

УПРАВЛЕНИЕ ОБРАЗОВАНИЯ ГОМЕЛЬСКОГО ОБЛИСПОЛКОМА

УЧРЕЖДЕНИЕ ОБРАЗОВАНИЯ
«СВЕТЛОГОРСКИЙ ГОСУДАРСТВЕННЫЙ ИНДУСТРИАЛЬНЫЙ КОЛЛЕДЖ»

УТВЕРЖДАЮ

Зам. директора по учебной работе

_____ Яхновец Н.Н.

« ____ » _____ 2014 г.

ИНОСТРАННЫЙ ЯЗЫК ДЕЛОВОГО ОБЩЕНИЯ

Методические рекомендации по изучению учебной дисциплины, задания для контрольных работ и рекомендации по их выполнению для учащихся заочной формы обучения 1 курса по специальности 2-25 01 35

«Бухгалтерский учет, анализ и контроль»

г. Светлогорск
2013\2014 уч. год

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Разработано на основе типовой учебной программы дисциплины «Иностранный язык делового общения», утвержденной Министерством образования Республики Беларусь 04.07.2002 года

Рассмотрено на заседании цикловой комиссии языковых дисциплин
Протокол № 10 от 06.06.2014 г.

Регистрационный номер 1105.2014

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ПОЯСНИТЕЛЬНАЯ ЗАПИСКА

Расширение внешнеэкономических связей Республики Беларусь, развитие делового сотрудничества с зарубежными партнерами требует усиления внимания к изучению иностранных языков в средних специальных учебных заведениях.

Основной целью предмета «Иностранный язык делового общения» является формирование у учащихся следующих умений и навыков:

- устного общения и письменной речи на иностранном языке, позволяющих осуществлять языковую коммуникацию, вести деловые переговоры и корреспонденцию на иностранном языке;
- чтения и перевода общественно-политической, экономической, специальной литературы;
- самостоятельного извлечения экономической информации из иноязычных источников;
- восприятия на слух информации делового и экономического характера.

Преподавание предмета следует вести в тесной связи с дисциплинами специального цикла, в частности с предметами «Экономика», «Финансы», «Бухгалтерский учет».

Согласно типовому учебному плану на изучение предмета по заочной форме обучения отводится 26 часов лабораторных и практических занятий, 1 ДКР.

Заключительной формой контроля является ОКР.

В результате изучения предмета учащиеся должны:

Знать на уровне представления:

- основные фонетические и грамматические нормы, позволяющие использовать иностранный язык как средство общения;
- базовые речевые нормы, необходимые для делового общения.

Знать на уровне понимания:

- иностранный язык с точки зрения его структурных, лексических и стилистических особенностей;
- правила устного общения и письменной речи на иностранном языке, позволяющие осуществлять языковую коммуникацию, вести деловые переговоры и корреспонденцию на иностранном языке.

Уметь:

- употреблять базовые грамматические структуры в речи;
- вести общение бытового характера на иностранном языке;
- переводить экономические, специальные и социально-политические тексты (со словарем);
- извлекать экономическую информацию из иностранных источников;
- воспринимать на слух информацию делового и экономического характера.

ПРИМЕРНЫЙ ТЕМАТИЧЕСКИЙ ПЛАН

Тема и ее содержание	Количество часов		Время на самостоятельную работу обучающихся (часов)
	дневное отделение	заочное отделение	
1. Этика делового общения. Знакомство, деловое представление, визитные карточки. Виды предприятий. Представление своего предприятия (фирмы). Персонал фирмы. Страны, языки.	14	4	10
2. Рабочий день делового человека. Ведение деловой корреспонденции. Разговор по телефону. Командировка за рубежом. В аэропорту, на вокзале. Паспортный и контроль. Деловые встречи, контакты, ярмарки, выставки.	22	4	18
3. Экономика страны изучаемого языка. Великобритания \Германия: географическое положение, административное устройство, промышленность и сельское хозяйство. (США: географическое положение, административное устройство, промышленность и сельское хозяйство.)	18	4	14
4. Республика Беларусь. Географическое положение, административное устройство, промышленность и сельское хозяйство.	9	4	6
<i>Обязательная контрольная работа №1</i>	1	-	-
5. Образование. Система образования в стране изучаемого языка и Республике Беларусь. (Моя будущая специальность. Учебное заведение, в котором я занимаюсь).	20	2	18
6. Экономика. Экономика, экономические науки. Экономические системы. Рыночная экономика. Централизованная экономика. Переход от плановой экономики к рыночной.	12	2	10

7. Маркетинг. Комплекс маркетинга. Реклама.	12	2	10
8. Менеджмент. Функции менеджмента. Задачи менеджера.	11	3	8
Обязательная контрольная работа №2	1	1	-
Итого	120	26	94

МЕТОДИЧЕСКИЕ УКАЗАНИЯ К ВЫПОЛНЕНИЮ ДКР

Учебным планом предусмотрено выполнение одной домашней контрольной работы.

Контрольная работа выполнена в десяти вариантах. Варианты контрольной работы определяются по последней цифре списочного номера учащегося в учебном журнале. Цифра «0» соответствует варианту 10. ДКР выполняются четким аккуратным почерком в ученической тетради с пронумерованными страницами, оставляя поля шириной 25 мм для замечаний преподавателя. Каждое задание выполняется с новой страницы.

Материал контрольной работы следует располагать в тетради по следующему образцу:

Левая страница	Правая страница
поля: текст на иностранном языке	текст на русском языке: поля

Контрольная работа, признанная удовлетворительной, оценивается словом «зачтено». Не засчитывается и возвращается учащемуся на доработку с подробной рецензией работа, выполненная не в полном объеме, если в ней неправильно сделаны грамматические задания, есть лексические ошибки, техника перевода не соответствует содержанию текста.

Доработанный вариант не зачтенной контрольной работы представляется на рецензирование вместе с прежним вариантом, при этом правильно выполненная часть задания не переписывается.

После получения работы с рецензией преподавателя необходимо еще раз проработать учебный материал, руководствуясь указаниями рецензента. Все предложения, в которых были обнаружены орфографические, лексические и грамматические ошибки, а также неточности в переводе, переписываются начисто в исправленном виде в конце данной контрольной работы (после рецензии преподавателя).

Работа, выполненная по неправильно выбранному варианту, на рецензию не принимается и возвращается учащемуся. Он обязан повторно выполнить ее по соответствующему варианту. Возвращаются для повторного выполнения и работы, переписанные у других учащихся. Без проверки могут

быть возвращены и контрольные работы, выполненные небрежно, неразборчивым почерком. Стирать пометки рецензента запрещается.

Контрольную работу необходимо выполнить в сроки, определенные учебным графиком группы. Разрешается досрочное выполнение контрольной работы.

Зачтенную домашнюю контрольную работу учащийся должен хранить до предъявления ее на ОКР. В случае утери работа выполняется повторно.

Собеседование по контрольным работам (так называемая защита контрольных работ) осуществляется непосредственно перед ОКР.

КОНТРОЛЬНАЯ РАБОТА

Для того, чтобы правильно выполнить домашнюю контрольную работу, необходимо усвоить следующие разделы курса английского языка по любому учебнику грамматики:

1. Предлоги.
2. Сложноподчиненные предложения.

Используйте следующие образцы выполнения упражнений.

ОБРАЗЕЦ ВЫПОЛНЕНИЯ УПРАЖНЕНИЯ 1

Левая страница	Правая страница
1. <u>The work done in order to investigate the market</u> shows that there are a lot of opportunities for our product. b) market research 2. They are discussing now <u>the introduction</u> of new products onto the market. a) launch	1. Работа, проведенная для того, чтобы исследовать рынок, показывает, что для нашего продукта существует много возможностей. b) исследование рынка 2. Сейчас они обсуждают введение новых продуктов на рынок. a) запуск

ОБРАЗЕЦ ВЫПОЛНЕНИЯ УПРАЖНЕНИЯ 4

Левая страница	Правая страница
1. <u>After the agreement had been signed</u> , the delegation left Minsk. 2. <u>As we had an overload at work yesterday</u> , I came home late.	После того как соглашение было подписано, делегация уехала из Минска. вид – придаточное предложение времени Так как вчера у нас был огромный объем работы, я пришел домой поздно. вид – придаточное предл. причины

ВАРИАНТ 1

I. Перепишите предложения и переведите их на русский язык. Выберите из приведенных вариантов синоним, который имеет то же значение, что и подчеркнутое слово или фраза.

1. They are determined to make the company profitable and to achieve a stable profitability by fiscal 2003.

- a) increase b) income c) loss

2. Gazprom and Shell agreed to establish a joint venture to develop the Zapolyarnoye field, in which each will hold a 50 per cent share.

- a) dividend b) interest c) stake

3. Recently our sales have boosted incredibly.

- a) boomed b) increased c) bulled

4. We should introduce the product into the market by August.

- a) take b) launch c) deliver

5. The group of people that we want to buy our product is teenagers.

- a) Our bear market b) Our bull market c) Our target market

6. To my mind, the short phrase used in our advertising campaign must be changed. It does not produce any impact. It's too dull.

- a) motto b) slogan c) brand name

7. Each subsidiary has its own way that management is organized.

- a) management structure b) management strategy c) organization chart

8. Ford is one of the most famous companies, which operates in many different countries.

- a) holding company b) multinational companies c) subsidiary

9. Among other things, our company hopes to lower costs due to the increase in the scale of production.

- a) get income of scale b) get economies of scale c) get profitability of scale

10. The success of the project was to a great extent due to the people who work for the company.

- a) workforce b) management team c) trainers

II. Перепишите предложения и переведите их на русский язык. Выберите из приведенных вариантов слово или словосочетание, которое соответствует предложению.

1. A sum of money given in addition to a salary.

- a) wages b) bonus c) motivation

2. To tell an employee that he/she must leave his/her job.

- a) to employ b) to hire c) to sack

3. To make something more efficient.

- a) to rationalize b) to increase c) to stimulate

4. An advertisement on radio or on television.

- | | | |
|-----------|------------|---------------|
| a) review | b) article | c) commercial |
|-----------|------------|---------------|
5. A phrase used in advertisements to attract attention to the product.
- | | | |
|--------------|-----------|------------|
| a) celebrity | b) slogan | c) proverb |
|--------------|-----------|------------|
6. The perception that the public has of a person or organization.
- | | | |
|-------------|---------------|----------|
| a) attitude | b) reputation | c) image |
|-------------|---------------|----------|
7. Opinion held about something or someone; the degree to which one is trusted.
- | | | |
|---------------|----------|-------------|
| a) reputation | b) image | c) attitude |
|---------------|----------|-------------|
8. A person legally appointed to act for another.
- | | | |
|-------------------|-------------|---------------|
| a) representative | b) attorney | c) prosecutor |
|-------------------|-------------|---------------|
9. Insuring again with some other company, so that the risk of loss will be shared.
- | | | |
|------------|-------------|------------|
| a) restate | b) reinsure | c) reissue |
|------------|-------------|------------|
10. A sum of money to be paid when a contract is broken.
- | | | |
|--------|------------|------------|
| a) fee | b) penalty | c) charges |
|--------|------------|------------|

III. Перепишите текст, заполнив пропуски предложениями, где это необходимо. Переведите текст на русский язык.

Dear Mr Smith

(1)... reply (2)... your letter (3)... August 25 we have the pleasure (4)... informing you that we have considered your request and found it valid and convincing. Attached (5)... this letter you will find all the data (6)... the subject you are interested (7)... .

I look forward (8)... seeing you soon here.

Yours sincerely

N. Simpson

IV. Перепишите предложения, подчеркните в них придаточные предложения и укажите их вид. Переведите предложения на русский язык.

1. That the matter should have taken such a turn is not surprising.
2. We sent all the documents by air mail so that they should be received before the arrival of the cargo.
3. His first company, which was established in 1925, went bankrupt in 2 years.
4. It became more difficult as we went deeper into numbers.
5. While we were discharging the cargo ship "Pskov", we discovered some bags which were damaged by water.

V. Прочитайте и устно переведите весь текст. Перепишите 1-й, 2-й абзацы и переведите их письменно. Подготовьтесь к контрольному чтению вслух 3-го, 4-го абзацев.

DESIRABILITY OF NEW VENTURE CREATION

1. The perception that starting a new company is desirable results from an individual's culture, subculture, family, teachers, and peers. In a country where an individual who successfully creates a new business is honored and respected –more companies will be created. For example, in the United States there has always been a high value on being one's own boss, having individual opportunity, being a success, and making money – all aspects of entrepreneurship. Therefore, it is not surprising to find a high rate of company creation in the United States. On the other hand, in some countries successfully establishing a new business and making money are not as highly valued, and failure may be a disgrace. Countries with such cultures (national traditions) do not have as high a business creation rate.

2. No culture is totally for or against entrepreneurship. Many subcultures (local traditions) shape their own value systems. Even in the United States entrepreneurship is not supported and promoted in the same way. In supportive environments where creating a new company is one of the best occupations, more individuals actively create new enterprises.

3. In Moscow most of the new companies (about 40 %) operate in trade, 30 % operate in the field of R&D, all the rest operate in building, transport and other fields.

In addition to local traditions, family traditions are very important too. Studies of companies in a variety of industries throughout the world indicate that 50 to 70 percent of the founders of companies had fathers or mothers who had an independent occupation.

4. Encouragement to create a company is further gained from teachers in schools, who familiarize the students with entrepreneurship as one possible career path. Schools with courses in entrepreneurship and innovation tend to develop entrepreneurs. Taking the entrepreneurship course increases the probability for such students to become entrepreneurs. An area having a strong education base is almost always a prerequisite for entrepreneurial activity and company creation.

Finally, peers are very important in the decision to create a company. More new companies are created in an area with a meeting place where entrepreneurs and potential entrepreneurs can discuss ideas, problems, and solutions.

ВАРИАНТ 2

I. Перепишите предложения и переведите их на русский язык. Выберите из приведенных вариантов синоним, который имеет то же значение, что и подчеркнутое слово или фраза.

1. He made his money by buying unsuccessful companies, selling their most valuable parts and then closing them down.

a) investment into unsuccessful companies

b) asset stripping

c) taking over

2. Using the same management structures, products and working practices in all parts of the world can help the multinational company get rid of unnecessary duplications.

a) Globalisation b) Re-engineering c) Reorganising

3. It is very important for any company to work out its own way of doing things.

a) organization chart b) corporate culture c) production

4. In recent years our company has gained control of about ten smaller companies by buying most of their shares.

a) merged b) took over c) melted

5. A business of encouraging people to buy goods is rapidly developing in our country.

a) Promotion business b) Advertising business c) Distribution business

6. The research highlights that the working conditions in the factory need improvement.

a) finds out b) points out c) clears out

7. The employees of our factory are provided with good lodging.

a) benefits b) accommodations c) pensions

8. Their booming enterprise went bankrupt during the last financial crash.

a) small b) flourishing c) developing

9. They were made to sell their enterprise at a low price.

a) asked b) told c) forced

10. We intend to increase our sales by 15%.

a) plan b) intent c) intervene

II. Перепишите предложения и переведите их на русский язык. Выберите из приведенных вариантов слово или словосочетание, которое соответствует предложению.

1. An official who takes possession of a person's goods or property when they owe money, especially for the rent.

a) attorney b) prosecutor c) bailiff

2. A person who pays for professional services.

a) client b) sales person c) advertiser

3. A sum of money paid for professional or special services.

a) wages b) salary c) fee

4. The practice of buying a company cheaply, selling all its assets to make a profit and then closing it down.

a) developing a business b) asset stripping c) competition

5. The property of a company, person etc. that has value and can be sold to pay the debts.

a) liquid liabilities b) liquid profits c) liquid assets

- a) benefits b) accommodations c) pensions

8. Yesterday we had a meeting, where we exchanged new ideas about the development of our project. We all freely and at random expressed our views suggesting different options, some of them sounded really fantastic.

- a) conversation b) briefing c) brainstorming

9. Please, put your cars in the area that has been specially designed for their temporary use.

- a) garage b) parking place c) square

10. The success of the project was to a great extent due to the people who work for the company.

- a) workforce b) management team c) trainers

II. Перепишите предложения и переведите их на русский язык. Выберите из приведенных вариантов слово или словосочетание, которое соответствует предложению.

1. A sum of money to be paid when a contract is broken.

- a) fee b) penalty c) charges

2. To make the necessary arrangements for starting a business.

- a) to set up a business b) to reorganize a business c) to maintain a business

3. A description of a person's characteristics.

- a) character b) profile c) attitude

4. A way of feeling or thinking about someone or something.

- a) motivation b) relationship c) attitude

5. To do business, to buy and sell.

- a) to trade b) to do research c) to perform

6. A company or business.

- a) patent b) concern c) budget

7. To go up, to rise.

- a) to plunge b) to upgrade c) to increase

8. To give employment to someone.

- a) to promote b) to hire c) to estimate

9. A movement to a more important job, with more responsibility and money.

- a) recruitment b) promotion c) career

10. A job or profession for which you are trained and which you intend to follow for part or the whole of your life.

- a) recruitment b) promotion c) career

III. Перепишите текст, заполнив пропуски предложениями, где это необходимо. Переведите текст на русский язык.

Dear Mr Brown

Please forgive me (1)... not replying sooner (2)... your kind letter (3)... May 20. When your letter arrived I was (4)... a business trip and only returned a week ago. I am very grateful (5)... you (6)... sending me the catalogue I requested. I look forward (7)... meeting you soon.

Yours sincerely

F. D. Collins

IV. Перепишите предложения, подчеркните в них придаточные предложения и укажите их вид. Переведите предложения на русский язык.

1. As soon as he saw me, he asked me whether the manager had returned from London.
2. We have never discovered who did it.
3. I'll be able to go home only when I finish this work.
4. The conditions of the new contract are not what they were in the previous one.
5. Anyway, I hope you will let me know what happens.

V. Прочитайте и устно переведите весь текст. Перепишите 1-й, 2-й абзацы и переведите их письменно. Подготовьтесь к контрольному чтению вслух 3-го, 4-го абзацев.

THE HISTORY OF MONEY

1. Money is used for buying or selling goods, for measuring value and for storing wealth. Almost every society now has a money economy based on coins and paper notes of one kind or another. However, this has not always been true. In primitive societies a system of barter was used. Barter was a system of direct exchange of goods. Somebody could exchange a sheep, for example, for anything in the market place that they considered to be of equal value. Barter, however, was a very unsatisfactory system because people's precise needs seldom coincided. People needed a more practical system of exchange, and various money systems developed based on goods which the members of a society recognized as having value. Cattle, grain, teeth, shells, feather, salt, tobacco have been used.

2. A coin is a piece of metal, usually disc-shaped, which bears lettering, designs or numbers showing its value. Until the eighteenth and nineteenth centuries coins were given monetary worth based on the exact amount of metal contained in them, but most modern coins are based on face value, the value that governments choose to give them, irrespective of the actual metal content. Coins have been made of gold (Au), silver (Ag), copper (Cu), aluminum (Al), nickel (Ni), plastic and in China even from pressed leaves. Gold proves to be the most popular. Since civilization began gold has been regarded as a symbol of power and wealth. In many societies gold was seen as a magic substance which could protect people against illness or evil spirits.

3. An incredible variety of items have served as money at various times and places, but all can be classified as either commodity money or fiat money. Commodity money is valuable apart from what it will buy. Gold, for example, is useful in jewelry or dentistry, even when it is not used for money. But some money is useless except when treated as money. Certain pieces of paper of which you would probably like (e.g. 100 dollar bills) are example of fiat money.

4. Most governments now issue paper money in the form of notes, which are really “promises to pay”. Paper money is obviously easier to handle and much more convenient in the modern world. Cheques, bankers' cards, and credit cards are being used increasingly and it is possible to imagine a world where “money” in the form of coins and paper currency will no longer be used.

ВАРИАНТ 4

I. Перепишите предложения и переведите их на русский язык. Выберите из приведенных вариантов синоним, который имеет то же значение, что и подчеркнутое слово или фраза.

1. They are determined to make the company profitable and to achieve a stable profitability by fiscal 2003.

- a) increase b) income c) loss

2. The situation on the stock market is changeable.

- a) unstable b) movable c) steady

3. My sister is responsible for promotion and distribution of the company's goods as well as for the market research.

- a) a production manager b) a marketing manager c) a sales manager

4. We are here today to deal with some problems, which caused certain difficulties in the production.

- a) sort out b) oversee c) stimulate

5. He is in charge of a group of employees who work at developing a new model of the product.

- a) project team b) marketing team c) advertising team

6. We must find the answer to the question: what was the cause of our losing a large share of the market.

- a) solve b) clear up c) sort out

7. How many people were present at the last conference?

- a) joined b) attended c) met

8. Now, let's elect the person who will preside over the meeting.

- a) chair person b) president c) executive

9. They stated as the necessary condition our partial payment in advance.

- a) stipulated b) simulated c) ensured

10. A few members of the staff gave up their jobs.

a) sacked

b) resigned

c) fired

II. Перепишите предложения и переведите их на русский язык. Выберите из приведенных вариантов слово или словосочетание, которое соответствует предложению.

1. The power to give orders.

a) career

b) authority

c) demand

2. To put in order of importance.

a) to rank

b) to require

c) to establish

3. The amount of money that an insurance company receives from its customers.

a) operating profit

b) premium income

c) net income

4. A group of people or companies combined together for a particular purpose, usually business.

a) syndicate

b) market

c) brokers

5. A building where goods are stored.

a) warehouse

b) shop

c) factory

6. A piece of paper which tells customers how much money they have paid for a product.

a) invoice

b) cheque

c) receipt

7. An amount of money borrowed by an individual or a company.

a) capital

b) loan

c) rent

8. To tell an employee that he/she must leave his/her job.

a) to employ

b) to hire

c) to sack

9. To put parts together in the production process.

a) assemble

b) unite

c) join

10. A non-profit-making organization.

a) company

b) business

c) society

III. Перепишите текст, заполнив пропуски предложениями, где это необходимо. Переведите текст на русский язык.

Dear Sirs

I refer (1)... the telex (2)... Mr. Francis dated March 19th, 200_, and write personally to apologize (3)... the last minute postponement (4)... our visit (5)... Moscow (6)... March 21st. It was considered (7)... my colleagues in Frankfurt to be more appropriate if I took part (8)... the discussions.

I look forward now (9)... our meeting (10)... the revised date of Wednesday April 18th, again (11)... 11.30 a.m.

(12)... best regards,

Yours faithfully

R. M. Smith

IV. Перепишите предложения, подчеркните в них придаточные предложения и укажите их вид. Переведите предложения на русский язык.

1. After the agreement had been signed, the delegation left Minsk.
2. The job you gave me is very remunerative.
3. I know she is at the office now.
4. My former colleague whom I haven't seen for five years is coming to Minsk tomorrow.
5. I was 45 years old when I became the head of the company.

V. Прочитайте и устно переведите весь текст. Перепишите 1-й, 2-й абзацы и переведите их письменно. Подготовьтесь к контрольному чтению вслух 3-го, 4-го абзацев.

THE FUNCTIONS OF MONEY

1. Money serves as (1) a medium of exchange, (2) a unit of account, and (3) a store of value. We examine each of these functions, beginning with medium of exchange.

A medium of exchange, or a transactions medium, is anything generally acceptable as a means of payment in the exchange of goods and services, in repaying debts, and in the exchange of assets, such as shares of common stock.

2. The second function of money is to serve as a unit of account. A unit of account is a yardstick for measuring prices and values and a benchmark for comparing them. In principle, any commodity can serve as a unit of account. Having chosen the good, we can express the price of each of the rest of the goods in units of that good. Historically, societies designated a single item to serve as the unit of account, say, a kilogram of wheat. In this way, each good could be priced at so many kilograms of wheat per unit. In modern times, paper money is the unit of account. For example, the dollar is the unit of account in the United States. Knowing that a pound of peaches costs two dollars and a pound of apples costs one dollar enables us to compare their value. Thus, money becomes a *standard of value*.

3. Normally, the same item serves as the unit of account and the medium of exchange: the dollar in the United States; the yen in Japan; the mark in Germany. In abnormal times, however, societies divorce the two functions of money, often unofficially. For example, although the ruble is the unit of account in Russia, some Russians use foreign currencies, such as the dollar and the mark, as the unofficial medium of exchange. Many Russians, without access to foreign currencies, resort to barter.

4. A store of value is a reservoir of future *purchasing power*. Money is both a temporary and a permanent store of purchasing power. The function of money as a temporary store of purchasing power is an outgrowth of its function as a medium of exchange. If an item is to serve as a medium of exchange, people must hold that item to carry out their transactions. For example, consider an individual who earns \$700 a week but plans to spend \$560 on goods and services and save

\$140 every week. Usually this individual will not spend the entire \$560 on payday. Instead, he may spend \$90 on payday and hold \$470 in the form of money to be spent over the course of the week. This \$470 held in money is a temporary store of purchasing power.

ВАРИАНТ 5

I. Перепишите предложения и переведите их на русский язык. Выберите из приведенных вариантов синоним, который имеет то же значение, что и подчеркнутое слово или фразу.

1. An American called Elias Howe invented the sewing machine but Isaac Singer stole his legal document, which gave him the exclusive right to sell an invention.

- a) insurance policy b) patent c) memorandum

2. At the beginning of the meeting boss said that the company's results obtained over the last three months left much to be desired.

- a) performance b) sales c) research

3. The work done in order to investigate the market shows that there are a lot of opportunities for our product.

- a) promotion campaign b) market research c) advertising

4. Our company added \$10 million a year to the amount of money used for the research.

- a) research development b) market research c) research budget

5. I am responsible for the International Trade Department.

- a) in charge of b) set up c) determine

6. Baltika's headquarters are located in St. Petersburg.

- a) central offices b) Chief Executive Officer c) top managers

7. Our employees often get certain sums of money in addition to a salary.

- a) cheques b) bonuses c) motivations

8. The new management strategy in our company is associated with the reduction in the number of employees.

- a) shortening b) abridgement c) redundancies

9. The management structure of our company should be made more efficient.

- a) changed b) rationalized c) worked out

10. All candidates for the position of a marketing manager should write detailed description of their characteristics and experience.

- a) their portraits b) their attitudes c) their profiles

3. The suppliers were asked to speed up the manufacture of the engine so that it might be shipped with other goods by a cargo ship sailing on the 15th of August.
4. A public sale at which goods are sold to the highest bidder is called an auction.
5. What she wanted was a job with prospects.

V. Прочитайте и устно переведите весь текст. Перепишите 1-й, 2-й абзацы и переведите их письменно. Подготовьтесь к контрольному чтению вслух 3-го, 4-го абзацев.

ATTRACTING AND KEEPING CUSTOMERS AND CUSTOMER CARE THE INSIDE TRACK

1. *Customer complaints.* It is said that the English never complain, but if that was ever true, things have changed. Research by the Institute of Customer Service (ICS) shows that compared with the other three nations in the United Kingdom, the English are more likely to complain about poor service. Two-thirds of those surveyed anticipated making more complaints this year than they did last. It might be argued that it is not the English but the quality of services that has changed. And few will be surprised to learn that the organization most complained about is a railway company.

2. *Paradoxically,* complaints can be good for business. ICS research shows that nine out of 10 people who have a complaint dealt with satisfactorily are likely to recommend the services of the company concerned to a friend. In theory, at least, many marketing departments now argue that a company's brand is not its product but its people. The most visible symbol of this is the television advertisements that feature real employees – there is an underlying philosophy at work here. And the purpose of the ICS research is not to produce a *league table* of competence but to demonstrate that there is a correlation between share price and customer satisfaction. And its latest report, written by Robert Johnston of Warwick University achieves exactly that.

3. Naturally everybody is in favour of good customer service, but not everyone is delivering it. “The boards of many companies in the UK still believe that, although good customer service may be desirable, it is a cost that they are not prepared to fully commit to”, says Paul Cooper, business development director at the ICS.

4. Of course it might be argued that customer service is a wasted effort if employees are *flogging a dead horse*. For example, if rail management won't invest in new trains, there is little to be said that will cheer up the passengers. But it is not always that straightforward. For companies that deliver as much customer dissatisfaction as the rail firms, the *unschooled*, and presumably unauthorized, customer service announcement “Sorry, but the driver hasn't turned up” will fast become a *collector's item*.

ВАРИАНТ 6

I. Перепишите предложения и переведите их на русский язык. Выберите из приведенных вариантов синоним, который имеет то же значение, что и подчеркнутое слово или фраза.

1. The building where our company is located has been just reconstructed.
a) Our premises have b) Our headquarters have c) Our warehouse has
2. The company went bankrupt and had to sell its buildings and land that it owned.
a) liabilities b) debts c) property
3. The company's properties that can be easily sold for money were bought by its competitors.
a) current liabilities b) net profits c) liquid assets
4. Last week we got a few urgent requests from our customers for the equipment, which we recently put on the market.
a) complaints b) orders c) invoices
5. We have just made an agreement which lets our company to use a few warehouses outside the town for 15 years with rent reviews every five years.
a) got the 15-year lease for b) got the 15-year contract
c) got the 15-year order
6. The sum of money we pay to the owner of the building, where our office is located, is very high.
a) capital for b) rent for c) interest for
7. The seminar was organized for young people who start their own business.
a) accountants b) entrepreneurs c) shopkeepers
8. We bought an old dilapidated building and gave a new look to it.
a) refurbished b) refurnished c) rearranged
9. The presentation of the Marketing Manager made a great impression on all the Board.
a) had a great impact b) had a great performance c) had a great strength
10. He does business for other, usually buying or selling business shares or foreign money.
a) He is a sales representative. b) He is a sales Manager.
c) He is a broker.

II. Перепишите предложения и переведите их на русский язык. Выберите из приведенных вариантов слово или словосочетание, которое соответствует предложению.

1. A monthly payment in exchange for work.
a) dividend b) interest c) salary
2. A plan of action.

4. She was met on her arrival by a man, whose face she had never seen before.
5. She went to her cabinet to check the documents, which she always did before going home.

V. Прочитайте и устно переведите весь текст. Перепишите 1-й, 2-й абзацы и переведите их письменно. Подготовьтесь к контрольному чтению вслух 3-го, 4-го абзацев.

ADVERTISING

1. Advertising may be defined as a persuasive message carried by a non-personal media and paid for by an identified sponsor. This definition indicates two basic parts of advertising: the message and the medium. Both work together to communicate the right ideas to the right audience. Advertising promotes goods, services, and ideas in mass media, such as television, radio, newspapers, and magazines, to reach a large number of people at once. It serves as a substitute for a salesperson talking to an individual buyer. Advertising is a one-way communication and, unlike a salesperson, cannot receive direct feedback and immediately handle objections.

2. Advertisers, who must pay the mass media to “run” their advertisements, or commercials, control the exact nature of the one-way message that will be communicated to the target audience. The impersonal nature of advertising also allows marketers to control the timing and degree of repetition that is necessary. These features often provide benefits that far outweigh disadvantages associated with lack of feedback.

3. Marketers of soft drinks, cosmetics, soaps, and many other products that do not require direct and immediate feedback often rely heavily on advertising. For these marketers, the challenge is to effectively present messages to an audience that may not be interested in seeing or hearing them. They must contend with readers who quickly turn the magazine page. They must deal with viewers who tape-record programs and then fast-forward through commercials. They must cope with competitors who use advertising to compare brands. Because of these demands, advertising is often highly creative and innovative.

4. We all recognize and appreciate creative advertising. You probably remember all the commercials that grabbed your attention. You may have even talked to your friends about some advertising you liked. The ability of creative advertising to stimulate people to talk to other people about products, services, and ideas is word-of-mouth communication. It may be one of the most effective means of communicating a message to prospective customers.

ВАРИАНТ 7

I. Перепишите предложения и переведите их на русский язык. Выберите из приведенных вариантов синоним, который имеет то же значение, что и подчеркнутое слово или фраза.

1. I was asked to design a small pattern or picture that can be the sign of their company.

- a) company's brand b) company's image c) company's logo

2. The Managing Director said that my salary will depend on how successful my work will be done, the greater success the more money will be paid.

- a) I will have a premium-related salary
b) I will have an incentive-related salary
c) I will have a performance-related salary

3. The company's plan of action is being developed at the moment.

- a) budget b) strategy c) objectives

4. Our central office is located in St. Petersburg.

- a) subsidiary b) subdivision c) headquarters

5. I am planning to work abroad for a few years.

- a) overall b) overseas c) overtime

6. The top managers are responsible for reaching the company's objectives.

- a) producing b) advertising c) achieving

7. Our employees often get certain sums of money in addition to a salary.

- a) cheques b) bonuses c) motivations

8. The operating divisions of our country are managed like separate small businesses.

- a) run b) responsible c) established

9. They stated as the necessary condition our partial payment in advance.

- a) stipulated b) simulated c) ensured

10. W. Colgate launched the Colgate Company in 1806.

- a) sold b) founded c) closed

II. Перепишите предложения и переведите их на русский язык. Выберите из приведенных вариантов слово или словосочетание, которое соответствует предложению.

1. To think that something will happen.

- a) to expect b) to notice c) to realize

2. A way of doing something.

- a) achievement b) hope c) method

3. To ask for money as the price of something.

- a) to charge b) to credit c) to borrow

4. The variety of products that a company makes or sells.

- | | | |
|---|-----------------|-----------------|
| a) rank | b) range | c) choice |
| 5. A company which sells goods or equipment to another company. | | |
| a) customer | b) retailer | c) supplier |
| 6. The rate at which goods are sold; the amount of business done in a particular period, measured in money. | | |
| a) turnover | b) profit | c) expenditures |
| 7. Money spent regularly to keep a business running. | | |
| a) costs | b) expenditures | c) overheads |
| 8. A local office of a large company. | | |
| a) holding | b) branch | c) premises |
| 9. A charge paid to a person or a bank for the money borrowed. | | |
| a) loan | b) rent | c) interest |
| 10. Money or other benefits given in addition to a salary. | | |
| a) wages | b) compensation | c) incentive |

III. Перепишите текст, заполнив пропуски предложениями, где это необходимо. Переведите текст на русский язык.

Dear Sir

We were impressed (1)... your display (2)... office furniture (3)... the Expoquip trade fair held (4)... Madrid (5)... January.

We are a group (6)... retailers specializing (7)... the sale (8)... top-quality non-electronic office equipment, and we are seeking a supplier (9)... our stores.

Could you send us your latest catalogue and price-list, details (10)... materials used (11)... your products, and information regarding credit terms and discounts?

We look forward (12)... receiving your reply.

Yours faithfully

Anne Croft (Miss)

IV. Перепишите предложения, подчеркните в них придаточные предложения и укажите их вид. Переведите предложения на русский язык.

- The invitations were sent out early that the delegation might arrive in time.
- My father, who is an experienced businessman, often gives me a piece of advise.
- When Elaine got home, she found she had forgotten her folder at the reception.
- We can deliver the machine in December provided that we receive your order within the next ten days.
- The more time you spend at work, the sooner you will get promotion.

V. Прочитайте и устно переведите весь текст. Перепишите 1-й, 2-й абзацы и переведите их письменно. Подготовьтесь к контрольному чтению вслух 3-го, 4-го абзацев.

a) clearing-house

b) clearance

c) clearance sale

III. Перепишите текст, заполнив пропуски предложениями, где это необходимо. Переведите текст на русский язык.

Dear Mr MacFee

We are writing (1)... you (2)... the recommendation (3)... Mr David Arnold, the accountant (4)... D.L. Cromer Ltd. (5)... Staines, Middlesex. He advised us to contact you as a referee, concerning credit facilities, which his company has asked us (6)...

Could you confirm that the company settles (7)... due dates, and is sound enough to meet credits of (8)... to £5,000 in transactions.

We would be grateful (9)... a reply (10)... your earliest possible convenience.

Yours sincerely

P. Gomez (Mrs)

IV. Перепишите предложения, подчеркните в них придаточные предложения и укажите их вид. Переведите предложения на русский язык.

1. He went to the office early so that he managed to do some extra work.

2. I came home late yesterday because we had an overload at work.

3. I shall stay at the customs house until the goods have been examined.

4. He went through the letters that the secretary brought him.

5. How this happened is not clear to anyone.

V. Прочитайте и устно переведите весь текст. Перепишите 1-й, 2-й абзацы и переведите их письменно. Подготовьтесь к контрольному чтению вслух 3-го, 4-го абзацев.

FINANCIAL MARKETS

1. Financial markets provide a forum in which suppliers of funds and demanders of loans and investments can transact business directly. Whereas the loans and investments of institutions are made without the direct knowledge of the suppliers of funds (savers), suppliers in the financial markets know where their funds are being lent or invested. The two key financial markets are the money market and the capital market. Transactions in short-term debt instruments, or marketable securities, take place in the money market. Long-term securities (bonds and stocks) are traded in the capital market.

2. The money market is created by a financial relationship between suppliers and demanders of short-term funds, which have maturities of one year or less. The money market exists because certain individuals, businesses, governments and financial institutions have temporarily idle funds that they wish to put in some type of liquid assets or short-term, interest-earning instruments. At the same time, other individuals, businesses, governments and financial institutions find themselves in

need of seasonal or temporary financing. The money market thus brings together these suppliers and demanders of short-term liquid funds.

3. The capital market is a financial relationship created by a number of institutions and arrangements that allows the suppliers and demanders of long-term funds – funds with maturities of more than one year – to make transactions. The backbone of the capital market is formed by the various securities exchanges that provide a forum for debt and equity transactions. Major securities traded in the capital market include bonds and both common and preferred stock.

4. All securities, whether in the money or capital markets, are initially issued in the primary market. This is the only market in which the corporate or government issuer is directly involved in the transaction and receives direct benefit from the issue – that is, the company actually receives the proceeds from the sale of securities. Once the security begins to trade among individuals, businesses, government or financial institutions, savers and investors, they become part of the secondary market.

ВАРИАНТ 9

I. Перепишите предложения и переведите их на русский язык. Выберите из приведенных вариантов синоним, который имеет то же значение, что и подчеркнутое слово или фраза.

1. Our main office is located in Moscow.
a) headquarters b) affiliate c) subdivision
2. Who is in charge of the Research and Development department?
a) responsible for b) subordinate to c) organizer
3. We must recruit about 10 people into the sales team.
a) fire b) dismiss c) employ
4. We've just got a document giving permission to sell a new brand of drink.
a) contract for b) licence for c) expertise for
5. If you want to open an outlet you must have some ready cash available before a bank will lend you additional capital.
a) working capital b) net profit c) liquid capital
6. John received payment from his company after injuring himself at work.
a) benefit b) compensation c) incentive
7. Our factory works according to 2 periods of working time: from 7 a.m. to 5 p.m. and from 5 p.m. to 11 p.m.
a) in shifts b) in schedule c) in intervals
8. He is an expert on legislation problems.
a) a lawyer b) an authority c) a supervisor
9. We must work extra hours this week because we've got an urgent order.

IV. Перепишите предложения, подчеркните в них придаточные предложения и укажите их вид. Переведите предложения на русский язык.

1. We've considered the quotation which the firm sent us last week.
2. This question is as interesting as the question you asked me yesterday.
3. They instructed their agents to pack the goods carefully so that the buyers might not have cause to complain.
4. As soon as we received your fax, we instructed our London office to prepare the goods for shipment.
5. When the contract will be signed is uncertain.

V. Прочитайте и устно переведите весь текст. Перепишите 1-й, 2-й абзацы и переведите их письменно. Подготовьтесь к контрольному чтению вслух 3-го, 4-го абзацев.

WHY FINANCE?

1. One of the primary considerations when going into business is money. Without sufficient funds a company cannot begin operations. The money needed to start and continue operating a business is known as capital. A new business needs capital not only for ongoing expenses but also for purchasing necessary assets. These assets – inventories, equipment, buildings, and property – represent an investment of capital in the new business.

How this new company obtains and uses money will, in large measures, determine its success. The process of managing this acquired capital is known as financial managing/management. In general finance is securing and utilizing capital to start up, operate, and expand a company.

2. To start up or begin a business, a company needs funds to purchase essential assets, support research and development, and buy materials for production. Capital is also needed for salaries, credit extension to customers, advertising, insurance, and many other day-to-day operations. In addition, financing is essential for growth and expansion of a company, because of competition in the market, capital needs to be invested in developing new product lines and production techniques and in acquiring assets for future expansion.

3. In financing business operations and expansion, a business uses both short-term and long-term capital. A company, much like an individual, utilizes short-term capital to pay for items that last relatively short period of time. An individual uses credit cards for buying such things as clothing or food, while a company seeks short-term financing for salaries and office expenses. On the other hand, an individual uses long-term capital such as bank loan to pay for a home or car – goods that will last a long time. Similarly, a company seeks a long-term financing to pay for new assets that are expected to last many years.

4. When a company obtains capital from external sources the financing can be either on a short-term or a long-term arrangement. Generally, short-term

5. After I had transferred the money to their account, there was an interval in my work.

V. Прочитайте и устно переведите весь текст. Перепишите 1-й, 2-й абзацы и переведите их письменно. Подготовьтесь к контрольному чтению вслух 3-го, 4-го абзацев.

FOUR MAIN TYPES OF PARTNERSHIP

1. *Limited Partnership* In a limited partnership some or most of the partners can avoid the unlimited liabilities that characterizes the general partnership. Usually, the limited partnership has one general partner and a number of limited partners. The general partner is liable for the debts of the partnership and often for supervising all operations; the limited partners are liable only to the extent that they have invested in the partnership.

2. *The Joint Venture* When two or more persons agree to join in a single transaction or project their partnership is called a joint venture. The partners in a joint venture agree to control and manage the business together. They must also agree to share profits and losses, usually on the basis of each partner's ownership interest in the property or project. Thus, for example, should two or more persons jointly buy and own property but for some reason do not share its profits or losses, this would not be considered a joint venture. A joint venture occurs only when the parties intend to do business as a partnership.

3. *Syndication* A joint venture that involves a large number of individuals is usually known as a syndicate. As with all true joint ventures, syndication requires tax filing as a partnership. A public offering to sell a syndicate share or interest in a property or business requires special legal handling. The Securities and Exchange Commission (SEC) has ruled that such sales to the public fall under securities laws.

4. *Joint Stock Company or Association* Some partnerships operate under articles of association that provide for the insurance of a share of stock or certificate to each partner. The certificates represent each partner's interest. In such a joint stock company or association, the articles of association also provide that a group of partners, called the board of directors, will control the business. Individual partners cannot bind the other partners by entering into separate transactions in the name of the company or association. But participants in the association are responsible for all the legal debts and obligations incurred by the association as a whole.

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