest date you can finish an activity
- c. The latest date you can start an activity and still finish your project in the shortest possible time

Ответ: c. The latest date you can start an activity and still finish your project in the shortest possible time

Задание 16 Latest finish date in network diagram is

- a. The earliest date you can start an activity
- b. The latest date you can finish an activity and still finish your project in the shortest possible time
- c. The latest date you can start an activity and still finish your project in the shortest possible time

Ответ: b. The latest date you can finish an activity and still finish your project in the shortest possible time

Задание 17 In the triple-point approach expert gives 3 estimates. Choose the odd one.

- a. Pessimistic
- b. Basic
- c. Most likely
- d. Optimistic

Ответ: b. Basic

Задание 18 In the triple-point approach expert gives estimate of activity duration in the best-case scenario. What kind of estimate is it?

- a. Pessimistic
- b. Most likely
- c. Optimistic

Ответ: c. Optimistic

Задание 19. In the triple-point approach expert gives estimate of activity duration in realistic expectation. What kind of estimate is it?

- a. Pessimistic
- b. Most likely
- c. Optimistic

Ответ: b. Most likely

Задание 20 In the triple-point approach expert gives estimate of activity duration in the worst-case scenario. What kind of estimate is it?

- a. Pessimistic
- b. Most likely
- c. Optimistic

Ответ: a. Pessimistic

Задание 21 In this structure, people are managed through clear lines of authority that extend through each group to the head of the group and, ultimately, to a single person at the top

- a. functional organization structure
- b. projectized organization structure
- c. matrix organization structure

Ответ: a. functional organization structure

Задание 22 The functional structure hampers effective collaboration between different functional groups

- a. true
- b. false

Ответ: a. true

Задание 23 The functional group members' main interest is to perform the tasks in their group's specialty area effectively, rather than to achieve goals and results that may involve and affect other groups in the organization

a. true

b. false

Ответ: a. true

Задание 24 A functional group may have difficulty getting buy in and support for its project from other functional groups that must support or will be affected by the project

a. true

b. false

Ответ: a. true

Задание 25 There are no disadvantages of the functional structure

a. true

b. false

Ответ: b. false

Задание 26 Functional groups are reservoirs of skills and knowledge in their areas of expertise

a. true

b. false

Ответ: a. true

Задание 27 Functional groups' well-established communication processes and decision-making procedures provide timely and consistent support for the group's projects

a. true

b. false

Ответ: a. true

Задание 28 Functional groups provide people with a focused and supportive job environment

a. true

b. false

Ответ: a. true

Задание 29 There are no disadvantages of the projectized structure

a. true

b. false

Ответ: b. false

Задание 30 What organization structure groups together all personnel working on a particular project?

a. functional organization structure

b. projectized organization structure

c. matrix organization structure

Ответ: b. projectized organization structure

Задание 31 All members of a project team report directly to the project manager

a. true

b. false

Ответ: a. true

Задание 32 Project team members can more easily develop a shared sense of identity, resulting in a stronger commitment to one another and to the success of the project

- a. true
- b. false

Ответ: a. true

Задание 33. Everyone on the team shares the processes for performing project work, communication, conflict resolution, and decision making

- a. true
- b. false

Ответ: a. true

Задание 34 Among disadvantages of the projectized structure there is higher personnel costs.

- a. true
- b. false

Ответ: a. true

Задание 35 One of disadvantages of the projectized structure is reduced technical interchange between projects

- a. true
- b. false

Ответ: a. true

Задание 36 Among disadvantages of the projectized structure there is reduced career continuity, opportunities, and sense of job security

- a. true
- b. false

Ответ: a. true

Задание 37 This type of matrix environment is when project managers have little authority over team members and actually function more like project coordinators than managers

- a. Weak matrix
- b. Strong matrix
- c. Balanced matrix

Ответ: a. Weak matrix

Задание 38 This type of matrix environment is when project managers have certain administrative authority over the team members, such as the right to participate in their performance appraisals

- a. Weak matrix
- b. Strong matrix
- c. Balanced matrix

Ответ: b. Strong matrix

Задание 39 In this type of matrix environment people are assigned to lead projects or serve as team members based on the projects' needs rather than on their job descriptions. Although the project manager may have some administrative authority over team members (such as approving leave requests), for the most part, the project manager guides, coordinates, and facilitates the project.

- a. Weak matrix
- b. Strong matrix
- c. Balanced matrix

Ответ: c. Balanced matrix

Задание 40 An organizational chart which allows to represent a project as a hierarchy of activities is called...

Ответ: work breakdown structure

Задание 41 The order in which you perform the activities in a project is called...

Ответ: sequence

Задание 42 A sequence of activities is called ...

Ответ: network diagram

Задание 43 What organization structure groups together all personnel working on a particular project?

Ответ: projectized organization structure

Задание 44. What organization structure combines elements of both the functional and projectized structures to facilitate the responsive and effective participation of people from different parts of the organization on projects that need their specialized expertise.

Ответ: matrix organization structure

Задание 45 In what type of matrix environment the project managers have little authority over team members and function like project coordinators rather than managers?

Ответ: Weak matrix

Задание 46 In what type of matrix environment the project managers have certain administrative authority over the team members, such as the right to participate in their performance appraisals?

Ответ: Strong matrix

Задание 47 “Specialized expertise can be available for several different projects” is an advantage of

Ответ: matrix organization structure

Задание 48 Team members working on multiple projects respond to two or more managers in the following type of organization structure

Ответ: matrix

Задание 49 What is giving away authority to colleagues?

Ответ: Delegating

Задание 50 What is the name of a timeline that illustrates when each activity starts, how long it continues, and when it ends?

Ответ: Gantt chart

Задание 60 What is the name of a table that lists activities and the dates you plan to start? and end them

Ответ: Activity list

Задание 61 The person ultimately responsible for the successful completion of the project is

Ответ: project manager

Задание 62 People responsible for successfully performing individual project activities

Ответ: project team members

Задание 63 The ability to make binding decisions about your project’s products, schedule, resources, and activities is

Ответ: Authority

Задание 64 The commitment to achieve specific results is

Ответ: Responsibility

Задание 65 Bringing consequences to bear in response to people's performance, such as your boss noting in your annual performance appraisal that you solved a tough manufacturing problem

Ответ: Accountability

Задание 66 What is the name of the project with the following data: outcomes: ability to carry automobile traffic across the bay of ZolotoyRog; duration: 6 years (2006 –2012); cost: 605 mlnUSD (19.9 blnRUR)?

Ответ: Zolotoy Bridge

Задание 67 What is the name of the project with the following data: outcomes: ability to launch spacecrafts; duration: 9 years (2007 –2016); cost: 2.8 blnUSD (84 blnRUR)?

Ответ: Vostochny Cosmodrome

Задание 68 What is the name of the project with the following data: outcomes: ability to conduct research in physics; duration: 10 years (1998 –2008); cost: 7.5 bln EUR (9 bln USD)?

Ответ: Large Hadron Collider

Задание 69 What is the application of knowledge, skills, tools, and techniques to project activities to meet the project requirements?

Ответ: Project management

Задание 70 What is the project management approach that is also called Waterfall, Classic?

Ответ: Cascade

Задание 71 Projects can lead to four types of outcome: service / capability to perform a service; improvement in the existing product or service lines; result (outcome or document). Name the result that is not mentioned.

Ответ: product

Задание 72 Projects can lead to four types of outcome: product; improvement in the existing product or service lines; result (outcome or document). Name the result that is not mentioned.

Ответ: service / capability to perform a service

Задание 73 Projects can lead to four types of outcome: product; service / capability to perform a service; result (outcome or document). Name the result that is not mentioned.

Ответ: improvement in the existing product or service lines

Задание 74 Projects can lead to four types of outcome: product; improvement in the existing product or service lines; improvement in the existing product or service lines. Name the result that is not mentioned.

Ответ: result (outcome or document)

Задание 75 To build a house, develop e-device, publish a paper, get degree in management what are the types of activities they are?

Ответ: Unique activities

Задание 76 Tools and techniques for data gathering include: Focus groups, Interviews, Checklists. Which technique is not mentioned here?

Ответ: Brainstorming

Задание 77 This technique is used to identify a list of ideas in a short period of time. Brainstorming comprises two parts: idea generation and analysis

Ответ: Brainstorming

Задание 78. This technique for data gathering brings together stakeholders and subject matter experts to learn about the perceived project risk, success criteria, and other topics in a more conversational way than a one-on-one interview

Ответ: Focus groups

Задание 79 This technique is used to obtain information on high-level requirements, assumptions or constraints, approval criteria, and other information from stakeholders by talking directly to them

Ответ: Interviews

Задание 80 This tool may guide the project manager to develop the plan or may help to verify that all the required information is included in the project management plan

Ответ: Checklists

Задание 81 What is scope statement?

Развернутый ответ: Scope Statement is a written confirmation of the results your project will produce and the terms and conditions under which you'll perform your work. Both the people who requested the project and the project team should agree to all terms in the Scope Statement before actual project work begins. Scope Statement should include the following information:

- ✓ Justification: How and why your project came to be, the business need(s) it addresses, the scope of work to be performed, and how it will affect and be affected by other related activities
- ✓ Objectives: The products, services, and/or results your project will produce (also referred to as deliverables)
- ✓ Product scope description: The features and functions of the products, services, and/or results your project will produce
- ✓ Product acceptance criteria: The process and criteria for accepting completed products, services, or results
- ✓ Constraints: Restrictions that limit what you can achieve, how and when you can achieve it, and how much achieving it can cost
- ✓ Assumptions: Statements about how you will address uncertain information as you conceive, plan, and perform your project

Задание 82 Duration of an innovative project shows...

Развернутый ответ: how long each individual activity takes. For example, suppose you have a project consisting of ten activities, each of which takes one week to complete. How long will it take you to complete your project? The truth is, you can't tell. You may finish the project in one week if you can perform all ten activities at the same time and have the resources to do so. You may take ten weeks if you have to do the activities one at a time in sequential order. Or you may take between one and ten weeks if you have to do some, but not all, activities in sequence

Задание 83 Which steps does planning scope algorithm include?

Развернутый ответ: Scope planning algorithm consists of two steps: 1. Identifying activities. 2. Developing work breakdown structure. Activity identification aims to obtain a list of activities which are required to complete to achieve project goal. Usually brainstorming is used to identify project activities. Brainstorming results in unsorted list of activities

Задание 84 What is slack time in the network diagram?

Развернутый ответ: The maximum amount of time you can delay an activity and still finish your project in the shortest possible time. It is also called float. It is a part of network diagram. A sequence of activities is called network diagram.

Задание 85 What is critical path in the network diagram?

Развернутый ответ: Critical path is a sequence of activities that takes the longest time to complete. It is a part of network diagram. A sequence of activities is called network diagram. To estimate activity duration can be used previous experience or requirements on technology

Задание 86 What is non critical path in the network diagram?

Развернутый ответ: Noncritical path is a sequence of activities in which you can delay activities and still finish your project in the shortest possible time. Reducing project time 1. Start to reduce your project's time by finding the critical path and reducing its time until a second path becomes critical. 2. To reduce your project's time further, shorten both critical paths by the same amount until a third path becomes critical. 3. To reduce the time still further, shorten all three critical paths by the same amount of time until a fourth path becomes critical, and so on.

Задание 87 What are advantages and disadvantages of functional organization structure ?

Развернутый ответ: The functional structure has the following advantages: Functional groups are reservoirs of skills and knowledge in their areas of expertise. Group members are hired for their technical credentials and continue to develop their capabilities through their work assignments.

Functional groups' well-established communication processes and decision-making procedures provide timely and consistent support for the group's projects. From the beginning of their assignments, group members effectively work with and support one another because they know with whom, how, and when to share important task information. Decisions are made promptly because areas of authority are clearly defined.

Functional groups provide people with a focused and supportive job environment. Group members work alongside colleagues who share similar professional interests. Each member has a well-defined career path and one boss who gives his assignments and reviews his performance.

The established interpersonal relationships among the group's members facilitate effective collaborative work efforts

The functional structure has the following drawbacks:

The functional structure hampers effective collaboration between different functional groups. Group members' working relationships are mainly with others in their group, and management assesses their performance on how well they perform in the group's area of specialization.

This makes effective collaboration with other groups on a project difficult.

The functional group members' main interest is to perform the tasks in their group's specialty area effectively, rather than to achieve goals and results that may involve and affect other groups in the organization.

A functional group may have difficulty getting buy in and support for its project from other functional groups that must support or will be affected by the project. Each functional group can initiate a project without consulting other functional groups. As a result, people in these other areas may be reluctant to support such a project when it doesn't address their needs in the most effective way. They may also be reluctant to support it because the project may be competing with projects from their own functional group for scarce resources

Задание 88 What is earliest start date in the network diagram?

Развернутый ответ: Earliest start date is the earliest date you can start an activity. It is a part of network diagram. A sequence of activities is called network diagram. To estimate activity duration can be used previous experience or requirements on technology

Задание 89 What is earliest finish date in the network diagram?

Развернутый ответ: Earliest finish date is the earliest date you can finish an activity. It is a part of network diagram. A sequence of activities is called network diagram. To estimate activity duration can be used previous experience or requirements on technology

Задание 90 What is latest start date in the network diagram?

Развернутый ответ: Latest start date is the latest date you can start an activity and still finish

your project in the shortest possible time. It is a part of network diagram. A sequence of activities is called network diagram. To estimate activity duration can be used previous experience or requirements on technology

Задание 91 What is latest finish date in the network diagram?

Развернутый ответ: Latest finish date is the latest date you can finish an activity and still finish your project in the shortest possible time. It is a part of network diagram. A sequence of activities is called network diagram. To estimate activity duration can be used previous experience or requirements on technology

Задание 92 What are the steps of reducing project time?

Развернутый ответ: 1. Start to reduce your project's time by finding the critical path and reducing its time until a second path becomes critical. 2. To reduce your project's time further, shorten both critical paths by the same amount until a third path becomes critical. 3. To reduce the time still further, shorten all three critical paths by the same amount of time until a fourth path becomes critical, and so on.

Задание 93 What are the instruments to display the project's schedule?

Развернутый ответ: Activity list or Gantt chart. Activity list is a table that lists activities and the dates you plan to start and end them. Gantt chart: A timeline that illustrates when each activity starts, how long it continues, and when it ends. Gantt chart as a graphic tool representing project schedule. Each activity is shown as a horizontal bar on the Gantt chart.

Задание 94 In the triple-point approach expert gives 3 estimates. What are they?

Развернутый ответ: They are: 1. Optimistic estimate is activity duration in the best-case scenario. 2. Most likely estimate is activity duration in realistic expectation. 3. Pessimistic estimate is activity duration in the worst-case scenario. Estimated duration is a weighted average of these estimates.

Задание 95 What is matrix organization structure

Развернутый ответ: Organization structure that combines elements of both the functional and projectized structures to facilitate the responsive and effective participation of people from different parts of the organization on projects that need their specialized expertise. With increasing frequency, projects today involve and affect many functional areas within an organization. As a result, personnel from these different areas must work together to successfully accomplish the project work. The matrix organization structure combines elements of both the functional and projectized structures to facilitate the responsive and effective participation of people from different parts of the organization on projects that need their specialized expertise

Задание 96 What is a weak matrix?

Развернутый ответ: In weak type of matrix environment the project managers have little authority over team members and function like project coordinators rather than managers. Project team members receive most of their direction from their functional managers. Project managers have little, if any, direct authority over team members and actually function more like project coordinators than managers

Задание 97 What is a strong matrix?

Развернутый ответ: A type of matrix environment in which the project managers have certain administrative authority over the team members, such as the right to participate in their performance appraisals. Companies with strong matrix structures choose project managers for new projects from a pool of people whose only job is to manage projects. The companies never ask these people to serve as team members. Often these project managers form a single organizational unit that reports to a manager of project managers. In addition to directing and guiding project work, these project managers have certain administrative authority over the team members, such as the right to participate in their performance appraisals

Задание 98 What is a balanced matrix?

Развернутый ответ: This type of matrix environment is a blend of the weak and strong environments. People are assigned to lead projects or serve as team members based on the projects' needs rather than on their job descriptions. Although the project manager may have some administrative authority over team members (such as approving leave requests), for the most part, the project manager guides, coordinates, and facilitates the project

Задание 99 Name the main types of project team structures.

Развернутый ответ: The functional structure, the projectized structure, the matrix structure. The projectized organization structure groups together all personnel working on a particular project. Project team members are often located together and under the direct authority of the project manager for the duration of the project. The functional organization structure brings together people who perform similar tasks or who use the same kinds of skills and knowledge in functional groups. Organization structure that combines elements of both the functional and projectized structures to facilitate the responsive and effective participation of people from different parts of the organization on projects that need their specialized expertise is the matrix structure.

Задание 100 What is a Gantt chart?

Развернутый ответ: It is a timeline that illustrates when each activity starts, how long it continues, and when it ends. Independently invented by Korol Adamecki and Genry L. Gantt in the early 20th century, the Gantt Chart shows a project schedule based on task completion and completion dates. Tasks, their durations and relationships are entered into it, and then the critical path is calculated - the longest chain of interrelated tasks that determine the duration of the project

Компетенции ОПК-1и ОПК-4 сформированы, если обучающийся набрал 70% и более правильных ответов по оценочным материалам.

Компетенции ОПК-1и ОПК-4 не сформированы, если обучающийся набрал менее 70% правильных ответов по оценочным материалам.

3. МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ОПРЕДЕЛЯЮЩИЕ ПРОЦЕДУРУ И КРИТЕРИИ ОЦЕНИВАНИЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

Экзамен проставляется по совокупности текущей успеваемости и выполнения экзаменационных заданий.

Критерии оценивания экзамена

оценка «отлично» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции и показал прочные знания основных положений фактического материала, умение самостоятельно решать конкретные практические задачи повышенной сложности, свободно использовать справочную литературу, делать обоснованные выводы из результатов анализа конкретных проблемных ситуаций;

оценка «хорошо» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции и показал прочные знания основных положений фактического материала, умение самостоятельно решать конкретные практические задачи, предусмотренные рабочей программой, свободно использовать справочную литературу, делать обоснованные выводы из результатов анализа конкретных проблемных ситуаций;

оценка «удовлетворительно» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции и показал знания основных положений фактического материала, умение получить с помощью преподавателя правильное решение конкретной практической задачи из числа предусмотренных рабочей программой. Обучающийся знаком с рекомендованной справочной литературой;

оценка «неудовлетворительно» выставляется обучающемуся, который набрал менее 70% правильных ответов по оценочным материалам для каждой компетенции и при ответе обучающегося выявились существенные пробелы в знаниях основных положений фактического материала, неумение с помощью преподавателя получить правильное решение конкретной практической задачи из числа предусмотренных рабочей программой.



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

ФОНДОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
PSYCHOLOGY OF TEAMBUILDING AND CREATIVE COMMUNICATION

| | |
|--------------------------------------------------------------------------------------------------|-----------------------------------------------|
| Код плана | <u>380402-2023-О-ПП-2г00м-73</u> |
| Основная образовательная программа высшего образования по направлению подготовки (специальности) | <u>38.04.02 Менеджмент</u> |
| Профиль (программа) | <u>High-Technology Business Management</u> |
| Квалификация (степень) | <u>Магистр</u> |
| Блок, в рамках которого происходит освоение модуля (дисциплины) | <u>Б1</u> |
| Шифр дисциплины (модуля) | <u>Б1.О.04</u> |
| Институт (факультет) | <u>Институт экономики и управления</u> |
| Кафедра | <u>менеджмента и организации производства</u> |
| Форма обучения | <u>очная</u> |
| Курс, семестр | <u>1 курс, 2 семестр</u> |
| Форма промежуточной аттестации | <u>зачет</u> |

Самара, 2023

1. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ

Текущий контроль успеваемости является обязательной частью внутренней системы оценки качества освоения обучающимися образовательной программы. Текущий контроль успеваемости проводится в рамках изучения дисциплины в течение семестра. Виды, формы и график определяется преподавателем.

2. ТИПОВЫЕ КОНТРОЛЬНЫЕ ЗАДАНИЯ ИЛИ ИНЫЕ МАТЕРИАЛЫ ДЛЯ ОЦЕНКИ ЗНАНИЙ, УМЕНИЙ, НАВЫКОВ И (ИЛИ) ОПЫТА ДЕЯТЕЛЬНОСТИ, ХАРАКТЕРИЗУЮЩИХ УРОВЕНЬ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

УК-2 Able to manage a project at all stages of its life cycle

1. The process of legal organization and management of joint activities of collective members carried out by the head as an intermediary of social control and power is called

Answer: manual

2. What is the main difference between a leader-leader and an administrator-manager?

Answer: the leader does not command

3. Who has informal authority - a leader or a leader?

Answer: Leader

4. Name the nine types of personalities that F. singled out in his teachings. Redl

Answer: patriarch, leader, tyrant, object of love, object of aggression, organizer, tempter, hero, role model

5. V.Bell, R. J. Hill and S.V. Mills considered the following personality types: formal, famous, influential, ... Name 4 personality types

Answer: public

6. A group that is created not by management orders and formal resolutions, but by members of the organization in accordance with their mutual sympathies, common interests, the same hobbies, habits, etc. called

Answer: informal group

7. Depending on the micro and macro levels of management, what kind of leadership is distinguished

Answer: microlider and macrolider

8. Command or tactical leadership is also called

Answer: macro-leadership

9. When a leader leads the entire system as a whole, is the leader of leaders, shows systemic and strategic leadership, he is called:

Answer: megalider

10. Name five forms of power:

Answer: legitimate power, expert power, charismatic power, power based on reward, power based on punishment

11. The form of power when a person is perceived as a carrier of special and useful knowledge or information is called

Answer: expert authority

12. Leadership resources in the implementation of a leadership position include four components; motivational-value, intellectual-cognitive, communicative-behavioral andName the missing component.

Answer: emotional

13. The choice of the purpose of the organization's activities and its concretization is called

Answer: goal setting

14. A purposeful formed image of a person, object, phenomenon designed to have an emotional and psychological impact on someone for the purpose of popularization or advertising is called

Answer: image

15. Technologies of organization and optimization of time are called

Answer: time management

16. What is the meaning of the Pareto principle?

Answer: 80% of the results flow from 20% of the effort

17. What two types of means of communication are there?

Answer: verbal and nonverbal.

18. Facial expressions, gestures, movements, poses belong to which means of communication?

Answer: nonverbal

19. What is the means of increasing the effectiveness of the team?

Answer: the command

20. Define the concept of "unorganized group"

Answer: the association of people on the basis of some coincidence of their interests, manifested in the course of short personal contacts

21. A time-stable organizational group of interacting people with a specific management body united by the goals of joint socially useful activities is called

Answer: the collective

22. What is the name of a group of people who unite on a certain basis (gender, age, profession, etc.)

Answer: conditional

23. Employees of formal collectives, in order to achieve their own goals, far from the official established, while in the process of everyday official communication, organize ... Continue the phrase

Answer: informal groups

24. One of the important signs of an effective team is

Answer: cohesion

25. What are the four types of behavior of a member in an organization

Answer: devoted or disciplined, opportunist, original, rebel

YK-3 Able to organize and manage the work of a team, developing a team strategy to achieve a set goal

1. What is the main idea of the classical theory of motivation?

Answer: money is the only motivating factor in work

2. What is the purpose of stimulating staff

Answer: to encourage a person to do more and better than what is conditioned by labor relations

- 3. The conclusion of employment contracts allows you to meet the need:**

Answer: safe

- 4. Which group of motivation theory representatives are Abraham Maslow, David McClelland, Frederick Herzberg?**

Answer: meaningful

- 5. Procedural theories of motivation include:**

Answer: the theory of expectations

- 6. What is the conditional name of Viktor Vroom's theory of motivation?**

Answer: the theory of expectations

- 7. Which group of needs is the primary, basic in the hierarchy of A. Maslow?**

Answer: physiological

- 8. Which of the proposed modern concepts of motivation was developed by Professor V. Ouchi of the University of California?**

Answer: theory z

- 9. Which of the theories of motivation includes the following variables: effort, perception, results, reward, degree of satisfaction?**

Answer: the theory of expectation

- 10. What needs are common to all people?**

Answer: physiological

- 11. What are the main forms of incentives?**

Answer: moral stimulation, material stimulation

- 12. Which of the scientists analyzed and compared the two motivational theories "X" and "Y"?**

Answer: D. McGregor

- 13. What is the name of the management system for determining and achieving goals, the future state of the company's activities?**

Answer: controlling

- 14. Which approach requires an optimal decision depending on the ratio of interacting factors - is this a situational approach?**

Answer: situational approach

- 15. What is the name of the withdrawal of non-core functions and activities outside the company?**

Answer: outsourcing

- 16. Who is the author of the two-factor theory of consumer behavior motivation, according to which the absence of a discontent factor is not enough to make a purchase decision?**

Answer: F. Herzberg

- 17. What is the name of the set of principles, methods, means and forms of management aimed at the rational use of all enterprise resources to achieve goals?**

Answer: management

- 18. Define the concept of delegation of authority?**

Answer: this is the transfer of the task and the authority to perform it

- 19. What is the name of the process of regulating different types of activities, structures of the organization?**

Answer: Coordination

20. What kind of theories do Porter—Lawler, A.Maslow, S. Adams belong to?

Answer: to theories of motivation

21. What is the name of the judgment about the possible states of an object in the future, about the duration of its existence?

Answer: forecasting

22. What is the name of the exchange of information on the basis of which the manager receives the data necessary for decision-making and brings them to the employees of the organization?

Answer: communications

23. Which school of management does the principles of Elton Mayo and the Hottorn experiments belong to?

Answer: the school of human relations

24. What are the two types of all theories of motivation?

Answer: substantive and procedural

25. Who is considered the founder of management?

Answer: Frederick Winslow Taylor

Компетенции УК-2, УК-3 сформирована, если обучающийся набрал 70% и более правильных ответов по оценочным материалам.

Компетенции УК-2, УК-3 не сформирована(-ы), если обучающийся набрал менее 70% правильных ответов по оценочным материалам.

3. МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ОПРЕДЕЛЯЮЩИЕ ПРОЦЕДУРУ И КРИТЕРИИ ОЦЕНИВАНИЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

Зачет проставляется по совокупности текущей успеваемости.

«зачтено» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции;

«не зачтено» выставляется обучающемуся, который набрал менее 70% правильных ответов по оценочным материалам для каждой компетенции.



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
RISK MANAGEMENT

| | |
|--------------------------------------------------------------------------------------------------|--------------------------------------------|
| Код плана | <u>380402-2023-О-ПП-2г00м-73</u> |
| Основная образовательная программа высшего образования по направлению подготовки (специальности) | <u>38.04.02 Менеджмент</u> |
| Профиль (программа) | <u>High-Technology Business Management</u> |
| Квалификация (степень) | <u>Магистр</u> |
| Блок, в рамках которого происходит освоение модуля (дисциплины) | <u>Б1</u> |
| Шифр дисциплины (модуля) | <u>Б1.В.07</u> |
| Институт (факультет) | <u>Институт экономики и управления</u> |
| Кафедра | <u>экономики</u> |
| Форма обучения | <u>очная</u> |
| Курс, семестр | <u>2 курс, 3 семестр</u> |
| Форма промежуточной аттестации | <u>зачет</u> |

Самара, 2023

1. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ

Текущий контроль успеваемости является обязательной частью внутренней системы оценки качества освоения обучающимися образовательной программы. Текущий контроль успеваемости проводится в рамках изучения дисциплины в течение семестра. Виды, формы и график определяется преподавателем.

2. ТИПОВЫЕ КОНТРОЛЬНЫЕ ЗАДАНИЯ ИЛИ ИНЫЕ МАТЕРИАЛЫ ДЛЯ ОЦЕНКИ ЗНАНИЙ, УМЕНИЙ, НАВЫКОВ И (ИЛИ) ОПЫТА ДЕЯТЕЛЬНОСТИ, ХАРАКТЕРИЗУЮЩИХ УРОВЕНЬ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

ПК-1. Able to determine the direction of the organization and develop a change management strategy

1. What is named as external or internal event that affects the achievement of organization's goals?

Answers:

- 1) risk
- 2) causes
- 3) consequences

Ответ: risk

2. What precedes risk of the organization?

Answers:

- 1) risk
- 2) causes
- 3) consequences

Ответ: causes

3. What is the risk expressed in of the organization?

Answers:

- 1) risk
- 2) causes
- 3) consequences

Ответ: consequences

4. What are the two main risk measures taken into account in the organization's strategy?

Ответ: probability and damage

5. What is the first stage of the risk management system in the organization?

Answers:

- 1) risk identification
- 2) risk analysis and prioritization
- 3) risk management
- 4) risk monitoring
- 5) risk management culture

Ответ: risk identification.

6. What is the first stage of the risk management system in the organization?

Answers:

- 1) risk identification

- 2) risk analysis and prioritization
- 3) risk management
- 4) risk monitoring
- 5) risk management culture

Ombem: risk analysis and prioritization.

7. What is the first stage of the risk management system in the organization?

Answers:

- 1) risk identification
- 2) risk analysis and prioritization
- 3) risk management
- 4) risk monitoring
- 5) risk management culture

Ombem: risk management.

8. What is the first stage of the risk management system in the organization?

Answers:

- 1) risk identification
- 2) risk analysis and prioritization
- 3) risk management
- 4) risk monitoring
- 5) risk management culture

Ombem: risk monitoring.

9. What is the first stage of the risk management system in the organization?

Answers:

- 1) risk identification
- 2) risk analysis and prioritization
- 3) risk management
- 4) risk monitoring
- 5) risk management culture

Ombem: risk management culture.

10. What two types of classification of factors from the point of view of the impact of the organization on them can be used when determine the direction of identifying risks?

Ombem: external and internal.

11. What is the name of the method when questions are compiled with a choice of answer when determine the direction of identifying risks?

Ombem: questionnaire.

12. What is the name of the method when a conversation is held with employees when when determine the direction of identifying risks?

Ombem: interview.

13. How to identify the risks of an organization, taking into account the strategic goals of its development?

Ombem: Goal's structuring.

14. What is the name of the risk analysis method using a mathematical model and options for development directions?

Answers:

- 1) scenario analysis
- 2) sensitivity analysis

Ombem: scenario analysis.

15. What is the name of the risk analysis method using a mathematical model and options for development directions?

Answers:

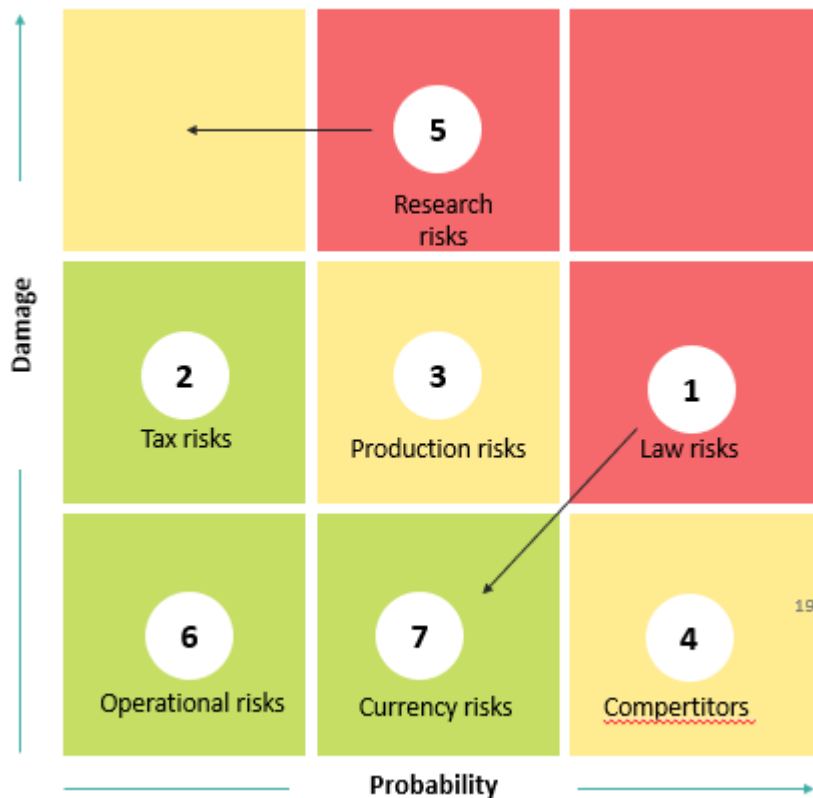
- 1) scenario analysis
- 2) sensitivity analysis

Ombem: sensitivity analysis.

16. What is the name of the risk analysis method in which the opinions of consultants in this field are examined?

Ombem: expert risk assessment.

17. What is the name of the risk analysis method on the picture?



Ombem: risk map.

18. If the direction of the strategic development of the organization is profit, which is calculated as income less expenses, then what are the two main risk factors that can be distinguished?

Ombem: Revenue and expenses.

19. If the size of the impact of product prices on the profit of an organization is 10%, and sales volume is 20%, then which risk factor will be the most significant?

Ombem: sales volume.

20. What kind of risk management methods should be used in case of high level of probability and high level of damage?

Ombem: Elimination.

21. Determine the steps of company's goals structuring for risk identification?

Ответ:

1. Determine the purpose of the company
2. Break it on the revenue and expenditure side
3. Detail the main items of income and expenses
4. Ask yourself: "What can happen inside or outside the company, which will increase expenses or reduce revenues?"

22. Describe high and low levels of risk potential damage

Ответ:

High level of damage: implementation of the risk can lead to a significant reduction in the company's value, significant unplanned additional costs or reputational damage to the company.

Middle level of damage: implementation of the risk can lead to a decrease in the average value of the company, an inessential reputational damage, but does not require additional costs from the company

Low level of damage: implementation risks in this category could lead to a significant reduction in the company's value

23. Describe high and low levels of risk probability

Ответ:

High level of probability: The risk has been repeatedly realized in the past, there is a high degree of uncertainty about the probability of the risk or the internal or external conditions, indicating that the risk is likely to be implemented over the planning period

Middle level of probability: The risk is probably implemented within planning period

Low level of probability: Low probability that the risk of being implemented during the planning period

24. Determine the steps of staff interviews for risk identification

Ответ:

1. Identify key staff members to participate in interviews
2. 3-5 Formulate interview questions
3. The duration of about 30-45 minutes
4. Confirmation or refutation of the risks identified by you
5. Determining risk factors, their materiality

25. Describe the principles of sensitivity analysis

Ответ:

Sensitivity analysis determines how different values of an independent variable affect a particular dependent variable under a given set of assumptions. In other words, sensitivity analyses study how various sources of uncertainty in a financial model contribute to the model's overall uncertainty. This technique is used within specific boundaries that depend on one or more input variables.

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Компетенция ПК-1 не сформирована, если обучающийся набрал менее 70% правильных ответов по оценочным материалам.

УК-5. Able to analyze and take into account the diversity of cultures in the process of intercultural interaction

1. What is the 5th step of risk management system?

Ombem: Risk management culture

2. What abbreviation can be used to remember risk management methods for different cultures?

Ombem: MEAT.

3. What kind of approach is used to manage risk in intercultural corporations: systematic or intuitive?

Ombem: system way.

4. What kind of risk can't be transferred especially in intercultural business?

Ombem: reputational risk.

5. What is the 4th step of risk management system?

Ombem: risk monitoring.

6. What steps does risk management system include?

Ombem: identification, analysis and prioritization, management, monitoring, culture.

7. In the process of intercultural interaction what kind of risk identification is preferred: interview or questionnaire?

Ombem: questionnaire.

8. Why is it very difficult to identify risk especially in intercultural corporations?

Ombem: because of mental traps.

9. How to avoid mental traps during risk identification?

Ombem: Use systematic approach.

10. What is more stressful and expensive than risk management especially in intercultural corporations?

Ombem: crisis management.

11. Periodic review of project risks in order to adjust their assessments, identify new risks and monitoring risk mitigation status?

Ombem: Risk monitoring.

12. Analyze risk factors in the model: what is the most influential?

$$Profit = 0.56a + 2.5b + 12c$$

Ombem: c.

13. Analyze risk factors in the model: what is the profit gain if factor c changes by +10%?

$$Profit = 0.56a + 2.5b + 12c$$

Answers:

- 1) 12
- 2) 1.2
- 3) 2.5
- 4) 0.25

Ombem: 1.2 .

14. Analyze risk factors in the model: what is the profit gain if factor b changes by -10%?

$$Profit = 0.56a + 2.5b + 12c$$

Answers:

- 1) -2.5
- 2) 2.5
- 3) -0.25

4) 0.25

Омвем: -0.25.

15. Analyze risk factors in the model: what is the profit gain if factor c changes by +10% and factor b changes by -10%?

$$Profit = 0.56a + 2.5b + 12c$$

Answers:

- 1) 0.95
- 2) -0.95
- 3) 1.45
- 4) -1.45

Омвем: 0.95.

16. How many steps does risk management system includes?

Омвем: 5.

Table 1

| Risk | Risk Damage, \$ mln | Risk Probability, % |
|-----------------------------|---------------------|---------------------|
| Intercultural communication | 3 | 80% |
| Lack of time | 1 | 20% |
| Material price growth | 2 | 50% |

17. Analyze data in Table 1. What risk is the most expensive?

Answers:

- 1) Intercultural communication
- 2) Lack of time
- 3) Material price growth

Омвем: Intercultural communication.

18. Analyze data in Table 1. What risk has the lowest level of probability?

Answers:

- 1) Intercultural communication
- 2) Lack of time
- 3) Material price growth

Омвем: Lack of time.

19. Analyze data in Table 1. Calculate the weighted damage of risk of material price growth?

Answers:

- 1) 6 mln \$
- 2) 3 mln \$
- 3) 2 mln \$.
- 4) 1 mln \$

Омвем: 1 mln \$.

20. Analyze data in Table 1. Put risk in order according to risk increasing?

Омвем: lack of time, material price growth, intercultural communication

21. Analyze data in Table 1. What risk can't be accepted because of it is the most dangerous?

Answers:

- 1) Intercultural communication
- 2) Lack of time

3) Material price growth

Ombem: Intercultural communication.

22. Analyze data in Table 1. What risk has weighted damage equals 2.4 mln \$?

Ombem: Intercultural communication.

23. What is the name of the risk management method in which the organization agrees to bear the risk when determining the direction of changes?

Ombem: acceptance.

24. What is the name of the risk management method associated with minimizing the consequences of risk when determining the direction of changes?

Ombem: mitigation.

25. What is the name of the risk management method associated with minimizing the consequences of risk when determining the direction of changes?

Ombem: Goal's structuring.

26. What is the name of the risk analysis method using a mathematical model and options for development directions?

Ombem: scenario analysis.

27. What is the name of the risk analysis method using a mathematical model and options for development directions?

Ombem: sensitivity analysis.

28. Determine the steps of seminar with employees for risk identification?

Ombem:

1. Identify key personnel for participation in the seminar
2. To hold a seminar in brainstorming format
3. Formulate 1-3 questions for assault
4. Duration approximately 45 - 60 minutes
5. If possible, you need to drop deeper to risk factors

29. Determine the steps of short questionnaire for risk identification?

Ombem:

1. Identify key employees to participate in the participation in the survey
2. Formulate 10-15 risks for inclusion in the survey
3. Completing the survey should take no more than 15 - 20 minutes
4. Confirmation or refutation of the risks identified by you

30. Describe the principles of sensitivity analysis

Ombem:

Scenario analysis is the process of estimating the expected value of a project after a given period of time, assuming specific changes in the values of the project's securities or key factors take place, such as a change in the interest rate. Scenario analysis is commonly used to estimate changes to a project's value in response to an unfavorable event and may be used to examine a theoretical worst-case scenario.

31. What is the main idea of risk prioritizing if a company needs to construct risk management system?

Ombem:

Prioritizing risks is a risk analysis to determine the most critical in terms of probability and damage and thus the risks with highest priority

Prioritizing risks allows you to select a narrow range of potential risks which management needs to

focus

32. What is the main principles of risk management if a company needs to construct risk management system?

Ответ:

- Responding to the risks is development and implementation of activities or changes that may eliminate or reduce risk
- For activities developed at this stage it is necessary to determine the initial terms of implementation and agree on critical
- Sometimes risk response may require additional resources to be allocated

33. Choose the way to manage risk by description: the impact on the risk by reducing the probability of risk, and (or) reduce the negative effects in case of realization of the risk in the future?

Ответы:

- a) risk mitigation
- b) risk elimination
- c) risk acceptance
- d) risk transferring

Ответ: risk mitigation

34. Describe risk elimination?

Ответ:

- Choosing an alternative, with the lowest risk
- Rejection of the project, or enter a new market

35. Choose the way to manage risk by description: the company admits the possibility of the onset of adverse consequences of risk, with specific sources to cover the damage caused by such effects?

Ответы:

- a) risk mitigation
- b) risk elimination
- c) risk acceptance
- d) risk transferring

Ответ: risk acceptance

36. Describe risk transferring?

Ответ:

- Transfer or partial transfer of risk to another party (for example, through insurance contracts, hedging, outsourcing, etc.), Can reduce the negative impact on the achievement of company goals.
- It should be borne in mind that reputational risk is not always possible to transfer.

37. Describe the stage of risk monitoring?

Ответ:

Risk monitoring is periodic review of project risks in order to adjust their assessments, identify new risks and monitoring risk mitigation status

Company Risks are not static, which is why monitoring the identified risks of the project is an important element of risk management

38. Monitoring should be subjected to?

Ответ:

- made risk assessment of probability
- the expected amount of risk

- composed of risk management plans and resources for risk management
- other factors that may affect the significance of the risk.

39. Describe the stage of risk management culture?

Ответ:

- **Risk culture** is the creation of the organization in an environment that would facilitate the identification, assessment and risk reduction, as well as open communication about the risks
- No matter how good or a simple risk management process may be, if its employees and managers rejected, the company will not be able to manage the risks

40. Choose the way to manage risk by description: the company insured the risk of non-delivery of materials?

Ответы:

- risk mitigation
- risk elimination
- risk acceptance
- risk transferring

Ответ: risk transferring

41. Choose the way to manage risk by description: the company refused to invest in the project due to high risks?

Ответы:

- risk mitigation
- risk elimination
- risk acceptance
- risk transferring

Ответ: risk elimination

42. Choose the way to manage risk by description: the company purchased an additional stock of raw materials to insure the risk of under-delivery?

Ответы:

- risk mitigation
- risk elimination
- risk acceptance
- risk transferring

Ответ: risk mitigation

43. Choose the way to manage risk by description: the company launched a new product despite the risks?

Ответы:

- risk mitigation
- risk elimination
- risk acceptance
- risk transferring

Ответ: risk acceptance



Picture 1 – Risk map

44. What risk should be mitigated (Picture 1)?

Ответы:

- a) 2
- b) 3
- c) 4
- d) 5

Ответ: 5

45. What risk should be mitigated or eliminated (Picture 1)?

Ответы:

- e) 1
- f) 2
- g) 6
- h) 7

Ответ: 1

46. What risk can be accepted (Picture 1)?

Ответы:

- i) 2
- j) 5
- k) 1

Ответ: 2

47. What risk can be accepted (Picture 1)?

Ответы:

- l) 7
- m) 5
- n) 1

Ответ: 7

48. Can the company transfer risk number 3 (Picture 1)?

Ответы:

- o) Yes
- p) No
- q) It's not effective to transfer

Ответ: yes

49. Can the company transfer risk number 6 (Picture 1)?

Ответы:

- r) Yes
- s) No
- t) It's not effective to transfer

Ответ: It's not effective to transfer

50. Can the company transfer risk number 1 (Picture 1)?

Ответы:

- u) Yes
- v) No
- w) It's not effective to transfer

Ответ: yes

Компетенция ПК-4 сформирована, если обучающийся набрал 70% и более правильных ответов по оценочным материалам.

Компетенция ПК-4 не сформирована, если обучающийся набрал менее 70% правильных ответов по оценочным материалам.

3. МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ОПРЕДЕЛЯЮЩИЕ ПРОЦЕДУРУ И КРИТЕРИИ ОЦЕНИВАНИЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ ПРИ ПРОВЕДЕНИИ ПРОМЕЖУТОЧНОЙ АТТЕСТАЦИИ

Процедура проведения промежуточной аттестации обучающихся

«зачтено» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции;

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САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

ФОНДОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
SPACE ECONOMY

| | |
|--------------------------------------------------------------------------------------------------|-----------------------------------------------|
| Код плана | <u>380402-2023-О-ПП-2г00м-73</u> |
| Основная образовательная программа высшего образования по направлению подготовки (специальности) | <u>38.04.02 Менеджмент</u> |
| Профиль (программа) | <u>High-Technology Business Management</u> |
| Квалификация (степень) | <u>Магистр</u> |
| Блок, в рамках которого происходит освоение модуля (дисциплины) | <u>Б1</u> |
| Шифр дисциплины (модуля) | <u>Б1.В.09</u> |
| Институт (факультет) | <u>Институт экономики и управления</u> |
| Кафедра | <u>менеджмента и организации производства</u> |
| Форма обучения | <u>очная</u> |
| Курс, семестр | <u>1 курс, 1 семестр</u> |
| Форма промежуточной аттестации | <u>зачет</u> |

Самара, 2023

1. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ

Текущий контроль успеваемости является обязательной частью внутренней системы оценки качества освоения обучающимися образовательной программы. Текущий контроль успеваемости проводится в рамках изучения дисциплины в течение семестра. Виды, формы и график определяется преподавателем.

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ПК-4. Able to analyze and evaluate innovative projects in the framework of technology transfer.

Задание 1.

Choose the most accurate definition of space economy:

- a) it is all public and private factors involved in developing, providing and using space-related outputs, space derived products and services and the scientific knowledge arisen from space research.;
- b) it is the full range of activities and the use of resources that create value and benefits to human beings in the course of exploring, researching, understanding, managing, and utilizing space;
- c) it is a special branch of knowledge, a set or system of methods, principles, and rules.

Ответ: b)

Задание 2.

The space economy is divided into Commercial Space and National Security Space:

- a) right
- b) wrong

Ответ: a)

Задание 3.

Choose the most accurate definition of primes company in space sector:

- a) these actors are responsible for the design and assembly of complete spacecraft systems, which are delivered to the governmental or commercial users;
- b) these actors are responsible for the design, assembly and manufacture of major subsystems, such as satellite structures, propulsion subsystems, payloads;
- c) these actors are manufacturers of equipment to be assembled in major sub-systems.

Ответ: a)

Задание 4.

In what areas of investigations is International Space Station used:

- a) in economic sciences and in management;
- b) in all areas of science.

Ответ: b)

Задание 5.

The International Space Station can enhance the scientific, technological and production potential of many nations.

- a) right
- b) wrong

Ответ: a)

Задание 6.

International Space Station is the most expensive space object nowadays:

- a) right

b) wrong

Ответ: a)

Задание 7.

What is the most difficult problem(s) of asteroid mining:

- a) to develop a technology for delivering raw materials from asteroids to the Earth;
- b) to develop a technology to mine resources on asteroid;
- c) to develop technology to catch asteroids in space;
- d) all answers are correct.

Ответ: d)

Задание 8.

What is the name of the first space tourist:

- a) Mark Shuttleworth;
- b) Dennis Tito;
- c) Gregory Olsen;
- d) Yuri Gagarin.

Ответ: b)

Задание 9.

What approach to the development of the Space Economy is based on the active involvement of private capital in all sectors of the space industry?

- a) American approach;
- b) Russian approach
- c) Asian approach.

Ответ: a)

Задание 10.

Matching task:

Match the types of the asteroid (1–3) with their definitions (a–c):

- 1. S-type
- 2. C-type
- 3. M-type

- a) this type of asteroid is rare but contains up to 10 times more metal than S-types
- b) this type of asteroid carries little water but contains numerous metals (nickel, cobalt and more valuable metals such as gold, platinum and rhodium):
- c) this type of asteroid has a high abundance of water a lot of organic carbon, phosphorus, and other key ingredients for fertilizer which could be used to grow food

Ответ: 1.b, 2.c, 3.a

Задание 11

What are the models (approaches) of Space Economy development?

Ответ: American Model and Asian Model

Задание 12

What is the important and largest segment of Space Economy?

Ответ: Space Manufacturing

Задание 13

What is the name of the Space Economy Actor that conducts research to support of next-generation technologies?

Ответ: Scientific Community

Задание 14

What is the name of the Space Economy Actor that enhances technology for access to space?

Ответ: Private equity (company)

Задание 15

What is the name of space technology, that looks like wireless transmitter that is launched by a rocket and placed in orbit around the earth?

Ответ: satellite technology

Задание 16

What elements does Space Strategy include?

Ответ: Principles; Purposes; Capabilities

Задание 17

What nations can use the International Space Station?

Ответ: all nations

Задание 18

What are the main types of costs for launching?

Ответ: fictional cost and variable cost

Задание 19

Calculate the multiplier effect if the marginal propensity to consume (MPC) is 0.5. The government increases expenditure by \$300 million in the space sector. How will national income change?

Ответ: multiplier effect is 2, national income will increase by \$600 million

Задание 20

If the government increases expenditure by \$100 million and we assume that this money is going towards space sector. Calculate the multiplier effect if the marginal propensity to consume (MPC) is 0.8. How will national income change?

Ответ: multiplier effect is 5, national income will increase by \$500 million

Задание 21

Give a detailed answer:

How can we use satellites?

Ответ: Satellites are used for diverse purposes such as weather forecasting, television signal, amateur radio and internet communications and the Global Positioning System. They are also used to look outward at the solar system for research and data gathering purposes.

Задание 22

Give a detailed answer:

Why does humanity try to colonize space objects?

Ответ: There are two most significant arguments for the colonization of space objects: 1. The survival of human civilization and life on Earth in the event of a planetary catastrophe (natural or anthropogenic) and 2. The availability of additional resources in space that could ensure the expansion of human society.

Задание 23

Give a detailed answer:

What is the role of International Space Station in scientific development?

Ответ: The International Space Station can enhance the scientific, technological and production potential of many nations

Задание 24

Give a detailed answer:

What are the special features of Space Economy?

Ответ: Longer terms for project development; Longer terms for return on investments; Main customers of space-related products and services are Governments

Задание 25

Give a detailed answer:

What types of research were organized abroad the International Space Station?

Ответ: *Biology and biotechnology, Earth and space science, Educational activities, Human research, Physical science, Technology Development and Demonstration*

YK-2. Able to manage a project at all stages of its life cycle.

Задание 1.

Which of the following companies develop their projects in space tourism:

- a) Blue Origin;
- b) Orbital Sciences;
- c) Virgin Galactic;
- d) SpaceX;
- e) all companies listed here develop their projects in space tourism.

Ответ: e)

Задание 2.

What are the features of Space Economy:

- a) Longer terms for project development;
- b) Longer terms for return on investments;
- c) Main customers of space-related products and services are Governments;
- d) all answers are correct.

Ответ: d)

Задание 3.

Choose the most accurate description of the “Space Manufacturing”:

- a) it is important segment that often characterized by largely captive markets, since much of the demand for institutional satellites, launchers and ground segment is often directed at national industries,
- b) it is the important actors, as they have to service governmental and commercial customers outside the space sector;
- c) it is an integral part of the space economy, although their share is the most difficult to assess, as valuable satellite signals or data need to be tracked in equipment and services

Ответ: a)

Задание 4.

What is the type of investor, that includes individuals or families with high net worth:

- a) Venture Capital Firms;
- b) Angel Investors;
- c) Corporations;
- d) banks.

Ответ: b)

Задание 5.

What is the name of the Space Economy Actor that conducts research to support of next-generation technologies:

- a) Government Space Agency;
- b) Private equity (company);
- c) Scientific Community

Ответ: c)

Задание 6.

What is the name of the Space Economy Actor that enhances technology for access to space:

- a) Government Space Agency;

- b) Private equity (company);
- c) Scientific Community.

Ответ: b)

Задание 7.

What is the name of space technology, that includes launch services and mission management provider:

- a) space flight technology;
- b) satellite technology;
- c) space exploration technology.

Ответ: a)

Задание 8.

What is the name of space technology, that looks like wireless transmitter that is launched by a rocket and placed in orbit around the earth:

- a) space flight technology;
- b) satellite technology;
- c) space exploration technology.

Ответ: b)

Задание 9.

What elements does Space Strategy include:

- a) Principles;
- b) Purposes;
- c) Capabilities;
- d) all elements that are listed here

Ответ: d)

Задание 10.

The main principle of Space Strategy is that all nations have the right to explore and use space for peaceful purposes and for the benefit of all humanity:

- a) right
- b) wrong

Ответ: a)

Задание 11

What are the main types of investors in Space Economy?

Ответ: Angel investors, Venture capital firms, Private equity firms, Corporations, Banks, Public private partnership

Задание 12

What term refers to a number of problems that technology companies face in the early stages of their development at a time when a startup has already entered the market but is not yet generating income?

Ответ: Valley of Death

Задание 13

What stages of the startup project do you know?

Ответ: Pre-Seed Stage, Seed Stage, Early Stage, Growth Stage, Expansion phase, Exit phase

Задание 14

At what stage does a startup reach the level of having a permanent customer base and a permanent source of income?

Ответ: Growth Stage

Задание 15

What types of investors invest in the development of a startup at the Pre-Seed Stage?

Ответ: *Angel investors*

Задание 16

What is the start-up stage, when a product and go-to-market strategy are being built and developed?

Ответ: *Seed Stage*

Задание 17

What types of investors invest in the development of a startup at the Growth Stage?

Ответ: *Corporations and Banks*

Задание 18

What are the groups of investors that focus on investing in early-stage startups, fast-growing businesses, and that take on a significant degree of risk called??

Ответ: *Venture capital firms*

Задание 19

What methods can we use to assess risks in Space Activity?

Ответ: *quantitative and qualitative methods*

Задание 20

What are the investors who invest their personal money in a startup at the earliest stages of its development?

Ответ: *Angel investors*

Задание 21

Give a detailed answer:

What are the main characteristics of Venture Capital Firms as investors in the space sector?

Ответ: *Venture capital firms are mainly focused on financing young enterprises (start-ups) that have problems entering the capital market in the initial stages of their growth.*

Задание 22

Give a detailed answer:

What are the benefits of the space economy?

Ответ: *Creation of jobs, give impetus to business and contribute to the development of the economy. Innovation improves everyday life, advances medical research, supports disaster response, and more.*

Задание 23

Give a detailed answer:

What are the main characteristics of business angels as investors in the space sector?

Ответ: *The main characteristics of business angels are confidence, reliability, courage and the ability to interact with others. They invest their own money in start-ups in the early stages of development and fully take on the risk of their activities.*

Задание 24

Give a detailed answer:

What is the space policy?

Ответ: *Space policy is the political decision-making process for, and application of, public policy of a state (or association of states) regarding spaceflight and uses of outer space, both for civilian (scientific and commercial) and military purposes.*

Задание 25

Give a detailed answer:

What is the role of government in the development of space sector?

Overall: Governments play a central role in formulating regulations and policies that guide space activities. This includes setting rules around licensing for launches, spectrum use, satellite deployment, space debris management, and other key aspects. Governments traditionally have been the major source of funding for space exploration and technology development. Governments can play a role in developing necessary infrastructure for space activities.

Компетенции ПК-4 и УК-2 сформированы, если обучающийся набрал 70% и более правильных ответов по оценочным материалам.

Компетенции ПК-4 и УК-2 не сформированы, если обучающийся набрал менее 70% правильных ответов по оценочным материалам.

3. МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ОПРЕДЕЛЯЮЩИЕ ПРОЦЕДУРУ И КРИТЕРИИ ОЦЕНИВАНИЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

Процедура проведения промежуточной аттестации обучающихся

Критерии оценивания в случае зачета

«**зачтено**» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции;

«**не зачтено**» выставляется обучающемуся, который набрал менее 70% правильных ответов по оценочным материалам для каждой компетенции.



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

ФОНДОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
STRATEGIC MANAGEMENT

| | |
|--------------------------------------------------------------------------------------------------|-----------------------------------------------|
| Код плана | <u>380402-2023-О-ПП-2г00м-73</u> |
| Основная образовательная программа высшего образования по направлению подготовки (специальности) | <u>38.04.02 Менеджмент</u> |
| Профиль (программа) | <u>High-Technology Business Management</u> |
| Квалификация (степень) | <u>Магистр</u> |
| Блок, в рамках которого происходит освоение модуля (дисциплины) | <u>Б1</u> |
| Шифр дисциплины (модуля) | <u>Б1.О.08</u> |
| Институт (факультет) | <u>Институт экономики и управления</u> |
| Кафедра | <u>менеджмента и организации производства</u> |
| Форма обучения | <u>очная</u> |
| Курс, семестр | <u>1 курс, 2 семестр</u> |
| Форма промежуточной аттестации | <u>экзамен</u> |

Самара, 2023

1. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ

Текущий контроль успеваемости является обязательной частью внутренней системы оценки качества освоения обучающимися образовательной программы. Текущий контроль успеваемости проводится в рамках изучения дисциплины в течение семестра. Виды, формы и график определяется преподавателем.

2. ТИПОВЫЕ КОНТРОЛЬНЫЕ ЗАДАНИЯ ИЛИ ИНЫЕ МАТЕРИАЛЫ ДЛЯ ОЦЕНКИ ЗНАНИЙ, УМЕНИЙ, НАВЫКОВ И (ИЛИ) ОПЫТА ДЕЯТЕЛЬНОСТИ, ХАРАКТЕРИЗУЮЩИХ УРОВЕНЬ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

ОПК-1 Able to solve professional problems based on knowledge (at an advanced level) of economic, organizational and management theory, innovative approaches, generalization and critical analysis of management practices

1. What are the 5Ps of strategy by Henry Mintzberg?

Answer: Plan, Ploy, Pattern, Position and Perspective.

2. According to Henry Mintzberg, the three most typical approaches, or modes of strategic decision making are...

Answer: entrepreneurial, adaptive and planning

3. What is the Entrepreneurial Mode according to Henry Mintzberg?

Strategy is made by one powerful individual who has entrepreneurial competencies like innovation and risk taking. The focus is on opportunities. Problems are secondary.

Generally the founder is the entrepreneur and the strategy is guided by his or her own vision of direction and is exemplified by bold decisions.

In any event, strategy is set by an authoritative decision maker.

4. What is the Adaptive mode according to Henry Mintzberg?

The adaptive mode is where managers create reactive solutions to existing problems, rather than a proactive search for new opportunities. Simply wait on issues to arise.

This a fragmented approach to strategic decision making. Because of the lack of directed focused development, there is generally a lack of clarity and consensus on strategic goals.

The adaptive mode is commonly known as “muddling through”. It is more appropriate for dealing with complex and changing environments.

5. What is the Planning Mode according to Henry Mintzberg?

The planning mode of strategic decision making is characterized by the systematic gathering of relevant information for situation analysis, the generation of feasible alternative strategies, and the rational selection of the most appropriate strategy.

6. How is a need backed by purchasing power called?

Answer: Demand

7. For each type of product:

a) has its own life cycle

b) it is easy to predict the nature of the life cycle

c) after entering the market, being in the lead lasts a long time

Answer: a) has its own life cycle

8. What does the term *subculture* mean?

Answer: A subculture is a subsystem of culture, which includes a set of stable specific forms of interaction inherent in any social group, stratum.

9. Which of the following is not a market segmentation feature?

- a) geographical
- b) demographic
- c) ecological

Answer: c) ecological

10. The price of water in desert is set based on:

- a) cost
- b) costing
- c) perceived value

Answer: c) perceived value

11. Consumer goods include:

- a) raw materials and materials
- b) consumer goods
- c) capital investments

Answer: b) consumer goods

12. Brainstorming is:

- a) quantitative research method;
- b) a method of expert assessments;
- c) a forecasting method based on data extrapolation;
- d) a method of field research.

Answer: b) by the method of expert assessments;

13. What according to the legislation is defined as “information disseminated in any way, in any form and using any means, addressed to an indefinite circle of people and aimed at drawing attention to an object ... generating or maintaining interest in it and promoting it on the market”?

Answer: advertising

14. How is the division of the market into groups of consumers called?

Answer: segmentation

A market coverage strategy in which the firm does not segment is called:

- A) differentiated marketing;
- B) undifferentiated marketing;
- C) concentrated marketing;
- D) industrial marketing;
- E) production marketing;

Answer: B) undifferentiated marketing;

15. What is the name of the system for determining the place of a new product on the market among other products?

Answer: product positioning

16. The situation in which there is only one seller in the market is called:

Answer: monopoly

17. Describe the four functions of advertising.

Answer:

Economic: stimulating demand for the product, increasing the company's income);

Social: formation and consolidation in the minds of consumers of a model of behavior, values, habits, standards of thinking;

Marketing: the formation of a need for a product, interest in it, a demonstration of its usefulness and advantages.

Communicative: informing consumers about the product.

18. Define the principle of highlighting the development dominant

Answer: Determination of the perspective that opens up for the organization in terms of growth, profit margins, stability and technology; allocation on this basis of strategic economic zones and strategic economic centers

19. Define the principle of economy and efficiency

Answer: The development and implementation of the organization's strategy is based on the available resources and is aimed at exceeding the results over the costs in a certain planning period.

20. Define the principle of subordination of personal interests to common ones.

Answer: The interests of one employee or group of employees should not prevail over the interests of the organization

21. Define the division of labor

Answer: Aimed at doing work that is larger in volume and better in quality, under the same conditions.

22. What is a strategic choice?

Answer: the formation of alternative directions for the development of the enterprise, their assessment, the choice of the best strategic alternative for implementation

23. What is strategic analysis?

Answer: forecasting the external environment and developing ways to adapt the enterprise to its changes

24. What is strategy implementation?

Answer: development of programs, budgets and procedures that can be considered as medium and short term plans for the implementation of the strategy

25. What are common goals?

Answer: these are goals that reflect the company's development concept and are developed for the long term.

26. What are specific goals?

Answer: these are goals developed within the framework of general goals for the main activities in each production department of the company and expressed in quantitative and qualitative indicators

27. An example of a key goal of an organization (industrial enterprise): Identify critical areas of management impact and priority tasks that ensure the achievement of planned results. Which subsystem does this target belong to?

Answer: marketing

28. An example of a key goal of an organization (industrial enterprise): To provide the conditions necessary for the development of the creative potential of employees in increasing the level of satisfaction and interest in work. Which subsystem does this target belong to?

Answer: staff

29. An example of a key goal of an organization (industrial enterprise): Preserve and maintain all types of financial resources at the required level. Which subsystem does this target belong to?

Answer: finance

30. An example of the key goal of an organization (industrial enterprise): To gain leadership in introducing new types of products (services), using a certain percentage of sales (sales) income for research and development. Which subsystem does this target belong to?

Answer: research (innovation)

31. An example of the key goal of an organization (industrial enterprise): Achieve the highest labor productivity in the production of all (or certain) types of products. Which subsystem does this target belong to?

Answer: production

32. An example of the key goal of an organization (industrial enterprise): To reach the first place in the sale of products (of a certain type) in the market. Which subsystem does this target belong to?

Answer: marketing

OIK-2 Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, when solving managerial and research problems

1. Information collected for the first time for a specific purpose:

- A) secondary information;
- B) higher information;
- C) primary information;
- D) innovative information;
- E) statistical information.

Answer: C) primary information;

2. Information that already exists, having been previously collected, is:

- A) primary information;
- B) intermediary information;
- C) Specific information;
- D) secondary information;
- E) objective information.

Answer: D) Secondary information;

3. List the stages in the life cycle of a product.

Answer: market entry (entry), growth, maturity (peak) and decline

4. Which term is broader?

- a) brand;
- b) trade mark;
- c) trademark;
- d) all terms mean the same thing.

Answer: a) brand;

5. The commercial exchange of values between entities is called:

- A) the market
- B) deal;
- C) request;
- D) an agreement;
- E) services;

Answer: B) deal;

6. What is the name, sign, symbol, drawing, designed to identify goods?

Answer: brand

7. What is the name of the company's overall action plan to promote goods and services in order to increase profits?

Answer: Marketing strategy

8. What groups of factors stand out in the SWOT analysis?

Answer: strengths, weaknesses, opportunities and threats.

9. How is the BCG matrix constructed?

Answer: The vertical axis shows the growth in demand, the horizontal axis shows the market share. For each product, at the intersection of its corresponding values along the vertical and horizontal axes, a circle is drawn, the area of which corresponds to the share of the product in the company's sales.

10. What groups of goods stand out in the analysis of the BCG matrix?

Answer:

Stars – high sales growth rate, large market share

Cash cows – low sales growth, large market share

"Difficult Children" - high sales growth, small market share

"Dogs" - low sales growth, small market share

11. What two factors are analyzed in the McKinsey model ?

Answer: market attractiveness and business sustainability

12. What strategies are offered by the Ansoff model?

Answer:

- Processing the market

- Market development

- Product development

- Diversification

13. The concept of social and ethical marketing, focuses on:

A) the price of the goods;

B) production volume;

C) caring for people and the environment;

D) product advertising;

E) market segmentation;

Answer: C) caring for people and the environment;

14. Define the GE/Mackenzie concept

Answer: The model is a matrix consisting of 9 cells for displaying and comparative analysis of the strategic positions of the organization's business activities.

15. Define Arthur de Little's concept

Answer: The main theoretical position of the model is that a single type of business of any organization can be at one of the indicated stages of the life cycle, and, therefore, it must be analyzed in accordance with this stage.

16. Define the concept of Shell / DPM competition

Answer: the matrix of this model, like the GE / McKinsey matrix , is a two-factor matrix of 3x3 dimensions, based on multiple assessments of both qualitative and quantitative business parameters

17. What does the strategy of the BCG "Dogs" model mean?

Answer: Be satisfied with your position, either reduce it or eliminate this type of business in your organization

18. What does the strategy of the BCG model "Cash Cows" mean?

Answer: Strive to maintain or increase the market share of your business.

19. What does the strategy of the BCG model "Difficult children" mean?

Answer: Either go to increase the share of business in the market, or be content with what has been achieved, or reduce this business.

20. What does the strategy of the BCG "Stars" model mean?

Answer: Strive to maintain or increase the market share of your business

21. Define a questionable business using the GE/ McKinsey matrix

Answer: If a business has relatively insignificant competitive advantages of an organization involved in a business that is very attractive and promising in terms of market conditions, then this

22. Define a frontier business using the GE/ McKinsey matrix

Answer: Types of business that fall into three cells located along the diagonal going from the lower left to the upper right edge of the matrix to:

23. Define a losing business using the GE/ McKinsey matrix

Answer: Types of business that fall into the three cells in the lower right corner of the matrix are those that have at least one of the lowest and do not have any of the highest parameters plotted on the X and Y axes.

24. Define the winning business based on the GE/ McKinsey matrix

Answer: Types of business that, when positioned, have the best or average values of the factors of market attractiveness and the advantages of the organization in the market compared to the rest

25. Describe the position Winner 1 in the GE/ McKinsey matrix

Answer: The position is characterized by the highest degree of market attractiveness and the relatively strong advantages of the organization in it

26. Describe the position Winner 2 in the GE/ McKinsey matrix

Answer: The position is characterized by the highest degree of market attractiveness and the average level of relative advantages of the organization

27. Describe the position Winner 3 in the GE/ McKinsey matrix

Answer: The position is occupied by organizations with such types of business, in which the market attractiveness is kept at an average level, but at the same time, the advantages of the organization in such a market are obvious and strong.

28. Describe the position Loser 1 in the GE/ McKinsey matrix

Answer: The position is characterized by an average attractiveness of the market and a low level of relative advantages in the market (the middle cell in the right row)

29. Describe the position Loser 2 in the GE/ McKinsey matrix

Answer: The position is characterized by low market attractiveness and an average level of relative advantages in the market (middle cell in the bottom row). There are no special strengths or opportunities for this position.

30. Describe the position Loser 3 in the GE/ McKinsey matrix

Answer: Positions are determined by the low attractiveness of the market and the low level of relative advantages of the organization in this type of business.

OPIK-3 Able to independently make informed organizational and managerial decisions, assess their operational and organizational effectiveness, social significance, ensure their implementation in a complex (including cross-cultural) and dynamic environment

1. What is an organization's strategy?

Answer: a master plan of action that defines the priorities of strategic tasks, resources and sequence of steps to achieve strategic goals;

2. What is a corporate strategy?

Answer: this is a strategy for managing the organization's personnel, production, finances and strategies in other areas of activity

3. Define the “strategy” term.

Answer: A master plan of action that defines the priorities of the strategic objectives, resources and sequence of steps to achieve the strategic goals

4. What type of strategy does the strategy of the household refrigerator division of a diversified electrical organization belong to?

Answer: business strategy

5. Describe the stage of management based on flexible emergency solutions

Answer: reactive adaptation, which is most natural for the organization, but takes a lot of time to realize the inevitability of change, develop a new strategy and adapt the system to it

6. Describe the stage of management based on the foresight of changes

Answer: Unexpected phenomena began to appear and the pace of change accelerated, but not so fast that it was impossible to anticipate future trends in time and determine the response to them by developing an appropriate strategy (strategic planning)

7. Describe the stage of management based on performance control

Answer: it is taking shape at the present time, in conditions where many important tasks arise so rapidly that they cannot be foreseen in time (real-time strategic management)

8. What is strategic planning?

Answer: a planning in which an important place is given to the analysis of the prospects of the organization, the task of which is to clarify those trends, dangers, opportunities, as well as individual emergencies that can change existing trends.

9. What is SWOT analysis?

Answer: the result of analyzing the strengths and weaknesses of the organization, as well as identifying opportunities and threats for its development

10. What is the pre-planned response of the organization to changes in the external environment?

Answer: strategy

11. Who believes that the strategy should: contain clear goals, the achievement of which is decisive for the overall outcome of the case; support the initiative; concentrate the main efforts at the right time in the right place; provide for such flexibility of behavior in order to use a minimum of resources to achieve a maximum result; denote coordinated leadership; assume the correct schedule of actions; provide guaranteed resources?

Answer: Qinn

12. Who believes that strategy is: strategy - a plan of action; strategy - cover, i.e. actions aimed at outsmarting their opponents; strategy - a course of action, i.e. the plan may not be feasible, but the course of action must be provided in any case; strategy - position in the environment, i.e. connection with one's surroundings; strategy - perspective, i.e. a vision of the state to which one should aspire?

Answer: Minzeberg

13. What notion of the strategic management is defined as “an expression of purpose that makes it easy to distinguish this business from other similar firms”?

Answer: mission

14. What notion of the strategic management is defined as "long-term results that the organization seeks to achieve in order to fulfill its mission"?

Answer: Goals

15. What notion of the strategic management is defined as "the source of formation of the competitive advantage of the organization"?

Answer: potential

16. What concept does this definition of strategic management refer to: “parameters of industries, markets and business macro-environment”?

Answer: scene

17. What notion of the strategic management is defined as “a set of not only strategic management decisions that determine the long-term development of an organization, but also specific actions that ensure a quick response of an enterprise to a change in the external situation, which may entail the need for strategic maneuver, revision of goals and adjustment of the general direction of development”?

Answer: strategic planning

18. What notion is defined as “the process by which an organization interacts with its environment”?

Answer: strategic management

19. Which sides are distinguished in Strategic Management as management in socio-economic systems?

Answer: functional, process and elemental sides

20. Which side of the strategic management is characterized by the following expression: "management is seen as a set of activities aimed at achieving certain results"?

Answer: functional

21. Which side of the strategic management is characterized by the following expression: “within its framework, management is seen as actions to identify and resolve problems, that is, the process of preparing and making decisions”?

Answer: process

22. Which side of the strategic management is characterized by the following expression: “management is seen as an activity to organize the interconnections of certain structural elements”?

Answer: elemental

23. What are four levels of knowledge that make up the methodology of strategic management?

Answer:

1st level: general philosophical

2nd level: general scientific

3rd level: concrete methodology of sciences

4th level: Methodology, methods and technology of strategic management

24. Which level of knowledge in Strategic Management is characterized by the following expression: “gives an understanding of the general approaches, principles, forms of organization of the system. This level is formed by the sciences: systems theory, cybernetics, organization theory, etc.”?

Answer: Methodology, methods and technology of strategic management

25. Which level of knowledge in Strategic Management is characterized by the following expression: "the totality of knowledge about management in socio-economic systems (statistics, management, sociology, law, macroeconomics, microeconomics, management theory, etc.)"?

Answer: general scientific

26. Which level of knowledge in Strategic Management is characterized by the following expression: “management is closest to practical activity and is called upon to realize the achievements of other sciences”?

Answer: concrete methodology of sciences

27. Which level of knowledge in Strategic Management is characterized by the following expression: “a set of views, knowledge about the phenomena of the surrounding world. This level is formed by such sciences as philosophy, mathematics, information theory, etc.”?

Answer: general philosophical

YK-1 Able to critically analyse problem situations based on a systematic approach, to develop an action strategy

1. Define growth stage in the ADL model

Answer: At this stage, the industry's products begin to be in demand by an increasing number of buyers, and competitors begin to fight for more and more shares of the "increasing revenue pie".

2. Define the stage of birth in the ADL model

Answer: An industry at this stage is usually a recent one, either as an awareness of the existence of some unmet need of a consumer group or through the development of markets for products based on new technologies that did not previously exist or were not used to meet certain consumer needs. The main characteristics of such an industry are changes in technology, vigorous search for new customers and fragmentation of offers in a rapidly changing market.

3. Define the stage of maturity in the ADL model

Answer: At this stage, the market is completely saturated. All or most potential buyers purchase products fairly regularly

4. Define the stage of old age in the ADL model

Answer: At this stage, buyers gradually lose interest in the product, either because newer and better substitutes begin to replace older products, or because consumer preferences or tastes of buyers change.

5. Define a strong competitive position in the ADL model

Answer: In this position, the type of business makes a profit by specializing in a narrow and relatively protected niche, whether specializing in a small part of a large market or in a particular subtype of product.

6. Define conspicuous competitive position in the ADL model

Answer: This type of business has certain features and advantages. It is, as a rule, one of the leaders in weakly concentrated industries, where all competitors are approximately on the same level and none of them dominates. If it has its own niche, then this type of business is relatively safe from competitors, and usually it manages to significantly improve its competitive position soon.

7. Define a strong competitive position in the ADL model

Answer: The type of business usually chooses strategies independently of the behavior of its competitors and has certain advantages over them. Relative market share is 1.5 times greater than for the largest closest competitor, but this type of business does not have an absolute advantage

8. Define a leading competitive position in the ADL model

Answer: Only one business representative, if any, can hold a given position in the industry. Position is often the result of a quasi-monopoly or heavily defended technological leadership

9. Define an unviable competitive position in the ADL model

Answer: This type of business will not have strengths either in the present or in the future. The only possible strategic response to this position of business, other than -deinvestment, is to try to prolong its existence for a while.

10. Define a weak competitive position in the ADL model

Answer: This position may mean that the type of business has a number of critical weaknesses that prevent it from ultimately becoming a profit center for the organization.

11. What is the position of the "Business Leader" in the Shell / DPM model ?

Answer: The industry is attractive and the organization has a strong position in it, being a leader; the potential market is large, the market growth rate is high; Weaknesses of the organization, as well as obvious threats from competitors, are not noted.

12. What is the characteristic position for the "Growth Strategy" in the Shell / DPM model ?

Answer: The industry is moderately attractive, but the organization has a strong position in it. Such an organization is one of the leaders, which is in the mature age of the life cycle of this business. The market is moderately growing or stable, with good margins and no other strong competitor present .-

13. What is the position of the "Cash Generator Strategy" in the Shell / DPM model ?

Answer: The organization occupies a fairly strong position in an unattractive industry. It is, if not the leader, then one of the leaders here. The market is stable but shrinking, and the rate of return in the industry is declining. There is also a certain threat from competitors, although the productivity of the organization is high and the costs are low.

14. What is the position of the "Strategy for Strengthening Competitive Advantage" in the Shell / DPM model ?

Answer: The organization is in the middle position in an attractive industry. Since the market share, product quality, and reputation of the organization are high enough (almost the same as that of the industry leader), the organization can become a leader if it allocates its resources appropriately.

15. What is the position of "Continue business with caution" in the Shell / DPM model ?

Answer: The organization occupies an average position in the industry with an average attractiveness. The organization does not have any special strengths or opportunities for additional development; the market is growing slowly; the industry average rate of return is slowly declining.

16. What is the position of "Partial Curtailment Strategy" in the Shell / DPM model ?

Answer: The organization is in the middle position in an unattractive industry. The organization has no particular strengths and, in fact, no opportunities for development; the market is unattractive (low rate of return, potential excess capacity, high capital density in the industry).

17. Which position is characteristic of "Doubling output or winding down business" in the Shell / DPM model ?

Answer: The organization is in a weak position in an attractive industry.

18. Which position is typical for "Continue business with caution or partially curtail production" in the Shell / DPM model ?

Answer: The organization is in a weak position in a moderately attractive industry.

19. What investment strategy is typical for the "Business exit strategy" in the Shell / DPM model ?

Answer: The organization is in a weak position in an unattractive industry.

20. What is the investment strategy for "Business Leaders" in the Shell / DPM model ?

Answer: continue to invest in business while the industry continues to grow, in order to protect its leading position; will require large capital investments (more than can be provided by own assets)

21. What investment strategy is typical for the "Growth Strategy" in the Shell / DPM model ?

Answer: try to maintain positions; the position can provide the necessary funds for self-financing and also provide additional money that can be invested in other promising areas of the business

22. What investment strategy is typical for the "Cash Generator Strategy" in the Shell / DPM model ?

Answer: Since no development of this business is required in the future, the strategy is to make small investments, extracting maximum income.

23. What investment strategy is typical for the "Strategy for Strengthening Competitive Advantage" in the Shell / DPM model ?

Answer: invest if the business -area is worth it, while doing the necessary detailed investment analysis; to move into a leadership position, large investments will be required; a business area is considered highly suitable for investment if it can provide increased competitive advantage

24. What investment strategy is typical for "Continue business with caution" in the Shell / DPM model ?

Answer: Invest carefully and in small increments, being sure that the return will be quick, and constantly conduct a thorough analysis of your economic situation.

25. What investment strategy is typical for the "Partial Curtailment Strategy" in the Shell / DPM model ?

Answer: since it is unlikely that, getting into this position, the organization will continue to earn significant income, insofar as the proposed strategy is not to develop this type of business, but to try to turn physical assets and market position into the money supply, and then use its own resources to develop more promising business

26. What is the investment strategy for "Doubling output or curtailing business" in the Shell / DPM model ?

Answer: invest or leave this business

27. What is the investment strategy for "Continue business with caution or phase out" in the Shell / DPM model ?

Answer: no investment; all management should be focused on the balance of cash flow; try to stay in this position as long as it makes a profit; phase out business

28. What investment strategy is typical for the "Business exit strategy" in the Shell / DPM model ?

Answer: Every effort must be made to get rid of such a business, and the sooner the better.

Компетенции ОПК-1, ОПК-2, ОПК-3, УК-1 сформирована(-ы), если обучающийся набрал 70% и более правильных ответов по оценочным материалам.

Компетенции ОПК-1, ОПК-2, ОПК-3, УК-1 не сформирована(-ы), если обучающийся набрал менее 70% правильных ответов по оценочным материалам.

3. МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ОПРЕДЕЛЯЮЩИЕ ПРОЦЕДУРУ И КРИТЕРИИ ОЦЕНИВАНИЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

Промежуточный контроль проводится в виде экзамена. Форму проведения экзамена определяет преподаватель, проводящий промежуточную аттестацию.

Критерии оценивания:

оценка «отлично» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции и показал прочные знания основных положений фактического материала, умение самостоятельно решать конкретные практические задачи повышенной сложности, свободно использовать справочную литературу, делать обоснованные выводы из результатов анализа конкретных проблемных ситуаций;

оценка «хорошо» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции и показал прочные знания основных положений фактического материала, умение самостоятельно решать конкретные практические задачи, предусмотренные рабочей программой, свободно использовать справочную литературу, делать обоснованные выводы из результатов анализа конкретных проблемных ситуаций;

оценка «удовлетворительно» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции и показал знания основных положений фактического материала, умение получить с помощью преподавателя правильное решение конкретной практической задачи из числа предусмотренных рабочей программой. Обучающийся знаком с рекомендованной справочной литературой;

оценка «неудовлетворительно» выставляется обучающемуся, который набрал менее 70% правильных ответов по оценочным материалам для каждой компетенции и при ответе обучающегося выявились существенные пробелы в знаниях основных положений фактического материала, неумение с помощью преподавателя получить правильное решение конкретной практической задачи из числа предусмотренных рабочей программой.



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
SUPPLY CHAIN MANAGEMENT

| | |
|--------------------------------------------------------------------------------------------------|-----------------------------------------------|
| Код плана | <u>380402-2023-О-ПП-2г00м-73</u> |
| Основная образовательная программа высшего образования по направлению подготовки (специальности) | <u>38.04.02 Менеджмент</u> |
| Профиль (программа) | <u>High-Technology Business Management</u> |
| Квалификация (степень) | <u>Магистр</u> |
| Блок, в рамках которого происходит освоение модуля (дисциплины) | <u>Б1</u> |
| Шифр дисциплины (модуля) | <u>Б1.В.ДВ.01.02</u> |
| Институт (факультет) | <u>Институт экономики и управления</u> |
| Кафедра | <u>менеджмента и организации производства</u> |
| Форма обучения | <u>очная</u> |
| Курс, семестр | <u>1 курс, 2 семестр</u> |
| Форма промежуточной аттестации | <u>зачет</u> |

Самара, 2023

1. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ

Текущий контроль успеваемости является обязательной частью внутренней системы оценки качества освоения обучающимися образовательной программы. Текущий контроль успеваемости проводится в рамках изучения дисциплины в течение семестра. Виды, формы и график определяется преподавателем.

2. ТИПОВЫЕ КОНТРОЛЬНЫЕ ЗАДАНИЯ ИЛИ ИНЫЕ МАТЕРИАЛЫ ДЛЯ ОЦЕНКИ ЗНАНИЙ, УМЕНИЙ, НАВЫКОВ И (ИЛИ) ОПЫТА ДЕЯТЕЛЬНОСТИ, ХАРАКТЕРИЗУЮЩИХ УРОВЕНЬ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

ПК-1. Able to determine the direction of the organization and develop a change management strategy.

Задание 1.

Choose the correct formulation of problems solved by logistics management:

- a) Establishment of a reliable and continuous material flow to ensure the smooth functioning of the organization.
- b) Coordination and alignment of supply and demand in the distribution through the creation of safety and target stocks.
- c) Solving Problems with organization suppliers.
- d) All answers are correct.

Ответ: d)

Задание 2.

Select the main criteria for choosing the best supplier:

- a) The cost of purchased products, service quality, service reliability.
- b) World-class technology, established long-term business relationships, financial condition.
- c) Ease of accommodation, offers a wide range of products, high adaptation to the market.
- d) Low prices, commitment to the philosophy of "just-in-time", social responsibility.

Ответ: a)

Задание 3.

What is the object of distribution?

- a) Material and accompanying information, financial and service flows.
- b) Commodity-material flow.
- c) Information and service flows.
- d) Material and financial flows.
- d) The rational process management of product promotion from producer to the consumer.

Ответ: b)

Задание 4.

What are basic functions of the distribution?

- a) The sale, storage, transportation.
- b) Standardization, insurance, risk, information and scientific support.
- c) Purchase and sale of finished products.
- d) Traffic management of raw materials in the supply chain.

Ответ: a)

Задание 5.

Choose the correct definition of "logistic channel":

- a) Market, where the retailers and the wholesalers interact.
- b) Union of customers, suppliers, agents, transporters, insurers and others entities involved in product movement.
- c) Organization departments involved in logistics.

Ответ: b)

Задание 6.

Choose the correct definition of inventory in the logistics:

- a) Material assets that are waiting for manufacturing or individual consumption.
- b) Products at the warehouses.
- c) Material, financial and other values that are waiting for manufacturing.

Ответ: a)

Задание 7.

What is the main goal of inventory management in the logistics system?

- a) To provide a high level of service.
- b) Minimizing the cost of inventory management.
- c) Creation of the safety stock.

Ответ: b)

Задание 8.

Choose the correct definition of the concept of "Warehouse Management":

- a) One of the functional company subsystems of logistics.
- b) Regulation of intra-process in space and time.
- c) Material Resources Management in the warehousing.
- d) The complex of interrelated transactions related to product selling to the customers.

Ответ: c)

Задание 9.

What are the main types of warehouse services?

- a) Shipping, labeling, packing.
- b) Contracting with transportation agencies, preparation and delivery of shipping documents.
- c) Forwarding services with the unloading, material assets storage, sorting, warehouse renting.

Ответ: a)

Задание 10.

Matching task:

Match the names of supply chain steps (1–3) with their definitions (a–c):

- 1. Distribution
- 2. Transportation
- 3. Storage

- a) planning and organization of work with various material assets in the warehouse
- b) organization of the sale of goods
- c) the process of moving the cargo using the vehicles.

Ответ: 1.b, 2.c, 3.a

Задание 11

What type of transport is the most highly specialized?

Ответ: Pipeline

Задание 12

What mode of transport is the most expensive?

Ответ: Air transport

Задание 13

Which mode of transport is the slowest delivery speed?

Ответ: Sea transport

Задание 14

What analysis is based on the Pareto rule?

Ответ: ABC-analys

Задание 15

What flows does logistics manage?

Ответ: Informational; financial; product flows

Задание 16

What is often the largest component of logistics costs?

Ответ: transportation costs

Задание 17

What is the name of the system of vehicles, such as buses, trains, planes, etc., to move from one place to another?

Ответ: transportation system

Задание 18

What is the name of the movement of people or goods from one place to another?

Ответ: transportation

Задание 19

What is the name of the putting and keeping of things in a special place for use in the future?

Ответ: Storage

Задание 20

What is the name of the large building for things before they are sold, used, or sent out to shops?

Ответ: Warehouse

Задание 21

Give a detailed answer:

What does "just in time" mean?

Ответ: Just-in-time refers to inventory arriving or being produced immediately before shipment or the next process. JIT is a form of inventory management that requires working closely with suppliers so that raw materials arrive as production is scheduled to begin, but no sooner.

Задание 22

Give a detailed answer:

What are the four stages of supply chains?

Ответ: Integration, operations, purchasing and distribution

Задание 23

Give a detailed answer:

What is the XYZ analysis?

Ответ: XYZ analysis is a way to classify inventory items according to the variability of their demand or derived/forecasted consumption.

Задание 24

Give a detailed answer:

What is the transportation problem?

Ответ: A transportation problem is a Linear Programming Problem that deals with identifying an optimal solution for transportation and allocating resources to various destinations and from one site to another while keeping the expenditure to a minimum

Задание 25

Give a detailed answer:

What are the 4 types of risks in the supply chain?

Ответ: economic, environmental, political and ethical.

УК-2. Able to manage a project at all stages of its life cycle.

Задание 1.

Select the definition more accurately reflects the concept of "supply management":

- a) One of the functions in the organization.
- b) Materials and Services Management for resources and services ensuring organization.
- c) The daily operations related to the procurement.

Ответ: b)

Задание 2.

Choose the most accurate definition of the supply chain:

- a) The chain of creating product value, including all production and marketing stage - from raw material extraction to the sale.
- b) One of the functional company subsystems of logistics.
- c) Material and information exchanges in the logistics, including the source of raw materials and product delivery to the ultimate consumer.
- d) A global network used for delivery of products or services from the source of raw materials to the ultimate consumer through information flows, distribution and money.

Ответ: a)

Задание 3.

Choose the correct definition of the supply chain differs from the distribution channel:

- a) The distribution channel is unoptimized set of entities distribution network, and the supply chain is an ordered set of entities involved in bringing the material flow from the producer to the consumer.
- b) The distribution channel and the supply chain are not differ.
- c) The distribution channel and the supply chain are differ only in theory, but in practice they are the same.

Ответ: a)

Задание 4.

Select the most accurate definition of logistics as a scientific field:

- a) Logistics is a part of supply chain management, which relates to the planning, execution and monitoring of the efficiency and performance of direct and reverse flow of commodities, services and related information from point of origin to point of consumption to meet consumer.
- b) Logistics is a military science associated with the supply, support and movement of materials and people.
- c) Logistics is integrated management tool contributing to the achievement of strategic, tactical and operational business goals of the organization through effective management of material and (or) service, as well as the attendant flows (financial, information, etc.).

Ответ: a)

Задание 5.

Select the correct definition of the material flow:

- a) Products fully passed the production cycle, fully packaged, passed the technical control, put in the warehouse or shipped to customers.
- b) Material resources, incomplete production, finished goods, which are subject to logistical operations or functions associated with the physical movement in space: loading, unloading, bagging, transportation, sorting, etc.
- c) Material resources, incomplete production, finished products.

Ответ: b)

Задание 6

What is the main criterion in choosing a transport?

- a) delivery speed

- b) delivery time
- c) load capacity
- d) all answers are correct

Ответ: d)

Задание 7

What is the route in logistics?

- a) time spent on transportation
- b) the transportation way from the starting point to the final point
- c) the transportation way from the manufacturer's factory to the store

Ответ: b)

Задание 8

What is the main difference between supply chain management (SCM) and logistics?

- a) Logistics focuses on two main constituents: transportation and warehousing
- b) SCM's main focus is the delivery of a final product while logistics focuses more on the bigger picture
- c) Logistics covers a number of processes in the supply chain while SCM just focuses on moving products

Ответ: a)

Задание 9

Supply Chain Management covers the planning and execution of processes required to execute a product's flow, from acquiring goods and materials through production and distribution to the final customer, in the most efficient way possible?

- a) True
- b) False

Ответ: a)

Задание 10

Which of the following are important in creating a supply chain management strategy?

- a) Ensuring the customer is satisfied
- b) Using as many resources available as effectively as possible
- c) Implementing technology and management software that best fits your business needs
- d) all answers are correct

Ответ: d)

Задание 11

What is the name of the process of getting supplies?

Ответ: Procurement

Задание 12

What is the name of the person, shop, or business that sells goods to the public?

Ответ: Retailer

Задание 13

What is the name of the system of people and things that are involved in getting a product from the place where it is made to the person who buys it?

Ответ: Supply Chain

Задание 14

What is the process of making a product or service available for the consumer or business user who needs it?

Ответ: Distribution

Задание 15

What is a type of supply chain management that moves goods from customers back to the sellers or manufacturers?

Ответ: Reverse logistics

Задание 16

In the table you can see the rating of the company's suppliers A and B on a 10-point scale, where 1 point is the best result by the criterion, 10 points is the worst result by the criterion.

| Criteria | Rating of Suppliers | |
|------------------|---------------------|---|
| | A | B |
| Price | 2 | 1 |
| Quality of goods | 4 | 8 |

The importance of the criteria for company: price (0.5), quality (0.5). Which supplier should the company choose?

Ответ: Supplier A

Задание 17

In the table you can see the rating of the company's suppliers A and B on a 10-point scale, where 1 point is the best result by the criterion, 10 points is the worst result by the criterion.

| Criteria | Rating of Suppliers | |
|-----------------------|---------------------|---|
| | A | B |
| Price | 3 | 1 |
| Reliability of supply | 7 | 8 |

The importance of the criteria for company: price (0.6), reliability of supply (0.4). Which supplier should the company choose?

Ответ: Supplier B

Задание 18

In the table you can see the rating of the company's suppliers A and B on a 10-point scale, where 1 point is the best result by the criterion, 10 points is the worst result by the criterion.

| Criteria | Rating of Suppliers | |
|-----------------------|---------------------|---|
| | A | B |
| Quality of goods | 10 | 8 |
| Reliability of supply | 4 | 1 |

The importance of the criteria for company: quality (0.6), reliability of supply (0.4). Which supplier should the company choose?

Ответ: Supplier B

Задание 19

What mode of transport is able to deliver goods "from door to door"?

Ответ: Automotive

Задание 20

What is a part of supply chain management, which relates to the planning, execution and monitoring of the efficiency and performance of direct and reverse flow of commodities, services and related information from point of origin to point of consumption to meet consumer?

Ответ: Logistics

Задание 21

Give a detailed answer:

What are the 4 D's of global logistics?

Ответ: Demand is greater, Distances are longer, Documentation is more extensive, Diversity (variety) of requirements and cultures is very great

Задание 22

Give a detailed answer:

What are the benefits of using global logistics?

Answer: Low cost sourcing, Increased markets (and market share), Increased economies of scale

Задание 23

Give a detailed answer:

What are the main characteristics of the distribution systems in Developing Countries (Africa, South America, Asia)?

Answer: Inadequate transportation and storage facilities, Labor force of mainly unskilled workers, An absence of distribution support systems

Задание 24

Give a detailed answer:

What are the main characteristics of the distribution systems in Developed Countries (Japan, Canada, United States and Western Europe)?

Answer: good transportation systems, high-technology warehousing, Skilled labor force

Задание 25

Give a detailed answer:

What are the 7 R's of logistics?

Answer: Right product, in the Right quantity, in the Right condition, at the Right place, at the Right time, to the Right customer, at the Right price.

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Компетенции ПК-1 и УК-2 не сформированы, если обучающийся набрал менее 70% правильных ответов по оценочным материалам.

3. МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ОПРЕДЕЛЯЮЩИЕ ПРОЦЕДУРУ И КРИТЕРИИ ОЦЕНИВАНИЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

Процедура проведения промежуточной аттестации обучающихся

Критерии оценивания в случае зачета

«зачтено» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции;

«не зачтено» выставляется обучающемуся, который набрал менее 70% правильных ответов по оценочным материалам для каждой компетенции.

Приложение к фонду оценочных средств
дисциплины "Supply chain management"

Для направления подготовки "Менеджмент" (программа "High-Technology Business Management")
указаны следующие формулировки компетенций и их индикаторов:

| | |
|------|----------------------------------------------------------------------------------------------------|
| ПК* | ПК-1. Able to determine the direction of the organization and develop a change management strategy |
| ПК** | ПК-1.3. Able to develop an organizational change management strategy |
| УК* | УК-2. Able to manage a project at all stages of its life cycle |
| УК** | УК-2.1. Develops a project concept in the context of a designated problem |



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
TEAMBUILDING IN PROJECT AND RESEARCH ACTIVITIES

| | |
|--------------------------------------------------------------------------------------------------|-----------------------------------------------|
| Код плана | <u>380402-2023-О-ПП-2г00м-73</u> |
| Основная образовательная программа высшего образования по направлению подготовки (специальности) | <u>38.04.02 Менеджмент</u> |
| Профиль (программа) | <u>High-Technology Business Management</u> |
| Квалификация (степень) | <u>Магистр</u> |
| Блок, в рамках которого происходит освоение модуля (дисциплины) | <u>Б1</u> |
| Шифр дисциплины (модуля) | <u>Б1.О.07</u> |
| Институт (факультет) | <u>Институт экономики и управления</u> |
| Кафедра | <u>менеджмента и организации производства</u> |
| Форма обучения | <u>очная</u> |
| Курс, семестр | <u>1 курс, 1 семестр</u> |
| Форма промежуточной аттестации | <u>зачет</u> |

Самара, 2023

1. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ

Текущий контроль успеваемости является обязательной частью внутренней системы оценки качества освоения обучающимися образовательной программы. Текущий контроль успеваемости проводится в рамках изучения дисциплины в течение семестра. Виды, формы и график определяется преподавателем.

2. ТИПОВЫЕ КОНТРОЛЬНЫЕ ЗАДАНИЯ ИЛИ ИНЫЕ МАТЕРИАЛЫ ДЛЯ ОЦЕНКИ ЗНАНИЙ, УМЕНИЙ, НАВЫКОВ И (ИЛИ) ОПЫТА ДЕЯТЕЛЬНОСТИ, ХАРАКТЕРИЗУЮЩИХ УРОВЕНЬ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

УК-2 Able to manage a project at all stages of its life cycle

1. Define the concept of "Team"

Answer: this is a small group of people striving to achieve a common goal, constantly interacting and coordinating their efforts.

2. A group in which its members interact with each other primarily for the exchange of information and in order to help each of the participants perform their duties in their area of responsibility is called?

Answer: Working Group

3. What unites all team members?

Answer: A common goal

4. A person for whom all other members of the group recognize the right to take the most responsible decisions affecting their interests and determining the direction and nature of the activities of the entire group?

Answer: Leader

5. What personal qualities should a modern manager possess?

Answer: self-confidence, purposefulness

6. Name the signs of the team:

Answer: Common goal, joint efforts, cohesion

7. The process of purposeful formation of a special way of interaction of people in an organized group that allows them to effectively realize their energy, intellectual and creative potential in accordance with the strategic goals of the organization is called:

Answer: team building

8. Name the optimal number of employees in the team

Answer: 5-12 people

9. What is the name of a set of events that are aimed at team building through joint outdoor activities, corporate games, trainings, etc.

Answer: team building

10. What is the name of the set of methods and techniques of influencing the team for the purpose of its training and development?

Answer: team building methods

11. Name the scientist who was the first to study leadership issues

Answer: F. Taylor

12. The ability to influence individuals and groups, directing their efforts to achieve the goals of the organization (M. Meskon, M. Albert, F. Khedouri) is called?

Answer: leadership

13. The function of "strategic planning", selection of goals and strategies for the development of the enterprise and the team, planning methods for the implementation of goals, selection and implementation of necessary innovations, innovation sets itself:

Answer: the head

14. The process of influencing people from the position of their position is called:

Answer: formal leadership

15. A leader's ability to influence people gives him the opportunity to use:

Answer: power and authority

16. .The ability to influence the behavior of other people is

Answer: power

17. What are the three leadership styles that distinguish:

Answer: authoritarian, democratic, liberal

18. When effectiveness depends on the specific situation in which leadership traits are manifested, it is called:

Answer: situational leadership

19. Subordinates have a clear idea of what an effective leader is and how he should act in a given situation, such a phenomenon has the name:

Answer: stereotypical leadership

20. The basis of this leadership lies in the manifestation of the qualities of a leader that arouse the admiration of followers, the desire to follow him, to follow his instructions. What kind of leadership are we talking about?

Answer: charismatic leadership

21. Define the concept of "Charisma"

Answer: this is a personality quality recognized as unusual due to which she is assessed as gifted with special powers and properties not available to other people.

22. Mutual satisfaction by the parties of each other's social needs by mutual representation of the respective values by each of the parties is called:

Answer: value exchange

23. Abstract ideas about the leader, which allow us to judge the degree of compliance of a group member with a leadership role, are called:

Answer: leadership prototypes

24. In the 20s, domestic researchers called "leadership"

The answer: leadership

25. What is leadership like in management psychology?

Answer: by management

YK-3 Able to organize and manage the work of a team, developing a team strategy to achieve a set goal

1. R. Daft identifies four roles among team members. Name their

Answer: problem-solving specialists, team members providing social and emotional support, team members playing a dual role, team members playing the role of a bystander

2. Blind copying of behavior, gestures, intonation or conscious copying is called

Answer: imitation

3. Name the types of temperaments

Answer: melancholic, sanguine, phlegmatic, choleric

4. Responsible, diligent, thoughtful, diligent, persistent, peaceful, slow, pragmatic. In their activities, they are always inclined to order and love the familiar environment for them. At the same time, they hardly perceive any changes. In their activities, they always bring the work they started to the end. What type of temperament are we talking about?

Answer: phlegmatic

5. If a group or a leader has an opinion about a person that he is very good, then his bad act is regarded as an accident. This effect is called

Answer: the "halo" effect

6. What is the meaning of the phenomenon of social facilitation or, in another way, the law of Zayens?

Answer: the presence of others always acts excitingly and has a beneficial effect on solving simple and familiar tasks, hinders the solution of complex new tasks

7. Define the phenomenon, the essence of which is that when people work in a group, they make less effort, because they believe that they are evaluated only when they act alone.

Answer: the phenomenon of social laziness

8. The state of group mood and the qualitative side of interpersonal relations in the group, manifested in the form of a set of psychological efforts that promote or hinder productive joint activities and comprehensive development of personality in the organization, is called

Answer: socio-psychological climate

9. Define the concept of "climate" in the team

Answer: One of the aspects of people's life and relationships

10. Name three signs of a favorable socio-psychological climate

Answer: the trust of the members of the organization, friendly and business criticism, free expression of opinion, a high degree of mutual assistance

11. A conflict in which a person feels threatened in relation to his needs, interests, aspirations is called

Answer: intrapersonal conflict

12. A conflict in which the interest of one person is threatened as a result of the actions of another person is called

Answer: interpersonal conflict

13. Define an intergroup conflict

Answer: This is a conflict of contradictions between groups of people.

14. What are the ways to resolve conflicts

Answer: adaptation, compromise, avoidance (evasion), cooperation

15. What is the main tool for resolving interpersonal conflicts

Answer: negotiations

16. The ability to maintain high rates of psychological activity with increasing stress load is called

Answer: stress resistance

17. A group united only by internal goals that do not go beyond its scope, striving to achieve its group goals at any cost, including at the expense of other groups

Answer: corporation

18. What is the name of an image creation specialist

Answer: image maker

19. The head, the manager — the specialist engaged in the management of processes and personnel is called

Answer: Manager

20. What does the concept of "leader" mean?

Answer: a person who is able to use all available sources of power to transform the vision of reality created for others, who has great charisma, helps people to fully reveal their abilities, who is able to create an ideal and strive for it.

21. What are the main features a leader should have?

Answer: the ability to communicate with people, the ability to recognize the potential of each person and interest him in the full use of this potential.

22. What should the influence or charisma of a manager be based on according to management theory?

Answer: on the power based on the strength of the personal qualities and style of the leader.

23. In relation to what the image of the head is decisive

Answer: the image of the organization.

24. What is power?

Answer: the ability to influence others.

25. Under what conditions is reward-based power preferable?

Answer: The power based on remuneration is preferable in such conditions when it provides incentives for high-quality performance of work and there is an opportunity to consider the individual needs of employees;

26. What is the basis of expert power?

Answer: the executor's decision to obey is conscious and logical, and the manager has special knowledge.

27. Is power?

Answer: purposeful use of the potential of another person.

28. What can be called a power built on the strength of personal qualities or the ability of a leader?

Answer: charismatic.

29. Who are Formal Leaders?

Answer: Formal leaders are appointed or elected leaders who exercise their powers using the mechanisms of an organized structure.

30. Define the concept of "team"

Answer: A team is a small group of employees striving to achieve a common goal.

31. What factor determines the type of management team?

Answer: the characteristics of the leader.

32. Define the concept of "Adaptation".

Answer: Adaptation is the development of a team, where team members exchange information, form tasks, polite and cautious relationships.

33. What is "Group dynamics"?

Answer: the process of interaction of individuals.

34. What is the "manageability threshold"?

Answer: the number of subordinates at which the team gets out of control.

35. What is meant by the boundaries of control in management?

Answer: the amount of work for which a certain person is responsible.

YK-6 Able to identify and implement the priorities of personal activity and ways to improve it based on self-esteem and lifelong education

1. What are the main features a leader should have?

Answer: the ability to communicate with people, the ability to recognize the potential of each person, the ability to interest him in the full use of potential.

2. On what basis, according to management theory, should the influence or charisma of the head be exercised?

Answer: power based on the strength of the personal qualities and style of the leader.

3. How can the concept of "leadership" be defined in management theory?

Answer: the ability to influence individuals and groups of people.

4. What type of leadership is most often meant by the term "leadership" in practice?

Answer: informal

5. Which management style attribute is directive?

Answer: authoritarian

6. What is the valence of reward?

Answer: a measure of value or priority

7. What is the authority of a specialist based on?

Answer: on the possession of special expertise, skills and experience;

8. Which personal style of the leader has the most favorable influence on the relationship with the group?

Answer: democratic;

9. What qualities of the environment are closest to a democratic leader?

Answer: like-mindedness, mutual understanding, interest in the case;

10. What does the concept of "integrative function" mean in leadership theory?

Answer: the rallying of like-minded people, the environment around the leader's program;

11. What type of business leader has the following qualities: strategic thinking, receptivity to the initiative of others, perseverance; the ability to maneuver.

Answer: to the leader-innovator

12. Which management regime is characterized by the following features: the manager has full power, the manager reserves the right to any extraordinary powers, subordinates are completely and unconditionally dependent on their supervisor, subordinates do not have the opportunity to express their opinion?

Answer: authoritarian

13. Under what management regime do subordinates exercise control over management methods?

Answer: with a democratic

14. What management methods are based on legislative and regulatory acts?

Answer: administrative

15. What are the general management methods?

Answer: administrative, economic and socio-psychological

16. What term designates a set of external and internal driving forces that encourage a person to think and act, set its boundaries and forms and give a certain direction?

Answer: motivation

17. What is the term for reflecting the management philosophy professed by managers?

Answer: management style

18. What is the term for the ability of a person to influence others in order to subordinate them to his will?

Answer: power

19. What term designates a set of intra-group socio-psychological processes and phenomena that characterize the entire life cycle of a small group?

Answer: group dynamics

20. What is the term for the obligations of an organization to benefit society through the use of profit?

Answer: social responsibility

21. What is the name of the form of human interaction, which is based on various kinds of real or illusory, objective or subjective, to varying degrees conscious contradictions between people with attempts to resolve them against the background of emotions?

Answer: conflict

22. What kind of power is based on the strength of the personal qualities and style of the leader?

Answer: charisma

23. What is the term for the phenomenon of ordering components relative to each other in space and time into a state that ensures their interaction and functional stability?

Answer: organization

24. What term describes the information adapted to the practical needs of a businessman about the basic ethical concepts, about the moral requirements for the style of work and the appearance of a business person?

Answer: business ethics

25. In what type of conflict are the participants at the same managerial level?

Answer: horizontal conflicts

26. In what type of conflict are the participants in a direct managerial relationship (the head and his subordinate, the head and the head of a higher level)?

Answer: vertical conflicts

27. In what type of conflict do the participants belong to different managerial levels, but are not connected by direct managerial relations (the head of a division and an employee of another division)?

Answer: diagonal conflicts

28. What term designates the basic criterion of situational conflicts related to the influence of specific circumstances, and systemic, the cause of which is the lack of fundamental decisions in the organization on a number of key issues of activity?

Answer: the source of the conflict

29. What is the term for the basic criterion of subjective conflicts related to the views of individual employees, and objective ones related to the real state of affairs in the organization?

Answer: the content of the conflict

30. What term designates the basic criterion of conflicts requiring immediate response to their resolution, and conflicts that can be resolved within a certain time without prejudice to the main activity?

Answer: significance of the conflict

31. What term designates the basic criterion of a conflict that develops the position of one of the parties or contributes to the development of all parties to the conflict?

Answer: socio-psychological effect

32. Which groups are created by the will of the management to organize the production process?

Answer: formal groups

33. What is self-management?

Answer: organization of personal work of the manager

34. What management methods are based on the impact on consciousness and social conditions?

Answer: socio-psychological.

35. What kind of leader is a person who has the ability to influence a group of people, direct and organize their work?

Answer: a formal leader.

Компетенции УК-2, УК-3, УК-6 сформирована, если обучающийся набрал 70% и более правильных ответов по оценочным материалам.

Компетенции УК-2, УК-3, УК-6 не сформирована(-ы), если обучающийся набрал менее 70% правильных ответов по оценочным материалам.

3. МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ОПРЕДЕЛЯЮЩИЕ ПРОЦЕДУРУ И КРИТЕРИИ ОЦЕНИВАНИЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

Зачет проставляется по совокупности текущей успеваемости.

«зачтено» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции;

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САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
THEORY AND METHODS OF MANAGERIAL DECISION MAKING (ADVANCED LEVEL)

| | |
|--------------------------------------------------------------------------------------------------|-----------------------------------------------|
| Код плана | <u>380402-2023-О-ПП-2г00м-73</u> |
| Основная образовательная программа высшего образования по направлению подготовки (специальности) | <u>38.04.02 Менеджмент</u> |
| Профиль (программа) | <u>High-Technology Business Management</u> |
| Квалификация (степень) | <u>Магистр</u> |
| Блок, в рамках которого происходит освоение модуля (дисциплины) | <u>Б1</u> |
| Шифр дисциплины (модуля) | <u>Б1.О.09</u> |
| Институт (факультет) | <u>Институт экономики и управления</u> |
| Кафедра | <u>менеджмента и организации производства</u> |
| Форма обучения | <u>очная</u> |
| Курс, семестр | <u>2 курс, 3 семестр</u> |
| Форма промежуточной аттестации | <u>экзамен</u> |

Самара, 2023

1. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ

Текущий контроль успеваемости является обязательной частью внутренней системы оценки качества освоения обучающимися образовательной программы. Текущий контроль успеваемости проводится в рамках изучения дисциплины в течение семестра. Виды, формы и график определяется преподавателем.

2. ТИПОВЫЕ КОНТРОЛЬНЫЕ ЗАДАНИЯ ИЛИ ИНЫЕ МАТЕРИАЛЫ ДЛЯ ОЦЕНКИ ЗНАНИЙ, УМЕНИЙ, НАВЫКОВ И (ИЛИ) ОПЫТА ДЕЯТЕЛЬНОСТИ, ХАРАКТЕРИЗУЮЩИХ УРОВЕНЬ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

ОПК-2 Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, when solving managerial and research problems

1. What is the main feature of the commercial organization?

- a) To have one founder.
- b) Always have a linear organizational structure.
- c) To have a hierarchical management structure.
- d) To aim at making a profit.

Answer: d) To aim at making a profit.

2. Describe two components of the management decision-making problem statement. Write mathematical formalization of general statement of the problem.

Answer:

A statement of the decision making problem includes two aspects:

- 1) problem criterion $F(x)$,
- 2) constraints ($x \in X$),

where x – vector of the control object states, e.g., resource input).

Criterion function represents measure of the objectives achievement. Depending on substantial interpretation, optimal value of the criterion can be represented as maximum (e.g., for profit criterion), minimum (e.g., for costs criterion), or have constant value.

Constraints form the feasible region that characterize possible states of the control object (e.g., manufacturing capacity or stocks of the resources).

Mathematical formulation of the problem:

$$\begin{cases} F(x) \rightarrow \text{opt} \\ x \in X \end{cases}$$

3. What is a feature of the linear programming problem?

Answer:

In linear programming problems objective function and constraints are linear functions of the variables x .

4. Which point lies in the field of acceptable solutions to the following linear programming problem?

$$\begin{cases} 2x_1 + x_2 \rightarrow \max \\ 2x_1 + 3x_2 \leq 100 \\ x_1 + 2x_2 \leq 50 \\ 3x_1 + x_2 \leq 60 \end{cases}$$

- a) (15;15)
- b) (15;20)
- c) (20;15)
- d) (10;25)
- e) (20;20)

Answer: a) (15; 15)

5. What is an external restriction when buying a product?

The financial situation of the buyer.

Material well-being of society.

Product line on the market.

Weather conditions.

Mood of the buyer.

Answer: Product line on the market.

6. What is a range for a parameter t that represents water temperature in °C?

Answer: $0 \leq t \leq 100$

7. What type of analysis shows how will the optimal decision or target function change in response to the certain change of constraints?

Answer: sensitivity analysis

8. What type of analysis for the management problem of calculating the optimal plan shows how the constraints can change to cause changing of the set of profitable and unprofitable types of products?

Answer: stability analysis

9. What are the names of the variables whose values are formed inside the model?

Answer: endogenous variables

10. What are model variables that are set from outside called?

Answer: Exogenous variables

11. What does the Least Squares Method mean?

Answer: method of identifying the parameters of the model by minimizing the squared residuals sum.

12. In a linear regression model, the average change in the result when the factor changes by 1 unit. measurement is characterized by the coefficient ...

- a) determination
- b) autocorrelation
- c) regression
- d) correlation

Answer: c) regressions

13. The tightness of the linear connection is determined by the coefficient ...

- a) regression
- b) materiality
- c) correlation
- d) elasticity

Answer: c) correlation

14. Write the formula for the coefficient of determination R^2 for the time series model. Describe the designations.

Answer:

$$R^2 = 1 - \frac{\sum_{t=1}^n (Y_t - \hat{Y}_t)^2}{\sum_{t=1}^n (Y_t - \bar{Y})^2}$$

Y_t is the value of the initial series of dynamics at the period t , \hat{Y}_t is the model estimate of the dynamics at the time t , \bar{Y} is the mathematical expectation of the value of the original series, n is the number of observations.

15. What is maximum value of the determination coefficient? Can determination coefficient be less than zero and why?

Answer:

The maximum value of determination coefficient equals one. Maximum value is obtained when each model value equals corresponding real value. The coefficient can have negative value if considered model describes the sample “worse” than mean value.

16. Write a formula of MAE for measuring the quality of the model.

Answer:

$$MAE = \frac{1}{n} \sum_{t=1}^n |Y_t - \hat{Y}_t|,$$

Y_t is the value of the initial series of dynamics at the time t , \hat{Y}_t is the model estimate of the dynamics at the time t , \bar{Y} is the mathematical expectation of the value of the original series, n is the number of observations.

17. What is a set of tools for estimating the relationship between dependent variable and one or more independent variables?

Answer: Regression analysis

18. The price yearly dynamics is approximated by the linear trend with equation $\hat{Y}_t = 10 + 3t$. What is a value of annual increase of the price?

Answer: 3

19. The price dynamics is approximated by the linear trend with equation $\hat{Y}_t = a + bt$. What is a substantial interpretation of the coefficient a ?

Answer: The value of the parameter at the period $t=0$.

20. The price yearly dynamics is approximated by the exponential trend with equation $\hat{Y}_t = 3 \cdot 1.02^t$. What is a value of annual percent growth of the price?

Answer: 2%.

21. What is a difference between indicators of sensitivity and elasticity of the demand?

Answer: sensitivity shows absolute increase of the demand in response on increase of the price by a monetary unit; elasticity shows percent rise of the demand in response on increase of the price by 1%. Both elasticity and sensitivity have negative values for the vast majority of goods.

22. The demand function is described by the expression $P = 10 \cdot Q^{-1.3}$. What is a value of elasticity of the demand? How will the demand change if the price increases by 1%?

Answer: elasticity equals -1.3%, thus if the price increases by 1%, the demand will decrease by 1.3%.

23. The demand function is described by the expression $P = 1000 \cdot Q^{-1}$. What is a value of sensitivity of the demand if the value of the demand Q equals 10? How will the demand change if the price increases by 1 monetary unit? Does sensitivity for this function depend on Q ?

Answer:

Sensitivity equals $\frac{\partial P}{\partial Q} = -1.5 \cdot 1000 \cdot Q^{-2}$, for $Q=10$ $\frac{\partial P}{\partial Q} = -1.5 \cdot 1000 \cdot 10^{-2} = -15$, thus if the price increases by 1 monetary unit, the demand will decrease by 15 units. The sensitivity depends on concrete value of the demand Q .

24. What kind of trend is adequate for modelling a situation of the constant annual increase of the price?

Answer: linear trend

25. What functions are used to model processes in which outpacing exponential growth is replaced by decelerating growth with an asymptotic tendency to the saturation level?

Answer: sigmoid (logistic)

26. What measure shows average deviation of the random variable from its average (mean) value?

Answer: Standard Deviation

27. What measure shows average deviation of the random variable from its average (mean) value?

Answer: root-mean-square deviation (RMSD) or root-mean-square error (RMSE)

OPIK-3 Able to independently make informed organizational and managerial decisions, assess their operational and organizational effectiveness, social significance, ensure their implementation in a complex (including cross-cultural) and dynamic environment

1. What is an essence of “maximin” decision-making criterion?

- a) to maximize the minimum gain
- b) to maximize the maximum gain
- c) take into account the best and the worst possible outcomes, by articulating a “coefficient of optimism”
- d) maximize average outcome

Answer: a) to maximize the minimum gain

2. What is an essence of “maximax” decision-making criterion?

- a) to maximize the minimum gain
- b) to maximize the maximum gain
- c) take into account the best and the worst possible outcomes, by articulating a “coefficient of optimism”
- d) maximize average outcome

Answer: b) to maximize the maximum gain

3. What is an essence of Hurwicz Criterion for decision-making?

- a) to maximize the minimum gain
- b) to maximize the maximum gain
- c) take into account the best and the worst possible outcomes, by articulating a “coefficient of optimism”
- d) maximize average outcome

Answer: c) take into account the best and the worst possible outcomes, by articulating a “coefficient of optimism”

4. What is an essence of Laplace Criterion for decision-making?

- a) to maximize the minimum gain
- b) to maximize the maximum gain
- c) take into account the best and the worst possible outcomes, by articulating a “coefficient of optimism”
- d) maximize average outcome

Answer: d) maximize average outcome

5. Which method of uncertainty removal considers the worst hypothesis about value of the parameters?

- a) Guaranteed result method
- b) Data forming method
- c) Statistical modeling method

Answer: a) Guaranteed result method

6. Which method of uncertainty removal consists in requesting the information about needed values?

- a) Guaranteed result method
- b) Data forming method
- c) Statistical modeling method

Answer: b) Data forming method

7. Which method of uncertainty removal consists in predicting future values on the basis of statistics?

- a) Guaranteed result method
- b) Data forming method
- c) Statistical modeling method

Answer: c) Statistical modeling method

8. What is a method used to value a security, project, company, or asset, that incorporates the time value of money?

Answer: Discounted Cash Flow (DCF) analysis

9. What is a difference between simple and compound interest?

Answer:

Simple interest grows based only on initial sum; compound interest is earned based on the principal plus the already earned interest (“interest on interest”).

10. What does the Net Present Value mean?

Answer: a measurement of the profitability of an undertaking that is calculated by subtracting the present values of cash outflows (including initial investments) from the present values of cash inflows CF_+ over a period of time (OR the difference between sums of discounted positive and negative cash flows)

11. What is a minimal *NPV* value of the project to be accepted?

Answer: *NPV* value should be not less than zero.

12. Which value of the *NPV* of the project shows that profit from this project is the same as from alternative investment, which annual profitability is considered as discount rate?

Answer: zero value.

13. How an investor can make decision on project basing on *PI* value?

Answer: if *PI* is more than 1, the project is advisable.

14. How does the *IRR* value characterize a project?

Answer: if *IRR* is more than discount rate, project is advisable.

15. What does the Internal Rate of Return mean?

a) ratio of payoff to investment of a proposed project

b) the rate at which the net present value of the project is equal to zero

c) desired profitability of the project

Answer: b) the rate at which the net present value of the project is equal to zero

16. What does the Profitability Index mean?

a) ratio of payoff to investment of a proposed project

b) the rate at which the net present value of the project is equal to zero

c) desired profitability of the project

Answer: a) ratio of payoff to investment of a proposed project

17. What does the Discounted Payback Period mean?

Answer: is the amount of time that it takes to cover the cost of a project, by adding positive discounted cash flow coming from the profits of the project

18. What is a term for series of payments made at equal intervals?

Answer: Annuity

19. What does the term “Active system” mean?

Answer: a system that have at least one element able to make independent decisions

20. What is a term for the player who sets the rules of game?

Answer: meta-player.

21. What does the term “Nash Equilibrium” mean?

Answer: a stable situation in the game in which no participant can gain by a unilateral change of strategy if the strategies of the others remain unchanged.

22. Which method allows evaluating of alternatives subject to certain criteria through pairwise comparisons?

Answer: Analytic hierarchy process.

23. What is a range of the fundamental scale of absolute numbers for assigning the relative weights when conducting pairwise comparisons in analytic hierarchy process?

Answer: 1...9.

24. Which method is *incorrect* for calculating the priorities of the alternatives or criteria basing on results of pairwise comparisons?

- a) values of principal right eigenvector method
- b) normalized geometric mean values
- c) normalized arithmetic mean values

Answer: c) normalized mean arithmetic values

25. Write a formula for calculating the weighted linear score for the multiple-criteria evaluation of the alternative; denote the variables and parameters.

Answer:

$$F_j = \sum_{i=1}^n \beta_i \cdot y_j^i,$$

where F_j – complex score of the j -th alternative, n – number of the criteria, β_i – weight of the i -th criterion ($\sum_{i=1}^n \beta_i = 1$), y_j^i – score of the j -th alternative with respect to the i -th criterion.

Компетенции ОПК-2, ОПК-3 сформирована(-ы), если обучающийся набрал 70% и более правильных ответов по оценочным материалам.

Компетенции ОПК-2, ОПК-3 не сформирована(-ы), если обучающийся набрал менее 70% правильных ответов по оценочным материалам.

3. МЕТОДИЧЕСКИЕ МАТЕРИАЛЫ, ОПРЕДЕЛЯЮЩИЕ ПРОЦЕДУРУ И КРИТЕРИИ ОЦЕНИВАНИЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ

Промежуточный контроль проводится в виде экзамена. Форму проведения экзамена определяет преподаватель, проводящий промежуточную аттестацию.

Критерии оценивания:

оценка «отлично» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции и показал прочные знания основных положений фактического материала, умение самостоятельно решать конкретные практические задачи повышенной сложности, свободно использовать справочную литературу, делать обоснованные выводы из результатов анализа конкретных проблемных ситуаций;

оценка «хорошо» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции и показал прочные знания основных положений фактического материала, умение самостоятельно решать конкретные практические задачи, предусмотренные рабочей программой, свободно использовать справочную литературу, делать обоснованные выводы из результатов анализа конкретных проблемных ситуаций;

оценка «удовлетворительно» выставляется обучающемуся, который набрал 70% и более правильных ответов по оценочным материалам для каждой компетенции и показал знания основных положений фактического материала, умение получить с помощью преподавателя правильное решение конкретной практической задачи из числа предусмотренных рабочей программой. Обучающийся знаком с рекомендованной справочной литературой;

оценка «неудовлетворительно» выставляется обучающемуся, который набрал менее 70% правильных ответов по оценочным материалам для каждой компетенции и при ответе обучающегося выявились существенные пробелы в знаниях основных положений фактического материала, неумение с помощью преподавателя получить правильное решение конкретной практической задачи из числа предусмотренных рабочей программой.