



САМАРСКИЙ УНИВЕРСИТЕТ  
SAMARA UNIVERSITY

УТВЕРЖДЕН

25 апреля 2025 года, протокол ученого совета  
университета №9  
Сертификат №: 50 е3 2fa6 00 02 00 00 05 1a  
Срок действия: с 26.02.25г. по 26.02.26г.  
Владелец: проректор по учебной работе  
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**ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)**  
**EFFECTIVE SELF-MANAGEMENT**

Код плана	<u>380402-2025-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, 2025

## 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. Конкретные формы и средства контроля текущей успеваемости по дисциплине (практике) указываются в учебно-тематическом плане РПД.

## 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-managment 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,

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

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

В рамках проведения промежуточной аттестации:

- зачет проставляется по совокупности результатов текущей успеваемости.

***Критерии оценивания в случае зачета***

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

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

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)**  
**MANAGEMENT RESEARCH METHODS**

Код плана	<u>380402-2025-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.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, 2025

## 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. Конкретные формы и средства контроля текущей успеваемости по дисциплине (практике) указываются в учебно-тематическом плане РПД (РПП).

## 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?

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

**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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САМАРСКИЙ УНИВЕРСИТЕТ  
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Владелец: проректор по учебной работе  
А.В. Гаврилов

**ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)**  
**MARKETING AND LOGISTICS**

Код плана	<u>380402-2025-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, 2025

## 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. Конкретные формы и средства контроля текущей успеваемости по дисциплине (практике) указываются в учебно-тематическом плане РПД (РПП).

## 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.

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

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

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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

25 апреля 2025 года, протокол ученого совета  
университета №9  
Сертификат №: 50 е3 2fa6 00 02 00 00 05 1a  
Срок действия: с 26.02.25г. по 26.02.26г.  
Владелец: проректор по учебной работе  
А.В. Гаврилов

**ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)**  
**SPACE ECONOMY**

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Самара, 2025

## 1. ОЦЕНОЧНЫЕ МАТЕРИАЛЫ ДЛЯ ТЕКУЩЕГО КОНТРОЛЯ УСПЕВАЕМОСТИ ОБУЧАЮЩИХСЯ ПО ДИСЦИПЛИНЕ

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***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?

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САМАРСКИЙ УНИВЕРСИТЕТ  
SAMARA UNIVERSITY

УТВЕРЖДЕН

25 апреля 2025 года, протокол ученого совета  
университета №9  
Сертификат №: 50 е3 2f a6 00 02 00 00 05 1a  
Срок действия: с 26.02.25г. по 26.02.26г.  
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**ФОНД ОЦЕНОЧНЫХ СРЕДСТВ ДИСЦИПЛИНЫ (МОДУЛЯ)**  
**SUPPLY CHAIN MANAGEMENT**

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Самара, 2025

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- 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**

«**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