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организация «Тамбовский колледж социокультурных технологий»**

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**БИЗНЕС-КОММУНИКАЦИЯ
НА АНГЛИЙСКОМ ЯЗЫКЕ**

для студентов 1-2 курсов специальностей СПО

УЧЕБНОЕ ПОСОБИЕ

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СПО. Включает серию тренировочных и контрольных упражнений, а
также тексты для чтения и обсуждения прочитанного.

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Введение

Целью выполнения контрольных работ является самостоятельное приобретение и углубление знаний студентами в области делового иностранного языка. Кроме того, контрольные работы являются одним из видов проверки качества знаний студентов, изучающих данную дисциплину. Контрольные работы состоят из заданий, в которых основное внимание сконцентрировано по одному аспекту, указанному перед заданием. Все объяснения представлены на родном языке.

Работы выполняются в соответствии с графиком учебного процесса и должны быть выполнены в установленные сроки. Предлагается две контрольных работы в двух вариантах.

Модальные глаголы. Особенности делового английского.

Сейчас мы поговорим о такой особенности, которой отличается **английский деловой стиль**, как употребление модальных глаголов в значении долженствования, когда мы обращаемся к партнерам, коллегам, подчиненным и подчеркиваем необходимость того или иного действия.

Многие студенты при изучении делового английского не считают особенно важным концентрироваться на оттенках слов, предпочитая наращивать необходимый запас лексики для более легкого и быстрого понимания собеседника. Однако английский деловой стиль предусматривает такую важную вещь, как полное соблюдение речевого этикета, и оттенок употребленного вами слова входит в этот этикет.

Английский деловой стиль. Выражение долженствования.

Одним из наиболее часто используемых модальных значений в деловом языке является значения долженствования. Наиболее употребляемыми в данном значении в английском деловом стиле являются глаголы *must*, *to be* и *to have*.

Примеры употребления глагола *must*:

- *We must be in time not to be late as it's a very important event.* (Мы должны прийти во время, чтобы не опоздать на это важное событие).

- *I should say you must check it once more.* (Я считаю вам нужно проверить это еще раз).

- *Besides, your price must depend on the amount of the contract.* (Кроме того, ваша цена должна соотноситься с условиями контракта).

Английский деловой стиль предписывает употреблять глагол *must* только по отношению к собственным подчиненным, когда подчеркивается обязательность и необходимость выполнения того или иного действия или задания. Не зря этот глагол часто используется в значении приказа, подчеркивая строгое требование или необходимость выполнения какого-либо действия, например *You must decide to Monday if you stay at our office or not. You are to prepare all the papers to sign them on Tuesday.* (Вы обязаны подготовить все документы на подпись ко вторнику).

В отношениях с партнерами английский деловой стиль предписывает почти полный отказ от глагола *must*, кроме случаев, когда необходимо подчеркнуть жесткую необходимость или недовольство старшим партнером младшими партнерами или возмущение при каком-либо невыполнении обязательств. Например, так вы можете употребить фразу *You must have paid your debt by the 3th of November.* (Вы обязаны выплатить ваш долг к 3 ноября).

Зная особенности делового английского, вы будете понимать, что в отношениях с партнерами следует сосредотачиваться на глаголах *to have* и *to be*, так как обязанность выполнения действия звучит менее категорично.

Примеры употребления глаголов to have to и to be:

- *Are you to come on every Saturday morning?* (Вы обязаны приходить по утрам в субботу?).

- *They are to prepare their report to the next weekend.* (Они должны подготовить свои отчеты к следующим выходным).

- *Sorry but I have to leave as I'm very busy last time.* (Простите, но мне пора идти - в последнее время у меня очень много дел).

- *Do you have to meet them at the station?* (Вам нужно встретить их на станции?)

Однако не стоит забывать, что глагол *have to* может иметь оттенок нежелательного действия, поэтому следующая фраза «*So we have to work with you*» звучит довольно грубо и **английский деловой стиль** не предусматривает такого употребления этого глагола.

Во всех затруднительных случаях, а лучше даже и чаще, вам стоит прибегать к более мягким формам указания, заменяя долженствование выражениями, означающими предположение, совет, вопрос и т.д. **Английский деловой стиль** предусматривает понимание подобных фраз на тон или два тона жестче их оригинального значения.

Это сходно и с ситуацией в русском языке. Фраза «Не могли бы вы перепроверить наши доходы, если у вас будет время. Мы бы смогли обсудить их с нашим финансовым директором» вовсе не означает буквально следующее: «сделайте это, если захочется, а если не захочется, то и не надо». На самом деле, просьба подразумевает чуть ли не быстрое и точное исполнение указания.

Поэтому в каждом сложном случае прибегайте к мысленным аналогиям с русским деловым стилем общения и тогда **особенности делового английского** будут даваться вам легко.

Английский деловой стиль. Выражение просьбы.

Наиболее употребляемыми глаголами в значении просьбы являются *can (could), would, may, will*.

Английский деловой стиль предполагает употребление этих глаголов приблизительно в равнозначных ситуациях:

Примеры употребления глагола can (could):

- *Could you hold on a minute, please?* (Минуточку, пожалуйста).

- *Could you tell me your name, please?* (Скажите ваше имя, пожалуйста).

- *Can I take the message?* (Позвольте принять ваше сообщение).

- *Can I do anything to help?* (Я могу вам чем-нибудь помочь?).

Примеры употребления глагола may и would (will):

- *May I introduce myself?* (Позвольте представиться).

- *May I pay in cash?* (Я могу расплатиться наличными?).

- *Would you mind waiting?* (Вас не затруднит подождать?).

- *Would you show me your passport?* (Покажите пожалуйста ваш паспорт).

- *Will you help me to find the exit?* (Вы мне не поможете найти выход?).

Примеры выше выглядят довольно похожими, и так оно и есть на самом деле. Выбор глагола в этих предложениях зависит больше от сочетаемости, традиций языка и оттенков смысла, чем от уровня просьбы, заключенной в данном слове. Например, **английский деловой стиль** предусматривает два варианта фразы «*Could you show me the way, please?*» и «*Would you show me the way, please?*». В первом случае мы переведем фразу как «Не могли бы вы показать мне дорогу?», а во втором - «Вы мне не покажете дорогу?». Небольшой оттенок значения есть, так как во втором случае мы больше предполагаем положительный ответ на нашу фразу, но по уровню просьбы они примерно одинаковы.

Но при этом мы не можем сказать «*Would I take the message?*» или «*May I do anything for you?*». Так как в первом случае мы получаем грамматическую бессмыслицу («А приму ли я сообщение?»); а во втором случае - интимную фразу, уместную при желании, например, мужчины выпросить прощение у женщины («Можно я что-нибудь сделаю для тебя?»). Поэтому стоит осторожней выбирать модальные глаголы при передаче смыслового значения просьбы, иначе вы рискуете выглядеть смешно в глазах партнеров.

Чаще всего в языке делового общения просьба выражается в более вежливой форме, так как в основном общение происходит между малознакомыми людьми. Для этого используются такие глаголы как *could*, *might* и *would*. Также эти глаголы в определенном контексте в данном значении могут налагать оттенок предложения.

Примеры употребления глагола *could*, *might*, *would*:

- *Might I suggest Tuesday?* (Может быть во вторник?).

- *Would you like to know some more information about our products?* (Не желаете узнать больше о нашей продукции?).

Английский деловой стиль предусматривает не только просьбу, разумеется, но и разрешение, когда с просьбой обращаются к вам. Выражение модального значения разрешения в языке делового общения в большинстве случаев выражается с помощью модальных глаголов *can* и *may*. Употребления глагола *dare* при деловом общении не наблюдалось.

Примеры разрешения в английском деловом стиле:

- *You can consult our manager at three.* (Вы можете проконсультироваться с нашим менеджером в три часа).

- *You can buy a cheapest ticket if you want.* (Вы можете купить билет подешевле).

- *You may finish your report next week.* (Вы можете закончить ваш отчет на следующей неделе).

Контрольная работа № 1
Вариант 1

- 1. Используя информацию в тексте составьте резюме для данного человека.**

The shipping manager

Name: Lisa Simpson

Age: 27

Occupation: Shipping and Contracts Manager
Route to job: Lisa left school at 17 with A levels and at 18 went to University and received a BA in Russian, then an MA in Russian poetry. When she left, she worked in market research and finance for 18 months before becoming a receptionist at American trading and investment house that had just begun a joint venture with a timber company in Russia. After some training she became Shipping Supervisor. She is looking for a position of Shipping and Contracts Manager in some other shipping company.

Dress: Mostly smart; occasionally jeans and sweater.

Lisa's day:

I get up at 7.30 am, leave the house at 8.20 am and drive to work to arrive at 9 am. My job is to supervise transportation of raw materials from various places to Russia. I meet with the traders who do the deal for the raw materials and sell the processed metals, the shippers who organise the shipping of the materials, and the finance people. My role is reactive – I deal with difficulties as they come up. I go through my messages until 11 am, I reply by fax or e-mail because it's hard to deal with things on the end of a bad phone line in a foreign language. I often go out for lunch at 1 pm or I may have a sandwich at my desk. I go home between 5 pm and 6 pm, but there are times when I haven't slept at night. I find it difficult to switch off if there are problems.

A level – a two-year course and an examination in particular subject. Students usually need to pass at least three A levels in order to go to University.

Most university courses last three or four years. During these years students are doing/studying subjects, or doing/studying for a degree in a subject.

BA – Bachelor of Arts (in languages, history etc);

BSc – Bachelor of Science (chemistry, physics etc)

Some students then go to do a postgraduate course to receive MA in one or two years.

MA – Master of Arts

After at least three years of studying one subject in great detail a postgraduate student receives an **PhD (Doctor of Philosophy)**.

GLOSSARY

shipping – доставка грузов
joint venture – совместное предприятие
timber – древесина
raw materials – сырье

2. Составьте письмо-запрос в адрес английской компании:

- сообщите, где Вы прочитали рекламу о производимых этой компанией мужских
- костюмах (men's suits); напишите, что Вы хотели бы закупить партию мужских костюмов в количестве 200 штук;
- узнайте их стоимость на условиях поставки CIF Одесса; сообщите в письме, что, если Вас
- устраивает цена и качество костюмов, Вы в дальнейшем сможете делать большие заказы;
- попросите дать ответ как можно скорее.

3. Познакомьтесь с содержанием телефонного разговора клиента и поставщика, предмет которого – подготовка покупки холодильников для новой гостиницы. Переведите его на русский язык. Составьте письмо-запрос дирекции гостиницы и письмо-предложение фирмы на 50 холодильников.

- Sundel, Electrotech Sales Manager. Can I help you?
- Good afternoon, Mr Sundel. This is Mr Hart from Santina Hotel speaking. Have you got any refrigerators IPD Model 245?
- Yes, we have, but we have had a lot of orders for this model.
- What is its price?
- Its retail price is \$460 per unit.
- What is the discount for a lot of 100 units?
- Usually we give a 5 % discount.
- Is there a discount if I pay cash?
- I am not sure. I should consult with our Financial Manager.
- What is the minimum time for delivery?
- A month.

4. Перед вами части 2-х писем-запросов. Вставьте правильное слово или фразу из предложенного списка. Каждое слово или фраза используется один раз.

Hesitate, supply, pleasure, sincerely, enquiry, full details, further details
A.
Dear Ms Prentice

Thank you for your _____ of 3rd May about our office stationary. We have _____ in enclosing our latest catalogue and price list. We hope you will find it of interest.

If you require any _____, please do not _____ to contact us.

Yours _____

B.

Thank you for your letter of January 4th, asking about office furniture. The enclosed catalogue contains _____ of our range. In most cases we are able to _____ you with the goods you require within fourteen days.

We look forward to receiving an order from you.

5. Переведите предложения на английский язык

1. Мы направляемся в наш офис, который находится в центре города.
2. В какой гостинице я могу остановиться?
3. Разрешите мне представить вам моих сотрудников.
4. Мы заказали для Вас одноместный номер с ванной в гостинице недалеко от центра.

6. Выберите подходящую ответную реплику.

1. Can you put me through to Miss Evans, please?
 - a) I'll see if she is in her office at the moment.
 - b) I've got the wrong number.
 - c) I'll check again
2. Isn't that Seattle, then?
 - a) No, the number has changed.
 - b) No, you must have the wrong area code.
 - c) Sorry, I may have dialed the wrong extension.
3. You asked me to confirm the dates of delivery.
 - a) Yes, that's the best time for them.
 - b) Yes, let me just get a note pad to write them down.
 - c) Yes, they'll come to England soon.
4. No, this isn't the Metal Case Company.
 - a) So sorry to have troubled you.
 - b) I'll call again later.
 - c) Can you connect me with Mr. Mansour, please?

7. Закончите разговор предложениями, приведенными ниже.

Используйте каждое предложение только один раз.

A:

B: Good morning. Could I speak to Jane Lewis, please?

A:

B: Lesley Winwood

A:

B: She said she'd be in all morning.

A:

C: Jane Lewis

B:

C: Ah yes, it's about

Phrases: 1. Right, I can connect you now 2. Who's calling, please? 3. Reynolds Bicycles, good morning. 4. You asked me to call as soon as possible. 5. Hold the line, please, and I'll see if she's in.

8. Закончите каждое предложение антонимом слову в скобках. Выберите антоним из списка. Каждый антоним используйте только 1 раз.

Marked, low, permanent, short, complex

1. The company has a _____ management structure. (SIMPLE)
2. There was a _____ improvement in efficiency. (SLIGHT)
3. He's got himself a _____ job as a mechanic. (TEMPORARY)
4. I didn't expect my salary to be as _____ as this! (HIGH)
5. We're expecting big savings in the _____ term. (LONG)

9. Выберите правильное слово для каждого предложения

1. Can you say/tell the difference between these two products?
2. The company is extremely sensible/sensitive to any criticism.
3. She works for an advertisement/advertising agency.
4. How will the increase in interest rates affect/effect your sales?
5. My bank manager has agreed to borrow/lend me another \$2,000.

10. Подберите к каждому глаголу (левая колонка) соответствующее существительное (правая колонка) для образования слов-партнеров

- | | |
|------------|------------------|
| 1. answer | a) goods |
| 2. appoint | b) a meeting |
| 3. arrange | c) tax |
| 4. export | d) a new manager |
| 5. pay | e) a letter |

11. Вставьте модальные глаголы must, to have to, to be to в пропуски по смыслу.

1. When things get complicated, the first rule is that you ____ know exactly what you are doing. 2. Prejudice is a part of business. You ____ deal with it and can't dwell on it, or it overwhelms you. 3. Inquiries and confirmations concerning travel arrangements and meetings ____ be very exact. 4. One basic principles of entrepreneurship ____ avoid the well – trodden path by creating your own one. 5. A company ____ identify what it is about the brand that makes it special – what is it core value? 6. The employers ____ pay premium. 7. In the Middle East you ____ learn to wait and do not to be too eager to talk business. 8. If you ____ to fill out the application form in the office, notice how much space you have for each answer. 9. In business letter writing the correspondent ____ make his meaning clear. 10. If

there is no company car at the airport we'll ____ take a taxi.11. It ____ be remembered that the subject of the routine business letter lacks variety. 12. We ____ discuss all the details at our next week meeting. 13. Now Rebo Ltd ____ lay out money for a newer, even costlier generation of equipment. 14. Application form____ include the names of two references. 15. The brand building ____ be undertaken across our complete product range.

12. Прочтите и переведите текст устно.

MADemoiselle CHANEL

She's 14, American, and speaks no French at all. But six-foot-tall Kimora Lee Perkins is hot news in Paris. She has become the top model at the Parisian fashion house of Chanel.

She owes her remarkable looks to a Korean mother and a black father. But when she was young, back home in St. Louis, Missouri, she cried when she looked in the mirror and saw how nil she was. "I felt I was different from all the other kids my age", she explains. Her mother- Joanne Perkins, 34, recalls, "Kimora was a tormented child. It was almost impossible for her to relate to other girls of her age, and there was a lot of teasing. Growing up was a very painful experience for her".

When she was 11, her mother took her to a local modeling school. She thought modeling would be an interesting job because then she would be with other tall girls. She began to like it very much, and had to learn how to walk and pose to show off the clothes to their best advantage.

Chanel chose her because "she has the look of the 90s", and now she spends eight to ten hours a day modeling their latest fashions in various parts of the world. "I have to try really hard to keep looking good for the cameras", she said.

"People think it's a very easy job that anyone could do, but you need a lot of stamina," Kimora says. "Once, in London, we had to take photos in the street all through the night, and then I had to go to my tutor for school lessons at 9.00 a.m. before taking the daytime photos at 1.00pm".

She is not only the youngest top model; she is also one of the richest. "Mom looks after that." Kimora explains, "I don't even have a credit card -- I'm too young!"

What advice does she have for others? "You should go to a good modeling school, and you have to be prepared to work really hard and give your whole life to modeling."

13. Письменно ответьте на вопросы:

1. Why did Chanel choose Kimora?
2. What did she think about it?
3. Is modeling an easy job?
4. Does she look after her money herself? Why or why not?

14. Переведите выделенный текст письменно.

Контрольная работа №1

Вариант 2

1. Используя информацию в тексте составьте резюме для данного человека.

Name: Jane McFerrin

Age: 36

Occupation: Driving Instructor, London School of Motoring

Route to job: Jane left school in New Zealand after the equivalent of A levels and worked as a hairdresser in Wellington. She left New Zealand in 1988 and travelled the world as a baby-sitter. In 1993, she took a driving instructor's course at a college in Essex, and then continued travelling for 18 months while studying for her Driving Instructor exams, which she passed in 1995. She worked as an instructor at a driving school in West London for six months, then joined the School of Motoring in 1996. She now teaches beginners, advanced and disabled motorists.

Dress: Smart but comfortable clothes

Jane's day:

I get up at 7.45 am, leave the house at about 8.30 am. I teach in a new BMW. My first lesson starts at 9 am, although it can be earlier if one of my customers has a driving test at 8.30 am. I have ten minutes between each lesson, so I usually relax for a while or call into the office to check on my bookings.

When I'm teaching someone who has never driven before, I try to make sure they're calm, before they start driving. I take them through the basics and then let them drive for about ten minutes. After that, I ask them how they are feeling and tell them what they are doing right before I point out the areas they need help with. A lot of people are extremely nervous before their first lesson and often ask for an instructor who won't shout at them. I never raise my voice during a lesson, and I spend a lot of time reassuring my drivers.

The lesson before the test is the hardest because I'm not teaching anything new; I'm just building my clients up psychologically, as some of them are terrified by the prospect of a driving test. At the end of a lesson I test drivers on their theory and talk them through all aspects of security. I always accompany them to their test, and I write letters while I'm waiting for them. Tests take place between 8.30 am and 3.30 pm, and I usually have two or three booked in every week. None of my pupils has ever crashed, but we've been hit from behind by licensed drivers a few times. I have a sore head by the end of the day, and my eyes are usually burning. I finish lessons at 7.15 pm, take the signs off my car and go to the gym for an hour to pump it out on the steps.

Ambition: To get an instructor trainer position at a college.

2. Составьте (на английском языке) письмо-заказ, состоящее из сопроводительного письма и бланка заказа, на приобретение у английской компании партии мужских костюмов в количестве 200 штук при следующих базовых условиях поставки:

поставка на условиях CIF, Одесса;
цена 60,7 фунтов за единицу товара;
цвет: черный, серый и синий;
размеры: L и XL;
форма оплаты: путем открытия аккредитива.

3. Составьте на английском языке письмо-подтверждение заказа английской компании на приобретение у Вас партии изделий, которые Ваша компания производит либо дистрибьютором которых она является.

4. Перед вами части 2-х писем-запросов. Вставьте правильное слово или фразу из предложенного списка. Каждое слово или фраза используется один раз

Advertisement, advise, current issue, Dear, discount, faithfully, forward, latest catalogue, model, payment, price list, price range, still available

A.

_____ Sir

I have seen your _____ in the _____ of "Office Weekly" and am interested in your range of office stationary.

Could you please send me your _____ and _____. I look _____ to hearing from you.

Yours _____

B.

Some time ago we purchased from you some JF72 solar-powered pocket calculators.

As this _____ was so popular with our customers, we would like to know if it is _____. If so, would you kindly advise us of your terms of _____ and any quantity _____ available.

Could you also include details of any new models in the same _____.

5. Переведите предложения на английский язык

1. Имею удовольствие сообщить вам, что мы внимательно изучили ваши материалы и решили принять ваше предложение.

2. Я рекомендовал бы вам гостиницу Northern Star. Она вполне приличная и недорогая.

3. Я бы хотел заказать одноместный номер с ванной на три дня.

4. Я собираюсь лететь в Лондон. Есть ли у вас свободные места на среду, на следующей неделе?

6. Выберите подходящую ответную реплику.

1. Miss Pearce asked me to call this morning.
 - a) Sorry, your number is the wrong one.
 - b) Do you know the area code?
 - c) But there is no person of that name here.
2. We can let you know what sizes are available.
 - a) Thank you. I know them.
 - b) Thaks. I'm glad that's OK now.
 - c) Thanks. I can order what we need then.
3. Can you give me a quotation?
 - a) We haven't any more available.
 - b) This price is very competitive.
 - c) They cost \$3.30 each
4. Can we have a higher discount?
 - a) It depends on the number you order.
 - b) The prices are our lowest.
 - c) It's not so much.

7. Закончите разговор предложениями, приведенными ниже.

Используйте каждое предложение только один раз.

C:

D: I'd like to speak to someone about bringing forward a delivery.

C:

E:

D: I'm phoning about our order for three motors.

E:

D: Yes, it's FC/172/Y. We'd like earlier delivery if possible.

E:

D:

E:

D: That'll be fine. Thanks very much.

Phrases: 1. Right. Well, I'll have to check with the workshop. 2. Order Inquiries. Can I help you? 3. Yes, late this afternoon if that's convenient. 4. Garston Motors. Can I help you? 5. I'll put you through to Order Inquiries. 6. Can you give me the order number?

8. Закончите каждое предложение антонимом слову в скобках.

Выберите антоним из списка. Каждый антоним используйте только 1 раз.

Rare, vacant, basic, negative, internal

1. We could see he was using very _____ equipment. (SOPHISTICATED)
2. There was a very _____ reaction to my suggestion. (POSITIVE)
3. The post went to an _____ candidate. (EXTERNAL)
4. He has a _____ talent for managing people. (USUAL)
5. The position has been _____ for several months now. (FILLED)

9. Выберите правильное слово для каждого предложения

1. We've had to cancel/postpone the meeting until next Monday.
2. My plane was delayed/postponed by an hour due to computer failure.
3. Before coming here, I studied economics/economy at university.
4. I am interested/interesting in their new camera.
5. She applied for a job/work as a personnel officer.

10. Подберите к каждому глаголу (левая колонка) соответствующее существительное (правая колонка) для образования слов-партнеров

- | | |
|------------|---------------|
| 1. run | a) a visitor |
| 2. send | b) a business |
| 3. sign | c) a problem |
| 4. solve | d) a fax |
| 5. welcome | e) a contract |

11. Вставьте модальные глаголы must, to have to, to be to в пропуски по смыслу.

1. An effective résumé _____ make a good first impression. 2. There is still strong demand for champagne, but in recession, it _____ be sold at a price people can afford. 3. Staff _____ not smoke when serving customers. 4. We often _____ wait for customs clearance of our goods. 5. These products _____ have no more than two – thirds of the calories of the traditional product. 6. I _____ talk to our personnel manager immediately. 7. Office manager: staff _____ at their desks by 9:00. 8. We _____ meet with the company's Chief Executive at 2 p.m. yesterday. 9. Workers expect that much more frequently than in the past they will _____ move from one organization to another. 10. The aim of marketing strategy is to determine how the four P's _____ be utilized. 11. We are a multinational industry and do not _____ worry about competition. 12. Candidates, male or female, _____ be engineering graduates. 13. Passers – by _____ not cross the railway lines. 14. In this company the staff has often to work overtime. 15. I _____ admit that business - type thoughts do sneak into my head: I've got salaries to pay.

12. Прочтите и переведите текст устно.

LIVING BY THE SWORD

When Cristina Sanchez told her parents that she wanted to become a bullfighter instead of a hairdresser, they weren't too pleased. But when she was eighteen her parents realized that she was serious and sent her to a bullfighting school in Madrid, where she trained with professionals. Since last July, Sanchez has been the most successful novice in Spain and is very popular with the crowds. After brilliant performances in Latin America and Spain earlier this year, Sanchez has decided that she is ready to take the test to become a matador de foros. Out of the ring, Sanchez does not look like a matador. She is casually elegant, very feminine and wears her long blond hair loose. She seems to move much more like a dancer than an athlete, but in the ring she is all power.

When she was fourteen, Sanchez's father warned her that the world of bullfighting was hard enough for a man and even harder for a woman. It seems he is right. "It really is a tough world for a woman," says Sanchez. "You start with the door shut in your face. A man has to prove himself only once, whereas I have

had to do it ten times just to get my foot in the door."

In perhaps the world's most masculine profession, it would seem strange if Sanchez had not met problems. But even though Spanish women won the legal right to fight bulls on equal terms with men in 1974, there are still matadors like Jesulin de Ubrique who refuses to fight in the same ring as her. Sanchez lives with her family in Parla, south of Madrid. Her family is everything to her and is the main support in her life. "My sisters don't like bullfighting, they don't even watch it on TV, and my mother would be the happiest person in the world if I gave it up. But we get on well. Mum's like my best friend." When Sanchez is not fighting she has a tough fitness routine - running, working out in the gym and practicing with her father in the afternoon. By nine she is home for supper, and by eleven she is in bed. She doesn't drink, smoke or socialize. "You have to give up a lot," says Sanchez. "It's difficult to meet people, but it doesn't worry me - love does not arrive because you look for it."

Sanchez spends most of the year travelling: in summer to Spanish and French bullfights and in winter to Latin America. Her mother dislikes watching Sanchez fight, but goes to the ring when she can. If not, she waits at home next to the telephone. Her husband has had to ring three times to say that their daughter had been injured, twice lightly in the leg and once seriously in the stomach. After she has been wounded, the only thing Sanchez thinks about is how quickly she can get back to the ring. "It damages your confidence," she says, "but it also makes you mature. It's just unprofessional to be injured. You cannot let it happen." Sanchez is managed by Simon Casas, who says, "At the moment there is no limit to where she can go. She has a champion's mentality, as well as courage and technique."

13. Выберите подходящий вариант ответа:

1. Sanchez thinks that
 - A living in today's world is difficult for a woman.
 - B bullfighting is a difficult career for women.
 - C it is almost impossible to succeed as a female bullfighter.
 - D women have to demonstrate their skills as much as male bullfighters do.

2. Sanchez's mother
 - A is everything to the family.
 - B prefers to watch her daughter on TV.
 - C supports her more than the rest of her family.
 - D would prefer Cristina to leave the ring.
3. What does "it" in line 37 refer to?
 - A the fitness routine;
 - B not socializing;
 - C giving up;
 - D smoking.
4. Sanchez doesn't socialize often because
 - A she doesn't like cigarettes and alcohol.

- B her work takes up most of her time.
 - C she is worried about meeting people.
 - D it's too difficult to look for friends.
5. What does Sanchez think about after being injured?
- A her next chance to fight bulls;
 - B her abilities;
 - C her development;
 - D her skills.

14. Переведите выделенный текст письменно.

Контрольная работа № 2

Вариант 1

1. Прочтите и переведите следующие слова и выражения

Determinants, valuable, commodity, subjective, worth, transaction, reveal, nowadays, kind, market transactions, exchange of goods and services, a much wider meaning, on a countrywide, under market conditions, ad., buyer, concern, consumer goods

2. Внимательно прочитайте текст, переведите его устно.

Markets

Prices arise in exchange transactions and this implies some kind of market. This need not, necessarily, be a fixed location - a building, or a market place. We are all familiar with the open and covered markets in the centres of our towns, but in the modern world the word 'market' has a much wider meaning. Any effective arrangement for bringing buyers and sellers into contact with one another is defined as a market. The small ad. columns of the local newspaper provide a very efficient market for second-hand cars. Face to face contact between buyers and sellers is not a requirement for a market to be able to operate efficiently. In the foreign exchange market, buyers and sellers are separated by thousands of miles, but the knowledge of what is happening in the market is just as complete, and the ease of dealing is just as effective as if the participants were in the same room.

For some commodities, notably fresh fruit and vegetables, the traditional market is still the normal arrangement, but for most goods the market is a national one. Most consumer goods, in developed countries, are bought, and sold on a countrywide basis. For other commodities the market is world-wide. This is particularly true of the more important primary products such as rubber, tin, copper, and oil, and of the basic foodstuffs such as meat, wheat, sugar, tea, and coffee. Most of the products of advanced technology also have world markets, for example, computers, aeroplanes, ships, and motor cars.

The price of any economic good, under market conditions such as we find in the capitalist world, is determined by the forces of supply acting through the sellers and the forces of demand acting through the buyers, determine the market price.

4. Найдите в тексте слова из задания № 1. Выпишите предложения с ними и переведите их письменно на русский язык.

1. The small ad. columns of the local newspaper provide a very efficient market for second-hand cars.
2. Any effective arrangement for bringing buyers and sellers into contact with one another is defined as a market.
3. The 'value' which an individual places on a commodity can not be measured; its value will be different for different people.
4. This kind of subjective value is not the concern of the economist who is interested only in 'value in exchange'
5. Most consumer goods, in developed countries, are bought, and sold on a countrywide basis.

6. Face to face contact between buyers and sellers is not a requirement for a market to be able to operate efficiently.

7. In the foreign exchange market, buyers and sellers are separated by thousands of miles, but the knowledge of what is happening in the market is just as complete, and the ease of dealing is just as effective as if the participants were in the same room.

8. We are all familiar with the open and covered markets in the centres of our towns, but in the modern world the word 'market' has a much wider meaning.

4. Запишите предложения, заполнив пропуски данными словами. Подчеркните вставленные слова и переведите предложения письменно на русский язык.

Supply, transaction, determinants, concern, arise, advanced, value, meaning, markets, conditions, worth, demand.

1. In this chapter we discuss the basic _____ of price.

2. Price is not the same thing as _____.

3. This kind of subjective value is not the _____ of the economist.

4. The economic worth or value of a good can only be measured in some kind of market _____.

5. Prices _____ in exchange transactions.

6. In the modern world the word 'market' has a much wider _____.

7. Most of the products of _____ technologies also have world markets.

8. The price of any economic good under market conditions is determined by the forces of supply and _____.

6. Выберите из слов, данных ниже, синонимы и запишите их парами:

Transaction, cost, basic, developed, happen, main, advanced, particularly, dealing, price, sort, especially, reveal, purchaser, commodity, good, buyer, discover, take place, kind.

7. Выберите из слов, данных ниже, антонимы и запишите их парами.

Same, false, wide, narrow, domestic, foreign, new, second-hand, true, knowledge, ignorance, different.

8. Переведите словосочетания на английский язык письменно.

Определяющий фактор-

то же самое -

по другой причине-

обмен товаров -

рыночная стоимость-

покупатели и продавцы-

рекламные колонки-

большинство потребительских товаров-

в развитых странах-

особенно верно-

основные продукты питания-

в условиях рынка-

9. Составьте и запишите предложения из слов, данных вразбивку. Переведите письменно получившиеся предложения.

1. thing, is, as, value, price, not, same, the. Thing as price is not the same value.
2. will, its, different, different, for, be, people, value. Its will be different for different people.
3. arise, exchange, transactions, prices, in. Prices arise in exchange transactions.
4. word, this, a, has, meaning, wider, much. This word has a much wider meaning.
5. commodities, some, for, market, the, normal, traditional, still, is, arrangement, the.
6. Is, for, worldwide, other, market, the, commodities.

10. Запишите предложения, заполнив пропуски предлогами. Подчеркните вставленные предлоги и переведите предложения письменно на русский язык.

1. The economic worth ___ value of a good can only be measured in some kind of market transaction.

2. Nowadays practically all exchanges represent an exchange of goods and services ____ money, and prices in terms of money are the market value of the things they buy.
- 3 We are all familiar ____ the open and covered markets in the centres of our towns.
- 4 Any effective arrangement for bringing buyers and sellers ____ contact with one another is defined as a market.
5. Face ____ face contact between buyers and sellers is not a requirement for a market to be able to operate efficiently.
6. ____ the foreign exchange market, buyers and sellers are separated by thousands of miles.

11. Поставьте и запишите вопросы к выделенным словам.

1. This implies some kind of market.
2. The small ad. columns provide a very efficient market for second-hand cars.
3. Buyers and sellers are separated by several miles.
4. Most consumer goods are bought and sold on a countrywide basis. On what basis .
5. Most of the products of advanced technologies also have world markets.

12. Запишите предложения, заполнив пропуски нужной формой глаголов, данными в скобках. Подчеркните вставленные слова и переведите предложения письменно на русский язык.

1. Things (be) 'valuable' because people think they are.
2. The economic worth of value of a good can only be measured in some kind of market transaction which (reveal) the value of the goods in terms of what is offered in exchange for it.
3. If 5 lb of potatoes (exchange) tomorrow for 1 lb of sugar, then the 'price' of 1 lb of sugar is 5 lb of potatoes. Если 5 lb картофеля обменяют на 5 lb сахара, то 'цена' 1 lb сахара - 5 lb картофеля.
4. Nowadays practically all exchange (represent) an exchange of goods and services for money.
5. Any effective arrangement for bringing buyers and sellers into contact with one another (define) as a market.
6. The price of any economic good, under market conditions (determine) by the forces of supply acting through the sellers and the forces of demand acting through the buyers determine the market price.

13. Письменно ответьте на вопросы к тексту.

1. What is the difference between 'price' and 'value'?
2. Where do prices arise?

3. What kind of goods are usually sold in fixed locations?
4. What kind of goods are primarily sold and bought on a countrywide basis?
5. For what products is the market world-wide?
6. What is the price of economic goods determined by in the capitalist world?

14. Внимательно прочитайте текст № 2, переведите его устно.

Demand

The first thing to understand is that demand is not the same thing as desire, or need, or want. We are looking for the forces which determine price, and the strength of the desire for something will not, in itself, have any influence on the price. Only when desire is supported by the ability and willingness to pay the price does it become an effective demand and has an influence in the market. Demand, in economics, means effective demand, and may be defined as 'the quantity of the commodity which will be demanded at any given price over some given period of time'.

15. Составьте и напишите пересказ текста №2, используя данные ниже клише. Будьте готовы передать основное содержание текста на английском языке на основе составленного пересказа устно.

The headline of this text is..... It deals with.....

The author starts by According to the text..... The text also includes.....
Further the author states that

The text goes on to say that In conclusion,

I think the text is addressed to students. It will be particularly useful for those who study economics.

16. Составьте и напишите аннотацию к тексту №2, используя данные ниже клише.

The article is concerned with..... It is shown that..... . It should be noted Attempts are made to analyze.....

Контрольная работа № 2

Вариант 2

1. Прочтите и переведите следующие слова и выражения.

arise, necessarily, familiar, meaning, arrangement, requirement, efficiently, foreign, participants, commodity, countrywide, world-wide, foodstuff's, the basic determinants of price, subjective value, the economic worth of value, the small ad., columns, supply, dealing, ease, imply, participant, particularly, represent, seller separate.

2. Внимательно прочитайте текст, переведите его устно.

Price and Value

In this chapter we discuss the basic determinants of price. Price is not the same thing as value. Things are 'valuable' because people think they are, and for no other reason. The 'value' which an individual places on a commodity can not be measured; its value will be different for different people. This kind of subjective value is not the concern of the economist who is interested only in 'value in exchange'. The economic worth of value of a good can only be measured in some kind of market transaction which reveals the value of the good in terms of what is offered in exchange for it. If 5 lb of potatoes will exchange for 5 lb of sugar, then the 'price' of 1 lb of sugar is 5 lb of potatoes. Nowadays practically all exchanges represent an exchange of goods and services for money, and prices in terms of money are the market value of the things they buy.

3. Найдите в тексте слова из задания № 1. Выпишите предложения с ними и переведите их письменно на русский язык.

1. This is particularly true of the more important primary products such as rubber, tin, copper, and oil, and of the basic foodstuff's such as meat, wheat, sugar, tea, and coffee.
2. Nowadays practically all exchanges represent an exchange of goods and services for money, and prices in terms of money are the market value of the things they buy.
3. The economic worth of value of a good can only be measured in some kind of market transaction which reveals the value of the good in terms of what is offered in exchange for it.
4. The price of any economic good, under market conditions such as we find in the capitalist world, is determined by the forces of supply acting through the sellers and the forces of demand acting through the buyers, determine the market price.
5. In the foreign exchange market, buyers and sellers are separated by thousands of miles, but the knowledge of what is happening in the market is just as complete, and the ease of dealing is just as effective as if the participants were in the same room.
6. We are all familiar with the open and covered markets in the centres of our towns, but in the modern world the word 'market' has a much wider meaning.

4. Запишите предложения, заполнив пропуски данными словами. Подчеркните вставленные слова и переведите предложения письменно на русский язык.

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5. Prices _____ in exchange transactions.
6. In the modern world the word 'market' has a much wider _____.
7. Most of the products of _____ technologies also have world markets.
8. The price of any economic good under market conditions is determined by the forces of supply and _____.

6. Выберите из слов, данных ниже, синонимы и запишите их парами:

Transaction, cost basic, developed, happen, main, advanced, particularly, dealing, price, sort, especially, reveal, purchaser, commodity, good, buyer, discover, take place, kind.

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покупатели и продавцы-

рекламные колонки-

большинство потребительских товаров-

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2. will, its, different, different, for, be, people, value. Its will be different for different people.
3. arise, exchange, transactions, prices, in. Prices arise in exchange transactions.
4. word, this, a, has, meaning, wider, much. This word has a much wider meaning.
5. commodities, some, for, market, the, normal, traditional, still, is, arrangement, the.
6. Is, for, worldwide, other, market, the, commodities.

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2. Where do prices arise?
3. What kind of goods are usually sold in fixed locations?
4. What kind of goods are primarily sold and bought on a countrywide basis? Most consumer goods are primarily sold and bought on a countrywide basis?
5. For what products is the market world-wide? Most of the products of advanced technology also have world markets, for example, computers, aeroplanes, ships, and motor cars.

6. What is the price of economic goods determined by in the capitalist world? The price of any economic good is determined by the forces of supply acting through the sellers and the forces of demand acting through the buyers, determine the market price.

14. Внимательно прочитайте текст № 2, переведите его устно.

Demand

The first thing to understand is that demand is not the same thing as desire, or need, or want. We are looking for the forces which determine price, and the strength of the desire for something will not, in itself, have any influence on the price. Only when desire is supported by the ability and willingness to pay the price does it become an effective demand and has an influence in the market. Demand, in economics, means effective demand, and may be defined as 'the quantity of the commodity which will be demanded at any given price over some given period of time'.

15. Составьте и напишите пересказ текста №2, используя данные ниже клише. Будьте готовы передать основное содержание текста на английском языке на основе составленного пересказа устно.

The headline of this text is..... It deals with.....

The author starts by According to the text..... The text also includes..... Further the author states that

The text goes on to say that In conclusion,

I think the text is addressed to students. It will be particularly useful for those who study economics.

16. Составьте и напишите аннотацию к тексту №2, используя данные ниже клише.

The article is concerned with..... It is shown that..... It should be noted Attempts are made to analyze.....

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