

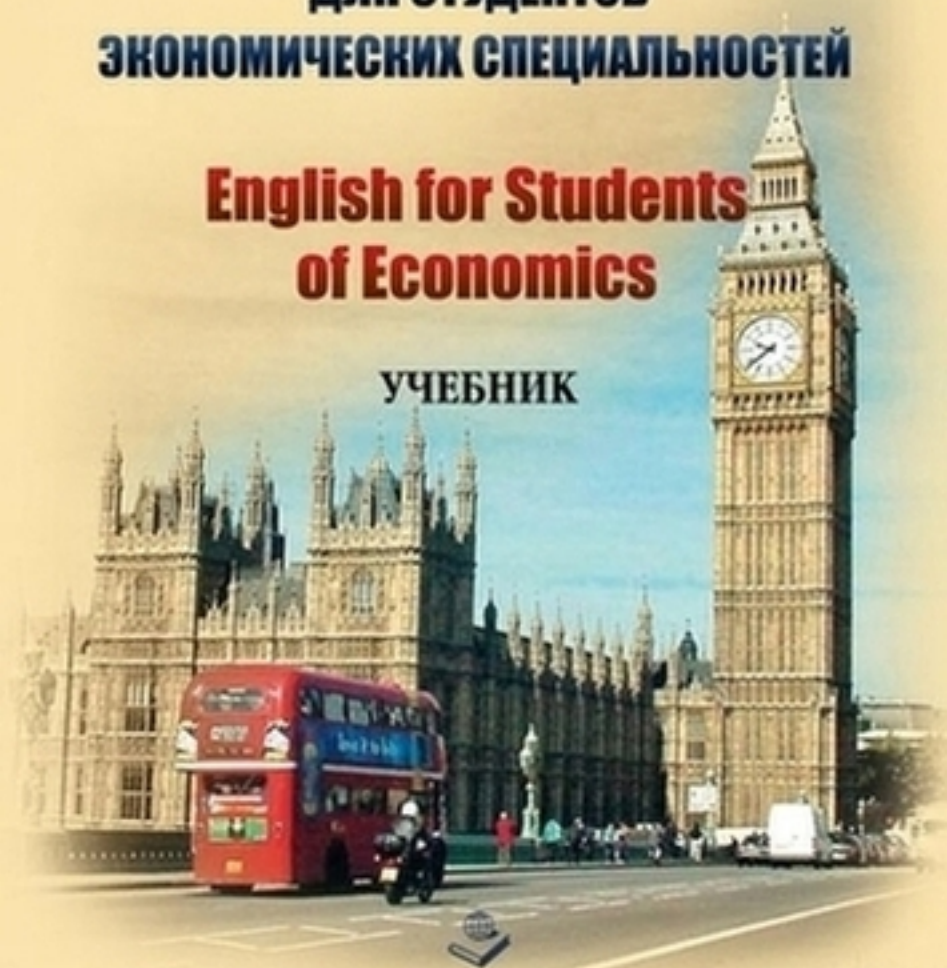
СЕРИЯ «ВЫСШАЯ ШКОЛА»

И.К. Кардович, О.Б. Дубова
Е.В. Коробова, Н.Б. Шрамкова

АНГЛИЙСКИЙ ЯЗЫК
ДЛЯ СТУДЕНТОВ
ЭКОНОМИЧЕСКИХ СПЕЦИАЛЬНОСТЕЙ

English for Students
of Economics

УЧЕБНИК



*И.К. Кардович, О.Б. Дубова,
Е.В. Коробова, Н.Б. Шрамкова*

АНГЛИЙСКИЙ ЯЗЫК

**ДЛЯ СТУДЕНТОВ ЭКОНОМИЧЕСКИХ
СПЕЦИАЛЬНОСТЕЙ**

English for Students of Economics

УЧЕБНИК

Рекомендовано Учебно-методическим советом ФМЭИТ РГТЭУ
в качестве учебника для студентов высших учебных заведений,
обучающихся по экономическим специальностям.

**Москва
2012**

АНГЛИЙСКИЙ ЯЗЫК ДЛЯ СТУДЕНТОВ ЭКОНОМИЧЕСКИХ СПЕЦИАЛЬНОСТЕЙ. English for Students of Economics. Учебник. – М.: Книжный Мир, – 2012. – 272 стр.

Авторы:

- Кардович Ирина Кимовна, зав.каф.англ.яз. РГТЭУ, к.филол.н., профессор
- Дубова Ольга Борисовна, доцент
- Коробова Екатерина Владимировна, к.пед.н., профессор
- Шрамкова Наталья Борисовна, к.ф.н., доцент

ISBN 978-5-8041-0573-1

Данный учебник предназначен для общеобразовательной и профессионально-ориентированной подготовки по английскому языку студентов экономических специальностей и соответствует государственному стандарту высшего профессионального образования. Учебник соответствует требованиям к уровню подготовки студентов вузов по английскому языку для профессиональной и научной деятельности. Также его можно использовать слушателям факультетов довузовской подготовки, а также широкому кругу лиц, изучающих английский язык.

Структура учебника состоит из лексико-грамматического раздела, грамматических приложений, подборки текстов для дополнительной аудиторной и самостоятельной работы; дополнительных заданий коммуникативной направленности; сводного словаря по всем разделам пособия; таблицы неправильных глаголов.

Для студентов высших и средних специальных учебных заведений экономического профиля, а также для широкого круга лиц, изучающих деловой английский язык.

ЗАО «Книжный мир».

127427, г. Москва, ул. Ак. Королева, д.28, к.1

Тел.: (495) 619-01-63; 618-01-42

ISBN 978-5-8041-0573-1

© Кардович И.К.	2012
© Дубова О.Б.	2012
© Коробова Е.В.	2012
© Шрамкова Н.Б.	2012
© Книжный Мир	2012

СОДЕРЖАНИЕ

Предисловие	6
UNIT 1	8
<i>Grammar:</i> Present Simple; Much/Many/A lot of; Little/Few/Some/Any/No; There is (are) / It is	
<i>Reading:</i> Jobs	
UNIT 2	16
<i>Grammar:</i> Present Simple vs Present Continuous; It takes; Possessive Case	
<i>Reading:</i> A working day of a Sales Manager	
UNIT 3	24
<i>Grammar:</i> Past Simple, Past Continuous	
<i>Reading:</i> The History of the Ford Motor Company	
Consolidation Units 1-3	32
UNIT 4	34
<i>Grammar:</i> Present Perfect, Past Simple	
<i>Reading:</i> Travelling on Business.	
UNIT 5	43
<i>Grammar:</i> Present Perfect Continuous	
<i>Reading:</i> E-commerce	
UNIT 6	52
<i>Grammar:</i> Modal Verbs	
<i>Reading:</i> The Work of a Sales Manager	
Consolidation Units 4-6	61
UNIT 7	63
<i>Grammar:</i> Comparisons, Past Perfect	
<i>Reading:</i> Hospitality Industry	
UNIT 8	71
<i>Grammar:</i> Future Forms	
<i>Reading:</i> Starting your own business	

Consolidation Units 7-8	78
UNIT 9	80
<i>Grammar:</i> Reported Speech, Past Perfect	
<i>Reading:</i> Participating in International Exhibitions	
UNIT 10	88
<i>Grammar:</i> Passive Voice	
<i>Reading:</i> Advertising	
Consolidation Units 9-10	95
UNIT 11	97
<i>Grammar:</i> Passive Voice, Infinitive	
<i>Reading:</i> Business Ethics	
UNIT 12	106
<i>Grammar:</i> Gerund, Participles	
<i>Reading:</i> Negotiations	
Consolidation Units 11-12	114
UNIT 13	116
<i>Grammar:</i> Complex Object, Complex Subject, So/Such	
<i>Reading:</i> Interpersonal Conflict and Effective Communication	
UNIT 14	124
<i>Grammar:</i> Conditionals	
<i>Reading:</i> Legal Aspects of Business	
Consolidation Units 13-14	131
Resource File	133
Text Bank	140
Vocabulary	148
Grammar Reference	156
1. Verb <i>to be</i>	156
2. Present Continuous	156
3. Present Simple	158
4. Present Simple vs Present Continuous	160

5. Past Simple	162
6. Past Continuous	164
7. Past Simple vs Past Continuous	166
8. Present Perfect Simple	167
9. Present Perfect Simple vs Past Simple	171
10. Present Perfect Continuous	174
11. Present Perfect Continuous vs Present Perfect Simple	175
12. Past Perfect	177
13. Future Forms	179
14. Revision of Tenses	185
15. Modal Verbs (Basic Rules)	186
16. Questions in Different Tenses. Revision	193
17. Reported Speech	200
18. There (is) and It (is)	205
19. Used to + V	207
20. Conditionals	208
21. Passive Voice	213
22. Complex Subject	218
23. Gerund	220
24. Verbs + Infinitive	222
25. Participles	225
26. Complex Object	227
27. Articles	228
28. Pronouns	235
29. Some, Any, No	237
30. Compound Pronouns	239
31. Much, Many, Little, Few, a Lot (of)	241
32. Adjectives and Adverbs	244
33. Comparisons	245
34. Other and Another	250
35. Noun + Noun	252
36. So and Such	254
37. Enough and Too	256
38. Relative Clauses	257
39. Prepositions	263
40. Irregular Verbs	267
41. Word-Formation	270
42. Abbreviation List	271

Предисловие

Данное пособие предназначено для студентов 1 и 2 курсов экономических специальностей. Оно может быть использовано слушателями факультетов довузовской подготовки, а также широким кругом лиц, изучающих английский язык.

Структура пособия:

- 14 разделов, в каждом из которых прорабатываются определенные лексико-грамматические темы;
- грамматическое приложение с развернутой системой упражнений, позволяющей поэтапно, в последовательности «от простого к сложному», ознакомиться с грамматическим материалом, провести его первичное закрепление, тренировку и применение;
- подборка текстов для дополнительной аудиторной и самостоятельной работы студентов;
- дополнительные задания коммуникативной направленности для отработки навыков говорения на грамматическом материале разделов;
- сводный словарь по всем разделам пособия;
- таблица неправильных глаголов.

Данное пособие соответствует требованиям к уровню подготовки студентов по английскому языку для профессиональной деятельности.

Основные дидактические принципы данного пособия – систематичность и логичность изложения материала, наглядность представления грамматического материала в табличной форме, доступность материала – для облегчения адаптационного периода студентов 1 года обучения грамматический материал отрабатывается на лексическом материале школьной программы; преемственность изложения лексико-грамматического материала.

Особенности данного пособия:

- все материалы текстов и упражнений являются авторскими;
- структура пособия отражает современный подход к созданию учебных материалов для изучения иностранного языка (английского) русскоязычными адресатами – имеется достаточное количество материала для отработки граммати-

ческих трудностей, обширная подборка дополнительных авторских текстов и коммуникативных заданий;

- 14 разделов пособия охватывают широкий спектр профессиональных тем по специальности «Торговое дело», в то же время тексты и упражнения не перегружены профессиональной терминологией;

- пособие снабжено достаточным количеством упражнений и заданий, направленных на усвоение, закрепление и активизацию языкового материала;

- в грамматическом приложении помимо упражнений, нацеленных на отработку грамматических форм на английском языке, имеются упражнения на перевод с русского языка на английский.

UNIT 1

Grammar: Present Simple; Much/Many/A lot of; Little/Few/Some/Any/No; There is(are) / It is

Reading: Jobs

It is **impossible** to give all the names of the **jobs** in the world. The list of them often changes. Some **typical** job titles are: a manager, a secretary, an executive, a research worker. People who do these jobs work in different businesses and for different companies. Some jobs don't **require** any special training, e.g. the job of a cleaner; other jobs require a lot of training and a few qualifications, e.g. the job of a lawyer, an accountant or a designer.

People **look for** jobs which give them much money, career **opportunities**, job **satisfaction**. Some companies **offer fringe benefits** – swimming-pools, fitness centers, doctors, dentists. Many **employers** want to show that they help **employees** to balance their lives. A lot of people change their jobs if the **pay** is low, or they **commute** a long way to work, and for some other **reasons**.

When a company **decides to employ** new people it often **advertises** jobs in a newspaper. A few people **apply for** this job. They send **a letter of application** and **a CV** with details of their education and **experience**. The company then invites candidates for an interview. A good company usually **recruits responsible** and experienced **staff**.

There are different ways to work. A lot of people work nine-to-five, some have **flexible** working hours, a few work in **shifts**. Many employers and employees find flexible employment very progressive. This is especially good for women with children. **Part-time work appeals** to students because they are very busy at universities.

Some people make the decision to leave their jobs and **start their own businesses**. A few of them start their business at home and then move it out, for example Disney, Amazon.com, Microsoft, Apple. You have the ability to run your business if you are decisive, organized, ready to take risk. But if you have little self-discipline, you do not plan ahead and you are not creative, you are not ready to start your own business.

In any case, you are successful in a job of an employee or in your own business if you **enjoy** your work.

Exercises

Ex.1. Answer the following questions using the text.

1. What are the typical job titles now?

2. What does the job of a lawyer require?
3. What kinds of jobs do people look for?
4. What do some companies do to keep their employees?
5. Why do people change their jobs?
6. Where does a company advertise its vacancies?
7. What do people who apply for a job send to a company?
8. What are different ways to work?
9. Why does part-time work appeal to students?
10. What abilities help people to run their business?

Ex.2. Read the following statements and say if they are true or false according to the text.

1. The job of a cleaner requires a lot of training.
2. People look for jobs that offer a good pay.
3. Fringe benefits appeal to a lot of employees.
4. You don't send a CV when you apply for a job.
5. A CV is a short biography and qualifications.
6. Flexible employment is attractive to everybody.
7. Students don't like to work part-time.
8. If you are decisive and creative you have the chance to start your own business.
9. Women with children like to work full-time.
10. People don't start their businesses at home.

Ex.3. Translate the following sentences from English into Russian.

1. My job is to sell different goods.
2. Why do companies decide to recruit new employees?
3. Your results of the test are satisfactory.
4. A lot of companies offer fringe benefits to their employees.
5. Now he needs full-time employment.
6. Is it difficult for you to commute to work?
7. This company always advertises vacancies in newspapers.
8. He doesn't have any necessary experience.
9. My work schedule is very flexible.
10. A CV is very important when you apply for a job.
11. He often makes wrong decisions.
12. This job appeals to me greatly.
13. It is an impossible situation.
14. He enjoys the opportunity to work part-time.
15. Her pay is very high.

Ex.4. Translate the following word-combinations from Russian into English.

Отвечать требованиям; предлагать дополнительные льготы; работать неполный рабочий день; открыть свое дело; искать работу; полная занятость; набирать персонал; принять решение; большая оплата; найти причину чего-либо; объявлять о вакансии; неудовлетворительная работа; подать заявление о приеме на

работу; гибкая политика; отвечать за отдел кадров; получать удовольствие от работы; решительный характер.

Ex.5. Complete the following sentences using the necessary prepositions.

1. Don't look ... him. He is away on business. 2. My friend isn't ... work now, he is ... home. 3. I am not satisfied ... your offer. 4. Such policy is typical ...him. 5. This job appeals ... me. 6. What is your place ... work? 7. He has a reason ... not working ... shifts. 8. How many employees are ... the staff ... the company? 9. She is responsible ... the personnel. 10. This product doesn't meet the requirements ... our customers. 11. When people apply ... a job they send a letter ... application and a CV. 12. She always pays ... herself.

Ex.6. Insert the missing words. Use your active vocabulary.

1. To start... is rather risky. 2. Some jobs don't ... any education. 3. Students prefer to work ... 4. What ... job titles do you know? 5. He often loses his keys and ... them everywhere. 6. What kind of job do they ... him? 7. This designer is the leader of the group. He ... ten people. 8. People change jobs if their ... is low. 9. It takes her an hour and a half ... to work. 10. This company needs experienced 11. Working in ... doesn't ... to me. 12. What are your duties? What are you ... for? 13. When people ... a job they send ... and ... to a company. 14. The company often recruits new 15. A lot of people think that ... employment is very convenient.

Ex.7. Paraphrase the following words and expressions using your active vocabulary.

1. to present
2. a chance
3. to call public attention to smth.
4. to search for
5. to attract
6. personnel
7. to solve
8. unable to happen
9. adaptable to change
10. to give money to smb.

Ex.8. Open the brackets using Present Simple.

1. There ... some fringe benefits that make this company attractive to me (be).
2. We ... you to work in shifts (offer).
3. Our boss always ... professional staff (recruit).

4. When Tom ... to apply for another job he always says he ... his current boss (decide, not like).
5. This company ... sports cars (advertise).
6. It ... impossible to start your own business when a person ... money (be, not have).
7. ... this job ... to you (appeal)?
8. What ... the typical job titles in a company (be)?
9. ... he ... to his office in London or ... he ... in the city (commute, live)?
10. A doctor's job ... a lot of training (require).
11. What career opportunities ... this job ... (offer)?
12. I ...any satisfaction from my present job (not get).
13. Why ... the pay so low for such hard work (be)?
14. What ... you ... of his letter of application and CV (think)?
15. How many employees ... there in your firm (be)?

Ex.9. Choose the right item.

1. I don't have... time because I have a full-time job.
a) many b) much c) few d) some
2. Sam usually has ... reasons to be late for work.
a) a lot of b) little c) much d) any
3. This job doesn't require ... special training, it's easy.
a) a few b) many c) no d) any
4. Can we look at ... advertisements of job vacancies in your newspaper?
a) no b) some c) any d) few
5. This pay is too ... for such a responsible job.
a) little b) a little c) much d) many
6. ... people start their own business if they have no money.
a) many b) few c) much d) a lot of
7. This company is successful because there are ... responsible and experienced employees in it.
a) no b) few c) a lot of d) a little
8. We can't give her this job as she has... experience at all.
a) little b) much c) any d) no
9. I know... about how to write a CV, can you help me?
a) little b) few c) a few d) much
10. Do you have ... special training in marketing?
a) many b) few c) any d) no
11. ... people like to work part-time, others enjoy working in shifts.
a) some b) little c) no d) any
12. They want to ask you ... questions about your work experience and qualifications.
a) much b) few c) a little d) some

Ex.10. Translate the following sentences into English.

1. Если компания **предлагает дополнительные льготы**, это значит, что она заботится о своих **сотрудниках**. 2. Работа секретаря не **отвечает моим требованиям**. 3. Трудно **принять решение открыть свое дело**. 4. Кто **отвечает за подбор кадров**? 5. В газете есть **объявление** о вакансии бухгалтера. 6. Почему **работодатели** приглашают **кандидатов** на собеседование? 7. **Заявление о приеме на работу** включает данные об образовании и **опыте работы**. 8. Сколько человек находится в **штате компании**? 9. Я – студент, поэтому мне **нравится работать на полставки**. 10. **Гибкая политика типична** для этой компании. 11. Эта компания часто делает нам интересные **предложения**. 12. **Оплата** за эту работу очень высокая. 13. Я знаю по **опыту**, что очень трудно **набирать на работу** новых людей. 14. Люди переходят с одной работы на другую **по разным причинам**. 15. Нам нужны **ответственные** и творческие **сотрудники**.

Ex.11. Read the following dialogue between two former school friends:

Tom – Hi, Dan! Good to see you again! How is life?

Dan – Great! I've got a new job.

Tom – Really? Congratulations! What do you do?

Dan – I work for a large multinational company. It produces water filters.

Tom – What are your responsibilities?

Dan – I have a lot of work to do every day. I am responsible for office work. Sometimes I don't have any free time to have lunch.

Tom – Oh, how terrible! But then your pay is good.

Dan – Well, now my pay is not very high, but when I have some experience I hope to get a promotion and a lot of money.

Tom – Does your job appeal to you? Are there any fringe benefits in your company?

Dan – Sure! My colleagues are friendly and this job gives me a lot of career opportunities. As for the fringe benefits – yes, I sometimes use a swimming-pool and a gym and I don't pay for them.

Tom – That's great! By the way, does your job require any special training?

Dan – I have good computer skills, I know English well and I am organized. Also, it is important for me to plan meetings and talk to clients on the phone.

Tom – I see. I remember you at school and I'm sure you are very good at communicating with all kinds of people. I think you are decisive too. Don't you think it's time to start your own business?

Dan – Not now, I have no capital to put in the business, no friends in business. But I have some creative ideas.

Tom – That's a good start!

Notes:

1. multinational company – транснациональная компания
2. promotion – продвижение по службе

Answer the questions based on the dialogue.

1. Where does Dan work?
2. Does he like his new job? Why?
3. What are his responsibilities?
4. Why does Dan sometimes have no time for lunch?
5. What skills are necessary for his job?
6. What does he want to do in the future, in your opinion?
7. What fringe benefits does Dan have?
8. What is Dan good at?
9. Why is it important to know English if you work for a large multinational company?

Ex. 12 Work with your partner.**Make a dialogue on the following assignment:**

A: You are a middle manager at Ashan mega-store. Tell your friend about your work (responsibilities, working hours, salary, benefits, staff, etc.) Ask him/her about his/her job.

B: You are a business person. You have your own small company. It produces greeting cards. Say what you like about your business. Speak about job satisfaction, pay, creative ideas. Discuss your problems with your friend and invite him/her to work for your company as an Office Manager.

Vocabulary

1. advertise (v) – рекламировать

to advertise a vacancy – объявлять о вакансии

advertisement (n, C) – рекламное объявление

advertising (n, U) – реклама, рекламная деятельность

2. appeal (v) – нравиться

to appeal to smb – нравиться кому-л.

E.g. This job appeals to me. – Эта работа мне нравится.

3. apply for a job (v) – подавать заявление о приеме на работу

a letter of application – заявление о приеме на работу

applicant (n, C) – кандидат, претендент, соискатель

4. commute (v) – совершать регулярные поездки на работу из пригорода

commuter (n, C) – работник, живущий в пригороде

5. CV = curriculum vitae – автобиографические данные

6. decide (v) – решать (-ить)

to decide to do smth – решить сделать что-л.

decision (n, C) – решение

to make a decision – принять решение

decisive (adj) – решительный

7. employer (n, C) – работодатель

employee (n, C) – служащий, сотрудник

employ (v) – нанимать на работу

E.g. The company employs three people every day. – Каждый день компания принимает на работу трех человек.

employment (n, U) – работа, занятость

part-time employment (part-time work) – частичная занятость, работа на полставки

full-time employment – полная занятость

8. enjoy (v) – получать удовольствие от чего-л., нравиться

E.g. I enjoy my long holidays. – Мне нравятся длинные каникулы.

9. experience (n, U) – опыт, стаж

E.g. She has 10 years' experience in the job. – У нее десятилетний стаж на этой работе.

to know **by/from** experience – знать по опыту

10. flexible (adj) – гибкий

a flexible policy – гибкая политика

11. fringe benefits – дополнительные льготы (напр., бесплатное медицинское обслуживание, субсидируемые столовые)

12. impossible (adj) – невозможный, невыполнимый

E.g. It is impossible to help him. – Ему невозможно помочь.

Ant: possible (adj) – возможный

13. job (n, C) – работа, должность

E.g. I have got an interesting job.

work (n, U) – работа; труд

E.g. He is at work. – Он находится на работе.

place of work – место работы

14. look for smth/smb (v) – искать что-л./кого-л.

Compare: look **at** smb., smth. (v) – смотреть на кого-л., что-л.

look **after** smb. (v) – присматривать, ухаживать за кем-л.

15. offer (v) – предлагать

to offer help/one's services – предлагать помощь / свои услуги

an offer (n, C) – предложение

to make an offer – сделать предложение

16. opportunity (n, C) – возможность, (удобный) случай

to look for an opportunity to do smth. – искать возможности, чтобы сделать что-л.

17. pay (n, U) – оплата, заработная плата, заработок

pay (v) **for** smth – платить за что-л.

18. reason (n, C) – причина

a reason **for** smth. – причина чего-л.

19. recruit (v) – нанимать на работу, вербовать

recruitment (n, U) – подбор кадров

20. require (v) – требовать(ся)

E.g. We require help. – Нам требуется помощь.

requirement (n, C) – требование

to meet smb's requirements – отвечать чьим-либо требованиям

21. responsible (adj) – ответственный

to be responsible **for** smth. – отвечать за что-л.

E.g. He is not responsible for this work. – Он не отвечает за эту работу.

22. satisfaction (n, U) – удовлетворение, удовлетворенность

satisfy (v) – удовлетворять

to be satisfied **with** smth., smb. – быть довольным чем-л., кем-л.

E.g. He is satisfied with his job. – Он доволен своей работой.

satisfactory (adj) – удовлетворительный

Ant: unsatisfactory – неудовлетворительный

23. shift (n, C) – смена

to work **in** shifts – работать посменно

shift work – посменная работа

24. staff (n, C) – персонал, штат

to be **on** the staff – быть в штате

Syn: personnel

personnel department – отдел кадров

25. start one's own business (v) – открыть свое дело

26. typical (adj) – типичный

E.g. It is typical **of** him. – Это для него типично.

UNIT 2

Grammar: Present Simple vs Present Continuous;

It takes...; Possessive Case

Reading: A working day of a Sales Manager

Timberland is a world-famous company in the market for boots and shoes. It is a real market leader. At the moment it is rapidly **increasing** its exports to Japan, Taiwan and Hong-Kong. The **goods** of this company are of high **quality**. They **meet up-to-date** international **standards**.

Timberland is a large corporation. It has a lot of **foreign** and **domestic subsidiaries**. The company **consists of** nine **departments**.

The company Chief Executive Officer (CEO) and president is Sidney Swartz. He is **in charge of** the global strategy. His son, Mr. Jeffrey Swartz, is executive vice-president. He knows everything about this business and helps his father to **run** the company. Now they are planning to **expand** their business to Latin America.

Mr. Stevens is the company Sales Manager. His working day starts at 9 a.m. and finishes at 5 p.m. He works hard every day. Mr. Stevens always gets up early, takes a shower and has breakfast. During breakfast he watches the latest news on TV or listens to the radio. Then Mr. Stevens drives to work. It takes him twenty five minutes to get to the office. When he starts his working day he usually **switches on** his computer and **looks through** the mail. After that he sends some e-mails or asks his secretary to do it. Then he and his assistant make the plan for the day. Mr. Stevens discusses a lot of **business matters** on the phone. Sometimes he **makes appointments** with his **suppliers**. At 12 o'clock he always has lunch in the company cafeteria. After lunch he meets his **customers** or regional sales managers.

It is 4 p.m. now and Mr. Stevens is having **talks** with Mr. Brown from the Public Relations Department (PR) and Advertising Department. They are discussing the new advertising **campaign** of their new product. Now they are speaking about budget problems. They are hoping to find a **reasonable solution to the issue**.

Mr. Stevens is **efficient** and hard-working. He tries to solve all the problems, so his clients like to do business with him. They discuss **terms of delivery and payment, prices** and **discounts**. Mr. Stevens travels a lot and visits the subsidiaries of Timberland. He enjoys his job because he meets a lot of new people and goes to different countries.

Exercises

Ex.1. Answer the following questions.

1. What is Timberland famous for?
2. What are the present-day plans of Timberland?
3. What is Mr. S. Swartz in charge of?
4. What is Mr. Stevens responsible for?
5. When does Mr. Stevens start and finish his work?
6. What is Mr. Stevens's typical morning on a week-day?
7. How long does it take Mr. Stevens to get to his work?
8. What does Mr. Stevens do during his working day?
9. Why does Mr. Stevens like his job?
10. What kind of worker is Mr. Stevens?
11. What business matters does Mr. Stevens discuss with his clients?
12. It's four p.m. now. What is Mr. Stevens doing?

Ex.2. Read the following statements and say if they are true or false according to the text.

1. Timberland is a national company with a lot of foreign and domestic subsidiaries.
2. The company chief executive is in charge of everyday problems and the global strategy of the company.
3. At present Timberland is increasing its export to south-east Asia.
4. Mr. Stevens is the head of the marketing department.
5. Mr. Stevens has flexible working hours.
6. Mr. Stevens goes to work by car.
7. During his working hours Mr. Stevens meets with his customers, suppliers and regional sales managers.
8. Mr. Stevens and Mr. Brown are discussing how to promote their new product.
9. Mr. Stevens enjoys his job because his clients like to do business with him.
10. Mr. Stevens travels a lot and visits foreign and domestic subsidiaries of the company.

Ex.3. Translate the following sentences from English into Russian.

1. He runs a foreign subsidiary.
2. What departments does your company consist of?
3. The goods are not of high quality and the price is not reasonable.
4. Who is in charge of the Marketing Department?
5. It is impossible to find a solution to this issue.
6. They are carrying out an advertising campaign now.
7. The prices for petrol are increasing

at present. 8. What are your terms of delivery and payment? 9. We are having the talks with our suppliers now. 10. Is it possible to get a discount on the goods? 11. Are you looking for up-to-date computer games? 12. Everybody says she is very efficient in this business. 13. Our business is expanding rapidly because our services meet international standards. 14. He always has a lot of appointments with foreign suppliers.

Ex.4. Translate the following word-combinations from Russian into English.

Соответствовать международным стандартам; просматривать письма; решать деловые вопросы по телефону; назначать встречи с поставщиками; найти разумное решение проблемы; обсуждать условия поставки и оплаты; руководить компанией; вести переговоры с иностранным заказчиком; зарубежная дочерняя компания; продавать качественные товары по высокой цене на хороших условиях; получить приемлемую скидку на товары.

Ex.5. Complete the following sentences using the necessary prepositions.

1. This company is carrying ... a campaign ... animal protection. 2. What is the price ... the goods? 3. ... the terms of the agreement they supply us ... up-to-date technologies. 4. Don't switch ... the TV, I am watching it! 5. My boss is looking ... the new catalogues now. 6. I am ... charge ... foreign economic relations. 7. Our company consists ... five departments. 8. We usually buy the equipment ... a reasonable price, but our suppliers want to increase the price ... 3%. 9. We are making an appointment ... Monday ... 10 o'clock ... our customers to discuss business matters. 10. We are very busy now because we are looking ... a solution ... the problem.

Ex.6. Insert the missing words. Use your active vocabulary.

1. The goods of this foreign company are of high 2. We would like to get a 3% ... off this price. 3. He enjoys having informal ... with foreign companies. 4. We don't like the ... of delivery. 5. Their advertising ... is very efficient. 6. He is in ... of the appointment with our new clients. 7. Our new secretary is ..., she does her job very well. 8. We want to find a ... to this business matter. 9. Our goods ... the standards of our customers. 10. These ... goods are very popular. 11. He ... his own business. 12. We'd like to get a ... price for the goods.

Ex.7. Paraphrase the following words and expressions using your active vocabulary.

- | | |
|-----------------------------|------------------|
| 1. a reduction in the price | 8. overseas |
| 2. a problem | 9. a buyer |
| 3. modern | 10. a division |
| 4. to be made up | 11. negotiations |
| 5. an agreement to meet | 12. products |
| 6. to increase in size | 13. qualified |
| 7. to be responsible for | 14. to manage |

Ex.8. Put the verbs in brackets into the correct tense, Present Simple or Present Continuous

- Microsoft always (develop) up-to-date software.
- The number of people who use the Internet (increase) rapidly nowadays.
- Ford (have) both foreign and domestic subsidiaries.
- Mr. Wells (discuss) some important business issues on the phone now.
- I usually (make) appointments for the first part of the day.
- They (look for) a reasonable solution to this problem at the moment.
- Their department (consist of) two employees.
- The suppliers (want) to discuss the prices today.
- This month the company (run) a new advertising campaign.
- He (not look through) the mail in the morning because he is usually very busy.
- China (expand) its trade connections to more and more countries.
- When Bill (not like) the film on TV he (switch on) his computer and (watch) films on U-tube.

Ex. 9. Choose the right item

- Are/Do** you in charge of the whole Accounts department?
- They **have/are having** talks, please call later.
- We don't sell/aren't selling** computers, we produce them.
- Is she listening/Does she listen** to the BBC news every morning?
- How many subsidiaries **do you have/are you having**?
- Peterson **isn't making/doesn't make** any appointments for Friday afternoon.
- What **does he discuss/is he discussing** with his secretary every morning from 9 to 9.30? – He **discusses/is discussing** the list of business matters for the day.
- The prices **are increasing/increase** rapidly day by day.

9. What **do you do/are you doing?** – I am a PR manager.

10. Look! Barbara **reads/is reading** Cosmopolitan again! She never **is starting/starts** her work in time!

11. When I **come/am coming** home I switch on my TV and eat my dinner in front of it.

12. What **do they do/are they doing?** – They **discuss/are discussing** a discount on the next deal.

13. She **is planning/plans** to spend next week in our foreign subsidiary in Spain.

14. We always **are preparing/prepare** meetings with our customers very carefully.

Ex.10. Translate the following sentences from Russian into English.

1. **Качество** наших **товаров** постоянно **растет**, а бизнес **расширяется**. 2. Мы **поставляем** наши **товары** на **приемлемых условиях**. 3. Эта английская фирма **состоит** из шести **отделов**. 4. Наши **новейшие** технологии **соответствуют зарубежным стандартам**. 5. Мы всегда назначаем **разумные** цены на наши **товары**. 6. Мы надеемся **решить** этот **вопрос** во время **переговоров**. 7. Пожалуйста, **назначьте встречу** с нашими **поставщиками** на 15 мая. 8. Мы хотим **увеличить** производство на 10 %. 9. Они предлагают нам хорошую **скидку**. 10. Наша фирма сейчас проводит новую рекламную **кампанию**. 11. Почему он **отвечает за поставку товаров?** Он не очень **квалифицирован** в этом **вопросе**. 12. Эта **дочерняя компания** **поставляет** оборудование в разные страны **на хороших условиях**.

Ex.11. Read the following dialogue:

Mr. Stevens and Mr. Brown are having talks about an advertising campaign for a new product.

Stevens – Good morning Mr. Brown.

Brown – Good morning Mr. Stevens. I am glad to meet you. How do you like our choice of advertising media?

Stevens – Placards on buses and taxis don't cost much but they are efficient. It's a reasonable solution now when our budget is low.

Brown – Glad to hear that. By the way, what do you think about posters? They don't require much finance either. The message on the advertisement is short and people read it quickly.

Steven – Yes, it's a good idea. And the advertisement stresses what people look for in our products – comfort and low price.

Brown – Certainly. And their quality.

Stevens – No doubt. That's why they meet international standards. You know, at present our sales are increasing. This new line of shoes is a step forward.

Brown – If we are doing quite well now, what if we use TV advertising?

Stevens – I am sorry to say “no”. It’s very expensive for us now.

Brown – OK. All in all I hope for the success of our advertising campaign. Firstly, our advertising people are professionals. Secondly, all our employees are doing very well. Finally, we spend very little money.

Stevens – That’s true. Let’s hope for the best.

Notes:

1. to stress – подчеркивать

Answer the questions to the dialogue:

1. What advertising media are Mr. Brown and Mr. Stevens speaking about?

2. What advertising media do they decide to choose for their advertising campaign and why?

3. What do you know about the products of Timberland?

4. Name the reasons for the possible success of a new product.

Ex.12 Work with your partner.

Act out dialogues on the basis of the following situation.

Mr. Stevens is visiting a foreign subsidiary of Timberland in Italy. He is having talks with Mr. White, the head of Marketing Department and Mr. Black, the head of Public Relations and Advertising Department. They are discussing an advertising campaign and other promotional methods for their new line of winter high boots.

Vocabulary

1. appointment (n, C) – деловое свидание, условленная встреча to make an appointment **with** smb **for** some time – назначить встречу (с кем-л. на какое-л. время)

break an appointment – не прийти на встречу.

appoint (v) – назначать, определять (время, место и т. п.)

2. be in charge of (smth / doing smth) – отвечать за что-л., быть ответственным за что-л.

Syn: be responsible for

3. business matter – деловой вопрос/проблема

Syn: business issue

4. campaign (n, C) – кампания

a campaign **against** smth / **for** smth – кампания против чего-л. / за что-л.

campaign **against** smoking – кампания по борьбе с курением

to carry out a campaign – проводить кампанию

an advertising campaign – рекламная кампания

5. consist of (v) – состоять из

6. customer (n, C) – заказчик, покупатель; клиент

Syn: buyer

7. department (n, C) – подразделение в каком-л. учреждении;

отдел

accounting department – бухгалтерия

finance department – финансовый отдел;

sales department – отдел сбыта; коммерческий отдел

8. discount (n, C) – скидка

a discount **on** the goods – скидка на товары

a discount **off** the price – скидка с цены

to give / get a discount – предоставить / получить скидку

9. efficient (adj) – результативный (о работе), квалифицированный (о человеке)

efficient **in** smth – квалифицированный в чем-л.

efficiency **in** smth (n, U) – эффективность, результативность, производительность в чем-л.

10. expand (v) – расширять(ся)

E.g. Our trade with China is expanding. – Наша торговля с Китаем расширяется.

11. foreign (adj) – иностранный; зарубежный

foreign market – внешний рынок

Syn: overseas

Ant: domestic; home

12. goods (n) pl. – товар; товары

E.g. Your goods appeal to us. – Нам нравится ваш товар / ваши товары.

manufactured goods – промышленные товары

consumer goods – потребительские товары

13. increase (v) – увеличивать(ся); расти; (**from... to** – с... по);

to increase **by** 10% – увеличиться **на** 10%

to increase **to** 10% – увеличиться **до** 10%

to increase **in** number – увеличиваться в числе

14. look through smth (v) – просматривать что-л.

15. meet the standards – соответствовать стандартам

16. price (n, C) – цена

at a price **of** ... – по цене в...

a price **for** – цена на / за (что-л.)

18. quality (n, U) – качество

high quality – высокое качество

low, poor quality – плохое качество

to be **of** high/low quality

19. reasonable (adj) – приемлемый, умеренный, разумный (о цене)

E.g. The price is reasonable to us. – Цена для нас приемлема.

20. run (v) (ran, run) – руководить, управлять; контролировать;

to run a company, a business – руководить компанией, управлять бизнесом

21. solution to (a problem) **(n, C)** – решение, разрешение (проблемы)

to solve a problem – решить проблему

22. subsidiary (n, C) – дочерняя компания

23. supplier (n, C) – поставщик

supply (n, C) – снабжение, поставка

E.g. We are having negotiations with our main suppliers now. – Мы ведем переговоры с нашими главными поставщиками.

to supply smb **with** smth- снабжать кого-л. чем-л.

24. switch on (v) – включать (свет, компьютер и т. п.)

switch **off** – выключать (свет, компьютер и т. п.)

25. talks (n) – переговоры

to have talks **with** smb – вести переговоры с кем-либо;

Syn: negotiations

26. terms (n, C) – условия соглашения, договора

under the terms of an agreement – по условиям соглашения;

terms of delivery and payment – условия поставки и оплаты

27. up-to-date (adj) – современный; новейший

UNIT 3

Grammar: Past Simple; Past Continuous

Reading: The History of the Ford Motor Company

The Ford Motor Company **entered** the business world on July 16, 1903 with only \$ 28,000 **in cash**. At that time it was a small company in a Detroit wagon factory with 10 people on the staff.

One year after the company started its operations (in 1904) the foreign expansion programme began.

On August 17, 1904 a **modest** plant opened in the small town Walkersville, Ontario, with the name of the Ford Motor Company of Canada, Ltd. It was the beginning of an overseas organization of **manufacturing plants, assembly plants and a dealer network**.

The company had hard times in its first years, young Henry Ford, as chief engineer and later as president, **directed a development and production** programme. Some of Ford cars were experimental and never **reached** the public. But some of their models were an immediate **success**.

During the years of its fast expansion the Ford Motor Company was producing trucks and tractors (in 1917), it bought the Lincoln Motor Company (in 1922), built the first of 196 Ford Tri-Motor airplanes which in 1925 America's first commercial airlines used with a great success.

In 1942 the civilian car production stopped as the company was working for the U.S. war industry. The **huge** wartime programme was producing "Liberator" bombers, aircraft engines, jeeps, tanks and other types of war **machinery**.

Ford was the first international company. In 1914 it had assembly plants in Canada, Europe, Australia, South America and Japan. The real opportunity to become a global company came with the electronic revolution of the late 1980s. In 1987 Ford **launched** a computer-based system that **linked** manufacturing and engineering groups in Ford factories all over the world. Now Ford **represents** itself in 200 countries around the world. It is the world's second-largest industrial corporation and the second-largest producer of cars and trucks.

Although Ford is better known as a manufacturer of cars, trucks and tractors, it now produces a wide **range** of other products such as industrial engines, construction machinery, glass and plastics. And Ford has a good reputation in other businesses: financial services, insurance, automobile spare parts, and electronics.

Exercises

Ex.1. Answer the following questions using the text.

1. What did a small Detroit factory produce?
2. What range of products did the Ford Company produce in wartime?
3. What does the Ford Company manufacture nowadays?
4. When did the foreign expansion programme of Ford begin?
5. Where did the Ford Company start its first overseas manufacturing plant?
6. How did the company develop in its first years?
7. In which countries did Ford have assembly plants in 1914?
8. What were the stages of the Ford fast expansion before the Second World War?
9. When did the Ford Company turn from an international into a global one?
10. How did the development of electronics affect the activities of the company?
11. What is the position of the Ford Company in the modern business world?

Ex.2 Speak about the events which took place in:

1903, 1904, 1914, 1917, 1922, 1925, 1942, 1987

Ex.3. Find in the text these numbers and say which information they give us:

10, 196, 200, 28000

Ex.4. Read the following statements

and say if they are true or false according to the text.

1. The Ford Motor Company of Canada, Ltd started its foreign expansion programme in 1903.
2. The expansion programme of the Ford Motor Company included the organization of a dealer network, assembly plants and manufacturing plants.
3. In the first years the company had a lot of good and bad times.
4. The foreign expansion of the company was rather slow.
5. The company's civilian car production stopped in the first year of the 2nd World War.
6. During the 2nd World War the company was producing a huge range of war machinery.
7. In 1914 the Ford Company had assembly plants on all the continents.
8. The real opportunity to become an international company came to Ford with the electronic revolution.

9. Ford has a good reputation in a lot of businesses.
10. Ford was the first global company.

Ex.5. Translate the following sentences from English into Russian.

1. We decided to increase the volume of production. 2. The students reached good results at the exams. 3. What overseas market were they planning to enter at that time? 4. Our sales representative reached an agreement with a new supplier two months ago. 5. What are the latest developments of this company? 6. He represents a huge corporation. 7. This company launched new machinery last year. 8. He was always modest and didn't like to speak about his achievements. 9. She was successful in everything she did. 10. The railway line links the two towns together. 11. We have the full range of sizes in a wide range of prices. 12. The manager promised to show us the manufacturing plant. 13. He advised us to develop some kind of sales network to distribute our products.

Ex.6. Translate the following word-combinations from Russian into English.

Выйти на внешний рынок; развивать сеть сбыта; иметь огромный успех; выпустить новый продукт; широкий ассортимент товаров; платить наличными; представлять компанию; посетить завод-изготовитель; работать под руководством мистера Брауна; соединять теорию с практикой; скромные возможности; прийти к соглашению; производитель машинного оборудования.

Ex.7. Complete the following sentences using the necessary prepositions.

1. Nobody wants to work ... the direction ... this manager. 2. When did this company enter ... the market? 3. I have only fifty dollars ... cash. 4. Who arranged our visit ... the manufacturing plant? 5. They went ... that direction. 6. Video games ... good graphics are a huge success ... overseas and home markets. 7. There was a wide range ... goods ... the shop. 8. The new plane is ... production now. 9. They reached success ... hard work.

Ex.8. Insert the missing words. Use your active vocabulary.

1. When did they ... this product? 2. Some products never ... the public. 3. I tried to phone you without 4. We need to look for ... markets. 5. This company is the leading ... of cars. 6. He is going ... our interests in court. 7. The events ... very slowly last year. 8. In 1903 the Ford Motor Company had only \$ 28.000 in 9. He ... a large company. 10. After the long negotiations the two sides ... an agreement.

Ex.9. Paraphrase the following words and expressions using your active vocabulary.

- | | |
|------------------------|----------------------------|
| 1. foreign | 5. to come in |
| 2. to manage | 6. not too large in amount |
| 3. to put into action | 7. very large |
| 4. a favourable result | 8. to connect |

Ex.10. Put the verbs in Past Simple or Past Continuous

- Last summer her son (enter) Oxford University.
- While she (work) in London she (start) to direct the European sales network.
- We (see) the Ford assembly plant when we (be) in the USA.
- The company first (sell) machinery to Latin America but later on they (begin) to trade on a global scale.
- There (be) a huge range of products on display at the trade fair in Paris.
- A few years ago we (build) a manufacturing plant in Indonesia.
- The advertising campaign (link) the new yogurt with a healthy way of life.
- I (leave) my credit card at home, so I (pay) cash.
- They (set up) a dealer network two years ago when they (plan) a new sales strategy.
- The new medicine never (reach) the market as it (have) serious side effects.
- The corporation (launch) its overseas operations to increase profits and gain new markets.
- When this company (become) the market leader it (decide) to diversify its operations.
- John (buy) an Aston Martin when he (win) 1mln. dollars in the lottery.
- Mr. Harper started working in this company in 1988. At that time he (work) as a middle manager; now he is Vice President.

Ex.11. Ask questions to the following sentences in Past Simple

- Henry Ford became famous for its innovative assembly line.
Why..
- They saw the new machinery at the trade exhibition.
Where...
- The huge programme started in 1946.
When...
- Bill Gates was the person who invented Windows.
Who...

5. She was our PR manager two years ago.

Was...

6. There were five leading manufacturers of medical equipment at the trade fair.

How many..

7. The company opened a new sales office in Manila.

What...

8. The Managing Director discussed the strategy with the members of the Board.

Who...with

9. The customers were pleased with the service.

Were...

10. The firm gave a two-year guarantee for all the products.

Did...

Ex. 12. Translate the following sentences into English.

1. Эта компания производит широкий **ассортимент** разных продуктов. 2. Если Вы хотите посетить **завод-изготовитель** и увидеть **сборочные цеха**, мы готовы все организовать. 3. На встрече присутствовали **представители** многих крупных компаний. 4. Когда эта компания **вышла на** внешний рынок? 5. Новый продукт, который они **выпустили** в прошлом году, имеет большой **успех** на внутреннем рынке. 6. Я всегда предпочитаю **расплачиваться наличными**. 7. Когда они начали **производство** нового **машинного оборудования**? 8. Я уверен, что переговоры помогают нам быстрее **прийти к соглашению**. 9. Компания **успешно** работает **под руководством** мистера Блейка. 10. Что **связывает** этих людей? 11. Кто является Вашими **торговыми представителями за рубежом**? 12. Почему Вы хотите создать **сеть сбыта**? 13. Компания **успешно** работала **под руководством** г-на Блейка, когда они **выпустили** новый продукт.

Ex. 13. Read the following dialogue:

John Wilson and Jack Brown are talking on the phone. They are old friends. Mr. Wilson works for a large trading company and Mr. Brown is in the electronics business.

John – Jack?

Jack – Speaking. Good morning, John.

John – Good morning. I am glad to hear you.

Jack – You don't usually call me so early. Are you at work? What are you doing now?

John – I am at home. I have a day off today. It's my first day off in two weeks.

By the way, Fred is here in London. We are having dinner with him tonight.

Jack – Bring him over here. I want to see him very much too. Who does he work for?

John – Agrimax. It started as a small company only 5 years ago and now it represents itself in 15 countries around the world.

Jack – Oh, really. I heard something about first-class agriculture machinery they produce. As far as I remember their XP-300 model was a great success.

John – In fact, not all their models reached the public. Their XP-400 model was a failure. It took them one year to develop it, they spent a lot of money on this project but sales in the first 6 months were very low.

Jack – This is international business. You don't always gain, you sometimes lose. When we launched our first laser printer in Europe there were so many restrictions that we decided to stop producing them. But later we set up assembly plants in Canada, Mexico, and Australia. Now we have a large dealer network and our sales are high.

John – I also remember hard time in my business. In the late 1990's I directed a development and production programme. We decided to integrate e-commerce into our sales strategy and failed.

Jack – OK, John. I hope to see you two tonight. Why don't you come to my place with Fred to have a cup of tea and discuss everything?

Notes:

1. failure – неудача, провал
2. to gain – приобретать
3. restrictions – ограничения

Answer the questions to the dialogue:

1. What difficulties did Fred's company have in business?
2. What difficulties did John's company have in business?
3. What difficulties did Jack's company have in business?

Ex.14. Work with your partner. Make dialogues on the following assignments:

1. You are a business person. You have your own small company. It produces kitchen furniture. You want to go international. Discuss the advantages and disadvantages of this step with your business partner who opened his first international subsidiary in Italy two years ago.

2. You want to produce an impression on your new friend. Give facts and figures about your international business in the sphere of food distribution which you started 5 years ago.

Vocabulary

1. **assembly plant (n, C)** – сборочный цех
to assemble – собирать, монтировать
2. **cash (n, U)** – наличные деньги
to pay cash/**in** cash – платить наличными
3. **dealer network** – дилерская сеть
sales network – сеть сбыта
4. **development (n, C)** – развитие, разработка
the development of industry – развитие промышленности
develop (v) – развивать(ся), разрабатывать
5. **direct (v)** – направлять, руководить
to direct a business – руководить предприятием
direction (n, C) – направление, руководство
under the direction of smb – под руководством кого-л.
in the direction of smth. – по направлению к чему-л.
Syn: to run
6. **enter (v)** – входить в, вступать в, поступать
to enter a room – войти в комнату
to enter a market – появиться на рынке
7. **huge (adj)** – огромный
a huge problem – огромная проблема
8. **launch (v)** – начинать(новое производство), запускать (новую линию)
to launch a new company – открыть новую компанию
to launch a product – выпустить продукт
9. **link (v)** – связывать, соединять
E.g. We want to link our business with telecommunications. – Мы хотим связать наш бизнес с телекоммуникациями.
link (n, C) – связующее звено, связь
10. **machinery (n, U)** – машины, машинное оборудование
to sell machinery – продавать оборудование
11. **manufacturing plant (n, C)** – завод-изготовитель
to manufacture – производить, изготавливать
E.g. This plant manufactures cars. – Этот завод производит машины.
Syn: to produce
production (n, U) – производство, изготовление
mass production – массовое производство
producer (n, C) – изготовитель, производитель
Syn: manufacturer
12. **modest (adj)** – скромный
a modest pay – скромная зарплата

13. range (n, C) – диапазон, размах

a range of goods – ассортимент товаров

a wide / narrow range of goods – широкий / узкий ассортимент

товаров

a price range – колебание цен, диапазон цен

14. reach (v) – достигать

to reach an agreement – достигнуть соглашения

15. represent smb (v) – представлять кого-л.

representative (n, C) – представитель

a sales representative – торговый представитель

16. success (n, U) – успех, удача

E.g. The company reached success in business. – Компания достигла успеха в бизнесе.

But! to be a success – иметь успех

E.g. He was a great success in music. – Он преуспел в музыке.

successful (adj) – удачный, успешный

a successful businessman – преуспевающий бизнесмен.

Consolidation Units 1-3

I. Complete the sentences using the right item

- There are few jobs that don't ... special training.
a) look for b) decide c) require
- He always keeps his word, he is very...
a) responsible b) impossible c) flexible
- We don't ... new people now, we are short of money.
a) fire b) employ c) start
- If you take up this job it will give you a lot of ... for promotion.
a) fringe benefits b) shifts c) opportunities
- The company is... its exports to more and more countries.
a) increasing b) meeting c) running
- I'm ... the mail now.
a) looking after b) looking up c) looking through
- The CEO is... the whole company.
a) in need of b) in charge of c) in support of
- I'm calling about my ... for Monday; I'm afraid, I'm busy on Monday.
a) business matters b) appointment c) subsidiary
- Mr. Stevens works hard and has much experience. He is a very... employee.
a) reasonable b) efficient c) high quality
- We always order cartridges from them. They are our old...
a) suppliers b) customers c) subsidiaries
- When the company... its innovative product it immediately became the market leader.
a) reached b) launched c) directed
- The Managing director ... the profit with the clever strategy the company used.
a) linked b) entered c) produced
- We produce a wide ... of health products.
a) network b) production c) range
- An... ... is the place where the workers put together the components of cars.
a) engineering group b) assembly plant c) manufacturing plant
- appeals to Nick as he has classes at the university in the mornings.
a) work in shifts b) full-time work c) part-time work.

II. Open the brackets using the correct form of the verb.

1. John (have) only 20 \$ in cash so he offered to pay by credit card.
2. At the moment they (have) talks with their potential customers.
3. I (think) of starting my own business.
4. What you (think) of your new CEO?
5. When people (look for) a job they usually write a CV.
6. Currently the company (consist) of five departments.
7. When Mike (enter) the room he saw a huge table with lots of papers on it.
8. Last year our profits (increase) by 10%.
9. They (recruit) a very experienced computer analyst not long ago.
10. I (be) in charge of this project so please, follow my instructions.
11. You (see) the project of a new assembly plant when you visited our office?
12. Linn (not like) her present job, she (prefer) to work regular hours.

III. Insert the right preposition

1. Jon is looking ... a well-paid job with career opportunities.
2. I work ... an office and have a nine...five job.
3. Nancy's job of a reporter appeals ...her.
4. Ben is in charge... Production Division.
5. The test consists...five tasks.
6. We are ready to give you a 5% discount ... the goods.
7. The price...the goods includes packing.
8. The company offered... us a wide range... micro ovens.
9. The R&D department succeeded ... developing a new energy-saving device.
10. They agreed to supply us... all the necessary information.
11. ... the terms of this agreement you are to pay by cash.
13. The Manager is not satisfied... the results of the talks.
14. Ted is responsible... that mistake.

IV. Form nouns from the following verbs.

- | | |
|--------------|-------------|
| 1) decide | 6) satisfy |
| 2) advertise | 7) appoint |
| 3) appeal | 8) expand |
| 4) employ | 9) supply |
| 5) offer | 10) develop |

UNIT 4

Grammar: Present Perfect, Past Simple

Reading: Travelling on Business.

Mr. Spencer works for Maggate – a multinational company which manufactures more than 50.000 different products. Mr. Spencer is in the computer business. In fact he is responsible for European business which **accounts for** about 40% of the company's worldwide **sales**. Maggate has had subsidiaries for almost 30 years and Mr. Spencer has helped to **set up research** and development centers in Europe. He has already been to many countries all over the world.

Last week Mr. Spencer flew to Germany to discuss business with German partners. Maggate has always spent a large part of its **annual** budget on the **improvement** of its products, and Mr. Spencer's **mission** in Germany was to **exchange** ideas and information **concerning** computer software. Constant information exchange and coordination of **efforts** is a key to Maggate's success. Mr. Spencer has succeeded in his mission. He and his German colleague Mr. Brown have known each other for a long time and during the talks they **got down to business** immediately. They didn't **waste** time **on** formalities and ceremonies and **managed to settle** a lot of **crucial** items. The partners looked through the latest catalogues and **closely** studied the models on the market, they **agreed on** several changes in the planning of the new models. They **accepted** several new methods to increase their sales. They also made an appointment for October. Both parties **were** very **pleased with** the results of the meeting and are **looking forward to** seeing each other again.

Such meetings are important to the organization. Mr. Spencer has organized and **attended** a number of international meetings. He knows their organizers usually take into account a lot of factors. As a business traveller Mr. Spencer also knows that if you do business abroad, it's useful to **find out** local customs before you start. Mistakes are often expensive. Mr. Spencer is a successful businessman. He has never made serious mistakes and has **gained** a lot of business experience.

Exercises

Ex. 1. Answer the following questions using the text.

1. What type of business is Mr. Spencer in?
2. How long has the company had foreign subsidiaries?
3. What is the share of the European business in the company's sales?

4. Where did Mr. Spencer go on business last week?
5. What was his mission during the talks with German partners?
6. Has he succeeded in his mission?
7. What sort of work did Mr. Spencer and Mr. Brown manage to do?
8. Why did Mr. Spencer and his German colleague get down to business without formalities?
9. Did Mr. Spencer and Mr. Brown make any appointments?
10. Were the parties satisfied with the results of the talks?
11. Why are international meetings important for business partners?
12. Is Mr. Spencer an experienced businessman? Why? Why not?

Ex.2. Read the text and say whether the statements are true or false.

1. Mr. Spencer works for a local clothes company.
2. He has helped to establish research centers in Europe.
3. Mr. Spencer's mission in Germany was to open a new subsidiary.
4. Mr. Spencer and Mr. Brown have already met before.
5. Mr. Spencer and Mr. Brown made an appointment for mid-autumn.
6. Mr. Spencer didn't manage to settle many crucial items.
7. The parties were upset with the results of the meeting.
8. It's very important to have meetings with your business partners to exchange ideas and solve difficult problems together.
9. If you know local customs it helps you to improve relations and succeed in your business.
10. Mr. Spencer has made a lot of serious mistakes in his business and hasn't been a big success yet.

Ex.3. Translate the following sentences from English into Russian.

1. I am not pleased with his work.
2. He has wasted so much time.
3. Have you found out the facts concerning that agreement?
4. They got down to business and discussed the improvement of the design.
5. Where did he gain his experience? Did he attend any training courses?
6. We are looking forward to increasing our sales.
7. Our manager has closely studied the crucial problems of our business.
8. They gained a lot from the project.
9. Our mission is to improve sales.
10. How do they account for the waste of money?
11. We did not agree to set up a subsidiary abroad.
12. What have you decided concerning this business visit?
13. I don't want to waste time, let's get down to business.
14. The

Managing Director attended the annual meeting and managed to settle the problem.

Ex.4. Translate the following word-combinations from Russian into English.

Нести ответственность за ключевые вопросы; суметь выполнить задание; быть довольным результатами исследования; внимательно изучить договор; обмениваться мнениями по важным деловым вопросам; с нетерпением ожидать получения проекта; договориться об открытии (setting up) нового зарубежного филиала; легко урегулировать конфликт; назначить встречу, чтобы обменяться идеями; согласиться с управляющим; тратить время на формальности; посещать ежегодные собрания.

Ex.5. Complete the following sentences using the necessary prepositions.

1. Our Managing Director is pleased ... our retail sales. 2. She exchanged the money ... effort. 3. We agreed ... our business partners and decided to set ... a joint venture. 4. What accounts ... our sales decrease? 5. They agreed ... our price and we are looking ... doing business with them. 6. He tried to find ... their mission but it was a waste ... time. 7. What models are ... sale now? 8. The businessman offered a lot ... money ... exchange ... information ... their new model. 9. Why don't we to get ... business?

Ex.6. Insert the missing words. Use your active vocabulary.

1. We cannot ... to your terms. 2. They are ... with our efforts to improve the sales. 3. The marketing ... showed the potential demand for our goods in that region. 4. The director ... out that some people didn't attend the ... meetings. 5. Have you studied ... all the details ... the contract? 6. This decision is ... for our future work. 7. How much money have you ... from this project? 8. At what price do you ... your goods? 9. It was not easy to ... the conflict, but finally we ... to do it. 10. This project is useless it is a real ... of money. 11. What are you ... forward to?

Ex.7. Paraphrase the following words and expressions using your active vocabulary.

- | | |
|-----------------------|--------------------------|
| 1. an attempt | 7. to be present at |
| 2. to establish | 8. relating to |
| 3. to agree | 9. happening once a year |
| 4. to learn | 10. to be satisfied with |
| 5. to spend uselessly | 11. to get |
| 6. to explain | |

Ex.8. Open the brackets using Present Perfect

1. They recently (manage) to settle a serious financial problem.
2. All right, we (agree) on the method of payment, but what about a small discount?
3. This week our R and D department (set up) a research team to test the new hand cream.
4. Bob (not study) the offer yet.
5. ...you (find out) any information about our target customer?
6. Since the day I joined this consulting firm I (gain) a lot of useful experience.
7. They already (accept) our proposal but they (not send) us a draft contract yet.
8. ...James (complete) his mission in Russia yet?
9. This year our total sales (rise) by 10%.
10. You (waste) all your pocket money on fashion magazines again; you won't get any more next week!
11. It's already 12 o'clock but we (not get down) to business yet.
12. Mr. Tanaki and Mr. Furt just (exchange) business cards, they are very pleased with the conference.

Ex.9. Choose the right item.**Pay attention to the place of the adverbs of time.**

1. Our client just **called/ has called** to say he **has received/ received** the order yesterday.
2. **Have you seen/Did you see** our latest prototype yet?
3. She **hasn't found out/ didn't find out** the order number on Monday and sent another inquiry on the next day.
4. **We** recently **set up/have set up** a sales network in Algeria.
5. I **haven't seen/didn't see** the Managing Director today.
6. Who **took/has taken** the copy of the contract? I **have left/left** it on the table a minute ago!
7. Mary **has taken/took** our VIP client to an expensive restaurant yesterday.
8. **Was he/Has he been** to Rome? – Not yet.
9. Look what you just **did/have done**! You've damaged my annual report with your coffee!
10. The partners **have been/were** pleased with the talks and signed a contract last week.
11. I finally **managed/have managed** to calculate the family budget for this month. Have a look!
12. **Have you attended/Did you attend** the conference in Brussels? – Yes, it **was/has been** a useful experience for me.

13. At first they **were/have been** not so rich, just a small family company.

14. She **hasn't wasted/didn't waste** time on shopping when she was in Greece; she **has gone/went** sightseeing.

15. So far our company **developed/has developed** two successful advertising campaigns, but we are working on some more.

Ex.10. Translate the following sentences into English.

1. Мы только что провели большое **исследование относительно улучшения** данного продукта. 2. Наши партнеры были **недовольны** результатами переговоров и мы не **пришли к соглашению**. 3. Мы не **согласны** на Ваши условия. 4. Господин Браун **попытался сразу перейти к делу**, но господин Смит не хотел обсуждать **ключевой** вопрос переговоров и партнеры **потратили** много времени. 5. Почему цена **неприемлема** для Вас? 6. Если Вы хотите **получить** прибыль, **откройте** свое дело. 7. **Выясните**, пожалуйста, кто **возглавляет** это предприятие. 8. Мы не **урегулировали** конфликт и **разорвали соглашение**. 9. Как Вы **объясняете** низкий **уровень продаж** в этом месяце? 10. Сейчас наш **управляющий директор** находится на **ежегодном** собрании. 11. Наши партнеры **тщательно** изучают новую дилерскую сеть. 12. Заказчики с **нетерпением ждут открытия** нашего завода за рубежом. 13. Он не **справился с заданием** и это **объясняет** низкий **объем продаж**. 14. На что Вы хотите **обменять** свой товар?

Ex.11. Read the dialogue and answer the questions given below.

Announcer: Hello, everybody and welcome to our weekly radio program "Business People". Today we have invited a person who has headed the European division of the successful international company Maggate for many years, – Mr. Spencer.

Spencer: It is my pleasure to be here today, Nick. I guess, I will answer some of the questions concerning my business experience and my company business activities. But, please, call me Jason if you don't mind.

Announcer: OK, Jason. Our listeners are ready for your advice to young businesspeople who have just set up their businesses. As we know, your division brings 40% of the total sales of computer software.

Spencer: Exactly. But to achieve these figures we have done a lot of work.

Announcer: What is crucial if a company wants to make an effort to go global?

Spencer: First of all, you set up research centers to investigate closely your potential market and plan your annual budget: it's rather expensive to run foreign subsidiaries.

Announcer: Jason, I know that your German subsidiary has done very well this year again. Could you share the secret of your success on the German market?

Spencer: Certainly. We are very pleased with the efficiency of this subsidiary, but it is the result of joint efforts of our company and our German partners. When we started ten years ago, we agreed to hold regular meetings with regional managers and our German partners to exchange information on the new developments in computer industry. We also agreed on arrangements to plan and monitor project management.

Announcer: You visit Germany quite often, don't you?

Spencer: My mission is to maintain efficient feedback with our German partners. So, I visit Germany every month. It allows me to get to know the staff, to find out all about their working style and to help them settle the strategic problems.

Announcer: One last question, Jason. Do you think business gains a lot from good personal relations between partners from different cultural groups?

Spencer: By all means! You get down to business only after you have established friendly relations and trust. I think learning about a foreign culture is not a waste of time. It makes or breaks your deal.

Announcer: Thank you very much, Jason and we hope to see you again on our program "Business People".

Notes:

1. to investigate – исследовать
2. joint – совместный
3. to maintain – поддерживать

Answer the following questions

1. What is the radio program about?
2. Why have they invited J. Spencer?
3. What is important when a company goes global?
4. What accounts for the success of the German subsidiary of Maggate?
5. Why does Mr. Spencer visit Germany?
6. Do you agree that it's crucial to learn about the local culture of the country you are doing business with? Why? Why not?
7. Why are good personal relations important in business?
8. Why did Mr. Spencer agree to take part in this program, in your opinion?
9. What kind of person is Jason Spencer, from your point of view?

Ex. 12. Work with your partner.**Make up a dialogue on the following assignment:**

A: You are Mr. Brown, Mr. Spencer's business partner from Germany. You have prepared a plan to advertise and promote sales of the new language learning computer program. Discuss your ideas with your colleague and ask him for advice.

B: You are Mr. Spencer. You have come to Düsseldorf to attend a regular meeting with your German partner. Discuss his new promotion campaign and the ways to increase sales.

Vocabulary

1. accept (v) – допускать, признавать

E.g. I accept that he is right. – Я признаю, что он прав.

acceptable to smb (adj) – приемлемый, допустимый для кого-л.

E.g. The conditions are not acceptable to everybody. – Условия не приемлемы для всех.

2. account for smth (v) – составлять, объяснять что-л.

E.g. How do you account for the accident? – Как вы объясните причины этого несчастного случая?

to take into account – принимать во внимание, в расчет

3. agree (v) – соглашаться, договариваться

to agree **with** smb – соглашаться с кем-л.

to agree **to** smth – соглашаться с чем-л.

to agree **on** smth – договариваться о чем-л.

E.g. He agreed to my plan. – Он принял мой план.

E.g. He agreed with our partners. – Он согласился с нашими партнерами.

agreement (n, C) – соглашение, договор

to reach an agreement – прийти к соглашению

to break an agreement – разорвать соглашение

E.g. We reached an agreement with our partners. – Мы пришли к соглашению с нашими партнерами.

4. annual (adj) – ежегодный; годичный, годовой

an annual meeting – ежегодное собрание

5. attend (v) – посещать; (лекции, собрания и т. п.)

E.g. He attends all annual meetings. – Он посещает все ежегодные собрания.

6. be pleased (with smb/smth) – быть довольным (кем-л./чем-л.)

E.g. I'm quite pleased with my new car. – Я вполне доволен своей новой машиной. Pleased to meet you. – Рад познакомиться.

7. closely (adv) – внимательно, тщательно

to study closely the contract terms – тщательно изучить условия контракта

8. concerning (prep) — касательно, относительно

E.g. Any information concerning this contract is important. — Любая информация по этому контракту важна.

9. crucial (adj) — ключевой, решающий
a crucial decision — ответственное решение

10. effort (n, C) — усилие, попытка
to make an effort — сделать усилие, попытаться
without effort — без усилий, легко

11. exchange (n, C) — обмен; бартер (о товарах), замена
in exchange for smth — в обмен на что-л.

exchange smth for smth (v) — обменивать что-л. на что-л.

E.g. I'd like to exchange this book for that one. — Я хотела бы обменять эту книгу на ту.

12. find out (found out — found out) (v) — узнать, выяснить
to find out the truth — узнать правду

13. gain (v) — получать, приобретать
to gain experience — приобретать опыт
to gain a profit — получать прибыль

14. get (got — got) down to business — заняться делом, перейти к делу

15. improvement (n, C) — улучшение, усовершенствование
improvement of service — улучшение обслуживания
improve (v) — улучшать(ся); совершенствоваться(ся)
improved (adj) — улучшенный, усовершенствованный
improved design — усовершенствованная конструкция

16. look forward to smth/doing smth (v) — ожидать с нетерпением чего-л., стремиться к чему-л.

E.g. We look forward to receiving your offer. — Мы ожидаем получения вашего предложения.

17. manage (v) — 1) руководить, управлять, стоять во главе

E.g. She manages our foreign subsidiary. — Она стоит во главе нашего зарубежного филиала.

2) справляться, суметь сделать (что-л.)

E.g. He managed to finish this project. — Ему удалось завершить этот проект.

management (n, U) — управление; руководство, менеджмент

managing (adj) — руководящий, управляющий производством

Managing Director — директор-распорядитель, управляющий
managing staff — руководящий персонал

18. mission (n, C) — миссия; задание
to perform a mission — выполнять задание

E.g. Our mission was to work out a trade agreement. — Нашей миссией было разработать торговое соглашение.

19. research (n, U) – (научное) исследование; исследовательская работа

to do research – проводить исследования

E.g. His research has been successful. – Его исследование было плодотворным.

research work – (научно-)исследовательская работа

research (v) – исследовать; заниматься исследованиями

E.g. Marketing specialists have spent a lot of time researching **into** the study of demand for these goods. – Маркетологи потратили много времени на изучение спроса на эти товары.

20. sale (n, C) – продажа; сбыт, распродажа по сниженной цене

to be **on** sale – продаваться

sales – объем продаж

E.g. Retail sales fell in November by 5%. – Объём розничных продаж в ноябре сократился на 5%

sell (v) (sold – sold) – продавать(ся); торговать, вести торговлю

E.g. I don't want to sell the house at this price. – Я не хочу продавать дом по этой цене.

21. set up (set up, set up) (v) – учреждать, открывать (дело, предприятие и т. п.)

E.g. Ford set up a modest plant in the small town Walkersville, Ontario on August 17, 1904. – Форд открыл небольшой завод в городе Вокерсвилле, штат Онтарио 17 августа 1904 г.

22. settle (v) – урегулировать, разрешить (спор, конфликт)

E.g. We managed to settle the conflict. – Нам удалось урегулировать конфликт.

23. waste (v) – терять даром, тратить впустую (деньги, время, энергию и т. п.)

to waste time **on** smth – тратить время на что-л.

waste (n) – ненужная трата; потеря

a waste of time/money/energy – бесполезная трата времени/денег/сил

UNIT 5

Grammar: Present Perfect Continuous

Reading: E-commerce

Many companies are beginning to use the Internet for **commerce**. The **mass media** have been noting recently that e-commerce hasn't met their financial expectations and many Internet **start-ups** have **gone bankrupt**. In reality many businesses have set up electronic commerce sites. Successful technology companies have been **creating** online shopping sites for business-to-business and business-to-**consumer transactions**. The examples of the companies that have successfully been using the Internet to sell their products are Dell and Cisco. Dell is generating more than seven million dollars a day in web sales, while Cisco **exceeded** one billion dollars in annual sales over the web in 1998. In e-commerce small companies can **compete with** big companies. In fact the Internet is very **attractive** to small companies for several reasons:

- it makes the size of a company irrelevant. Large and small companies have the same **access** to customers and can create the same kind of Internet presence;

- it makes the location of a company irrelevant. Customers from anywhere can easily use your company's site;

- it increases **feedback**. If for example your company sells printing **equipment** you can go to a printing discussion group and see what subjects are of interest to people, what they are saying about you or your competitors' products.

For Avtotravel, a small company in a car business, the Internet has a lot of **advantages**. Usually a customer visits the Volkswagen site to find information on the Passat, the Toyota site to learn about the Camry and the Ford site to **investigate** the Taurus. He can also visit the Avtotravel site to get information concerning its products and prices. The Internet **provides** him **with** an easy way to shop for different products so he **compares features**, functionality and prices online.

The Avtotravel company has not only been **dealing in** cars, it has also been offering the cars to **rent**. The company has understood that e-commerce is not a **marketing** tool; it's a new business channel. Avtotravel has integrated e-commerce into its overall marketing and sales strategy. It helps the company to maximize the **benefits** of online **purchasing**.

Avtotravel has been successful in driving customers to the site through web advertising. Banners are a very popular form of web

advertising. The general rule for advertising is that a site needs over three million visitors a day.

Exercises

Ex.1. Answer the following questions using the text

1. Why are many companies beginning to use the Internet?
2. How is the information from the media different from what is happening in reality?
3. What two types of on-line shopping have companies been creating?
4. Why is the Internet attractive to small companies?
5. What kind of business has Avtotravel been in?
6. How does the Net help Avtotravel to increase sales?
7. What method of advertising has Avtotravel been using successfully?
8. How many visitors to a site a day bring a company profit?
9. What is the role of e-commerce for Avtotravel?
10. What net-companies do you know? What makes them successful?
11. Have you ever used the Internet for shopping?

Ex.2. Read the following statements and say whether they are true or false.

1. Avtotravel drives the customers to the site through street advertising.
2. Thanks to the Internet large and small companies have the same access to customers.
3. Dell is generating about 8 million dollars a day.
4. The Avtotravel Company combines selling and renting cars.
5. The location of a company is important if it sells through the Internet.
6. There is little feedback between the on-line company and its customers.
7. E-commerce is not only a marketing tool; it's also a business channel.
8. Avtotravel is the market leader in a car business.
9. Avtotravel has been using billboards successfully.
10. The Internet is especially attractive to small companies.

Ex.3. Translate the following sentences from English into Russian.

1. We have been dealing in this equipment for 10 years.
2. Rents are unreasonably high here.
3. We have compared the main features of our

competitors' equipment with our equipment and have learned that our equipment has a lot of advantages. 4. Have you got the feedback from your customers? 5. This start-up exceeds us in marketing research. 6. Our provider went bankrupt last year, so we have established business connections with a new one. 7. He works for the Chamber of Commerce and often gets in touch with mass media. 8. How much rent do you pay for your flat? 9. We find your prices attractive. 10. We got a lot of benefits from that transaction.

Ex.4. Translate the following word-combinations from Russian into English.

Заключить сделку; привлекать потребителей; изучить преимущества конкурентов; получить доступ к средствам массовой информации; покупать оборудование; снабжать потребителей информацией о новых товарах; внешняя торговля; арендовать машину; создать успешную компанию; конкурировать с крупными компаниями; иметь много недостатков; сравнить главные характеристики товаров; иметь коммерческий успех; иметь обратную связь с потребителями; извлечь выгоду из своего положения.

Ex.5. Complete the following sentences using the necessary prepositions.

1. We compete ... many domestic and foreign companies. 2. This start-up exceeds our company ... staff but we have a lot of advantages ... them in business. 3. They have been dealing ... us for years and years. 4. He prefers purchasing ... credit. 5. We get benefit ... direct marketing. 6. Do you have access ... the information you need? 7. Your offer is not attractive ... us. 8. This company is very successful ... comparison ... its competitors. 9. We are going to purchase some equipment ... our new plant. 10. Who has provided you ... these goods?

Ex.6. Insert the missing words. Use your active vocabulary.

1. We have purchased some office 2. The company has done ... research. 3. I don't want to ... with him any longer. 4. This company ... us with high-quality equipment. 5. It is difficult to ... the work of these two companies, they are so different. 6. We get ... from our consumers to improve our business. 7. Have you ... all the possible benefits of this transaction? 8. If you don't want to go ... , make a deal with this company. 9. We often get in touch with mass 10. We think that this price is rather

Ex.7. Paraphrase the following words and expressions using your active vocabulary.

- | | |
|----------------------------|--------------------|
| 1. a deal | 7. commerce |
| 2. to produce | 8. a rival |
| 3. to examine | 9. a supplier |
| 4. an interchange of goods | 10. to do business |
| 5. to go beyond the limits | 11. a new company |
| 6. to buy | |

Ex.8. Put the verbs into Present Perfect Continuous

- Xerox (produce) quality equipment for many years.
- We (sell) vacuum cleaners since 1986.
- The police (investigate) this crime for two weeks already.
- This reporter (provide) the Cosmopolitan with the latest news about celebrities since he first started working there.
- John (deal) in cars all his life.
- How long you (work) in the Marketing department?
- Barbara (compare) these two dresses for 2 hours already but she still can't make up her mind which one to choose.
- Bee-line, Megaphone and MTS (compete) since the day they started their business.
- More and more customers (use) on-line shopping over the recent years.
- Our best designer Jane Hopkins (create) attractive interior decorations for more than 4 years.
- Mass media (cover) the scandal with this bank's bankruptcy since March.
- Business "Angels" (invest) in start-ups for years.
- I (use) the Skype for three months and I find it very amusing.
- We (purchase) textbooks from Britannia bookshop for many years.
- Their firm (rent) this office building since they set up their business in Moscow.

Ex. 9. Choose the right item

- The company... bankrupt because it couldn't compete with huge multinational corporations.
a) has gone b) went c) has been going
- They just... a very attractive country house.
a) purchased b) have been purchasing c) have purchased
- Our transactions with Panasonic Ltd. ...us 5 mln. dollars last year.
a) brought b) have brought c) have been bringing

4. Mike Dudley ... start-ups very successfully for 10 years now.
 a) has financed b) has been financing c) financed
- 5) The agent already... the benefits of purchasing this house.
 a) explained b) has been explaining c) has explained
6. When Tom started his business he first... in cheap ball-point pens.
 a) dealt in b) has dealt in c) has been dealing in
7. We... any feedback from our suppliers yet.
 a) haven't been receiving b) haven't received c) didn't receive
8. You ever... a flat?
 a) have been renting b) did ...rent c) have rented
9. When we went to Rome the tour operator ... us with a map of the city.
 a) provided b) has provided c) has been providing
10. We... the new vaccine for 3 years but we still haven't reached any results.
 a) have tested b) have been testing c) tested

Ex.10. Translate the following sentences from Russian into English.

1. Сколько **сделок** вы заключили в этом году? 2. Эта **новая интернет-компания** недавно **обанкротилась**. 3. Кто **снабжает** Вас **оборудованием** в последнее время? 4. Если компания имеет **обратную связь с потребителями**, это дает ей большие **преимущества по сравнению с конкурентами**. 5. Офис находится в центре, поэтому **арендная плата** очень высокая. 6. Мы **предоставляем** своим работникам дополнительные льготы уже в течение 10 лет. 7. Чтобы улучшить нашу работу, мы проводим **расследование** всех жалоб **потребителей**. 8. Основной **особенностью** этой компании является то, что она проводит серьезные **маркетинговые исследования**. 9. С какими компаниями **конкурирует** Ваша фирма? 10. Объем продаж **превышал все ожидания**. 11. **Средства массовой информации** никогда не имели и не имеют **доступа** к этой информации. 12. Обычно мы **покупаем** товары в кредит, а не за наличные. 13. Мы уже **создали** много рабочих мест в этом районе. 14. Цена не была **конкурентоспособной** и мы не заключили **сделку**.

Ex.11. Read the dialogue between the reporter and the owner of a dot.com.

Reporter – John, you have created a popular internet company, which sells books. How long have you been working on this market?

John – We have been dealing with the book market for 5 years. Since that time we have created an overall strategy of establishing feedback with our target audience around all Scotland.

Reporter – And what are your customers?

John – Basically they are young people who buy text-books and books on CDs. But we can also provide books for general public and specialized market.

Reporter – Can you tell me what you find attractive in your business?

John – Actually, dotcoms have been successfully competing with brick and mortar shops for more than 10 years now. You see, the advantage is that a customer buys the necessary book from home.

Reporter – Yes, but what about delivery, prices and range of books for sale?

John – Our prices don't exceed the average market price, the courier service is available to any destination.

Reporter – What other advantages of e-commerce can you name?

John – If you are a dotcom, it makes the problem of rent and storage irrelevant. We contact any warehouse and order the required book.

Reporter – So, how about the future of dotcoms? You've probably heard that media say e-commerce has been experiencing a crisis lately?

John – Business is always risky. Some companies have gone bankrupt, others are prospering. It's a gamble. But if you are creative, enthusiastic the future is yours.

Reporter – Thank you very much, John. And I wish you best luck with your Internet business.

John – Thank you, and visit our site.

Notes:

1. target audience – целевая аудитория
2. available – доступный
3. irrelevant – не относящийся к делу
4. to prosper – преуспевать
5. gamble – риск

Answer the questions based on the dialogue.

1. What business is John's company in?
2. Who are his target customers?
3. What kind of shops has the dotcom been competing with?
4. How does John describe the main advantage of an internet shop?
5. What does the press say about the future of e-commerce?
6. Where does an Internet shop keep its stores of goods?
7. What can you say about the prices in Internet shops?

Ex. 12. Work with your partner.**Make up a dialogue on the following assignment:**

A: You have been purchasing through the Internet for 3 years and you find it very comfortable. Explain to your friend who does shopping in the usual way that the Internet shopping has more advantages (saves time, cheap, comfortable, a lot of information, etc.)

B: You don't trust Internet shops. You like to see and touch everything before you buy it. Explain to your friend why you dislike shopping through the Net (shops don't have what they advertise, the quality is not very good, the operators don't give you professional advice, wrong delivery, etc.)

Vocabulary

1. access to smth (n, U) – доступ к чему-л.

access to markets – доступ к рынкам

E.g. All rooms in the hotel have access to the Internet. – Все комнаты в гостинице имеют доступ в Интернет.

2. advantage (n, C) – преимущество

an advantage **of** smth – преимущество в чем-л.

an advantage **over** smb/smth – преимущество над кем-л./чем-л.

E.g. Our team has the advantage **of** experience. – Преимуществом нашей команды является опыт.

Ant: disadvantage (n, C) – недостаток

E.g. Your advertisement has some disadvantages – Ваша реклама имеет недостатки.

3. attractive (adj) – привлекательный

E.g. The offer is very attractive **to** us – Это очень привлекательное для нас предложение.

attract (v) – привлекать

4. benefit (n, C) – выгода; польза

to get (a) benefit **from** smth – извлечь выгоду из чего-л.

Syn: advantage

Ant: disadvantage

5. commerce (n, U) – торговля; коммерция

home / foreign commerce – внутренняя / внешняя торговля

Chamber of Commerce – Торговая палата

commercial (adj) – коммерческий, торговый; прибыльный

6. compare smb/smth with smb/smth (v) – сравнивать кого-л. / что-л. с кем-л./чем-л.

E.g. We always compare our goods with the goods of our partners. – Мы всегда сравниваем наши товары с товарами партнеров.

comparison (n, U) – сравнение

in comparison **with** – по сравнению с

7. compete with smb/smth (**v**) – конкурировать с кем-л./чем-л.

E.g. We compete **with** many foreign companies. – Мы конкурируем со многими иностранными компаниями.

competition (n, U) – конкуренция

competitor (n, C) – конкурент

competitive (adj) – конкурентноспособный

a competitive price – конкурентноспособная цена

8. consumer (n, C) – потребитель

consumer goods – потребительские товары

Syn: user, buyer

9. create (v) – производить, создавать

to create jobs – создавать рабочие места

10. deal (dealt – dealt) (v) – торговать; вести дела

to deal **with** smb **in** smth – торговать с кем-л. чем-л.

E.g. This shop deals **in** woollen goods. – Этот магазин торгует шерстяными изделиями.

E.g. We deal **with** a lot of customers. – Мы работаем с большим количеством заказчиков.

deal (n, C) – сделка, договор

to make / do a deal **with** smb – заключить сделку с кем-л.

E.g. We made a deal with them yesterday. – Вчера мы заключили с ними сделку.

11. equipment (n, U) – оборудование; оснащение

office equipment – офисное оборудование

equipment **for** road construction – оборудование для дорожно-строительства

12. exceed (v) – превышать; выходить за пределы; превосходить

to exceed smb **in** smth – превосходить кого-л. в чем-л.

to exceed expectations – превосходить ожидания

13. feature (n, C) – особенность, характерная черта; признак

a special feature – особая черта

14. feedback (n, U) – обратная связь

15. go bankrupt – обанкротиться

E.g. The company went bankrupt last year. – Компания обанкротилась в прошлом году.

16. investigate (v) – расследовать; изучать

Syn: examine

investigation (n, C) – расследование

to carry out an investigation – проводить расследование

Syn: examination

17. marketing (n, U) – сбыт; маркетинг

marketing research – маркетинговые исследования

Syn: trade, commerce