

Документ подписан простой электронной подписью

Информация о владельце:

ФИО: Шебзухова Татьяна Александровна

Должность: Директор Пятигорского института (филиал) Северо-Кавказского
федерального университета

Дата подписания: 27.05.2025 17:03:44

Уникальный программный ключ:

d74ce93cd40e39275c3ba2f58486412a1c8ef99c5

МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ

**Федеральное государственное автономное образовательное учреждение
высшего образования**

«СЕВЕРО-КАВКАЗСКИЙ ФЕДЕРАЛЬНЫЙ УНИВЕРСИТЕТ»

Пятигорский институт (филиал) СКФУ

Колледж Пятигорского института (филиал) СКФУ

УТВЕРЖДАЮ

Директор Пятигорского института
(филиал) СКФУ
Т.А. Шебзухова

МЕТОДИЧЕСКИЕ УКАЗАНИЯ

для проведения практических занятий по дисциплине

СГ.02 «Иностранный язык в профессиональной деятельности»

для студентов направления подготовки /специальности

38.02.01 Экономика и бухгалтерский учет (по отраслям) Квалификация: Бухгалтер

Методические указания для практических занятий по дисциплине «Иностранный язык в профессиональной деятельности» составлены в соответствии с ФГОС СПО. Предназначены для студентов, обучающихся по специальности 38.02.01 «Экономика и бухгалтерский учет (по отраслям)»

Пояснительная записка

Методические указания предназначены для студентов групп СПО специальности 38.02.01 «Экономика и бухгалтерский учет (по отраслям)».

В результате освоения учебной дисциплины обучающийся должен **уметь:**

- общаться (устно и письменно) на иностранном языке на профессиональные и повседневные темы;
- переводить (со словарём) иностранные тексты профессиональной направленности;
- самостоятельно совершенствовать устную и письменную речь, пополнять словарный запас.

В результате освоения учебной дисциплины обучающийся должен **знать:**

- лексический (1200-1400 лексических единиц) и грамматический минимум, необходимый для чтения и перевода (со словарём) иностранных текстов профессиональной направленности.

Дисциплина входит в общий гуманитарный и социально-экономический цикл профессиональной подготовки.

Раздел 1. Экономика как наука

Практическая работа № 1

Тема 1.1 Моя будущая специальность

Упражнение 1. *Заполните пропуски соответствующей формой глагола и переведите предложения на русский язык*

1. Moscow State Industrial University specialists in automobile industry, economics and jurisprudence (train, will train, trained, trains).
2. Next year students specialized subjects to become good specialists in future (studied, studies, study, will study).
3. After graduating from the University I an economist (become, became, shall become).
4. The students of the faculty of Economics profound knowledge in management, marketing and banking (got, get, will get).
5. The students of our faculty English because all information between countries is conducted in English (will study, studied, study, studies).
6. I Bachelor of Economics in four years (am, was, were, shall be).
7. We the University two years ago (enter, will enter, entered, enters).
8. Every day my friend to the University by bus (go, went, goes, will go).
9. They first-year students last year (are, were, will be).

Упражнение 2. *Заполните пропуски соответствующими предлогами (of, for, at, on, in).*

1. We studied English school.
2. We have three lectures Monday.
3. I study the faculty Economics.
4. The speciality an economist is very important the economy our country.
5. He was not present the lessons yesterday.
6. The system distance education different people allows them to get higher education.
7. He is a good specialist marketing.

Предтекстовые упражнения

(The exercises to be done before reading the text)

Упражнение 3. *Прочтите слова и словосочетания и постарайтесь запомнить их русский эквивалент.*

Graduate from – оканчивать высшее учебное заведение;
undergraduate – студент;
graduate – выпускник;
postgraduate – аспирант;
full-time student – студент дневного отделения;
part-time student – студент вечернего отделения;
study at the department of distance education – учиться на заочном отделении;
distance education student – студент-заочник (студент дистанционной формы обучения);
Ec.B. – Bachelor of Economics – бакалавр экономических наук;
Ec.M. – Master of Economics – магистр экономических наук;
economics – экономика (научная дисциплина);
market – рынок;
marketing – маркетинг;
sole proprietorship – частный бизнес;
partnership – партнерство;
advantages – преимущества;
benefit – выгода;
disadvantages – недостатки;
information technologies – информационные технологии;
book-keeper – бухгалтер;
book-keeping – бухгалтерия;
accountant – бухгалтер;
accounting – бухгалтерия;
auditor – аудитор;
competitiveness – конкурентоспособность;
storing – складирование (товаров);
advertise – рекламировать;
advertisement – реклама;
experience – опыт;
consumer needs – запросы (нужды) потребителя;
be sure of – быть уверенным в чем-либо;
mutual benefits – обоюдные выгоды;
customer – покупатель, клиент;
vendor – продавец;
as for me – что касается меня;
joint-venture – совместное предприятие;
in short – короче говоря;
at least – по крайней мере;
profound knowledge – прочные знания;
submit – представить на рассмотрение;
as well as – а также;
prosperity – процветание;

right product – нужный товар;
at the right time – в нужное время;
in the right place – в нужном месте.

Упражнение 4. *Переведите предложения на русский язык.*

1. When will you graduate from the University? I'll graduate from it in four years.
2. Graduates of our University work as managers, accountants, auditors and directors.
3. He is an experienced specialist in advertising.
4. Olga wants to specialize in marketing.
5. To become a good specialist one must be energetic, communicative, know computer and information technologies.
6. He is a highly educated and skilled manager.

Упражнение 5. *Почтите вслух слова и сопоставьте их с русским значением.*

Marketing, office, communication, import, operation, candidate, master, manager, company, controller, director, college, business, technology, product, speciality, economist.

Упражнение 6. *Переведите слова на русский язык, обращая внимание на значение суффиксов и префиксов.*

Graduate, **postgraduate**, **undergraduate**;
special, **specialist**, to **specialize**, **specialized**;
to operate, **operation**;
economy, **economics**, **economic**, **economical**, **economist**;
to manage, **manager**, **management**;
mathematical, mathematics;
to **advertise**, **advertisement**, **advertising**;
to analyse, **analysis**;
finance, **financial**;
to use, **user**;
to control, **controller**;
to know, **knowledge**;
to develop, **development**.

Упражнение 7. *Переведите словосочетания на русский язык.*

A full-time student, a part-time student, a student of the distance education, a second-year student, joint-venture, Ec.M., Ec.B., as for me, be sure of.

Упражнение 8. *Переведите предложения на русский язык.*

1. The faculty of Economics, Management and Information Technologies trains book-keepers, managers, experts in information

systems.

2. The students get profound knowledge in economics, analysis of financial activities, management, marketing and business organization.
3. Proper management plays a great role in improving product competitiveness.
4. An economist will be a success if the product is available at the right time, in the right place.
5. English language is widely used in the world because all information between countries is conducted in English.

TEXT

Прочтите и переведите текст на русский язык.

My Speciality is «Economics»

I finished school two years ago and entered Moscow State Industrial University. The University has three departments: the full-time (day-time) department, the part-time (evening) one, as well as the department of distance education. I study at the faculty of Economics, Management and Information Technologies. The faculty trains bookkeepers (accountants), auditors, managers, economists and experts in information systems. The students try to get profound knowledge in economics, bookkeeping (accounting), analysis of financial activity, management, marketing, the bases of different kinds of business organization, as well as, operating computer systems.

Undergraduates specializing in economics for four years take Ec.B. degree after submitting their diploma works.

After graduating from the University the graduates must know all types of business organization (sole proprietorship, partnership, corporation), their advantages and disadvantages. Proper management, marketing and advertising are of great importance for business specialists. They should know the work of storing, advertising, data processing.

Thus they must be energetic, communicative, must know computer and information technologies, as well as, foreign languages, at least, English. In short, they should be aware of selling the right product, at the right time, in the right place, if they want to be a success.

As for me, I am not sure in what field of economy I am going to work but I know that the speciality of an economist is very important for the development and prosperity of the country.

Послетекстовые упражнения

(The exercises to be done after reading the text)

Упражнение 9. *Расскажите от собственного имени о вашей будущей профессии, используя упражнение 11 в качестве плана.*

Упражнение 10. Выберите правильный вариант окончания предложения.

1. The faculty of economics trains good specialists in
 - a) automobile production.
 - b) management, marketing and information systems.
 - c) only selling and advertisers.
2. The students of the faculty of economics and management get profound knowledge in
 - a) selling automobiles.
 - b) only in information technologies and computer science.
 - c) management, marketing, business organization, advertising, accounting, banking.
3. An experienced economist must
 - a) know many foreign languages.
 - b) be aware of selling the right product, at the right time, in the right place.
 - c) get profound knowledge in computers.

Упражнение 11. Ответьте на вопросы.

1. What University did you enter two years ago?
2. What faculty do you study at?
3. What specialists does the faculty train?
4. What will you become after graduating from the University?
5. In what field of economics do the students try to get the profound knowledge?
6. What is the main rule for the experts in the process of selling goods?
7. What qualities are required of a specialist?

Упражнение 12. Переведите предложения на английский язык.

1. Я учусь на факультете экономики, менеджмента и информационных технологий.
2. Наш факультет обучает студентов по таким специальностям, как: бухгалтерское дело, аудиторское дело, менеджмент, маркетинг, информационные технологии.
3. После окончания института студенты будут знать все типы организации бизнеса, их преимущества и недостатки.
4. Эксперты по продажам должны знать, что успешный процесс продажи – это наличие нужного продукта в нужном месте в нужное время.
5. Только такой процесс приносит взаимовыгоду покупателю и продавцу.

6. Специальность экономиста очень важна для развития и процветания страны.

Практическая работа №2

Тема 1.2 Что изучает экономика

TEXT

WHAT IS ECONOMICS?

It is difficult to give a full and accurate definition of economics, but it is possible to indicate what problems economists are interested in. They are factors that affect prices of goods and services and also resources necessary to produce them. Economists are also interested in sellers' and buyers' behaviour in the market, in the relationship between "price system" and "market mechanism".

Now economics is more complex. There are three main approaches to economics: microeconomics, macroeconomics, and development economics. There are also several specialized areas of study. Among them are money economics, international economics, labour economics, industrial economics, agricultural economics, growth economics, mathematical economics, etc.

Like many other sciences, economics uses models to understand economic problems. A model often helps an economist to make correct predictions. The economist usually follows several rules when he makes a model of economic behaviour.

First, real life is complex and it is not possible for an economist to include all the details in a model. So, a model is an abstraction from real life. A model usually includes only essential elements and relationships of a particular economic situation.

Second, if an economist has two different models of one phenomenon, he always chooses the model that predicts the results of a particular phenomenon more accurately.

Third, although models are helpful in economic analysis, an economist always studies the actual economic situation before he makes decisions.

It is not enough to make models, it is also necessary to collect and study actual data in order to know how accurate a model is.

VII. Ответьте на вопросы к тексту.

1. What problems are economists interested in?
2. What are three main approaches to economics?
3. What specialized areas of economics do you know?
4. Why do economists use economic models?
5. Why is it not possible to include all the details in a model?
6. What does a model usually include?
7. Which of the models does an economist always choose?
8. Why is it necessary for an economist to collect and study actual data?

VIII. а) Произнесите по-английски следующие количественные числительные:

22; 643; 2,980; 334,100; 71,325; 1,434,516; 9,154,603; 970,000.

б) Сделайте эти числительные порядковыми.

IX. Вставьте слова из активного словаря, употребив их в нужной форме.

1. Trade ... well in this area.
2. It is necessary to have correct ... to make a correct decision.
3. He does not have ... money to ... the radio.
4. Economists study the ... between prices of different goods in the
5. The economist ... industrial economics.
6. The growth of industry and agriculture ... the life of all the people in the country.

X. Переведите следующие словосочетания:

market analysis, labour economics, labour market study, goods and services prices, growth economics problems, actual economic situation details, consumer behaviour, future prediction, growth mechanism, agriculture and manufacturing

Практическая работа № 3

Тема 1.2 Что изучает экономика

XI. Раскройте скобки, употребив глаголы в нужной форме.

1. Economists (to study) situations from real life by means of economic models.
2. Economists (to be) interested in relationship between prices for goods and buyers' behaviour.
3. The buyer (to choose) goods for which he (to have) enough money.
4. He (not/ to follow) our recommendations.
5. The manager (to make) decisions only after careful analysis of all the data.
6. She always (to buy) a lot of clothes.
7. The data (not/ to be) necessary now.
8. The prices for fuel (to be) very high.
9. A consumer (to be) a person who (to buy) goods and services.
10. There (to be) several mining areas in this country.

XII. Соедините части предложений А и В.

A

1. Resources and labour are necessary
2. It is necessary to know marketing
3. It is not enough to study economic theory
4. Like other sciences, economics uses models
5. To buy goods and services it is necessary for a consumer
6. It is not always possible to predict
7. To have enough money for his
8. Development of trade

B

- a. is essential for economic growth of a country.
- b. the results of every phenomenon.
- c. to produce goods.
- d. to sell goods and services well.
- e. to have enough money.
- f. to be a good economist.
- g. family he works a lot.
- h. to analyze real life situations.

XIII. Употребив глаголы в нужной форме, сделайте следующие предложения утвердительными или отрицательными в зависимости от смысла.

1. People (to get) resources from the earth.
2. Consumers (to buy) goods from manufacturers.
3. We (to study) economics.
4. The economist (to study) consumers' behaviour in the service markets.
5. The plant (to process) agricultural products, it (to manufacture) machines.
6. Industry and agriculture (to use) fuel.
7. I (to study) medicine.
8. Teachers (to study) labour markets.
9. It (to be) possible to predict prices for essential goods.

Практическая работа №4

Тема 1.3 Глагол to be

Глагол to be в английском языке

Значение глагола to be - "быть, находиться". В отличие от других английских глаголов, глагол to be спрягается (т.е. изменяется по лицам и числам).

В отличие от русского языка, в английском языке глагол-связка никогда не опускается, поскольку английское предложение имеет строго фиксированный порядок слов: подлежащее (subject) + сказуемое (verb) + дополнение (object)

I am a doctor. Я врач. (Я есть врач.)

The weather is bad. Погода плохая.

They are from Paris. Они из Парижа.

Глагол to be не требует вспомогательного глагола для образования вопросительной или отрицательной формы.

Чтобы задать вопрос нужно поставить глагол to be перед подлежащим:

Am I happy? Is the book interesting? Is he our teacher?

Для образования отрицательной формы достаточно поставить отрицательную частицу not после глагола to be:

I am not happy. The book is not interesting. He is not our teacher.

Спряжение глагола to be в настоящем времени Present Simple:

I am	I am not	Am I?
He is	He is not (he isn't)	Is he?
She is	She is not (she isn't)	Is she?
It is	It is not (it isn't)	Is it?
We are	We are not (we aren't)	Are we?
You are	You are not (you aren't)	Are you?

Спряжение глагола to be в прошедшем времени Past Simple:

I was	I was not (I wasn't)	Was I?
He was	He was not (he wasn't)	Was he?
She was	She was not (she wasn't)	Was she?
It was	It was not (it wasn't)	Was it?
We were	We were not (we weren't)	Were we?
You were	You were not (you weren't)	Were you?

Спряжение глагола to be в будущем времени Future Simple:

Утвердительное предложение	Отрицательное предложение	Вопросительное предложение
I will be	I will not be (I won't be)	Will I be?
He will be	He will not be (he won't be)	Will he be?
She will be	She will not be (she won't be)	Will she be?
It will be	It will not be (it won't be)	Will it be?
We will be	We will not be (we won't be)	Will we be?
You will be	You will not be (you won't be)	Will you be?
They will be	They will not be (they won't be)	Will they be?

Оборот **there is/there are** в английском языке

Оборот **there is/there are** в английском языке употребляется, когда нужно указать на наличие какого-либо лица или явления в определенном месте. После оборота **there is/there are** ставится подлежащее.

There is a lamp on the table. На столе (находится) лампа.

There was a storm last night. Прошлой ночью была буря.

Перевод предложений с этим оборотом начинается обычно с обстоятельства места.

Если подлежащее выражено существительным во множественном числе, то глагол **to be** после **there** ставится также во множественном числе.

There are two lamps on the table. На столе (находятся) две лампы.

При изменении времени изменяется форма глагола **to be**:

There was a lamp on this table. На этом столе была лампа.

There were three cars in the yard. Во дворе было три машины.

There will be a crystal chandelier over this table. Над этим столом будет хрустальная люстра.

Отрицательная форма образуется при помощи отрицания *no*, которое ставится после глагола *to be* перед существительным.

There is no lamp on the table. На столе нет лампы.

Если перед существительным стоит определение, выраженное местоимениями *any*, *much* и др., то после глагола *to be* ставится частица *not*.

There is not any lamp on the table. На столе нет (никакой) лампы.

There is not much snow in the street. На улице не много снега.

Вопросительная форма при употреблении глагола *to be* в *Present Simple* или *Past Simple* (или *Present* и *Past Indefinite*) образуется путем постановки глагола *to be* на первое место — перед *there*.

Is there a lamp on the table? На столе есть лампа?

При наличии сложной формы глагола (т.е. при наличии вспомогательных или модальных глаголов) вспомогательный или модальный глагол ставится перед *there*, а глагол *to be* — после *there*.

Will there be an English lesson at 3 o'clock? Будет ли урок английского языка в три часа?

При постановке вопроса к подлежащему с оборотом *there is/there are* употребляется вопросительное слово *what*, которое является подлежащим предложения. Глагол *to be* в этих случаях всегда употребляется в единственном числе, даже если вопрос ставится в отношении наличия нескольких предметов или явлений.

What is there on the table? Что на столе?

НО: В ответе на такой вопрос глагол *to be* употребляется во множественном числе, если констатируется факт наличия нескольких предметов или явлений.

What is there on the table? Что на столе? There are some books. Несколько книг.

Вопросы к другим членам предложения с этой конструкцией строятся по общему правилу.

Краткие ответы на вопрос, содержащий оборот *there is/ there are*, также строятся по общему правилу.

Are there any books on the table? — На столе есть какие-либо книги? —

Yes, there are (some). Да, есть. (No, there aren't.) (Нет.)

Exercises.

1. Переведите на английский язык, употребляя глагол *to be* в *Present* или *Past Simple*,

1. Я ученик. 2. Он летчик. 3. Она доктор. 4. Мы школьники. 5. Вы рабочие. 6. Ты рабочий. 7. Они ученики. 8. Я дома. 9. Он в школе. 10. Она в кино? 11. Мы в парке. 12. Они в театре? 13. Она молодая? 14. Он старый. 15. Она не старая. 16. Они сильные. 17. Она больна. 18. Вы больны? 19. Он болен? 20. Я не болен. 21. Я был болен вчера. 22. Она не была больна. 23. Мы были в кино. 24. Они не были в кино. 25. Они не в школе. 26. Они дома. 27. Вы были в парке вчера? 28. Он был в школе вчера? 29. Он был рабочим. 30. Она была учительницей.

2. Вставьте глагол *to be* в *Present, Past* или *Future Simple*.

1, My father ... a teacher. 2. He ... a pupil twenty years ago. 3. I ... a doctor when I grow up. 4. My sister ... not ... at home tomorrow. 5. She ... at school tomorrow. 6. ... you ... at home tomorrow? 7, ... your father at work yesterday? 8. My sister ... ill last week. 9. She ... not ill now. 10. Yesterday we ... at the theatre. 11. Where ... your mother now? — She ... in the kitchen. 12. Where ... you yesterday? — I ... at the cinema. 13. When I come home tomorrow, all my family ... at home. 14. ... your little sister in bed now? — Yes, she ... 15. ... you ... at school tomorrow? — Yes I ... 16. When my granny ... young, she ... an actress. 17. My friend K., ... in Moscow now. 18. He ... in St. Petersburg tomorrow. 19. Where ... your books now? — They ... in my bag.

3. Переведите на английский язык, употребляя глагол *to be* в *Present, Past* или *Future Simple*.

1. Мой брат сейчас в школе. 2. Мой брат был вчера в кино. 3. Мой брат будет завтра дома. [4. Ты будешь дома завтра? 5. Она была вчера в парке? 6. Он сейчас во дворе? 7. Где папа? 8. Где вы были вчера? 9. Где он будет завтра? 10. Мои книги были на столе. Где они сейчас? 11. Моя мама вчера не была на работе. Она была дома. 12. Мой друг не в парке. Он в школе. 13. Завтра в три часа Коля и Миша будут во дворе. 14. Мы не были на юге прошлым летом. Мы были в Москве. 15. Завтра мой дедушка будет в деревне. 16. Когда твоя сестра будет дома? 17. Ты будешь летчиком? — Нет, я буду моряком. 18. Моя

сестра была студенткой в прошлом году, а сейчас она врач. — Ты тоже будешь врачом? — Нет, я не буду врачом. Я буду инженером.

4. Вставьте *is* или *are*.

There _____ two cups of tea on the table.

There _____ some milk in the cup.

There _____ an orange in the salad.

There _____ six balls in the box.

There _____ some cheese on the plate.

There _____ a blue chair at the door.

There _____ five chicks and a hen on the farm.

There _____ a table and nine desks in the classroom.

There _____ a big window to the left of the door.

There _____ three rooms in our country house.

_____ there three cups on the coffee-table?

_____ there a carpet on the floor?

There _____ no cats in the sitting room.

There _____ a cat on the table.

There _____ 3 dogs in the box

There _____ 4 hens in the house.

There _____ a pot on the table.

_____ there a bathroom near the kitchen?

_____ there four rooms in the house?

_____ there a kitchen under your bedroom?

5. Составь и запиши предложения.

1. pears / there / ten / in the / are / bag / .

2. aren't / pupils / there / classroom / in the / .

3. an egg / on the / there / plate / is / ?

4. on the / there / a / cat / chair / is / white / .

5. a turtle / on / there / isn't / farm / this / .

6. at the / two / bikes / door / are / there / ?

6. Вставьте is/are, was/were.

There _____ two banks in our street.

There _____ a cafe behind the supermarket last year. Now there _____ a museum there.

There _____ a cinema and a sports centre to the right of the park.

Five years ago there _____ two shops in Central Square. Now there _____ two cafes, a theatre and a cinema.

7. Переведите предложения.

1. Рядом с отелем есть чистый пляж.

2. На диване три кошки.

3. В холодильнике есть бутылка молока.

4. В корзине нет клубники.

5. На автобусной остановке есть люди?

6. В твоей сумке есть зеркало?

7. В этом парке нет туалета.

8. В нашем саду много цветов.

9. Под столом зеленый мяч.

10. За дверью никого нет.

8. Задайте к предложениям вопросы, начиная с предлагаемых слов.

1. There are four elephants in the zoo. (How many ...?)

2. There is a lot of snow in February. (Is ...?)

3. There is some fish on the plate. (What ... ?)

4. There are no cars in the car park. (Are ... ?)

5. There are ancient walls around the city. (What ... ?)

9. Переведите пословицы и поговорки.

1. There is no place like home.

2. Where there is love there is life.

3. There is no bad weather, there are bad clothes.

4. There are plenty of other fish in the sea.

5. There are two sides to every question.

Практическая работа № 5

Тема 1.4 Секторы экономики

TEXT

SECTORS OF ECONOMY

There are three main sectors in any¹ economy: the primary sector, the secondary sector, and the tertiary sector.

The primary sector of economy includes industries that get goods from nature, such as agriculture and mining. There are two main branches in agriculture: crop and animal farming. Mining partially belongs to the secondary sector as mineral resources need industrial processing. Forestry, fishing, and beekeeping also belong to this sector.

Manufacturing industries which produce goods by means of mechanical, electrical or chemical, but not manual, processing of resources belong to the secondary sector. People who do not produce goods but provide different services for plants and factories work for the secondary sector, for example plant and factory managers. The sector also includes companies that provide fuel, energy, and transport for manufacturing.

The tertiary sector provides different services to consumers, such as trade, transport, banking, insurance and other public services. Teachers, doctors, tourist agents, drivers, lawyers, etc² work in the tertiary sector.

There are countries which are rich in land. They can use land intensively and produce agricultural products and minerals. Manufacturing plays an important role in the world economy, but there is a tendency for the growth of the service sector in many economies, especially in industrialized countries.

IX. Ответьте на вопросы к тексту:

1. What are the sectors of an economy?
2. What industries does the primary sector include?
3. Why does mining partially belong to the secondary sector?
4. How do manufacturing industries produce goods?
5. Do any services belong to the secondary sector?
6. What does the tertiary sector include?
7. What countries produce agricultural products and minerals?
8. Which sector grows in industrialized countries?

X. Используя конструкцию *there is/are*, скажите, сколько:

- комнат в вашей квартире или доме;
- дней в январе/ феврале/ апреле;
- дней/ месяцев в году;
- уроков/ страниц в этой книге;
- студентов в вашей группе.

XI. Вставьте слова из активного словаря, употребив их в нужной форме.

1. Canals ... water for crop farming.
2. There is a tendency for ... of trade between the two countries.
3. ... is an important branch of economy ... it helps industry and agriculture to provide goods for consumers.
4. ... are people for whom all industries produce ... and ...
5. They process minerals chemical reactions.
6. ... belongs to the primary and to the secondary sectors.
7. The primary sector ... mining, agriculture, hunting, fishing, and beekeeping.
8. Countries that are rich in land ... agricultural products.
9. Crop farming and animal farming are branches of ...

XII. Раскройте скобки и употребите глаголы в нужной форме.

1. Factories (not/ to use) this method of processing.
2. Not only goods but also services (to be) important for consumers.
3. The industry (not/ to use) the resources intensively.
4. The factory (to belong) to a Japanese company.
5. The primary sector (not/ to include) services to consumers.
6. There (to be) a lot of agricultural land in this part of the country.
7. Manufacturing (to grow) fast in the UK and mining (not/ to grow) fast now.
8. There (to be) several industries which (to belong) to the primary sector.
10. You (to be) a manager?

XIII. Сделайте следующие предложения утвердительными или отрицательными в зависимости от смысла, употребив глаголы в нужной форме.

1. Manufacturing industries (to be) important in all countries.
2. Agriculture (to include) crop and animal farming.
3. Mining (to belong) to the service sector.
4. Industries of the primary sector (to process) resources.
5. Fishing, forestry, and beekeeping (to be) industries of the secondary sector, they (to belong) to the primary sector.
6. Countries which (to be) rich in land (to produce) agricultural products.
7. Mining (to be) a very important industry in Russia.
8. Agriculture (to provide) goods for consumers and manufacturing.
9. In industrialized countries, the service sector (to grow) very fast.

Практическая работа № 7

Тема 1.5 Времена Present Simple и Present Continuous

Present Simple - простое настоящее время

Время Present Simple обозначает действие в настоящем в широком смысле слова. Оно употребляется для обозначения обычных, регулярно повторяющихся или постоянных действий, например, когда мы говорим о чьих-либо привычках, режиме дня, расписании и т. д., т. е. Present Simple обозначает действия, которые происходят в настоящее время, но не привязаны именно к моменту речи.

Образование Present Simple

Утвердительные предложения:

I play

He / she / it plays

You play

We play

They play

Вопросительные предложения:

Do I play?

Does he / she / it play?

Do you play?

Do we play?

Do they play?

Отрицательные предложения:

I do not play

He / she / it does not play

You do not play

We do not play

They do not play

Английский глагол во временной форме Present Simple почти всегда совпадает со своей начальной, то есть указанной в словаре, формой без частицы to. Лишь в 3-ем лице единственного числа к ней нужно прибавить окончание -s:

I work – he works

Если глагол оканчивается на -s, -ss, -sh, -ch, -x, -o, то к нему прибавляется окончание -es:

I wish – he wishes

К глаголам на -у с предшествующей согласной тоже прибавляется окончание -es, а -у заменяется на -i-:

I try – he tries

Если же глагол оканчивается на -у с предшествующей гласной, то -у сохраняется и добавляется только окончание -s:

I play – he plays

Для того, чтобы построить вопросительное предложение, перед подлежащим нужно поставить вспомогательный глагол. Время Present Simple используется без него, поэтому в этом случае добавляется вспомогательный глагол do (или does в 3 л. ед. ч.):

Do you like rock? Тебе нравится рок?

Does he speak English? Он говорит по-английски?

В отрицательных предложениях тоже используется вспомогательный глагол do/does, но не перед подлежащим, а перед глаголом. После него прибавляется отрицательная частица not. Do/does и not часто сокращаются до don't и doesn't соответственно:

I do not like black coffee. Я не люблю черный кофе.

She doesn't smoke. Она не курит.

Случаи употребления Present Simple

- Регулярные, повторяющиеся действия:

I often go to the park. Я часто хожу в парк.

They play tennis every weekend. Каждые выходные они играют в теннис.

- Действие в настоящем в широком смысле слова:

Jim studies French. Джим изучает французский.

We live in Boston. Мы живем в Бостоне.

- Общеизвестные факты:

The Earth goes round the Sun. Земля вращается вокруг солнца.

The Volga is the longest river in Europe. Волга – самая длинная река в Европе.

- Перечисление последовательности действий:

We analyse what our clients may need, develop a new product, produce a sample, improve it and sell it. Мы анализируем, что может понадобиться нашим клиентам, разрабатываем новый продукт, изготавливаем образец, дорабатываем его и продаем.

- Некоторые случаи указания на будущее время (если имеется в виду некое расписание или план действий, а также в придаточных предложениях времени и условия):

The airplane takes off at 2.30 p.m. Самолет взлетает в 14:30.

When you see a big green house, turn left. Когда вы увидите большой зеленый дом, поверните налево.

Exercises

1. Раскройте скобки, употребляя глаголы в Present Simple.

(USUALLY) 1. My sister (to get) up at eight o'clock. 2. She (to be) a school-girl. She (to go) to school in the afternoon. 3. Jane (to be) fond of sports. She (to do) her morning exercises every day. 4. For breakfast she (to have) two eggs, a sandwich and a cup of tea. 5. After breakfast she (to go) to school. 6. It (to take) him two hours to do his homework. 7. She (to speak) French well. 8. My working day (to begin) at seven o'clock. I (to get) up, (to switch) on the radio and (to do) my morning exercises. It (to take) me fifteen minutes. At half past seven we (to have) breakfast. My father and I (to leave) home at eight o'clock. He (to take) a bus to his factory. My mother (to be) a doctor, she (to leave) home at nine o'clock. In the evening we (to gather) in the living-room. We (to watch) TV and (to talk).

2. Дополните предложения, используя следующие глаголы:

cause(s) connect(s) drink(s) live(s) open(s) speak(s) take(s)

- 1 Tanya.....German very well.
- 2 I don't often coffee.
- 3 The swimming pool. at 7.30 every morning.
- 4 Bad drivingmany accidents.
- 5 My parents in a very small flat.
- 6 The Olympic Games place every four years.
- 7 The Panama Canal.....the Atlantic and Pacific Oceans.

3. Поставьте глаголы в правильную форму:

- 1 Julie..... (not *I* drink) tea very often.
- 2 What time (the banks *I* close) here?
- 3 I've got a car, but I (not *I* use) it much.
- 4 'Where (Ricardo *I* come) from?' 'From Cuba.'
- 5 'What (you *I* do)? I'm an electrician.'
- 6 It(take) me an hour to get to work.
- How long..... (it *I* take) you?
- 7 Look at this sentence. What (this word *I* mean)?
- 8 David isn't very fit. He (not *I* do) any sport.

4. Задайте специальные вопросы, используя слова в скобках:

1. Paul plays tennis very well. (How)
2. Many birds fly south every summer. (How often)
3. Jack usually goes to work on Saturdays. (When)
4. France has a lot of high mountains. (What)
5. You always wear glasses. (What)
6. Most of the students study well. (How many)
7. He thinks that school is boring. (Who)
8. The Volga flows into the Caspian Sea. (Where)
9. We drink coffee very often. (Who)
10. My children usually skate on the skating ring in our yard. (Whose)

5. Раскройте скобки, употребляя глаголы в *Present Simple*:

- 1) They _____ hockey at school. (to play)
- 2) She _____ e-mails. (not/to write)
- 3) _____ you _____ English? (to speak)
- 4) My parents _____ fish. (not/to like)
- 5) _____ Anne _____ any hobbies? (to have)
- 6) Andy's brother _____ in an office. (to work)
- 7) Leroy _____ very fast. (can/not/to read)
- 8) _____ Jim and Joe _____ the flowers every week? (to water)
- 9) Yvonne's mother _____ a motorbike. (not/to ride)
- 10) _____ Elisabeth _____ cola? (to drink)

Сравнение времен *Present Continuous* и в *Present Simple*.

1. Раскройте скобки, употребляя глаголы в *Present Continuous* или в *Present Simple*.

I (to read) now. He (to sleep) now. We (to drink) tea now. They (to go) to school now. I (not to sleep) now. She (not to drink) coffee now. I (to read) every day. He (to sleep) every night. We (to drink) tea every morning. They (to go) to school every morning. I (not to sleep) in the daytime. She (not to drink) coffee after lunch. We (not to watch) TV now. They (not to eat) now. My mother (not to work) now. You (to work) now? He (to play) now? They (to eat) now? Your sister (to rest) now? What you (to do) now? What you (to read) now? What they (to eat) now? What your brother (to drink) now? We (not to watch) TV in the morning. They (not to eat) at the lesson. My mother (not to work) at an office. You (to work) every day? He (to play) in the afternoon? They (to eat) at school? Your sister (to rest) after school? What you (to do) every morning? What you (to read) after dinner? What they (to eat) at breakfast? What your brother (to drink) in the evening?

2. Раскройте скобки, употребляя глаголы в *Present Continuous* или в *Present Simple*.

1. I (not to drink) coffee now. I (to write) an English exercise. 2. I (not to drink) coffee in the evening. I (to drink) coffee in the morning. 3. Your friend (to do) his homework now? 4. Your friend (to go) to school in the morning? 5. Look! The baby (to sleep). 6. The baby always (to sleep) after dinner. 7. My grandmother (not to work). She is on pension. 8. My father (not to sleep) now. He (to work) in the garden. 9. I usually (to get) up at seven o'clock in the morning. 10. What your sister (to do) now? -- She (to wash) her face and hands. 11. When you usually (to come) home from school? -- I (to come) at three o'clock. 12. Where your cousin (to work)? -- He (to work) at a hospital. 13. Your sister (to study) at an institute? -- No, she (to study) at school. 14. My cousin (to go) to school every day. 15. My mother (not to play) the piano now. She (to play) the piano in the morning.

3. Раскройте скобки, употребляя глаголы в *Present Continuous* или в *Present Simple*.

1. I (to read) books in the evening. 2. I (not to read) books in the morning. 3. I (to write) an exercise now. 4. I (not to write) a letter now. 5. They (to play) in the yard now. 6. They (not to play) in the street now. 7. They (to play) in the room now? 8. He (to help) his mother every day. 9. He (to help) his mother every day? 10. He (not to help) his mother every day. 11. You (to go) to school on Sunday? 12. My friend (not to like) to play football. 13. I (not to read) now. 14. He (to sleep) now? 15. We (not to go) to the country in winter. 16. My sister (to eat) sweets every day. 17. She (not to eat) sweets now. 18. They (to do) their homework in the afternoon. 19. They (not to go) for a walk in the evening. 20. My father (not to work) on Sunday. 21. He (to work) every day.

4. Раскройте скобки, употребляя глаголы в *Present Continuous* или в *Present Simple*.

1. They (to read) many books. 2. They (to read) many books? 3. They (not to read) many books. 4. The children (to eat) soup now. 5. The children (to eat) soup now? 6. The children (not to eat) soup now. 7. You (to play) volley-ball well? 8. When you (to play) volley-ball? 9. What Nick (to do) in the evening? 10. He (to go) to the cinema in the evening? 11. We (not to dance) every day. 12. Look! Kate (to dance). 13. Kate (to sing) well? 14. Where he (to go) in the morning? 15. He (not to sleep) after dinner. 16. My granny (to sleep) after dinner. 17. When you (to sleep)? 18. Nina (not to sleep) now. 19. Where John (to live)? - - He (to live) in England.

5. Раскройте скобки, употребляя глаголы в *Present Continuous* или в *Present Simple*.

1. I (to write) a composition now. 2. I (not to drink) milk now. 3. I (to go) for a walk after dinner. 4. I (not to go) to the theatre every Sunday. 5. He (not to read) now. 6. He (to play) now. 7. He (to play) now? 8. My mother (to work) at a factory. 9. My aunt (not to work) at a shop. 10. You (to work) at an office? 11. My friend (to live) in St. Petersburg. 12. My cousin (not to live) in Moscow. 13. The children (not to sleep) now. 14. The children (to play) in the yard every day. 15. They (not to go) to the stadium on Monday. 16. She (to read) in the evening. 17. She (not to read) in the morning. 18. She (not to read) now. 19. Your father (to work) at this factory? 20. You (to play) chess now? 21. Look at the sky: the clouds (to move) slowly, the sun (to appear) from behind the clouds, it (to get) warmer. 22. How is your brother? - - He is not well yet, but his health (to improve) day after day. 23. Listen! Who (to play) the piano in the next room?

6. Раскройте скобки, употребляя глаголы в *Present Continuous* или в *Present Simple*.

1. What you (to do) here now? - - We (to listen) to tape-recordings. 2. You (to want) to see my father? - Yes, I.... 3. Michael (to know) German rather well. He (to want) to know English, too, but he (to have) little time for it now. 4. What maga-

zine you (to read)? - - It (to be) a French magazine. There (to be) good articles on sports here. You (to be) interested in sports? - - Yes, I.... But I (not to know) French. 5. We (to have) an English lesson now. 6. Lena usually (to prepare) her homework at the institute? - - No, she As a rule, she (to work) at home. — And what she (to write) now? -Oh, she (to write) an article for our wall newspaper. 7. Who that man (to be) who (to stand) in the doorway? - - You (not to recognize) him? It (to be) John, my cousin. 8. I (to have) no time now, I (to have) dinner. 9. Your family (to leave) St. Petersburg in summer? - Yes, we always (to go) to the sea-side. We all (to like) the sea. Mother (to stay) with us to the end of August, but father (to return) much earlier. 10. Where Tom and Nick (to be) now? — They (to have) a smoke in the garden.

7. Раскройте скобки, употребляя глаголы в *Present Continuous* или в *Present Simple*.

1. It (to take) me forty minutes to get to school. 2. Hello, Pete, where you (to go)? — I (to hurry) to school. 3. When your lessons (to begin) on Monday? — They (to begin) at nine o'clock. 4. Where your sister (to be)? — She (to do) her homework in the next room. 5. It usually (to take) me an hour to do my written exercises. 6. Where Boris (to be)? I (to look) for him. - - He (to have) dinner. 7. In the evening I often (to go) to see my friends. 8. On Sunday we sometimes (to go) to the cinema or to a disco club. 9. Andrew (to get) up very early as he (to live) far from school, He (to be) never late. 10. It (to be) six o'clock in the evening now. Victor (to do) his homework. His sister (to read) a book. His mother and grandmother (to talk). 11. I (to write) a letter to my grandmother who (to live) in Novgorod. I (to write) to her very often.

8. Раскройте скобки, употребляя глаголы в *Present Continuous* или в *Present Simple*.

One Sunday Agnes and her mother went to the zoo. Agnes was very excited. She was interested in everything she saw. "Mother, look," she said. "There (to be) a monkey in this cage. It (to eat) an apple. Now it (to give) a bite to another monkey. I (to think) monkeys (to like) apples very much." "Yes, dear," said her mother. "Now I (to want) to go and see the lions and tigers. Where they (to live), mother?" "In that big house over there. Come along." Agnes enjoyed herself very much in the lion house. "Mother," she said, "the tiger (to want) a drink: it (to go) to the dish of water there in the corner. And the lion (to look) right at me. You (to think) it (to want) to eat me up? When the lions and tigers (to have) their dinner, mother?" "The keepers (to bring) them great pieces of meat every day at four o'clock. And they (to make) a big noise before their dinner time, so everybody (to know) they (to be) hungry."

9. Переведите на английский:

1. Позвони ему сейчас. Мы думаем, он еще не спит. 2. Она сейчас много учит. Она сдает экзамены завтра. 3. Мэри не видит, что мы на нее смотрим. Она читает газету с большим интересом. 4. Где Ника и Джон? — У них урок

французского языка. У них всегда французский язык по вторникам. 5. Давайте покатаемся на велосипедах. Дождя нет. 6. Мои братья работают инженерами на фирме. Они говорят, им очень нравится их работа. 7. Ваш сын ходит в садик? — Да, она в старшей группе. — Вы помогаете ей? — Постоянно. 8. Моя мама хорошо знает математику. Она помогает студентам решить контрольные работы. 9. Послушай. Звонит телефон. 10. Мой сын хорошо успевает в университете. Он тратит слишком мало времени на спорт и слишком много времени на уроки. 11. Где ты обычно проводишь отпуск? — В Белоруссии. Мои родители живут там. — Там есть река или озеро? — Там есть большое и красивое озеро. Я хорошо провожу там время. 12. Мой брат живет далеко от меня. Я не часто его вижу. 13. Куда ты торопишься? — В кино. Мой друг ждет меня около кинотеатра. 14. Кому принадлежит этот дом? — Это дом моего дяди. 15. Сколько стоит этот смартфон? — 200 долларов. 16. С кем она разговаривает? — Со своим начальником. 17. Мой брат дипломат. Он часто ездит за границу. 18. Мужчина так пристально смотрит на вас. Вы его знаете? 19. Что ты слушаешь? — Я слушаю народные песни, я очень люблю их. 20. У моего брата есть автомобиль, но я никогда им не пользуюсь. Я хочу купить свой автомобиль. 21. Позвони на вокзал и узнай, когда приходит поезд из Берлина. 22. Я не люблю ее. Она постоянно ворчит. 23. Ты часто пишешь своим родителям? — Каждую неделю. 24. Не бери эту книгу. Мой брат читает ее. 25. Темнеет. Включи свет. 26. Я никогда не езжу на работу. Я всегда хожу пешком. 27. Ты идешь в университет? — Нет. Я иду в библиотеку. 28. Она очень рассеянная. Она постоянно теряет вещи. 29. Моя сестра живет сейчас в Москве. Она там учится в Московском университете. 30. Дождь все еще идет? — Да.

10. Переведите на английский:

1. Мы уезжаем в среду в 9 часов утра. Мы встречаемся на вокзале в 8.30. 2. За что он ей так нравится? — Она говорит, что он добрый и умный. 3. Вы помните меня? Мы вместе учились в университете. 4. Почему бы нам не поехать на велосипеде за город в Субботу? — Хорошая идея. 5. Джон сейчас очень занят. Он строит гараж. 6. Когда приезжает твой отец? — Через неделю. 7. Что ты думаешь об этом фильме? — Он скучноват. 8. О чем ты думаешь? — Я думаю о своем детстве. 9. В котором часу закрывается магазин? — В восемь. 10. Когда начинается спектакль? — В семь часов вечера. 11. Какие товары экспортирует ваша страна? 12. Над чем вы смеетесь? — Том рассказал нам смешную историю. 13. Он никогда не пропускает занятия без уважительных причин. 14. Мои родители сейчас на море. Они хорошо проводят время. 15. Что ты ищешь? — Ключи от машины. 16. По - чему ты меня не слушаешь? Это очень важно. 17. Неужели ты не любишь футбол? Это такая захватывающая игра. 18. Я завтра встречаюсь с Аней. Мы играем в теннис. 19. Что ты здесь делаешь? — Просматриваю новые журналы. Я делаю это каждую неделю. 20. Почему вы изучаете английский? — Собираюсь поехать за границу на несколько месяцев. Кроме

того, английский мне нужен для научной работы. 21. О чем они говорят? — Думаю, они обсуждают итоги конференции. 22. Ты мажешь выключить телевизор. Я не смотрю его. 23. Кто присматривает за твоими детьми, когда ты на работе? — Как правило, моя мать. Она сейчас не работает. 24. Почему ты так сердит? Почему ты кричишь на меня? 25. Она не любит мясо, она предпочитает рыбу. 26. В ее диктанте много ошибок, хотя обычно она делает мало ошибок. 27. Конференция начинается 8 июня и заканчивается 14 июня. 28. Где Аня? — Она принимает душ. 29. Почему ты не пишишь ей? — Я не знаю ее адреса. 30. Она не знает, когда приедет ее брат.

Практическая работа №8

Тема 1.6 Макроэкономика и микроэкономика

MICROECONOMICS versus MACROECONOMICS

VOCABULARY

unit – хозяйственная единица

household – домашнее хозяйство

to charge – назначать цену

income - доход

field of economics – сфера (область) экономики

suppliers of labour – поставщики рабочей силы

applied economics – прикладная экономика

labour economics – экономика труда

cost-benefit analyses – анализ “затраты-выгоды”; анализ выгоды затрат

demand - спрос

supply - предложение

market equilibrium – равновесие рынка

total national output – общий объем продукции, совокупный продукт

level of price – уровень цен

rate of inflation – уровень инфляции

consumption patterns – структура потребления

aggregate - совокупный

gross national product (GNP) – валовый национальный продукт (ВНП)

production facilities – производственные мощности

prosperity - процветание

well-being – благосостояние, благополучие

Economics is divided into two major branches: macroeconomics and microeconomics.

The word “micro” means small, and microeconomics means economics in the small.

Microeconomics deals with the functioning of individual industries and the behaviour of individual economic decision-making **units**: single business firms and **households**. The choices of firms about what to produce, how much **to charge** and the choices of households about what to buy and how much of it to buy help to explain why the economy produces the things it does.

Another big question that microeconomics addresses is who gets the things that are produced. Why do we have poverty? Who is poor? Why do some jobs pay more than others? Why do teachers or plumbers or baseball pitchers get paid for what they do?

Think again about all the things you consume in a day, and then think back to that view out over a big city. Somebody decided to build those factories. Somebody decided to construct the roads, build the housing, produce the cars, knit the T-shirts, and smoke the bacon. Why? What is going on in all these buildings? It is easy to see that understanding individual micro decisions is very important to any understanding of your society.

The distribution of products and **income** among all these units is also analyzed by microeconomics. In this **field of economics** individuals are considered both as **suppliers of labour** and as consumers of goods. Firms are also studied as suppliers of products and as consumers of labour and capital. Microeconomics theory is used widely in many areas of **applied economics**. For example, it is used in industrial organization, **labour economics**, international trade, **cost-benefit analyses** and many other economic subfields.

The central components of microeconomics are **demand, supply and market equilibrium**. Demand refers to how individuals or households form their demands for different goods and services. Supply refers to how firms decide which and how many goods or services they will supply and what combination of factors of production they should employ in supplying them. Market equilibrium refers to how markets enable these supplies and demands to interact. There was a long period in the 19th and early in the 20th centuries when microeconomic questions dominated in economics.

Macroeconomics adds it all up and looks at the economy in the large. Macroeconomics deals with economic factors such as **total national output** and income, unemployment, **level of price**, and the **rate of inflation**. Instead of trying to understand what determines the output of a single firm or industry or the **consumption patterns** of a single household or group of households, we turn to the factors that determine national output, or national product. Macroeconomics turns from *household* income to *national* income.

While microeconomics focuses on individual product prices and relative prices, macroeconomics looks at the price level and the general rate of inflation. Microeconomics questions how many people will be hired (or fired) this year in the steel industry or in the high-tech firms around a definite region – what factors determine how much labour a firm or an industry will hire. Macroeconomics deals

with **aggregate** employment and unemployment: how many jobs exist in the country, and how many people who are willing to work will not be able to find work.

Microeconomics, then, looks at the individual unit - the household, the firm, the industry. It sees and examines the “trees”. Macroeconomics looks at the whole, the aggregate. It sees and analyzes the “forest”.

Macroeconomic theory is largely concerned with what determines the size of **gross national product (GNP)**, its stability and its relationship to unemployment and inflation. The GNP is the value of all goods and services produced by a country during a given period, even if **production facilities** are in another country. The key to **prosperity** in an economy is steady growth in national output. When growth in nation’s output exceeds its growth in population, this improves the **well-being** of the population of a country.

WORD-STUDY

Ex. 1. Put the words in the box into the sentences given below.

job	poverty	income	to hire	price	well-being	to charge
inflation						

1. When _____ comes in at the door, love flies out of the window
2. The farmer couldn’t _____ a much higher price because no one would buy his rice.
3. She was working at two _____.
4. They live beyond their _____.
5. Shops often reduce their prices at certain time of a year.
6. He's the person responsible for _____ people in the organization.
7. The rate of _____ in our country is rather low.
8. _____ of the population of a country depends upon the growth of nation’s output.

Ex. 2. Match the words with their definitions.

_____ income	a) the condition of being without adequate food, money, etc
_____ inflation	b) the totality of social relationships among organized groups of human beings or animals

_____ GNP	c) the amount of monetary or other returns, either earned or unearned, accruing over a given period of time
_____ poverty	d) the price paid or required for acquiring, producing, or maintaining something, usually measured in money, time, or energy
_____ facilities	e) the cost at which anything is obtained
_____ prosperity	f) a progressive increase in the general level of prices
_____ society	g) the total value of all final goods and services produced annually by a nation
_____ cost	h) the means or equipment facilitating the performance of an action
_____ price	i) success or wealth

Практическая работа №9

Тема 1.6 Макроэкономика и микроэкономика

Ex. 3. Group the following words into eight synonymous groups.

aggregate	output	area	big	prosperity	determine
shelter	chief	lodging	total	product	huge
decide	welfare	major	field	gross	sphere
whole	settle	production	well-being	main	housing

Ex. 4. Replace the words in italics by synonyms from exercise 3.

1. Macroeconomics deals with *aggregate* employment and unemployment.
2. The key to *prosperity* in an economy is steady growth in national output.
3. Macroeconomics deals with economic factors such as total national *output* and income, . . .
4. Economics is divided into two *major* branches: macroeconomics and microeconomics.
5. Microeconomics theory is used widely in many *areas* of applied economics.

Ex. 5. Match the verbs in the left column with the nouns in the right column.

to improve	cars
to charge	the demands
to produce	people
to form	a road
to construct	the well-being
to consume	the price
to smoke	things
to build	the T-shirt
to employ	national output
to hire	the bacon
to knit	factors of production
to determine	the housing

Ex. 6. Form the word-combinations with the help of the preposition “of”, using the words from the columns and translate them into Russian.

suppliers	population
level	labour
areas	Gross National
field	Product
rate	inflation
well-being	price
consumers	applied economics
size	economics
	goods

Ex. 7. Translate the words and phrases given in brackets.

1. Macroeconomics deals with economic factors such as (совокупный продукт) and income.
2. Microeconomics theory is used widely in many areas of (прикладной экономики).
3. Macroeconomics deals with (совокупной) employment and unemployment.
4. Macroeconomics deals with economic factors such as (уровень цен) and the (уровень инфляции).
5. The central components of microeconomics are demand, supply and (рыночное равновесие).
6. Macroeconomic theory is largely concerned with what determines the size of (валовой национальный продукт).
1. When growth in (объема продукции) exceeds its growth in population, this improves the

(благосостояние) of the population of a country.

COMPREHENSION

Ex. 8. Complete the ideas.

1. Macroeconomics looks at the economy in the large . . .
2. The key to prosperity in an economy is steady growth in national output . . .
3. Macroeconomics deals with aggregate employment and unemployment . . .
4. Microeconomics theory is used widely in many areas of applied economics . . .
5. Microeconomics looks at the individual unit . . .

Ex. 9. Multiple choice.

1. There was a _____ period in the 19th and early in the 20th centuries when microeconomic questions dominated in economics.
 - a. short
 - b. long
 - c. extended
1. Microeconomics deals with the functioning of _____ industries and the behaviour of individual economic decision-making units.
 - a. individual
 - b. single
 - c. aggregate
2. In microeconomics firms are studied as _____ of products and as consumers of labour and capital.
 - a. producers
 - b. suppliers
 - c. distributors
3. The key to prosperity in an economy is steady growth in national output.
 - a. steady
 - b. slow
 - c. rapid
4. When growth in nation's output exceeds its growth in population, this _____ the well-being of the population of a country.
 - a. improves
 - b. makes better

- c. makes worse
5. Another _____ question that microeconomics addresses is who gets the things that are produced.
- important
 - big
 - large
6. It is _____ to see that understanding individual micro decisions is very important to any understanding of your society.
- not easy
 - difficult
 - easy
8. The distribution of products and income among the economic units is analyzed by _____
- macroeconomics
 - applied economics
 - microeconomics

Ex. 10. Join the halves of the sentence.

1. The word “micro” means small,	a. demand, supply and market equilibrium.
2. The distribution of products and income among all these units	b. enable these supplies and demands to interact
3. Microeconomics theory is used widely	c. aggregate employment and unemployment.
4. The central components of microeconomics are	d. is also analyzed by microeconomics.
5. Market equilibrium refers to how markets	e. small, and microeconomics means economics in the small
6. Macroeconomics turns from household income	f. in many areas of applied economics.
7. Macroeconomics deals with	g. steady growth in national output.
8. Macroeconomic theory is largely concerned with	h. to national income
9. The key to prosperity in an economy	i. with what determines the size of gross

is	national product (GNP)
----	------------------------

Ex. 11. Answer the questions.

1. What does the word “micro” mean?
2. What questions does microeconomics deal with?
3. What other questions does microeconomics address?
4. The distribution of products and income among the units is analyzed by microeconomics,
isn't it?
5. In what areas of applied economics is microeconomics theory used?
6. What are the central components of microeconomics?
7. When did microeconomics questions dominate in economics?
8. What economic factors does macroeconomics deal with?
9. What questions does macroeconomics address?
10. What is macroeconomics theory largely concerned with?
11. What is GNP?
12. What is the key to prosperity in a economy?
13. When does the well-being of the population of a country improve?

Раздел 2. Формы организации бизнеса.

Практическая работа №10

Тема 2.1 Типы предприятий 2

Forms of organizing business

Упражнение 1. Прочтите слова и словосочетания и постарайтесь запомнить их русские эквиваленты.

Owner – владелец;
sole proprietorship – единоличное владение;
partnership – партнерство;
limited partnership – партнерство с ограниченной юридической ответственностью;
corporation – корпорация;
share of profit – доля прибыли;
share of loss – доля потерь;
income tax – налог на доходы;
advantages – преимущества;
disadvantages – недостатки;
tax advantages – льготы по налогообложению;
life insurance – страхование жизни;

Упражнение 2. *Переведите предложения на русский язык. Обратите внимание на новые слова и словосочетания.*

1. The sole proprietorship, the partnership and the corporation are the basic forms of business organization.
2. A limited partnership is a special type of partnership, where a limited partner is not involved in the management of the firm.
3. A corporation is established for the purpose of making profit and operated by managers.
4. A corporation is economically better for business when its profit reaches a great sum of money
5. A sole proprietorship is the simplest form of business.

Упражнение 3. *Прочтите и переведите слова на русский язык, обращая внимание на суффиксы и префиксы.*

Proprietor – proprietor**ship**;
partner – partner**ship**;
manage – manager – management;
corporate – corporation;
organize – organization – organizational;
decide – decision;
agree – **disagree** – agreement – **disagreement**;
registrar – registration;
own – owner – ownership.

Упражнение 4. **Прочтите текст и переведите на русский язык.**

Forms of Organizing Business

There are three forms of organization of your business.

These forms are the sole proprietorship, the partnership and the corporation. Which of these forms of organization you choose depends on such questions as the size of your business, whether you are the only owner of your business or you have partners.

Sole Proprietorship. A sole proprietorship is the simplest organizational form. There is one owner of the business, who usually takes the title of President. So he or she can make any decision without consulting anyone. Such kinds of business are in the service industries, such as repairing shops, restaurants, etc.

Partnership. A partnership means that there is more than one owner to carry out business. And each partner declares his or her share of profit or loss on the personal income tax return. There is a special type of partnership, called a limited partnership, where the limited partner is not involved in the management of the firm.

This form of organization is useful in such professional fields as

law, insurance, and some industries, for example, oil prospecting. But partnership has some disadvantages. Partnership business fails when one of the partners loses his interest or disagrees with the other.

Corporation. A corporation is a more formal way of organization. It is established for the purpose of making profit and operated by managers. Corporation involves registration with a state department of commerce. There are some advantages, such as being able to attract financial resources, and to attract talented specialists and managers due to high salaries. In general, this form is economically better for business when its profit reaches a great sum of money.

Упражнение 5. *Ответьте на вопросы.*

What forms of business organization do you know?

What is a sole proprietorship?

What is a partnership?

What is a limited partnership?

In what professional fields is the partnership useful?

What are the disadvantages of this form of business?

What is a corporation?

What are the advantages of a corporation?

Упражнение 6. *Выразите несогласие с утверждением.*

Example. There is more than one owner of the business in the sole proprietorship.

No. There is only one owner of the business in this organizational form.

There is only one owner to carry out business in partnership.

A limited partner is involved in the management of the firm.

Partnership business does not fail when one owner of the partners loses his interest in business.

Corporations do not attract talented specialists and managers.

Упражнение 7. *Закончите предложения, выбрав соответствующий вариант окончания.*

1. A sole proprietorship is an organizational form of

a) more than one owner.

b) only one owner.

c) an institution operated by managers.

2. A partnership is a business form of

a) more than one owner.

b) only one owner.

c) an institution operated by managers.

3. A corporation is a business form of

a) more than one owner.

- b) only one owner.
- c) an institution operated by managers.
- 4. The advantage of a corporation is
 - a) that the owner makes decisions without consulting anyone.
 - b) the ability to attract financial resources and talented managers.
 - c) that the partners may disagree with each other.
- 5. The disadvantage of a partnership is
 - a) that the owner makes decisions without consulting anyone.
 - b) the ability to attract financial resources and talented managers.
 - c) that the partners may disagree with each other.

Упражнение 8. Заполните пропуски соответствующими предложениями.

- 1. The owner ... the business can make any decision ... consulting anyone.
- 2. Each partner declares his share ... profit or loss ... the personal income tax return.
- 3. The limited partner is not involved ... the management ... the firm.
- 4. Partnership business fails when one ... the partners disagrees ... the other.
- 5. A corporation is established ... the purpose ... making profit and operated ... managers.

Практическая работа №11

Тема 2.2 Past Simple 2

Past Simple - простое прошедшее время

Время Past Simple используется для обозначения действия, которое произошло в определенное время в прошлом и время совершения которого уже истекло. Для уточнения момента совершения действия в прошлом при использовании времени Past Simple обычно используются такие слова, как **five days ago** (пять дней назад), **last year** (в прошлом году), **yesterday** (вчера), **in 1980** (в 1980 году) и т.п.

Образование Past Simple

Утвердительные предложения:

I played

He / she / it played

You played

We played

They played

Вопросительные предложения:

Did I play?

Did he / she / it play?

Did you play?

Did we play?

Did they play?

Отрицательные предложения:

I did not play

He / she / it did not play

You did not play

We did not play

They did not play

Для того, чтобы поставить английский глагол во время Past Simple, нужно использовать его «вторую форму». Для большинства глаголов она образуется прибавлением окончания **-ed**:

examine – examined, enjoy – enjoyed, close – closed

Однако есть также достаточно большая группа неправильных английских глаголов, которые образуют форму прошедшего времени не по общим правилам, для них форму прошедшего времени нужно просто запомнить.

*We **saw** your dog two blocks from here.*

Мы видели вашу собаку в двух кварталах отсюда.

В вопросительном предложении перед подлежащим нужно использовать вспомогательный глагол do в прошедшем времени – **did**, а после подлежащего поставить основной, значимый глагол **в начальной форме**:

Did you wash your hands? Ты помыл руки?

Did they sign the contract? Они подписали контракт?

В отрицательных предложениях перед глаголом нужно поставить вспомогательный глагол **did** и отрицательную частицу **not**:

We did not find our car. Мы не нашли свою машину.

I did not understand this question. Я не понял этот вопрос.

Случаи употребления Past Simple:

- Указание на простое действие в прошлом:

I saw Jeremy in the bank. Я видел Джереми в банке.

- Регулярные, повторяющиеся действия в прошлом:

The old man often visited me. Старик часто меня навещал.

I noticed this charming shop girl each time I went to buy something.

Я замечал эту очаровательную продавщицу каждый раз, когда шел за покупками.

- Перечисление последовательности действий в прошлом:

I heard a strange sound, looked back, and saw a huge cat sitting on the table.

Я услышал странный звук, обернулся и увидел здорового кота, сидящего на столе.

Exercises

1. Образуйте отрицательные и вопросительные предложения, исходя из данных.

Образец: She wrote this letter two days ago. – She **didn't write** this letter two days ago. – **Did** she **write** this letter two days ago?

1. It was very cold yesterday. 2. I arrived home late last night. 3. My boss left for London two weeks ago. 4. We had a good time at that party. 5. He got an excellent mark for his test. 6. Everybody laughed at him when he was at school. 7. It was very difficult for her to study two foreign languages. 8. My brother bought a new car yesterday. 9. My parents were at home last night. 10. We passed our last exam two days ago. 11. There were many students at the lecture of this famous professor. 12. She brought a lot of souvenirs from her trip.

2. Задайте вопросы к подчёркнутым частям предложений.

1. They came to visit his friend yesterday. 2. Robert took his driving test last week. 3. Last year he didn't go to the South because of the exams. 4. These students were usually late for their lectures last term because they had transport problems. 5. Yesterday we went to the concert together. It was great! 6. My friends stayed at this hotel for two weeks last year. 7. I passed five exams last term and I got excellent marks.

3. Поставьте глагол в скобках либо в *Present Indefinite (Simple)*, либо в *Past Indefinite (Simple)*.

1. I often (*see*) my friend at the university. Yesterday I (*see*) him in the dean's office. 2. We always (*meet*) on Sundays. Last month we (*meet*) not only on Sundays, but also on Saturdays. 3. Dan usually (*walk*) to his office. Yesterday he (*take*) a taxi, because he (*be*) late for his work. 4. My sister usually (*have*) English lesson twice a week. Last week she (*have*) three English lessons. 5. They always (*watch*) TV in the evening. Yesterday evening they (*watch*) a football match. 6. She often (*lose*) things. Yesterday she (*lose*) her purse. 7. Our teacher of English always (*give*) us a lot of homework. At the last lesson she (*not / give*) us any task to be done at home. 8. I usually (*go*) to the club with my friends. Last night I (*go*) there alone, because my friends (*be*) out of town.

Практическая работа №12

Тема 2.3 Индивидуальные предприятия

Упражнение 1. Прочтите слова и словосочетания и постарайтесь запомнить их русские эквиваленты.

Sole proprietor – собственник, владелец;
sole proprietorship – единоличное владение;
individual proprietor – единоличный собственник;
own – владеть;
decide – решать, надумать;
to make a decision – принять решение;
independent business – независимый бизнес;
entirely – всецело;
responsible – ответственный;
success – успех;
be a success – иметь успех; быть успешным;
failure – провал (неудача);
profit – прибыль;
loss – терять;
losses – потери;
as well – также;
advantages – преимущества;
disadvantages – недостатки;
tax – налог;
incapacity – неспособность;
death – смерть;
benefit – выгода, преимущество;
starting point – отправная точка;
develop – развивать, разрабатывать;
development – развитие, разработка;
chance – шанс;
get experience – приобретать опыт;
to meet specialized needs – отвечать специфическим потребностям.

Упражнение 2. Прочтите вслух слова и сопоставьте их с русским значением.

Firm, person, consult, consultation, individual, corporation, form, organization, start, service, meeting.

Упражнение 3. Прочтите и переведите слова, обращая внимание на суффиксы и префиксы.

Proprietor – proprietorship;

partner – **partnership**;
dependent – **independent**;
response – **responsible** – responsibility;
advantages – **disadvantages**;
organize – **organization**;
capacity – **incapacity**;
special – **specialist**;
fail – **failure**.

Упражнение 4. *Переведите предложения на русский язык. Обратите внимание на новые слова и словосочетания.*

1. Sole proprietorship is a kind of business organization when there is only one owner.
2. The advantage of a sole proprietorship that the owner can make decisions without consulting anyone and pays fewer taxes.
3. The disadvantage of this kind of business organization is that it ends with the incapacity or death of the owner.

TEXT

Прочтите текст, постарайтесь понять его общее содержание.

The Sole Proprietor

Many businesses are sole proprietorships, firms owned and operated by a single person. When a person decides to open an independent business, that person is then entirely responsible for its success or failure. Any profits go to the owner; any losses are his other responsibility as well.

One of the advantages of a sole proprietorship is that an owner can make decisions without consulting anyone. And individual proprietor, by law, pays fewer taxes than does a corporation. However, there are disadvantages to this form of business organization. A sole proprietorship ends with the incapacity or death of the owner.

The sole proprietorship is well adapted to many kinds of small businesses.

Some economic benefits of small businesses are:

- ☐ a small business is often the starting point for developing a new product or service;
- ☐ the small business can give a person a chance to get experience;
- ☐ small businesses are well suited for meeting specialized local needs;
- ☐ small businesses provide a service where knowing one's customers is important.

Упражнение 5. *Заполните пропуски соответствующими предложениями.*

1. The sole proprietorship firm is operated a single person.
2. He is responsible its success or failure.
3. The sole proprietorship ends the incapacity the owner.
4. The sole proprietorship is adapted ... many kinds ... small business.
5. Small business is suited ... meet specialized needs.

Упражнение 6. *Закончите предложения, выбрав соответствующее по смыслу окончание.*

1. Sole proprietorships are businesses when a firm is owned and operated ...
 - a) by two or more individuals;
 - b) by managers;
 - c) by a single man.
2. The advantages of a sole proprietorship are that ...
 - a) it ends with the incapacity or death of the owner;
 - b) the owner can make a decision without consulting others and pays fewer taxes;
 - c) it can take investments of many people.
3. The disadvantages of a sole proprietorship are that ...
 - a) the owner can make a decision without consulting others and pays fewer taxes;
 - b) it can take investments of many people;
 - c) it ends with the incapacity or death of the owner.

Упражнение 7. *Ответьте на вопросы.*

1. What kind of business is called a sole proprietorship?
2. What is a sole proprietor responsible for?
3. What are the advantages of a sole proprietorship?
4. What are the disadvantages of this form of business organization?
5. What are economic benefits of small business?

Упражнение 8. *Переведите предложения на английский язык.*

1. Частный предприниматель полностью отвечает за успех или провал своего бизнеса.
2. Частный предприниматель платит налоги меньше, чем корпорация.
3. Малый бизнес является отправной точкой для разработки новой продукции.
4. Малый бизнес дает человеку шанс приобрести опыт ведения дела.

5. Малый бизнес отвечает специфическим местным потребностям.
6. Частный предприниматель является единственным владельцем своего бизнеса.

Практическая работа №13

Тема 2.4 Партнерство

Business Partnership

Упражнение 1. *Прочтите слова и словосочетания и постарайтесь запомнить их русские эквиваленты.*

Form a partnership – образовать (создать) партнерство;

rights – права;

duties – обязанности;

regulate by law – регулировать законом;

legal agreement – законное соглашение;

co-owner – совладелец;

amount of money – количество (сумма) денег;

assume – принимать;

silent partner – партнер без права голоса;

to take part – принимать участие;

manage – управлять;

manager – управляющий (менеджер);

managerial talent – управленческий талант;

favourable tax – благоприятное налогообложение;

compared with – по сравнению;

share – доля;

beyond – свыше;

to be liable – быть юридически ответственным;

debt – долг;

for example – например;

waste – тратить попусту;

agreement – соглашение (согласие);

disagreement – несогласие (разногласие);

nevertheless – тем не менее;

to pool – создавать общий фонд;

pool – общий фонд;

remain – оставаться;

vital – существенный (важный).

Упражнение 2. *Прочтите слова и сопоставьте их значение с русскими словами.*

Business, form, regulate, talent, qualification, position, federal, individual, sum, serious, economy.

Упражнение 3. *Переведите слова на русский язык, обращая внимание на суффиксы и префиксы.*

Part – **partner** – **partnership**;

business – **businessman**;

profit – **profitable**;

own – **owner** – **co-owner**;

law – **lawyer**;

invest – **investor** – **investment**;

manage – **manager** – **management** – **managerial**;

agree – **agreement** – **disagreement**;

expand – **expansion**.

TEXT

Прочтите и постарайтесь понять содержание текста.

The Business Partnership

When a proprietor wants to expand a business, one way to do so is to form a partnership, a business formed for profit by two or more co-owners. The rights and duties of a partnership are regulated by laws of the state where it is formed and by a legal agreement made by the co-owners. Usually an agreement specifies the amount of money, each is investing and duties each partner assumes. A partnership agreement also may provide for a «silent partner» who does not take part in the management, but who invests money in the business.

The partnership has the advantage of pooling managerial talent. One partner may be qualified in production, another in marketing. The partnership has a favourable tax position when compared with the corporation. Federal taxes are paid by individual partners on their share of earnings, beyond that the business is not taxed.

A major disadvantage of the partnership is that each member is liable for all debts of the partnership; the act of any partner is legally binding upon the others. For example, if one partner takes a large sum of money from the business and wastes it, the others must pay the debt. Partnership has another disadvantage: decision-making is shared. If partners have serious disagreements, the business is failed. Nevertheless, the partnership remains a vital part of the whole business economy.

Упражнение 4. *Подберите из правой колонки русские эквиваленты английским словам в левой колонке.*

1 expand a business	a партнерское соглашение
2 duties of a partnership	b вкладывать деньги
3 investments	c управленческий талант
4 duties	d существенный, важный
5 partnership agreement	e благоприятное налогообложение
6 silent partner	f налог
7 invest money	g быть юридически ответственным

8 managerial talent	h вложения, инвестиции
9 favourable tax position	i платить долги
10 share of earnings	j расширять бизнес
11 tax	k тратить деньги не по назначению (впустую)
12 be liable	l обязанности
13 pay the debt	m доля заработка
14 waste money	n обязанности партнерства
15 vital	o партнер без права голоса

Упражнение 5. Закончите предложения, подобрав соответствующее по смыслу окончание.

- A partnership is a business of
 - a single owner;
 - two or more co-owners;
 - an institution operated by managers.
- The rights and duties of a partnership are regulated by
 - silent partners;
 - the Government of the state;
 - the laws of the state and the agreement made by coowners.
- The advantage of a partnership is
 - damage of business in serious disagreements of coowners;
 - a favourable tax position when compared to the corporation;
 - a favourable tax position when compared to the sole proprietorship.
- The disadvantage of a partnership is
 - a favourable tax position when compared to the corporation;
 - a favourable tax position when compared to the sole proprietorship;
 - damage of business in serious disagreements of coowners.

Упражнение 6. Ответьте на вопросы.

- What is a partnership?
- How are the rights and duties of a partnership regulated?
- What is a «silent partner»?
- What are the advantages of a partnership?
- What is the major disadvantage of this kind of business?

Упражнение 7. Заполните пропуски соответствующими предложениями.

- The partnership is a business formed ... profit ... two or more co-owners.
- The rights and duties ... the partnership are regulated ... laws ... the state.
- The «silent partner» does not take part ... the management.
- He is qualified ... production.
- All members ... the partnership are liable ... all debts.
- The partnership remains a vital part... the whole economy.

Упражнение 8. *Переведите предложения на английский язык.*

1. Партнерство – это бизнес двух или более совладельцев.
2. Права и обязанности регулируются законами государства и совместным соглашением совладельцев.
3. Партнер без права голоса вкладывает деньги в бизнес, но не принимает участия в управлении.
4. Партнерство имеет преимущество по налогообложению по сравнению с корпорацией.
5. Основной недостаток партнерства – это то, что все совладельцы юридически отвечают за долги.
6. Если партнеры имеют разногласия в принятии решений, то бизнес разваливается.
7. Партнерство составляет огромную долю экономики страны.

Практическая работа №14

Тема 2.5 Корпорация

Упражнение 1. *Прочтите слова и словосочетания и постарайтесь запомнить их русский эквивалент.*

Small size business – малый бизнес;
medium size business – средний бизнес;
supply goods – поставлять товары;
a great number – большое количество;
cost – стоить (стоимость);
because of – из-за;
volume – объем;
cost per unit – стоимость за единицу (товара);
research – исследовать (проводить научное исследование);
develop – разрабатывать, усовершенствовать;
development – разработка, усовершенствование;
technical capability – технические возможности;
permit – позволять, давать возможность;
competitiveness – конкурентоспособность;
productivity – производительность;
charter – чартер;
for the purpose of – в целях;
conduct business – вести дело (бизнес);
make profit – извлекать выгоду (прибыль);
bring together – соединять вместе
sue – подавать в суд, вчинять иск;

be sued – отвечать (в суде);
court – суд;
make contracts – подписывать контракты;
for this reason – по этой причине;
as well as – а также;
hire – нанимать (на работу);
liability – юридическая ответственность;
damage – разрушать;
double taxation – двойное налогообложение;
act in one's interests – действовать в своих (личных) интересах;
stock holder – акционер.

Упражнение 2. Прочтите слова и сопоставьте их значение с русскими словами.

Corporation, service, economy, product, innovation, technical, form, organization, person, result, contract, ideal, talent, talented, specialist, interest, dividends, individual.

Упражнение 3. Переведите слова на русский язык, обращая внимание на суффиксы и префиксы.

Corporate – corporation;
produce – production – productive – productivity;
science – scientific – scientist;
competitive – competitiveness;
to conduct – conductor;
to response – responsible;
interest – disinterest;
tax – taxation.

TEXT

Прочтите текст и постарайтесь понять его содержание.

Large Corporations

Although there are many small- and medium-size businesses, bigger corporations are needed to perform certain services in the vast state economy.

Large corporations can supply goods and services to a greater number of people than the small businesses. They serve consumers across the country and across the world. Corporate products cost less because of the large volume.

Large corporations also have great sum of money to research, develop and produce new goods. The scientific «know-how», innovation and technical capability permit them to maintain the competitiveness and productivity.

A corporation is a specific legal form of organization of persons

and resources which is established for the purpose of conducting business and making profits.

When people and resources are brought together to form a corporation, the result – in the eyes of the law – is a person. The corporation may own property, sue or be sued in court and make contracts. For this reason, the corporation is an ideal means for the conduct of business by many smaller enterprises as well as larger ones.

The corporate form of business has some advantages and disadvantages. First, large corporations can hire talented managers and specialist to conduct the business. Second, the owners of shares have limited liability; they are not responsible for corporate debts. Third, the corporation is not damaged by the death or disinterest of a particular person.

One disadvantage is taxation. As a separate legal unit, the corporation must pay taxes. Then when the corporation pays profits to individuals in the form of dividends, the individuals are taxed again on these dividends. This is known as double taxation.

Another disadvantage is that the ownership becomes separated from management. Sometimes managers act more in their own interests than those of stock holders.

Упражнение 4. *Заполните пропуски соответствующими предложениями.*

1. Large corporations can supply goods ... a great number ... people.
2. They serve customers ... the world .
3. Corporate products cost less ... the large volume.
4. Large corporations have a great sum ... money to research and develop.
5. A corporation is established ... the purpose ... conducting business and making profits.
6. The owners ... shares are not responsible ... corporate debts.
7. The corporation pays profits to individuals ... the form ... dividends.

Упражнение 5. *Закончите предложения, выбрав соответствующее по смыслу окончание.*

1. A corporation is
 - a) a specific legal form of organization of persons and resources for the purpose of conducting business and making profits.
 - b) a form of business organization of two co-owners.

- c) a form of business organization of a single proprietor.
- 2. The competitiveness and productivity of large corporations are maintained due to ...
 - a) scientific «know-how», innovation and technical capability.
 - b) possibility of making profits.
 - c) possibility of performing certain services.
- 3. One of the advantages of the corporate form of business is that ...
 - a) the corporations are needed to perform certain services in the state economy.
 - b) the corporation can hire talented managers.
 - c) managers can act in their own interests.
- 4. One of the disadvantages of the corporations is that ...
 - a) the corporations are needed to perform certain services in the state economy.
 - b) the corporation can hire talented managers.
 - c) managers can act in their own interests.

Упражнение 6. *Найдите в тексте ответы на вопросы.*

- 1. What is a corporation?
- 2. What do corporations do?
- 3. What activities permit large corporations to maintain the competitiveness and productivity?
- 4. What are the advantages of large corporations?
- 5. What are the disadvantages of this kind of organizing a business?

Упражнение 7. *Переведите предложения на английский язык.*

- 1. Корпорация – это организация людских и других ресурсов, созданная для ведения бизнеса и получения доходов.
- 2. Большие технические возможности и нововведения позволяют корпорациям сохранять конкурентоспособность.
- 3. Большие корпорации могут нанимать на работу талантливых менеджеров и специалистов.
- 4. Акционеры не отвечают за долги корпорации.
- 5. Недостатком корпораций является двойное налогообложение на акционеров.
- 6. Корпорация платит акционерам прибыль в виде дивидендов.
- 7. Иногда менеджеры действуют в своих собственных интересах.

.

Практическая работа №15

Тема 2.6 Present Perfect

Do some exercises:

Exercise 1. Раскройте скобки, употребляя глаголы в *Present Perfect* или *Past Simple*:

1. The sun (not to rise) yet, but the sky in the east is getting lighter every minute. 2. I (to see) you walking along the street the other day with a heavy bag. 3. I (not to read) the newspaper today. 4. It is very late, and trams (to stop) running: we must find a taxi to get home. 5. How many times you (to be) to St. Petersburg? 6. At last I (to translate) this article: now I shall have a little rest. 7. We (to go) to the country yesterday, but the rain (to spoil) all the pleasure. 8. My watch was going in the morning, but now it (to stop). 9. The lecture (not yet to begin) and the students are talking in the classroom. 10. She just (to go) out. 11. She (to leave) the room a moment ago. 12. We (not yet to solve) the problem. 13. When it all (to happen)? 14. The morning was cold and rainy, but since ten o'clock the weather (to change) and now the sun is shining brightly. 15. Show me the dress which you (to make). 16. Oh, how dark it is! A large black cloud (to cover) the sky. I think it will start raining in a few minutes. 17. Oh, close the window! Look, all my papers (to fall) on the floor because of the wind. 18. When you (to open) the window? — I (to open) it ten minutes ago.

Сравните употребление *Present Perfect*, *Present Continuous* и *Past Simple*.

Exercise 2. Раскройте скобки, употребляя глаголы в *Present Perfect*, *Present Continuous*, *Present Simple* или *Past Simple*.

1. Please give me a pencil, I (to lose) mine. 2. I (not to meet) Peter since Monday. 3. Nina just (to finish) work. 4. Where Sergei (to be)? — He (to go) home. He (to leave) the room a minute ago. 5. What you (to read) now? — I (to read) "Jane Eyre" by Charlotte Bronte. 6. They (to read) "Ivanhoe" by Walter Scott a month ago. What about you? You (to read) "Ivanhoe"? 7. My watch (to stop). There (to be) something wrong with it. 8. You (to see) Jack today? — Yes, I (to see) him at the institute. 9. You (to hear) the new symphony by M.? — Yes, I... — When you (to hear) it? — I (to hear) it last Sunday. 10. You (to change) so much. Anything (to happen)? 11. What you (to do) here at such a late hour? You (to write) your composition? — No, I (to write) it already. I (to work) at my report. — And when you (to write) your composition? — I (to finish) it two days ago. 12. I say, Tom, let's have dinner. — No, thank you, I am ready (to have) dinner. 13. What the weather (to be) like? It still (to rain)? — No, it (to stop) raining.

Exercise 3. Раскройте скобки, употребляя глаголы в *Present Perfect*, *Present Simple*, *Present Continuous*, *Past Simple* или *Past Continuous*:

1. They (to go) to the Hermitage last week. 2. They (to be) to the Hermitage twice this week. 3. After school yesterday he (to come) home, (to have) dinner, (to read) an article from the latest magazine and (to begin) doing his homework. 4. When your friend (to return) from the south? — She (to return) yesterday. — You (to go) to the station to meet her? — No, I..., I (to be) too busy. 5. With whom you (to

discuss) this question yesterday? 6. I (to see) this film this week. I like it very much. 7. When I (to enter) the kitchen, I (to see) that my mother (to stand) at the table and (to cut) some cabbage. She (to cook) dinner. 8. As soon as I (to hear) a cry, I (to run) out of the room and (to see) that a child (to lie) on the ground and (to cry). "What (to happen)? Why you (to cry)? You (to hurt) yourself?" I asked. 9. As soon as I (to see) him, I (to understand) that he (to work) hard. He (to write) something and (not to notice) anything. 10. When I (to come) home yesterday, the children (to run) and (to sing) merrily. "We (to learn) a new song!" they cried. 11. When the young man (to enter) the room, she (to look) at him in surprise. "What you (to want) to tell me?" she (to say). "Why you (to come)?" 12. It (to rain) hard when I (to leave) home yesterday, so I (to return), (to put) on my raincoat and (to start) again. 13. Your brother (to return) from the north? — Yes, he (to come) a few days ago. 14. You (to be) to the Crimea? When you (to be) there? — I (to be) there in 1993. 15. Where (to be) your brother? — He just (to come) home. He (to take) a shower in the bathroom now.

Практическая работа №16

Тема 2.7 Коммерческая деятельность

VOCABULARY

business cycles – экономические циклы; циклы деловой активности

underemployment – неполная занятость

factories are idle – заводы не работают

business failure – банкротство

permanently – надолго, навсегда

boom - бум, быстрый подъем (деловой активности)

contraction - падение/сокращение деловой активности

recession - спад

expansion - подъем экономической активности

to smooth out - устранять

economic fluctuations – экономические колебания

at capacity – в полном объеме; на полную мощность

consumer spending – потребительские расходы

spending levels – уровни расходов

lay off – временно увольнять

they have built up excess inventories – накопили излишние запасы

long-term decline – долгосрочное снижение

the bottom phase – низшая точка

severe – жестокий, глубокий

eventually – в конечном счете

to recover – восстанавливаться, выздоравливать

When people speak of **business cycles**, they think of things like “prosperity” and “depression”. “Prosperity” is ordinary used to describe an extended period of high employment, an improved standard of living and stable prices.

By contrast, “depression” refers to an extended period of general **underemployment** of economic resources. **Factories are idle**, millions of workers are unable to find jobs, and the rate of **business failure** is high. The worst depression in American history, now known as the Great Depression, lasted from 1930 to 1940. There were, for example, 13 million people, about one of every four workers, unemployed in 1933. That same year businesses failed at a record rate, and number of people lost their savings because more than 4,000 privately owned banks closed **permanently**.

More common, however, are much shorter and less dramatic changes in business activity. These changes can be described in a number of different ways, but for convenience they are called the periods of **boom, contraction, recession** and **expansion**. The way **to smooth out economic fluctuations** was not found yet.

Boom

At the peak of the business cycle of the economy is booming. Business is producing at or near **capacity**, and those looking for work can generally find jobs. During peak times, business investment and **consumer spending** are at very high levels. But because the economy is at or near full employment and the demand for goods and services is increasing, prices are also increasing. This sets the stage for the next phase of the business cycle.

Contraction

For any number of reasons, consumers and businesses begin to reduce their **spending levels**. Businesses may **lay off** workers, reduce their purchases of raw materials and reduce production because **they have built up excess inventories**. Some businesses may decide to continue to use old factories and equipment rather than investing in new machines and buildings. Some businesses and consumers will even reduce spending because economists predict that business will be slowing down in the next few months. Whatever the reason, reductions in business and consumer spending mark the beginning of a *contraction* in the business cycle.

Recession

With factories operating at less than capacity and unemployment at very high levels, total output of goods and services enters a **long-term decline**. This is **the bottom phase** of the business cycle, or as economists describe it, the period of *recession*.

Times are hard during recession. Unemployment is very high, jobs are difficult to find and many businesses fail. A very **severe** and long-lasting recession is called a “*depression*”.

Expansion

After a period of recession the economy **eventually** begins **to recover**, entering the expansion phase of the business cycle. During a period of *expansion* the conditions are about to improve, business begins to expand its activities. Unemployment declines as additional workers are hired. This, in turn, leads to higher levels of consumer spending and still further expansion of employment, output and consumption.

WORD STUDY

Ex. 1. Study the different meaning of the following words and use them to translate the sentences.

- | | | |
|--------------|----------|--|
| a) expansion | <i>n</i> | 1) увеличение (в размере, объёме, количестве)
2) распространение, экспансия; рост, развитие
3) расширение производства |
| b) to expand | <i>v</i> | 1) растягивать, расширять увеличиваться в объёме, в размерах, в количестве
2) развивать, расширять
3) излагать дело в подробностях, раскрывать суть дела |

1. When air is warmed it expands and becomes lighter.
2. Rapid expansion of private health insurance is one of the characteristics of market economy.
3. Each cycle of recession is followed by a new period of economic expansion.
4. Expansion of gases when heated is a law of nature.
5. The company has abandoned plans for further expansion.
6. The aim of this gymnastic exercise is to expand the chest muscles.
7. Our trade with China is steadily expanding.
8. The director plans to expand the firm into an international company.

Ex. 2. Match the words and word-combinations listed in the box with their Russian definitions.

inventories,	boom,	to hire,	depression,	standard of living,
expansion,	layoff,			

1. Периодически повторяющиеся подъемы и спады экономической активности в
капиталистических странах. _____
2. Состояние экономики, характеризующееся значительной и длительной безработицей,
снижением производства, и инвестиций. _____
3. Резкий подъем деловой активности. _____
4. Увольнение из-за отсутствия работы. _____
5. Запасы сырья, материалов, топлива, готовой
продукции. _____
6. Общее количество единиц продукции, произведенное за определенный
период
(например, год). _____
7. Нанимать на работу за определенную плату. _____
8. Уровень существования и материального благосостояния государства,
человека.

Практическая работа №17

Тема 2.7 Коммерческая деятельность

VOCABULARY FOCUS

Ex. 1. Use a dictionary if necessary to find out what the following abbreviations stand for. Continue the list with 5 – 10 other commonly used abbreviations.

Adv., C/A, COD/c.o.d., D.D.D., exps., F.Y., GNP, IFC, I.M.F., inv., IOU, L/C, lb., Ltd., M.P., O/D (OD), Re: Att., p.w., R, SEC, St.Ex., TM, tx., VAT.

Ex. 2. Find in the English abbreviations for the following Russian expressions.

Как можно скорее; общество с ограниченной ответственностью; закрытое акционерное общество; то есть; также известный как; нашей эры; таможня; дневная заработная плата; дюжина; через день; бесплатно.

Ex. 3. Match the words with the definitions below.

stock shareholder assets ownership

charter debts liabilities retail partnership tax

1 Owner of shares.

2 Money lent to a government in return for interest; shares in the capital of a business company.

3 Anything owned by a person, company, etc. that has money value and that

may be sold to pay debts.

4 Right of possessing.

5 A business owned by two or more people.

6 An amount of money that you have to pay to the government so that it can pay for public services.

7 The sums of money which a company or organization owes, for example because it has made promises or signed an agreement.

8 Written or printed statement of rights, permission to do something, especially from a ruler or government.

9 Payment, which must be, but has not yet been, paid to somebody; obligation.

10 Sale of goods (usually in small quantities) to the general public, not for resale.

Ex. 4. *Complete the sentences with the words from the box below.*

single ownership sole proprietorship flexibility

individuals liability own to operate directors stock

1. There are three major legal forms of ... : sole proprietorship, the partnership and the limited company.

2. A sole proprietorship is owned and operated by a ... individual.

3. A ... can be dissolved as easily as it can be started.

4. A sole proprietorship offers the owner freedom and ... in making decisions.

5. A partnership is an unincorporated enterprise owned by two or more

6. One partner may possess the management skills ... the firm.

7. In partnerships, the unlimited ... is both joint and personal.

8. Limited companies are separate from the people who ... and manage them.

9. The owners of limited companies elect a board of ... at an annual meeting.

10. Shareholders of corporations can only lose the amount of money they have invested in company

Раздел 3. Типы экономических систем

Практическая работа №18

Тема 3.1 Традиционная система

TRADITIONAL ECONOMY

VOCABULARY

to determine – определять

efficient – эффективный

to allocate factors of production – размещать факторы производства

to provide answer – давать ответ

available resources – имеющиеся и распоряжении ресурсы

to rely upon government – полагаться на правительство
remote areas – отдаленные районы
isolated tribes – изолированные племена
rural area – сельская местность
generation – поколение
the selection of crops – выбор зерновых культур
to sustain – поддерживать
harvest is poor – урожай плохой (бедный)
to survive – выживать
tribal chief – вождь племени
landowner – землевладелец
custom – обычай
remains – остатки

The central problem of economics is **to determine** the most **efficient** ways **to allocate the factors of production** (natural resources, human resources and capital) and solve the problem of scarcity created by society's unlimited wants and limited resources. In doing so, every society must **provide answers** to the same three questions:

- **What** goods and services are to be produced and in what quantities are they to be produced?
- **How** are those goods and services to be produced?
- **Who** will receive and consume them?

Societies and nations have created different economic systems to provide answers to these fundamental questions.

An **economic system** is the way in which a country uses its **available resources** (land, workers, natural resources, machinery, etc.) to satisfy the demands of its population for goods and services. The more goods and services that can be produced from these limited resources the higher the standard of living of the population.

If we look at the different political and social structures which exist in the world today, and the way in which these systems have developed over the years, we can say that people use a very great varieties of economic systems. In fact, it is possible to group these different economic structures into four broad categories:

- traditional economy which looks to customs and traditions
- planned or command economy which **rely upon governments** to provide the answers
- market economy in which market prices answer most of What, How and Who questions.
- mixed economy, which is a mixture of command and market economies.

The traditional economy. The answers to the What, How and Who questions are decided by traditions in these economies. Traditional economy systems are

usually found in the more **remote areas** of the world. Such systems may characterize **isolated tribes** or groups or even whole economies. Typically, in a traditional economy most of the people live in **rural areas** and their main activities are agriculture, fishing or hunting. The goods and services in such a system are those that have been produced for many years or even **generations** in a way they have always been produced. In short, the division of land among the families in the village or tribe, the methods and times of planting and harvesting, **the selection of crops**, and the way in which the product is distributed among the different groups are all determined by very slowly changing traditions.

The basic economic problems do not arise as problems to be discussed and argued about. They have all been decided long ago. Who gets what is produced in such an economy? Since there is little produced, there is little to be distributed. Most individuals live very poor, they have enough **to sustain** them but not more than that. In some years, when the **harvest is poor**, some are not able **to survive** and either leave the society or die. In better years, when the harvest is high there may be more than enough to survive. When such a surplus exists, it is distributed traditionally. The most part of the product may go to a **tribal chief** or large **landowner**, while the **remains** are distributed according to **customs**.

WORD STUDY EXERCISES

Ex. 1. Study the different meaning of the word and use it to translate the sentences.

allocate <i>v</i>	1) распределять, размещать 2) выделять, назначать 3) ассигновать, отчислять
allocation <i>n</i>	1) распределение, размещение 2) ассигнование, отчисление 3) выделение (средств, ресурсов) 4) классификация

1. The money was allocated for various projects.
2. Rooms have been allocated to the delegates.
3. Prices are an indication to the producers how best to allocate productive resources.
4. Families choose to allocate their expected income between consumption and saving.
5. Our committee allocated money for the memorial.
6. You should allocate tasks among members of the group.
7. Out of the total budget, \$3000 was allocated to repairs.

Ex. 2. Match the words with their definitions.

- | | |
|--------------------------|---|
| _____ surplus | a) custom, practice of long standing. |
| _____ generation | b) the degree to which a person or group of persons and their families are able to satisfy their wants. |
| _____ tradition | c) a quantity or amount in excess of what is required |
| _____ command economy | d) all persons born about same time |
| _____ standard of living | e) people or race organized as a state |
| _____ nation | f) an economy in which business activities and the allocation of resources are determined by government order |

Ex. 3. Give Russian equivalents to the following words and word combinations:

standard of living _____
to use available resources _____
societies have created different economic systems _____
the _____ problem _____ of
scarcity _____
isolated tribes _____
when such a surplus exists _____
remote areas of the world _____
they have enough to sustain themselves _____
_____ rural areas _____
_____ very slowly changing traditions _____

Ex. 4. Match the verbs in column A with the nouns in column B.

- | A | B |
|---------------|-----------------------|
| to allocate | available resources |
| to solve | factors of production |
| to provide | the life |
| to create | the problem |
| to use | government |
| to distribute | answers |
| to sustain | surplus |
| to rely upon | economic system |

Ex. 5. Word-building. Complete the following table by inserting the missing forms.

Verb	Noun	Adjective
determine		
		productive
	solution	
		creative
economize		
	enjoyment	
		decisive
	activity	
distribute		
		Limited
	government	
	satisfaction	

COMPREHENSION

Ex. 6. Finish the following sentences:

1. Every society must provide.....
2. Traditional economies are usually found.....
3. In a traditional economy most people live in.....
4. The goods and services in such a system are those.....
5. Most individuals live.....
6. When the harvest is high there may be more.....
7. When such a surplus exists.....

Ex. 7. Say if these sentences are true or false? Correct the false ones.

1. To provide answers to the three fundamental questions societies and nations have created a single economic system.
2. The standard of living doesn't depend upon the quantity of goods and services produced in the society.
3. Traditional economy looks to customs and traditions.
4. Traditional economic system can be found in the central parts of a country.
5. The main activities of people living in a traditional economy are mining and trading.
6. Most individuals in a traditional economy live very poor.
7. The most part of the product in this society goes to the poorest people.

Ex. 8. Put the questions to the words in italics.

1. Every society must provide answers *to the same three questions*.
2. The central problem of economics is to solve the problem of scarcity created *by society's*

unlimited wants and limited resources.

3. There are *three* main economic systems.
4. Traditional economy systems are usually found *in the more remote areas* of the world.
5. People's main activities are *agriculture, fishing or hunting*.
6. Goods and services have been produced *in a way they have always been produced*.
7. In some years some people are not able to survive and *either leave the society or die*.
8. When such a surplus exists, it is distributed *traditionally*.
9. The most part of the product may go *to a tribal chief or large landowner*.

Ex. 9. Translate into Russian.

1. Since considerable trouble and expense may be involved in changing prices, firms prefer to set
and maintain a price for a given period.
2. Since the price of shares change from day to day, a seller might receive more or less than he
or she paid for them.
3. Since the 1960s there has been an increasing tendency to move from densely populated city
centres to the outer suburbs and the country.
4. The years since the Second World War have seen a very substantial reduction in the trade
barriers.
5. Since it came into being, the EEC has made substantial progress.

Практическая работа №19

Тема 3.2 Командная система

COMMAND OR PLANNED ECONOMY

VOCABULARY

to own – владеть

amount – количество

direction – руководство

to take decision – принимать решение

private property – частная собственность

to pass orders – отдавать приказы

to expand – расширять

complicated – сложный

a number of common features – ряд

общих черт
five years ahead – на пять лет
 вперед
to set a plan – устанавливать план
production target –
 производственное
 задание
advantages – преимущества
disadvantages – недостатки
to ensure – гарантировать
to meet the needs – удовлетворять
 потребности
incentive – побудительный мотив

to fix wages – устанавливать
 зарплату
profits – прибыль, доход
to respond to changes – реагировать
 на
 изменения
to underproduce –
 недопроизводить
to predict – предсказывать,
 предвидеть
delays and queues - перебои (с
 товарами) и очереди
to overproduce – перепроизводить

Planned economy is sometimes called “command economy” because the state plans and controls the use of resources (such as labour and factories) that are used to produce goods and services as a state **owns** factories, land and natural resources. Planned economy is an economy with a large **amount** of central planning and **direction**, when the government **takes all the decisions**. There might be no **private property** at all. For example, in the former Soviet Union state planners decided what was to be produced and in what quantities. They **passed orders** down to factories, allocating raw materials, workers, and other factors of production to them. Factories were then told how much they should produce with these resources and where they should be sent. The workers are told where to work and what work to perform.

Planning of this kind is very difficult, very **complicated** to do, and the result is that there is no society, which is completely a command economy. The actual system varies from state to state, but command or planned economies have **a number of common features**. In such a system the state decides what the nation is to produce. It usually plans **five years ahead**. The planners **set the plan** and each industry and factory is set **a production target**.

A planned economy is simple to understand but not simple to operate. It does, however, have a number of **advantages** and **disadvantages**.

Advantages:

- Everyone in society receives enough goods and services to enjoy a basic standard of living.
- There should be work for everybody.
- The state can use its control of the economy. It can **ensure** that everyone receives a good education and proper health care.
- The **needs** of the population **are met**, but there is little production of luxury goods for the wealthy.

Disadvantages:

_____ private property a) an economic model that calls for government control of all important economic activities.

_____profit	b) land or belongings owned by a person or group and kept
_____ an order	for exclusive use. c) an economy in which business activities and the allocation of resources are determined by government
_____ raw materials	order rather than market forces. d) style in clothes, cosmetics, behaviour, etc
_____ central planning	e) a motivating influence; stimulus f) the income held to be the motivating factor of all
_____ economic	
_____ command economy	activity in a capitalist economy
_____ fashion	g) basic natural materials before any manufacturing
_____ incentive	h) an instruction that must be obeyed; command

Ex. 12. Give English equivalents to the following words and phrases.

владеть	фабриками,	землей	и	природными
ресурсами	_____			
отдавать				
приказы	_____			
издавать				приказы

планирование				

планировать	на	пять	лет	вперед

преимущества		и		недостатки

гарантировать				

предметы				роскоши

побудительный				мотив

личная				собственность

стоять		перед		проблемой

очередь	_____			

Ex. 13. Study these pairs of words:

advantage – disadvantage

order – **dis**order
to agree – to **dis**agree

What does prefix *dis-* mean in the English word-building? Can you give some more examples of this rule?

Ex. 14. Define what parts of speech these words are.

1. differ, different, difference
2. to vary, various, variety
3. efficient, efficiency, efficiently.

Ex. 15. Fill in the blanks with the words from Ex. 14.

1. The enterprise is working _____.
2. There is a _____ of reasons for high unemployment in this region.
3. Prices of the same agricultural products _____ from region to region.
4. There is not any _____ between these two methods, only the names _____.
5. These two economists are interested in _____ fields of economics.
6. They have raised _____ of their work by means of new machinery.

Ex. 16. What are the synonyms from the text of the following words?

1. a large *quantity* of central planning _____
2. *to distribute* raw materials _____
3. what work *to do* _____
4. Planning of this kind is very *hard* and very *complex* to do.
5. planned economies have a number of common *characteristics* _____
6. the state can *guarantee* _____
7. luxury goods for *the rich* _____
8. the planners cannot *forecast* changes in demand _____
9. There is no *motive* for individuals to work hard. _____

COMPREHENSION

Ex. 17. Multiple choice. In the space provided, write the letter of the item that best answers the question.

- _____ 1. Who decided in the former Soviet Union what was to be produced and in what quantities?
a) workers and employees

- b) state planners
- c) businesses

_____ 2. For how many years ahead does the state decide what the nation is to produce?

- a) the state doesn't set any plans at all
- b) ten years ahead
- c) five years ahead

_____ 3. What is a major problem faced by command economies?

- a) responding to changes in people's tastes and fashions
- b) deciding what to produce
- c) predicting changes in demand

_____ 4. Who are the profits made in command economy paid to?

- a) to the government
- b) to workers
- c) to top managers

_____ 5. What does the state ensure to everyone in command economy?

- a) production of as many luxury goods as people want to buy
- b) purchasing of land
- c) a good education and proper health care

Ex. 18. Match the beginnings of the sentences to their ends using information from the text.

1. In command economy the workers are told ...
2. In such a system the state decides ...
3. However, the command economy has ...
4. A planned economy can ensure ...
5. Any profits that are made in command economy ...
6. Command economies are slow ...

- A. ... that everyone receives a good education and proper health service.
- B. ... when responding to changes in people's tastes and fashions.
- C. ... the state decides what the nation is to produce.
- D. ... where to work and what work to perform.
- E. ... a number of advantages and disadvantages.
- F. ... are paid to the government.

Практическая работа № 20

Тема 3.3 Времена Past Continuous и Past Perfect 2

Упражнение 1. Раскройте скобки, употребляя глаголы в Past Simple, Past Continuous и Past Perfect.

1. By eight o'clock yesterday I (to finish) my work and at eight I (to play) the piano.
2. By six o'clock father (to come) home and at six he (to have) dinner.
3. By nine o'clock yesterday grandmother (to wash) the dishes and at nine she (to watch) TV.
4. When I (to meet) Tom, he (to eat) an ice-cream which he (to buy) at the corner of the street.
5. When father (to come) home, we (to cook) the mushrooms which we (to gather) in the wood.
6. When I (to see) Ann, she (to look) at the flowers which she (to pick) in the field.
7. When I (to come) home yesterday, I (to see) that my little brother (to break) my pen and (to play) with its pieces.
8. When I (to open) the door of the classroom, I (to see) that the teacher already (to come) and a student (to write) a test.
9. When I (to come) home my sister (to read) a book which she (to bring) from the library.
10. When mother (to come) home, the children (to eat) the soup which she (to cook) in the morning.
11. When I (to ring) up Mike, he still (to learn) the poem which he (to begin) learning at school.
12. When I (to look) out of the window, the children (to play) with a ball which Pete (to bring) from home.

Упражнение 2. Раскройте скобки, употребляя глаголы в Past Simple, Past Continuous и Past Perfect.

Last night we (to go) to a football match. We (to take) a bus. The bus (to be) overcrowded as many people (to want) to see the match. We (to get) off the bus and (to go) in the direction of the stadium. While we (to cross) the road, I (to see) Victor. He (to stand) at the corner. He said he (to wait) for his friend who (to come) to St. Petersburg the day before and (to wish) to see the new stadium. A man (to come) up to me and asked if I (to have) a spare ticket for the match. Victor told us that two boys just (to ask) him whether he (to have) a spare ticket. We (to enter) the stadium just as the football players (to come) out on to the field. At the entrance to the stadium we (to meet) Sergei. He (to show) us to our seats and (to ask) me if I (to play) football in my childhood. We (to agree) to meet in the snack bar during the interval.

Упражнение 3. Раскройте скобки, употребляя глаголы в Past Simple, Past Continuous и Past Perfect.

1. There (to be) two men in the room. One of them (to write) something while the other (to read) a newspaper.
2. He (not to tell) me that he (to receive) a telegram from her.

3. She (to say) that he (to give) her the wrong address.
5. I (to ask) him where he (to put) my hat.
6. He (to tell) us that they (to spend) all the money.
7. I (to sit) in an armchair and (to think) of my coming trip across the North Sea when the door suddenly (to open) and an old friend of mine whom I (not to see) for a very long time (to enter) the room.
8. She (to come) to see us just at the time when we (to have) dinner. It (to be) the first time I (to see) her.
9. I (to see) him when he (to leave) the hotel.
10. He (to leave) the house before I (to have) time to ask him anything.
11. I (to find) the old man in the garden. He (to talk) to some children who (to stand) around listening to him.
12. He (to tell) me that he (to learn) it from the newspaper.
13. He (to enter) the room, (to take) something from the desk and (to go) out.

Практическая работа № 21

Тема 3.4. Рыночная система

Text 3

FREE MARKET ECONOMY

VOCABULARY

to interfere – вмешиваться

private enterprise – частное предпринимательство

private ownership – частная собственность

means of production – средства производства

employer – работодатель

favoured - привлекательны

profitable goods – прибыльный товар

tax – налог

to compete - конкурировать

boom – бум; быстрый подъём (деловой активности)

recession – спад

In a true market economy the government plays no role in the management of the economy, the government does not **interfere** in it. The system is based on **private enterprise** with **private ownership** of the **means of production**. Although markets exist in traditional and command economies, all major means of production (companies, farms, factories, etc) are usually publicly owned. That is, they are owned by groups of people or by the government. In a market economy the means of production are owned by private individuals. There is no government control over land, capital and labour. No government ministry decides how many shirts or shoes to manufacture, or what style or colours. Business produce goods to make a profit.

Workers are paid wages by **employers** according how skilled they are and how many firms wish to employ them. They spend their wages on the products and services they need. Consumers are willing to spend more on products and services, which are **favoured**. Firms make

more of the more **profitable goods** – those demanded by consumers. They make fewer of the less profitable goods – those least demanded by the consumers. This leads to direct competition between different firms making and selling these products, and that competition is one of the basic reasons why there are generally so many different styles, fabrics and brands of clothing for consumers to choose from in market economies.

Market economies are directed by prices. As the price of an item rises, sellers are encouraged to increase production, and consumers are discouraged from purchasing them. When the price falls, the opposite is true. In this way prices send out “signals” to buyers and sellers, and are influenced by the demand for and supply of the goods.

Thus, we can see that in a market economy *consumers* decide what is to be produced.

There are certain advantages and disadvantages of a free market economy.

Advantages:

- Consumers are free to choose what they want to buy.
- Workers are encouraged to work hard as they can keep most of their income because of low **taxes**.
- Business **compete** with each other and this could keep prices low.

Disadvantages:

- There are no government-provided goods or services such as health or education, available for everybody.
- As there is no government control over the economy there could be many uncontrolled **booms** and **recessions** in the economy.
- Businesses might be encouraged to create *monopolies* in order to increase prices. Consumers will have limited choice.

In fact, there is no country in the world with a completely free market economy. In all countries governments are involved in making important economic decisions. The United States is the country with an economy most like a free market system. But even there, the USA government has a lot of control over the economy.

Ex. 19. Translate into Russian. (“That / Those”)

1. These rates are higher than those in most Western European countries.
2. The selling cost of the larger firm will be much greater than those of the smaller firm.
3. Unofficial strikes are those which do not have full support of the trade union.
4. The rate of savings in rich countries is much higher than that in poor country.
5. Although there are more male births than female births, the number of females in the total population exceeds that of males.
6. The aims of monetary policy are the same as those of economic policy in general.
7. That he refused to help his partner is very strange.
8. Dividends and interest on risk capital need not be paid in those years when the company has not prospered.

Практическая работа № 22

Тема 3.5. Смешанная система

Text 4

MIXED ECONOMY

VOCABULARY

market forces – рыночные силы

intermediate system – промежуточная система

at one extreme... at the other extreme – на одном полюсе... на другом
a public sector – государственный сектор
government- or state-owned organizations – государственные учреждения
to charge the consumers – назначать цену потребителю
taxpayer – налогоплательщик
in response to – в ответ на
to avoid – избегать
to interact – взаимодействовать
defence – оборона
water supply – водоснабжение

There are no “pure” market economies in the world today. Both **market forces** and government participation have been playing a certain role in the economy of a country. This mixture of market forces and government participation has led to development of an **intermediate system**, known as **mixed economy**.

A mixed economy contains elements of both market and command economies. **At one extreme** we have **a public sector** (like the command economy) made up of **government- or state-owned** and controlled businesses and organizations. The government makes decisions about what to produce and how much **to charge the consumers**. Some goods and services are provided free of charge to the consumers – such as state health and education services. The money for these comes not from the users but from the **taxpayers**. **At the other extreme** we have a *private sector* (like the free market economy) made up of businesses not owned by the government. These businesses will make their own decisions about what to produce, how it should be produced and what price should be charged for it. Even so, there likely to be some government controls over these decisions. Between these two extremes lies a mixed economy. In mixed economies some resources are controlled by the government while the others are used **in response to** the demands of consumers.

Technically, all the economies of the world are mixed. Some countries are nearer to command economies, while others are closer to free market economies.

The aim of mixed economies is **to avoid** the disadvantages of both systems while enjoying the benefits that they both offer. So, in a mixed economy the government and the private sector **interact** in solving economic problems.

What are the most common areas of government ownership?

In many countries the government controls the following important industries or organisations:

health	defence	water supply
education	public transport	electricity supply

The United Kingdom is a country with mixed economy. Some services are provided by the state (for example, health care and defence), while a range of privately owned businesses offer other goods and services.

WORD STUDY

Ex. 20. Learn the words:

to employ – предоставлять работу, нанимать(ся)
employer – работодатель, наниматель
employee – служащий
employment – занятость, найм на работу
unemployment – безработица

Put these words in the sentences given below.

1. We all hope that _____ will get better in the future.

2. The office of the company is closed today because all its _____ are on strike.
3. Business activity _____ people as workers and pays them wages.
4. In market economy no planners have to be _____.
5. The rising _____ may lead to many social as well as economic problems.
6. _____ of the new staff will be in September
7. When composing a job advertisement take into consideration that you must name the position you _____ for.
8. Some businesses _____ thousands of people with operations in many different countries.
9. The director of our company prefers _____ intelligent, sociable and hard working people.

Ex. 21. Fill in the gaps with prepositions.

1. Even _____ the economically advanced countries there is a question _____ survival.
2. The system is based _____ private enterprise _____ private ownership _____ the means _____ of production.
3. Market economies are directed _____ prices.
4. _____ traditional societies, people use methods _____ production and distribution that were devised _____ the distant past.
5. In these societies we find that the division _____ land _____ the families _____ the village or tribe, the methods and times _____ planting and harvesting all are based _____ tradition.
6. The economy _____ a country is affected _____ political changes both at home and abroad.
7. Changes _____ taste and fashion can influence the demands _____ many consumer goods.

Ex. 22. Match the verbs in column A with the nouns in column B.

A	B
to own	the consumers
to pay	problems
to make	wages
to employ	means of production
to increase	workers
to keep	disadvantages
to create	a profit
to charge	monopolies
to avoid	income
to solve	production

Ex. 23. Generate other forms from these words.

Verb	Noun	Adjective
	manager	
to profit		
to lead		
		competitive
	education	
to create		
		mixed
	usage	
to free		
		enjoyable
to own		

Ex. 24. Make up sentences with the jumbled words.

1. the means of production / private individuals / by / a market economy / are owned..
2. by / are directed / market / prices / economies.
3. government / there is no / land / over / labour / control / capital / and.
4. to buy / free to choose / what / consumers / are / want / they.

Ex. 25. Translate these sentences into Russian paying special attention to the noun *means* and the verb *to mean*.

1. To start business a manufacturer should buy the necessary means of production.
2. Nowadays people can easily communicate with each other by means of the Internet.
3. Oligopoly means a market condition on which relatively few firms produce identical or similar products.
4. A high tariff on imported goods is a possible means to reduce domestic demand for these goods.
5. For many developing countries the US assistance meant economic dependence.
6. New means of communication have appeared with the introduction of computers in people's life.
7. The development of trade relations will mean larger international income.
8. A plane is known as the quickest means of travel to the farthest places on the earth.

COMPREHENSION

Ex. 26. Find the false sentences and correct them using the information from the text.

1. In a market economy the means of production are state-owned.
2. Workers are paid wages according to their skills.
3. In a market economy there is government control over land, labour and capital.
4. Firms make more of the less profitable goods and fewer of the more profitable goods.
5. Market economies are directed by prices.
6. In a market economy workers have no incentive to work hard as they can't keep most of their income because of the high taxes.
7. There are no "pure" market economies in the world today.
8. The United Kingdom is the country with command economy.

Ex. 27. Multiple choice. In the space provided, write the letter of the item that best completes the statement.

- _____ 1. Individuals and businesses have the greatest say about what is produced in
 - a. market economies.
 - b. traditional economies.
 - c. command economies.
 - d. all economic systems.
- _____ 2. In this country goods and services are produced in much the same way as long as anyone can remember. Occupations are determined at birth. The country has
 - a. market economy.
 - b. traditional economy.
 - c. command economy.
 - d. mixed economy.
- _____ 3. In another country, privately owned business firms can produce goods or service in any lawful manner that they choose. This country has a
 - a. market economy.
 - b. traditional economy.

- c. command economy.
 - d. mixed economy.
- _____ 4. In a free enterprise system
- a. individuals may enter any lawful business.
 - b. each citizen has the right to vote in elections.
 - c. goods are so plentiful that they are free.
 - d. workers do not charge for their labor.
- _____ 5. An economy is “mixed” when
- a. goods and services are produced by both publicly and privately owned businesses.
 - b. government owns or controls all businesses.
 - c. economic decisions are made by tradition.
 - d. there is a “mixture” of rich and poor people.
- _____ 6. Which of the following decisions did not involve an economic incentive?
- a. Alex saved his extra money in an account earning 6.5% interest.
 - b. Beta General Corp. purchased new robots to increase production.
 - c. Carlos feels it is important to stay healthy, so he spent the weekend hiking in the mountains.
 - d. Dolores returned to school to learn computer programming.
- _____ 7. Which of the following is a reason for government participation in the economy.
- a. to reduce competition in the marketplace.
 - b. to provide goods and services more cheaply than private enterprise.
 - c. to regulate harmful externalities.
 - d. to guarantee that all business firms earn the profit.
- _____ 8. Which of the following is an example of a public good or service?
- a. traffic lights.
 - b. World Series baseball games.
 - c. fuel-efficient compact automobiles.
 - d. computer repair service calls.
- _____ 9. Which economic system is based on a market economy?
- a. capitalism.
 - b. communism.
 - c. socialism.
 - d. traditionalism.
- _____ 10. We generally refer to a nation that has a democratic political system, together with government ownership of major industries, as
- a. capitalist.
 - b. communist.
 - c. socialist.
 - d. fascist
- _____ 11. Which term does not belong with the other three?
- a. Gosplan.
 - b. price-directed economy.
 - c. central economic planning.
 - d. five-year plan.
- _____ 12. The policy known as *glasnost* introduced by the Soviet leader Mikhail Gorbachev

- a. represents a return to Stalinist repression.
- b. has made the Soviet Union a true democracy.
- c. encourages some public criticism of government.
- d. prohibits public discussion of weaknesses in the Soviet system.

- _____ 13. *Perestroika* which is Russian for “restructuring”,
- a. has been denounced by the United States.
 - b. represents a return to the economic principles of Karl Marks.
 - c. provides for an increased involvement of government in day-to-day operations of economic enterprises.
 - d. allows prices to be set by market forces and requires Soviet enterprises to pay their own way.

Практическая работа № 23

Тема 3.6. Типы вопросов

В английском языке существует пять основных типов вопросов: общие, специальные, альтернативные, разделительные и косвенные.

Общий вопрос

Общие вопросы помогают подтвердить известную вам информацию или опровергнуть ее. Как правило, на такого типа вопросы отвечают кратко — yes или no.

Is she married? — Она замужем?

Was John visited his grandparents? — Джон навещал своих бабушку и дедушку?

Специальный вопрос

Специальный вопрос предполагает развернутый ответ собеседника. Чтобы грамотно его построить, нужно использовать вопросительные слова в начале предложения.

Where was you yesterday? — Где вы были вчера?

When can we go to the teacher? — Когда мы можем подойти к учителю?

Альтернативный вопрос

Задавая альтернативный вопрос, вы предлагаете собеседнику выбор между несколькими вариантами ответа. Важно уметь грамотно задавать альтернативные вопросы в речи и на письме.

How many tennis racquets does the sportsman need, one or more? — Сколько теннисных ракеток нужно спортсмену — одна или больше?

How will he travel: by car or by train? — Как он будет путешествовать: на машине или на поезде?

Разделительный вопрос

Разделительный вопрос оканчивается на короткую фразу, которая подталкивает собеседника подтвердить или опровергнуть информацию. Аналоги такой фразы в русском — «не так ли», «ведь так», «не правда ли».

Emmy is an actress isn't she? — Эмми — актриса, не так ли?

You remember Andrew, don't you? — Ты же помнишь Эндрю, не правда ли?

5 types of questions exercises.

Упражнение 1. Fill in the words to form questions.

did, are, do, have, was, haven't, is, isn't

What types of books _____ you like to read?

_____ she reading love story or an adventure story?

_____ you seen «Titanic»?

Who _____ watching TV at eight o'clock last night?

It's an exciting book, _____ it?

_____ you going to watch a romantic film or a musical?

You have seen this film, _____ you.

_____ you go to the cinema last night?

Now group this question by their types.

Yes / No Questions: _____.

Alternative Questions: _____.

Special Questions: _____.

Tag Questions: _____.

Упражнение 2. Form questions.

birthday / is / when / your?

many / How / cards / did / get / you?

do / What / like / you / presents?

mum / What / make / did / cake / your?

at the party / you / did / what / do?

like / you / parties / do / Why?

summer / are / this / where / you / going?

there / going / How / you / are?

take / going / to / what / you / are?

with / are / you / Who / going?

do / going / to / you / there / What / are?

you / stay / going / to / are / Where?

what / playing / dad / sports / your / games / is / of / fond?

roller-skate / when / learn / you / to / did?
of / afraid / are / swimming / you?

Упражнение 3. Напишите вопросы к предложениям, начиная со слова в скобках.

My sister eats sweets every day. (Who)
He won't go to the country this summer (Will)
We were advised to come. (What?)
I haven't seen Peter since Saturday. (Since when?)
They are planning to have a holiday soon. (They)
She made a beautiful dress for herself last week. (What?)
Everybody was waiting at the door to the museum. (Was)
By the end of the year, he had read about twenty books. (How many)
He is followed by his friend everywhere. (By whom?)
He didn't know how he could help his friend. (Why?)

Упражнение 4. Write questions to the underlined parts of the text.

John is my cousin (1). He is only 18, but he is already a student (2). John is very intelligent (3) and he is a good-looking boy too. Many girls (4) admire his dark brown (5) eyes and curly hair. The only problem is that John hasn't got enough money (6). He likes books (7) but he often has no money to buy them.

Упражнение 5. Write special and alternative questions to the answers.

Example

He is from England.

What country is he from?

Is he from England or Scotland?

We went to the library.

He is a driver.

We were playing a game.

They came to this place a long time ago.

Упражнение 6. Write questions about driving in England. Use the prompts.

petrol expensive in England?

motorists have to wear front seat belts in England?

what minimum driving age?

many roads in England?

roads good in England?

what the national speed limits in England?

how all speed limits given on signs?
how signs indicate speed limits?

Раздел 4. Финансы

Практическая работа № 24.

Тема 4.1. Деньги и их функции

MONEY AND ITS FUNCTIONS

VOCABULARY

efficient – эффективный, действенный	standard of value – масштаб цен
medium of exchange – средство обращения, обмена	currency – валюта
barter – меновая торговля	a store of value – средство сбережения (средство сохранения стоимости)
to swap – обменивать, менять	purchases - покупки
trading - торговля	purchasing power – покупательная способность
scarce resources – ограниченные ресурсы	temporary - временный
permanent - постоянный	to save – сберегать, сохранять
checking account deposits - чековые вклады	to carry out - выполнять
a transaction - сделка	wealth – благосостояние, состояние
goods and services – товары и услуги	accumulated savings – накопленные сбережения
to repay debts – выплачивать долги	real estate - недвижимость
a bank deposit - вклад в банке	a stock - акция
payment - платеж	a bond - облигация
a unit of account – единица учета мера стоимости	capacity to retain – способность сохранять
in terms of – с точки зрения	safeguarding - гарантия
to state the price – обозначать цену	money supply – денежная масса [количество денег] (в обращении), предложение денег
to enable – давать возможность	
value – стоимость, цена	

It is common knowledge that money rules the world. Why does it and why do people need money – these are questions everyone would like to answer.

What is money? Money is anything that is generally accepted by people for the things they sell or the work they do. Money is the medium through which people exchange goods and services. Money makes the trading process simpler and more **efficient**.

Almost every society now has a money economy based on coins and paper notes of one kind or another. However, this has not always been true. In primitive societies a system of **barter** was used. In barter economy there is no **medium of exchange**. Goods are traded directly or **swapped** for other goods. **Trading** is very expensive in barter economy. People must spend a lot of time and effort to find others with whom they can make mutually satisfactory swaps. If you wanted, for instance, a car, you would have to find a car owner willing to sell a car. Suppose the car owner wanted a scooter in

exchange for the car and you didn't have the scooter. You would then have to find something that a scooter owner wanted and swap it for the scooter in order to give it to the car owner, a barter economy is wasteful.

People needed a more practical system of exchange. Before paper and coins were introduced as **permanent** forms of paying, people used a variety of other objects to serve as money for selling goods. Examples of early forms of money are the following: rice, dog teeth, grains, shells, salt, tobacco. However, today money consists mainly of paper bills, coins made of various metals, and **checking account deposits**.

Functions of money. Money, in general, performs three functions. The first, and the most important is a medium of exchange. A medium of exchange, or a **transactions medium**, is anything generally acceptable as a means of payment in the exchange of **goods and services**, in **repaying debts**. **Bank deposits** are also a medium of exchange because they are generally accepted as **payment**.

The second function of money is to serve as a unit of account. The unit of account is the unit in which people **state the price** of goods and services **in terms of** money. Historically societies choose a single item to serve as a unit of account, say, a kilogram of wheat. In this way, each good could be priced at so many kilograms of wheat per unit. In modern times, paper money is the unit of account. For example, the dollar is the unit of account in the United States.

Knowing that a pound of apples costs one dollar and a pound of peaches costs two dollars **enables** us to compare their **value**. Thus, money becomes a **standard of value**. Normally, the same item serves as the unit of account and the medium of exchange: the dollar in the United States, the pound sterling in Great Britain, the euro in many European countries, the yen in Japan, the rouble in Russia and Belarus. The money in use in a country is called **currency**.

The third function of money is a store of value. Money is a store of value because it can be used to make **purchases** in the future, it is a reservoir of future **purchasing power**. Money is both a **temporary** and a permanent store of purchasing power. For example, an individual earns \$700 a week but plans to spend \$560 on goods and services and **save** \$140 every week. Usually this individual will not spend the entire \$560 on a day. Instead, he may spend \$90 on a day and hold \$470 in the form of money to be spent over the course of the week. This \$470 held in money is a temporary store of purchasing power.

Money can also serve as a permanent store of purchasing power. People hold money to **carry out** their future transactions. The **wealth** of individuals is their **accumulated savings**. Money is one form in which people may keep their wealth. Gold, jewels, **real estate**, paintings, **stock** and **bonds** are other forms. Of course, when wealth is held in money, in the future it will not need to be exchanged to buy goods and services. The ability of money to serve as a store of value depends on its **capacity to retain** its purchasing power.

These three functions of money – medium of exchange, unit of account and store of value – can only be fulfilled if there is great confidence in its stability of value. **Safeguarding** monetary stability is the primary task of the central banks all over the world. Moreover, the central bank has the function of regulating the **money supply** in order to guarantee a smooth functioning of the monetary system.

WORD STUDY

Ex. 1. Find words in the text to complete the following expressions.

money rules . . .

a store of . . .

a money economy based on . . .
medium of . . .
since time and effort are . . .
money performs . . .

a temporary store of . . .
the function of regulating . . .
the euro in many . . .
over the course . . .

Ex. 2. Match the words and their definitions.

- | | |
|--------------------|--|
| _____ price | a) a medium of exchange that functions as legal tender |
| _____ a debt | b) to trade (goods, services, etc.) in exchange for other goods, services, etc., rather than for money |
| _____ bond | c) the act of buying and selling goods and services either on the domestic markets or on the international markets |
| _____ currency | d) something that is owed, such as money, goods, or services |
| _____ wealth | e) an institution offering certain financial services |
| _____ purchase | f) the cost at which anything is obtained |
| _____ bank | g) a metal or paper medium of exchange that is in current use in a particular country |
| _____ money supply | h) something that is bought with money |
| _____ money | i) a large amount of money and valuable material possessions |
| _____ trading | j) a certificate of debt issued in order to raise funds |
| _____ barter | k) the total amount of money in a country's economy at a given time |

Ex. 3. What are the opposites from the text of the following words?

- | | |
|-------------------|--------------------|
| to buy _____ | to save _____ |
| complicated _____ | answer _____ |
| false _____ | expenditures _____ |
| cheap _____ | final _____ |
| to lose _____ | demand _____ |
| late _____ | poverty _____ |
| old _____ | rough _____ |
| past _____ | civilized _____ |

Ex. 4. Replace the words in italics by synonyms from the text.

- to make *equivalent* swaps _____
- to make trading process more *effective* _____
- in *under-developed* societies _____
- a car owner *who wants* to sell a car _____
- time and effort are *rare* resources _____
- money is a store of *wealth* _____
- to *buy things* in the future _____
- an individual may *keep* \$470 _____
- gold, jewels, *houses*, paintings are other forms _____
- depends on its *ability* to retain _____
- guaranteeing* monetary stability _____

Практическая работа № 25.

Тема 4.1. Деньги и их функции

Ex. 5. Put one of these words or expressions in each blank.

inherit,	well-off,	pocket money,	food bill,	charities,	live on,		
buy,	luxuries,	spend,	in bulk,	money,	earns,	donate,	credit cards

1. I _____ about \$2000 a year on clothes.
2. I think there will be enough money for the next generation to keep the house, but they won't _____ much more than that.
3. As a child I used to get only \$3 dollar a week _____.
4. If you have a big house, people think you must be _____, but it just isn't true.
5. My monthly _____ came to about \$500, and towards the end of the month we had beans on toast three nights out of seven.
6. He _____ \$36,000 per annum.
7. We always buy food _____ so it's cheaper.
8. He generally gives \$50 a month to animal _____, but he doesn't _____ to beggars wearing \$150 trainers.
9. I have four _____, but one is never used.
10. I never buy _____.
11. I can _____ \$40 a week.
12. He is always worrying about _____.
13. Sometimes when I get wild I go and _____ something just to cheer myself up.

Ex. 6. Match the questions to their answers.

1. What sort of money economy does almost every society have?	a. Rice, dog teeth, grains, shells, salt, tobacco.
2. What system was used in primitive societies?	b. Because people must spend a lot of time and effort to find others with whom they can make mutually satisfactory swaps.
3. Why is a barter economy considered wasteful?	c. Because it can be used to make purchases in the future.
4. What are the examples of early forms of money?	d. Based on coins and paper notes of one kind or another.
5. What is the most important function of money?	e. The money in use in a country.
6. Why is money a store of value?	f. Their accumulated savings.
7. What money is called currency?	g. In the form of money, gold, jewels, real estate, paintings, stock and bonds
8. What is the wealth of individuals?	h. A medium of exchange.
9. In what forms may people keep their wealth?	i. A system of barter.

Ex. 7. Put the verbs in brackets into the correct tense form.

1. Profit _____(to play) an important part in determining the allocation of resources.
2. Bank-notes first _____(to come) into use in Britain in December 1975.
3. Economic conditions _____(to change) all the time.
4. Last year the results _____(to be) not very pleasing.
5. They usually hold their European meeting in Paris.
6. The distribution of industry _____now _____(to become) a major feature of government economic policy.
7. They _____(to start) a new sales campaign next week.
8. In recent years governments in the UK _____(to pay) increasing attention to the role of small business in the economy.
9. The Bank Charter Act of 1844 _____(to follow) a long dispute about the control of money supply.

Практическая работа № 26.

Тема 4.2. Из истории денег

1. Match the definitions (a–j) with the vocabulary (1–10).

Vocabulary	Definition
1. asset	a. something that is used to pay for goods or services, for example a particular currency
2. a medium of exchange	b. a general, continuous increase in prices
3. a store of value	c. an amount paid in order to buy or sell something in addition to the price of the thing itself, for example legal costs
4. a unit of account	d. something valuable belonging to a person or organization that can be used for the payment of debts
5. transaction cost	e. too slight or small in amount to be of importance
6. to barter	f. the ability of a person, group, or company to buy things, or the amount of money they have available to spend
7. buying power	g. having a particular value, especially in money
8. inflation	h. an asset, commodity, or currency that maintains its value without depreciating
9. worth	i. to exchange goods for other things

	rather than for money
10. negligible	j. a measure of an amount of money

2. Read the text and do the exercises

For many people, money is equal to bills and coins. However, even though this is not wrong, it is only one part of the equation. Generally speaking, money is a set of assets that are commonly used and accepted as payment for goods and services in an economy. This suggests that anything can be considered money, as long as it fulfills certain criteria (i.e., the functions of money).

To really understand what money is, we must therefore look at the relevant functions it performs within the economy. To keep things simple, we will focus on the three most important ones here: money as a medium of exchange, a store of value, and a unit of account.

1. Medium of exchange

Money can be used in exchange for goods and services. This reduces transaction costs by a huge margin because people no longer need to barter. In other words, you can just walk into a store and buy a pair of jeans (or whatever you need) in exchange for your money. This only works as long as the seller is confident, that he will be able to use the currency he receives to buy goods or services of equal value later on.

2. Store of value

Money can serve as a store of value. That means, it can be used to transfer buying power into the future. If you sell your car, for instance, you can keep the money for a while and use it to buy a new car later in the future. For that reason, money needs to be durable and must not lose its value over time.

Please note that this may not be perfectly accurate in reality, as money can actually lose some of its value due to inflation. However, we consider this effect negligible for now (but we will cover it later).

3. Unit of account

Money is also a measure of economic value. Every good you can buy in a shopping center has a price tag on it. Thanks to that we can easily compare the value of completely different goods. To give an example, you may want to buy some ice cream for 2\$ and a shirt for 20\$. By comparing the prices you know that the ice cream is worth about 1/10 of a shirt. Using money as a unit of account is very convenient because it allows us to compare virtually everything.

3. Complete the summary with the following words and phrases: *money, assets, a unit of account, a medium of exchange, a store of value.*

Money is a set of 1_____ that are generally used and accepted as 2_____ for goods and services in an economy. Apart from its function as a medium of exchange, money also serves as 3_____ and 4_____. Everything that fulfills these three functions can be considered 5_.

4. Choose the correct alternative.

1. What are the three basic functions of money?

A a medium of exchange

B a barter

C a store of value

D a unit of account

2. _____ is anything that people will accept as payment for goods and services.

A money

B inflation

C value

3. What does function 'a medium of exchange' mean?

A Money that is used for measuring that relative worth of a wide variety of goods, services, and resources.

B Money that enables people to transfer purchasing power from the present to the future. An asset set aside for future use.

C Money which is usable for buying and selling goods and services.

4. Money as a 'unit of account' means:

A Money that is used for measuring that relative worth of a wide variety of goods, services, and resources.

B Money that enables people to transfer purchasing power from the present to the future. An asset set aside for future use.

C Money which is usable for buying and selling goods and services.

5. What does money as 'a store of value' mean?

A Money that is used for measuring that relative worth of a wide variety of goods, services, and resources.

B Money that enables people to transfer purchasing power from the present to the future. An asset set aside for future use.

C Money which is usable for buying and selling goods and services.

Практическая работа № 27.

Тема 4.3. Будущие времена

1. Выберите верный вариант глагола и переведите предложения.

By the time Teddy comes home Pamela ... (will eat/will have eaten/will be eating) all the apple jam.

It's still not clear if the weather ... (will change/will have changed/changes) for the better.

When Sandra enters a Design College she ... (will study/will be studying/will have been studying) Drawing for 5 years there.

We ... (will travel/will have travelled/will have been travelling) to lake Baikal in 2 months.

She ... (will be playing/will have played/will have been playing) tennis tomorrow afternoon.

My dear granny ... (will become/will be becoming/will have become) a pensioner by 2018.

When you come to the station I ... (will wait/will be waiting/will have waited) for you by the central entrance.

By the time he returns, we ... (will starve/will have starved/will have been starving) here for 3 days!

2. Поставьте глагол в форму Future Simple, Future Continuous, Future Perfect или Future Perfect Continuous.

to work

I ... in Brazil at this time next year.

Dad ... in the garden next Sunday.

By next Monday she ... here for one month already.

In May our Russian teacher ... at our school for 30 years!

to read

He ... the report by that time.

We ... the letters when you come.

Pearson ... the contract tomorrow.

Ann ... this book for two weeks the day after tomorrow.

Практическая работа № 28.

Тема 4.4. Банки и финансы

A bank is a financial company that deals with money, securities and precious metals. If you need a certain amount of money, you can come to the bank and apply for a cash loan. After the bank approves your application, a contract is concluded between the client and the bank in which all conditions are stipulated. Loans are short-term or long-term, and are issued at a certain percentage. The client is given a schedule, according to which he must pay a fixed amount of money every month. This amount includes the loan itself, and the interest for using money. The client can also repay the loan in full with a one-time payment, thereby reducing the interest rate. Banks give their customers plastic cards, from which ATMs can always and everywhere withdraw the required amount. Plastic cards can also pay for any purchases or services. Banks can provide money not only to individuals, but also to huge companies, industries.

Also people in banks can store their savings. The bank not only protects other people's money, but also pays interest to its depositors for the right to use this money. When the depositor needs to withdraw the entire amount from his account, he comes to the bank and receives the money deposited.

For any bank it is very important to earn an excellent reputation and try to keep it. The quality of the bank's work will depend on the number of depositors and other customers wishing to avail themselves of banking services.

Without banks, any economy can not develop. Investors will remain without money, and will not be able to implement their projects. Such industries as engineering, agriculture, chemical industry, mining and forestry, will not be able to successfully develop and progress.

Практическая работа № 29.

Тема 4.4. Банки и финансы

Banks TEXT

Banks are organizations that carry out the business of banking, taking deposits and then using those deposits to make loans. In essence, a bank aims to make a profit by playing depositors a lower rate of interest than the rate the bank charges borrowers. In accounting terms, deposits are considered liabilities, and loans are considered assets.

Banks in many countries are supervised by a central bank, such as the Bank of England in the United Kingdom, the Bundesbank in Germany, the Federal Reserve System in the United States and Central Bank in Russia.

There are many different types of bank, and the banking structure varies from one country to another. Banks can fall into the following categories:

Retail banks are often referred to as commercial banks. In addition to conventional banking services, such as the provision of chequing accounts, they deal in foreign exchange, issue credit cards, provide investment and tax advice, and sell financial products such as insurance. In the UK the biggest retail banks are Barclays Bank, National Westminster Bank, Midland Bank, Abbey National Bank and Lloyds Bank.

Merchant or investment banks act as intermediaries between investors and private or public concerns seeking medium to long-term funds, often acting as underwriters for an issue of shares. Increasingly they have played a fundamental role in advising on mergers and acquisitions, and on management buy-outs. In the UK, some of the largest established and best-known merchant banks are still privately owned.

Building societies were set up in the UK to take deposits in order to provide long-term loans to homebuyers. They are owned by their members (those who have deposited money with or borrowed money from them).

Saving Banks were set up with the aim of attracting small savers. They resemble retail banks in the services they provide.

Credit Unions are the equivalents of saving banks, and are run as a cooperative nonprofit-making organization. Credit Unions are widespread in the United States. France's biggest bank, Credit Agricole, is essentially a federation of more than 3,000 credit unions.

Universal banks are those, such as Germany's Deutsche Bank, Dresdner Bank, and Commerzbank, which do everything that the above types of banks do.

Vocabulary

Checking account – специальный счёт, с которого снимаются деньги по чекам клиента

Rate of interest – процент, процентная ставка, норма процента

Liabilities – задолженность

Assets – актив (баланса)

Retail bank – банк, занимающийся обслуживанием мелкой клиентуры

Underwriter – гарант размещения

Issue of shares – выпуск акций

Exercises to the topic “Banks”

1. Answer the questions

1. What is a bank?
2. What categories of banks can you name?
3. What are the aims of the bank?
4. What category of the bank was set up with the aim of attracting small savers?
5. Name the biggest retail banks in the UK.

2. Translate into English

Посредник

Объединение (коммерческое)

Получение (приобретение)

Жилищно-строительное общество

Выкуп права на управление

Ипотека

Займствовать

Актив

3. Find the opposite meaning of the following words

1. Similar
2. Seldom
3. Native
4. Do nothing
5. Minor

6. The shortest
7. Without
8. Smallest
9. Less
10. Below

Практическая работа № 30.

Тема 4.5. Финансовое планирование

VOCABULARY

to convert – превращать, преобразовывать

timber – строевой лес

to involve – включать, вовлекать

the extraction of raw materials – добыча сырья

copper ore – медная руда

manufacturing industry – обрабатывающая промышленность

building and construction – строительство зданий и сооружений

banking – банковское дело

value of output of goods and services – общая стоимость всех производимых товаров и услуг

primary industries – основные отрасли промышленности

level of output – уровень объема производства

the decline – спад

As you are reading this text you are probably sitting at the desk. Most desks are still made of wood. How many different types of businesses might have been involved in **converting** the wood into a finished desk ready to be sold to a final consumer? What stages of production has the wood passed through to arrive at the finished desk?

These are the stages involved in making and selling a wooden desk:

stage	business involved
primary	woodcutter
secondary	furniture maker
tertiary	retailer

You will notice that there are *three* main stages between the cutting down of the **timber** and the sale of the completed desk. These stages are typical of nearly all production and they are called the levels of business activity.

Stage 1 is called the **primary sector** of production. This sector **involves** agriculture, and **the extraction of raw materials** from the earth, such as oil and **copper ore**.

Stage 2 is called the **secondary sector** of production. This sector involves **manufacturing industry**, in which raw materials are turned into finished products. Activities in the secondary sector of industry include **building and construction**, aircraft making, computer assembly and baking.

Stage 3 is called the **tertiary sector** of production. This sector involves the commercial services that help industry produce and distribute goods to the final consumers. Activities in the

tertiary sector of industry include transport, finance, **banking**, insurance, as well as education, health care, leisure, tourism, hotels and so on.

Which sector of industry is most important in your country? This depends on what is meant by “important”. Usually the three sectors of industry are compared by either:

- the number of workers employed in each sector

or

- **the value of output of goods and services.**

When these comparisons are made, some interesting differences often arise between countries. In some countries, **primary industries** such as farming and fishing employ many more people than manufacturing or service industry. These tend to be countries – often called *developing countries* – where manufacturing industry has only recently been established. As most people still live in the country area with low incomes, there is little demand for services such as transport, hotels and insurance. The levels of both employment and output in the primary sector in these countries are likely to be higher than the other two sectors.

In countries which started up manufacturing many years ago, the secondary and tertiary sectors are likely to employ many more workers than the primary sector. The **level of output** in the primary sector is often small compared to the other two sectors. In very wealthy countries, it is now common to find that many manufactured goods are bought in from other nations. Most of the workers will be employed in the service sector. The output of the tertiary sector is often higher than the other two sectors combined. These are often called the *most developing countries*.

In the UK, there has been a decline in manufacturing industry – or the secondary sector – for over 30 years. Over 60 per cent of all workers are now employed in the tertiary sector of industry. This has been a major change in the structure of industry. Many workers who lost jobs as factories closed have found it difficult to get work in the service industries. **The decline** in the manufacturing or secondary sector of industry is called DE-INDUSTRIALISATION.

WORD STUDY

Ex. 10. Study the different meaning of the word *extract* and use it to translate the sentences.

extract (v) 1) вытаскивать, извлекать
to extract a tooth — удалить зуб
2) извлекать (с помощью химических или физических процессов), экстрагировать
3) получать, извлекать, добывать с трудом, “выуживать”
4) извлекать, получать (выгоду, удовольствие)
5) делать выписки (из книги)

extract (n) 1) вытяжка, экстракт
2) выдержка, извлечение, фрагмент

extraction (n) добыча, извлечение
mineral extraction – добыча минералов

1. Many valuable medicines are extracted from plants.
2. The doctor had to extract pieces of broken glass from the boy's eye.
3. He made a mistake of trying to extract further information from our director.
4. He extracted a small notebook from his hip pocket.
5. Citric acid can be extracted from the juice of oranges, lemons, or grapefruit

6. Read this extract from an information booklet.
7. He wants to extract the utmost possible amount of pleasure out of this life.
8. Nothing could be extracted from him relative to his former associates.

Ex. 11. Find in the text equivalents to the following words and word-combinations.

1. How many different types of businesses might have been involved in *transforming* the wood into a finished desk?
2. What stages of production has the wood passed through *to become* the finished desk?
3. The primary sector *includes* agriculture, and the extraction of raw materials from the earth.
4. The secondary sector involves manufacturing industry, in which raw materials are *converted* into finished products.
5. The levels of both employment and output in the primary sector in developing countries *will probably be* higher than the other two sectors.
6. In very *reach* countries many manufactured goods are bought in from other *states*.
7. In the UK, there has been *a decrease* in manufacturing industry for over 30 years.
8. Most of the workers in the tertiary sector *will be hired* in the service sector.

Ex. 12. Fill in the gaps with the suitable prepositions.

1. How many different types _____ businesses might have been involved _____ **converting** the wood _____ a finished desk ready to be sold _____ a final consumer?
2. The level _____ output _____ the primary sector is often small compared _____ the other two sectors.
3. _____ 60 per cent _____ all workers are now employed _____ the tertiary sector _____ industry.
4. Which sector _____ industry is most important in your country? This depends _____ what is meant _____ "important".
1. As most people still live _____ the country area _____ low incomes, there is little demand _____ services such as transport, hotels and insurance.

Практическая работа № 31.

Тема 4.6. Модальные глаголы

Упражнение 1. Вставьте подходящий модальный глагол (must / could / ought / may)

_____ Einstein speak English when he went to live in the USA?

Mary _____ swim when she was three.

You _____ be joking. No one buys two Rolls Royces.

They _____ be tired. They've been travelling all night.

He _____ to go to the dentist because he has toothache.

I _____ swim quite well when I was five years old.

_____ I ride your bicycle, please, Jane?

She _____ be Scottish with a surname like McKenzie.

At your age you _____ to be earning your living.

You _____ to feel some respect for your elders.

Упражнение 2. Вставьте подходящий модальный глагол (must / may / need)

_____ I invite Nick to our house?

It _____ rain soon.

You _____ not make notes in the books.

You _____ pay your bills in restaurants.

The baby is sleeping. You _____ not shout.

That diamond bracelet is very elegant but it _____ have cost a fortune.

You _____ not say anything if you don't want to.

I can hear you quite well. You _____ not shout.

He has left the army and doesn't _____ to wear a uniform any more.

I've bought everything, so you _____ not go shopping.

Tim gave me a letter to post. I _____ not forget to post it.

Упражнение 3. Complete the sentences with the positive or negative forms of must or have to.

Brilliant! I _____ study tonight because I've finished my exams.

You _____ use a mobile phone on a plane.

You can go out, but you _____ be home by midnight.

Jo _____ go to school by bus. She lives nearby.

We _____ cook tonight. We can get a pizza.

She _____ get up early. She's on holiday.

You _____ study harder or you are going to fail.

You _____ drive faster than 120 km/h on the motorway.

Упражнение 4. Choose the correct modal verb in italics:

I can / *can't* / might go out tonight. I'm too busy.

I haven't studied enough. I may / may not / *might* pass my exams.

They say it must/ need / *might* snow tomorrow.

She can / *might* not / won't be able to help us. She's not available.

Can / May / *Might* you come to my party?

We should run or we can / *might* / might not miss the bus.

Упражнение 5. Complete the sentences with the correct modal verb in italics:

You couldn't / mustn't / *shouldn't* eat so many hamburgers. They're not good for you.

You can't have / don't have to / *mustn't* study at the weekends, except when you have exams.

You may not / *might* not / needn't Everything will be OK.

You don't have to /might not/mustn't use your mobile phone in class.
 Diana looks happy. She can /can have /must have heard some good news.
 I can't /may not /might not have left my mobile phone at school on Friday afternoon – I had it on Friday night.
 It can /could / couldn't rain tomorrow.

Упражнение 6. Вставьте подходящий модальный глагол (must / can / should / may)

I have some free time. I _____ help her now.
 I _____ drive Susan's car when she is out of town.
 _____ I have a glass of water?
 Anyone _____ become rich and famous if they know the right people.
 You _____ go to this party. It's very important.
 Bird _____ be known by its song.
 He is coming here so that they _____ discuss it without delay.
 It's late. You _____ go to bed.
 He _____ have told me about it himself.

Раздел 5. Законы экономики

Практическая работа № 32.

Тема 5.1. Закон спроса

THE LAW OF DEMAND

VOCABULARY

competitor - конкурент

supply and demand – спрос и

предложение
to charge the price – устанавливать,
 назначать цену

consumer – потребитель

effective demand – платежеспособный
 спрос

an influence - влияние

willingness and ability – готовность и
 способность

relationship – связь, взаимоотношение

quantity – количество

all else remaining equal – когда все
 остальное остается без изменений

enjoyment - удовольствие

to diminish - уменьшаться

diminishing marginal utility – убывающая
 предельная полезность

will result – явится результатом

to be relevant – относиться

to cause – заставлять

to reduce – снизить

substitutes – заменители

complements – дополнители

to influence – влиять

How are prices determined in the free market?

The price is determined by the interaction of **demand** for and **supply** of the product. If there are many **competitors** in a market, this will mean that businesses have **to charge** the market price for their products.

If a farmer produced rice, he would take the rice to market and sell it for the price that rice was selling for in that market. The farmer could not charge a much higher price because no one would buy his rice - **consumers** would buy from other farmers who were charging the lower market price.

To understand how price is arrived at, demand and supply will be looked at separately.

What is meant by demand?

The first thing to understand is that demand is not the same thing as desire, or need, or want. Demand is not just what people want to buy, they must also have money to be able to purchase the product. Only when desire is supported by the ability and willingness to pay the price it becomes an **effective demand** and has an **influence** in the market.

The demand for a product depends on how much is charged for the product. If the price increases, normally fewer will be bought and if the price goes down, more will be demanded.

Demand is a consumer's willingness and ability to buy a product or service at any given price, at a particular time and place. The law of demand describes the **relationship** between the prices of a good or service and the **quantity** consumers will buy. This means that **all else remaining equal**, more goods and services will be sold at a lower price than at a higher price.

Let's see the law of demand from the point of ice cream selling.

The first ice-cream consumed at the baseball game is great; the second is good; the third one is fair; the fourth one was "too much"; and the fifth one made you sick. Clearly we would not like to pay as much to feel sick (the fifth ice-cream) as we would pay to feel great (the first ice-cream). So, sooner or later, we reach the point where **enjoyment** decreases with every bite no matter how low is the cost. What is true of ice-cream applies to almost everything we consume. After a certain point is reached, the satisfaction from a good or service will begin **to diminish**. Economists describe this effect as *diminishing marginal utility*. "Utility" refers to the usefulness of something.

Diminishing marginal utility helps to explain why lower prices are needed to increase the quantity demanded. Since your desire for a second ice-cream is less than it was for the first, you are not likely to buy more than one, except for the lower price. So, a decrease in demand **will result** in decrease of a market price. And on the contrary, an increase in demand will result in an increase in the market price.

To summarize: the law of demand states that in general, other things remaining equal, the lower the price of a good – the greater the quantity of that good buyers are willing and able to buy over a given period. Conversely, the higher the price of a good – the less the quantity of that good buyers will buy. This law is **relevant** to all goods and services.

Changes in Demand. What are some of the factors that would **cause** the demand for ice-cream, or any other product, to increase or to decrease ?

They are the following:

1. Changes in consumer income.

If consumer's income falls, there will be less demand for many products. When consumers have less money to spend, they will **reduce** their demand for products.

Changes in the prices of substitutes.

These are bought and used in place of another product. Assuming potatoes and macaroni foods are substitute products. If the price of macaroni foods rises then more potatoes will be bought and demand for macaroni foods will fall.

3. Changes in the prices of complements.

These are products that are often bought and consumed together. Assuming coffee and milk are complements; if the price of coffee rises, then less coffee will be bought and therefore will be less demand for milk.

4. Changes in consumer's tastes or fashion.

If a product becomes more popular, demand will increase.

5. Changes in advertising.

If there has been a successful advertising campaign, for example for a particular brand of sports shoes, the demand will increase.

The demand for particular goods can be **influenced** by weather, demographic trend, taxes and other factors.

WORD STUDY

Ex. 1. Study the different meanings of the following words and use them to translate the sentences:

- | | |
|---------------|---------------|
| a) demand (n) | 1. требование |
| | 2. спрос |

demand (v)	- требовать, предъявлять требования
------------	-------------------------------------

to be in (great) demand	- пользоваться (большим) спросом
to meet (to satisfy) the demand	- удовлетворять спрос

1. Demand keeps pace with supply.
2. The supply exceeds the demand.
3. The government turned down (отвергать) the miners' demand.
4. These shoes are in great demand.
5. Demand is indicated by our willingness to offer money for particular goods and services.
6. Let's assume that producers supply enough to meet demand without any change in the price level.
7. One of the main objectives which our government sets nowadays is to meet the demand of the population in qualitative goods and services.

Ex. 2. Match the words with their definitions.

- | | |
|-------------------|---|
| _____ product | a) a person who purchases goods and services for his own personal needs |
| _____ demand | b) the ability of a commodity to satisfy human wants. |
| _____ substitute | c) something produced by effort. |
| _____ price | d) a consumer's willingness and ability to buy goods and services at a particular time. |
| _____ consumer | e) the cost at which anything is obtained. |
| _____ utility | f) a product which is bought and used in place of another product. |
| _____ complements | g) the amount of a commodity that producers are willing and able to offer for sale at a particular price. |
| _____ supply | h) products that are often bought and consumed together. |

Ex. 3. Fill in the gaps using active words and word combinations from the text.

1. The demand for a p_____ depends on how much is c_____ for the product. 2. The law of demand describes the r_____ between the prices and the q_____ of goods and services demanded. What is true for ice-cream a_____ to most everything. 3. After a certain point is reached the s_____ from a good or service will begin to d_____. 4. Economists describe this effect as d_____ m_____ u_____. 5. An increase in d_____ will result in an increase in the m_____ p_____. 6. The law of demand is r_____ to all goods and services. When the c_____ have less money to spend they will r_____ their d_____ for products. 7. S_____ are goods that are bought and used in place of another product. 8. C_____ are goods that are often bought and consumed together.

Практическая работа № 33.

Тема 5.1. Закон спроса

Ex. 4. Make up sentences with the jumbled words.

1. have to / their products / charge / businesses / the market price / for.
1. is relevant / of / services / and / the law / to all goods / demand / services.
3. are bought / together / that / often / and / products / consumed / are / complements
4. in demand / result / of / the decrease / will / in / a market price / decrease

Ex. 5. Match the synonyms:

to purchase	different
various	on the contrary
to state	to raise
conversely	readiness
spending	to declare
to increase	to go down
to decrease	expenditure
willingness	to buy

Ex. 6. Find the words in the text to complete the following expressions.

demand is a consumer's _____
 to charge _____
 particular _____
 the fifth ice-cream will make you _____
 diminishing _____
 all else _____
 consumer's tastes or _____
 a successful advertising _____
 complements and _____

Ex. 7. Translate into Russian.

1. The bigger the firm, the greater the opportunity for each worker.
2. The greater the output in previous period, the greater the firm's experience.
3. The smaller the number of suppliers, the more control they can exercise over prices.

4. The lower the price, the fewer new firms will enter the market.
5. The more independent are the firms in an industry, the greater the competition.
6. The greater the risk associated with any financial decision, the greater the return expected from it.

COMPREHENSION

Ex. 8. Match the questions to the answers below.

1. What does the law of demand describe?
 2. How do the economists describe the effect when the satisfaction from a good or service begins to diminish?
 3. What does diminishing marginal utility help to explain?
 4. What is a change in demand?
 5. What are the factors that cause the demand for any product to increase or decrease?
 6. How can the changes in the prices of complements influence the demand?
 7. What other factors can influence the demand for particular goods?
 8. What is demand?
- A. Economists describe this effect as “diminishing marginal utility.”
- B. As there are goods that are often consumed together, a decrease in the price of one item is likely to increase the demand for the other.
- C. It is a consumer’s willingness and ability to buy a product or service at a particular time and place.
- D. It helps to explain why lower prices are needed to increase the quantity demanded.
- E. They are changes in consumer income; changes in the price of substitutes; changes in the price of complements; changes in consumer’s tastes or fashion; changes in the number of buyers served by the market.
- F. It describes the relationship between the prices and the quantity of goods and services demanded.
- G. They are weather, demographic trend, government subsidies, taxes and other factors.
- H. It is a change in the relationship between the price of an item and the quantity demanded.

QUESTIONS FOR DISCUSSION

1. Assume you sell TVs. According to the concept of diminishing marginal utility, people with one TV set would be less eager to purchase or rent a second or third set. How would you overcome this sales resistance?
2. As a consumer, you make decisions every day about how to spend your limited incomes. What motivates your choices? Why do you choose to buy another pair of jeans, and what do you sacrifice by doing so?
3. Do you think it is logical that “consumer responds to lower prices by buying more”? Think of an example when consumer believes that prices would go even lower and doesn’t react immediately in the expected way.

Практическая работа № 34.

Тема 5.2. Закон предложения

Text 2

THE LAW OF SUPPLY

VOCABULARY

to make a sale – совершить покупку
to make a profit (to profit) – получать прибыль

incentive – побудительный мотив, стимул

in response to – в ответ на

cost of production – издержки производства, себестоимость продукции

production costs – затраты на производство

improvement – усовершенствование

tend – иметь тенденцию

output – продукция, выпуск (продукции)

to reduce – понижать, уменьшать

shift – (n) сдвиг, смещение; (v) менять

abundant supply – избыточное предложение

to reach an agreement – достигнуть соглашение

equilibrium price and quantity – сбалансированные цена и предложение

to equal – равняться

to affect – влиять

to result – являться результатом

shortage – нехватка, дефицит

to exceed – превышать

surplus – избыток

the market is cleared – на рынке – равновесие спроса и предложения

equate – равнять, считать равным

It takes two parties **to make a sale**: buyers and sellers.

The law of supply describes a relationship between the price of a good or service and how much sellers will offer for sale at a specified time. This means that, other things remaining equal, at high prices businesses will naturally want to produce and sell more. At lower prices less will be produced and supplied.

Why does the quantity of a product supplied change if its price rises or falls? The answer is that producers supply things **to make a profit**. The higher price - the greater **the incentive** to produce and sell the product.

Changes in Supply. A change in supply is a change in the relationship between the price of a good and the quantity supplied in response to the changes in economic conditions. The changes that can affect the quantities supplied are as follows:

1. Changes in the cost of production

If it costs sellers less to produce their products, they will be able to offer more of them for sale and supply will increase. An increase in **production costs** will have the opposite effect – supply will decrease.

2. Changes in the technology available to produce the good.

Improvements in technology tend to lower the cost of production, thus increasing the output.

3. Expectations about future prices.

If producers expect prices to increase in the future, they may increase their production now to be in position to profit later. Similarly, if prices are expected to decrease in the future, producers may reduce production, and supply will fall.

4. Other profit opportunities.

Most producers can make more than one product. If the price of a product they are not producing (but could if they choose to) increases, many producers will shift their output to that product. If supply increases, the market price will usually decrease and sales will increase. If supply falls, the market price will usually increase and sales will fall. When the product is scarce, the price will usually increase. When the product is in abundant supply, the price will usually fall.

Market Equilibrium. Now we see that buyers and sellers are in conflict: buyers will only purchase more at lower prices, while sellers will only sell more at higher prices. Can they **reach an agreement**? Yes. Their agreement is called the *equilibrium (or market) price and*

quantity. It is the point at which the quantity demanded exactly **equals** the quantity supplied in a market. Shifts in demand or supply will **affect** market price. When everything else remains equal, an increase in demand will **result** in an increase in the market price, and sales will increase. If demand falls then the market price will fall and sales will fall. Similarly, an increase in supply will result in a decrease in the market price, and sales will increase. If supply falls, the market price will usually increase and sales will fall.

A shortage exists in a market if the quantity demanded **exceeds** the quantity supplied of a good over a given period. A surplus exists in a market if the quantity supplied exceeds the quantity demanded of a good over a given period.

At the market equilibrium price of a good, there can be neither surpluses, nor shortages in the market. It means that the **market is cleared** (the price **equates** the quantity supplied and quantity demanded).

WORD STUDY

Ex. 9. Study the different meanings of the following words and use them to translate the sentences:

- | | |
|-----------------------|---|
| 1. supply (n) | 1. снабжение, поставка, получение, поступление |
| supplier | 2. предложение
- поставщик |
| supply (v) | - снабжать, поставлять, доставлять, обеспечивать, предоставлять |
| to be in supply | - поступать (или иметься) в достаточном количестве |
| to be in short supply | - не хватать, иметься в недостаточном количестве, быть дефицитным |
1. The office will supply all necessary information.
 2. Oil is in short supply.
 3. Supply meets the demand.
 4. Supply is "elastic" if it can be increased or decreased rapidly in response to market price.
 5. The Seller guarantees that the equipment supplied is manufactured in full conformity (соответствии) with the description given in the technical documentation.
 6. The suppliers haven't effected delivery.
 7. We can supply the goods from our main store.
- | | |
|---------------------|--|
| 2. cost (n) | 1. цена, стоимость |
| | 2. себестоимость |
| cost (v) | 1. стоить |
| | 2. назначать цену, оценивать |
| unit cost | - себестоимость единицы продукции |
| below cost | - ниже стоимости |
| cost of living | - прожиточный минимум |
| costs of production | - издержки производства, себестоимость продукции |
| at the cost of | - стоимостью в; за счет чего-либо |
| at one's cost | - за чей-либо счет |
1. It cost him a lot of money.
 2. What will it cost to have it repaired?

3. If they reduce costs in manufacturing, that will put them in a strong position to adapt (приспосабливаться) to the market.
4. We can slowly increase production and it will eventually enable us to cut unit costs.
5. Expenses are the costs of operating the business.

Ex. 10. Translate the words and phrases given in brackets.

1. The higher price, the greater (побудительный мотив) to produce and sell the product. 2. An increase in (себестоимости продукции) will lead to increase in (предложение). 3. Most (производители) can make more than one product. 4. Shifts in demand or supply will affect (рыночная цена). 5. Sometimes producers increase their (выпуск продукции) now to be in position (получить прибыль) later. 6. At the (сбалансированная рыночная цена) of a good, there can be neither (избыток), nor (дефицит) in the market.

Ex. 11. Fill in the gaps with prepositions.

1. The law ____ supply describes a relationship _____ the price _____ a good or service and how much sellers will offer _____ sale _____ a specified time. 2. A change ____ supply is a change _____ the relationship _____ the price ____ a good and the quantity supplied ____ response _____ the changes _____ economic conditions. 3. ____ the market equilibrium price ____ a good, there can be _____ surpluses, _____ shortages ____ the market.

Практическая работа № 35.

Тема 5.2. Закон предложения

Ex. 12. Give the English equivalents to the following words and phrases. Recollect the sentences of the text where they were used.

при прочих равных условиях _____
 получать прибыль _____
 затраты на производство _____
 совершенствование технологий _____
 перепрофилировать производство _____
 сбалансированная цена _____
 влиять на рыночную цену _____
 дефицит _____
 избыток _____
 на рынке – равновесие спроса и предложения. _____

Ex. 13. What are the synonyms from the text of the words in italics?

1. At lower prices less will be produced and *provided*.
2. the *number* of a product
3. to make *a benefit*
4. the prices *increase* of *decrease*
5. the greater *the motive*
6. The changes that can *influence* the quantities . . .

7. producers may *lower* production
8. A *deficit* exists in a market . . .
9. the quantity supplied *is greater than* the quantity demanded

Ex.14. To show that you understand given words, choose the best word to complete the sentences given below.

Producer – a person or business enterprise that generates goods or services for sale.

Product – something produced by effort, or some mechanical or industrial process.

Production – the process by which goods and services are made or prepared for sale and use.

Productive - creative, efficient.

Productivity – is the ability to produce goods and services. Productivity increases when a large amount of goods or services is produced by using the same amount of resources.

1. The publishing house's new _____ is a colour daily newspaper.
2. The plant _____ a new model of car every spring.
3. The _____ of this worker has gone down over the last 5 years.
4. 486 computer is not as _____ as Pentium III.
5. The _____ of computers make huge investments in their industries.
6. The Board of Governors of State of New York has come to a decision to decrease the _____ of cheap products.

Ex. 15. Group the following words into 6 synonymous groups.

to rise	impulse	profit	incentive
surplus	to go down	commodity	to reduce
to decrease	motivation	to go up	product
shortage	to increase	goods	scarcity
to fall	deficit	excess	

Ex. 16. Complete each sentence with the correct form of the word in italics. In some cases you will have to make a negative by using the prefix *il-* or *un-*. Translate the sentences into Russian.

1. *employ*

1. In an area of high _____ people are desperate to find jobs.
2. Her _____ gets very angry if she uses the telephone too much.
3. I'm looking for temporary _____ during the summer holidays.

2. *engage*

1. The line is _____ so I'll have to try again later.
2. Cancel all my _____ for the rest of the day, please.

3. *possess*

1. I had in my _____ a portion of money.
2. I'm proud of _____ two kiosk in Zhdanovichi.
3. A small business is one which _____ at least two characteristics.

4. *distribute*

1. British Leyland _____ their cars throughout the world.
2. His job is to organize the _____ distribution of money to students.

5. *establish*

1. There he had set out to _____ his own business.
2. The _____ of legal minimum pay is one of the objectives.

6. *know*

1. We need somebody with a good working _____ of French.
2. Our company is virtually _____ abroad.
3. She's obviously very _____ as far as marketing is concerned.

7. *existence*

1. We have to find ways of making the _____ system work better.
2. Numerous definitions of the term "small business" _____.

8. *grow*

1. There is a _____ awareness of the need to improve productivity.
2. The government is worried about the _____ in public expenditures.

Практическая работа № 36.

Тема 5.3. Инфляция и дефляция

INFLATION.

An inflationary development is characterized by rising prices within a certain period of time. The rising prices is a consequence of an uneven development in the quantity of goods on offer and the quantity of money available, which it self determines the demand and is the inflation rate.

The causes of inflation are generally complex and can arise either from the goods or from the monetary side.

The consequences of inflation are extremely damaging for the economy. 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.

Answer the questions using the text:

1. When does inflation become stagflation ?
2. What is deflation ?
3. What are the characteristics of inflation ?

Практическая работа № 37.

Тема 5.3. Инфляция и дефляция

DEFLATION.

An inflationary development is characterized by rising prices within a certain period of time. The rising prices is a consequence of an uneven development in the quantity of goods on offer and the quantity of money available, which it self determines the demand and is the inflation rate.

The causes of inflation are generally complex and can arise either from the goods or from the monetary side.

The consequences of inflation are extremely damaging for the economy. 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 to inflation, represents a reduction in the supply of money in comparison with the supply of goods.

Answer the questions using the text:

1. When does inflation become stagflation ?
2. What is deflation ?
3. What are the characteristics of inflation ?

Раздел 6. Бухгалтерское дело

Практическая работа № 38.

Тема 6.1. Бухгалтеры

BOOKKEEPERS.

Bookkeepers deal in taxes, cash flow, which include cash receipts and cash disbursements, sales, purchases and different business transactions of the company. Bookkeepers first record all the appropriate figures – in the books of original entry, or Journals. At the end of a period usually a month- the totals of each book of original entry are posted into the proper page of the **Ledger**. The ledger shows all the expenditures and all the earnings of the company. On the basis of all the totals of each account in the Ledger, the bookkeeper prepares a **Trial Balance**. Trial balances are usually drawn up every quarter. The **accountant's** responsibility is to analyse and interpret the data in the Ledger and the Trial Balance.

The accountant is to determine the ways in which the business may grow in the future. No expansion or reorganization is planned without the help of the accountant. New products and advertising campaigns are also prepared with the help of the accountant. The work of accountants is rather sophisticated. Many accountants have special certificates after they pass examinations in Institute of Accountants. Certified accountants in England are called **chartered accountants**. In the U.S.A. the certified accountants are called **certified public accountants**. But it is not necessary to have a certificate to practice accounting. Junior employees in large companies, for example, often practice accounting and then take the

examination. The chief accounting officer of a large company is the **Controller**, or **Comptroller**. Controllers are responsible for measuring the company's performance. They interpret the results of the operations, plan and recommend future action. This position is very close to the top executives of the company.

Complete as in the text:

Bookkeepers deal in

The Ledger shows

The accountant's responsibility is

The accountant is to determine

Certified accountants in England are called

Junior employees

Controllers are responsible for

Практическая работа № 39.

Тема 6.1. Бухгалтеры

Bookkeepers first record all the appropriate figures – in the books of original entry, or Journals. At the end of a period usually a month- the totals of each book of original entry are posted into the proper page of the **Ledger**. The ledger shows all the expenditures and all the earnings of the company. On the basis of all the totals of each account in the Ledger, the bookkeeper prepares a **Trial Balance**. Trial balances are usually drawn up every quarter. The **accountant's** responsibility is to analyse and interpret the data in the Ledger and the Trial Balance.

The accountant is to determine the ways in which the business may grow in the future. No expansion or reorganization is planned without the help of the accountant. New products and advertising campaigns are also prepared with the help of the accountant. The work of accountants is rather sophisticated. Many accountants have special certificates after they pass examinations in Institute of Accountants. Certified accountants in England are called **chartered accountants**. In the U.S.A. the certified accountants are called **certified public accountants**. But it is not necessary to have a certificate to practice accounting. Junior employees in large companies, for example, often practice accounting and then take the examination. The chief accounting officer of a large company is the **Controller**, or **Comptroller**. Controllers are responsible for measuring the company's performance. They interpret the results of the operations, plan and recommend future action. This position is very close to the top executives of the company.

Complete as in the text:

Controllers are responsible for

The accountant is to determine

Bookkeepers deal in

The Ledger shows
The accountant's responsibility is
Certified accountants in England are called
Junioremployees

Практическая работа № 40.

Тема 6.2. Счета и балансы

ACCOUNTS AND BALANCE SHEETS

From the Trial Balance, prepared by the bookkeeper, the accountant creates a *Profit and Loss Statement* and *Balance Sheet*.

A Profit and Loss Statement or a Profit and Loss Account, shows the income or loss of the company for the period. The Profit and Loss Statement is made only on the basis of those accounts of the Ledger which affect the profit and loss of the company. The Profit and Loss Statement may contain the following items:

- Sales
- Trading profit
- Depreciation
- Rent received
- Interest paid
- Profit before tax
- Tax
- Profit after tax
- Dividends
- Profit retained
- Earnings per share

The other accounts of the Ledger which reflect the assets, liabilities and capital of the firm, make up a Balance Sheet. This shows the net worth or book value of the company.

Fill in the words using the text:

1. A profit and Loss Statement ... the income or loss of the company for the period.
2. The accountant ... a Profit and Loss Statement and Balance sheet.
3. The Profit and Loss Statement is ... only on the basis of those accounts of the Ledger which affect the profit and loss of the company.

Практическая работа № 41.

Тема 6.3. Аудиторы

Bookkeepers first record all the appropriate figures – in the books of original entry, or Journals. At the end of a period usually a month- the totals of each book of original entry are posted into the proper page of the **Ledger**. The ledger shows all the expenditures and all the earnings of the company. On the basis of all the totals of each account in the Ledger, the bookkeeper prepares a **Trial Balance**. Trial balances are usually drawn up every quarter. The **accountant's** responsibility is to analyse and interpret the data in the Ledger and the Trial Balance.

The accountant is to determine the ways in which the business may grow in the future. No expansion or reorganization is planned without the help of the accountant. New products and advertising campaigns are also prepared with the help of the accountant. The work of accountants is rather sophisticated. Many accountants have special certificates after they pass examinations in Institute of Accountants. Certified accountants in England are called **chartered accountants**. In the U.S.A. the certified accountants are called **certified public accountants**. But it is not necessary to have a certificate to practice accounting. Junior employees in large companies, for example, often practice accounting and then take the examination. The chief accounting officer of a large company is the **Controller**, or **Comptroller**. Controllers are responsible for measuring the company's performance. They interpret the results of the operations, plan and recommend future action. This position is very close to the top executives of the company.

Complete as in the text:

Junior employees

The accountant is to determine

The accountant's responsibility is

Bookkeepers deal in

The Ledger shows

Certified accountants in England are called

Controllers are responsible for

Практическая работа № 42.

Тема 6.4. Пассивный залог

Глаголы в английском языке употребляются в активной форме залога — «the Active Voice» и в пассивной (**страдательной**) — «the Passive Voice». В активном залоге субъект выполняет действие, указанное глаголом, а в

пассивном — на субъект действует сам глагол. She wrote a book (Active) – A book was written by her (Passive).

Что такое пассивный залог?

Пассивный залог широко употребляется как в устном так и в письменном современном английском. Зачастую пассивные конструкции используются, когда нет необходимости называть исполнителя какого-либо действия, а также, если нет разницы в том, кто именно это действие выполняет — важен лишь результат.

Страдательный залог используется, чтобы показать интерес к объекту, который испытывает действие, а не к объекту, который его выполняет.

The book was written last Monday. – Книга была написана в прошлый понедельник.

В этом предложении подлежащее «the book» испытывает на себе действие субъекта, то есть не сама книга себя написала, а была кем-то написана. При этом, скорее всего, известно, кто ее написал, но здесь важен сам факт совершения действия (книгу написали, и она готова), а не исполнитель. Поэтому предложение и употреблено в пассивном залоге.

Когда необходимо указать исполнителя действия в пассивном залоге, то добавляем предлог «**by**»:

The book was written **by** me. – Эта книга была написана мной.

Образование пассивного залога в разных временах

Пассивный залог образуется с помощью вспомогательного глагола «**be**» и формы **Past Participle** (смыслового глагола в 3 форме) и только переходные глаголы (обозначают действие, которое по своему смыслу переходит на некий предмет) могут образовывать формы пассивного залога.

Образование пассивного залога

Время	Формула	Пример
Present Simple	is/am/are + Ved (V3)	Mails are sent every day. – Посылки отправляют каждый день.
Past Simple	was/were + Ved (V3)	Mails were sent yesterday. – Посылки отправили вчера.

Future Simple	will/shall + be + Ved(V3)	Mails will be sent tomorrow. – Посылки отправят завтра.
Present Continuous	is/am/are + being + Ved (V3)	Mails are being sent now. – Посылки отправляют сейчас.
Past Continuous	was/were + being + Ved (V3)	Mails were being sent at 5 yesterday. – Посылки вчера отправляли в 5 часов.
Future Continuous	—	—
Present Perfect	has/have + been + Ved (V3)	Letters have been already sent. – Письма уже отправили.
Past Perfect	had + been + Ved (V3)	Letters had been sent before he phoned. – Письма отправили до того, как он позвонил.
Future Perfect	will/shall + have/has + been + Ved (V3)	Letters will have been sent by 5 tomorrow. – Письма отправят завтра до 5 часов.
Perfect Continuous	—	—

Attention: Perfect Continuous вообще не используется в страдательном залоге. А время Continuous не имеет будущего отрезка.

Кроме этого, еще можно образовывать пассивные предложения с двумя объектами. Так активное предложение в пассивной форме залога может выглядеть следующим образом:

Active Voice:

Linda gave an **apple** to **me**.

Passive Voice:

An apple was given to **me** by **Linda** or
I was given **an apple** by **Linda**.

Один из двух объектов становится субъектом, а другой остается объектом. Какой объект превратится в субъект зависит от того, на чем вы сосредоточитесь.

Отрицательные и вопросительные формы глагола в пассивном залоге

Отрицательная форма глагола образуется с помощью частицы «**not**», которая следует за вспомогательным глаголом (если вспомогательных глаголов несколько, то «not» ставится после первого):

The cat was **not** fed by him yesterday. – Кот не был накормлен им вчера.

The cat was **not** often left hungry. – Кота не часто оставляли голодным.

Ничего сложного и в **вопросительной** форме. Для образования такой в пассивном залоге **первый вспомогательный глагол ставится перед подлежащим**:

Are you often invited to the circus? – Тебя часто приглашают в цирк?

Has the book been written by her? – Книга была написана ею?

Exercises.

Exercise 1. Complete the sentences with the correct form of the verbs in bracket.

Butter is *made* of milk. (make)

Oranges are _____ into Britain. (import)

How often are these rooms _____? (clean)

I am never _____ to parties. (invite)

This house was _____ 100 years ago. (build)

When was the telephone _____? (invent)

Two people were _____ to hospital. (take)

Exercise 2. Make up sentences in the Passive Voice.

a) in the Present Simple tense

0. (the office / clean / every day) *The office is cleaned every day.*

0. (these rooms / clean / every day?) *Are these rooms cleaned every day?*

(private letters / not / open / in the mail room) _____

(stamps / sell / in a post office) _____

(this room / not / use / very often) _____

(we / allow / to park here?) _____

(how / this word / pronounce?) _____

b) in the Past Simple tense

(the office / clean / yesterday). *The office was cleaned yesterday.*

(the office / paint / last month) _____

(the letter / lose / a few days ago) _____

(when / this equipment / buy?) _____

(you / invite / to the party last week?) _____

(how / these letters / deliver?) _____

Практическая работа № 43.

Тема 6.4. Пассивный залог

Упр. 1. Передайте следующие предложения в *Passive Voice*.

1. The students greeted the famous lecturer warmly. 2. They have recently built a huge plant, in the town of N. 3. We must finish the work by tomorrow. 4. When I fell ill, my mother sent for the doctor. 5. They looked for the girl everywhere. 6. They did not listen to the boy. 7. She looks after the patients well. 8. They asked for our address. 9. My father looked through these papers this morning- Ю- He will give my brother English lessons. 1.1. A friend of his has shown me an interesting magazine. 12. His friend told him everything. 13. They showed Helen the nearest way to the theatre. 14. He gave his patient some good advice. 15. Mary has told me the news. 16. The people looked at the little boy with interest. 17. They examined the paper attentively.

Упр. 2. Передайте следующие предложения в *Passive Voice*.

1. We asked him about his holidays. 2. They have already discussed the novel. 3. He did not give me his address. 4. She showed him the way to the metro station. 5. He will introduce me to his friends. 6. They are building a bridge over the river. 7. I haven't yet translated the article. 8. We were looking at the man with great surprise. 9. You will speak about the film at the lesson. 10. The headmistress sent for the pupil's parents. 11. Has the secretary typed the letters? — No, she is typing them now.

Упр. 3. Передайте следующие предложения в *Passive Voice*.

1. We turn on the light when it is dark. 2. The students finished their translation in time. 3. Helen washed the dishes. 4. Betty often took her younger brother for a walk. 5. Mother has made some coffee. 6. Have you ironed your dress yet? 7. Nina mispronounced this word. 8. They have told her the truth. 9. She promised us an interesting entertainment. 10. One uses chalk for writing on the blackboard. 11. I shall finish my work about seven o'clock. 12. Somebody has opened the door. 1.3. The waitress brought in the coffee. 14. One of my friends took me to the cinema last week. 15. We shall finish this work in time. 16. They built this house in 1960. 17. They were selling new children's books in that shop when I entered it yesterday. 18. A large group of young people joined us on our way to the station. 19. A young teacher started a school in this village. 20. They are translating this article now. 21. Galsworthy wrote "The Forsyte Saga." 21. Thousands of people attended this meeting. 22. He has just interrupted me. 23. The teacher has explained it to us.

Упр. 4. Переведите на английский язык, употребляя глаголы в *Passive Voice*.

1. Собор Святого Павла строил архитектор Рен. 2. Когда написали письмо? 3. Куда положили книги? 4. За доктором пошлют завтра. 5. В Санкт Петербурге

строят много домов. 6. Произведения английских и американских писателей
 издают во всем мире. 7. Стихи Роберта Бернса знают во многих странах мира.
 8. Когда Чарльз Диккенс был маленьким мальчиком, его отца посадили в
 долговую тюрьму. 9. Эта опера была написана сто лет назад. 10. Этот роман
 уже переведен на пять языков. 11. Обед варили, когда я пришел домой. 12. К
 тому времени, как он приехал, письмо было уже получено. 13. Наш дом сейчас
 ремонтируют. 14. Колю как раз спрашивают. 15. Книги уже принесли из
 библиотеки? 16. Этот кинотеатр был построен до того, как мы приехали сюда.
 17. Где сейчас ваш брат?— Его послали во Францию. 18. О вас только что
 говорили. 19. Дома над ней посмеялись. 20. «Мне только что приказали ввести
 пленных», — сказал солдат. 21. Кто написал это письмо? 22. Эти цветы только
 что сорвали. 23. Тебя вчера просили прийти пораньше? 24. В будущем году
 его пьеса будет поставлена в этом театре. 25. За этим профессором всегда
 посылают в трудных ситуациях.

Практическая работа № 44.

Тема 6.5. Начисление заработной платы

1. payroll	платежная ведомость
-monthly-paid staff -weekly-paid staff -hourly-paid staff	Сотрудники с ежемесячной оплатой Сотрудники с еженедельной оплатой Почасовики
The payroll is a list of people employed by the company. The payroll includes monthly-paid staff...	
2. Set salaries (wages)	Фиксированные оклады
Office staff gets salaries, and workers get wages.	
3. operate a bonus system	Иметь бонусную систему
Many companies operate a bonus system. The company pays the bonus against the work done.	
4. To record [rɪ'kɔ:d] hours of work Record ['rekɔ:d] - запись	Записывать часы
5. Insert	Вставлять
Workers record their hours of work. They insert their clock card into a clock. The clock stamps the time on the card.	

6. Timekeeper	Табельщик
At the end of each week the timekeeper collects clock cards. He checks them and passes to the Wages Office.	
*Work overtime, pay overtime	
*Pay in cash (by cheque)	
7. Pay advice	Платежное извещение
8. Earnings	Доходы
9. Deductions	Вычеты
10. Total amount payable	Сумма к получению
11. Contributions	Взносы
Employees get pay advice for a week. The advice includes the earnings, deductions and the total amount payable. The deductions include health insurance contributions.	

Переведите на английский язык («снежный ком»)

1. Payroll/payroll includes monthly-paid staff/payroll includes monthly and weekly-paid staff.
2. Set salaries/employees get set salaries/ employees get set salaries and workers get wages.
3. Operate a bonus system/ Some companies don't operate a bonus system.
4. Record/record hours of work/don't record my hours of work.
5. insert/he inserted his card into the clock/ he didn't insert his card into the clock.
6. timekeeper/timekeeper is collecting clock cards now.
7. They didn't pay overtime. They will pay in cash.
8. pay advice/you will get a pay advice tomorrow.
9. earnings/deductions, total amount payable/The pay advice includes earnings...
10. Contributions/ Don't pay any contributions to the pension fund.

Вопросы по словам

1. What is a payroll?
2. What staff does the payroll include?
3. What is monthly-paid staff? weekly-paid staff? hourly-paid staff?
4. Who get set salaries? wages? Will you get salaries or wages? In what way can you receive your salaries?
5. What companies operate a bonus system? When can you receive a bonus?
6. How do employees record their hours of work? What do they insert into a clock device?

7. What are a timekeeper's duties?
8. What is a pay advice? What information does it contain?
9. What types of contributions do you know?

Практическая работа № 45.

Тема 6.5. Начисление заработной платы

«The payroll of a company»

The list of people employed by a company is known by the payroll. The payroll is usually divided up as follows:

- monthly-paid staff
- weekly-paid staff
- hourly-paid staff

Office staff are either monthly or weekly paid and the money they get is called salaries, which are usually set.

Workers are either weekly or hourly paid and they get set wages.

Many companies often operate a bonus system for monthly and weekly-paid staff. The bonus is usually paid against certain work done.

The amount of the bonus payment is worked out from the employees job cards.

Hourly-paid staff are usually on the clock. Under this system each worker has a clock number and a clock card. He records his hours of work on the clock card by inserting it into what is literally a clock.

A device in the clock stamps the card with the time. At the end of each week the clock cards are collected by the timekeepers. The cards are checked and then passed on to the Wages Office. In the Wages Office the wages and overtime are calculated.

When monthly or weekly paid staff work overtime they are paid overtime.

Employees are sometimes paid in cash or by cheque, but direct payments into the employee's bank accounts are becoming more and more popular.

As a rule employees get pay advices for the paid period.

The advice states the earnings, all the deductions and the total amount payable. The deductions usually include National Health Insurance contributions.

Раздел 7. Налогообложение

Практическая работа № 46.

Тема 7.1. Виды налогов

direct [dI'rekt] [daI'rekt]	прямой, непосредственный
indirect [ˈIndI'rekt]	1) непрямой; 2) косвенный
confusion [kqn'fjHZ(q)n]	1) замешательство; 2) беспорядок, путаница, неразбериха
income tax ['InkAm txks]	подходный налог
market place [ˈmRkIt pleIs]	1) рынок; базарная площадь (место для проведения торговли); 2) сфера торговли (область экономической деятельности, характеризующаяся куплей-продажей товаров (услуг))
to distribute [tu dIs'trIbju(:)t]	1) распределять, раздавать 2) размещать 3) классифицировать 4) рассылать, распространять
progressive tax [prOu'gresIv txks]	прогрессивный налог
to advocate [tu 'xdvqkeIt]	1) защищать, выступать в защиту; 2) поддерживать; 3) отстаивать
to bear (bore, borne) [tu bFq bL bLn]	1) носить; 2) перевозить; 3) производить; 4) выдерживать, выносить; 5) терпеть, нести
redistribution ['rI'dIstrI'bɪHS(q)n]	перераспределение
inherently [In'hIqr(q)ntIl]	по сути, своему существу, в действительности, в своей основе

intrusive [In'trHsIv]	навязчивый, назойливый
proprietary [prq'praIqt(q)rI]	1) собственнический; 2) составляющий или характеризующий чью-л. собственность; частный proprietary rights — право собственности; 3) патентованный
tax fraud [txks frLd]	налоговое мошенничество (сознательный обман налоговых органов с целью уменьшения налоговых обязательств (напр. подделка документов о стоимости приобретенной или реализованной продукции, ведение двойной бухгалтерии с целью сокрытия части доходов и т. п.); является уголовно преследуемым)
to implement [tu ImplImqnt]	выполнять, осуществлять, приводить в исполнение
discrepancy [dIs'krep(q)nsI]	расхождение, несоответствие, различие
revenue ['revInjH]	доход, выручка (любые поступления от продаж или из других источников (напр., доходы от собственности, процентные доходы от владения акциями и т. п.))
to target [tu 'tRgIt]	ставить или намечать цель
tax-deductible [txks dI'dAktqbl]	исключаемый [вычитаемый] из налогооблагаемой суммы [базы] (о расходах, которые уменьшают налогооблагаемый доход (напр., проценты по ипотечным кредитам, благотворительные взносы и т. п.))
legal entity ['lIg(q)l 'entItI]	юридическое лицо
natural person ['nxtSr(q)l 'pWsn]	физическое лицо (правовое понятие, призванное отличить человека (индивида) как субъекта права от другой категории субъектов права – юридических лиц)
corporation tax ['kLpq'reIS(q)n txks] corporate income tax ['kLp(q)rIt 'InkAm txks]	корпоративный налог, налог на корпорации, налог на прибыль корпорации (налог, уплачиваемый с прибыли корпорации (в отличие от подоходного налога, взимаемого с ее акционеров))
Poll Tax [pOl txks]	подушный избирательный налог,

per capita tax [pW'kxpItq txks] capitation tax ["kxpI'teIS(q)n txks]	подушный налог
per annum [pqr'xnm]	в год, ежегодно
regressive [rI'gresIv]	регрессивный
hence [hens]	1) значит; 2) отсюда; 3) следовательно
to cheat [tu tSjt]	мошенничать, ловчить; надувать
Value Added Tax (VAT) ['vxljH 'xdId txks]	налог на добавленную стоимость (НДС) (косвенный налог, взимаемый со стоимости, добавленной на каждом этапе производства и обмена товаров и услуг, т. е. с разницы между стоимостью данного продукта или услуги и стоимостью ресурсов, использованных при производстве данного товара или оказании данной услуги)
sheet steel [SJt stIl]	листовая сталь
manufacturer ["mxnju'fxktS(q)rq]	1) фабрикант; 2) заводчик; 3) предприниматель; 4) промышленник; 5) изготовитель
purchase price ['pWtSqs prals]	покупная цена, цена на потребительские товары
to remit [tu rI'mIt]	1) пересылать, переводить по почте (деньги); 2) ослаблять; 3) освобождать (от уплаты); 4) прощать; 5) откладывать (на более поздний срок)
wholesale distributor ['hOulseIl dIs'trIbjutq] wholesaler ['hOulseIlq]	оптовик, оптовый торговец
retail distributor ['rItell dIs'trIbjutq]	розничный торговец
markup ['mRkAp]	1) наценка (надбавка розничного продавца к оптовой цене товара); 2) надбавка (разница между затратами на производство продукта и ценой, которую устанавливает фирма)

eventual [I'ventSuql]	1) окончательный, конечный; 2) возможный
to recover [tu rI'kAvq]	1) восстанавливать, поправляться, оживать, оживлять; 2) взыскивать; 3) получать обратно 4) возвращать; 5) инкассировать; 6) получать возмещение (за убытки)
distortion [dIs'tLS(q)n]	искажение; искривление; перекашивание; искаженность; искаженная форма
sales tax [seIlz txks]	налог с продаж (оборота) (косвенный налог, взимаемый в виде процента от розничной стоимости продаваемых товаров)
excise tax [ek'saIz txks]	акцизный сбор (сбор или налог, которым облагаются определенные товары)
uncollectible [Ankq'lektIbl]	безнадежный
off the books [Of Dq buks]	1) вне бухгалтерских книг, вне учетных регистров, вне бухгалтерского учета (о данных, не отражаемых в бухгалтерском учете (отчетности)) off the books payments — платежи, не отражаемые в бухгалтерской отчетности; 2) скрываемый (о доходах, не декларируемых при уплате подоходного налога)
production level [prq'dAkS(q)n 'levl]	уровень производства
enforcement [In'fLsmqnt]	принуждение, взыскание, давление
to forge [tu fLdZ]	подделывать документ, изготавливать подложный документ
invoice ['InvOIs]	счет, фактура, счет-фактура, коммерческий [товарный] счет (счет на поставленный товар с указанием краткой спецификации, цены и других подробностей контракта)
the like [Dq laIk]	подобные, похожие, сходные
tax evader (evador (UK)) [txks i'veIdq]	лицо, уклоняющееся от уплаты налогов

Taxes are sometimes referred to as **direct** or **indirect**. The meaning of these terms can vary in different contexts, which can sometimes lead to **confusion**. In economics, direct taxes refer to those taxes that are collected from the people or organizations on whom they are imposed. For example, **income taxes** are collected from the person who earns the income. By contrast, indirect taxes are collected from someone other than the person responsible for paying the taxes.

From whom a tax is collected is a matter of law. However, who pays the tax is determined by the **market place** and is found by comparing the price of the good (including tax) after the tax is imposed to the price of the good before the tax was imposed. For example, suppose the price of gas in the U.S., without taxes, were \$2.00 per gallon. Suppose the U.S. government imposes a tax of \$0.50 per gallon on the gas. Forces of demand and supply will determine how that \$0.50 tax burden is **distributed** among the buyers and sellers. For example, it is possible that the price of gas, after the tax, might be \$2.40. In such a case, buyers would be paying \$0.40 of the tax while the sellers would be paying \$0.10 of the tax.

INCOME TAX

Income tax is commonly a **progressive tax** because the tax rate increases with increasing income. For this reason, it is generally **advocated** by those who think that taxation should be **borne** more by the rich than by the poor, even to the point of serving as a form of social **redistribution**. Some critics characterize this tax as a form of punishment for economic productivity. Other critics charge that income taxation is **inherently** socially **intrusive** because enforcement requires the government to collect large amounts of information about business and personal affairs, much of which is considered **proprietary** and confidential.

Income **tax fraud** is a problem in most, if not all, countries **implementing** an income tax. Either one fails to declare income, or declares nonexistent expenses. Failure to declare income is especially easy for non-salaried work, especially those paid in cash. Tax enforcement authorities fight tax fraud using various methods, nowadays with the help of computer databases. They may, for instance, look for **discrepancies** between declared **revenue** and expenses along time. Tax enforcement authorities then **target** individuals for a tax audit – a more or less detailed review of the income and **tax-deductible** expenses of the individual.

Income tax may be collected from **legal entities** (e.g., companies) as well as **natural persons** (individuals), although, in some cases, the income tax on legal entities is levied on a slightly different basis than the income tax on individuals and may be called, in the case of income tax on companies, a **corporation tax** or a **corporate income tax**.

POLL TAX

A poll tax, also called a **per capita tax**, or **capitation tax**, is a tax that levies a set amount per individual. The earliest tax mentioned in the Bible of a half- shekel **per annum** from each adult Jew was a form of poll tax. Poll taxes are **regressive**, since they take the same amount of money (and **hence**, a higher proportion of income) for poorer individuals as for richer individuals. Poll taxes are difficult **to cheat**.

VALUE ADDED TAX

A value added tax (sometimes called a goods and services tax, as in Australia and Canada) applies the equivalent of a sales tax to every operation that creates value. To give an example, **sheet steel** is imported by a machine **manufacturer**. That manufacturer will pay the VAT on the **purchase price**, that amount to the government. The manufacturer will then transform the steel into a machine, selling the machine for a higher price to a **wholesale distributor**. The manufacturer will collect the VAT on the higher price, but will remit to the government only the excess related to the "value added" (the price over the cost of the sheet steel). The wholesale distributor will then continue the process, charging the **retail distributor** the VAT on the entire price to the retailer, but remitting only the amount related to the distribution **markup** to the government. The last VAT amount is paid by the **eventual** retail customer who cannot **recover** any of the previously paid VAT. Economic theorists have argued that this minimizes the market **distortion** resulting from the tax, compared to a **sales tax**.

VAT was historically used when a sales tax or **excise tax** was **uncollectible**. For example, a 30% sales tax is so often cheated that most of the retail economy will go **off the books**. By collecting the tax at each **production level**, and requiring the previous production level to collect the next level tax in order to recover the VAT previously paid by that production level, the theory is that the entire economy helps in the **enforcement**. In reality, **forged invoices** and **the like** demonstrate that **tax evaders** will always attempt to cheat the system.

READ AND ANSWER THE FOLLOWING QUESTIONS

1. What are the two main kinds of taxes?
2. What determines who pays the tax?
3. What is the income tax?
4. What is the poll tax?
5. What is the VAT?

Практическая работа № 47.

Тема 7.2. Прямые и косвенные налоги

Taxation

To tax (from the Latin *taxo*; "I estimate") is to impose a financial charge or other levy upon a taxpayer by a state or the functional equivalent of a state such that failure to pay is punishable by law. Taxes are also imposed by many subnational entities. Taxes consist of direct tax or indirect tax, and may be paid in money or as its labour equivalent. A tax may be defined as a "pecuniary burden laid upon individuals or property owners to support the government, a payment exacted by legislative authority." The legal definition and the economic definition of taxes differ in that economists do not consider many transfers to governments to be taxes. For example, some transfers to the public sector are comparable to prices. Examples include tuition at public universities and fees for utilities provided by local governments. Governments also obtain resources by creating money (e.g., printing bills and minting coins), through voluntary gifts (e.g., contributions to public universities and museums), by imposing penalties (e.g., traffic fines), by borrowing, and by confiscating wealth. From the view of economists, a tax is a non-penal, yet compulsory transfer of resources from the private to the public sector levied on a basis of predetermined criteria and without reference to specific benefit received. In modern taxation systems, taxes are levied in money; The method of taxation and the government expenditure of taxes raised is often highly debated in politics and economics. Tax collection is performed by a government agency such as Canada Revenue Agency, the Internal Revenue Service (IRS) in the United States, or Her Majesty's Revenue and Customs (HMRC) in the UK. When taxes are not fully paid, civil penalties (such as fines or forfeiture) or criminal penalties (such as incarceration) may be imposed on the non-paying entity or individual. Purposes and effects Money provided by taxation has been used by states and their functional equivalents throughout history to carry out many functions. Some of these include expenditures on war, the enforcement of law and public order, protection of property, economic infrastructure (roads, legal tender, enforcement of contracts, etc.), public works, social engineering, and the operation of government itself. Governments also use taxes to fund welfare and public services. These services can include education systems, health care systems, pensions for the elderly, unemployment benefits, and public transportation. Energy, water and waste management systems are also common public utilities. Colonial and modernizing states have also used cash taxes to draw or force reluctant subsistence producers into cash economies.

Notes: 1. estimate, v –оценивать, подсчитывать 2 charge, n – расходы 3. punishable, adj – наказуемый 4. entity, n – субъект 5. pecuniary, adj – денежный, финансовый 6. burden, n – бремя 7. voluntary, adj – добровольный 8. penalty, n – наказание, взыскание, штраф 9. forfeiture, n – конфискация 10. incarceration, n – тюремное заключение

Практическая работа № 48.

Тема 7.3. Распределение налогов

A. Supply the words and phrases with the Russian equivalents:

1. tax evasion; 2. excise duty; 3. marginal rate of tax; 4. perquisites; 5. tax shelter; 6. tax-deductible; 7. tax heaven; 8. to levy heavy taxes; 9. burden of taxation; 10. financial statement; 11. aggregate demand; 12. purchaser; 13. deferred tax; 14. tax loss; 15. tax equity.

B. Supply the words and phrases with the English equivalents: 1. индивидуальный подоходный налог; 2. лазейки в налоговом законодательстве; 3. отсрочить уплату налогов; 4. отмывание денег; 5. налог на добавленную стоимость; 6. необлагаемый налогом; 7. взимать налоги; 8. налогово-бюджетная политика; 9. налогоплательщик; 10. валовой национальный продукт; 11. налогооблагаемый доход; 12. акционер; 13. правительственные расходы; 14. вычитать, удерживать; 15. способ борьбы с инфляцией.

C. Translate the text below into Russian: In economics spring is the season when millions of people in many countries begin to sort their previous year's income and expense records – the first step in determining their personal income tax. In calculating this tax, you are allowed to take specific types of deductions and exemptions. Some deductions that may be made (within limits) from your income are donations to your alma mater and to various non-profit organizations. The amount of income tax you must pay at a given income level depends on several things. These include whether you are single or married and what the particular tax rates happen to be at the time. The rates are usually revised by the government every few years. Tax is money compulsory levied by the state or local authorities on individuals, property, or businesses. In modern economies taxes are the most important source of government revenues. Taxes can be levied and classified in many ways. In many countries there are three principal types of taxes: taxes on income, taxes on wealth and taxes on activities. Taxes are considered to have three functions: a) fiscal or budgetary, to cover government expenditure, to provide the

public authorities with the revenue required for meeting the cost of defence, social services, municipal services, etc.; 66 b) economic, to give effect to economic policy, to promote stable economic growth; c) social, to increase the economic welfare of the community, to lessen inequalities in the distribution of income and wealth.

Практическая работа № 49.

Тема 7.3. Распределение налогов

TAXATION

Everyone knows that taxation is necessary in a modern state: without it, it would not be possible to pay the soldiers and policemen who protect us: nor the workers in government offices who look after our health, our food, our water, and all things that we cannot do for ourselves, nor also the ministers and members of parliament who govern the country for us. By means of taxation we pay for things' that we need just as much as we need somewhere to live and something to eat.

In most countries, a direct tax on persons, which is called income tax exists. It is arranged in such a way, that the poorest people pay nothing, and the percentage of tax grows greater as the taxpayer's income grows. But countries with direct taxation always have indirect taxation, too. Many things imported into the country have to pay taxes or "duties". Of course, it is the men and women who buy these imported things in the shops who really have pay the duties, in the form of higher prices. In some countries, too, there is a tax on things sold in the shops. If the most necessary things are taxed, a lot of money is collected, but the poor people suffer most. If necessary things like jewels and fur coats are taxed, less money is obtained, but the tax is fairer, as the rich pay it. Probably this last kind of indirect tax, together with a direct tax on incomes which is low for the poor and high for the rich, is the best arrangement.

6. Переведите предложения на русский язык.

1. High unemployment rate in Europe is assumed to result from high unemployment benefits.
2. The private sector is normally considered to use resources more productively than the government.
3. Social security payments and unemployment benefits are known as transfer payments.
4. It is known that taxes raised at the national level, such as income tax or VAT, are usually supplemented by local taxes.
5. More people have been found to choose to stay unemployed in countries with very high tax rates.
6. Chemical and steel workers know their earnings to increase more than those in textile and trade sectors.

7. The UK government is known to take nearly 40 percent of national income in taxes.

8. Macroeconomics is concerned with demand for goods by households or the total spending on machinery and buildings by firms.

7. Выберите подходящее по смыслу слово из предлагаемых в скобках вариантов.

1. Public spending has to be financed (*nearly\mostly*) through taxation and government (*borrowing\share*).

2. Over the last 100 years wages have increased five to fifteen times, (*whereas\still*) working time has been cut by nearly half.

3. Because unemployment often results in personal trauma, (*unemployment benefits\retirement pensions*) are said to be needed for psychological reasons.

4. Natural resources research in the USA in the 1930s was (*nearly\initially*) based on collecting information from various sources.

5. Due to a more (*productive\required*) capital and more know-how, wages in West Germany in the early 1980s were about three times as much as (*those\that*) in the East. (*Whereas\as a result*), many East Germans moved to the West.

6. Productive processes are (*mostly\still*) prohibited because they are dangerous to workers or to the environment.

7. Long-term unemployed workers, who gradually lose their human capital and contact with the active labor force, (*mainly\eventually*) become unable to fill any vacancy.

8. The (*social security funds\reasons*) for which people may leave labor force as follows: retirement, illness, return to school, child care, work in a home garden, etc.

9. (*Initially\eventually*) minimum wages were introduced (*productively\mainly*) to protect young people from exploitation.

Раздел 8. Рынок

Практическая работа № 50.

Тема 8.1. Типы рыночных структур

A market is anywhere that buyers and sellers come together to exchange goods and services. Market research is of great importance for any business. Market research can be defined as a collection, collation and analysis of data relating to the marketing and consumption of goods and services. For example, firms gather information about the likely consumers of a new product and use the data to help in their decision making process. Market research includes the following aspects:

- a demand for a product
- what style, shape color or Form it should take
- the price people can pay for it
- information about themselves - their age, likes, interests and life styles.

Market research can either be carried out by a firm itself or by a market research agency. The research involves collecting primary data. This is information which has to be collected to gain marketing advantages over other firms. Most primary information is gathered by asking consumers questions or by observing their behavior. The most accurate way to do this is to ask or observe all consumers of a particular product. However, this may be either impractical or expensive. That's why there are some other research methods a business can use. Among them are: questionnaires, personal and telephone interviews, postal surveys, observation and many others.

Answer the following questions using the text:

1. What is a market ?
2. What aspects does it include ?
3. What research methods do you know ?

Практическая работа № 51.

Тема 8.2. Конкуренция на рынке

Competition

Economic competition is another essential feature of a free enterprise economy. Competition, as economists see it, is essentially price competition. The model of the market economy envisages a situation where, in the market for each commodity, there are large number of buyers and sellers. In theory at least, competition is the regulatory mechanism of capitalism. On the one hand, it protects the customers – they have the right of choice and they benefit from the fact that competition keeps prices close to costs; on the other hand, it makes producers and suppliers of scarce resources utilize them economically, using most sophisticated technologies.

E Which is true?

- Competition makes prices lower.
- Competition makes prices higher.
- The influence of competition is difficult to predict.

F Markets and Prices

Perhaps the most basic feature of the market economy is the use of the price mechanism for allocating resources to various uses. The price system is an elaborate system of communications in which innumerable free choices are aggregated and balanced against each other. The decisions of producers determine

the supply of a commodity; the decisions of buyers determine the price.

Changes in demand and supply cause changes in market prices and it is these movements in market prices, which bring about the changes in the ways in which society uses its economic resources.

F Who determines the price in the market?

G The role of government

Freedom of enterprise is not total in the market economy. Businesses are subject to laws and government regulations. Economic environment is determined by the economic policies of the government, fiscal and monetary policies being the major factors.

G What does the underlined phrase mean in the text?

- Businesses are regulated by government.
- Government regulates businesses.
- Businesses are independent from laws and government regulations.

Vocabulary

to stand for означать, обозначать

to exercise использовать, осуществлять

to respond (to) реагировать, отзываться

to dispose располагать, размещать

to levy облагать налогами

to yield приводить к чему-л.

to envisage рассматривать

to aggregate собирать в одно целое

Практическая работа № 52.

Тема 8.3. Типы товаров

Read the text and do the exercises.

In economics, goods can be categorized in many different ways. One of the most common distinctions is based on two characteristics: excludability and rivalrousness. That means we categorize goods depending on whether people can be prevented from consuming them (excludability) and whether individuals can consume them without affecting their availability to other individuals (rivalrousness).

Based on those two criteria, we can classify all physical products into four different types of goods: private goods, public goods, common resources, and club goods.

Private Goods

Private Goods are products that are excludable and rival. They have to be purchased before they can be consumed. Thus, anyone who cannot afford private goods is excluded from their consumption. Likewise, the consumption of private goods by an individual prevents other individuals from consuming the same goods. Therefore, private goods are also considered rival goods. Examples of private goods include ice cream, cheese, houses, cars, etc.

Public Goods

Public goods describe products that are non-excludable and non-rival.

That means no one can be prevented from consuming them, and individuals can

use them without reducing their availability to other individuals. Examples of public goods include fresh air, knowledge, national defense, street lighting, etc.

Common Resources

Common resources are defined as products or resources that are nonexcludable but rival. That means virtually anyone can use them. However, if one individual consumes common resources, their availability to other individuals is reduced. The combination of those two characteristics often results in an overuse of common resources (see also the tragedy of the commons). Examples of common resources include freshwater, fish, timber, pasture, etc.

Club Goods

Club goods are products that are excludable but non-rival. Thus, individuals can be prevented from consuming them, but their consumption does not reduce their availability to other individuals (at least until a point of overuse or congestion is reached). Club goods are sometimes also referred to as artificially scarce resources. They are often provided by natural monopolies. Examples of club goods include cable television, cinemas, wireless internet, toll roads, etc.

TASK 1

Complete the summary with the words and phrases from the text.

There are four different types of goods in economics, which can be classified based on 1_____ and 2_____: private goods, public goods, common resources, and 3_____ goods. 4_____ are products that are excludable and rival. Public goods describe products that are non-excludable and non-rival. 5_ are defined as products or resources that are non-excludable but rival. And last but not least, club goods are products that are excludable but 6_____.

TASK 2

Say what group do these types of goods refer to.

- ice cream
- clothing
- congested toll roads
- fire protection
- cable TV
- uncongested toll roads
- fish in the ocean
- the environment

Практическая работа № 53.

Тема 8.4. Распределение товаров

Marketing is a new science. What has been around previously is the art of salesmanship. Salesmanship is the art of manufacturing something and

making another person want it, then manufacturing it for him.

The fundamental principles for a marketer are:

- to understand the customer (through research);
- to create a choice (a difference in price, concept or value that will distinguish your product);
- to communicate that choice (through promotion and advertising).

There are four principal controllable factors that provide the most effective choice for the consumer - the Four P's or the marketing mix: product, price, place and promotion.

Product

Marketing specialists do studies and take surveys to find out what goods and services people need or want to buy. Then goods and services are produced to meet those needs and desires. Products are designed to include qualities such as colors, models, styles, and features – that the business expects to be most appealing to consumers.

Marketing techniques include:

- street Surveys – stopping people in the street;
- phone or postal surveys – people fill in questionnaires and send them back;
- internet surveys – a relatively new technique which functions in a similar way to other surveys except that a large number of people are interviewed at the same time.

Price

Manufacturers and sellers must determine a price for their products or services. The price must be low enough to attract buyers. However, it must be high enough to generate a profit and cover the costs and expenses that the business has in producing, distributing, and selling the product.

Promotion

Promotion means all of those activities that go into telling consumers about the product and trying to persuade consumers to buy it. These include advertising, in-store displays, sales, coupons, and games.

Promotion also includes various kinds of personal selling. When salesclerks

in a store help you select an item, they are promoting the product.

Promotion also includes offering products door to door, on television, or over the telephone.

Place

Place refers to where the product or service is sold. Marketers want to place goods where buyers will find them most conveniently. Place means both the location of offices and stores and the location of goods within a store. Fast-food stands and auto dealerships are located on major highways. Real estate and law offices are usually found in a city or town's business district. Shoe stores, dress shops, and department stores may be located in downtown shopping areas or malls.

Items in supermarkets and drugstores are often carefully situated to maximise sales. Toys and games, for example, are usually located at the eye level of children because marketers know that they are the ones who are most likely to want those products. Groups of products, such as different brands of shampoos or different varieties of salad dressings, are nearly always displayed on the same shelves. This way shoppers can find the brands they want and compare prices.

Практическая работа № 54.

Тема 8.4. Распределение товаров

Read the text about pricing strategies and find out:

- why companies set high prices for their goods;
- why companies set low prices for their goods.

HOW MUCH?

As all Business students know, the fundamentals of marketing are the 4 Ps – product, place, price and promotion. Of these 4, price might seem the easiest to decide – how much does it cost me to produce this product or service and how much do I think customers will be prepared to pay for it?

However, choosing a suitable pricing strategy is every bit as complex as the other parts of the mix and your overall marketing strategy is unlikely to be successful if the price is wrong. Let's take a look at a few of the numerous

pricing strategies that could make or break a business.

Premium pricing

Premium pricing sets a relatively high price to reflect the high quality of the product or service. This is the reason that some hotels are so much more expensive than others – they know that being so expensive will be seen by customers as a mark of quality.

Penetration pricing

New products and services are sold at an artificially low price in order to attract customers and gain market share. When the product is established, the price goes up. In recent years a number of mobile telephone networks have used this approach in the UK.

Economy pricing

Costs are kept to a minimum, with very little spent on manufacture or marketing. This is reflected in a low priced product which will hopefully sell in large volumes. Many supermarkets offer a range of products at economy prices. Typically, these products will have simple packaging and a general ‘no frills’ approach.

Price skimming

Price skimming aims to exploit a commercial advantage by charging a high price while there are few competitors. However, the high price attracts new competitors and the price falls because of the increase in supply and in competition.

Match the phrases 1-5 with explanations a-e.

- 1) gain the market share
 - 2) no thrills
 - 3) relatively
 - 4) artificially
 - 5) approach
- a) not absolutely
 - b) not through a natural process
 - c) a method of dealing with a problem
 - d) increase the number of buyers

e) without decoration or accessories

Which of the following factors are mentioned as factors reducing the price?

1. They use cheaper and smaller airplanes.
2. They choose cheap airports.
3. They make more flights a day.
4. They don't spend money on advertising.
5. Passengers have to pay for the food on their flights.
6. They sell electronic tickets.

Before you read try to guess the meanings of words 1 - 9. Then match the words and the definitions a-h.

- 1) upmarket
 - 2) a mission
 - 3) an initiative
 - 4) a segment
 - 5) an audience
 - 6) a profile
 - 7) to determine
 - 8) to monitor
 - 9) to eliminate
- a) a part or section
 - b) a group of interested people
 - c) an important new plan with a particular aim
 - d) an assignment or task
 - e) to find out / to discover
 - f) to remove / to take out
 - g) to check at regular intervals
 - h) expensive and of superior quality
 - i) a description of the characteristics of someone or something

Раздел 9. Национальная экономика

Практическая работа № 55.

Тема 9.1. Валовой внутренний продукт

GROSS DOMESTIC PRODUCT.

Gross Domestic Productor 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 is calculated different sectors of economy are analysed.

In the United Kingdom the following sectors of economy are usually analysed: manufacturing, services (financial, professional and scientific services, leisure and tourism), energy (oil, natural gas, coal) and agriculture. In the United States the following sectors of economy are usually analysed 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 per cent of Gross Domestic Product. Manufacturing sector accounted for a small percentage of gross domestic product. Energy production sector accounted for about 8 per cent of GDP. Agriculture — only for 4 per cent of GDP. But the agricultural sector satisfies two-thirds of the country's needs. And only small fractions of the total population, about 2 per cent, are engaged in agriculture.

In the U.S.A. the construction and manufacturing sector accounted for 40 per cent of GDP; trade and finance earned 25 per cent of GDP; transport, communication and services sector earned 20 per cent of GDP; agriculture and mining earned 5 per cent of GDP. By the way 10 per cent of the employed population of the United States is engaged in agriculture.

Answer the questions using the text: *Валовой внутренний продукт.*

1. _____ What is Gross Domestic product or GDP ?
2. _____ What sectors of economy are usually analysed ?
3. _____ When GDP is calculated in the United Kingdom ?
4. _____ What can you say about GDP in the U.S.A. ?

Практическая работа № 56.

Тема 9.2. Валовой национальный продукт

Countries buy and sell various goods as well as various services. 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 **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*.

Underline the correct word in the brackets:

1. Goods sold to other countries are (visible, invisible) exports.
2. Services 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 GNP and its total expenditure is called its balance of (payments, trade).
5. If a country sells more goods than it buys it will have a (deficit, surplus).

Практическая работа № 57.

Тема 9.3. Глобализация

Globalization

Globalization is a process of interaction (взаимодействие) and integration among the people, companies, and governments of different nations, a process driven by international trade and investment and aided by information technology. This process has effects on the environment, on culture, on political systems, on economic development and prosperity, and on human physical well-being in societies around the world.

Globalization is not new, though. For thousands of years, people—and, later, corporations—have been buying from and selling to each other in lands at great distances, such as through the famed Silk Road across Central Asia that connected China and Europe during the Middle Ages. Likewise, for centuries, people and corporations have invested in enterprises in other countries. In fact, many of the features of the current wave of globalization are similar to those prevailing before the outbreak of the First World War in 1914.

But policy and technological developments of the past few decades (десятилетия) have increased cross-border trade, investment, and migration so large that many observers believe the world has entered a qualitatively new phase in its economic development.

In the years since the Second World War many governments have adopted free-market economic systems, vastly increasing their own productive potential and creating new opportunities for international trade and investment. Governments also have negotiated dramatic reductions in barriers to commerce and have established international agreements to promote trade in goods, services, and investment. Taking advantage of new opportunities in foreign markets, corporations have built foreign factories and established production and marketing arrangements with foreign partners. A defining feature of globalization, therefore, is an international industrial and financial business structure.

Technology has been the other principal driver of globalization. Advances in information technology, in particular, have dramatically transformed economic life. Globalization is deeply controversial (спорный, противоречивый, дискуссионный), however. Proponents (защитники, сторонники) of globalization argue that it allows poor countries and their citizens to develop economically and raise their standards of living, while opponents of globalization claim that the creation of an unfettered international free market has benefited multinational corporations in the Western world at the expense of local enterprises, local cultures, and common people. Resistance to globalization has therefore taken

shape both at a popular and at a governmental level as people and governments try to manage the flow of capital, labor, goods, and ideas that constitute the current wave of globalization.

To find the right balance between benefits and costs (доходы и издержки) associated with globalization, citizens of all nations need to understand how globalization works and the policy choices facing them and their societies.

Практическая работа № 58.

Тема 9.3. Глобализация

Challenges of globalization

1. Словарный минимум .

1) **Gross Domestic Product (GDP)** – валовой внутренний продукт (ВВП – денежная стоимость всех товаров и услуг, произведенных за определенный период)

2) **gross** – валовой, совокупный

3) **domestic** – отечественный, внутренний

4) **final goods** – готовые товары

5) **property** – собственность

6) **Gross National Product (GNP)** – валовой национальный продукт (ВНП – ВВП плюс проценты, прибыли и дивиденды, полученные из-за рубежа)

7) **average** – средний

8) **distribution** – распределение

9) **depreciation** – износ, амортизация, снижение стоимости, обесценивание

10) **aggregate demand** – совокупный спрос

11) **fiscal policy** – налоговая, бюджетная политика

2. Переведите предложения на русский язык, обращая внимание на функцию инфинитива.

1. When each unit of capital input costs \$ 300 per week, the cheapest way to produce 100 units of output is to use labor-intensive technology.

2. The value of total output to be produced in the public sector and the private sector will make up the gross national product.

3. We know the quantity of capital inputs to affect the total output.

4. Competing suppliers may maintain their prices at a low level to attract customers from a higher-price firm.

5. Imports may be raw materials for domestic production or the goods to be consumed directly by households, such as a Japanese television set or a bottle of French wine.

6. There may be a number of ways to solve the problem of scarce information resources.

7. In the 1980s, there continued a rise in the GDP per person in all groups of countries.

8. Stabilization policy is government actions to control the level of output in order to keep the GDP close to its full-employment level.

9. Governments regulate the level of aggregate demand in order to maintain full employment and stimulate economic growth.

10. As taxes affect levels of prices for various groups of goods, they influence the way to allocate resources in the economy.

11. To calculate depreciation is necessary in order to know the value of the assets of an enterprise.

3. Выберите подходящее по смыслу слово из предлагаемых в скобках вариантов.

1. The control of the Parliament over the Central Bank's policies is currently very weak in Russia, which is in line with the (**permanent/temporary**) tradition in most countries.

2. (**Easy/tight**) monetary policy can lead to a large decrease in output and jobs.

3. The way of adapting the European Union's statistical system to demands of the 21st century is of great importance both inside and (**outside/in addition**) the European Union.

4. (**Hence/In addition to**) being a means of exchange, money is also used to measure the value of men's labour.

5. When adopting a certain (**fiscal/monetary**) policy, the central Bank has to choose between reducing unemployment, on the one hand, and reducing inflation, on the other. The decision often depends on political rather than economic conditions.

6. The Federal Reserve System of the USA influences interest rates set by the banks operating both within and (**except/outside**) the System.

7. To reduce the (**budget deficit/monetary policy**) by \$ 1 billion it is necessary to cut government spending by \$ 1 billion.

8. Affecting all banks at the same time, reserve requirement changes are believed to be a very powerful tool of (**pursuing/ altering**) the whole of monetary policy.

4. Заполните пропуски в предложениях следующими словами и словосочетаниями в соответствующей форме.

Interest rate, within, to alter, tight, outside (2), money supply, ratio (2), thus, in addition, because of, responsibility (2).

1. ... regulation of the Central Bank is considered to prevent sudden increases in

2. Changes in the on government securities often affect industrial share prices.

3. A gold card is a credit card that gives its holder access to various benefits Those offered to standard card holders.
4. Being the only manager and worker at the same time, the owner of a one-person firm takes all the ... for performance of his business.
5. Most food can be produced ... the household ..., some part of the required food can be exchanged for other food and services ... the household ... money ..., these transactions remain statistics.
6. The Central Bank has ... for the government's monetary policy.

5. Переведите предложения на русский язык.

1. In 1980, Professor Milton Friedman criticized the attempt of the Bank of England to control money supply indirectly through income, interest rates and money demand.
2. Investment is to rise during a depression even if interest rate falls. Keynes argued that there was no assurance that savings would accumulate during a depression and thus depress interest rate, since savings depended on income and incomes were low because of high employment characteristic of a depression.
3. Keynesians believed that changes in money supply affected aggregate demand through their effects on interest rate. High interest rates reduce investment, which eventually reduces nation wealth. Low interest rates increase investment thus increasing national wealth. Because of the importance of these ratios, Keynesians considered a monetary policy tight or easy depending on current interest rates.
4. High interest rates were interpreted as indicators of an easy monetary policy, whereas low interest rates were said to be indicators of an east monetary policy.
5. The Russian Parliament would like to impose a tight control of the monetary policy currently adopted and implemented by the Central Bank of Russia.
6. The research has shown that is normally takes the Federal Reserve System about 14 months to detect a slowdown in economic activity, to alter its monetary policy and thus to affect a real GDP.

6. Замените выделенные курсивом русские слова в скобках их английскими эквивалентами.

1. The government increased the (денежную массу в обращении) to maintain aggregate demand at full employment level.
2. The Bank of England (отвечает за) issuing new bonds to replace the old ones.
3. Money consists mainly of two things: currency (с одной стороны) and checking accounts).
4. Having raised the (соотношение процента резерва), the Central Bank made commercial banks reduce their lending to build up reserves.
5. The European Parliament officer demanded (более жесткие) rules of distributing contracts in the future.

6. (Мягкая кредитно-денежная политика) is believed to result in more rapid inflation, while (жесткая кредитно-денежная политика) helps (изменить) an economy into the one having slower inflation.

7. High (процентные ставки) in an economy may be expected to lower aggregate investment.

7. Образуйте синонимические и антонимические пары.

Long-term, to change, to borrow, to lend out, in addition, mostly, within, hence, thus, in this way, to result in, outside, the latter, easy, permanent, to implement, constant, besides, tight, to alter, temporary, mainly, to result from, therefore, the former, to pursue, to give rise to.

ИНФОРМАЦИОННОЕ ОБЕСПЕЧЕНИЕ РЕАЛИЗАЦИИ ПРОГРАММЫ

Основные печатные издания

1. Английский язык: учебное пособие для СПО / М. А. Волкова, Е. Ю. Клепо, Т. А. Кузьмина [и др.]. — Саратов: Профобразование, 2019. — 113 с. — ISBN 978-5-4488-0356-7.
2. Кузнецова, Т. С. Английский язык. Устная речь. Практикум: учебное пособие для СПО / Т. С. Кузнецова. — 2-е изд. — Саратов, Екатеринбург: Профобразование, Уральский федеральный университет, 2019. — 267 с. — ISBN 978-5-4488-0457-1, 978-5-7996-2846-8.
3. Чилиевич, Н. М. Английский язык. Профессиональная лексика экономиста. The English Language. Professional Economist Vocabulary : учебное пособие / Н. М. Чилиевич. — Минск: Республиканский институт профессионального образования (РИПО), 2017. — 120 с. — ISBN 978-985-503-714-0.

Основные электронные издания

1. Евсюкова, Т.В. Английский язык: для экономических специальностей: [16+]/Т.В. Евсюкова, С.И. Локтева. — 4-е изд., стер. — Москва : Флинта, 2017. — 357 с. — Режим доступа: по подписке. — URL: <http://biblioclub.ru/index.php?page=book&id=93663>
2. Иностранный язык профессионального общения (английский язык): учебное пособие / И.Б. Кошеварова, Е.Н. Мирошниченко, Е.А. Молодых и др.; Министерство образования и науки РФ, Воронежский государственный университет инженерных технологий. - Воронеж: Воронежский государственный университет инженерных технологий, 2018. - 141 с. - Библиогр. в кн. - ISBN 978-5- 00032-323-6 ; То же [Электронный ресурс]. - URL: <http://biblioclub.ru/index.php?page=book&id=488007>.
3. Беляева, И.В. Иностранный язык в сфере профессиональной коммуникации: комплексные учебные задания: учебное пособие / И.В. Беляева, Е.Ю. Нестеренко, Т.И. Сорогина; науч. ред. Е.Г. Соболева. - 3-е изд., стер. - Москва: ФЛИНТА: УрФУ, 2017. - 133 с.: ил. - Библиогр.: с. 126. - ISBN 978-5-9765-2616-7; То же [Электронный ресурс]. - URL: <http://biblioclub.ru/index.php?page=book&id=482141>

Дополнительные источники

1. Wikipedia, Google, Яндекс - информационный портал
2. www.english.language.ru — сайт для изучающих английский язык
3. www.macmillan.ru - каталог учебных пособий, словарей и мультимедийной продукции для изучающих английский язык
4. www.enhome.ru - изучение английского языка самостоятельно
5. www.study.ru - портал изучения иностранных языков