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## **ECONOMICS and BUSINESS**

### **WORKBOOK**

#### **РАБОЧАЯ ТЕТРАДЬ Economics and business**

по дисциплине Иностранный язык в профессиональной деятельности

для студентов **2 курса**

**специальности 38.02.01 Экономика и бухгалтерский учет (по отраслям)**

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## Пояснительная записка

Материал рабочей тетради включает в себя практические задания разного уровня сложности для отработки лексических и грамматических навыков, навыков аудирования и чтения, а так же умений устной и письменной речи при осуществлении научно-исследовательской деятельности в рамках изученного материала.

**Актуальность** разработки профильных профессиональных учебных пособий и рабочих тетрадей, связанных с будущей специальностью обучающихся, обусловлена современными требованиями к специалисту в условиях введения новых ФГОС СПО. Данная рабочая тетрадь может быть использована в работе преподавателями английского языка по данной специальности. Рабочая тетрадь «Economics and business», непосредственно связана с профильными дисциплинами по специальности Экономика и бухгалтерский учет, охватывает экономическую тематику и сферу предпринимательства, формируя конкурентно-способного специалиста.

В тетради представлены задания на сопоставление терминов и определений (match the term and definition) , выбор термина (choose the term), подбор термина к определению ( find the word in the text which mean...), обобщение материала, подстановку (fill in the words), предтекстовые и текстовые задания, задания на анализ ситуаций (case study), составление рассказов по опоре, докладов и проектов.

Каждая тема заканчивается заданием на обобщение изученного материала (кроссворд, тест, раздел бизнес плана), которое оцениваются дополнительно.

Рабочая тетрадь содержит следующие приложения: образцы выполнения творческих и проектных заданий, аудиотреки, словарь и ссылки на использованную литературу.

Условные знаки

\* - задание повышенной сложности / дополнительное задание/ итоговое задание



- задание на аудирование

## ТЕМА 2.1. ЭКОНОМИЧЕСКИЕ ОСОБЕННОСТИ ВЕЛИКОБРИТАНИИ И США

### Economy of the UK and the USA

## ПРАКТИЧЕСКАЯ РАБОТА № 1

### ТЕМА

### GEOGRAFICAL POSITION OF THE UK

**Цель:** отработать навыки поискового чтения по теме

*Task 1. Look at the map and write down:*



- The UK consists of \_\_\_\_\_
- The UK is washed by \_\_\_\_\_
- The mountains of the UK are \_\_\_\_\_
- The rivers of the UK are \_\_\_\_\_
- The main ports of the UK are \_\_\_\_\_
- The capital of the UK is \_\_\_\_\_
- The capital of England is \_\_\_\_\_
- The capital of Scotland is \_\_\_\_\_
- The capital of Wales is \_\_\_\_\_
- The capital of the Northern Ireland is \_\_\_\_\_

*Task 2. Read the text.*

The official name of the country is the United Kingdom of Great Britain and Northern Ireland.

The United Kingdom of G.B. and Northern Ireland is situated on the British Isles. The British Isles consists of two large islands, G.B. and Ireland, and about five thousand small islands. Their total area is over 244,000 square kilometers.

The capital of the UK is London. The country is located in the North West of Europe. The British Isles are separated from European continent by the North Sea and the English Channel. The western coast of GB is washed by the Atlantic Ocean and the Irish Sea.

The United Kingdom is a constitutional monarchy and it is made up of *England, Wales, Scotland* and *Northern Ireland*.

The main rivers of the UK are the *Thames, the Tees, the Tweed, the Trent*. The geographical position has made the United Kingdom a commercial and maritime power.

*Task 3. Find in the text and translate:*

Острова, общая площадь, отделен от, побережье, море, омываться, реки, торговая (морская) держава

## ПРАКТИЧЕСКАЯ РАБОТА № 2

### ТЕМА

#### MAIN CITIES

**Цель:** отработать лексические навыки и навыки перевода по теме

*Task 1. Match the geographical names and industries*

Manchester	Coal industry
Birmingham	Textile industry
Glasgow	Shipbuilding industry
Leeds	Iron and steel production
Newcastle	Clothing industry

*Task 2. Translate the 1 part of the text*

### Economy of the UK

The United Kingdom was the first country in the world which became highly industrialized. Now the UK has a great variety of industries such as chemical industry, aircraft, electrical and automobile. Certain areas traditionally noted for various types of industries, for example: Newcastle is famous for coal industry, the county of Lancashire –for textile industry. The Midlands are famous for production of machinery, motor cars and chemicals.

In the 20<sup>th</sup> century new branches of industry have appeared: electronics, radio, airspace. Shipbuilding is of great importance for Britain. It is concentrated in Glasgow, Liverpool, Newcastle and London. London is the world's largest financial centre. Great Britain produces a lot of wool and woollen industry is developed in Yorkshire

## ПРАКТИЧЕСКАЯ РАБОТА № 3

## **ТЕМА** **UK INDUSTRIES**

**Цель:** отработать навыки поискового чтения по теме

*Task1 Look at the table and answer the questions:*

### **Economy of the United Kingdom**

Currency	1 Pound Sterling (£) = 100 pence (p)
Trade	EU, WTO and OECD
Statistics	
GDP Ranking	4th
GDP (2003)	\$1,666bn
GDP growth rate	3.0%
GDP per Capita	\$28,237
GDP by sector	agriculture (0.9%), industry (26.5%), services (72.6%)
Inflation rate	1.4%
Population below poverty line (2002)	17%
Labour force by occupation (2002)	services (74%), industry (25%), agriculture (1%)
Unemployment	5%
Main Industries	machine tools, electric power equipment, automation equipment, railroad equipment, shipbuilding, aircraft, motor vehicles and parts, electronics and communications equipment, metals, chemicals, coal, petroleum, paper and
Trading Partners	
Imports (2003)	\$363.6bn
Main Partners (2003)	Germany 13.5%, USA 10.2%, France 8.1%, Netherlands 6.3%, Belgium 4.9%, Italy 4.7%
Exports (2003)	\$304.5bn
Main Partners (2003)	USA 15.7%, Germany 10.5%, France 9.5%, Netherlands 6.9%, Ireland 6.5%, Belgium 5.6%, Spain 4.4%, Italy 4.4%

1. What is the English currency?\_\_\_\_\_
2. What industries are developed in the UK?\_\_\_\_\_
3. How much GDP is devoted to agriculture? Industry?

Services?\_\_\_\_\_

4. What are UK's main trading partners?\_\_\_\_\_
5. What can you say about service industry? Is tourism important to Englishmen ?

\_\_\_\_\_

*Task2. Write down the English equivalents:*

текстильная промышленность \_\_\_\_\_

угольная промышленность \_\_\_\_\_

химическая промышленность \_\_\_\_\_  
электротехническая промышленность \_\_\_\_\_  
авиационная промышленность \_\_\_\_\_  
текстильная промышленность \_\_\_\_\_  
аэрокосмическая промышленность \_\_\_\_\_  
индустрия услуг \_\_\_\_\_

## ПРАКТИЧЕСКАЯ РАБОТА № 4

### ТЕМА

#### AGRICULTURE IN THE UK

**Цель:** Совершенствовать лексические навыки по теме

*Task 1 Translate the text:*

Agriculture is intensive, highly mechanised, and efficient by European standards producing about 60% of food needs with only 1 % of the labour force. It contributes around 2% of GDP. Around two thirds of production is devoted to livestock, one third to crops. The main crops that are grown are wheat, barley, oats, potatoes, sugar beets, fruits and vegetables. The livestock that is raised is cattle and sheep. The GDP from the farming sector is argued by some politicians to be a small return on the subsidies given.

*Task 2. Make up your sentences with the following words:* financial centre, livestock, crops, industrialized, wool, agriculture

*Task 3 Complete the sentences with the following words:*

<i>food, meat, textile, crops, types, source, dedicated, engaged</i>
--

1. Three-quarters of the United Kingdom's land is ... to agriculture.
2. About two per cent of the population are... in agriculture, but the... of English farms and pastures are very high.
3. Wheat, barley, oats and potatoes are the most important... grown.
4. Sheep, cattle and pigs are the most numerous...
5. Sheep is a... of both wool for... industry and mutton for... industry.
6. Mutton is the best liked English...

## ПРАКТИЧЕСКАЯ РАБОТА № 5

### ТЕМА

#### ECONOMY OF THE UK

**Цель:** Сформировать навыки изучающего чтения по теме



*Task1 Translate the text:*

**Economy of the UK**

The United Kingdom has the fourth largest economy in the world, the second largest in Europe, and is a member of the European Union. -Its capital, London, is the largest financial centre in the world.

The UK economy is one of the strongest in Europe; inflation, interest rates, and unemployment remain low. Growth is now at 3.0% per annum, which is higher than that of France, Germany and many other European countries.

The UK has large coal, natural gas, and oil reserves; primary energy production accounts for 10% of GDP, one of the highest shares of any industrial nation-.

Due to the North Sea oil during the 1990s the UK became a net hydrocarbon exporter and the second largest producer of oil in Western Europe after Norway .Around about 80% of the UK electricity is currently generated from fossil fuels, nuclear power. The UK is the world's 8th greatest producer of carbon dioxide emissions, producing around 2.3% of the total generated from fossil fuels.

Service industries, particularly banking, insurance, and business services, account for the largest proportion of GDP and employ around 70% of the working population.

Manufacturing continues to decline in importance. The UK was left with a very small domestic manufacturing sector. However British companies worldwide continued to be present in the sector through foreign investment or through the closure and movement of factories to Eastern Europe and the Far East in search of lower costs.

Tourism is the 6th largest industry in the UK, contributing 76 billion pounds to the economy. It employs 1,800,000 full-time equivalent people — 6.1% of the working population.

*2 Answer the questions:*

1. What is the place of the United Kingdom in the world economy?\_\_\_\_\_
2. What is said about London, as a financial centre?\_\_\_\_\_
3. Is unemployment rate high in the UK?\_\_\_\_\_
4. What is the role of primary energy production sector in the UK?\_\_\_\_\_
5. Why has the UK become a net hydrocarbon exporter?\_\_\_\_\_
6. What country exports more hydrocarbons than the UK?\_\_\_\_\_

*3. Translate the sentences:*

1. Экономика Великобритании является одной из самых сильных в мире. \_\_\_\_\_
2. На протяжении нескольких лет процентные ставки, уровень безработицы и инфляция остаются низкими. \_\_\_\_\_

3. Великобритания обладает большими запасами угля, газа и нефти. \_\_\_\_\_

4. Великобритания является вторым по величине экспортером углеводородов в Европе после Норвегии. \_\_\_\_\_

5. Доля энергодобывающей промышленности Великобритании составляет десять процентов ВВП. \_\_\_\_\_

6. Лондон – крупнейший финансовый центр. \_\_\_\_\_

7. Значение производства для экономики Великобритании снижается. \_\_\_\_\_

8. Сельское хозяйство Великобритании высоко механизированно. \_\_\_\_\_

9. Около 2/3 сельского хозяйства составляет поголовье скота. \_\_\_\_\_

10. 70% населения занято в индустрии услуг. \_\_\_\_\_

4. *Make a small project on the topics:*

1. London as a financial centre
2. UK main industries.
3. The role of agriculture in the UK
4. UK economy today.
5. Foreign trade of the UK.

## ПРАКТИЧЕСКАЯ РАБОТА № 6

### ТЕМА

#### USA: GEOGRAFICAL POSITION

**Цель:** отработать навыки перевода по теме

*Task1 Translate the text:*

### THE UNITED STATES OF AMERICA (USA)

The United States of America, or the USA, the US the States, America, is one of the biggest countries in the world. It occupies most of North America. The mainland stretches from the Pacific Ocean to the Atlantic Ocean, from the Great Lakes to the Gulf of Mexico. In the north the States have a common border with Canada. In the south it borders on Mexico.

The United States of America as a country consists of fifty states and the District of Columbia. The latter is a part of Washington and it is a federal area governed by Congress. The District of Columbia isn't a part of any states. It is interesting to note that Washington, the capital of the USA consists of three parts: the District of Columbia, a part of the state of Maryland and a part of the state of Virginia. Besides do not mix up the capital of Washington and the state of Washington which is located in the north-west of country.

## ПРАКТИЧЕСКАЯ РАБОТА № 7

### ТЕМА

## ECONOMY OF THE USA

**Цель:** отработать навыки работы с текстом и навыки письменной речи

*Task 1 Read the text:*

### ECONOMY OF THE USA

The United States of America is a highly developed industrialized country. Shipbuilding, electronics, automobile industry, aircraft industry, space research are highly developed in the States. Each region of the United States has characteristics of its own due to the differences in climate, landscape and geographical position.

Great Lakes, Atlantic Coast, Pennsylvania, New Jersey are biggest industrial regions of the country.

The United States has a lot of mineral deposits or resources such as coal, gold, silver, copper, lead and zinc. The south, especially Texas is rich in oil. The coalfields of Pennsylvania are rich in coal. There are plenty of coal mines. Illinois, Iowa, Nebraska is the richest farming region of America and it is known as the Corn Belt. The land is fertile and well watered. They grow mostly corn and wheat there. Much livestock is also raised here. There is a lot of fruit raising area. For example, California oranges, grapefruit, lemons, as well as other fruits, wines and vegetables are shipped all over the States and to other parts of the world. The most important crops grown in the States are also tobacco, soy-beans, peanuts, grapes and many others. There are a lot of large and modern cities, but a great proportion of the country consists of open land dotted with farmhouses and small towns. The usual average town, in any part of the United States, has its Main Street with the same types of stores selling the same products. Many American residential areas tend to have a similar look. As to big cities their centres or downtowns look very much alike. Downtown is the cluster of skyscrapers imitations of New York giants.

New York City is the first biggest city of the States. Its population is more than eight million people. It is a financial and advertising business centre. It is also a biggest seaport of the Hudson River. Industry of consumer goods is also developed here.

Chicago with a population of more than three and a half million is the second largest city in the USA. It deals in wheat and other grains, cattle meat processing and manufacturing. Other big cities are Houston, an oil refining and NASA space research centre, New Orleans, a cotton industry centre, Los Angeles with Hollywood, Philadelphia, a shipping commercial centre, Detroit, a world's leading motor car producer and many others.

*Task 2. Match the cities and their main characteristics and make sentences:*

New York	the first biggest city of the States
New Orleans	the second largest city

Detroit	an oil refining and space research centre
Huston	a cotton industry centre
Chicago	Hollywood
Los Angeles	a shipping commercial centre
Phyladelphia	the world's leader in car producing

*Образец:* Chicago is the second largest city

### Task 3. Writing

Самостоятельная внеаудиторная работа: Make up a small talk using the following prompts.

1. Speaking about economy of the USA it is a.....
2. As for industries.....are highly developed.
3. It should be mentioned that the USA has a lot of ....
4. They grow mostly corn and wheat in.....
5. The most important crops grown in the States are...
6. As to many American residential areas they....
7. Summing up, the biggest cities are....
8. New York is....
9. Chicago is...
10. Other cities are....

### \* TEST

#### Mark the right variant:

1. The county of Lancashire is famous ... its textile industry.  
A for  
B by  
C with
2. Leeds is a centre ... clothing industry.  
A of  
B in  
C at
3. The UK is considered one ... the world's major manufacturing nations.  
A on  
B of  
C in
4. Three quarters of the land is dedicated ... agriculture.  
A to  
B by  
C for
5. Two per cents of the population are engaged ... agriculture.  
A to  
B in

C by

6. The USA is a highly ... industrialized country.

A developed

B develop

C developing

7. New York City is the first ... city of the US.

A bigger

B much bigger

C biggest

8. Its population is more than twelve ... people.

A million

B millions of

C millions

9. The population of the USA amounts to two ... six million people.

A hundreds

B hundreds and

C hundred and

10. The minister said that about two ... people immigrated to the UK that year.

A hundred

B hundreds

C hundreds of

## ТЕМА 2.2. ВНУТРЕННЯЯ И ВНЕШНЯЯ ТОРГОВЛЯ

### ПРАКТИЧЕСКАЯ РАБОТА № 8

#### ТЕМА

#### BASIC TERMS IN FOREIGN TRADE

**Цель:** Отработать навыки поискового и изучающего чтения профессионально-направленного текста

*Task1 Translate the text.*

#### Basic terms in foreign trade

Goods bought from abroad, such as food, cars, machines, medicines, books and many others, are called *visible imports*. Goods sold abroad are called *visible exports*

Services, such as insurance, freight, tourism, technical expertise and others, are called *invisible imports and invisible exports*.

The total amount of money a country makes including money from visible and invisible exports, for a certain period of time, usually for a year, is a *Gross National Product, or GNP*.

The difference between a country's total earnings or GNP, and its total expenditure is called its *balance of payments*.

The difference between what a country receives for its visible exports and what it

pays for its visible imports is its *balance of trade*. If a country sells more goods than it buys, it will have a *surplus*. If a country buys more than it sells, it will have a *deficit*.

*Task 2 Underline the right words, given in the brackets:*

1. Goods sold to other countries, such as food, cars, machines, medicines, books, musical instruments, cassettes, discs and many others, are (*visible, invisible*) exports.
2. Services, such as insurance, freight, tourism, technical expertise, medical operations and others sold to other countries are invisible (*imports, exports*).
3. The difference between total earnings of a country and its total expenditure is called its balance of (*payments, trade*).
4. The difference between a country's earnings for its visible exports and expenditure for its visible imports is called its balance of (*payments, trade*).
5. The difference between a country's GNP and its total expenditure is called its balance of (*payments, trade*).
6. The total amount of money a country earns including exports, for a certain period of time, is called (Gross Domestic Product - *GDP, GNP*).
7. The amount of money a country earns for goods and service inside the country is called (*GDP, GNP*).
8. If a country sells more goods than it buys it will have a (*deficit, surplus*).

*Task3. Continue the sentences:*

If a country buys more goods than it sells it will have a .....

Gross National Product is the total amount .....

Invisible exports and imports are .....

Visible exports and imports are .....

A country's balance of payments is .....

A country's trade balance is .....

*Task 4. Translate into English.*

1. Страны продают и покупают как товары ,так и различные услуги.
2. Если страна покупает больше, чем продает, то в стране будет дефицит.
3. Что такое платежный баланс?
4. Расскажите о годовом валовом продукте нашей страны.
5. Наш регион продает больше ,чем покупает.
6. Товары, продаваемые за рубеж, называются экспортом.

*Task 5. Put in the right prepositions, if it is necessary.*

Goods bought \_\_\_ abroad are called visible imports. Goods sold \_\_\_ abroad are called visible exports.

The difference \_\_\_ a country's total earnings GNP and its total expenditures is called balance of payments.

The total amounts \_\_\_ money a country earns \_\_\_ goods \_\_\_ the country is called Gross Domestic Product.

Goods sold \_\_\_ other countries are visible exports.

**Vocabulary:**

foreign- внешний,зарубежный

trade- торговля,ремесло

term- термин

machinery - оборудование

medicine- медикаменты

visible- видимый

invisible- невидимый

insurance- страхование

freight- фрахтование

expertise- экспертиза

total- общий

amount- сумма

Gross National Product-Валовый национальный продукт

to earn- зарабатывать

earnings- заработки

to spend- тратить

expenditure- расходы

balance of payments- платежный баланс

balance of trade- торговый баланс

surplus- излишек, активное сальдо

**ПРАКТИЧЕСКАЯ РАБОТА № 9**

***ТЕМА***

**EXPORT AND IMPORT**

**Цель:** отработать навыки изучающего чтения по теме

*TASK1. Read and translate the text.*

**Export. Import**

International trade is the exchange of goods and services between different countries. Depending on what a country produces and needs, it can export (sell goods to another country) and import (buy goods from another country).

Governments can control international trade. The most common measures are tariffs (or duties) and quotas. A tariff is a tax on imported goods, and a quota is the maximum quantity of a product allowed into a country during a certain period of time. These measures are protectionist as they raise the price of imported goods to «protect» domestically produced goods.

International organisations such as the WTO (World Trade Organisation) and EFTA (European Free Trade Association) regulate tariffs and reduce trade restrictions between member countries.

Companies can choose from various methods to establish their products in a foreign market. One option is to start by working with local experts such as sole agents or multi-distributors, who have a special knowledge of the market and sell on behalf of the company. This often leads to the company opening a local branch or sales office. Another option is to sell, or give permission to use, patents and licences for their products. Companies may wish to start by manufacturing in the export market, in which case they can either set up a local subsidiary or a joint venture with a local partner.

*Task 2. Answer the questions:*

1. What is international trade? \_\_\_\_\_
2. What is export? \_\_\_\_\_
3. What is import? \_\_\_\_\_
4. What are the measures to control international trade?  
? \_\_\_\_\_
5. What is a tariff? \_\_\_\_\_
6. What is a quota? \_\_\_\_\_
7. What are the methods to establish products in a foreign market?

*Task 3. Make up your own sentences:*

регулировать тарифы, повышать цены на импортные товары, продавать от лица компании, филиал компании, организовать СП

## **ПРАКТИЧЕСКАЯ РАБОТА № 10**

### **ТЕМА**

### **FOREIGN TRADE OF THE U.K**

**Цель:** Сформировать навыки перевода по теме

*Task 1. Translate the text.*

### **FOREIGN TRADE OF THE U.K**

In the 19th century Britain dominated international trade, accounting for about one-third of world's exports. Early in the 20th century its position changed. The volume of world's exports increased but the percentage of British exports in world trade declined significantly.

But still foreign trade is vital to Britain's livelihood. With a large population, small land area, and few natural resources, the country must depend on foreign trade to supply the raw materials for English factories and to provide a market for the sale of the thousands of types of manufactured goods produced by English industries.

The United Kingdom's principal exports are vehicles, machinery, manufactured goods and textiles.

The United Kingdom's main imports are foodstuffs and most of the raw materials for industry. Britain imports half the food it needs.

There is usually an unfavourable balance of trade, that is, imports exceed exports,



but this is compensated for in part by the so-called invisible trade.

The earnings from invisible trade come in the way of shipping charges, interest payments from foreign investments, interest payments from British enterprises abroad, and tourist expenditure. The earnings from foreign tourist trade make this one of Britain's important industries.

Britain has got very sound economic ties with various countries of the world, especially the Commonwealth countries. The Commonwealth, officially called The Commonwealth of Nations, has grown out of the old British Empire which came to an end with the Second world war. The Commonwealth countries are Canada, Australia, New Zealand and many other small countries and territories.

The United Kingdom has been a member of the European Free Trade Association (E.F.T.A.) since 1959, and a member of the European Economic Community (E.E.C.) since 1973.

## ПРАКТИЧЕСКАЯ РАБОТА № 11

### ТЕМА

### FOREIGN TRADE OF THE U.K

**Цель:** отработать лексические навыки по теме

*Task 1 .Which sentences in the text prove that:*

1. Britain imports a lot of foodstuffs.
2. Britain imports more goods than exports.
3. Britain's invisible exports exceed invisible imports.
4. Tourist industry is of big importance to Britain
5. Britain was one of the main exporters in the world in the 19<sup>th</sup> century.
6. At the beginning of this century Britain lost its dominating position.
7. There are a few objective factors why foreign trade is very important for Britain.
8. Britain needs raw materials for its industries.
9. Britain is interested in exporting its manufactured goods.

*Task 2.Translate into English*

1. В начале века эта страна доминировала в международной торговле.\_\_\_\_\_
2. В нашей стране возрос объем экспорта продукции.\_\_\_\_\_
3. Почти все страны мира занимаются международной торговлей.\_\_\_\_\_
4. Великобритания импортирует продукты питания.\_\_\_\_\_
5. Страна зависит от зарубежной торговли, т.к. это обеспечивает рынок промышленных товаров.\_\_\_\_\_

*Task 3.Answer the questions*

1. What goods does the United Kingdom import?\_\_\_\_\_
2. Does the country earn a lot of money thanks to a big number of tourists coming to Britain?\_\_\_\_\_
3. What is the Commonwealth?\_\_\_\_\_
4. Is Britain closely connected with Commonwealth countries?\_\_\_\_\_
5. Is the United Kingdom a member of the European Free Trade Association?\_\_\_\_\_
6. When did Britain join the European Economic Community?  
\_\_\_\_\_
7. What goods does Britain export?\_\_\_\_\_
8. Does the country depend on foreign trade? Why?\_\_\_\_\_
9. What services does the country export?\_\_\_\_\_

## ПРАКТИЧЕСКАЯ РАБОТА № 12

### ТЕМА

### FOREIGN TRADE OF RUSSIA

**Цель:** отработать навыки поискового чтения, повторить основные суффиксы по теме словообразования и отработать навыки письменной речи по теме

*Task 1 Make up nouns from these verbs :*

To develop, to exhibit, to participate, to divide, advertise, to achieve

### FOREIGN TRADE OF RUSSIA METHODS OF FOREIGN TRADE

Trade is a major factor in economic development of any country. Now Russia is an active participant in the international division and cooperation of labour, in the process of integration within the framework of the Organisation of International Economic Cooperation. There is practically no fair or exhibition in which our country does not take part, because it is a good means of advertising achievement both in industry and agriculture. During and after the exhibitions our foreign trade associations and departments may receive a lot of enquiries for our goods. More than 145 countries of the world are our trade partners. Nowadays enterprises and organisations have the right to trade with other countries direct and have for this purpose trade export- import departments and firms working on a profit or loss basis.

#### Methods of Foreign Trade

Foreign trade of Russia may be carried on direct between enterprises and indirect through middlemen:

- through associations and firms of the Ministry of Foreign Economic Relations
- through foreign agency firms

- through joint Russian foreign companies abroad
- at Commodity Exchanges, auctions, fairs and by tenders

*Task 2. Find in the text:*

участник интеграционных процессов, один из важных факторов экономического развития, хорошая реклама наших достижений, в рамках ОМЭС, как в промышленности, так и в сельском хозяйстве, получают много запросов на наш товар, имеют право торговать напрямую, вести торговлю косвенно через посредников, вести торговлю по тендерам (торгам)

*Task 3. Answer the questions:*

1. What is one of the major factors in economic development of any country?\_\_\_\_\_
2. How can you characterize Russia from the point of view of international economic activities?\_\_\_\_\_
3. Does Russia take part in international fairs and exhibitions? And why?\_\_\_\_\_
4. What do our foreign trade associations do during fairs and exhibitions?\_\_\_\_\_
5. Who has the right to do business with foreign firms nowadays?\_\_\_\_\_
6. What is the main principle of work of all our enterprises now?\_\_\_\_\_
7. What methods of foreign trade do you know?\_\_\_\_\_

**Task 4.** Составьте письменное сообщение по теме: *Foreign trade of Russia*, опираясь на вопросы выше и дополнительный материал из сети интернет

Use the phrases:

I'd like to talk about ....

Russia today is.....

The main trade partners of Russia in the world are:.....

## ПРАКТИЧЕСКАЯ РАБОТА № 13

### ТЕМА

МОДАЛЬНЫЕ ГЛАГОЛЫ MAY, COULD, MAY

**Цель:** Сформировать грамматические навыки по теме

**Задание:**

Повторите значение модальных глаголов, запишите правило в рабочую тетрадь и выполните упражнения:

## Can, may, could

- Мочь, быть в состоянии
- Иметь возможность, получить разрешение
- Вежливая просьба, прошедшее время
- **I can speak English.** Я могу говорить по-английски.
- **May I go home?** Можно мне домой?
- **Could you do it for me?** Ты не мог бы это сделать для меня?
- **I could translate this letter.** Я смог перевести текст.

*Ex1. Translate the sentences:*

1. Can you deliver the goods tomorrow? \_\_\_\_\_
2. The contract can be signed by your Deputy. \_\_\_\_\_
3. May we make changes in the contract? \_\_\_\_\_
4. We couldn't do this work on time. \_\_\_\_\_

*Ex2. Use the correct verb:*

1. We ....fulfill your order though we had practically no time.
2. ....you allow three days for shipment?
3. ...I discuss this question now? –No, we ...do it tomorrow.
4. ...you come and have dinner with us?

## ПРАКТИЧЕСКАЯ РАБОТА № 14

### ТЕМА

### GROSS DOMESTIC PRODUCT

**Цель:** Сформировать лексические навыки по теме

*Task1. Translate the text.*

Gross Domestic Product or GDP is the amount of money a country makes from goods and services inside the country for a certain period of time, usually for a year.

When GDP calculated different sectors of economy are analyzed. In the United Kingdom the following sectors of economy are usually analyzed: manufacturing, services (financial, professional and scientific services, liesure and tourism), energy (oil, natural gas, coal) and agriculture. In the United States the following sectors of economy are usually analyzed when the GDP is defined: construction and manufacturing; trade and finance; transport, communication and services; agriculture; and mining. Speaking, as an example, about one of the recent year's GDP figures, the following can be quoted:

In the U.K. the services sector accounted for roughly 60 percent of Gross Domestic Product. Manufacturing sector accounted for a small percentage of gross domestic product. Energy production sector accounted for about 8 percent of GDP. Agriculture - only for 4 per cent of GDP. But the agricultural sector satisfies two-thirds of the country's needs. And only a small amount of the total population, about 2 per cent, are engaged in agriculture.

*Task 2. Translate into English.*

1. Валовый внутренний продукт \_\_\_\_\_
2. Рассчитывать ВВП \_\_\_\_\_
3. Анализировать определенные секторы экономики \_\_\_\_\_
4. Промышленное производство \_\_\_\_\_
5. Добывающая промышленность \_\_\_\_\_
6. Услуги(финансовые, профессиональные, научные) \_\_\_\_\_
7. Досуг, туризм \_\_\_\_\_
8. Энергетика(нефть ,газ, уголь) \_\_\_\_\_
9. Сельское хозяйство \_\_\_\_\_
10. Строительство \_\_\_\_\_
11. Торговля и финансы \_\_\_\_\_
12. Транспорт и связь \_\_\_\_\_

## **ПРАКТИЧЕСКАЯ РАБОТА № 15**

### ***ТЕМА***

### **UK GDP FIGURES**

**Цель:** отработать лексико-грамматические навыки по теме

*Task 1. Answer the following questions.*

1. What is GDP? \_\_\_\_\_
2. What sectors of economy are analyzed when GDP is calculated in the U.K.? \_\_\_\_\_
3. What about the U.S.A.? \_\_\_\_\_
4. What can you say about the services sector of the U.K.? \_\_\_\_\_
5. How many people are engaged in agriculture of the United States? \_\_\_\_\_

*Task 2. Write the verbs in brackets using Active or Passive voice.*

- 1 When GDP (to calculate) different sectors of economy (to analyzed).
2. A great per cent of employed population of our country (to engaged) in agriculture.

3. In the U.K. the services sector (to account) for about 60 per cent of GDP.
4. Many sectors of economy (to analyze) when GDP (to define).
5. In the USA trade and finance (to earn) 25 per cent of GDP.
6. In Great Britain agricultural sector (to satisfy) two thirds (2/3) of the country's needs.

## ПРАКТИЧЕСКАЯ РАБОТА № 16

### ТЕМА

#### GDP AND SECTORS OF ECONOMY OF THE UK AND USA

**Цель:** отработать навыки аудирования по теме



*Task 1. Аудирование.*

Источник 1 Listening track.wav



*Listen to the representative of agricultural sector of the USA economy. Take notes in the dialogue while listening.*

#### US agricultural sector

- Thank you for being here. Let's talk about the way that agriculture is a major component of international trade. What does the United States produce the most of for export?

- Agricultural goods are the main 1) ... of the United States

Actually feed and grain products as well as fats and 2) ... account for a sizable portion of exports.

- What part of the Gross Domestic Product does agriculture account for in the U.S.?

- Agriculture makes up 3) ... of the GDP, but the United States produces more corn and soybeans than any other nation.

- Can you name some other goods that the United States produces and exports?

- Sure. Also included in our exports are 4) ..., linen, rice, wheat, peanuts, vegetables, live animals and ....

- Can you give me a figure to give our viewers an idea of how much product we are talking about here? Please tell us how much corn was exported in the last fiscal year.

- That's 5) ... million metric tons of corn. To give you another example, we exported 3.1 million metric tons of 6) ....

- Wow. There must be a lot of land available to make those export quantities possible. How much land is there devoted to agriculture?

- In the United States, there are 7) ... million acres of cropland.

- How does the United States fulfill its humanitarian responsibilities through agriculture aid programs?

- Actually, the United States provides for 8) ... % of the world's food aid program. That figure speaks for itself

## 2 Find in the test

зерновые культуры, кукуруза и соевые бобы, пшеница, хлопок, земляной орех, зерно, ткани, отводится под сельское хозяйство, насчитывать ...%ВВП, производить

## ПРАКТИЧЕСКАЯ РАБОТА № 17

### ТЕМА

### ВРЕМЕНА ГРУППЫ CONTINUOUS

**Цель:** Отработать грамматические навыки употребления времен группы Continuous.

Времена группы Continuous (Progressive)		
Present	Past	Future
am/is/are V ing	Was/were V ing	Shall/will be V ing
Действие сейчас	Процесс в прошлом	Процесс в будущем

*Task 1. Open the brackets. Put the verbs in the Present Continuous Tense*

- 1) You (to look) at me? – Yes, I am
- 2) Ann (to read)? – No, she is not
- 3) They (write)? – No, they are not
- 4) Are you sitting? – Yes, I (to be)
- 5) Is he reading? Yes, he (to be)
- 6) What you (to do)? – I (to cook)

*Task 2. Finish the sentences*

- 1) I am in the classroom  
I ... the book
- 2) We are at home  
We ... homework
- 3) He is at the blackboard  
He ... the words

*Task 3. Open the brackets*

Good morning, John!  
Good morning Jane!  
How are you?  
Fine, thank you  
What you (1. to do)

I (2. to read) a book

And you?

I not (3.to read). I (4. to do) my homework

What you sister (5. to do)?

She (6. to write) a letter

Ok, good-buy

*Task 4. Make up 5 sentences in Past Continuous and in Future Continuous.*\_\_\_\_\_

## ПРАКТИЧЕСКАЯ РАБОТА № 18

### ТЕМА

#### EUROPEAN ECONOMIC COMMUNITY

**Цель:** Отработать навыки перевода профессионально-направленного текста

*Task1.Translate the text:*

The European Economic Community, or the Common Market, or the EEC was established in 1957. The original six member countries of the Community were France, West Germany, Belgium, Italy, Luxemburg and the Netherlands. Then a few other countries joined the Community. Britain, together with the Irish Republic and Denmark, joined the E.E.C. on 1st January, 1973. Now the Community forms an enormous trading area of almost 250 million people, and accounts for two fifths of the world's trade.

The membership allows imports to enter member countries either free of duty or at lower customs duties.

All member countries contribute to a common budget for certain purposes, based on relative total output of goods and services, or gross national product.

Under the Community regulations, people of member countries may freely enter another member state to travel or to work there.

The Community has the following institutions:

The European Parliament

The Council of Ministers

The Court of Justice

*Task2.Translate into English. Learn the words*

Евросоюз \_\_\_\_\_

Члены сообщества \_\_\_\_\_

Вступить в союз \_\_\_\_\_

Торговая площадь \_\_\_\_\_

Таможенная пошлина \_\_\_\_\_

Вкладывать в общий бюджет \_\_\_\_\_

Выпуск товаров и услуг \_\_\_\_\_

*Task3 Find the answer to the questions:*



1. What are the fuller names for the E.E.C ? \_\_\_\_\_
2. When was the E.E.C established ? \_\_\_\_\_
3. What countries established the E.E.C.? \_\_\_\_\_
4. What other countries joined the E.E.C.? \_\_\_\_\_

## ПРАКТИЧЕСКАЯ РАБОТА № 19

### ТЕМА

#### THE HISTORY OF THE EEC

**Цель:** Отработать лексические навыки по теме

*Task1. Translate into English:*

1. Когда было образовано Европейское Экономическое Сообщество?  
\_\_\_\_\_
2. В наше время содружество образует огромную торговую территорию. \_\_\_\_\_
3. Штаб-квартира ЕЭС находится в Брюсселе. \_\_\_\_\_
4. Парламент, Совет министров и суд являются основными учреждениями ЕЭС. \_\_\_\_\_
5. Каковы преимущества стран-участниц ЕЭС? \_\_\_\_\_

*Task2. Agree or disagree with the following. Explain your choice.*

**Use the phrases: I agree.**

**I think so too.**

**I can't agree.**

**I don't think so.**

1. It is a good privilege when imports to any country are free of duty. \_\_\_\_\_
2. It is a very positive factor when people can freely enter any other country. \_\_\_\_\_
3. It would be a very good thing if our country joined the E.E.C. or the European Union. \_\_\_\_\_

### \* TEST

Mark the right variant:

- 1 Goods bought from abroad, such as minerals, foods, cars and many others are called ... imports.  
A invisible  
B visible  
C vision
- 2 Services, ... abroad, such as tourism, insurance and others, are called invisible exports.  
A bought from

B produced

C sold

3 The total ... of money a country makes for a year is called GNP.

A amounts

B amount

C sums

4 The difference between a country's GNP and its total expenditure is called its balance of ...

A payment

B payments

C pay

5 If a country sells more goods than it buys, it will have a ...

A deficit

B balance

C surplus

6 In ... nineteenth century Britain dominated international trade.

A a

B the

C an

7 Early in the twentieth century its position ...

A changed

B has changed

C had changed

8 The ... of British exports in world trade declined significantly.

A per cent

B percentage

C centre

9 But still foreign trade is vital ... Britain's livelihood.

A to

B by

C with

10 It provides a market for the sale of ... of types of manufactured goods produced by English industries.

A thousand

B one thousand

C thousands

11 Britain's principal ... are vehicles, machinery, manufactured goods and textiles.

A export

B exports

C imports

12 There is ... an unfavourable balance of visible trade.

A usually

B usual

C as usual

13 The ... from invisible trade come in the way of shipping charges, interest payments from foreign investments and other payments.

A earner

B earning

C earnings

14 Britain has got very ... economic ties with various countries.

A sounds

B sound

C sounded

15 The UK enjoys special rights ... various agricultural products from the Commonwealth.

A to import

B import

C export

**ТЕМА 2.3. СУТЬ И ЗАДАЧИ ЭКОНОМИКИ. ЗАКОН СПРОСА И ПРЕДЛОЖЕНИЯ.  
ТИПЫ ЭКОНОМИЧЕСКИХ СИСТЕМ**

**ПРАКТИЧЕСКАЯ РАБОТА № 20**

**ТЕМА**

**ECONOMICS AS A SCIENCE**

**Цель:** отработать навыки перевода по теме

*Task 1. Give Russian equivalents to the followings. Learn them.*

- Commodity\_\_\_\_\_
- Fall\_\_\_\_\_
- Rise\_\_\_\_\_
- Coal\_\_\_\_\_
- Fuel\_\_\_\_\_
- Influence\_\_\_\_\_
- Inflation\_\_\_\_\_
- Income\_\_\_\_\_
- Supply\_\_\_\_\_
- Demand\_\_\_\_\_
- Profit\_\_\_\_\_
- Producer\_\_\_\_\_

*Task 2. Translate the text:*

## The Study of Economics

- **Economics** is the study of how individuals and societies choose to use the scarce resources that nature and previous generations have provided.

The science of economics studies things like business, inflation and unemployment. In fact economists study the decisions that we take every day, the way people deal with a fact of life. Resources are limited but their demand for it is not.

Resources may be material things such as food, housing and heating, and resources that we can not touch. For example, time, space and convenience. Every decision we make is a trade off. If you spend more time working, you make more money. However, you have less time to relax. Economists study the trade-offs people make.

Economists talk about microeconomics and microeconomics. Microeconomics deals with people and private businesses. Microeconomics also deals with companies and how they run their business. Macroeconomics looks at the economy of a country and the whole world.

## ПРАКТИЧЕСКАЯ РАБОТА № 21

### ТЕМА

### WHAT IS ECONOMICS

**Цель:** отработать навыки чтения с извлечением информации по теме

*Task1. Read the text and write down the new words*

Economics — what it is about

Many of the words used by economists are very familiar to us. We know that economists talk and write about such topics as money, prices, wages, employment, taxes, exports and imports, earning, and spending. Every day some economic problem or other is mentioned in the newspapers, on the radio and on the television. Economics is a science and part of our everyday lives, for:

- we live in an economic system
- every day we take part in economic activities, and
- we are familiar with the words used by economists.

Economics is about economising, that is, 'making the most of what we have. For the individual, this means using one's abilities and spending one's income in the way that gives the

most satisfaction or benefit. For the community as a whole, it means using the people's

*Task 2. Retell the text in short*

## TEMA

- Экономическая система \_\_\_\_\_
- Экономические термины \_\_\_\_\_
- Экономическая система \_\_\_\_\_
- Экономические ресурсы \_\_\_\_\_
- экономическая наука \_\_\_\_\_
- экономическая деятельность \_\_\_\_\_
- доход и выгода \_\_\_\_\_
- жизненный уровень \_\_\_\_\_
- валютная система \_\_\_\_\_
- заработная плата \_\_\_\_\_
- земля \_\_\_\_\_
- строения, здания \_\_\_\_\_
- оборудование \_\_\_\_\_

## TEMA

1. budget                  A. something such as many workers or minerals

- |               |  |
|---------------|--|
|               | belonging to an organization, country          |
| 2. business   | B. easiness                                    |
| 3. convenient | C. how many people want something              |
| 4. demand     | D. company that sells goods or services        |
| 5. resources  | E. giving away something in exchange for smth. |
| 6. trade-off  | F. The amount of money you have for smth.      |
- 1-, 2- , 3- , 4- , 5- , 6-

*Task2. Find the answers to the questions:*

- 1) What is economics? \_\_\_\_\_
- 2) What does economics study? \_\_\_\_\_
- 3) What does microeconomics deal with? \_\_\_\_\_
- 4) What does macroeconomics deal with? \_\_\_\_\_

## ПРАКТИЧЕСКАЯ РАБОТА № 24

### ТЕМА

#### THE LAWS OF SUPPLY AND DEMAND

**Цель:** отработать навыки перевода и навыки устной речи по теме

*Task1. Translate the texts:*

#### The law of demand

Economics can often be very confusing. But some ideas are obvious, one of these is the law of demand. Demand you is how much of the same goods or services people would like to buy. For a given market of a commodity, demand is the relation of the quantity that all buyers would be prepared to purchase at each unit price of the good. Demand is often represented by a table or a graph showing price and quantity demanded (as in the figure). Demand theory describes individual consumers as rationally choosing the most preferred quantity of each good, given income, prices, tastes, etc. The law of demand says that demand for something falls as its price rises. The reason why the law of demand works is quite obvious: The money we have is limited. If something becomes more expensive, we will have less money available to spend on our other needs. If a product or service is not a necessity, we will decide to buy less of it. Don't forget , that other things affect demand apart from price. For example, during a very cold winter, demand for heating fuel like gas or coal will rise at any price. If the winter is warm, then demand for fuel will fall.

A rise or fall in people's incomes, fashion, climate and many other things can influence demand.

#### The law of supply

Supply is the relation between the price of a good and the quantity available for sale at that price. It may be represented as a table or graph relating price and quantity supplied. Producers, for example business firms, are hypothesized to be profit-

maximizers, meaning that they attempt to produce and supply the amount of goods that will bring them the highest profit. Supply is typically represented as a directly-proportional relation between price and quantity supplied. That is, the higher the price at which the good can be sold, the more of it producers will supply. The higher price makes it profitable to increase production. Just as on the demand side, the position of the supply can shift, say from a change in the price of a productive input or a technical improvement.

*Task2. Give your opinion:*

1. Tell in a few words what the theory of demand and supply is.
2. How do you understand the expression “Where there is demand, there is supply”?

*Task3. Discuss with your partner and make a mini project on the topic: “Where there is demand, there is supply”.*

1. Apart from price, what other things affect demand for a product or service?\_\_\_\_\_
2. What products or services are most in demand in our country now?\_\_\_\_\_

## ПРАКТИЧЕСКАЯ РАБОТА № 25

### ТЕМА

#### SUPPLY AND COSTS

**Цель:** отработать коммуникативные навыки по теме

*Task 1.*

*With a partner look at the supply and demand charts for ice-cream and answer the following questions together.*

Figure1

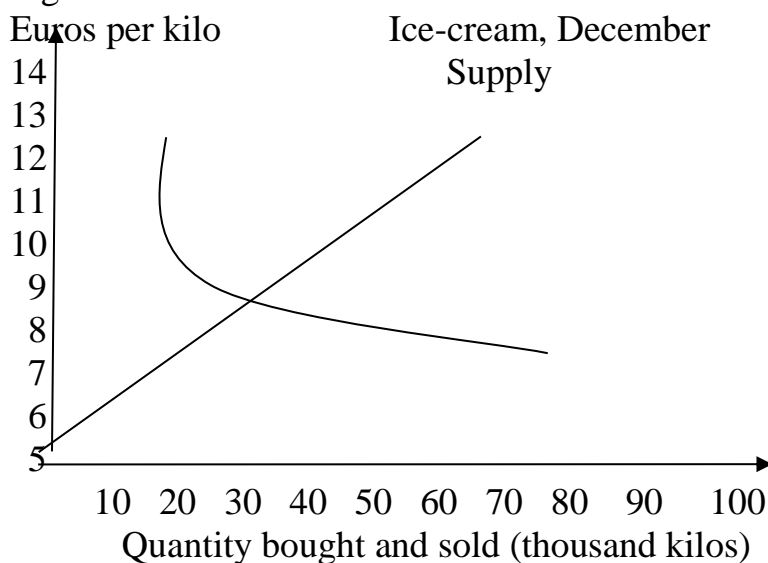
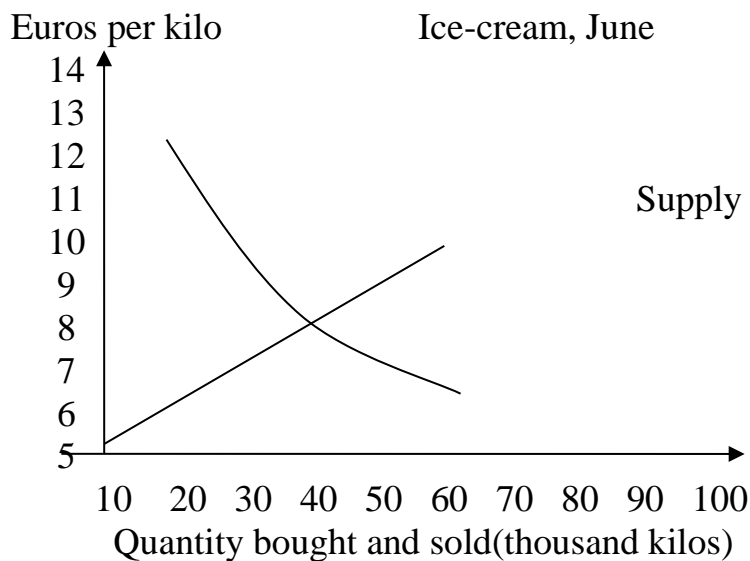


Figure 2



What do the two charts compare?\_\_\_\_\_

What happens to the supply of ice-cream as price increases?\_\_\_\_\_

What happens to the demand of ice-cream as price increases?\_\_\_\_\_

What changes in June –supply or demand?\_\_\_\_\_

Why do you think there is a shift in demand for ice-cream in June?\_\_\_\_\_

Max- 5 баллов

*Task 2 Translate the definitions.*

The money companies spend to manufacture their goods or provide their services are called *costs*.

---

*Profit* is overall revenue minus costs.

---

*Fixed costs* are costs that don't change.

---

*Variable costs* are costs that change with the size of production.

---

*Task3. О каких издержках идет речь: V(variable) F(fixed)? Выберите букву.*

Raw materials\_\_\_\_\_

The rent\_\_\_\_\_

The cost of electricity\_\_\_\_\_

Hourly pay of part-time employees\_\_\_\_\_

The interest on loans and salaries\_\_\_\_\_



## ПРАКТИЧЕСКАЯ РАБОТА № 26

### ТЕМА

### ECONOMIC SYSTEMS

**Цель:** отработать навыки перевода по теме

*Task1. Give the English for the following:*

*Vocabulary revision*

Принимать решения, иметь дело с..., ограниченные ресурсы, материальные ресурсы, компромисс, частный бизнес, управление бизнесом, закон спроса, покупать товары(услуги), более дорогой, меньше денег, цена повышается(понижается), тратить деньги, влиять на спрос, человеческие доходы

*Task2. Read and translate the text.*

#### **Economic systems**

*Traditional economy.* It's hard to imagine our life now without coins, banknotes and credit cards. But for thousands of years people lived without money and had very simple economies. There were no shops, markets or traders. There were no employers, paid workers or salaries. Today we call this type of economy the traditional economy, and in some parts of Asia South America and Africa this system still exists.

People in traditional economy don't need money. They hunt, gather or grow only enough food to live. Economic decisions are taken according to the customs of tribe. People consume almost everything they produce and own practically nothing. Nothing in these societies ever changes, there is no technology, people depend on nature to survive.

*The market economy* is called the free market. A free market is not controlled by government. It is also free from the influence of custom or tradition. In a free market the only reason that things are bought and sold is because there is a demand for them. Prices for goods and services are simply what people are prepared to pay.

Competition exists in a free market, everyone can be a producer, so companies compete for the share of the market. Technology exists because producers need way to reduce costs. They can not buy cheaper raw materials. Instead they must make better use of time and labour. A truly market economy does not exist anywhere in the world, but many of the features of the market economy do exist in most societies now.

*The planned economy* is the direct opposite of the market economy. In a planned economy everything what is produced, how much is produced, the methods of production and the price are decided by the government. The planned economy is controlled, not free. During the 20<sup>th</sup> century the planned economy became the standard for socialist government like the USSR and China.

*The mixed economy.* Now economists say that every country in the world today operates a mixture of two systems.

Economies mix government control and free market values in different way. One way is to let privately owned business exist alongside state run business. The economy becomes divided between the state sector and private sector. Another way in which economies is now mixed is that governments put limits on free enterprise. For example, they may decide to ban trade in certain goods if they are dangerous. Many economists would argue that the mixed economy is the best for consumers.

### **Vocabulary**

Exist-существовать

Hunt-охотиться

Tribe- племя

Consume-потреблять

Competition-конкуренция

Market share- доля на рынке

Reduce –сокращать

Labour- труд

Government- правительство, государство

Divide-делить

## **ПРАКТИЧЕСКАЯ РАБОТА № 27**

### **ТЕМА**

#### **ECONOMIC SYSTEMS AND THEIR FEATURES**

**Цель:** отработать лексические навыки по теме

*Task1. Give English equivalents to the followings.*

Принимать решения \_\_\_\_\_

иметь дело с \_\_\_\_\_

ограниченные ресурсы \_\_\_\_\_

материальные ресурсы \_\_\_\_\_

компромисс \_\_\_\_\_

частный бизнес \_\_\_\_\_

плановая экономика \_\_\_\_\_

рыночная экономика \_\_\_\_\_

покупать товары (услуги) \_\_\_\_\_

более дорогой \_\_\_\_\_

меньше денег \_\_\_\_\_

цена повышается (понижается) \_\_\_\_\_

тратить деньги \_\_\_\_\_

влиять на спрос \_\_\_\_\_

человеческие доходы \_\_\_\_\_

*Task 2. Discuss with the partner. Are these statements True or False? Write down the answer.*

- 1) In traditional economy people consume everything they produce and own nothing. \_\_\_\_\_
- 2) Competition does not exist in market economy. \_\_\_\_\_
- 3) In a free economy the reason why things are bought and sold is because there is a demand for them. \_\_\_\_\_
- 4) In a planned economy the government decides how products are made. \_\_\_\_\_
- 5) A planned economy today is the best for the consumers. \_\_\_\_\_

*Task 3. Translate the sentences.*

1. Мне не нужны деньги.

2. Производителям необходимо сокращать расходы.

3 Я не могу покупать товар, не пользующийся спросом.

4. Компании должны контролировать свою долю на рынке.

5. Сегодня мы не можем жить без денег и кредитных карт.

*Task 4. Find 5 pairs of opposites.*

Consumer private sector spend deficit fall  
Surplus rise save manufacture state sector



*Task 5. Аудирование*

Источник 2 Listening track.mp3

*Listen to 3 people expressing their views on consequences of the Russian economic reforms. Write down the answer to the question in the table:*

1. Who do they consider losers and winners?

Speaker	Winners	Losers
1.		
2.		
3.		

2. Is the speakers' attitude to the economic reforms positive, negative or neutral? Explain your answer.

I think that \_\_\_\_\_ because \_\_\_\_\_

Пример ответа:

1.

Speaker	Winners	Losers
1.	big business people	ordinary people (older people, health service/doctors, education/teachers)
2.	energy sector (gas, oil)	manufacturing industries (transport industry/airplanes, cars and ships)
3.	big cities ( Moscow or St. Petersburg)	provinces

Инструмент проверки

За каждую верно заполненную ячейку	1 балл
<i>Максимально</i>	<i>6 баллов</i>
За дополнительные пояснения и примеры в скобках	1 балл
<i>Максимально</i>	<i>4 балла</i>
<b>Максимальный балл</b>	<b>10 баллов</b>

Пример ответа:

2. I think that *the first speaker's attitude is negative* because he uses the phrase like: *for most of us things got worse.*

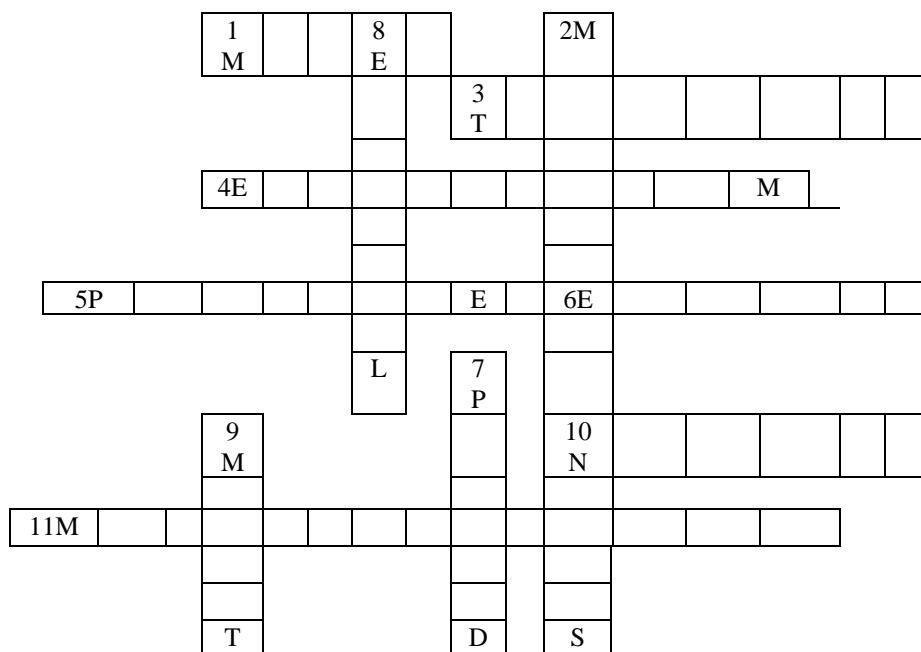
Инструмент проверки

3.

Есть ответ на вопрос	Да	Нет
	1 балл	<i>Проверка прекращена</i>
За пояснение своего мнения	1 балл	
<i>Максимально</i>	<i>2 балла</i>	
<b>Максимальный балл за 2 вопроса</b>	<b>12 баллов</b>	

**\* Revision**

**Complete the crossword**



**Across**

- 1 This kind of economy is both planned and free market.  
 3 The first kind of economy that existed.  
 4 This point where supply and demand meet.  
 5 This kind of economics simply describes the economy.  
 6 A measure of how much supplies influences price  
 10 This kind of economics makes recommendations  
 11 This kind of economics looks at the details of economy.

**Down**

- 2 This kind of economics looks at the whole picture  
 7 In this economy the government decided everything  
 8 Something that can be measured, like money spent and babies born.  
 9 In this kind of economy, price is set by supply and demand

**ТЕМА 2.4. ЦЕНООБРАЗОВАНИЕ. ИНФЛЯЦИЯ И ЦЕНЫ**

**ПРАКТИЧЕСКАЯ РАБОТА № 28**

**ТЕМА**

**PRICES**

**Цель:** Отработать навыки работы с профессионально-направленным текстом

*Task1.Translate the text:*

### **Price**

Price is the quantity of payment or compensation given by one party to another in return for goods or services. Price regulates supply and demand, has an impact on a commodity flow, the level of people well-being and the final result of an enterprise work. It is very important to establish the right prices. Correct control is necessary condition for enterprises and organizations to work in the money economy conditions. Nowadays price control is one of the largest problems of the state. In the process of state control the profit is overdistributed among various groups of employers.

Prices can be determined in different ways. For example, the prices for wheat, cotton and other agricultural products can be decided in large central markets. The price for industrial products are usually decided by large companies. Prices can also be set by the government, usually for different public services-electricity, manufactured gas, bus services. If demand increases, prices rise, profit expands and new investment is attracted. Ultimately, everything is related in price, since customer can buy and must pay for everything out of a particular, limited amount of money.

*Task 2. Translate into English. Learn the words:*

- В условиях рыночной экономики \_\_\_\_\_
- Спрос и предложение \_\_\_\_\_
- Благосостояние населения \_\_\_\_\_
- Правильно устанавливать цену \_\_\_\_\_
- Перераспределять \_\_\_\_\_
- Определять цены \_\_\_\_\_
- Устанавливать цены \_\_\_\_\_
- Ограниченное количество денег \_\_\_\_\_
- Измерительная функция \_\_\_\_\_
- Учетная функция \_\_\_\_\_
- Регулирующая функция \_\_\_\_\_
- Повышение объемов производства \_\_\_\_\_
- Распределительная функция \_\_\_\_\_
- Объем потребления благ и услуг \_\_\_\_\_
- Торговые сделки \_\_\_\_\_
- Внешние платежи \_\_\_\_\_
- Расчеты между странами \_\_\_\_\_

*Task3. Read the texts and answer the questions:*

1. What does the price regulate? \_\_\_\_\_
2. Is it very important to establish the right price? Why? \_\_\_\_\_
3. In what way are agricultural prices determined? \_\_\_\_\_
4. How are industrial products usually priced? \_\_\_\_\_

5. Why is important to know levels of supply and demand when dealing with prices?\_\_\_\_\_
6. What is the first price function?\_\_\_\_\_
7. How many price functions do you know? Name them.\_\_\_\_\_
8. What function do you consider the most important?\_\_\_\_\_
9. What are the main and widely used types of prices?\_\_\_\_\_
10. How are market prices formed?\_\_\_\_\_
11. Who carries out price control?\_\_\_\_\_

## ПРАКТИЧЕСКАЯ РАБОТА № 29

### ТЕМА

#### PREPOSITIONS AND CONJUNCTIONS

**Цель:** Отработать грамматические навыки употребления некоторых союзов и предлогов

*Изучите грамматический материал «Предлоги». Выполните упражнения*

#### **Предлоги, передающие падежные отношения**

Обратите внимание на соответствие некоторых предложных оборотов русским падежным формам:

of — родительный

•**the leg of the table** — ножка стола

to — дательный

•**explain to me** — объясните мне

**Запомните употребление предлогов со следующими глаголами и выражениями:**

*They waited for me.* — Они ждали меня.

*They looked at me.* — Они смотрели на меня.

*They spoke to me.* — Они говорили со мной.

*They listened to me.* — Они слушали меня.

*They laughed at me.* — Они смеялись надо мной.

*They complained/ think of illnesses.* — Они жаловались на болезнь/ думают о болезни.

*They complained / think about me.* — Они жаловались./думали на меня / обо мне

*They were afraid of me.* — Они боялись меня.

*They answered my question.* — Они ответили на мой вопрос

*They entered the room.* — Они вошли в комнату.

*Ex.1. Fill in the blanks with the prepositions*

of,	at,	up,	in,	on,	per
-----	-----	-----	-----	-----	-----

1. What do you think...our prices?

2. Your prices are ...the level of world prices.
3. We are glad that our opinions... the prices coincide.
4. Do you know the price index? Yes, prices have gone...recently.
5. The rise ...prices is 20...cent.
6. The difference ...prices is insignificant.

*Ex.2. Fill in the blanks with the prepositions to you of*

1. The young scientist was trying to prove ... the professor the necessity ... the experiment. 2. London is the capital ... Great Britain. 3. The embankments ... the Neva are faced with granite. 4. It is clear ... me that you don't know your lesson. 5. He was devoted ... his friend. 6. I explained ... the teacher that by the end ... the lesson I had not finished.

*Ex.3. Fill in the blanks with the prepositions where necessary*

1. We tried to speak ... him, but he did not want to listen ... us. He did not even look ... us and did not answer ... our questions. 2. Your brother complains ... you. He says you always laugh ... him, never speak ... him and never answer ... his questions. 3. When I entered ... the room, everybody looked ...

## ПРАКТИЧЕСКАЯ РАБОТА № 30

### ТЕМА

### Price Functions

### Types of prices

**Цель:** Отработать навыки просмотрового и поискового чтения по теме

*Task1 Translate the text:*

### Price Functions

### Types of prices

*Measuring function* is considered to be the first function of the price. Thanks to the price one can measure, determine the quantity of money which a customer must pay and a seller has to get for the sold goods. Thanks to measuring function the price obtains an accounting one.

*Regulating function* means that is possible to regulate economic processes by using a certain price.

*Stimulating function* is a function when a producer is interested in increasing of production volume and quality of the products.

*Distributive function.* Using various kinds of prices it becomes possible to overdistribute incomes and profits of region, branches, enterprises, social groups of people.

The price fulfills a very important *social function*. The structure and the consumption of material wealth and services, expenses, a life level, consuming family budget connect with prices.



*Foreign economic function* is an instrument of trade transactions, external and internal payments.

**Types of prices:**

Wholesale prices are prices when products are realized in big lots through specialized shops and warehouses. Retail price is a price at which goods are sold to the individual customers.

Purchasing prices are the prices at which the state purchases products from enterprises, organizations and population.

According to the degree and way of the price control prices are divided into some groups:

- Hard-fixed(quoted)
- Controlled (variable)
- Contract
- Market(free) prices

Fixed and controlled prices are quoted and controlled by state organs.

Contract prices are fixed by the contract between the buyer and the seller and include changes such as inflation or force majeure.

Market prices are formed under influence of the market condition and the laws of demand and supply. There are some other types of prices, for example: project prices, accounting, world prices etc.

Price control must be carried out by all services of the enterprise. The main economic liability for price control is carried out by the managers and Chief Accountant.

*Task 2 Match the words and their definitions.*

- |                |   |
|----------------|---|
| 1. output      | a. an amount of money that must be paid                           |
| 2. transaction | b. the amount of goods or work produced                           |
| 3. buyer       | c. what you earn by working and can use to buy things             |
| 4. payment     | d. a business deal or action, such as buying or selling something |
| 5. money       | e. someone who buys something                                     |

*Task2. Find in the text:*

- |                          |  |
|--------------------------|--|
| 1. рыночная цена _____   | 6. фиксированная цена _____                |
| 2. продавец _____        | 7. регулирование, контроль за ценами _____ |
| 3. оптовая цена _____    | 8. договорная цена _____                   |
| 4. закупочная цена _____ | 9. прейскурант _____                       |

5. розничная цена \_\_\_\_\_

10. расчетная цена \_\_\_\_\_

*Task 3. Translate into Russian.*

1. supply and demand \_\_\_\_\_

6. level of prices \_\_\_\_\_

2. comparable prices \_\_\_\_\_

7. transaction price \_\_\_\_\_

3. traded price \_\_\_\_\_

8. material wealth \_\_\_\_\_

4. nominal price \_\_\_\_\_

9. relative price \_\_\_\_\_

5. barter \_\_\_\_\_

10. asset \_\_\_\_\_

*Task 4. What is your opinion?*

1. What is a price? \_\_\_\_\_

2. What factors influence the price? \_\_\_\_\_

3. Why are the prices for goods changing? \_\_\_\_\_

*Task 5 Case study.* Imagine you own a food store. Your competitor from a nearby food store decreased the price for the same food products by 2%. What can you do not to lose your customers?

Use the phrases:

To my mind ...

In my experience ...

In my opinion ...

As far as I understand ...

On the one hand, ...on the other hand

From my point of view ...

If my memory serves me right ...

If I am not mistaken ...

It seems to me that ...

Personally, I think ...

My personal view is that ...

I am sure/certain/convinced that ...

The fact is that ...

This proves that ...

It is obvious that ...

There is no doubt that ...

## ПРАКТИЧЕСКАЯ РАБОТА № 31

### ТЕМА

### INFLATION

**Цель:** Отработать навыки работы с профессионально - ориентированным текстом

*Task 1. Translate the text into English:*

### **Inflation and deflation**

Inflation is defined as a persistent rise in the general price level with no corresponding rise in output which leads to a corresponding fall in the purchasing power of money.

The rising is a consequence of an uneven development in the quantity of goods on offer and the quantity of money available, which itself determines the demand and the inflation rate.

The consequences of inflation are extremely damaging for the economy.

There are lots of ways to measure inflation. One of the most popular ways is the

retail price index. This is calculated by recording increases in price for a range of goods and services. This is sometimes called the basket of goods. Some of the goods are weighted more heavily than others because they are more important. For example, food will be weighted more than a cinema ticket, because a 5% increase in food is more important than a 10% increase in the cost of seeing a film.

Inflation becomes stagflation when economic growth decreases or comes to a halt, but inflation continues to rise.

If the state does not take measures to combat stagflation, this leads to deflation.

Deflation the opposite development of inflation, represents a reduction in the supply of money in the comparison with the supply of goods.

New words

Consequence- следствие

Uneven development- неравномерное развитие

Basket of goods- продуктовая корзина

Come to a halt- прийти в упадок

Reduction- снижение

*Task2. Translate into English. Learn the words.*



Уровень инфляции \_\_\_\_\_

Количество товара \_\_\_\_\_

Количество денег \_\_\_\_\_

Измерить инфляцию \_\_\_\_\_

Оптовая цена \_\_\_\_\_

Продуктовая корзина \_\_\_\_\_

Стагфляция \_\_\_\_\_

Прийти в упадок \_\_\_\_\_

Победить инфляцию \_\_\_\_\_

Дефляция \_\_\_\_\_

## ПРАКТИЧЕСКАЯ РАБОТА № 32

ТЕМА

PASSIVE VOICE

**Цель:** Отработать грамматические навыки на базе изученного лексического материала

*Task1. Translate the sentences with Passive Voice*

1. Прибыль была перераспределена. \_\_\_\_\_
2. Цены могут измениться. \_\_\_\_\_
3. Цены \_\_\_\_\_ на \_\_\_\_\_ электричество \_\_\_\_\_ устанавливает государство. \_\_\_\_\_
4. Новые инвестиции будут привлекаться с расширением бизнеса. \_\_\_\_\_

*Task2. Make the sentences according to the model.*

1. The Chief accountant carries out price control.—Price control is carried out by the Chief accountant. \_\_\_\_\_
2. State organs quoted fixed prices for manufactured gas. \_\_\_\_\_
3. We will realize big lots through specialized shops. \_\_\_\_\_
4. The sellers fix a range of prices for their products in the price list. \_\_\_\_\_
5. The auditor must check the handling of material accounting. \_\_\_\_\_

## ПРАКТИЧЕСКАЯ РАБОТА № 33

### ТЕМА

#### INFLATION AND DEFLATION

**Цель:** Отработать лексические навыки по теме

*Task 1. Write down the definition of inflation, deflation, stagflation*

*Inflation* \_\_\_\_\_

*Deflation* \_\_\_\_\_

*Stagflation* \_\_\_\_\_

*Task2. Discuss the following with the partner.*

How do you think inflation affects the people and organizations below?

Match the people and organization 1-4 with the affects A-D

- |                             |                                      |
|-----------------------------|--------------------------------------|
| 1. People on a fixed income | A lose money on loans                |
| 2. Banks                    | B can't get investment               |
| 3. Businesses               | C are not so competitive             |
| 4. Exporters                | D can't buy as much with their money |

*Task 3 Translate into English.*

1. Мы урегулировали проблему цен. \_\_\_\_\_
2. Ваши цены превышают цены на этот вид товара на мировом рынке. \_\_\_\_\_
3. Какова рыночная цена? \_\_\_\_\_

4. Давайте сравним наши цены с ценами наших конкурентов. \_\_\_\_\_

5. Цены нас устраивают. \_\_\_\_\_

*Task 4 What is your opinion:*

1. What is inflation? \_\_\_\_\_
2. How does it influence ordinary people? \_\_\_\_\_
3. Why are prices different in various shops? \_\_\_\_\_

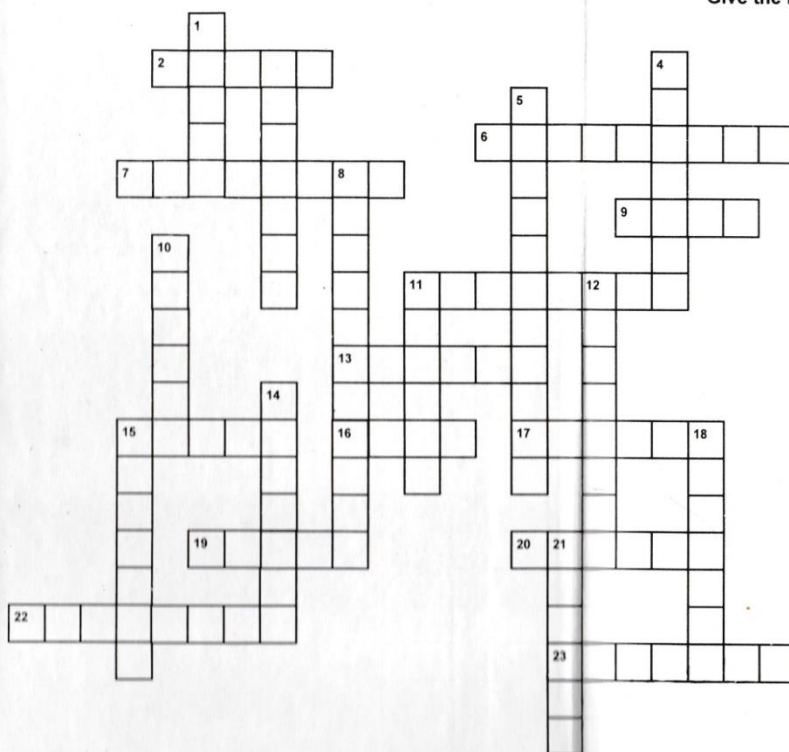
4. *Case study.* Imagine you own a food chain store The price for petrol rose by 5%. What can you do to minimize expenses?

*Task 5 Make up a presentation about inflation in Russia.*

**\* Complete the test crossword.**

### Crossword 1

Give the English equivalents of the following words



#### Across

2. Деньги
6. Соглашение, согласие
7. Дело, бизнес, коммерция, торговля
9. Банк
11. Промышленность
13. Экспорт, экспортирование
15. Денежная единица во Франции
16. Денежная единица в Италии
17. Наша страна
19. Денежная единица в Англии
20. Кредит, доверие
22. Скидка
23. Сделка

#### Down

1. Товар, товары
3. Экономика (страны)
4. Компания, фирма
5. Сельское хозяйство
8. Страна в Европе
10. Денежная единица в США
11. Импорт, импортирование
12. Сокровище
14. Счет, отчет
15. Финансы, финансирование
18. Страна в Европе
21. Денежная единица в России

## ТЕМА 2.5. МАРКЕТИНГ, РЕКЛАМА, БИЗНЕС-ПЛАН

### ПРАКТИЧЕСКАЯ РАБОТА № 34

#### ТЕМА

#### MARKETING

**Цель:** Отработать навыки диалогической речи по теме

*Task 1. Read the text and the dialogue, translate and answer the questions:*

1. The «marketing mix» consists of four Ps. What are they? \_\_\_\_\_
2. What does marketing mix include? \_\_\_\_\_

#### **What is marketing?**

People talk about the marketing mix. This consists of:

choosing the right **product**

selling it at the right **price**

using the right kind of **promotion**

making it available in the right **place**

This 'mix' is often referred to as the **four Ps**, and marketing people have the job of matching these things to the needs of consumers

#### **ON MARKETING**

A: As far as I understand marketing is not a simple thing, is it?

B: You are right. We can speak of two meanings of marketing now: a traditional one, as a sales function, and a later one as “philosophy of business”.

A: Moreover, the «philosophy of business» idea is developing too.

B: It is. Before it meant mainly production and sales. Now it's a marketing mix.

A: Ah, yes, the four «P»s - product, price, place and promotion. And all that comes into them.

B: Quite so. Study and research in many fields - before, during and after production, market forecasts, very active sales promotion efforts.

A: That means carrying out all kinds of studies and research.

B: And requires highly qualified staff, a lot of computers and big budget.

A: Well, if you want profit you have to calculate it and work for it.

*Task 2 Make up a dialogue with your partner*

### ПРАКТИЧЕСКАЯ РАБОТА № 35

#### ТЕМА

#### ПОВЕЛИТЕЛЬНОЕ НАКЛОНЕНИЕ

**Цель:** Отработать грамматические навыки на базе изученного лексического материала

*Task 1. Составьте свои предложения в повелительном наклонении: с глаголами: choose , sell, use ,make, match*

Например: Choose your own marketing strategy!

*Task 2. Make up your list of rules (7-10sentences) on the topic: Marketing tools*

## ПРАКТИЧЕСКАЯ РАБОТА № 36

### ТЕМА

#### MARKETING NOTIONS

**Цель:** Отработать лексические навыки по теме

*Task 1. Translate the notions*

There are number of words which combine with sales and market which are very common in marketing.

**sales figures:** the amount you have sold

**sales target:** the amount you would like to sell in a future period

**sales forecast:** the amount you think you will sell in a future period, e.g. next year

**sales representative:** a person who sells a company s products; abbreviated to sales rep

**sales/marketing manager:** the person who runs the sales/marketing department

**market research:** collecting and studying information about what people want and need

**market share:** the % of a market that a company has, e.g. a 20% market share

**market leader:** the company or product with the biggest market share, e.g.

Ford Motors is the market leader in the UK car industry.

*Task 2.Fill in the blanks with the words below*

1. A sales\_\_\_\_\_ is what you are going to sell during future period.
2. The marketing\_\_\_\_\_ will be responsible for all the activities in the marketing\_\_\_\_\_.
3. The market\_\_\_\_\_ - is the company with the largest market\_\_\_\_\_ in a particular market.
4. Market\_\_\_\_\_ gives you information about what people want, need and buy.  
*Sales, market, manager, share, figures, marketing, leader, research, forecast*

*Task 3. Answer the questions*

1. Which company is the market leader in the motor car industry in your country?\_\_\_\_\_
2. Do you know its market share?\_\_\_\_\_

3. Which companies are its main competitors?\_\_\_\_\_

## ПРАКТИЧЕСКАЯ РАБОТА № 37

### ТЕМА

### 4 Ps

**Цель:** Отработать навыки работы с текстом

1. Pre-reading task

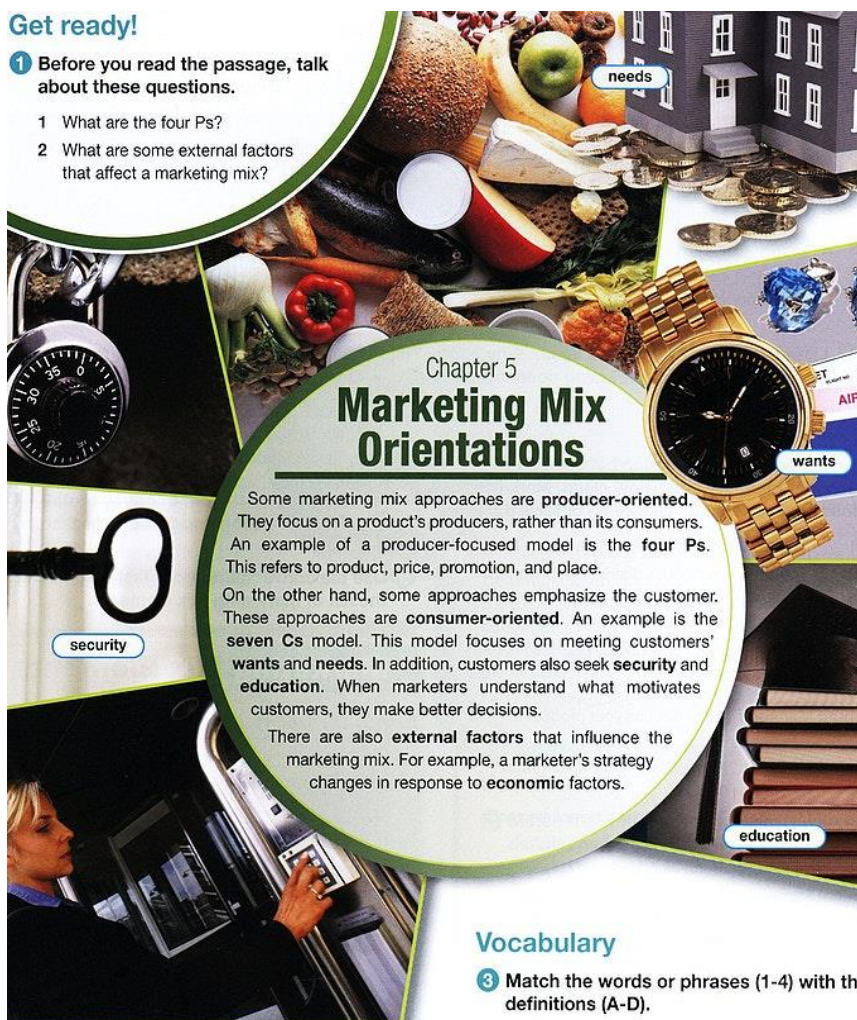
2. Reading task

3. Vocabulary

#### Get ready!

1 Before you read the passage, talk about these questions.

- 1 What are the four Ps?
- 2 What are some external factors that affect a marketing mix?



Chapter 5  
**Marketing Mix Orientations**

Some marketing mix approaches are **producer-oriented**. They focus on a product's producers, rather than its consumers. An example of a producer-focused model is the **four Ps**. This refers to product, price, promotion, and place.

On the other hand, some approaches emphasize the customer. These approaches are **consumer-oriented**. An example is the **seven Cs** model. This model focuses on meeting customers' **wants** and **needs**. In addition, customers also seek **security** and **education**. When marketers understand what motivates customers, they make better decisions.

There are also **external factors** that influence the marketing mix. For example, a marketer's strategy changes in response to **economic** factors.

#### Reading

2 Read the textbook passage. Then, mark the following statements as true (T) or false (F).

- 1 \_\_\_ The four Ps focus on the customer.
- 2 \_\_\_ The seven Cs are producer-oriented.
- 3 \_\_\_ Only internal factors affect the marketing mix.

#### Vocabulary

3 Match the words or phrases (1-4) with the definitions (A-D).

- |                         |             |
|-------------------------|-------------|
| 1 ___ seven Cs          | 3 ___ needs |
| 2 ___ producer-oriented | 4 ___ wants |

- A describes a marketing mix that is oriented towards the producer  
B the things that a person requires  
C the things that a person desires  
D a consumer-oriented marketing mix model



## ПРАКТИЧЕСКАЯ РАБОТА № 38

### ТЕМА

#### MARKETING STRATEGIES

Цель - отработка навыков аудирования и навыков устной речи

#### Task 1



#### Аудирование



Источник 3 Listening track.mp3

*Martin is the marketing manager of a telecommunication company. He is telling his colleagues about the marketing mix of a new product. Listen and take notes of the 4Ps.*

Product \_\_\_\_have everything you need to connect to the Internet,\_\_\_\_\_

Price\_\_\_\_\_

Placement\_\_\_\_\_

Promotion\_\_\_\_\_

*Task 2 Now listen again and complete the phrases from the presentation.*

1. The \_\_\_\_\_ of our cable package are that you get...
2. We will be \_\_\_\_\_ customers through adds on...
3. Our product will then be immediately \_\_\_\_\_ to customers in...
4. We will \_\_\_\_\_ that customers will have...
5. We haven't \_\_\_\_\_ a price yet...
6. Because our product is in the \_\_\_\_\_ phase, our \_\_\_\_\_ -model should...

*Task 3 Use the following chart to make notes of the four Ps of one of your company's products or services.\* Then use your notes to give a short presentation (mini project) of the product or service.*

<b>Product</b> What are the important aspects of your product? Why do people want to buy your product?	
<b>Price</b> What factors affect your price?	
<b>Placement</b> When and where is your product available to customers?	

<b>Promotion</b> List the ways in which you reach customers. What are your contact points?	
--	--

## ПРАКТИЧЕСКАЯ РАБОТА № 39

### ТЕМА

#### MARKET RESEARCH

**Цель:** Отработать навыков работы с профессионально - направленным текстом по теме

#### *Task1 Read and translate the text*

Before selling the goods, you must do a lot of market research first.

The information needed can be obtained from trade associations and trade journals or from specialized consultant companies.

The information you are interested in is if there is any demand for your goods, what the market potential is, what sort of competition you will meet, how the price of your goods compares with other competitive products including those produced locally, local conditions and preference, local trading customs and habits, what seasonal factors should be taken into account.

But in general marketing covers not only market research, but also planning the selection (assortment) of goods, and consequently the production itself, price policy, advertising and promotion of sales, controlling the sales and post-sales servicing

So marketing is a system running all the business activities of a company.

Advertising is an important means of promoting the goods that are being produced already as well as new lines in business.

There are specialized firms dealing with advertising. Different kinds of mass media - TV, radio, newspapers, cinema, journals, magazines, posters are used for advertising goods. Participation in fairs and exhibitions helps to promote our goods. The choice of media for advertising depends on the kind of goods and on the local conditions and people's habits.

Word list:

- 1) marketing – маркетинг, торговля, сбыт;
- 2) market research – исследование конъюнктуры рынка;
- 3) trade – торговля;
- 4) demand – спрос;
- 5) market potential – потенциальные возможности рынка;
- 6) to meet competition – столкнуться с конкуренцией;
- 7) competitive product – конкурентно-способный продукт;
- 8) competitor – конкурент;
- 9) local – местный, локальный,

- 10) compare – сравнивать, сравниваться;
- 11) preference – предпочтение;
- 12) custom – обычай, практика;
- 13) condition – условие;
- 14) seasonal – сезонный;
- 15) to take into account – учитывать, брать в расчет;
- 16) assortment – ассортимент, выбор;
- 17) selection – подбор, отбор, выбор;
- 18) consequently – следовательно, в результате;
- 19) price policy – политика цен
- 20) cash sale – продажа за наличные;
- 21) sale on credit – продажа в кредит;
- 22) to run a business – вести дело, управлять;
- 23) activity – активность, деятельность;
- 24) promotion – продвижение;
- 25) post-sale servicing – послепродажное обслуживание;
- 26) means – средство;
- 27) advertising – реклама, рекламирование;
- 28) advertisement – реклама;
- 29) to advertise – рекламировать;
- 30) exhibition – выставка;
- 31) fair – ярмарка;
- 32) to promote – продвигать;
- 33) marketing mix – система маркетинговых мероприятий;
- 34) profit – прибыль, выгода;
- 35) marketing strategy – маркетинговая стратегия;
- 36) market forecast – прогнозирование рынка.

*Task2 Find in the text.*

используются для продажи товаров, до продажи товаров, маркетинг это система управления всей деловой активностью фирмы, другие конкурентно - способные товары, торговые обычаи, специализированные фирмы, занимающиеся рекламой товаров, какой-либо спрос на ваши товары, местные условия и предпочтения, какие нужно иметь ввиду сезонные факторы, планирование товарного ассортимента, с какой конкуренцией вы столкнетесь, местные торговые обычаи и привычки, маркетинг покрывает также политику цен, управление сбытом и послепродажное обслуживание, одно из важных средств продвижения товара.

## **ПРАКТИЧЕСКАЯ РАБОТА № 40**

### ***ТЕМА***

### **MARKETING AND ADVERTISING**

Цель: Отработать лексические навыки по теме

*Task1. Answer the questions.*

1. What must you do before selling the goods?\_\_\_\_\_
2. What does market research mean?\_\_\_\_\_
3. Where can the information needed be obtained from?\_\_\_\_\_
4. What is marketing?\_\_\_\_\_
5. What fields of business does it cover?\_\_\_\_\_
6. What is the purpose of advertising?\_\_\_\_\_
7. How may the goods be advertised?\_\_\_\_\_
8. What does the choice of media for advertising depend on?\_\_\_\_\_

*Task 2 Translate into Russian.*

1. Есть огромный спрос на наш товар.\_\_\_\_\_
2. Мы можем рекламировать товар по телевизору, в газетах и журналах.\_\_\_\_\_
3. Мы должны учитывать сезонные факторы.\_\_\_\_\_
4. Вы можете сравнить свой товар с продукцией конкурентов.\_\_\_\_\_
5. Существуют различные виды СМИ для рекламы.\_\_\_\_\_
6. Вам необходимо следить за политикой цен.\_\_\_\_\_

## ПРАКТИЧЕСКАЯ РАБОТА № 41

### ТЕМА

### MARKET AND SALES

Цель: Отработать навыки просмотрового и поискового чтения по теме

*Task1 Read the article, and give it a title.*

It was one of the most enduring advertising slogans in the history of confectionery, but now the 47-year-old Have a Break - Have a KitKat, is to be abandoned. The snack's maker, Nestle Row Tree, said it was dumping the catch phrase which has been a favourite of generations, because it no, longer shifts the chocolate bar. The firm says it is replacing it with a new **slogan** , make the most of your break in a new **campaign** starting next month. KitKat's famous tagline was first used with the chocolate bar's debut TV advert in 1957. Nestle Row Tree decided to make the change after extensive **market research** showed that while most people knew the slogan, it had little effect in convincing them to buy the product, which is made in the firm's York factory. A company spokeswoman said: 'We are introducing a new advertising campaign to consolidate KitKat's position as one of the UK's **best-selling** chocolate bars.' 'It reinforces KitKat's ownership of key snacking occasions, and offers **consumers** a fresh reason to buy the **brand** for these occasions., Earlier this

year, the firm announced that sales dipped last year despite KitKat remaining Britain's favourite chocolate snack. But the spokeswoman said sales had picked up recently, pointing to a ten percent rise in the last eight weeks.

*Task 2 Answer the questions.*

- 1 What has happened to the KitKat slogan? Why? \_\_\_\_\_
- 2 What was the decision based on? \_\_\_\_\_
- 3 Is KitKat still popular in Britain? How do you know? \_\_\_\_\_

*Task 3 Find the words or phrases in the text which mean:*

- 1 a business activity which involves collecting information about what goods people buy and why. \_\_\_\_\_
- 2 people who buy and use products or services. \_\_\_\_\_
- 3 a short easily-remembered phrase used by an advertiser. \_\_\_\_\_
- 4 a type of product made by a particular company. \_\_\_\_\_
- 5 very popular, bought by many people. \_\_\_\_\_
- 6 a series of actions intended to achieve a particular result \_\_\_\_\_

*Task 4. Complete the sentences with the words and phrases from Ex. 3*

1. If you want to succeed in business you should think of the changing needs of \_\_\_\_\_
2. I think \_\_\_\_\_ can help us decide where to advertise our new product.
3. This mobile phone is last month's \_\_\_\_\_ model.
4. We need a catchy \_\_\_\_\_ for a new advertising \_\_\_\_\_.
5. What \_\_\_\_\_ of computers do you think is the most reliable?

## **ПРАКТИЧЕСКАЯ РАБОТА № 42**

### **ТЕМА**

### **ADVERTISING**

**Цель:** Отработать навыки изучающего чтения по теме

### **Advertising**

Word list

1. manufacture – производитель
2. to create a favourable (fashionable, reliable, glamorous, high quality, luxurious) image – создать благоприятный (модный, надежный, гламурный, высококачественный, роскошный) имидж
3. target audience – целевая аудитория
4. to launch a new product – выпускать новый продукт
5. advertising campaign – рекламная кампания
6. invest money – инвестировать деньги

7. medium – средство
8. to interrupt programs – прерывать программы
9. to promote a product – продвигать продукт
10. to persuade people – убеждать людей
11. depend on – зависеть от
12. to enter the market – попасть на рынок
13. production – производство
14. to spend – тратить
15. different ways (means) – различные способы (средства)

*Task 1. Translate the text:*

### **Advertising**

Advertising is a means to promote a product or a service. The purpose of most advertising is to sell products or services. Advertising plays a key role in the competition among businesses for consumer's money.

Manufacturers advertise to persuade people to buy their products. Large firms also use advertising to create a favourable image of their company. The company can advertise in many ways depending on how much it wishes to spend, and the size and type of the target audience. If the company wants to enter the market or launch a new product, it often starts an advertising campaign. Such campaigns are usually very successful because people learn about new products or services.

When South African Brewery (SAB) started producing beer "Zolotaya bochka" in Russia, it invested lots of money not only in production, but in advertising the product. The advertising campaign was aggressive, and as a result this brand of beer is among the most popular ones.

There are different ways of advertising:

- newspapers
- television
- direct mail
- radio
- magazines
- other ways

Television is the chief medium used by advertisers. In the USA food companies spend about 80 per cent on television Advertising on TV is often criticized. People don't like it when programs are interrupted every fifteen minutes. In Russia TV advertising generates \$300 million a year.

*Task 2. Match the words and their definitions*

- |              |   |
|--------------|---|
| manufacturer | A. making a product or service known to the public through the press, television, cinema, press                               |
| advertising  | B. all the activities intended to stimulate the product, services e.g. advertising, sales promotion, branding, consumer tests |
| marketing    | C. attracting the public's attention but not necessary to sell  |

anything specific  
publicity D. a person or company that makes goods from raw materials

*Task 3. Answer the questions:*

1. Why do manufactures and firms use advertising?\_\_\_\_\_
2. What does the company do of it wants to launch a new product?\_\_\_\_\_
3. Was the advertising campaign of South African Brewery successful in Russia?\_\_\_\_\_
4. What is the chief medium used by advertisers?\_\_\_\_\_
5. Is there a lot of advertising on Russian TV? Does TV advertising help you to buy goods?\_\_\_\_\_

### **ПРАКТИЧЕСКАЯ РАБОТА № 43**

#### ***ТЕМА***

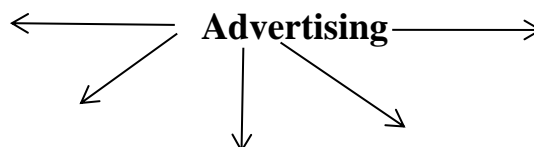
#### **TYPES OF ADVERTISING**

**Цель:** Отработать лексические навыки по теме

*Task1 Match the words with their definitions.*

1. commercial
  1. billboard
  2. poster
  3. flyer
  4. ad
- a) a piece of paper advertising a product, service or event, that is given to people on the street or delivered to their homes  
b) ( informal) an advertisement  
c) an advertisement on the television or radio  
d) a large piece of paper, usually with a picture on it, used for advertising  
e) a large outdoor sign used for advertising, usually placed in a busy area

*Task 2. Draw a mind map for the words related to advertising.*



### **ПРАКТИЧЕСКАЯ РАБОТА № 44**

#### ***ТЕМА***

#### **MARKETING MIX**

**Цель:** Закрепить и обобщить лексические навыки по теме

*Task 1 Match the notions in the box with definitions.*

Marketing opportunities, market segmentation, marketing mix, marketing, the 4 P's
---

are product, price, promotion and place

are possibilities of filling unsatisfied needs

is the process of developing, pricing, distributing the goods and services that satisfy customer's needs

is the set of all various elements of a marketing program

is elevating a market into sub markets or segments according to customers' requirements

*Task 2. Categorize the following aspects of marketing according to the well-known "4Ps" classification of the marketing mix*

Advertising, commercials, points of sale, public relations, transportation, after-sales service, credit terms, packaging, posters, publicity, brand name, list price, payment period, quality, sponsorship, cash discounts, guarantee, style, whole selling

Product-

Price-

Place-

Promotion-

*Task 3. What means of advertising do you know? Make a small project about advertising in Russia (10 sentences)*

## **ПРАКТИЧЕСКАЯ РАБОТА № 45**

### **ТЕМА**

#### **МОДАЛЬНЫЙ ГЛАГОЛ SHOULD**

**Цель:** Отработать грамматические навыки по теме

*Изучите грамматический материал и выполните упражнения*

#### **Модальный глагол should**

Модальное значение	Необходимость, совет
	You shouldn't miss classes. Вам не следует пропускать уроки You should follow my advice- Вы должны последовать моему совету



**Сравните:**  
**Модальный глагол must**

Модальное значение	Необходимость, совет
1.Необходимость 2.Предположение, уверенность 2.Запрещение	You must know the subject. Ты должен знать предмет. This must be your coat.Это должно быть твое пальто.  You mustn't go out today. Ты не должен сегодня выходить.

*Task 1. Give advice on someone who is thinking of taking a vacation abroad:*

**Model:** 1.....get a passport. **You must get a passport.**

2...pack too many clothes. **You shouldn't pack too many clothes.**

1.....make hotel reservations.

2.....get a vaccination.

3.....check the weather.

4... ..carry lots of cash.

5.....take a lot of luggage.

6. ....check on visas.

7.....carry your wallet in your back pocket.

*Task 2 Choose the right alternative.*

1. An ambitious woman (must/should) invest in a costume, which (must, should) be suitable for her business role.

2. A costume (might/should be designed to have an impact and convey a message that you are competent, ambitious, self-confident and authoritative.

3. Once a woman starts wearing trousers, she finds it difficult you go back to skirts. Trousers give absolute freedom of motion. But they must fit perfectly so that you (should/could) feel as comfortable in them as a second skin.

4. When choosing a career costume, you (should/could) pay special attention to its colour

*Task 3 Translate:*

**AIDA**

Advertisers often follow the AIDA model in their advertisements and sales literature.

Attention: The advertisement **should** get the reader's attention

Interest It **should** develop the reader's interest

Decision It **should** try to encourage them to make a decision

Action Finally they do on it

## ПРАКТИЧЕСКАЯ РАБОТА № 46

### ТЕМА

#### PLANNING OF BUSINESS

**Цель:** Отработать навыки просмотрового чтения и навыки перевода по теме

*Task1 Translate the text.*

### The Business Plan

The ***Business Plan*** is probably the most important document that any company can have. All large companies have a Business Plan which is updated each year but very few small companies have one. Without a Business Plan, it is very difficult to succeed in business. These days it is almost impossible to obtain any form of financial assistance from a bank without a fully worked-out Business Plan.

Usually a Business Plan starts with an *executive summary* which gives the main points and conclusions of the plan so that a reader might be given the «gist» of the Business Plan very quickly without having to read everything.

Then a description of the company usually comes. It says how the company began, what it is called and what it is in business to do. Many companies find it useful to have a written “*mission statement*».

This section may also contain descriptions of such things as the company's recruitment policy with respect to the suppliers of services and components. It is also wise, here, to mention the location of the company.

Then comes a section of the *management*. This section will contain details of the names, ages, experience and qualifications of the management.

Many Business Plans also contain *a section of products and pricing*. This section describes the products and services which the company offers. It will also say how those products have been priced and how the company intends to increase or decrease the prices over the next few years.

to update- модернизировать, совершенствовать

assistance-помощь

summary- краткое изложение

mission-миссия

recruitment-набор

*Task 2. Write out the names of the sections of a Business Plan, mentioned in the text:*

1 \_\_\_\_\_

2 \_\_\_\_\_  
3 \_\_\_\_\_  
4 \_\_\_\_\_

## ПРАКТИЧЕСКАЯ РАБОТА № 47

### *ТЕМА*

#### **BUSINESS PLAN: STRUCTURE**

**Цель:** Отработать навыки изучающего чтения по теме

*Task1 Read the text:*

#### **Business plan: structure**

##### **Plan objectives (цели)**

A Business Plan is drawn up for a specific period of time, e. g.:

Bloggs & Company

Business Plan

2018/19 to 2020/21

This would be a three-year plan covering the financial years beginning with 2018/19.

The subheadings (подзаголовки) and objectives may, therefore, be:

##### • **Production**

Year One

1. Purchase and installation of a new micro-lithographic machine.
2. Rearrangement of the production line.
3. Etc

Year Two

1. Replacement of the packing line with more up-to date equipment,
2. Installation of a new stand-by generator,
3. Etc.

##### • **Marketing**

Year One

4. Product development on the old HR250 printer.
5. Market research for the proposed high temperature plastics
6. Begin advertising in May for the high temperature line.
7. Take a stand at the European Plastics Exhibition.
8. Etc.

Year Two

1. Begin the promotion campaign for the high temperature plastics.
2. Decide on whether to narrow down the product range.
3. Investigate the possibility of exporting to the Middle East and Japan.
4. Etc.

- **Sales**

Year One

1. Achieve 100,000 sales for the printer product.
2. Introduce new regional sales structure,
3. Etc.

Year Two

1. Set up agents to handle sales of the new high temperature plastics.
2. Investigate new areas for the services that we might offer.
3. Etc.

- **Personnel**

Year One

1. Make sure that all demographic trends are understood for our factory areas.
2. Employ new manager for the high temperature line.
3. Employ two new regional sales managers and sales people for the new regional structure,
4. Arrange and implement training for ail staff concerned with the new production line
5. Etc.

Year Two

- 1, Find and recruit two new export managers.
2. Arrange and implement training courses in appropriate languages.
- 3 Etc.

- **Finance**

Year One

1. Install new accounting package on the main computer,
2. Arrange new sources of finance for the required production investment,
3. Etc.

Year Two

1. Make sure that overseas currency is available, if required, for any purchase of companies or the commissioning of agents abroad to support new export drive,
2. Add Invoicing facility to the computer accounting system.
3. Etc.

*Task 2. Write down what objectives this particular Plan has for each of the two years:*

The first year

The second year

1 \_\_\_\_\_

1 \_\_\_\_\_

2 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

3 \_\_\_\_\_

*Task 3 Translate:*

**Competition and marketing**

*Here are a few other sections of a Business Plan:*

- **COMPETITION**

This section will describe who are the main competitors to your company and how they might affect the business over the period of the Business Plan.

*Competitive Advantage*

It is necessary to assess very clearly what advantages the company might have over the competition — and what advantages the competitors have.

- **MARKETING**

It is necessary to show those who will read the Business Plan that the company has developed a marketing strategy which has identified what market or markets the company sees itself as being in, and how it will develop them.

- **MANUFACTURING**

Such companies will need to state what their plans are for manufacturing -- how the capacity will be increased, how machinery will be kept up-to- date, how new technology will be introduced, etc.

- **RESEARCH AND DEVELOPMENT (R & D)**

Most companies need to develop their products and their services over time if they wish to keep up with the markets and, if possible, move ahead of their competitors.

**Finance**

- **Historical financial data**

This section will contain figures for the financial performance of the company over the last few years.

- **Financial projections**

It provides information on what the company thinks it will have to spend and what it believes it can earn on sales over the period of the Business Plan. The section may contain various calculations, costs, earnings as well as:

- A cash flow analysis for each year
  - an income statement for each year
  - a projected balance sheet for each year
  - some key ratio analysis
- Loan/investment

If the company sees that it will require overdrafts, loans or investments, it will need to say so in this section and say what the effects of the money will most probably be. Most importantly it will need to say what return it can offer on the investment and how much interest it is estimating it will have to pay for the overdrafts and loans. These will, of course, have been built into the financial projections in the previous section.

Overdraft-овердрафт

Loan-заем, кредит

return(s)-доход

*Task 3. Answer the questions*

1. Do companies always need overdrafts, loans and investments?\_\_\_\_\_
2. What information is most important in the Finance section, to your mind?\_\_\_\_\_

## ПРАКТИЧЕСКАЯ РАБОТА № 48

### ТЕМА

#### MAKING BUSINESS PLAN

**Цель:** Отработать навыки письменной речи по теме

#### *Task 1 Writing*



Write down the **objectives section** of your prospective business plan (choose any business you like) for a year according to the sample **Plan objectives**

### Заключение

Полученные в процессе такой работы знания и умения дают обучающимся возможность пополнять свой словарный запас и находить применение знанию иностранного языка при изучении специальных дисциплин. Работа с пособием значительно облегчается благодаря словарю терминов и общенаучной лексики по специальности « Экономика и бухгалтерский учет».

Предлагаемая рабочая тетрадь рассчитана как для аудиторной, так и для внеаудиторной самостоятельной работы студентов, а также для углублённого изучения языка по данной специальности.

### **БИБЛИОГРАФИЧЕСКИЙ СПИСОК**

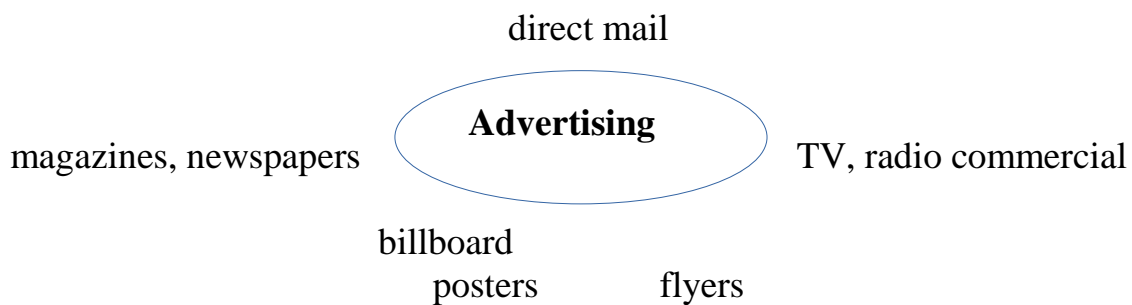
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### **Интернет источники**

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**ПРИЛОЖЕНИЕ 1**  
**Образцы творческих заданий**  
**Samples**

Sample 1. *Draw a mind map for the words related to advertising.*



Sample 2. *Write down the objectives section of prospective business plan for a year*

Business plan of the confectionery "Slastena"

**2020-2021 year.**

***Production***

*First year:*

1. *Purchase and installation of new equipment.*
2. *Rearrange the production line.*

**Marketing**

*First year:*

1. *Start advertising a new type of flour product in March*
2. *Take a stand at the European flour products exhibition*

**Sales**

*First year:*

1. *Reach 100,000 customers.*
2. *Introduction of a new regional sales structure.*

**Staff**

*First year:*

1. *To hire new staff in the kitchen.*
2. *Make sure that all demographic trends are clear to your workers.*
3. *Organize and conduct training for all employees.*

*First year:*

1. *Install new accounting package on the main computer.*
2. *Arrange new sources of financing for the necessary investments.*



## ПРИЛОЖЕНИЕ 2

### СЛОВАРЬ

banking centre -банковский центр  
barley- ячмень  
beets (sugar beets) -сахарная свекла  
to borrow -занимать, брать в долг  
crop- культура; урожай  
decline -спад (о производстве)  
equipment -оборудование  
to exceed- превышать  
expenditure -расход  
fossil fuels-полезные ископаемые  
cattle-крупный рогатый скот  
livestock-поголовье скота  
oats-овес  
return- прибыль  
manufacturing industry- обрабатывающая промышленность  
interest rate -процентная ставка  
unemployment and inflation rates -уровень безработицы и инфляции  
revenue- доход  
share- доля, акция  
gross domestic product (GDP) — валовой внутренний продукт (ВВП)  
costs - альтернативные издержки  
accountant - бухгалтер  
variable — переменный, изменчивый  
foreign- внешний, зарубежный  
trade- торговля, ремесло  
term- термин  
machinery - оборудование  
medicine- медикаменты  
visible- видимый  
invisible- невидимый  
insurance- страхование  
freight- фрахтование  
expertise- экспертиза  
total- общий  
amount- сумма  
Gross National Product-Валовой национальный продукт  
to earn- зарабатывать

earnings- зарботки  
to spend- тратить  
expenditure- расходы  
balance of payments- платежный баланс  
balance of trade- торговый баланс  
surplus- излишек, активное сальдо  
to exist-существовать  
to hunt-охотиться  
tribe- племя  
consume-потреблять  
competition-конкуренция  
market share- доля на рынке  
to reduce –сокращать  
labour- труд  
government- правительство, государство  
to divide-делить  
consequence- следствие  
uneven development- неравномерное развитие  
basket of goods- продуктовая корзина  
to come to a halt- прийти в упадок  
reduction- снижение  
marketing – маркетинг, торговля, сбыт  
market research – исследование конъюнктуры рынка  
trade – торговля  
demand – спрос  
market potential – потенциальные возможности рынка  
to meet competition – столкнуться с конкуренцией  
competitive product – конкурентно-способный продукт  
competitor – конкурент  
local – местный, локальный  
to compare – сравнивать, сравниваться  
preference – предпочтение  
custom – обычай, практика  
condition – условие  
seasonal – сезонный  
to take into account – учитывать, брать в расчет  
assortment – ассортимент, выбор  
selection – подбор, отбор, выбор  
consequently – следовательно, в результате  
price policy – политика цен  
cash sale – продажа за наличные  
sale on credit – продажа в кредит  
to run a business – вести дело, управлять

activity – активность, деятельность  
promotion – продвижение  
post-sale servicing – послепродажное обслуживание  
means – средство  
advertising – реклама, рекламирование  
advertisement – реклама  
to advertise – рекламировать  
exhibition – выставка  
fair – ярмарка  
to promote – продвигать  
marketing mix – система маркетинговых мероприятий  
profit – прибыль, выгода  
marketing strategy – маркетинговая стратегия  
market forecast – прогнозирование рынка  
manufacturer – производитель  
to create a favourable (fashionable, reliable, glamorous, high quality, luxurious)  
image – создать благоприятный (модный, надежный, гламурный,  
высококачественный, роскошный) имидж  
target audience – целевая аудитория  
to launch a new product – выпускать новый продукт  
advertising campaign – рекламная кампания  
invest money – инвестировать деньги  
medium – средство  
to interrupt programs – прерывать программы  
to promote a product – продвигать продукт  
to persuade people – убеждать людей  
depend on – зависеть от  
to enter the market – попасть на рынок  
production – производство  
to spend – тратить  
different ways (means) – различные способы (средства)  
to update- модернизировать, совершенствовать  
assistance-помощь  
summary- краткое изложение  
mission-миссия  
recruitment-набор  
overdraft-овердрафт  
loan-заем, кредит

