



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

УТВЕРЖДЕН

27 сентября 2024 года, протокол ученого совета
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А.В. Гаврилов

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
EFFECTIVE SELF-MANAGEMENT

Код плана	<u>380402-2024-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, 2024

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. Fill in the missing word.

The ability to regulate one's emotions, thoughts, and behaviors effectively in different situations and in a conscious and productive way is _____ - _____.

2. Read the text and choose one correct answer.

This is the method of planning that includes such criteries for planning as specific, measurable, achievable, realistic, and timely. Give the name of this term

1. ABC-analysis
2. SMART
3. Eisenhower principle
4. 4D-principle.

3. Read the text and choose one correct answer.

According to this technique, it is necessary to divide all the goals into 3 categories, where the first category - the most important tasks, the second category - important tasks, and the third category - matters of the least importance. What is the name of this technique?

1. Maslow pyramid
2. ABC-analysis
3. Eisenhower matrix
4. 4D-principle.

4. Read the text and choose one correct answer.

According to this technique, 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. What is the name of this technique?

1. 4D-principle
2. Maslow pyramid
3. ABC-analysis
4. Eisenhower matrix.

5. Read the text and write down a detailed answer.

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

6. Match the items. Each item in column B can be used once.

Match the names of planning methods with their descriptions.

А		Б	
Название группы		Основные функции	
А	Pomodoro	1	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
Б	90 by 30	2	it is a time-management techniques that is based on 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
В	1-3-5	3	it is a time-managment techniques that is based on 25 minutes work plus 5 minutes break, both fixed by timer. It fits for small short-term goals.
Г	4D	4	it is a time-managment techniques that is based on hierarchy of goals; it is necessary to categorize the goals in 1 big case, 3 medium, 5 small cases

7. Read the text and write down a detailed answer.

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

8. Read the text and choose one correct answer.

According to this technique, at the basic, 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. What is the name of this technique?

1. 4D-principle
2. Maslow pyramid
3. Franklin pyramid
4. Eisenhower matrix.

9. Match the items. Each item in column B can be used once.

Match the names of the terms with their descriptions.

А		Б	
Название группы		Основные функции	
А	goal communication	1	to connect daily work to larger goals and see how your team is progressing over time
Б	goal-alignment	2	goal-setting, goal communication and goal tracking
В	goal tracking	3	to identify current pain points, to forecast growth objectives, and analyze your current resource allocation plans
Г	goal-setting	4	to manage your team's goals, to align them to your organization's overall goals(transparency in communication and aligned teamwork)

10. Fill in the missing word.

Consciously access our thoughts, desires, and feelings can help us control our behaviors know you strengths, define your boundaries means _____-_____.

11. Fill in the missing word.

An ability to take personal initiative when approaching a task, and manage your energy levels and capacity to ensure that you can handle your workload means _____-_____.

12. Fill in the missing word.

An ability to find personal and professional reasons to continue what you are doing is _____.

13. Fill in the missing word.

The main areas of self-management include strategic planning, multi-tasking, role clarity, decision-making, priority-setting, goal alignment and _____.

14. Fill in the missing word.

The idea of _____ includes 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.

15. Read the text and choose one correct answer.

This principle means reducing confusion and increasing team empowerment, including problem-solving and critical thinking in order to find a solution.

1. problem-solving
2. decision-making
3. consumer approach
4. time-management.

Компетенция ПК-1 сформирована, если обучающийся набрал 70% и более правильных ответов по оценочным материалам.

Компетенция ПК-1 не сформирована, если обучающийся набрал менее 70% правильных ответов по оценочным материалам.

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

1. Fill in the missing word.

The ability to juggle different tasks without becoming overwhelmed or stressed is named _____.

2. Read the text and choose one correct answer.

This is an approach to work in a focused manner by connecting the initiatives to larger goals. Give the name to the term.

1. client management
2. conflict management
3. time-management
4. stress-management

3. Fill in the missing word.

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 means _____.

4. Match the items. Each item in column B can be used once.

Match the prerequisites of professional stress with their descriptions.

А		Б	
	Название группы		Основные функции
А	Physical	1	multitasking, multifunctionality
Б	emotional-psychological	2	control, requirements from superiors, liability, lack of prospects development, delayed wages, holidays
В	informational	3	uncomfortable working conditions, irregular working day, bad ecology, frequent

5. Fill in the missing words.

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, is called _____.

6. Fill in the missing word.

Our emotional, mental, physical, and social responses to perceived demands or threats is named as _____.

7. Fill in the missing words.

The ability to recognize and regulate one's own emotions, as well as the emotions of others is called _____.

8. Establish the correct sequence.

Describe the steps for self-motivation.

1. Set and focus on your goals
2. Stay loyal to your goals
3. Develop a plan to achieve your goals
4. Find out your strength.

9. Fill in the missing word.

_____ is 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.

10. Establish the correct sequence.

Describe the steps to improve self-management skills.

1. Develop organizational systems
2. Assess your strengths
3. Prioritize your responsibilities
4. Perform one task at a time
5. Create strict deadlines.

11. Read the text and choose one correct answer.

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.

Give the name of this term.

1. critical thinking
2. creative thinking
3. systems thinking
4. analytical thinking.

12. Read the text and write down a detailed answer.

What are the reasons to use systems thinking?

13. Read the text and choose one correct answer.

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

1. systems thinking
2. analytical thinking.
3. critical thinking
4. creative thinking

14. Read the text and write down a detailed answer.

Describe the main ideas of strategic planning.

15. Read the text and choose one correct answer.

These coping strategies - prevention, relieving from X factors, changing in attitude to X factors — belong to this X. Name this X.

1. time-management
2. stress
3. goal-setting
4. appropriation

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

Список вопросов для собеседования:

1. Задачи развития управленческих навыков.
2. Основные виды коммуникативных типов для развития управленческих навыков.
3. Личность лидера и социальная среда.
4. Личностные психотипы и прогноз успешности в переговорах.
5. Мотивация и успех в командной работе.
6. Технологии самомотивации.
7. Манипулятивное воздействие в специфических условиях коммуникации.
8. Формирование команды
9. Технология распределения групповых ролей
10. Мотивация и ценности участников команды.
11. Особенности групповой работы.
12. Динамика межличностных конфликтов
13. Общие вопросы конфликтологии.
14. Положительные и отрицательные функции межличностных конфликтов.
15. Принципы, условия и основные способы конструктивного разрешения конфликтов.
16. Этапы ведения переговоров и способы подачи информации.
17. Роль эмоционального интеллекта в разрешении конфликтов и эмоциональная компетентность руководителя.
18. Стили управления и сценарии поведения в условиях конфликта интересов
19. Селф-менеджмент лидера
20. Инструменты селф-менеджмента.
21. Технологии развития творческого потенциала лидера.
22. Вербальные и невербальные стратегии влияния на команду.

23. Самоорганизация и самоконтроль.
24. Технологии управления временем.
25. Коммуникативные роли

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.

Министерство науки и высшего образования Российской Федерации
федеральное государственное автономное образовательное учреждение
высшего образования «Самарский национальный исследовательский
университет имени академика С.П. Королева»



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ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
HISTORY AND PHILOSOPHY OF SCIENCE

Код плана	<u>380402-2024-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, 2024

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 определяются 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. Read the beginning of the sentence and choose one correct option to complete it.
Progression of reasoning from general premises to inferences about particular/individual instances is called:

- a) induction
- b) deduction
- c) abduction
- d) reduction

2. Read the beginning of the sentence and choose one correct option to complete it.
Progression of reasoning from particular/individual instances to broader generalizations is called:

- a) induction
- b) deduction
- c) abduction
- d) reduction

3. Read the beginning of the sentence and choose one correct option to complete it.
Complete induction gives inferences with probability of:

- a) 20% to 40%
- b) less than 100%
- c) 100%
- d) 80-100%

4. Read the beginning of the sentence and choose one correct option to complete it.
The belief in sense perception and induction as sources of scientific knowledge is called:

- a) positivism
- b) rationalism
- c) phenomenalism
- d) empiricism

5. Read the beginning of the sentence and choose one correct option to complete it.
“The Structure of Scientific Revolutions” was first published in:

- a) 1955
- b) 1962
- c) 1968
- d) 1971

6. Read the beginning of the sentence and choose one correct option to complete it.
The term *paradigm shift* means approximately the same as:

- a) scientific revolution
- b) normal science development
- c) change of samples
- d) research programmes

7. Read the question and choose one correct answer.

How many planets were accounted for in Copernicus system?

- a) 5
- b) 6
- c) 7
- d) 9

8. Fill in the missing word.

Werner Heisenberg suggested the _____ principle in quantum mechanics.

9. Fill in the missing word.

Moritz Schlick was the leader of The _____ Circle.

10. Complete the sentence with two missing words.

According to late Wittgenstein, meanings of words are defined by their _____ .

11. Fill in the missing word.

Sir Francis Bacon introduced the method of analysis by exclusion (later called the method of _____ induction).

12. Fill in the missing word.

Broadly speaking, _____ is a reasoning process invoked to explain a puzzling observation. This notion was introduced by Charles Sanders Peirce.

13. Fill in the missing word.

At the end of the 20th century, V.S. Stepin suggested to make difference between classical, nonclassical and _____ rationality.

14. Read the question and write a detailed answer.

What is Duhem's thesis?

15. Read the question and write a detailed answer.

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

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

Список вопросов для экзамена

1. Induction and Deduction.
2. The Rationalism vs. Empiricism Dispute.
3. Discovery as a philosophical problem. Abduction.
4. Inductivism of Bertrand Russell and the Cambridge school.
5. The Vienna Circle.
6. The problem of scientific truth.
7. Classical theory of truth and conventionalism.

8. The problem of demarcation between science and nonscience.
9. Verification and falsification.
10. Karl Popper's falsificationism.
11. The first scientific revolution in Europe.
12. The revolution in astronomy and mechanics in the 16th-17th centuries.
13. The emergence of modern science in the 16th-17th centuries.
14. Industrial revolution and science in the 18th century.
15. Scientific revolution in physics at the beginning of the 20th century: quantum mechanics.
16. The rule following problem.
17. Applying the problem of rule following to mathematics.
18. Thomas Kuhn on structure of scientific revolution and scientific paradigm.
19. Imre Lakatos' criticism and methodology of scientific research programmes.
20. Paul Feyerabend's anarchistic view of science.

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.

Министерство науки и высшего образования Российской Федерации
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высшего образования «Самарский национальный исследовательский
университет имени академика С.П. Королева»



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

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27 сентября 2024 года, протокол ученого совета
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Сертификат №: 20 08 е9 08 00 02 00 00 04 а9
Срок действия: с 27.02.24г. по 27.02.25г.
Владелец: проректор по учебной работе
А.В. Гаврилов

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
INNOVATIVE ENTREPRENEURSHIP

Код плана	<u>380402-2024-О-ПП-2г00м-73</u>
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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, 2024

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

1. Read the text and choose 1 correct answer

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

- A novelties
- B innovations
- C goods
- D intellectual property

2. Read the text and choose 1 correct answer

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

- A Innovators
- B Early majority
- C Early recipients
- D Laggards

3. Read the text and choose 1 correct answer

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

- A Innovators
- B Early majority
- C Early recipients
- D Laggards

4. Read the text and choose 1 correct answer

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

- A Innovators
- B Early majority
- C Early recipients
- D Laggards

5. Read the text and choose 1 correct answer

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

- A Innovators
- B Early majority
- C Early recipients
- D Laggards

6. Read the text and choose 1 correct answer

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

- A Kondratyev (Kondratieff)
- B Steve Tobak
- C Ivanov
- D None of them

7. Read the text and choose 1 correct answer

Who is the author of a book “Real Leaders Don’t Follow”?

- A Kondratyev (Kondratieff)
- B Steve Tobak
- C Ivanov
- D None of them

8. Read the text and put a correct word in the gap

Innovation is the end result of innovation activity. A product sold on the market or technological process used in practice can be implemented in ____ or improved forms.

9. Read the text and put a correct number in the gap

According to economists’ estimation Kondratyev waves last for 40 to ____ years

10. Read the text and put a correct word in the gap

There are four models of innovative development: Euro -Atlantic, East Asian, triple helix and _____model.

11. Read the question and answer in 3 words

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

12. Read the question and answer in 2 words

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

13. Read the question and answer in 2 words

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

14. Give a full answer to the question

What are the most famous international rating agencies?

15. Complete the definition

Incongruence is a reason for innovative activities that is caused by discrepancy between reality ...

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

1. Read the text and choose 1 correct answer

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

- A Venture firms
- B Technopark
- C Technopolis
- D Business incubator

2. Read the text and choose 1 correct answer

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

- A Venture firms

- B Technopark
- C Technopolis
- D Business incubator

3. Read the text and choose 1 correct answer

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?

- A Venture firms
- B Technopark
- C Technopolis
- D Business incubator

4. Read the text and choose 1 correct answer

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

- A Venture firms
- B Technopark
- C Technopolis
- D Business incubator

5. Read the text and choose 1 correct answer

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?

- A East Asian model
- B Euro-Atlantic model
- C triple helix
- D alternative model

6. Read the text and choose 1 correct answer

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?

- A East Asian model
- B Euro-Atlantic model
- C triple helix
- D alternative model

7. Read the text and choose 1 correct answer

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?

- A East Asian model
- B Euro-Atlantic model
- C triple helix
- D alternative model

8. Read the question and answer in 1 word

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?

9. Read the question and answer in 2 words

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

10. Read the question and answer in 3 words

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

11. Read the text and put a correct word in the gap

Groups of influence that exist inside or outside the company, which cannot be ignored when carrying out activities are called _____.

12. Read the text and put a correct word in the gap

A business model that uses the parent business's model and brand instead of creating a new product is called _____ business model

13. Read the text and put a correct word in the gap

A business model that requires lots of human interaction is called _____ Touch business model

14. Read the question and give a full answer

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

15. Read the question and give a full answer

What is a 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.

Министерство науки и высшего образования Российской Федерации
федеральное государственное автономное образовательное учреждение
высшего образования «Самарский национальный исследовательский
университет имени академика С.П. Королева»



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

УТВЕРЖДЕН

27 сентября 2024 года, протокол ученого совета
университета №2
Сертификат №: 20 08 е9 08 00 02 00 00 04 а9
Срок действия: с 27.02.24г. по 27.02.25г.
Владелец: проректор по учебной работе
А.В. Гаврилов

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
INTELLECTUAL PROPERTY MANAGEMENT

Код плана	<u>380402-2024-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, 2024

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

Exercise 1. Choose the correct answer.

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

Exercise 2. Choose the correct answer.

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

Exercise 3. Choose the correct answer.

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

Exercise 4. Choose the correct answer.

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

Exercise 5. Choose the correct answer.

Are not inventions:

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

Exercise 6. Choose the correct answer.

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

Exercise 7. Choose the correct answer.

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

Exercise 8. Fill the gaps

Trademark primarily helps a company protect _____.

Exercise 9. Fill the gaps

_____ is crucial characteristic for a trademark.

Exercise 10. Fill the gaps

The best way to prove priority of usage is _____ and _____.

Exercise 11. Fill the gaps

_____ - it's a symbol used to distinguish the source of goods or services.

Exercise 12. List all possible objects.

_____, _____, _____, _____, _____, _____,
_____, _____ can be used to obtain a trademark.

Exercise 13. Fill the gaps

The international system of trademark protection is characterized as _____.

Exercise 14. Answer the question.

Describe under what conditions trademarks can be lost.

Exercise 15. Answer the question.

Why is the requirement of novelty of an application important from a legal point of view?

Answer:

UC-2 - Able to manage a project at all stages of its life cycle is formed if the student scored 70% or more correct answers on assessment materials.

UC-2 - Able to manage a project at all stages of its life cycle is not formed if the student scored less than 70% correct answers on assessment materials.

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

Exercise 1. Choose the correct answer.

Intellectual property rights include:

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

Exercise 2. Choose the correct answer.

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,
- d) anyone who called himself the author.

Exercise 3. Choose the correct answer.

The exclusive right to a service invention belongs to:

- a) the author (employee);
- b) the employer;
- c) the customer,
- d) the person who created it.

Exercise 4. Choose the correct answer.

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,
- d) all of the above.

Exercise 5. Choose the correct answer.

Revenues from sharing the results of intellectual activity or means of individualization

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

Exercise 6. Choose the correct answer.

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

Exercise 7. Choose the correct answer.

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

Exercise 8. Fill the gaps.

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

Exercise 9. Fill the gaps.

_____ is allowed for filing a provisional patent application from the date of first public disclosure due to the law in Russia and some other countries.

Exercise 10. Fill the gaps.

_____ a utility model patent can become public domain.

Exercise 11. Fill the gaps.

In a patent application _____ is the most difficult element to provide details and evidence.

Exercise 12. Fill the gaps.

_____ performs a similar role to copyright law for manufactured products.

Exercise 13. Fill the gaps.

The most expensive step in obtaining and defending a utility patent is _____.

Exercise 14. Answer the question.

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

Exercise 15. Answer the question.

What must a plaintiff prove in a successful trademark infringement case?

PC-4 - Able to analyze and evaluate innovative projects in the framework of technology transfer is formed if the student scored 70% or more correct answers on assessment materials.

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

Министерство науки и высшего образования Российской Федерации
федеральное государственное автономное образовательное учреждение
высшего образования «Самарский национальный исследовательский
университет имени академика С.П. Королева»



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

УТВЕРЖДЕН

27 сентября 2024 года, протокол ученого совета
университета №2
Сертификат №: 20 08 е9 08 00 02 00 00 04 а9
Срок действия: с 27.02.24г. по 27.02.25г.
Владелец: проректор по учебной работе
А.В. Гаврилов

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
MANAGEMENT RESEARCH METHODS

Код плана	<u>380402-2024-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, 2024

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. Read the text and choose one correct answer

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;
- d) it is a way to achieve the goal of the company

2. Read the text and choose one correct answer

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;
- d) to achieve the goal of the company

3. Read the text and choose one correct answer

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 the company;
- d) it is a special branch of knowledge

4. Read the text and choose one correct answer

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.

5. Read the text and choose one correct answer

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.

6. Read the text and choose one correct answer

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.

7. Read the text and choose one correct answer

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.

8. Complete the sentence with the missing word

The 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”, is called _____

9. Complete the sentence with the missing word

The 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”, is called _____

10. Complete the sentence with the missing word

A method that breaks something apart and looking at the pieces individually, is called _____

11. Complete the sentence with the missing word

A method that combines ideas and information to see the big picture of how everything fits together, is called _____

12. Fill in the missing word

_____ 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

13. Fill in the missing word

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

14. Read the text and give a detailed answer:

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?

15. Read the text and give a detailed answer:

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

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

1. Read the text and choose one correct answer

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;

2. Read the text and choose one correct answer

Intuition refers to the group:

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

3. Read the text and choose one correct answer

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
- d) it is an approaches to research

4. Read the text and choose one correct answer

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

5. Read the text and choose one correct answer

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
- d) seasonal

6. Read the text and choose one correct answer

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

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

7. Read the text and choose one correct answer

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
- d) correlation

8. Fill in the missing word

_____ research is based on observed and measured phenomena and derives knowledge from actual experience rather than from theory or belief

9. Fill in the missing word

_____ research focuses on generating knowledge, regardless of its practical application

10. Fill in the missing word

_____ is a part of the research that clearly indicates the content of it and helps interested readers to find the article quickly in a database

11. Fill in the missing word

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

12. Fill in the missing word

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

13. Fill in the missing word

_____ is a part of the research that states implications and recommends further research

14. Read the text and give a detailed answer:

What types of research do you know?

15. Read the text and give a detailed answer:

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

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

Список вопросов для экзамена

Семестр 1

1. Scientific research as a creative process.
2. The meaning, role and features of management research.
3. Characteristics of a research type manager.
4. Necessity of research skills development for the modern manager.
5. Scientific Research Ethics.
6. Initiative research.
 1. The object and subject of study.
 2. The relevance of the research and scientific novelty.
 3. Topics, purposes and objectives of scientific research.
 4. Justification of the theoretical and practical significance of the study.
 5. Applied and fundamental research.
 6. Types of research.
 7. Basic research methodology.
 8. Classification of research approaches.
 9. Scientific hypothesis. Types of hypotheses.
 10. Methodology and its types.
 11. Research method and its features.
 12. Classification of research methods.
 13. General scientific methods in management.
 14. Logical methods of research.
 15. Observation as a research method. Types of observations.
 16. Modeling of economic processes.
 17. Experiment as a research method in management. Types of experiments.
 18. Econometric methods and models.

19. Statistical research methods. Statistical methodology. Scale of measurement.
20. Index method.
21. Correlation analysis.
22. Regression analysis.
23. Forecasting methods in scientific research.
24. Statistical methods of forecasting (time series analysis).
25. Boston Consulting Group Matrix.
26. McKinsey Matrix.
27. Ansoff Matrix.
28. Porter Matrix Model.
29. Methods and tools of analysis in Strategic Management (SWOT and PEST-analysis, method of scenarios).

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.

Министерство науки и высшего образования Российской Федерации
федеральное государственное автономное образовательное учреждение
высшего образования «Самарский национальный исследовательский
университет имени академика С.П. Королева»



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

УТВЕРЖДЕН

27 сентября 2024 года, протокол ученого совета
университета №2

Сертификат №: 20 08 е9 08 00 02 00 00 04 а9

Срок действия: с 27.02.24г. по 27.02.25г.

Владелец: проректор по учебной работе

А.В. Гаврилов

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
MANAGERIAL ECONOMICS

Код плана	<u>380402-2024-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, 2024

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

1. Read the text and choose 1 correct answer

What is the most accurately reflecting definition for the problem of economics:

- a) the problem of efficient use of limited resources;
- b) problems of efficient allocation of goods;
- c) maximization problem of the social product;
- d) provision of enterprises' economic equilibrium

2. Read the text and choose 1 correct answer

Economic goods - is ...

- a) funds available in limited quantity by means of which needs are met;
- b) funds available in unlimited quantities by means of which needs are met;
- c) set of goods and services of value;
- d) the aggregate of all goods and services without which a person cannot exist.

3. Read the text and choose 1 correct answer

The growth in demand may be caused by:

- a) cancellation of subsidies to consumers;
- b) decrease in production;
- c) reduction in the price of the replacement item;
- d) reduction in the price of complementary goods

4. Read the text and choose 1 correct answer

If the company increases the amount of used resources by 40% and the output is increased by 25%, then the economies of scale is...

- a) increasing;
- b) constant;
- c) decreasing;
- d) all answers are correct.

5. Read the text and choose 1 correct answer

If the company increases the amount of used resources by 40% and the output is increased by 45%, then the economies of scale is:

- a) increasing;
- b) constant;
- c) decreasing
- d) all answers are correct.

6. Read the text and choose 1 correct answer

To calculate the average capital you need to know:

- a) amount of workers;
- b) resource prices.

- c) number of working days;
- d) output volume

7. Read the text and choose 1 correct answer

If the company increases the amount of used resources by 40%, while output grows by 40%, then the economies of scale is

- a) increasing;
- b) constant;
- c) decreasing;
- d) all answers are correct.

8. Read the text and put a correct word in the gap

_____ is an actual or nominal place where forces of demand and supply operate

9. Read the text and put a correct word in the gap

_____ means the use of resources or wealth in order to satisfy one's needs

10. Read the text and put a correct word in the gap

_____ is a creation of utilities to satisfy the human wants

11. Read the text and put a correct word in the gap

_____ means dispensation of national income among various factors of production

12. Read the text and put a correct word in the gap

_____ 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

13. Read the text and put a correct word in the gap

Law of _____ – establishes a relationship between the price and the quantity demanded of a commodity

14. Give a full answer to the question

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

15. Give a full answer to the question

What is an index called, which calculated in percentage and which is connected to the net present value of the project when it equals to 0?

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

1. Read the text and choose 1 correct answer

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?

- a) *Fixed* assets;
- b) *floating* assets;
- c) *liquid* assets;
- d) *hard* assets

2. Read the text and choose 1 correct answer

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

- a) double depreciation;
- b) straight line depreciation;
- c) book depreciation;
- d) none of the answers is correct

3. Read the text and choose 1 correct answer

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

- a) Isocost;
- b) Isoquant;
- c) supply curve;
- d) demand curve

4. Read the text and choose 1 correct answer

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

- a) parallel to horizontal axes;
- b) parallel to vertical axes;
- c) upwards from the origin;
- d) downwards to the origin

5. Read the text and choose 1 correct answer

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

- a) *Fixed costs*;
- b) *Variable costs*;
- c) *Average costs* ;
- d) *Marginal costs*

6. Read the text and choose 1 correct answer

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

- a) *Fixed costs* ;
- b) *Variable costs*;
- c) *Average costs* ;
- d) *Marginal costs*

7. Read the text and choose 1 correct answer

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

- a) *Fixed costs* ;
- b) *Variable costs*;
- c) *Average costs* ;
- d) *Marginal costs*

8. Read the text and put a correct word in the gap

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 _____.

9. Read the text and put a correct word in the gap

_____ is the difference between revenue R and costs C

10. Read the text and put a correct word in the gap

_____ is an ability of assets to be sold quickly at a price close to the market

11. Read the text and put a correct word in the gap

_____ is the curve connecting different combinations of production Q and resource x to ensure the same profit

12. Read the text and put a correct word in the gap

_____ - _____ condition – such state of a company, in which the production costs of a certain output volume equal to the sales revenue of this product's volume

13. Read the text and put a correct word in the gap

_____ - counting the cost of money in the future to the present moment

14. Read the text and put a correct word in the gap

_____ - the calculation of the present value of money for the future time

15. Read the text and put a correct word in the gap

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

16. Read the text and put 3 words in the gap

_____ _____ _____ 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

17. Read the question and give a full answer

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

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**

Список вопросов для экзамена

Семестр 3

1. What is managerial economics.
2. Key macroeconomic definitions.
3. Demand theory.
4. Supply theory.
5. Taxation.
6. Production factors and their role in economics.
7. Economic view upon production process. Alchian's model of a firm.
8. Production function in short-term period. Exhaust line. Average and marginal quantity.
9. Production function in long-term period. Isoquant and its features.
10. Production function in long-term period. Returns to scale.
11. Classification of fixed assets.
12. Estimation of fixed assets. Types of capital consumption.
13. Amortization of fixed assets. Types of amortization.
14. Costs. Classification of costs. Production prime cost.
15. Costs minimization. Factors of costs reducing.
16. Development path of a company. Economy of scale.
17. Profit maximizing.
18. Break even analysis.
19. Time value of money. Discounting and compounding.
20. Methods of simple and compound interest.

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

УТВЕРЖДЕН

27 сентября 2024 года, протокол ученого совета
университета №2
Сертификат №: 20 08 е9 08 00 02 00 00 04 а9
Срок действия: с 27.02.24г. по 27.02.25г.
Владелец: проректор по учебной работе
А.В. Гаврилов

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
MARKETING AND LOGISTICS

Код плана	<u>380402-2024-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, 2024

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. Read the text and choose one correct answer

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.

2. Read the text and choose one correct answer

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.

3. Read the text and choose one correct answer

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;
- d) The rational process management of product promotion

4. Read the text and choose one correct answer

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

5. Read the text and choose one correct answer

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.

6. Read the text and choose one correct answer

What is the basic function of the warehouse?

- 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

7. Read the text and choose one correct answer

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;
- d) monopolistic competition and perfect competition have no differences

8. Fill in the missing word

_____ analysis is an approach for classifying inventory items based on the items' consumption values

9. Fill in the missing word

The _____ Principle states that 80% of the sales volume is generated from the top 20% of the items

10. Complete the sentence with two words

The special type of linear programming problem where the purpose is to minimize the cost of distributing a product from a number of suppliers to a number of customers, is called _____

11. Fill in the missing word

According to Maslow's theory of motivation, _____ needs an individual wants to satisfy in the first place

12. Fill in the missing word

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

13. Fill in the missing word

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

14. Read the text and give a detailed answer:

What is the price elasticity of supply?

15. Read the text and give a detailed answer:

What is the price elasticity of demand?

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

1. Read the text and choose one correct answer

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;

d) Logistics is the coordination and alignment of supply and demand in the distribution through the creation of safety and target stocks

2. Read the text and choose one correct answer

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
- d) Organization departments involved in logistics

3. Read the text and choose one correct answer

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 supply and demand in the distribution
- c) Solving Problems with organization suppliers
- d) Achieve strategic, tactical and operational business goals

4. Read the text and choose one correct answer

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.

5. Read the text and choose one correct answer

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.
- d) Coordination supply and demand in the distribution

6. Read the text and choose one correct answer

What is the Marketing Goal?

- a) Selling goods at the highest prices
- b) Providing profit to the enterprise
- c) Coordination supply and demand
- d) Circulation of money in the economy

7. Read the text and choose one correct answer

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) Food products that are sold on the market.
- d) Services that are sold on the market.

8. Fill in the missing word

_____ mode of transport can move large volumes of cargo; characterized by low availability due to heavy dependence on special infrastructure; as a rule, it is used together with road transport to complete delivery

9. Fill in the missing word

_____ mode of transport has limitations in volume and weight, high transportation costs compared to some other types of transport, but high delivery speed.

10. Fill in the missing word

_____ mode of transport can transport medium and large volumes of cargo, requires long transportation times and low speed.

11. Fill in the missing word

_____ is a process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others

12. Fill in the missing word

_____ 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

13. Fill in the missing word

_____ discounts are designed to encourage the purchase of a product in the off-season

14. Read the text and give a detailed answer:

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

15. Read the text and give a detailed answer:

What mode of transport is usually used to transport liquid and gaseous products?

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

Список вопросов для собеседования

Семестр 2

1. Definition of marketing and its role in modern society.
2. The objectives of the marketing system.
3. Stages of the marketing management process.
4. Development of a marketing mix: definition and main components.
5. Positioning of goods on the market
6. Selecting target market segments: 5 models of target market structure
7. Sales promotion
8. Marketing information system.
9. Stages of marketing research.
10. Marketing environment: the main factors of the microenvironment of the firm.
11. Four main types of competitors.
12. Purchasing process: stages of making a purchase decision.
13. Basic principles of segmenting consumer and business markets.
14. Historical perspective of logistics.
15. The importance of logistics processes.
16. Logistics product flow and its characteristics.
17. Financial flows in logistics.
18. Information flows in logistics.
19. Logistics System and its classification.

20. Types of transport, their advantages and disadvantages.
21. Transportation Costs.
22. Warehouses by Customer Classification.
23. Warehouse Management Systems.
24. Transport in the logistics system.
25. Multimodal and intermodal transportation, their principles and advantages.
26. The calculation of the logistics system efficiency.
27. Assessment of logistics risks by the statistical methods.
28. Calculation of the risk and the dangerous of goods transportation.
29. Classification of pricing strategies
30. Cost-based pricing methods
31. Freight rates
32. Pricing policy of the enterprise in the marketing system. The main stages of price formation.
33. Price discrimination and its types.
34. Features of pricing in the global market
35. Types of prices on the world market

Критерии оценивания

«**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

Министерство науки и высшего образования Российской Федерации
федеральное государственное автономное образовательное учреждение
высшего образования «Самарский национальный исследовательский
университет имени академика С.П. Королева»



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

УТВЕРЖДЕН

27 сентября 2024 года, протокол ученого совета
университета №2

Сертификат №: 20 08 е9 08 00 02 00 00 04 а9

Срок действия: с 27.02.24г. по 27.02.25г.

Владелец: проректор по учебной работе

А.В. Гаврилов

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)

PROJECT MANAGEMENT

Код плана	<u>380402-2024-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, 2024

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. Read the text and choose 1 correct answer

This technique is used to identify a list of ideas in a short period of time.

- a. Interviews
- b. Checklists
- c. Brainstorming
- d. Focus groups

2. Read the text and choose 1 correct answer

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.

- a. Interviews
- b. Checklists
- c. Brainstorming
- d. Focus groups

3. Read the text and choose 1 correct answer

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.

- a. Interviews
- b. Checklists
- c. Brainstorming
- d. Focus groups

4. Read the text and choose 1 correct answer

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.

- a. Interviews
- b. Checklists
- c. Brainstorming
- d. Focus groups

5. Read the text and choose 1 correct answer

Network diagram is ...

- a. a sequence of activities
- b. work breakdown structure
- c. none of the answers is correct
- d. all answers are correct

6. Read the text and choose 1 correct answer

A sequence of activities that takes the longest time to complete is ...

- a. Earliest start date
- b. Critical path
- c. Noncritical path
- d. none of the answers is correct

7. Read the text and choose 1 correct answer

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
- d. none of the answers is correct

8. Read the text and put a correct word in the gap

_____ is the application of knowledge, skills, tools, and techniques to project activities to meet the project requirements according to PMBoK Guide.

9. Read the text and put a correct word in the gap

PMBoK Guide defines _____ as a temporary endeavor undertaken to create a unique product, service, or result.

10. Read the text and put a correct word in the gap

In _____ 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

11. Read the text and put a correct word in the gap

In _____ project management approach the project life cycle consists of many short-term stages – “sprints”

12. Read the text and put a correct word in the gap

The maximum amount of time you can delay an activity and still finish your project in the shortest possible time is called slack _____

13. Read the text and put a correct word in the gap

Earliest start date in network diagram is the _____ date you can start an activity

14. Give a full answer to the question

What stages the basic project planning algorithm has?

15. Give a full answer to the question

What is an organizational chart which allows to represent a project as a hierarchy of activities. It makes project planning and execution more efficient

OIIK-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

1. Read the text and choose 1 correct answer

Specific scope, schedule, required resources are the 3 components of:

- a. business plan
- b. project
- c. strategy
- d. all variants are correct

2. Read the text and choose 1 correct answer

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
- d. none of the answers is correct

3. Read the text and choose 1 correct answer

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
- d. none of the answers is correct

4. Read the text and choose 1 correct answer

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
- d. none of the answers is correct

5. Read the text and choose 1 correct answer

The order in which you perform the activities in a project is called...

- a. Duration
- b. Work breakdown structure
- c. Sequence
- d. none of the answers is correct

6. Read the text and choose 1 correct answer

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
- d. none of the answers is correct

7. Read the text and choose 1 correct answer

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

8. Read the text and put a correct word in the gap

_____ is giving away authority to colleagues

9. Read the text and put a correct word in the gap

Earliest start date in the network diagram is the _____ you can start an activity

10. Read the text and put a correct word in the gap

Latest start date is the _____ you can start an activity and still finish your project in the shortest possible time

11. Read the text and put a correct word in the gap

A timeline that illustrates when each activity starts, how long it continues, and when it ends is called _____

12. Read the text and put a correct word in the gap

_____ path is a sequence of activities that takes the longest time to complete

13. Read the text and put a correct word in the gap

Tools and techniques for data gathering include: Focus groups, Interviews, Checklists and _____

14. Read the question and give a full answer

What two parts does brainstorming consist of?

15. Read the question and give a full answer

What is organization structure called 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

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

Список вопросов для экзамена

Семестр 1

1. Project features.
2. Project outcomes.
3. Project life cycle.
4. Project area of knowledge.
5. Project triangle.
6. Goal of planning project scope.
7. Process of project scope management.
8. Project scope management outcomes.
9. Work breakdown structure.
10. Goal of planning project time.
11. Process of project time management.
12. Project time management outcomes.
13. Method for estimating project duration.
14. Goal of planning project cost.
15. Process of project cost management.
16. Project cost management outcomes.
17. Resource breakdown structure.
18. Goal of planning project risks.

19. Process of project risk management.
20. Project risk management outcomes.
21. Probability and impact diagram.

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.

Министерство науки и высшего образования Российской Федерации
федеральное государственное автономное образовательное учреждение
высшего образования «Самарский национальный исследовательский
университет имени академика С.П. Королева»



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

УТВЕРЖДЕН

27 сентября 2024 года, протокол ученого совета
университета №2
Сертификат №: 20 08 е9 08 00 02 00 00 04 а9
Срок действия: с 27.02.24г. по 27.02.25г.
Владелец: проректор по учебной работе
А.В. Гаврилов

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
PSYCHOLOGY OF TEAMBUILDING AND CREATIVE COMMUNICATION

Код плана	<u>380402-2024-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, 2024

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

1. Read the text and choose one correct answer.

Benefits, material values, for the receipt of which a person's labor activity is aimed are...

- 1) motive.
- 2) needs.
- 3) claims.
- 4) expectations.
- 5) incentives.

2. Read the text and choose one correct answer.

The founders of which school of management believed that by using observation, measurement, logic and analysis, many manual labor operations could be improved, achieving their more efficient execution?

- 1) Classical school, or school of administrative management.
- 2) School of Human Relations.
- 3) School of Behavioral Science.
- 4) School of Scientific Management.
- 5) School of management science or quantitative methods.

3. Read the text and choose one correct answer.

Scholars from which school of management first defined management as "getting things done through other people"?

- 1) Classical school, or school of administrative management.
- 2) School of Human Relations.
- 3) School of Behavioral Science.
- 4) School of Scientific Management.
- 5) School of management science or quantitative methods.

4. Read the text and choose one correct answer.

Researchers from which school of management recommended the use of human relations management techniques that included more effective management by immediate supervisors, consultation with employees, and providing them with more opportunities to communicate at work?

- 1) Classical school, or school of administrative management.
- 2) School of Human Relations.
- 3) School of Behavioral Science.
- 4) School of Scientific Management.
- 5) School of management science or quantitative methods.

5. Read the text and choose one correct answer.

Researchers from which school of management studied various aspects of social interaction, motivation, the nature of power and authority, organizational structure, communication in organizations, leadership, changes in the content of work and the quality of working life?

- 1) Classical school, or school of administrative management.
- 2) School of Human Relations.
- 3) School of Behavioral Science.
- 4) School of Scientific Management.
- 5) School of management science or quantitative methods.

6. Read the text and choose one correct answer.

A key characteristic of which school of management is the replacement of verbal reasoning and descriptive analysis with models, symbols, and quantitative values?

- 1) Classical school, or school of administrative management.
- 2) School of Human Relations.
- 3) School of Behavioral Science.
- 4) School of Scientific Management.
- 5) School of management science or quantitative methods.

7. Read the text and choose one correct answer.

Which school of human resource management theory formulated the functions of management?

- 1) Classical school, or school of administrative management.
- 2) School of Human Relations.
- 3) School of Behavioral Science.
- 4) School of Scientific Management.
- 5) School of management science or quantitative methods.

8. Fill in the missing word.

_____ conflict is a conflict in which a person experiences a threat to his needs, interests, aspirations.

9. Fill in the missing word.

_____ conflict is a conflict in which one person's interest is threatened by the actions of another person

10. Fill in the missing two-word phrase.

The ability to maintain high levels of psychological performance under increasing stress is called _____ .

11. Fill in the missing word.

A conflict in which the participants are in direct management relationships (a manager and his subordinate, a manager and a higher-level manager) is called _____ .

12. Fill in the missing word.

In the _____ type of conflict, the participants are at the same management level.

13. Fill in the missing word.

A form of human interaction 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 the manifestation of emotions is called _____ .

14. Read the text and write down a detailed answer.

What term denotes the basic criterion of a conflict that develops the position of one of the parties or promotes the development of all participants in the conflict?

15. Read the text and write down a detailed answer.

What are the general management methods?

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. Read the text and choose one correct answer.

In a research group of highly qualified specialists, the most acceptable form of power is a power of...

- 1) traditions.
- 2) charisma.
- 3) through fear.
- 4) expert.

2. Read the text and choose one correct answer.

Group dynamics represents...

- 1) positive views on potential.
- 2) conditions that satisfy employees.
- 3) the process of interaction between group members .
- 4) changes occurring in the group.

3. Read the text and choose one correct answer.

"The threshold of controllability" is ...

- 1) the number of subordinates at which the team gets out of control.
- 2) the minimum number of managers allowed in an organization.
- 3) communication barriers between a manager and a subordinate.
- 4) necessary professional knowledge.

4. Read the text and choose one correct answer.

Organizational culture includes ...

- 1) ideas, beliefs, traditions and values that are expressed in the dominant management style, methods of motivating employees, the image of the organization, etc.
- 2) a set of methods by which the work process is first divided into individual work tasks and then coordination of actions to solve the tasks is achieved.
- 3) approaches to research and design of the organization, organizational communication.
- 4) HR management strategies.

5. Read the text and choose one correct answer.

In management, the boundaries of control should be understood as...

- 1) the amount of work for which a particular person is responsible;
- 2) the number of functional specialists in a structural unit;
- 3) the number of functions performed by the manager;
- 4) the number of management levels in the organizational management structure.

6. Read the text and choose one correct answer.

Standards of controllability when increasing the level of management of the organization...

- 1) are increasing.
- 2) do not change.
- 3) are decreasing.
- 4) increase sharply.

7. Read the text and choose one correct answer.

The main difference between a team and a regular work group is...

- 1) presence of a leader.
- 2) size.
- 3) group unanimity.
- 4) the presence of a role structure.
- 5) the presence of a synergistic effect.

8. Fill in the missing word.

The _____ principle is that 80% of the results come from 20% of the efforts.

9. Fill in the missing two-word phrase.

A set of events aimed at team building through joint active recreation, corporate games, trainings, etc. is called _____.

10. Fill in the missing word.

The ability to influence individuals and groups to direct their efforts toward achieving organizational goals is called _____.

11. Fill in the missing two-word phrase.

The choice of the goal of the organization's activities and its specification is called _____.

12. Fill in the missing two-word phrase.

_____ represents a system of scientific, technical, organizational, legal and financial and economic documentation necessary for the implementation of innovation at an enterprise (in an organization).

13. Fill in the missing word.

Control _____ is a controlled link of the control system that influences other links, elements of the system.

14. Read the text and write down a detailed answer.

Name the characteristics of a team.

15. Read the text and write down a detailed answer.

What are the two types of communication media?

Компетенции УК-3, УК-6 сформированы, если обучающийся набрал 70% и более правильных ответов по оценочным материалам.

Компетенции УК-3, УК-6 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.

Процедура промежуточной аттестации предполагает зачет. Форму проведения зачета определяет преподаватель, проводящий промежуточную аттестацию:

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.

Министерство науки и высшего образования Российской Федерации
федеральное государственное автономное образовательное учреждение
высшего образования «Самарский национальный исследовательский
университет имени академика С.П. Королева»



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

УТВЕРЖДЕН

27 сентября 2024 года, протокол ученого совета
университета №2
Сертификат №: 20 08 е9 08 00 02 00 00 04 а9
Срок действия: с 27.02.24г. по 27.02.25г.
Владелец: проректор по учебной работе
А.В. Гаврилов

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
SPACE ECONOMY

Код плана	<u>380402-2024-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, 2024

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

1. Read the text and choose one correct answer

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;
- d) no correct answer

2. Read the text and choose one correct answer

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;
- d) no correct answer

3. Read the text and choose one correct answer

In what areas of investigations is International Space Station used:

- a) in economic sciences and in management;
- b) in biology
- c) in astrophysics
- d) in all areas of science.

4. Read the text and choose one correct answer

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.

5. Read the text and choose one correct answer

What is the name of the first space tourist:

- a) Mark Shuttleworth;
- b) Dennis Tito;
- c) Gregory Olsen;
- d) Yuri Gagarin.

6. Read the text and choose one correct answer

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.
- d) China approach

7. Read the text and choose one correct answer

What type of asteroid carries little water but contains numerous metals (nickel, cobalt and more valuable metals such as gold, platinum and rhodium)?

- a) S-type
- b) C-type
- c) M-type
- d) A-type

8. Fill in the three missing words

_____ is the group of investors focusing on early stage of space projects, high growth ventures and accepting a significant degree of risk

9. Fill in the missing word

_____ are the large companies providing strategic investments to support large space projects

10. Complete the sentence with three words

The largest human-made body in Low Earth Orbit is _____

11. Fill in the missing word

_____ model (approach) for the development of the space economy is based on the active government participation in the space sector and closed information about all activities in space sector

12. Fill in the missing word

_____ model (approach) for the development of the space economy is based on the attracting private capital to the space industry

13. Fill in the missing word (letter)

_____ -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

14. Read the text and give a detailed answer:

What elements does Space Strategy include?

15. Read the text and give a detailed answer:

What nations can use the International Space Station?

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

1. Read the text and choose one correct answer

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.

2. Read the text and choose one correct answer

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.

3. Read the text and choose one correct answer

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;
- d) no correct answer

4. Read the text and choose one correct answer

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.

5. Read the text and choose one correct answer

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;
- d) Elon Mask

6. Read the text and choose one correct answer

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;
- d) space station

7. Read the text and choose one correct answer

What elements does Space Strategy include:

- a) Principles;
- b) Purposes;
- c) Capabilities;
- d) all elements that are listed here

8. Fill in the two missing words

_____ is space travel for recreational, leisure or business purposes

9. Fill in the two missing words

_____ is the hypothetical extraction of materials from asteroids and other minor planets, including near-Earth objects

10. Fill in the missing word

_____ plays a central role in formulating regulations and policies that guide space activities, that includes setting rules around licensing for launches, spectrum use, satellite deployment, space debris management, and other key aspects.

11. Fill in the missing word

_____ is the largest American private space company, the leader in the space sector

12. Fill in the missing word

_____ - State Corporation for Space Activities in Russia, which ensures the implementation of state policy in the field of space activities and its legal regulation

13. Fill in the missing word

_____ is America's space agency, pioneering the future in space exploration, scientific discovery and aeronautics research, which carries out the USA civil space program, as well as scientific research into air and outer space

14. Read the text and give a detailed answer:

What are the investors who invest their personal money in a startup at the earliest stages of its development?

15. Read the text and give a detailed answer:

What methods can we use to assess risks in Space Activity?

Компетенции ПК-4 и УК-2 сформированы, если обучающийся набрал 70% и более правильных ответов по оценочным материалам.

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ОЦЕНИВАНИЯ СФОРМИРОВАННОСТИ КОМПЕТЕНЦИЙ**

Список вопросов для собеседования

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1. Space Economy Definition. Features of Space Economy.
2. History of Space Industry.
3. Space is a Key Factor of Development.
4. Models of Space Economy.
5. Segments of Space Economy.
6. The Main Space Market Actors.
7. Structure of the Space Industry.
8. Space Economy Benefits and the Multiplier Effect.
9. International Cooperation in Space Sphere.
10. Space Station's Costs.
11. Cost Structure of Launching.
12. Economics of Asteroid Mining.
13. Mars Colonization Project and its Costs.
14. Space Trade and Space Commerce.
15. Space Tourism and Projects of Private Companies.
16. Startup Stages in Space Economy.
17. Types of Investors in Space Economy.
18. Risks assessment in Space Economy.
19. Types of Space Technologies.
20. Life Cycle of Space Technology.
21. Timeline of Economic Impacts from Space Technology.

22. Economic Impacts of Space Technologies in Different Sectors.
23. National Space Strategy: Principals, Purposes, Actors.
24. Government Space Programs.
25. Government Expenditures in Space Economy.

Критерии оценивания

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

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САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

УТВЕРЖДЕН

27 сентября 2024 года, протокол ученого совета
университета №2
Сертификат №: 20 08 е9 08 00 02 00 00 04 а9
Срок действия: с 27.02.24г. по 27.02.25г.
Владелец: проректор по учебной работе
А.В. Гаврилов

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
STRATEGIC MANAGEMENT

Код плана	<u>380402-2024-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, 2024

1. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ

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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. Read the text and choose one correct answer.

What is the object of sales management?

- 1) Product.
- 2) Technological processes for customer service.
- 3) Buyers.
- 4) Purchase and sale of goods.

2. Read the text and choose one correct answer.

Who are the subjects of sales management?

- 1) Managers and specialists who perform certain functions in a given area of the organization's activity.
- 2) Client base.
- 3) Product.
- 4) Technological processes for customer service.

3. Read the text and choose one correct answer.

What is meant by the term "sales management"?

- 1) Management of sales personnel and sales processes;
- 2) Activities related to planning, organizing, motivating and controlling sales;
- 3) The set of stages carried out by a seller to make a sale;
- 4) Organization of advertising impact on the buyer.

4. Read the text and choose one correct answer.

Personal level of sales control allows you to evaluate...

- 1) sales efficiency of the company as a whole.
- 2) efficiency of the sales department employee.
- 3) trends in the development of the commodity market.
- 4) demand for products by key customers.

5. Read the text and choose one correct answer.

The subjects of electronic business are...

- 1) structural divisions of the company.
- 2) branches of the company.
- 3) employees of the company's IT departments.
- 4) organizations interacting via the Internet.

6. Read the text and choose one correct answer.

What types of sales are distinguished depending on the functions performed?

- 1) speculative, aggressive, entrepreneurial;
- 2) consulting, demonstration, presentation;
- 3) creative, missionary, operator;

4) entrepreneurial, speculative, transactional.

7. Read the text and choose one correct answer.

The form of business process in which interaction between entities occurs electronically is called:

- 1) e-commerce.
- 2) commerce.
- 3) trade.
- 4) digital economy.

8. Fill in the missing word.

_____ distribution involves a company stocking its products in as many outlets as possible to make them available to consumers.

9. Fill in the missing word.

_____ distribution is characterized by the fact that the company has the right to sell its products in the target market.

10. Fill in the missing word.

_____ distribution involves the company's use of a limited number of intermediaries who have the exclusive right to sell the manufacturer's products in their territory.

11. Fill in the missing two-word phrase.

The sales management function, which is the process of defining goals and ways to achieve them, is called _____.

12. Fill in the missing two-word phrase.

_____ is an element of the company's management system, which represents a set of views, value orientations and norms of behavior that are shared by the members of the organization.

13. Fill in the missing two-word phrase.

Encouraging participants in the process of buying and selling goods to take actions that ensure a mutually beneficial conclusion of a trade transaction is called _____.

14. Read the text and write down a detailed answer.

14. What is the name of the set of forms and methods for establishing friendly relations and mutual understanding between a company and target audiences?

15. Read the text and write down a detailed answer.

List the components of the "marketing mix" concept (the "four Ps" according to J. McCarthy).

OIIK-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. Read the text and choose one correct answer.

3. In world practice, the optimal ratio of retail and non-retail space of a store is considered to be...

- 1) 50:50.
- 2) 40:60.
- 3) 70:30.
- 4) 60:40.

2. Read the text and choose one correct answer.

"Cold" zones in the sales area include...

- 1) shelves on the right side in the direction of customer movement.
- 2) corners of the trading floor.
- 3) Perimeter of the sales area.

4) side walls of racks (gondolas) and intersections of “shopper paths”.

3. Read the text and choose one correct answer.

The Golden Triangle is an area located between...

- 1) the entrance to the store, the cafeteria and the cash register.
- 2) the entrance to the sales area, the main and additional points of sale of a certain product.
- 3) the entrance to the sales area, the cash register and the main goods.
- 4) the most popular goods.

4. Read the text and choose one correct answer.

Certain methods of laying out and displaying goods on retail equipment in a sales area are...

- 1) placement of goods;
- 2) display of goods;
- 3) product presentation;
- 4) arrangement of goods.

5. Read the text and choose one correct answer.

The place in the sales area where part of the assortment of a product group is located is called...

- 1) corporate block.
- 2) the main point of sale.
- 3) cross-selling point.
- 4) an additional point of sale.

6. Read the text and choose one correct answer.

The space on the shelf allocated for placing the goods of a particular manufacturer is called...

- 1) corporate block.
- 2) the main point of sale.
- 3) cross-selling point.
- 4) an additional point of sale.

7. Read the text and choose one correct answer.

The technique used to break the monotony of rows of displayed goods and to provide the opportunity to freely take the goods, as well as to attract the attention of buyers, is called the rule...

- 1) two fingers.
- 2) caries.
- 3) FIFO.
- 4) facings .

8. Fill in the missing word.

The _____ level of reaction of the market consumer influences the buyer's familiarity with the product and its consumer characteristics.

9. Fill in the missing word.

The _____ level of reaction of the market consumer assumes making a purchase as a necessary act of satisfying a need.

10. Fill in the missing word.

The _____ level of reaction of the market consumer expresses the reactions of the buyer through the system of evaluations of the goods and services seen.

11. Fill in the missing word.

_____ is a monetary expression of the cost of a product, an element of traditional marketing that provides the seller with the necessary income.

12. Fill in the missing two-word phrase.

A set of measures to effectively influence the buyer is called _____ .

13. Fill in the missing two-word phrase.

_____ method is based on personal contact and depends entirely on the seller's skill in establishing contact with the buyer.

14. Read the text and write down a detailed answer.

Describe the three levels of merchandising .

15. Read the text and write down a detailed answer.

What is the skimming pricing strategy?

OIIK-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. Read the text and choose one correct answer.

Information that is collected for the first time for a specific purpose:

- 1) secondary information;
- 2) higher information;
- 3) primary information;
- 4) innovative information;
- 5) statistical information.

2. Read the text and choose one correct answer.

What type of marketing research does the study of reference books and statistical literature belong to?

- 1) Desk research.
- 2) Panel study.
- 3) Field research.
- 4) Combined study.

3. Read the text and choose one correct answer.

Organizations and individuals who acquire goods and services for resale for profit form...

- 1) producers' market;
- 2) international market;
- 3) consumer market;
- 4) intermediary market;
- 5) government institutions market.

4. Read the text and choose one correct answer.

The commercial exchange of values between entities is called...

- 1) market;
- 2) deal;
- 3) request;
- 4) agreement;
- 5) services;

5. Read the text and choose one correct answer.

The concept of social and ethical marketing focuses on...

- 1) price of the product;
- 2) production volume;
- 3) care for people and the environment;
- 4) advertising of goods;
- 5) market segmentation;

6. Read the text and choose one correct answer.

Merchandising is...

- 1) sales process
- 2) activities aimed at direct marketing

- 3) activities aimed at placing a range of goods on the counter
- 4) active influence on the market
- 5) a marketing action plan that a company draws up

7. Read the text and choose one correct answer.

What segmentation criterion does the formation of a segment based on family composition refer to?

- 1) geographical
- 2) demographic
- 3) behavioral
- 4) psychographic

8. Fill in the missing word.

According to Ph. Kotler, the type of human activity aimed at satisfying people's needs through exchange is called _____.

9. Fill in the missing word.

The method of collecting information by recording the objects studied without establishing contact with them is called _____.

10. Fill in the missing word.

The method of collecting information on the behavior of objects under study, which involves establishing control over all factors, is called _____.

11. Fill in the missing two-word phrase.

A company's overall plan of action to promote its products and services in order to increase profits is called _____.

12. Fill in the missing two-word phrase.

Goods that are purchased without any planning are called _____ goods.

13. Fill in the missing two-word phrase.

The set of measures associated with the creation, production and sale of goods on the market is called _____.

14. Read the text and write down a detailed answer.

What two factors are analyzed in the McKinsey model?

15. Read the text and write down a detailed answer.

What groups of factors are distinguished in SWOT analysis?

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

1. Read the text and choose one correct answer.

The price of water in the desert is set on the basis of:

- 1) cost price
- 2) calculations
- 3) added value
- 4) perceived value

2. Read the text and choose one correct answer.

Consumer goods include:

- 1) raw materials and supplies
- 2) everyday goods
- 3) capital investments
- 4) luxury items

3. Read the text and choose one correct answer.

Exploratory marketing research is undertaken with the aim of...

- 1) collect information about enterprises with closed operating regimes
- 2) collect information on consumer opinions
- 3) collect preliminary information to develop the methodology of the main study
- 4) adjust business strategy depending on market trends

4. Read the text and choose one correct answer.

Brainstorming is...

- 1) quantitative research method
- 2) by expert assessment method
- 3) a forecasting method based on data extrapolation
- 4) by field research method

5. Read the text and choose one correct answer.

strategy in which a firm does not segment is called...

- 1) differentiated marketing
- 2) undifferentiated marketing
- 3) concentrated marketing
- 4) industrial marketing
- 5) production marketing

6. Read the text and choose one correct answer.

Marketing used in conditions of excessive demand, the magnitude of which exceeds the capabilities of the producer, is called...

- 1) remarketing
- 2) supportive marketing
- 3) developing marketing
- 4) conversion marketing
- 5) demarketing

7. Read the text and choose one correct answer.

Which concept is broader?

- 1) Brand.
- 2) Trademark.
- 3) Trademark.
- 4) All terms mean the same thing.

8. Fill in the missing word.

A need backed by purchasing power is called _____.

9. Fill in the missing word.

Dividing a market into consumer groups is called _____.

10. Fill in the missing word.

Marketing used in conditions of declining demand is called _____.

11. Fill in the missing word.

According to the law, _____ is defined as “information disseminated by any method, in any form and using any means, addressed to an indefinite number of persons and aimed at attracting attention to an object <...>, generating or maintaining interest in it and promoting it on the market”

12. Fill in the missing word.

_____ of a product is a system for determining the place of a new product on the market among other products .

13. Fill in the missing two-word phrase.

_____ includes, for example, billboards.

14. Read the text and write down a detailed answer.

What are the general requirements for advertising in accordance with Article 5 of the Federal Law "On Advertising"?

15. Read the text and write down a detailed answer.

What are the three goals of advertising (according to Ph. Kotler)?

Компетенции ОПК-1, ОПК-2, ОПК-3, УК-1 сформированы, если обучающийся набрал 70% и более правильных ответов по оценочным материалам.

Компетенции ОПК-1, ОПК-2, ОПК-3, УК-1 не сформированы, 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.

Министерство науки и высшего образования Российской Федерации
федеральное государственное автономное образовательное учреждение
высшего образования «Самарский национальный исследовательский
университет имени академика С.П. Королева»



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

УТВЕРЖДЕН

27 сентября 2024 года, протокол ученого совета
университета №2
Сертификат №: 20 08 е9 08 00 02 00 00 04 а9
Срок действия: с 27.02.24г. по 27.02.25г.
Владелец: проректор по учебной работе
А.В. Гаврилов

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
SUPPLY CHAIN MANAGEMENT

Код плана	<u>380402-2024-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, 2024

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. Read the text and choose one correct answer

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.

2. Read the text and choose one correct answer

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.

3. Read the text and choose one correct answer

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.

4. Read the text and choose one correct answer

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.

5. Read the text and choose one correct answer

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.
- d) Information and service flows

6. Read the text and choose one correct answer

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.

7. Read the text and choose one correct answer

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.
- d) Standardization, insurance, risk, information and scientific support.

8. Fill in the missing word

_____ analysis is based on the Pareto rule

9. Fill in the missing word

_____ is the putting and keeping of things in a special place for use them in the future.

10. Complete the sentence with two words

The special type of linear programming problem where the purpose is to minimize the cost of distributing a product from a number of suppliers to a number of customers, is called _____

11. Fill in the missing word

_____ is the large building for things before they are sold, used, or sent out to shops.

12. Fill in the missing word

_____ is the movement of people or goods from one place to another.

13. Fill in the missing word

_____ mode of transport has limitations in volume and weight, high transportation costs compared to some other types of transport, but high delivery speed.

14. Read the text and give a detailed answer:

What is the name of the system of vehicles, such as buses, trains, planes, etc., to move from one place to another?

15. Read the text and give a detailed answer:

What flows does logistics manage?

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

1. Read the text and choose one correct answer

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.

2. Read the text and choose one correct answer

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.
- d) Supply chain doesn't differ from the distribution channel

3. Read the text and choose one correct answer

What is the rout 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
- d) the transportation way from the manufacturer's factory to the warehouse

4. Read the text and choose one correct answer

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.

5. Read the text and choose one correct answer

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.
- d) Coordination supply and demand in the distribution

6. Read the text and choose one correct answer

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.
- d) Material resources in the warehousing

7. Read the text and choose one correct answer

What is the main criterion in choosing a transport?

- a) delivery speed
- b) delivery time
- c) load capacity
- d) all answers are correct

8. Fill in the missing word

_____ is the person, shop, or business that sells goods to the public.

9. Fill in the missing word

_____ is the process of making a product or service available for the consumer or business user who needs it.

10. Fill in the missing word

_____ mode of transport can transport medium and large volumes of cargo, requires long transportation times and low speed.

11. Fill in the missing word

_____ 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.

12. Fill in the missing word

_____ 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.

13. Fill in the missing word

_____ mode of transport is able to deliver goods "from door to door".

14. Read the text and give a detailed answer:

What mode of transport is usually used to transport liquid and gaseous products?

15. Read the text and give a detailed answer:

What is a type of supply chain management that moves goods from customers back to the sellers or manufacturers?

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**

Список вопросов для собеседования

Семестр 2

1. The logistics concept and competitive advantage through logistics.
2. Historical perspective of logistics. Planning for logistics.
3. The importance of logistics processes.
4. Logistics and supply chain management.
5. Supply chain structure.
6. Logistics product flow and its characteristics.
7. Financial flows in logistics.
8. Information flows in logistics.
9. Logistics System and its classification.
10. Manufacturing logistics features in the high-tech business.
11. Make-or-buy decision
12. Logistics at the enterprise in high-tech business.
13. Manufacturing resource planning and material requirements planning.
14. The product life cycle in high-tech business.
15. Logistics concepts of production organizing and their evolution.
16. The basic documents for the tenders and competitive bidding organization in public procurement.
17. The Conception of Customs Clearance and Customs Control Of Goods for International Trade
18. Distribution in the high-tech business.
19. Safety in distribution.
20. Assessment of the distribution effectiveness at the high-tech enterprises.
21. Types of transport, their advantages and disadvantages.
22. Transportation Costs.
23. Warehouses by Customer Classification.
24. The risk curve.

25. Calculation of the risk and the dangerous of goods transportation.
26. Types of stockholding inventory; stockholding policy implications for the high-tech business.
27. Inventory planning for manufacturing in high-tech business.
28. The structure of the enterprise distribution network in high-tech business.
29. Distribution system design in high-tech business.
30. Distribution Management of high-tech enterprises.
31. Transport in the logistics system.
32. Multimodal and intermodal transportation, their principles and advantages.
33. Transport mode characteristics.
34. The role of warehouses.
35. Analysis of storage and its optimization.
36. Safety and Target Stock Level Planning.
37. Reverses Logistics.
38. The classification of the reversing material flows in logistics.

Критерии оценивания

«**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

УТВЕРЖДЕН

27 сентября 2024 года, протокол ученого совета
университета №2
Сертификат №: 20 08 е9 08 00 02 00 00 04 а9
Срок действия: с 27.02.24г. по 27.02.25г.
Владелец: проректор по учебной работе
А.В. Гаврилов

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
SUSTAINABLE MANAGEMENT STRATEGIES

Код плана	<u>380402-2024-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, 2024

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

1. Read the text and choose 1 correct answer

What aspects does sustainable development NOT include?

- A) environmental;
- Б) business;
- В) social;
- Г) economic.

2. Read the text and choose 1 correct answer

How many sustainable development goals are there?

- A) 17;
- Б) 16;
- В) 15;
- Г) 14.

3. Read the text and choose 1 correct answer

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

- A) 1987;
- Б) 1985;
- В) 1995;
- Г) 2012.

4. Read the text and choose 1 correct answer

How can the carbon footprint be eliminated in manufacturing process?

- A) by process efficiency optimization
- Б) by closing a manufacturing business that harms environment;
- В) by increasing profitability of a company;
- Г) all variants are correct.

5. Read the text and choose 1 correct answer

How can the carbon footprint be eliminated in supply chain?

- A) by responsible sourcing from credible vendors;
- Б) by closing a manufacturing business that harms environment;
- В) by increasing profitability of a company
- Г) all variants are correct.

6. Read the text and choose 1 correct answer

How can the carbon footprint be eliminated in green financing?

- A) by capital investments in carbon neutral projects;
- Б) by closing a manufacturing business that harms environment;
- В) by increasing profitability of a company;
- Г) all variants are correct.

7. Read the text and choose 1 correct answer

What is the 6th sustainable goal?

- A) clean water and sanitation,
- Б) unlimited water,
- В) sanitation,
- Г) all variants are correct

8. Read the text and put a correct word in the gap

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

9. Read the text and put a correct word in the gap

The carbon footprint can 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 _____ energy sourcing

10. Complete the sentence

The 10th sustainable goal is _____

11. Complete the sentence

The 13th sustainable goal is _____

12. Read the text and put a correct word in the gap

The 12th sustainable goal is responsible _____ and production

13. Read the text and put a correct word in the gap

The 11th sustainable goal is _____ cities and communities

14. Read the question and give a full answer

What is the 9th sustainable goal ?

15. Read the question and give a full answer

What is the 8th sustainable goal is?

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

1. Read the text and choose 1 correct answer

What is the only country that has a complete cycle of uranium material flow from mining to recycling?

- A) Nigeria;
- Б) UAE;
- В) USA;
- Г) Russia.

2. Read the text and choose 1 correct answer

Can high-level nuclear waste be recycled?

- A) no;

- B) scientists don't know that;
- B) yes;
- Γ) partially yes.

3. Read the text and choose 1 correct answer

What energy saves 210 mln ton/year of CO₂ in Russia and 700 mln ton in Europe?

- A) Nuclear energy;
- B) Hydro energy;
- B) Power plant energy;
- Γ) Human energy

4. Read the text and choose 1 correct answer

Choose the lowest greenhouse gas emissions of any electricity generation method

- A) nuclear power plants;
- B) solar energy;
- B) coal combustion;
- Γ) all variants are correct.

5. Read the text and choose 1 correct answer

What is the 1st sustainable goal?

- A) no poverty;
- B) no rich people;
- B) no education;
- Γ) education to all.

6. Read the text and choose 1 correct answer

What is the 2nd sustainable goal?

- A) zero hunger;
- B) zero rich people;
- B) zero education;
- Γ) zero consumption.

7. Read the text and choose 1 correct answer

What is the 3rd sustainable goal?

- A) good health and well-being;
- B) good education;
- B) free health treatment;
- Γ) no free health treatment.

8. Complete the sentence

The 4th sustainable goal is _____

9. Complete the sentence

The 5th sustainable goal is _____

10. Complete the sentence

The carbon footprint in organization can be eliminated by corporate social _____ – by facilitating of nature treating culture within the company, in offsetting – by carbon certificates and sustainability communication

11. Complete the sentence

The 7th sustainable goal is affordable and ___energy

12. Complete the sentence

The major global warming contributors are CO₂ and _____

13. Complete the sentence

The carbon footprint can be eliminated in product in design – by circular design or eco-design, in materials by _____sources and recycling, in labeling by eco-labeling

14. Read the text and give the answer

What are conflict minerals?

15. Read the text and give the answer

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?

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

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

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

Список вопросов для экзамена Семестр 1

1. The strategic activity of the company in the context of globalization: the essence, goals, objectives, types. Development trends.
2. Strategies for the functioning of companies in international markets: international, foreign, transnational, global. Indicators of globalization.
3. Principles, forms and methods of team management in conditions globalization.
4. Team management at the strategic level in the international business.
5. Organizational management in international business: basic components. Production and material management.
6. Human resource management in international business. Management strategy personnel (HR strategy).
7. Promotion (career), development management in conditions globalization.
8. The wage system and labor relations in transnational companies.
9. Classification of methods and forms of foreign economic transactions.
10. Classification of potential counterparties of the world market as subjects foreign economic operations.

11. Methods of search and analysis of counterparties.
12. Development of a model of a preferred foreign counterparty.
13. International business in the global economy: causes and conditions globalization.
14. Factors of the international environment affecting organizational behavior and organizational culture of companies.
15. Models of intercultural differences.
16. American and Japanese control systems.
17. Model of the study of cultural values G. Hofstede.
18. Adaptation of organizations in an intercultural environment.
19. Basic institutional, economic and social parameters international business.
20. Political aspects of international business. Determinants political system. The main components of the legal system.
21. Formation of organizational and managerial decisions when conducting foreign economic activity.
22. Socio-cultural and ethical components of international business.

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.

Министерство науки и высшего образования Российской Федерации
федеральное государственное автономное образовательное учреждение
высшего образования «Самарский национальный исследовательский
университет имени академика С.П. Королева»



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

УТВЕРЖДЕН

27 сентября 2024 года, протокол ученого совета
университета №2
Сертификат №: 20 08 е9 08 00 02 00 00 04 а9
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Владелец: проректор по учебной работе
А.В. Гаврилов

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)
THEORY AND METHODS OF MANAGERIAL DECISION MAKING (ADVANCED LEVEL)

Код плана	<u>380402-2024-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, 2024

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) Прочитайте текст и выберите один правильный вариант ответа.

What is the main feature of the commercial organization?

1. To have one founder.
2. Always have a linear organizational structure.
3. To have a hierarchical management structure.
4. To aim at making a profit.

2) Прочитайте текст и выберите один правильный вариант ответа.

In a linear regression model, the average change in the result when the factor changes by 1 unit is characterized by the coefficient of...

1. determination.
2. correlation.
3. autocorrelation.
4. regression.
5. elasticity.

3) Прочитайте текст и выберите один правильный вариант ответа.

The tightness of the linear connection is determined by the coefficient of...

1. determination.
2. correlation.
3. autocorrelation.
4. regression.
5. elasticity.

4) Прочитайте текст и выберите один правильный вариант ответа.

What does the Internal Rate of Return mean?

1. ratio of payoff to investment of a proposed project
2. the rate at which the net present value of the project is equal to zero
3. desired profitability of the project
4. the difference between sums of discounted positive and negative cash flows

5) Прочитайте текст и выберите один правильный вариант ответа.

What does the Profitability Index mean?

1. ratio of payoff to investment of a proposed project
2. the rate at which the net present value of the project is equal to zero
3. desired profitability of the project
4. the difference between sums of discounted positive and negative cash flows

6) Прочитайте текст и выберите один правильный вариант ответа.

What is a Present Value of the perpetuity when \$ 1000 is paid at the end of each year and the annual discount rate equals 20%?

1. \$ 1000.
2. \$ 5000.
3. \$ 20 000.
4. Infinity.

7) Прочитайте текст и выберите один правильный вариант ответа.

Deposit amount is \$ 10 000, annual interest rate is 10%. What will be the future value of the deposit at the end of the third year with compound percent rate?

1. \$ 10 000.
2. \$ 13 000.
3. \$ 13 310.
4. \$ 14 650.

8) Впишите пропущенное слово.

_____ trend is adequate for modelling a situation of the constant annual increase of the price.

9) Впишите пропущенное слово.

_____ variables of the model are set from outside.

10) Впишите пропущенное слово.

_____ variables are formed inside the model.

11) Впишите пропущенное слово.

_____ 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.

12) Впишите пропущенное слово.

_____ is a series of payments made at equal intervals.

13) Впишите пропущенную фразу из двух слов.

_____ shows average deviation of the random variable from its mean value.

14) Прочитайте текст и запишите развернутый ответ.

Which measure is calculated as the quadratic mean of the differences between the observed values and corresponding predicted ones?

15) Прочитайте текст и запишите развернутый ответ.

What is a method used to value a security, project, company, or asset that incorporates the time value of money?

ОПК-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) Прочитайте текст и выберите один правильный вариант ответа.

What is an essence of “maximin” decision-making criterion?

1. to maximize the minimum gain
2. to maximize the maximum gain
3. take into account the best and the worst possible outcomes, by articulating a “coefficient of optimism”
4. maximize average outcome

2) Прочитайте текст и выберите один правильный вариант ответа.

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3. take into account the best and the worst possible outcomes, by articulating a “coefficient of optimism”
4. maximize average outcome

3) Прочитайте текст и выберите один правильный вариант ответа.

What is an essence of Hurwicz Criterion for decision-making?

1. to maximize the minimum gain
2. to maximize the maximum gain
3. take into account the best and the worst possible outcomes, by articulating a “coefficient of optimism”
4. maximize average outcome

4) Прочитайте текст и выберите один правильный вариант ответа.

What is an essence of Laplace Criterion for decision-making?

1. to maximize the minimum gain
2. to maximize the maximum gain
3. take into account the best and the worst possible outcomes, by articulating a “coefficient of optimism”
4. maximize average outcome

5) Прочитайте текст и выберите один правильный вариант ответа.

Which method of uncertainty removal considers the worst hypothesis about value of the parameters?

1. Guaranteed result method.
2. Data forming method.
3. Statistical modeling method.
4. Proportional allocation method.

6) Прочитайте текст и выберите один правильный вариант ответа.

Which method of uncertainty removal consists in predicting future values on the basis of statistics?

1. Guaranteed result method.
2. Data forming method.
3. Statistical modeling method.
4. Proportional allocation method.

7) Прочитайте текст и выберите один правильный вариант ответа.

Which approach is correct for calculating the priorities of the alternatives or criteria basing on results of pairwise comparisons?

1. Calculating the sum of the judgments.
2. Arithmetic mean.
3. Normalized arithmetic mean.
4. Normalized geometric mean.

8) Впишите пропущенное слово.

_____ system is a system that have at least one element able to make independent decisions.

9) Впишите пропущенное слово.

_____ is a player who sets the rules of game.

10) Впишите пропущенное слово.

_____ decision is management decision which is the best by chosen objective function.

11) Впишите пропущенную фразу из двух слов.

_____ _____ is a method to achieve the best outcome in a mathematical model whose requirements and objective are represented by linear relationships.

12) Впишите пропущенную фразу из двух слов.

_____ _____ is the study of mathematical models of strategic interactions.

13) Впишите пропущенную фразу из двух слов.

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 is called _____ _____.

14) Прочитайте текст и запишите развернутый ответ.

Which problems consist of finding the best alternative or a set of good alternatives from finite number of available ones subject to the certain criteria?

15) Прочитайте текст и запишите развернутый ответ.

Which method allows evaluating of alternatives subject to certain criteria through pairwise comparisons?

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;

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