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**Language is easy
Economics**

Учебное пособие

Саратовский государственный университет имени Н. Г. Чернышевского

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Настоящее учебно-методическое пособие предназначено для студентов 2-го и 3-го курса заочного отделения экономического факультета, изучающих английский язык. Пособие представляет собой сборник грамматических упражнений и текстов по специальности, а также контрольные работы на третий и четвертый семестр для студентов второго курса, пятый и шестой семестр для студентов третьего курса.

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Предисловие

Предлагаемое учебно-методическое пособие предназначено для студентов 2-го и 3-го курсов заочного отделения экономического факультета, изучающих английский язык.

Пособие состоит из четырех частей. Первая и вторая части включают два раздела: в первом приводятся справочные материалы по грамматике и тренировочные упражнения, а во втором разделе рассматриваются тексты по специальности, предусмотренные рабочей программой. Первая часть – «1 семестр». В данной части рассматриваются грамматические темы: страдательный залог, времена Present Perfect и Past Simple, Past Perfect и Future Perfect. Во второй раздел входят тексты по специальности. Первая часть завершается контрольной работой, проверяющей усвоение рассмотренного в 1-м семестре материала, и является одной из форм отчетности в зимнюю сессию.

Вторая часть – «2 семестр». В данной части представлены следующие грамматические темы: инфинитив и -ing форма, косвенная речь, условные предложения и модальные глаголы. Во второй раздел второй части включены тексты по специальности. Как и вторая часть, третья включает контрольную работу, которая предназначена для проверки знаний во 2-м семестре (летняя сессия).

Третья и четвертая части пособия предназначены для студентов 3-го курса; содержат тексты по специальности (тексты на английском языке по специальности «экономика», что обеспечивает изучение материала, который может стать полезным для студентов в их будущей профессии). К каждому тексту прилагается список слов, который состоит из экономических терминов и понятий, а так же некоторых полезных клише и выражений. После каждого текста следует задание, проверяющее понимание текста, и вопросы; ответы на первую часть вопросов предполагают использование информации текста, ответы на другую часть требуют от студентов умения высказать своё мнение, провести сравнение и сопоставление материала, сделать выводы. Затем следуют задания, требующие использования основных терминов текста, что обеспечивает закрепление материала. В конце пособия приводится общий глоссарий по алфавиту, который может быть использован студентами в дальнейшем.

Настоящее пособие рассчитано, главным образом, на письменное выполнение всех упражнений. Контрольные работы оформляются отдельно от тренировочных упражнений и сдаются преподавателю.

III семестр

Раздел 1

1. Страдательный (пассивный) залог (Passive Voice)

Страдательный залог употребляется в том случае, если в центре внимания говорящего находятся лицо или предмет, подвергающийся воздействию со стороны другого лица.

Страдательный залог образуется при помощи вспомогательного глагола **to be** в соответствующей форме и причастия прошедшего времени (**past participle**) смыслового глагола.

	Active Voice	Passive Voice
Present Simple	He paints the house.	The house is painted.
Past Simple	He painted the house.	The house was painted.
Future Simple	He will paint the house.	The house will be painted.
Present Continuous	He is painting the house.	The house is being painted.
Past Continuous	He was painting the house.	The house was being painted.
Present Perfect	He has painted the house.	The house has been painted.
Past Perfect	He had painted the house.	The house had been painted.
Future Perfect	He will have painted the house.	The house will have been painted.

В вопросительной форме вспомогательный глагол ставится перед подлежащим. В отрицательной форме отрицательная частица **not** ставится после вспомогательного глагола:

Was my application accepted? – Your application was not accepted.

Если указано лицо, производящее действие, то оно вводится предлогом **by**. Если указывается предмет, при помощи которого было совершено действие, он вводится предлогом **with**.

A new law has been passed by the government. – *Новый закон был принят правительством.*

Fish is cut with a special knife. – *Рыбу режут специальным ножом.*

Задание 1.1. Поставьте глаголы в нужную форму, используя пассивный залог:

- 1) Bread ___ every day (eat).
- 2) The letter ___ yesterday (receive).
- 3) A very interesting book ___ at the library next Friday (take).

- 4) Many houses ___ in our town every year (to build).
- 5) These trees ___ next spring (plant).
- 6) I ___ at the lesson yesterday (ask).
- 7) The clock ___ now (repair).
- 8) The trucks ___ at twelve o'clock yesterday (load).
- 9) The new children's book ___ in that shop when I entered it yesterday (sell).
- 10) The new bridge over the river ___ now (build).
- 11) The sweets ___ already ___ when I came home (eat).
- 12) The text ___ recently (translate).
- 13) All the trees ___ by the middle of last autumn (plant).
- 14) The work ___ by 5 o'clock tomorrow (finish).
- 15) The novel ___ already ___ (discuss).
- 16) The letter ___ by 10 o'clock tomorrow (write).

Задание 1.2. Переведите предложения из активного залога в пассивный:

- 1) People chop down a lot of trees every year.
- 2) They chose him as the best actor of the year.
- 3) Steven Spielberg has directed a lot of successful films.
- 4) A number of reporters will meet the professor at the airport.
- 5) Astronauts are exploring space.
- 6) The Romans founded Bath in the first century AD.
- 7) The traffic warden had already given him a ticket for illegal parking.
- 8) Homer wrote the "Iliad".
- 9) People must obey the law.
- 10) A nightmare woke Mary up.
- 11) Someone's has stolen Mike's bicycle.
- 12) The judge has fined him \$ 300.
- 13) Van Gogh painted "Sunflowers".
- 14) Someone had broken our door down.
- 15) The government will introduce new measures against crime.
- 16) Someone has burgled Ann's house.

2. Present Perfect и Past Simple

Изучающие английский язык часто испытывают сложности в разграничении глагольных времен **Present Perfect** и **Past Simple**, так как и то, и другое называет законченное действие. Необходимо помнить, что **Past Simple** связан с прошедшим периодом времени, который может быть указан в предложении или ясен из контекста. Действия, которые называет

Present Perfect, всегда связаны с настоящим временем. Ниже мы приводим таблицу, в которой сравниваются эти времена:

Present Perfect и Past Simple	
Present Perfect	Past Simple
законченное действие, которое произошло в прошлом, но время совершения не указано в предложении: Don has left for Madrid. <i>Дон уехал в Мадрид.</i> (Мы не знаем, когда он уехал. Время совершения действия не указано.)	законченное действие, которое произошло в определенное время в прошлом (время указано в предложении). She left yesterday. <i>Она уехала вчера.</i>
действие в прошлом, связанное с настоящим и имевшее место в определенное время в прошлом, которое не упоминается в предложении: I've spoken to Richard Gere. <i>Я общался в Ричардом Гиром.</i> (Мне, возможно, удастся пообщаться с ним еще. Период времени еще не завершился).	действие в прошлом, не связанное с настоящим и имевшее место в определенное время в прошлом, которое не упоминается в предложении: I met John Lennon. <i>Я встречал Джона Леннона.</i> (Мне уже не удастся его встретить)

Необходимо также помнить, что **Present Perfect** часто употребляется для того, чтобы начать разговор. Однако для продолжения разговора на ту же тему используется **Past Simple**, даже если время не упоминается, так как действия ассоциируются с прошедшим временем.

Задание 2.1. Поставьте глаголы в скобках в Present Perfect или Past Simple:

- 1) "Where's your key?" – "I don't know. I ___ it (lose)."
- 2) I ___ very tired, so lay down on the bed and went to sleep (be).
- 3) Mary ___ to Australia for a while but she's back again now (go).
- 4) "Where's Ken?" – "He ___ out. He'll be back in about an hour (go)."
- 5) I did German at school but I ___ most of it (forget).
- 6) I meant to phone Diane last night but I ... (forget).
- 7) Look! There's an ambulance over there. There ___ an accident (be).
- 8) I ___ a headache earlier but I feel fine now (have).
- 9) They're still building the new road. They ___ it (not finish).
- 10) "Is Helen still here?" – "No, she ___ out (just / go)."

Задание 2.2. Поставьте глаголы в скобках в Present Perfect или Past Simple:

1) A: Is your father at home? B: No, I'm afraid he ___ out (go). A: When exactly ___ out (he / go)? B: About ten minutes ago.

2) A: Where do you live? B: In Boston. A: How long ___ there (you / live)? B: Five years. A: Where ___ before that (you / live)? B: In Chicago. A: And how long ___ in Chicago (you / live)? B: Two years.

3) A: Look! Somebody ___ coffee on the carpet (spill). B: Well, it ___ me (not / be). I ___ it (not / do).

4) A: Ben ___ his leg (break). B: Really? How ___ (that / happen)? A: He ___ off a ladder (fall).

5) A: Your hair looks nice. ___ a haircut (you / have)? B: Yes. A: Who ___ it (cut)? ___ to the hairdresser (you / go)? B: No, a friend of mine ___ it for me (do).

2. Past Perfect

Past Perfect образуется при помощи вспомогательного глагола **to have** в форме **Past Simple** и причастия прошедшего времени (**past participle**) смыслового глагола.

Past Perfect употребляется для выражения прошедшего действия, которое совершилось до определенного момента в прошлом. Этот момент может обозначаться:

1) обстоятельством времени с предлогом **by** к (**in the end of the month, by 5 o'clock yesterday, by that time** и др.)

By that time he had already signed the letters. – К тому времени он уже подписал письма.

2) другим (более поздним по времени) прошедшим действием, которое выражается глаголом в **Past Simple**.

He thought that they had completed the work. – Он думал, что они уже закончили работу.

Past Perfect может употребляться и в том случае, когда время, до которого совершилось действие, не указано в самом предложении, а определяется контекстом.

My friend left for London yesterday. He had never been there before.
– Вчера мой друг выехал в Лондон. Он никогда не бывал там раньше.

Задание 3.1. Поставьте глаголы в скобках в Past Perfect:

1) When I arrived at the station, the train ___ (leave).

2) We lit the candles because the lights ___ (go off).

3) When I got home I discovered that somebody ___ my flat (break into).

- 4) The patient ___ before the ambulance reached the hospital (die).
- 5) John ___ all cakes by the time the other children arrived (eat).

Задание 3.2. Поставьте глаголы в скобках в Past Perfect или Past Simple:

- 1) When I ___ the house, I ___ that I ___ my keys (leave) / (realize) / (forget).
- 2) After I ___ digging the garden I ___ to go for a walk (finish) / (decide).
- 3) I ___ Fiona some money only after she ___ to give it back the next day (lend) / (promise).
- 4) They kept arguing about the money their father ___ them in his will when he ___ (leave) / (die).
- 5) Kate ___ studying after John ___ (start) / (leave).
- 6) I ___ Beckie a plant yesterday because she ___ so well in the concert the night before (buy) / (sing).
- 7) When I ___ Julie, I ___ that I ___ her before (see) / (realize) / (meet).

3. Future Perfect

Future Perfect образуется при помощи вспомогательного глагола **have** в форме будущего времени (**will have**) и причастия прошедшего времени (**past participle**) смыслового глагола.

Future Perfect употребляется для выражения будущего действия, которое совершится до определенного момента в будущем.

Future Perfect употребляется:

1) для выражения действия, которое завершится ранее другого действия в будущем:

I will have washed up before my mother comes. – *К приходу мамы я помою посуду.*

2) для выражения действия, которое закончится к определенному моменту в будущем, при этом момент времени может быть выражен или наречием времени, или придаточным предложением времени:

She will have finished the report by tomorrow. – *Она закончит отчет к завтрашнему дню.*

She will have finished the report by the time the library closes. – *Она закончит отчет до закрытия библиотеки.*

Задание 4.1. Поставьте глаголы в скобках в Future Perfect:

- 1) What time will you have finished painting your room? – I ___ by 7 o'clock, I hope (finish).

- 2) Are you seeing Julie tonight? – No, I ___ by the time she gets here (leave).
- 3) Have they built their house yet? – No, they ___ by the end of May (build).
- 4) Will you have done your homework by tomorrow? – No, I ___ until Friday (not do).
- 5) Tom ___ his third novel by the end of this year (write).
- 6) He ___ by tomorrow afternoon (finish).

Задание 4.2. Поставьте глаголы в скобках в Future Perfect:

- 1) We ___ the shed by Friday (build).
- 2) She ___ dressing by the time the guests arrive (finish).
- 3) I ___ three letters by 7 o'clock tonight (write).
- 4) She ___ enough money to buy a car by Christmas (save).
- 5) I ___ here for ten years by the end of this month (work).

Раздел 2

Текст

1. Прочитайте текст и переведите на русский язык:

Would you like to start a business?

A **company** can be also called a **firm** or a business. When it is producing goods or trading, we say it is on business. A company which is just starting up is **going into business** and a firm which stops operating **goes out of business**. If a firm becomes bigger, it expands. The expansion means that a company will produce more goods or sell more products. A **manufacturer** produces **goods**. They are its **products**. When a manufacturing company expands, it means that it increases its **production**.

A company **selling goods** in large quantities (in **bulk**) is called a **wholesaler**. A person or a company buying in bulk (**wholesale**) and selling goods in small quantities is a **retailer**. Many local shops **sell goods retail**. Two or more companies which sell or manufacture the same product are **competitors**. They are in **competition** and they compete for **customers**. To be ahead of its **rivals** the company must be **competitive**.

An area where there is a **demand** for certain goods is called a market. A company selling locally sells its goods in the **local** market. If a company sells its goods at the same place where they are produced, it uses the **home or domestic market**. A firm selling **abroad** is an exporter. It sells on the **international or**

overseas market. The goods it **exports** are **exports**. An importer buys goods abroad and imports them into own company.

Vocabulary

company - компания

firm - фирма

manufacturer - производитель

production - производство

goods - товары

products – продукты

to go into business – начинать (открывать) бизнес

to go out of business – прекращать

goods - товары

to sell - продавать

bulk – крупная партия товара

wholesaler – оптовый торговец, оптовое предприятие

wholesale - оптовый

retailer – розничный торговец

to sell retail – продавать в розницу

competitor - конкурент

competition - конкуренция

to compete – конкурировать

customer - покупатель

demand - спрос

local - местный

home or domestic market – внутренний рынок

abroad – за рубежом

international or overseas market – международный, внешний рынок

export – гл. – экспортировать, сущ. – вывоз, экспортируемые товары.

import – гл. импортировать, сущ. – импорт (ввоз товаров из-за границы)

2. Напишите, соответствуют ли утверждения тексту (правда - true (T) или неправда - false (F)). Исправьте неправильные утверждения.

- 1) A firm which sells goods in large quantities is called a retailer.
- 2) An area where is a demand for certain goods is called a market.
- 3) Two or more companies which sell or manufacture the same product are customers.
- 4) A firm which is just starting up is going into business.
- 5) A company which sells goods abroad is an exporter.

3. Ответьте на вопросы:

а) – по тексту

- 1) how can the company be also called?
- 2) what does the expansion of the company mean?
- 3) what company is called wholesaler; retailer?
- 4) which companies can be called competitors?
- 5) what types of markets do you know?

б) – самостоятельно

- 6) what famous manufacturing companies of our country do you know?
- 7) which of them sell goods on the overseas market?
- 8) what famous importers of our country can you think of?
- 9) what should a company have to be competitive?
- 10) what can a firm do to win its rivals?

4. Заполните пропуски в предложениях следующими словами:

Demand, international, go out of business, competitors, bulk

1. A lot of _____ appeared in the home market last year. 2. The _____ for the premium class autos reduced because of the economic crises. 3. We succeeded (удалось) in selling a _____ of goods. 4. We started business abroad and soon we'll be able to present our products in the _____ market. 5. This company wasn't competitive and its owners had to _____.

5. Замените выделенные слова в предложениях следующими словами:

competitor, to go into business, international, manufacturer, to go out of business, firm, to sell wholesale

(некоторые слова могут быть изменены в соответствии со временем глагола, лицом и числом существительного)

1. My father **started** his business in 1972. 2. I think that our new model will help us to win our **rivals**. 3. Your goods should have high quality to be competitive in the **overseas** market. 4. Mr. Smith had to **close his business** because of the economic crisis. 5. The price of the goods which the little shops sell in **small quantities** is higher than the price of the same goods in the large supermarkets. 6. This trade **company** sells goods in the local market. 7. Nokia is one of the most famous **producers** of the mobile telephones in the world. 8. We received a lot of goods and we are going to **sell them in bulk**.

Контрольная работа III (2 курс, 3 семестр)

Часть 1.

1. Прочитайте текст и переведите на русский язык письменно:

The Sole Proprietor

Many businesses are **sole proprietorships**, the firms **owned** and **operated** by a single person. When a person decides to open an independent business, that person is then entirely responsible for its success or failure. Any **profits** go to the owner; any **losses** are his or her responsibility as well. If the losses prove to be greater than the investment, the individual is responsible for paying them, even if this **depletes** his **personal assets**.

One of the advantages of a sole proprietorship is that an owner can make decisions quickly and decisively without having to consult others. And an individual proprietor by law, **pays** fewer **taxes** and at a lower rate than a corporation does.

There are disadvantages of this form of the business organization, however. A sole proprietorship ends with the incapacity or death of the owner. The assets can be **inherited** by a person who may then become an operator, but **legally** the business dies with its owner. Also, since it is dependent upon the amount of **money** the owner has **saved** or can **borrow**, usually it does not develop into a large-scale **enterprise**.

In spite of its limitations, the sole proprietorship is well **adapted** to many kinds of small businesses and suits the temperament of many persons who like to **exercise initiative** and be their **own bosses**. Some economic contributions of a small business are:

- a small business is often the starting point for development a new product or service. One person tries out an idea. If it is successful, the business grows, or the product may be bought by a larger firm;
- the small business can give an individual a chance to gain experience, which the person may use later on a large scale;
- small businesses are particularly well suited for **meeting** specialized local **needs**;
- **artisans** can provide individualized products for customers who have grown weary of mass-produced goods;
- small businesses provide a service where knowing one's customers is important;
- sole proprietors are reassuring to customers who believe an individual who is **accountable** will do a good job.

Small businesses often grow into large ones, adding to the economic vitality of the nation. Small business advocates **contend** that 55 percent of American technical innovations comes from small – and medium-size business. Certainly, many of the creative innovations in the American computer industry, including those who built successful companies in what is now known as Silicon Valley, California, started out as outsiders working on hand-assembled machines in their garages. They have become part of American business lore. By the measurement, small businesses are an important part of the creativity, and the competition that provides new strength to an American economy.

Of course, it is true that small business **venture** does not carry with it the social stigma or opprobrium for the failed **entrepreneur** – as it does in some countries. Often, failure of a small business venture turns out to be a **valuable learning experience** for the **entrepreneur**, who may be more successful the second or the third time. Unsuccessful attempts to start a business become a part of the larger process of **sorting out** the market and making it more efficient, according to small business experts.

Vocabulary

sole proprietor – собственник, владелец, частный предприниматель

sole proprietorships – собственность, частное предпринимательство

own – владеть, иметь, обладать

operate – работать, действовать, управлять

failure – провал, крах, неудача

profit – прибыль

losses - убытки

to deplete – истощать, исчерпывать

personal assets – личный капитал

to pay taxes – платить налоги

to inherit – наследовать

legally – законно, легально

to save money – копить деньги

to borrow money – занимать деньги

enterprise - предприятие

adapt – приспособливать, адаптировать

to exercise initiative – проявлять инициативу

to be one's own boss – быть самому себе хозяином, начальником

to meet needs – удовлетворять потребности

artisan – ремесленник, мастерской

accountable – ответственный, подотчётный

venture – предприятие, начинание (часто рискованное)

valuable learning experience – ценный обучающий опыт

entrepreneur - предприниматель

sorting out – сортировать, разбирать, классифицировать

2. Напишите, соответствуют ли утверждения тексту (правда - true (T) или неправда - false (F)). Исправьте неправильные утверждения.

- 1) A sole proprietor is entirely responsible for his success or failure.
- 2) Even if the losses are greater than the investment, a sole proprietor will not deplete his personal assets.
- 3) The people who like to exercise initiative and be own bosses choose sole proprietorships.
- 4) Small businesses do not often grow into large ones.
- 5) Small businesses are practically well suited for meeting specialized local needs.

3. Ответьте на вопросы:

a) – по тексту

- 1) what are sole proprietorships?
- 2) what are advantages of this form of business organization?
- 3) what are the disadvantages of the sole proprietorship?
- 4) what are economic contributions of small business?
- 5) why do some people prefer goods produced by small businesses to mass-produced goods?

b) – самостоятельно

- 6) what example of the successful sole proprietorship do you know?
- 7) if you inherited a business, what would you do with it?
- 8) what kind of person would be a good sole proprietor? Give your own reasons.
- 9) why do small – and medium-size businesses play such an important role in the economy of a country?
- 10) what do you know about the development of the small business in our country?

4. Заполните пропуски в предложениях следующими словами:

own boss, personal assets, taxes, losses, saved up, sole proprietor

1. The _____ should be a responsible person and exercise initiative. 2. I _____ money and invested my into business. 3. I have my business now. I like to be my _____. 4. Two weeks ago tax administration found out, that I hadn't pay _____. 5. When I understood, that the _____ had become greater than the investment, I went out of business.

4. Замените выделенные слова в предложениях следующими словами:

Sole proprietor, according to the law, profit, personal assets, sole proprietorship

1. **Legally**, you should pay taxes. 2. It's important to have **personal capital** if you want to start your own business. 3. **Entrepreneur** is wholly responsible for his decisions. 4. His dream was to open **a business of his own**. 5. The **income** of the company has increased since previous year.

Часть 2.

1. Поставьте глаголы в нужную форму, используя пассивный залог:

- 1) TV ___ by Baird (invent).
- 2) Pyramids ___ by Egyptians (build).
- 3) His hat ___ away by the wind now (blow away).
- 4) Coffee ___ in Brazil (grow).
- 5) Chopsticks ___ in China (use).
- 6) The plants ___ by water at the moment (water).
- 7) The thief ___ yesterday (chase).
- 8) The robber ___ last week (arrest).
- 9) The injured man ___ to hospital now (take).
- 10) The car ___ tomorrow (repair).
- 11) The vase ___ just ___ (break).
- 12) The dishes ___ yet (not / wash).
- 13) The long dresses ___ in 1890 (wear).
- 14) Dinner ___ in ten minutes (serve).
- 15) The letters ___ at the moment (type).
- 16) Guernica ___ by Picasso (paint).
- 17) The parcel ___ yet (not / deliver).
- 18) Alpha Romeo cars ___ in Italy (make).
- 19) The thief ___ late last night (arrest).
- 20) The letter ___ next week (deliver).

2. Переведите предложения из активного залога в пассивный:

- 1) The gardener has planted some trees.
- 2) Doctor Brown will give you some advice.
- 3) A famous designer will redecorate the hotel.
- 4) Steven Spielberg directed "E.T."
- 5) Someone has broken the crystal vase.

- 6) His parents have brought him up to be polite.
- 7) Fleming discovered penicillin.
- 8) They will advertise the product on television.
- 9) Someone is remaking that film.
- 10) The police arrested him.
- 11) The traffic warden had already given him a ticket for illegal parking
- 12) People must obey the law.
- 13) Someone had broken our door down.
- 14) They chose him as the best actor of the year.
- 15) Somebody has stolen a bus from outside the school.

3. Переведите предложения из активного залога в пассивный:

- 1) He gave me a present.
- 2) The waiter will bring us the bill.
- 3) The Queen presented him with a medal.
- 4) Her mother bought Mary some sweets.
- 5) Bob has sold Ted a second-hand car.
- 6) Larry is going to send a letter to Tom.
- 7) Someone is helping her with the housework.
- 8) A pickpocket robbed me.
- 9) The mail-order company sent Mrs Green a parcel.
- 10) Someone will pay you within the next few days.
- 11) You can improve your health with more exercise.
- 12) A dog is chasing the child.
- 13) My friend sent me an invitation.
- 14) The farmer is building a new barn.
- 15) The secretary has given Mrs Jones some letters.

4. Поставьте глаголы в скобках в Present Perfect:

- 1) The train to Moscow ___ (already/leave).
- 2) Michael ___ to my home town twice (be).
- 3) I ___ my leg once (break).
- 4) We ___ here for a year (live).
- 5) I ___ the film twice (watch).
- 6) My sister ___ the book (read).
- 7) We ___ to London (never/be).
- 8) Mary ___ her friend (just/see).
- 9) My friends ___ in the Atlantic Ocean (never/swim).
- 10) I think I ___ her before (not see).
- 11) She ___ a holiday this year (not have).
- 12) The shop ___ yet (not open).
- 13) John ___ a bicycle (never/ride).
- 14) We ___ our homework yet (not do).

- 15) I ___ to the cinema for ages (not be).
- 16) Our letter ___ (yet/arrive).
- 17) My parents ___ in the same city all their lives (live).
- 18) The Smiths ___ a house (move).

5. Поставьте глаголы в скобках в Present Perfect:

- 1) What organizations ___ he ___ for (work)?
- 2) How many flowers ___ we ___ (sell)?
- 3) ___ you ___ an arm (ever/ break)?
- 4) ___ the post ___ (arrive)?
- 5) ___ Ms Smith ___ here longer than you (work)?
- 6) ___ your daughter ___ in a tent (ever/sleep)?
- 7) Where ___ you ___ (be)?
- 8) How long ___ they ___ their house (have)?
- 9) How many books ___ Michael ___ (write)?
- 10) What cities ___ you ___ to (be)?

6. Заполните пропуски в предложениях используя for или since:

- 1) I haven't been at home ___ Christmas.
- 2) We've been here ___ ten o'clock.
- 3) I have worked for this company ___ more than eight years.
- 4) I haven't been to the theatre ___ ages.
- 5) I have studied for the exam ___ 9.15.
- 6) I have had this toy ___ I was eight.
- 7) She hasn't had a day off ___ 2007.
- 8) John has been in France ___ more than three weeks now.

7. Раскройте скобки, поставив глаголы в скобках в Present Perfect или Past Simple:

- 1) I ___ 10 km (run / just) .
- 2) I ___ 20 km last week (run) .
- 3) I ___ a composition two days ago (write).
- 4) I ___ two compositions this month (write / already) .
- 5) I ___ my friend (ring / just) .
- 6) I ___ my friend 10 minutes ago (ring) .
- 7) Two days ago, I ___ a Madonna concert on TV (watch) .
- 8) I ___ Madonna live in concert (see / already) .
- 9) I ___ my summer holiday in Sochi last year (spend).
- 10) I ___ to Sochi yet (be / not).

8. Ознакомьтесь с ситуациями и составьте предложения из слов в скобках, используя Past Perfect:

1) You went to Jill's house, but she wasn't there. (*she/go/out*) ***She had gone out.***

2) You went back to your home town after many years. It was not the same as before. (*it/change/a lot*).

3) I invited Rachel to the party but she couldn't come. (*she/arrange/to do something else*)

4) You went to the cinema last night. You arrived to the cinema late. (*the film/already/begin*)

5) I was very pleased to see Tim again after such a long time. (*I/not/see/him for five years*)

6) I offered Sue something to eat but she wasn't hungry. (*she/just/have/breakfast*)

9. Поставьте глаголы в скобках в Past Perfect или Past Simple:

1) John _____ the candles when she arrived (light).

2) She _____ lunch before the children came home (cook).

3) When she arrived at the theatre he _____ the tickets (buy).

4) After Jim and Terry had finished their breakfast, they _____ to fish (go).

5) The party _____ by the time I arrived (already/start).

6) She sealed the letter, put a stamp on it and _____ it (post).

10. Поставьте глаголы в скобках в Future Perfect:

1) She _____ by 8 o'clock (finish).

2) I _____ this book by next week (read).

3) They _____ a new school by the end of this year (build).

4) He _____ from University by 2009 (graduate).

5) She _____ doing her homework when her mother comes home (finish).

IV семестр

Раздел 1

1. Infinitive and –ing forms

В системе английского глагола принято выделять две группы форм – личные и неличные. К личным формам относят формы прошедшего и не прошедшего времени, которые функционируют в предложении в качестве сказуемого (обратите внимание на временные формы, рассматриваемые в настоящем пособии и в его первой части).

В английском языке существуют три неличные формы глагола: инфинитив, причастие (причастие I и причастие II) и герундий. Неличные формы глагола не изменяются по лицам и числам и не употребляются самостоятельно в роли сказуемого. Важной особенностью неличных форм глагола является отсутствие у них категории времени. Это значит, что они не могут помещать действие на определенный отрезок времени и лишь указывают на соотношение обозначаемого ими действия с действием, которое названо глаголом сказуемым.

Мы не будем подробно останавливаться на анализе отдельных свойств неличных форм и остановимся только на особенностях их употребления.

Infinitive

Инфинитив в английском языке имеет следующие формы:

	Active	Passive
Indefinite	(to) send	(to) be sent
Continuous	(to) be sending	----- -
Perfect	(to) have sent	(to) have been sent
Perfect Continuous	(to) have been sending	----- --

Инфинитив (с частицей **to**) употребляется в следующих случаях:

- для выражения цели:

She went out to buy some milk. – Она вышла, чтобы купить молоко.

- после определенных глаголов (**advise, agree, appear, decide, expect, hope, promise, refuse** и т.д.):

He promised to be back at 10 o'clock. - Он обещал вернуться к 10 часам.

- после определенных прилагательных (**angry, happy, glad** и т.д.):

She was glad to see him. – Она была рада встретиться с ним.

- после вопросительных слов (**where, how, what, who, which**, исключение составляет только вопросительное слово **why**):

Has she told you where to meet them? – Она сказала вам, где их встречать?

- после **would like/ would love/ would prefer**:

I'd love to go for a walk. – Я бы с удовольствием прогулялась.

- после существительных:

It's a pleasure to work with you. – Работать с Вами – одно удовольствие.

- после конструкций со словами **too** и **enough**:

He's too short to reach the top shelf. – Он слишком мал, чтобы дотянуться до верхней полки.

Инфинитив (без частицы **to**) употребляется в следующих случаях:

- после модальных глаголов (**must, can, will** и т.д.):

You must be back at 12 o'clock. – Вы должны вернуться в 12 часов.

- после **had better/would rather**:

I'd rather have stayed in last night. – Лучше бы я остался дома вчера.

- после **make/let/see/hear/feel** + дополнение:

Mum let me watch TV. – Мама разрешила мне посмотреть телевизор.

-ing forms

Употребляя термин **-ing forms**, мы имеем в виду причастие I и герундий (в данном разделе мы не даем характеристику причастию II). Приведем эти формы:

	Active	Passive
Non-perfect	sending	being sent
Perfect	having sent	having been sent

-ing forms употребляются в следующих случаях:

- после определенных глаголов (**admit, avoid, consider, continue, delay, deny, enjoy, escape, excuse, fancy, finish, forgive, imagine, involve, keep, look forward to, mention, mind, miss, object to, postpone, practice, prevent, report, resist, risk, save, stand, suggest, understand** и т.д.):

He admitted (to) stealing the painting. – Он признался в краже картины.

- после **love, like, dislike, hate, enjoy, prefer**:

He likes cooking. – Он любит готовить.

- после **I'm busy, It's no use, It's (no) good, It's (not) worth, what's the use of, can't help, there's no point (in), be/get used to, be/get accustomed to, have difficulty (in):**

It's no use complaining. – *Бесполезно жаловаться.*

- после **“go”** для обозначения физических упражнений:

They go skiing every winter. – *Зимой они катаются на лыжах.*

- после предлогов:

He entered without knocking at the door. – *Он вошел, не постучавшись.*

- после **see, hear, listen, watch** для выражения незаконченных и длительных действий:

I saw Kate painting the kitchen. – *Я видел, как Кейт красила кухню.*

Задание 1.1. Поставьте глагол в скобках в нужную форму (-ing-form или инфинитив)

- 1) They denied _____ the money (steal).
- 2) I don't want _____ out tonight. I'm too tired (go).
- 3) The baby began _____ in the middle of the night (cry).
- 4) Why do you keep _____ me questions? Can't you leave me alone (ask)?
- 5) I don't enjoy _____ very much (drive).
- 6) Can you remind me _____ some coffee when we go out (buy)?
- 7) One of the boys admitted _____ the window (break).
- 8) The boy's father promised _____ for the window to be repaired (pay).
- 9) I refuse _____ any more questions (answer).
- 10) I can't afford _____ out tonight. I haven't got enough money (go).

Задание 1.2. Вставьте указанные глаголы в следующие предложения:

answer	use	be	mak e	try	wor k
apply	be	liste n	see	wash	writ e

- 1) Could you please stop _____ so much noise?
- 2) He tried to avoid _____ my question.
- 3) I considered _____ for the job but in the end I decided against it.
- 4) I enjoyed _____ to music.
- 5) Have you finished _____ your hair yet?
- 6) I've put off _____ the letter so many times. I really must do it today.
- 7) I don't mind you _____ the phone as long as you pay for all your calls.
- 8) If you walk into the road without looking, you risk _____ knocked down.

9) Sarah gave up ____ to find a job in this country and decided to go abroad.

10) Jim is 65 but he is not going to retire yet. He wants to carry on ____.

11) What a stupid thing to do! Can you imagine anybody ____ so stupid?

12) Hello! Fancy ____ you here! What a surprise!

2. Reported Speech (косвенная речь)

I. В английском языке время глагола в придаточном предложении зависит от времени глагола в главном предложении.

Если глагол в главном предложении стоит в одном из настоящих или будущих времен, глагол придаточного предложения может употребляться в любом необходимом по смыслу времени.

Если глагол в главном предложении стоит в одном из прошедших времен, то в придаточном предложении начинает действовать правило согласования времен:

Direct Speech	Reported Speech
Present Simple "I like walking," she said.	Past Simple / Present Simple She said she liked / likes walking.
Present Continuous "He is watching TV," she said.	Past Continuous She said he was watching TV.
Present Perfect "He has just left," she said.	Past Perfect She said he had just left.
Past Simple "He left an hour ago," she said.	Past Perfect She said he had left an hour before.
Future Simple "He'll be back in an hour," she said.	Future-in-the-Past She said he would be back in an hour.

Правило согласования времен не соблюдается, если глагол придаточного предложения выражает общеизвестную истину:

Everybody knew the sun rises in the east. – *Все знают, что солнце встает на востоке.*

При трансформации предложений из прямой речи в косвенную изменяются по смыслу личные и притяжательные местоимения, а также наречия места, времени и указательные местоимения:

Direct Speech	Reported Speech
this	that
these	those
now	then
today	that day
yesterday	the day before, the previous day
tomorrow	the next day, the following day
next week	the following week
last week	the previous week
a year ago	the year before
here	there
in two minutes	two minutes later

I. Вопросы в косвенной речи

Общий вопрос в косвенной речи вводится союзами **if** или **whether**, после которых следует прямой порядок слов.

Общий вопрос в косвенной речи обычно вводится глаголами **to ask, to wonder, to want to know**:

He said to me: "Do you speak English well?" – He asked me if I spoke English well. – Он сказал мне: «Ты хорошо говоришь по-английски?» - Он спросил меня, хорошо ли я говорю по-английски.

He said to me: "Did you come here at two o'clock?" – He asked me if I had come there at two o'clock. – Он сказал мне: «Ты приходил сюда в два часа?» - Он спросил меня, приходил ли я туда в два часа.

Специальный вопрос в косвенной речи вводится тем же вопросительным словом, что и в прямой речи. Порядок слов становится прямым. Специальный вопрос в косвенной речи вводится теми же глаголами, что и общий вопрос:

He said to me: "When did you enter the University?" – He asked me when I entered the University. – Он сказал мне: «Когда ты поступил в университет?» - Он спросил меня, когда я поступил в университет.

He said to me: "What hotel are you going to stay at?" – He asked me what hotel I was going to stay at. – Он сказал мне: «В какой гостинице ты собираетесь остановиться?» - Он спросил меня, в какой гостинице я собираюсь остановиться.

II. Повелительные предложения в косвенной речи

Повелительные предложения в косвенной речи вводятся утвердительным или отрицательным инфинитивом. Повелительные глаголы в косвенной речи вводятся глаголами **to ask, to tell, to order, to let, to make, to advise** и т.д.

He said to me: "Open the window, please." – He asked me to open the window. – *Он сказал мне: «Открой, пожалуйста, окно.» - Он попросил меня открыть окно.*

He said to me: "Don't go there." – He told me not to go there. – *Он сказал мне: «Не ходи туда». – Он велел мне не ходить туда.*

Задание 2.1. Передайте следующие предложения в косвенной речи:

- 1) Tracy said: "I hope we will go to the same place next year."
- 2) Mr Jones said: "I had a brilliant time."
- 3) Jimmy said: "I liked the food."
- 4) Grandmother said: "The waiters were very rude."
- 5) Danny said: "I like swimming."
- 6) Judy said: "I am looking forward to going back to school."
- 7) Mrs Jones said: "I am getting bored of lying on the beach."
- 8) Paul said: "I've never had so much fun in my life."
- 9) Tina said: "I am exhausted."
- 10) Patrick said: "I will go there next summer."

Задание 2.2. Передайте следующие вопросы в косвенной речи:

The boy asked: ...

- 1) "Where is the main tourist office?"
- 2) "Did you find my suitcase?"
- 3) "How long have you worked here?"
- 4) "What are we going to do today?"
- 5) "What time do we leave tomorrow?"
- 6) "Who made the sculpture in the square?"
- 7) "What time do the shops open?"
- 8) "When is breakfast served in the hotel?"
- 9) "Is there a shopping centre near here?"
- 10) "Do you know where the nearest bank is?"

Задание 2.3. Передайте следующие предложения в косвенной речи:

Mrs Baxton told her cleaner:

- 1) "Clean the bathroom."
- 2) "Make the beds."
- 3) "Don't forget to tidy the bedroom."
- 4) "Feed the dogs."
- 5) "Don't leave the rubbish in the kitchen."
- 6) "Do the washing-up."
- 7) "Don't let anyone into the house."

3. Условные предложения

В английском языке выделяют четыре типа условных предложений:

1) Условные предложения **нулевого типа** выражают общеизвестные факты, обычно относящиеся к настоящему времени:

If you interrupt people, they get angry. – *Если перебивать людей, они начинают сердиться.*

В условных предложениях этого типа и в главном, и в придаточном предложениях употребляется **Present Simple**.

2) Условные предложения **I типа** выражают реальные, осуществимые условия, обычно относящиеся к будущему или настоящему времени:

If the weather is fine, we will go for a walk. – *Если погода будет хорошая, мы пойдем гулять.*

В условных предложениях I типа, относящихся к будущему, в придаточном предложении после союза **if** глагол ставится в **Present Simple**, а в главном предложении употребляется **Future Simple**.

3) Условные предложения **II типа** выражают маловероятные и нереальные условия, относящиеся к настоящему или будущему времени:

If I won a lottery, I would buy a plane. – *Если бы я выиграл лотерею, я бы купил самолет.*

В условных предложениях II типа в придаточном предложении употребляется **Past Simple**, а в главном – **would (could)** + инфинитив.

Глагол **to be** в условном придаточном предложении часто употребляется в форме множественного числа:

If I were you I would go to the doctor at once. – *На твоём месте я бы сразу же пошел ко врачу.*

4) Условные предложения **III типа** выражают условия, не реализованные в прошлом, поэтому совершенно невыполнимые.

If I had had time yesterday, I would have gone to the concert, but I was busy. – *Если бы у меня было время вчера, я бы пошел на концерт, но я был занят.*

В условных предложениях III типа в придаточном предложении употребляется **Past Perfect**, а в главном – **would (could)** + перфектный инфинитив (**have** + причастие прошедшего времени).

Задание 3.1. Составьте условные предложения первого типа, используя слова в скобках:

- 1) If you ___ busy, I ___ you alone (be) / (leave).
- 2) If I ___ in Moscow, I ___ the Tretyakov Gallery every year (live) / (visit).
- 3) If I ___ a ticket, I ___ to the concert (buy) / (go).
- 4) If my father ___ early, we ___ TV together (come) / (watch).
- 5) If mother ___ a cake, we ___ a very nice tea-party (buy) / (have).
- 6) If you ___ systematically, you ___ an examination (not work) / (fail).
- 7) I ___ you if I ___ time (phone) / (have).
- 8) Mum ___ if you ___ her (worry) / (not phone),
- 9) He ___ angry if he ___ you there (get) / (see).
- 10) If you ___ at ten, I ___ ready to start (come) / (be).

Задание 3.2. Составьте условные предложения второго типа, используя слова в скобках:

- 1) If I ___ near a lake, I ___ swimming every day (live) / (go).
- 2) If she ___ English, she ___ to enter the University (know) / (try).
- 3) If my friend ___ to see me, I ___ glad (come) / (be).
- 4) If we ___ a telegram from him, we ___ (receive) / (not worry).
- 5) If he ___ so much, he ___ be so clever (not read) / (be).

Задание 3.3. Составьте условные предложения третьего типа, используя слова в скобках:

- 1) If he ___ hard, he ___ great progress (work) / (achieve).
- 2) I ___ the composition long ago if you ___ me (write) / (not disturb).
- 3) If they ___ to Moscow last year, they ___ that famous musician (not go) / (not hear).
- 4) If she ___ me yesterday, I ___ her all about it (ask) / (tell).
- 5) If they ___ it before, they ___ measures (know) / (take).

4. Модальные глаголы (Modal Verbs)

Глаголы **can (could)**, **may (might)**, **must**, **shall**, **should**, **will**, **would**, **ought to**, **have to**, **need** являются модальными.

Модальные глаголы не выражают конкретных действий, а показывают лишь отношение говорящего к действию, оценку действия, т.е. возможность, необходимость, предположительность, долженствование, разрешение и т.д.

Модальные глаголы имеют ряд отличительных особенностей:

- не имеют окончания **-s** в третьем лице ед. ч. настоящего времени группы **Simple** (за исключением глаголов **have to** и **need**);
- образуют вопросительную и отрицательную формы без вспомогательного глагола;
- требуют употребления инфинитива без частицы **to**;
- не имеют неличных форм (инфинитива, герундия, причастия);
- не имеют временные формы (за исключением форм настоящего и прошедшего времени группы **Simple** у некоторых модальных глаголов).

В настоящем пособии мы остановимся на подробном анализе самых употребительных модальных глаголов: **can (could)**, **may (might)**, **should**, **must**.

Модальный глагол *can (could)*

Модальный глагол **can (could)** употребляется для выражения следующих значений:

- возможности, умения, способности:

Anna can run fast. – Анна умеет быстро бегать.

I can pay you next week. – Я смогу заплатить тебе на следующей неделе.

- разрешение:

You can go home. – Вы можете пойти домой.

- сомнения, удивления, недоверия:

She can't feel hurt. We've explained everything to her. – Не может быть, чтобы она чувствовала себя обиженной. Мы ей все объяснили.

Can it be true? – Неужели это правда?

В значении сомнения, недоверия и т.п. глагол **can (could)** употребляется, как правило, в отрицательных и, реже, вопросительных предложениях и соответствует в русском языке словам *не может быть, чтобы..., вряд ли, неужели*.

В этом значении модальный глагол **can (could)** может употребляться:

а) с простым инфинитивом, если высказывание относится, как правило, к настоящему и, реже, к будущему времени:

He can't know this man. I am sure they've never met. – Не может быть, чтобы он знал этого человека. Я уверен, что они никогда не встречались.

б) с инфинитивом **Continuous**, если сомнение выражается в отношении действия, происходящего в момент речи:

They cannot be working in the garden. It is raining hard. – *Не может быть, чтобы они сейчас работали в саду. Идет сильный дождь.*

в) с перфектным инфинитивом, если высказывание относится к прошедшему времени:

Can she have read such a big book in two days? – *Неужели она прочитала такую толстую книгу за два дня?*

г) с инфинитивом **Perfect Continuous**, если сомнение выражается в отношении действия, совершавшегося в течение какого-то промежутка времени:

He can't have been working six hours running. He has done so little. – *Не может быть, чтобы он работал шесть часов подряд. Он так мало сделал.*

Модальный глагол **can** – один из немногих модальных глаголов, которые имеют форму прошедшего времени. Форма прошедшего времени **can – could**:

She could play violin when she was six. – *В шесть лет она умела играть на скрипке.*

Отрицательная форма образуется при помощи отрицательной частицы **not**, которая с глаголом **can** всегда пишется слитно – **cannot**:

My little son cannot write yet. – *Мой маленький сын еще не умеет писать.*

My son could not read when he was three. – *Когда моему сыну было три года, он не умел читать.*

В разговорной речи употребляются сокращенные отрицательные формы глагола **can – can't, could – couldn't**:

She couldn't pass her driving test. – *Она не смогла сдать экзамен по вождению.*

Для образования вопросительной формы модальный глагол **can (could)** ставится перед подлежащим:

Can you do it now? – *Вы можете сделать это сейчас?*

Could you read English books last year? – *У Вас была возможность читать английские книги в прошлом году?*

Модальные глаголы являются недостаточными (у них отсутствуют некоторые глагольные формы), поэтому для восполнения недостающих форм употребляются синонимичные обороты. Синонимичным оборотом глагола **can** в значении возможности, умения, способности является **to be able to** быть в состоянии. Но, как всякий синоним, **to be able to** несколько отличается по своему значению от модального глагола **can**. Модальный глагол **can** выражает возможность вообще, а оборот **to be able to** – возможность совершить действие в данном конкретном случае в данное время.

I can play football, but I am not able to play now. I don't feel well. – *Я умею играть в футбол, но я не в состоянии играть сейчас: я плохо себя чувствую.*

В прошедшем времени различие между **can** и **to be able to** при выражении этого оттенка значения ощущается больше:

He was in London two years ago, so he could see English films every day. – *Два года тому назад он был в Лондоне и имел возможность смотреть английские фильмы каждый день.*

I am very glad you were able to come. – *Я очень рад, что Вы смогли прийти.*

С глаголами восприятия (**to see, to hear** и др.), а также в отрицательной форме, как правило, употребляется модальный глагол **could**:

I could see him very well. – *Мне его очень хорошо было видно.*

I couldn't see that book yesterday. – *Я не смог достать эту книгу вчера.*

Модальный глагол **can** может употребляться для выражения разрешения в будущем времени:

You can come at ten tomorrow. – *Вы можете прийти завтра в 10.*

В значении умения, возможности, способности совершить действие глагол **can** для будущего времени употребляться не может, потому что он не имеет инфинитива; для будущего времени в этих значениях употребляется оборот **to be able to**.

Модальный глагол *may (might)*

Модальный глагол **may (might)** имеет два значения:

- разрешения:

May I smoke here? – *Можно здесь курить?*

В этом значении глагол **may** соответствует русскому *можно, разрешите* и может употребляться только с простым инфинитивом в утвердительном и вопросительном предложении. Отрицательная форма глагола **may** используется сравнительно редко.

- предположения, допускаемой возможности:

He may come any minute now. – *Он может прийти (возможно, придет) в любую минуту.*

В этом значении глагол **may** соответствует в русском языке словам *может (могу...), может быть, возможно* и может употребляться:

а) с простым инфинитивом, если предполагаемое действие относится к будущему и, реже, к настоящему времени:

They may arrive tomorrow or the day after. – *Они, возможно, приедут завтра или послезавтра.*

б) с перфектным инфинитивом, если предполагаемое действие относится к прошедшему времени:

They may have arrived already, but I am not sure. – *Они, возможно, уже приехали, но я в этом не уверен.*

в) с инфинитивом **Continuous**, если предполагаемое действие происходит в момент речи:

He is in his room. But I am not sure that he is not busy. He may be writing letters or reading. – *Он в своей комнате. Но я не уверен, что он не занят. Он, возможно, пишет письма или читает.*

г) с инфинитивом **Perfect Continuous**, если предполагаемое действие совершается в течение какого-то промежутка времени:

They may have been discussing the question for two hours. – *Возможно, они обсуждают этот вопрос уже два часа.*

Модальный глагол **may** в значении предположения, допускаемой возможности употребляется в утвердительных и вопросительных предположениях.

Форма **might** может иметь значение предположения, но выражает меньшую степень уверенности, чем **may**:

Your friend might still come, but I don't think he will. – *Ваш друг, может быть, еще и придет, но это маловероятно.*

В прошедшем времени модальный глагол **may** имеет форму **might**.

Отрицательная и вопросительная формы модального глагола **may** образуются так же, как и у модального глагола **can**.

Модальный глагол *should*

Модальный глагол **should** имеет значение личного совета, личного мнения и соответствует в русском языке словам *следует, следовало, следовало бы, должен был бы, нужно, нужно было бы*. Модальный глагол **should** может употребляться:

а) с простым инфинитивом, если высказываемое мнение относится к будущему или настоящему времени:

He should do exercises every morning. – *Ему следует делать зарядку каждое утро.*

С вопросительным словом **why** модальный глагол **should** выражает нерасположенность, нежелание выполнять указанное действие:

Why should I go there? – *С какой стати мне идти туда?*

б) с перфектным инфинитивом, если высказываемое мнение относится к прошедшему времени. В этом случае высказывание имеет значение порицания, упрека:

You should have called on your friend long ago. – *Вам давно уже следовало навестить вашего друга.*

Модальный глагол **should** имеет только одну форму. Отрицательная и вопросительная формы модального **should** глагола образуются так же, как и у модальных глаголов **can** и **may**.

Модальный глагол *must*

Модальный глагол **must** в утвердительной форме имеет следующие значения:

- обязанность, приказание, приказ – в этом значении он переводится на русский язык как *должен, обязан*:

You must do as I tell you. – *Вы должны поступить так, как я вам говорю.*

- настоятельный совет или приглашение – в этом значении он переводится на русский язык (обязательно) *должен, (обязательно) нужно*:

You must come and have dinner with us some day. – *Вы (обязательно) должны как-нибудь прийти к нам на обед.*

- внутренне осознанную необходимость – в этом значении он переводится на русский язык *надо, нужно, необходимо, должен*:

I must do it today, I can't leave it till tomorrow. – *Мне надо сделать это сегодня, я не могу оставить это до завтра.*

В вопросительном предложении употребление глагола **must** ограничено значением *обязательно ли должен*, так как в вопросе **must** часто выражает нежелание выполнить данное действие, раздражение и т.п.

Must I do it now? – *Я обязательно должен сделать это сейчас?*

В отрицательной форме глагол **must** имеет значение категорического запрещения и переводится на русский язык *нельзя, запрещается, не должен*.

You mustn't do it. – *Нельзя так делать.*

- предположение с большей степенью уверенности в совершении действия, чем глагол **may** (в утвердительных предложениях):

He must be home by now. He left an hour ago. – *Должно быть, он уже дома. Он ушел час тому назад.*

В этом значении глагол **must** соответствует в русском языке словам модальным словам *должно быть, вероятно, наверное, по всей вероятности* и может употребляться:

а) с простым инфинитивом, если предполагаемое действие относится к настоящему времени:

It must be 9 o'clock now. – *Должно быть, уже 9 часов.*

б) с инфинитивом **Continuous**, если предполагаемое действие происходит в момент речи:

Hurry up! They must be waiting for us already. – *Торопись! Они, наверное, уже ждут нас.*

в) с перфектным инфинитивом, если предполагаемое действие относится к прошедшему времени:

They must have arrived at the station by now. – *Они уже, вероятно, приехали на станцию.*

г) с инфинитивом **Perfect Continuous**, если предполагаемое действие совершается в течение какого-то промежутка времени:

I must have been reading for two hours. It is getting dark. – *Я читаю уже, наверное, два часа. Уже темнеет.*

Глагол **must** в этом значении не употребляется, если предполагаемое действие относится к будущему времени.

Модальный глагол **must** в значении предположения употребляется только в утвердительных предложениях. Для передачи предположения в отрицательных предложениях используются другие средства (в том числе лексические).

Модальный глагол **must** не имеет формы прошедшего времени. В прошедшем времени употребляется синонимичный оборот **to have to**.

Оборот **to have to** употребляется для выражения значения необходимости, вызванной обстоятельствами, показывает, что лицо, обозначенное подлежащим, вынуждено выполнить действие:

I have to lose weight. The doctor says so. – *Я должен похудеть. Мне это советует врач.*

Вопросительная и отрицательная формы оборота **to have to** образуются при помощи вспомогательного глагола **to do**:

When do I have to do it? – *Когда я должен сделать это?*

You do not have to stay. – *Вы можете не оставаться.*

Форма прошедшего времени оборота **to have to** – **had to** употребляется для выражения значения долженствования и необходимости в прошлом:

I had very little time, and I had to take a taxi. – *У меня было мало времени, и мне пришлось взять такси.*

Вопросительная и отрицательная формы образуются при помощи вспомогательного глагола **did**:

Did you have to write to him again? – *Вам пришлось писать ему еще раз?*

I am glad you didn't have to do it again. – *Я рад, что вам не пришлось делать это снова.*

Оборот **to have to** употребляется для передачи указанных выше значений и в будущем времени.

Задание 4.1. Вставьте can или be able to:

- 1) George has travelled a lot. He ___ speak four languages.
- 2) I haven't ___ sleep well recently.
- 3) Sandra ___ drive but she hasn't got a car.

- 4) I can't understand Martin. I've never ___ understand him.
- 5) I used to ___ stand on my head but I can't do it now.
- 6) I can't see you on Friday but I ___ meet you in Saturday morning.
- 7) Ask Catherine about your problem. She might ___ help you.

Задание 4.2. Составьте предложения с модальными глаголами can / can't / could / couldn't, используя следующие глаголы:

come eat hear run sleep wait

- 1) I'm afraid I ___ to your party next week.
- 2) When Tin was 16, he was a fast runner. He ___ 100 metres in 11 seconds.
- 3) "Are you in a hurry?" – "No, I've got plenty of time. I ___."
- 4) I was feeling sick yesterday. I ___ anything.
- 5) Can you speak up a bit? I ___ you very well.
- 6) "You look tired." – "Yes, I ___ last night."

Задание 4.3. Вставьте could, couldn't или was/were able to:

- 1) My grandfather was a very clever man. He ___ speak five languages.
- 2) I looked everywhere for the book but I ___ find it.
- 3) They didn't want to come with us at first but we ___ persuade them.
- 4) Laura had hurt leg and ___ walk very well.
- 5) Sue wasn't at home when I phoned but I ___ contact her at her office.
- 6) I looked very carefully and I ___ see a figure in the distance.
- 7) I wanted to buy some tomatoes. The first shop I went to didn't have any but I ___ get some in the next shop.
- 8) My grandmother loved music. She ___ play the piano very well.
- 9) A girl fell into river but fortunately we ___ rescue her.
- 10) I had forgotten to bring my camera so I ___ take any photographs.

Задание 4.4. Вставьте must или can't:

- 1) You've been travelling all day. You ___ be very tired.
- 2) That restaurant ___ be very good. It's always full of people.
- 3) That restaurant ___ be very good. It's always empty.
- 4) You're going on holiday next week. You ___ be looking forward to it.
- 5) It rained every day during their holiday, so they ___ have had a very nice time.
- 6) Congratulations on passing your exam. You ___ be very pleased.
- 7) You got here very quickly. You ___ have walked very fast.
- 8) Bill and Sue go away on holiday very often, so they ___ be short of money.

Задание 4.5. Составьте предложения со словами в скобках, используя may или might:

- 1) I can't find George anywhere. I wonder where he is.

A (he / go / shopping) B (he / play / tennis)

2) I'm looking for Helen. Do you know where she is?

A (she / watch TV / in her room) B (she / go / out)

3) I can't find my umbrella. Have you seen it?

A (it / be / in the car) B (you / leave / in the restaurant last night)

4) Why didn't Tom answer the doorbell? I'm sure he was in the house at the time.

A (he / be / in the bath) B (he / not / hear / the bell)

Задание 4.6. Напишите предложения, используя may или might:

1) Where are you going for your holidays? (to Ireland???) – I haven't decided yet. I ____ .

2) What sort of car are you going to buy? (a Mercedes???) – I'm not sure yet. I ____ .

3) What are you going to do this weekend? (go to London???) – I haven't decided yet. _____

4) Where are you going to hang that picture? (in the dining room???) – I haven't made up my mind yet. _____

5) When is Tom coming to see us? (on Saturday???) – I don't know yet. _____

6) What is Julia going to do when she leaves school? (go to university) – She hasn't decided yet. _____

Задание 4.7. Вставьте must или have to:

1) It's later than I thought. I ____ go now.

2) Jack left before the end of the meeting. He ____ go home early.

3) In Britain many children ____ wear uniform when they go to school.

4) When you come to London again, you ____ come and see us.

5) Last night Don became ill suddenly. We ____ call a doctor.

6) You really ____ work harder if you want to pass the examination.

7) I'm afraid I can't come tomorrow. I ____ work late.

8) I'm sorry I couldn't come yesterday. I ____ work late.

9) Paul doesn't like his new job. Sometimes he ____ work at weekends.

10) Caroline may ____ go away next week.

11) We couldn't repair the car ourselves. We ____ take it to a garage.

12) Julia wears glasses. She ____ wear glasses since she was very young.

Раздел 2

Текст

Задание 1. Прочитайте текст и переведите на русский язык:

The Business Partnership

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

The partnership has advantage of **pooling** managerial talent. One partner may be qualified in production, another in marketing. The partnership, like individual **ownership**, is **exempt from** most of the reporting that the government requires of corporations. Furthermore, it has a favorable tax position when compared with the corporation. Federal taxes are paid by individual partners on their **share of earning**; **beyond** that the business is not taxed.

A **major** disadvantage of the partnership is that each member is **liable for** all the **debts** of the partnership; the act of any partner is legally binding upon all the others. If one partner takes a large amount of money from the business and **squanders** it, the other must pay the debt. Partnerships suffer another major disadvantage: decision-making is shared. If partners have serious disagreements, the business is bound to suffer.

Nevertheless, the partnership remains a vital part of the overall business economy.

Vocabulary

partnership – товарищество, партнёрство

to form a partnership – организовать, создавать партнёрство

co-owners - совладелец

rights and duties – права и обязанности

agreement – соглашение, договор

amount of money – количество денег

investing – инвестирование, вложение

silent partner – пассивный партнёр

take part in smth. – принимать участие в чём-либо

management – управление, менеджмент

pooling - организация пула (объединение ресурсов в общий фонд с целью более эффективного распределения)

ownership – собственность, владение

exempt from – освобождённый от...

share of earning – доля заработка

liable for – ответственный за что-либо

debts - долги

to squander – расточать, проматывать

2. Напишите, соответствуют ли утверждения тексту (правда - true (T) или неправда - false (F)). Исправьте неправильные утверждения.

- 1) The rights and duties of a partnership are regulated by legal agreement between the co-owners.
- 2) A 'silent partner' takes part in the management, but does not invest money in the business.
- 3) Decision making is shared.
- 4) Individual partners are taxed on their share of income.
- 5) The partnership is liable for most of the reporting that the government requires of corporation.

3. Ответьте на вопросы:

a) – по тексту

- 1) what are the main principles of a business partnership?
- 2) what are advantages of a business partnership?
- 3) what are disadvantages of a business partnership?
- 4) what is a 'silent partner'?

b) – самостоятельно

- 5) compare a partnership with a sole proprietorship. What are principal similarities and differences?
- 6) which form of business organization would you choose? Why?

4. Заполните пропуски в предложениях следующими словами:

Agreement, squandered, co-owners, partners, liable, tax

1. The _____ share duties, for example – one may be qualified in production, another one – in marketing. But each of them is _____ for their business. 2. The partnership has a favorable _____ position when compared with the corporations. 3. When my partner _____ a large sum of money, I had to pay his debts. 4. The decisions should be agreed by all _____. 5. They suffer losses because they couldn't come to _____.

5. Замените выделенные слова в предложениях следующими словами:

Squander, partners, amount, exempt, liable
--

(некоторые слова могут быть изменены в соответствии со временем глагола, лицом и числом существительного)

1. Decision making is shared. So each partner is **responsible for** the consequences. 2. At the meeting partners discussed the **quantity** of money which are necessary for the advertising. 3. One of the advantages of the partnership is that such companies are **free** from the reporting the government requires of corporation. 4. In the business partnership **co-owners** should trust each other, because each of them is responsible for the actions of others. 5. Bill **wasted** all our capital and we had to pay all his debts.

Контрольная работа IV (2 курс, 4 семестр)

Часть 1.

I. Прочитайте текст и переведите письменно:

Why do people buy what they buy?

To understand better why consumers buy as they do, many marketers turn to **behavioral** sciences for help.

Specific consumer behaviors vary a great for different products and from one **target market** to the next. In today's global markets, the variations are **countless**. That makes it impractical to try to catalog all the detailed publications for every different **market situation**. For example, how and why a given consumer buys a specific brand of shampoo may be very different from how that same consumer buys motor oil; and different consumers in different parts of the world may have very different reactions to the same product. But there are general behavioral principles – **frameworks** – that marketing managers can apply to learn more about their specific target markets.

Most economists assume that consumers are **economic men** – people who know all the facts and logically compare choices **in terms of** cost and value received to get the greatest satisfaction from spending their time and money. A logical extension of the economic-man theory led us to look at consumer **spending patterns**. This **approach** is valuable because consumers must at least have income to buy everything they want. So most consumers don't have enough income to buy everything they want. So most consumers want their money stretch as far as it can.

This view assumes that economic needs **guide** most consumers' behavior. **Economic needs** are concerned with making the best use of a consumer's time and money – as the consumer judges it. Some consumers look for the lowest price. Others will pay extra for **convenience**. And others may weigh price and quality for the best value. Some economic needs are:

1. economy of purchase or use
2. convenience
3. **efficiency** in operation or use
4. **dependability** in use
5. improvement of earning

Clearly, market managers must be alert to new ways to appeal to economic needs. Most consumers appreciate firms that offer them improved value for the money they spend. But improved value does not just mean offering lower and lower prices. Many consumers face a '**poverty** of time'. Carefully

planned place decisions can make it easier and faster for consumers to make a purchase. Products can be designed to work better, require less service, or last longer. Promotion can inform consumers about their choices – or explain product **benefits** in terms of measurable factors like operating costs or the length of the guarantee.

The ‘**economic value**’ that a purchase offers a consumer is an important factor in many purchase decisions. But most marketing managers think that a buyer’s behavior is not as simple as the economic-man model suggests. A product that one person sees as a good value – and is eager to buy – is of no interest to someone else. So we can’t expect to understand buying behavior without a broader view.

Just below you can see a model of how consumer makes decisions. It shows that psychological variables, social influences, and purchase situation all affect a person’s buying behavior. Do you share this point of view?

psychological variables	social influences	purchase situation
motivation	family	purchase reason
perception	social class	time
learning	reference groups	surroundings
attitude	culture	
personality/lifestyle		

problem – solving process

person making decisions

person does not do purchase (response)

Vocabulary

behavioral – поведенческий

countless – бесчисленный

market situation – рыночная ситуация

spending pattern - схема (статей) расходов

target market – целевой рынок

frameworks – рамки, пределы

economic man - экономический человек (концепция работника в научной школе менеджмента, согласно которой для нормальной мотивации работнику необходимо обеспечить справедливую оплату труда.

in terms of – на языке, с точки зрения

approach - подход

guide - вести, руководить

economic need – экономические потребности

convenience - удобство

efficiency - эффективность

dependability - надёжность

poverty - бедность

benefit – выгода

economic value – экономическая ценность

surroundings - среда, окружение

guarantee - гарантия

2. Напишите, соответствуют ли утверждения тексту (правда - true (T) или неправда - false (F)). Исправьте неправильные утверждения.

1) To better understand why consumers buy as they do, many marketers turn to behavioral sciences for help.

2) It is rather practical to try to catalog all the detailed possibilities for every different market situation.

3) Economic men are people who know all facts and logically compare choices in terms of cost and value received to get the greatest satisfaction from spending their time and money.

4) A product that one person sees as a good value is of no interest to someone else.

5) Marketing managers must not be alert to new ways to appeal to economic needs – if the customers need to buy something, they will do it anyway.

3. Ответьте на вопросы:

a) – по тексту

1) Which behavioral sciences do you know?

2) Why is it impossible to catalog all consumer behaviors?

3) Who are economic men?

4) What is the meaning of the economic-man theory? What guides most consumers behavior?

5) What are major economic needs?

b) – самостоятельно

6) How do companies try to attract customers?

7) What do you think can affect a person's buying behavior?

8) Do you agree that psychological variables, social influences, and purchase situation all affect a person's buying behavior?

9) What influences your personal purchase decisions?

10) What is more important for you: price or quality?

4. Заполните пропуски в предложениях следующими словами:

target market, economic needs, spending patterns, 'economic value', catalog

1. Speaking about _____ you should always remember about the income. 2. Today it isn't possible and practical to _____ the consumers' behavior. 3. The first step in starting the production of a new product is to identify your _____. 4. The _____ guide most consumers behavior. 5. The _____ of the product influences the purchase decision.

5. Замените выделенные слова в предложениях следующими словами:

Guarantee, approach, countless, behavior, guide

1. This **way** of solving the problem is the most efficient. 2. There are **uncountable** possibilities for consumers to satisfy their needs. 3. To be a good shop-assistant you should try to understand consumers' **actions**. 4. Very often when I come to the shop my feelings **lead** me to the product I need and help me to make the right choice. 5. We **assure** a high quality of our products.

Часть 2

1. Употребите глаголы в скобках в инфинитиве или ing-форме:

- 1) I don't like ___ in public (sing).
- 2) It's no use ___ her. She won't listen (tell).
- 3) I'm still too upset ___ about it (talk).
- 4) Don't disturb him. He's busy ___ (work).
- 5) Stop ___ your nails (bite).
- 6) Don't expect him ___ you any money (lend).
- 7) I've decided ___ him (leave).
- 8) Mum made me ___ my medicine (take).
- 9) She agreed ___ him \$ 1,000 (lend).
- 10) He denied ___ the stolen goods (receive).

2. Употребите глаголы в скобках в инфинитиве или ing-форме:

Yesterday I went with my sister 1) ___ (buy) something for her birthday. She didn't really know what 2) ___ (get) but she seemed 3) ___ (like) the idea of a pet, so we went to the nearest pet shop. She started 4) ___ (look) around at all the animals. The man in the shop let her 5) ___ (pick up) the rabbits and stroke the hamsters, but when she saw some puppies 6) ___ (play) in a box, she said that she would like 7) ___ (have) one of them. I didn't know if we had enough money 8) ___ (buy) one and I hoped my mother wouldn't object 9) ___ (have) a dog in the house, but my sister promised 10) ___ (look after) it properly and we did have enough money, so we bought a little brown dog. The man gave us a special brush for 11) ___ (brush) him and some special food. Tomorrow we're going to take Splash to the beach.

3. Употребите глаголы в скобках в инфинитиве или ing-форме:

My mother is an amazing woman. She is 87 years old and she still enjoys 1) ___ (go out) for a walk every day. She doesn't mind 2) ___ (do) all her housework and she's glad 3) ___ (help) her elderly neighbours when they can't 4) ___ (go) to the shops. She's too old 5) ___ (dig) the garden any more – she stopped 6) ___ (do) that last year – but she's still healthy enough 7) ___ (mow) the grass! In the summer she still goes 8) ___ (swim) when it's warm and she lets her grandchildren 9) ___ (bury) her in the sand. She often says. "It's no good 10) ___ (be) alive if you don't enjoy herself." I'd love 11) ___ (be) like my mother when I'm her age.

4. Передайте следующие предложения в косвенной речи:

- 1) Miss Moore said: "They'll make a lovely couple".
- 2) Mr Smith said: "They're going to live in Brighton".
- 3) Mrs Jones said: "The bride and the groom are very nice young people".
- 4) Mr Roberts said: "The bride is wearing a beautiful wedding dress".
- 5) Mr Clarke said: "The couple's parents look happy".
- 6) Miss Mayall said: "The bride's father has bought them a big flat".

5. Передайте следующие вопросы в косвенной речи:

The police officer asked: ...

- 1) "What's your name?"
- 2) "Did you see the robbers?"
- 3) "What were they wearing?"
- 4) "How do you think they got in?"
- 5) "What did they take?"
- 6) "Has this ever happened before?"

6. Передайте следующие предложения в косвенной речи:

Mrs Lane told her babysitter ... :

- 1) "Don't answer the door to anyone! "
- 2) "Phone me if there's an emergency!"
- 3) "Don't let the children eat any sweets!"
- 4) "Send the children to bed at 9 o'clock!"
- 5) "Give the children a bath before they go to bed!"
- 6) "Don't take the dog into the children's bedroom!"
- 7) "Close all the windows!"
- 8) "Put the toys away in the cupboard!"

7. Передайте следующие предложения в косвенной речи:

- 1) "I've ordered a pizza for dinner," he said.
- 2) "I will come tomorrow and fix the tap," the plumber said to them.
- 3) "This is the best holiday I've ever had," she said to her friend.
- 4) "Why did you say that to me?" she asked him.
- 5) "Don't speak to your father like that," she said to them.
- 6) "Could you show me where the manager's office is?" he asked the secretary.
- 7) "Take your books with you," she said to her son.

8. Закончите условные предложения первого типа:

- 1) If the dog ____ (keep) barking, the neighbours will complain.
- 2) The boss ____ (be) angry if you arrive late for work.
- 3) If you ____ (study) hard, you will pass your exam.
- 4) If we go by plane, it ____ (be) more expensive.
- 5) We will miss the plane if he ____ (come) late.
- 6) If you are a good girl, I ____ (buy) you some chocolate.

9. Составьте условные предложения первого типа, используя слова в скобках:

- 1) (eat too much / put on weight);
- 2) (snow / make a snowman);
- 3) (be sunny / go for a picnic);
- 4) (rain / stay home);
- 5) (not work hard / lose job).

10. Для каждой из приведенных ниже ситуаций напишите условные предложения второго типа, используя выражения в таблице:

call an ambulance	run away	walk to the nearest garage to get some
complain to the manager	try to catch it	ring the police

- 1) You find a fly in your soup. _____
- 2) You see a burglar breaking into your house. _____
- 3) You see a mouse in your kitchen. _____
- 4) Your car runs out of petrol. _____
- 5) You see an accident. _____
- 6) You see a ghost in your room. _____

11. Раскройте скобки в тексте, обращая особое внимание на условные предложения третьего типа:

John is in prison. If John 1) _____ (not / oversleep), he 2) _____ (not / be) late for work. If he 3) _____ (not / be) late for work, his boss 4) _____ (not / fire) him. If John 5) _____ (not / lose) his job, he 6) _____ (not / need) money and he 7) _____ (not / rob) the bank. If he 8) _____ (not / rob) the bank, the police 9) _____ (not / arrest) him.

12. Определите тип приведенных ниже условных предложений и поставьте глаголы в скобках в нужную форму:

- 1) If it _____ (not / be) cold, they would not have lit the fire.
- 2) If she studied more, she _____ (be) a better student.
- 3) They _____ (not / see) the Queen if they hadn't visited London that day.
- 4) Those plants _____ (not / grow) if you don't water them.
- 5) I would buy that bag if it _____ (be) cheaper.
- 6) If I lived in France, I _____ (speak) French well.
- 7) We _____ (have) a party if Alan passes his driving test.
- 8) If she _____ (open) the letter, she would have been surprised.

13. Заполните пропуски в приведенном ниже диалоге, используя can, could и be able to:

John: _____ you ski?

Dave: Yes, I _____. I went skiing last year and I _____ go down the learner's slope easily.

John: I _____ ski when I was younger but since I hurt my leg I _____.

Dave: Actually, I think ice-skating is much easier. I _____ ice-skating when I was five years old.

John: Really? I tried ice-skating once, I _____ stand up at all.

14. Заполните пропуски в приведенном ниже диалоге, используя can, may, could, mustn't и can't:

Jim: Mum, 1) _____ I go to the library?

Mother: Of course you 2) _____, Jim, but you 3) _____ stay very long.

Jim: 4) _____ stay until 8 o'clock?

Mother: No, you 5) _____, because the concert starts at 8.30.

(At the library)

Jim: 6) _____ I look at the latest "Musician" magazine, please?

Librarian: Yes, you _____, but remember that you _____ take it out of the library.

15. Закончите приведенные ниже предложения, используя модальный глагол must и глаголы в таблице. Переведите предложения на русский язык:

be	go	learn	meet	wash	win
----	----	-------	------	------	-----

- 1) Marilyn is a very interesting person. You _____ her.
- 2) My hands are dirty. I _____ them.
- 3) You _____ to drive. It will be very useful.
- 4) I _____ to the post office. I need some stamps.
- 5) The game tomorrow is very important for us. We _____.
- 6) You can't always have things immediately. You _____ patient.

16. Закончите приведенные ниже предложения, используя модальный глагол should и глаголы в таблице. Переведите предложения на русский язык:

clean	go	take	visit	watch	wear
-------	----	------	-------	-------	------

- 1) When you play tennis, you _____ the ball.
- 2) It's late and you're tired. You _____ to bed.
- 3) You _____ your teeth twice a day.
- 4) If you have time, you _____ the Science Museum. It's very interesting.
- 5) When you're driving, you _____ a seat belt.
- 6) It's too far to walk from here to the station. You _____ a taxi.

3 курс

V семестр

Текст 1

1. Прочитайте текст и переведите на русский язык:

Marketing and Promotion

When a company starts to sell goods in a new market, they often do some market **research** to see if the project is **feasible**. They **research (investigate)** the market potential to see if they make money by selling in the new market (i. e. to see if the product is **viable**).

One way to **assess** the market potential is to take a **stand** to a **Trade Fair** where companies can **exhibit samples** of their products and see what **response** they get from **prospective** customers. The Trade Fair is an exhibition of goods, and a company exhibits a sample of its product at its stand. This is also a form of **publicity** (or **advertising**) and the company representative will probably hand put brochures to **advertise** (or **promote**) the product further.

Often journalists (the press) write about the Trade Fair and sometimes companies hold a press conference if they want to promote a particular model or **range**. (Each different type of car, a bike etc. is a model. All the different models made by a company make its range. The full range of goods is normally displayed in the company's catalogue (The catalogue is a booklet or a brochure).

Another way of promoting (or **publicizing**) a new product is to place **advertisement** in magazines or newspapers. Advertisements are also called adverts or ads for short. A plan to do a lot of advertising of one product is called a **campaign**. Starting an advertising campaign on a new product is know as **launching** the product.

The aim of publicity/promotion is to interest customers, clients (or buyers) in the product. Initially customers/clients might **make inquiries** about the product. When they decide to buy, they **place an order**. At a Trade Fair companies are trying to win (to obtain) as many orders as possible. However, before a client places an order he wants to know many things: how long **delivery** takes, whether the company can **supply spare parts**, what the **after sales service** is like. (At the individual parts in a model are called **components**. If one of the components breaks the customers will want a spare part. If the product is **complicated**, skilled workers might be needed to fit spare parts or to

service or **maintain** the machinery. Any **maintenance** or servicing the company does after it has sold the product is called after sales service).

Vocabulary

research – исследование

feasible – выполнимый, осуществимый

research (investigate) – исследовать

viable – жизнеспособный

to assess – оценить

stand – стенд

Trade Fair – торговая ярмарка

exhibit samples – выставлять образцы

response – реакция, ответ

prospective – перспективный, потенциальный

publicity (or advertising) - реклама

advertise (or promote) – рекламировать (содействовать продвижению товара)

range – ассортимент

advertisement (adv) – реклама, рекламное объявление

campaign – кампания (рекламная)

to launch - запускать

make inquiries – делать запросы

place an order – размещать заказ

delivery – доставка

to supply – поставлять

spare parts –запасные части

after sales service – гарантийное обслуживание

component – деталь

service or maintain – обслуживать

maintenance – обслуживание

2. Напишите, соответствуют ли утверждения тексту (правда - true (T) или неправда - false (F)). Исправьте неправильные утверждения.

1) Before starting to sell its products, a company often does some market research.

2) The Trade Fair is a magazine, where companies advert their products.

3) All different models made up by a company make up its range.

4) A plan to do a lot of advertising of one product is called an exhibition.

5) If one of the components of the machinery breaks, the customer will want a spare part.

3. Ответьте на вопросы:

a) – по тексту

- 1) why do companies do some market research before they start to sell goods?
- 2) what are the ways to assess the market potential?
- 3) what is the range?
- 4) where is the full range of goods normally displayed?
- 5) what enquiries can a customer make before he places the order?

b) – самостоятельно

- 6) what do you think of advertising? Do you consider it effective nowadays?
- 7) what kind of advertising do you find the most effective?
- 8) is after service important? Why?
- 9) do you know any famous exhibitions or Trade Fairs which are hold in our country?
- 10) what exhibition centers have you heard of?

4. Заполните пропуски в предложениях следующими словами:

Campaign, catalogue, feasible, adverts, sales service

1. Market research is very important. They show if the project is _____. 2. For the product's promotion it's important to take part in the Trade Fair, to place _____ in magazines and television. 3. The main aim of the advertising _____ is to attract customers. 4. Producers attract clients with short time of delivery, spare parts and after _____. 5. You can find the full set of our company's goods in the _____.

5. Замените выделенные слова в предложениях следующими словами:

Feasible, promoting, exhibit, research, advertise (некоторые слова могут быть изменены в соответствии со временем глагола, лицом и числом существительного)

1. We are going to **promote** our new shampoo in the international market. 2. A group of marketing analysts **investigate** the market to see if it's possible to launch a product. 3. The results of the investigation show that this product is really **viable**. 4. The company **showed** the samples of its product in a Trade Fair

and it turned to be successful. 5. I think that the most successful way of **publicizing** today is to place advertisement on TV.

Текст 2

1. Прочитайте текст и переведите на русский язык:

Death of the brand manager

Brands are still alive but keeping them so may mean killing off the marketing department.

At the start of this year, Unilever's British soaps arm, Lever brothers, **abolished** the job of marketing director. A year earlier, Elida Gibbs, the Anglo-Dutch conglomerate's personal-products division had done the same.

Though the details vary slightly, both companies have squashed together what used to be called the **'marketing' and 'sales' departments**, and then re-organized them as a series of 'business groups', focusing on consumer research and product development. Both also set up a separate customer development team, responsible for relations with retailers across all the companies' brands.

Ever since the 1950s when they were developed by American manufacturers of **fast-moving consumer goods**, marketing departments have revolved around **brand managers**. Companies such as Procter&Gamble developed brands that divided markets into ever-narrower segments (not just shampoo, but anty-dandruff shampoo). Each brand manager was responsible for a single brand in a single country, handling matters such as advertising and packaging. A separate sales department was responsible for getting products onto retailers' shelves.

This time-tested structure is now facing unprecedented questioning in its **FMCG** heartland. A recent study of American consumer-goods firms by the Boston Consulting Group found that 90% of those surveyed claimed to have restructured their marketing departments.

People buy goods increasingly on price, not because they carry a famous name. This was driven home to advertising men of April 2nd 1993, when Philip Morris announced that it would **slash** the price of Malboro cigarettes to defend the much advertised brand from cheap, generic rivals whose **share** of America's cigarettes market had jumped to 36% from 28% in nine months. 'Malboro Friday' prompted analysts to proclaim the death of brands, though it may be that Philip Morris had pushed up Malboro's price too far.

Another trend is the **shift of power** from manufacturers to retailers. Investment in new shops and information technology, and the weakening in the power of brands have helped retailers to exploit their **proximity to the**

consumer and **dictate terms** to their **suppliers**. Sales of **own-label** goods continue to rise, especially if they are not leaders in their category.

Has all this made marketing too important to be left to the marketing department? A recent study by the London branch of Coopers&Lybrand, an accountant firm, concluded that 'marketing as a discipline is more vital than ever' but that the marketing department itself is 'critically ill'.

And in an essay last year, consultants at McKinsey argued that large marketing departments are often 'a millstone around an organization's neck'. Many companies that have '**re-engineered**' their production departments are now applying the same process-driven logic to their marketing department.

Vocabulary

abolish – упразднить

'marketing' and 'sales' departments – отдел маркетинга (коммерческий отдел) и отдел сбыта

FMCG - Fast Moving Consumer Goods – товары повседневного спроса

brand manager – рекламный агент товара, несущий ответственность за рекламу конкретного товара, конкретного товарного знака (в отличие от рекламы фирмы).

segment – сегмент

slash – резко уменьшать, сокращать (стоимость, налоги, сотрудников)

share – доля, часть

shift of power – изменение полномочий, изменение соотношения силы

proximity to the consumer – близость к покупателю

dictate terms - диктовать условия

supplier – поставщик

own-label – store brand марка розничной сети, марка торговой сети, марка продавца, торговая марка дилера, марка посредника, магазинная марка, марка дистрибьютора (товарная марка торгового предприятия, а не производителя)

re-engineering – реинжиниринг, реорганизация бизнес-процессов (перестройка) [фирмы] esp. by utilizing information technology

2. Напишите, соответствуют ли утверждения тексту (правда - true (T) или неправда - false (F)). Исправьте неправильные утверждения.

1) Today a lot of companies create new marketing departments and employ a lot of brand managers.

2) FMCG means Famous Manager's Created Goods.

3) Own-label good becomes popular.

4) Each brand manager was responsible for a single brand in a single county.

5) Marlboro raised the prices for cigarettes because their rivals' share of American's market had jumped to 36% from 28% in nine month.

3. Ответьте на вопросы:

а) – по тексту

- 1) What tendency can we find in the actions of 'Lever brothers' and 'Elida Gibbs'?
- 2) How did these companies re-organize their 'marketing' and 'sales' departments?
- 3) What was the meaning of a structure of brands? What were the functions of each brand manager?
- 4) Why is this structure facing unprecedented questioning in its FMCG heartland?
- 5) What did "Marlboro Friday" prove?
- 6) Why do the retailers have more power today?
- 7) What was the conclusion of the London branch of Coopers&Lybrand?

б) – самостоятельно

- 8) What is your opinion about brand structure?
- 9) Do you think that the brands have some real problems in our country?
- 10) Do you agree that large marketing departments are often 'a millstone around an organization's neck'?

4. Заполните пропуски в предложениях следующими словами:

Re-engineering, abolished, slash, dictates terms, Fast Moving Consumer Goods
--

1. Many companies _____ the job of the marketing director.
2. _____ – are the goods people can't do without. 3. Company management had to _____ the prices because the share of their competitors in the market had jumped to 42 from 35 percent last year. 4. _____ will allow our company to reach the new level. 5. Antimonopoly service _____ to the large corporation.

5. Замените выделенные слова в предложениях следующими словами:

Abolish jobs, proximity, own-label, re-engineering, ever-narrow segments
--

1. Because of the unfavorable market situation we had to reduce the production and **slash workers**. 2. The director hopes that **re-organization** will be useful for the business development. 3. In Russia **store brand** goods began to appear, but they are not still too popular. 4. Dividing markets into **small parts** are not popular today. 5. **Closeness** to the buyers is one of the advantage that retailers have.

Контрольная работа V
(3 курс, 5 семестр)

1. Прочитайте текст и переведите на русский язык письменно:

What an Economy Is

An economy is the wealth-producing segment of society. **Wealth** is defined as the total produce of agriculture and manufacturing. Without products there can be no wealth. This means, of course, that money is not wealth. Money is a means of **exchange** and may be called the economic equivalent of wealth.

Economies exist because all human beings have needs and desires. All human physical needs are the same: food, clothing, and shelter. Desires, on the other hand, are virtually infinite. No one actually needs a television set, automobile, stereo set, or microwave oven. But such **commodities** have become so common in modern industrialized societies that few people would be without them.

The needs of society are satisfied by the production of goods—society's wealth. The desires are satisfied in the same way. Societies that cannot feed, shelter, and clothe themselves are poor. They have few products to satisfy basic needs and cannot even think of desires. In the United States, by contrast, there is a great abundance of products for most people. Needs and desires can both be satisfied.

Wealth—all products taken together—is produced by labor. This type of labor can therefore be called productive labor. Much of society's labor does not create wealth. It is thus called nonproductive labor. To say that it is nonproductive is not to say something negative about it. Most forms of nonproductive labor are necessary in civilized societies. The labor of those who work in government, education, religion, athletics, some of the arts, and the military does not produce products. Therefore it does not create wealth to add to the prosperity of a nation. But these services are needed because no society is entirely economic in its nature, though most modern societies are basically economic units or collections of such units.

The products that are wealth serve to create money. Without products there would be no need for money. If every family grew its own food, built its own housing, and made its own clothing, it would have no need for money—unless, of course, it had desires that it could not satisfy

within the household. Money emerges as a product substitute, a means by which unlike products can be exchanged for each other. It is much easier to use money to buy a pair of shoes than to trade a cow for 20 pairs of shoes that are not needed.

Money facilitates the movement of goods. It becomes a standard that people in a society use in exchange for what they need and want. It also helps keep production going. The person who produces shoes and sells them obtains money to buy more leather and to make more shoes.

The laborer who produces wealth receives **payment** in return. With this payment it is possible to buy what is needed and wanted as well as to produce more goods. From where, then, does nonproductive labor receive payment? It comes from the producers of wealth, mostly in the form of taxes to support programs of government—national, state, and local. It also comes from productive laborers who willingly give it to see spectator sports, movies, theatrical events, or hear concerts of music. Much of it is also given to support religious enterprises and charitable organizations. A good deal of support goes to the service enterprises: physicians, dentists, barbers, hospitals, veterinarians, house painters, and many more.

The many nonproductive forms of labor, though they do not create wealth, purchase much of it. So their payments go back into the productive sector to help create more wealth. House painters need paints, brushes, and ladders. Hospitals need a vast array of equipment, medicines, and other goods.

Vocabulary

wealth – материальные ценности, богатство

exchange - обмен

commodities – предметы потребления

abundance – изобилие, избыток

labor – труд

payment -плата

2. Ответьте на вопросы к тексту:

- 1) Give the definition to the word “wealth”.
- 2) How are the wealth and money connected?
- 3) What are human physical needs?
- 4) How are the needs and desires of society satisfied?
- 5) How do societies produce wealth?
- 6) What forms of nonproductive labor do you know?
- 7) What did people do when money didn't exist? How did they get products they needed?
- 8) How do the nonproductive forms of labor help to create wealth?

3. Заполните пропуски в предложениях следующими словами:

Needs, exchange, substitute, nonproductive, commodities

1. Modern conveniences and different _____ such as TV, vacuum cleaner, car, microwave oven help to make people's life pleasant and easy. 2. **"I found myself in a very difficult situation – I had no money and couldn't satisfy even my basic _____ .** 3. Government, education, religion, athletics, some of the arts, and the military are the forms of _____ labor. 4. Money may be called the economic equivalent of wealth. In other words it is a product _____. 5. The picture turned to be very expensive – the collector gave me a lot of money in _____.

4. Замените выделенные слова в предложениях следующими словами:

labor, wealth, purchase, payment, abundance, facilitate
(некоторые глаголы могут быть изменены в соответствии с
видовременной формой)

1. I worked a lot and got enough money to buy a new car! 2. The society which has money to satisfy its needs and desires lives in abundance. 3. My boss doesn't value my work. 4. Money helps people to satisfy their needs and desires. 5. I want to buy a new house. 6. The company promises its workers a good salary.

VI семестр

Текст 1

1. Прочитайте текст и переведите на русский язык:

The fall of big business

'Big' no longer mean, as it once did, 'successful', before long it is likely to mean 'failing'. If this prediction seems too bleak, recall how rosy the outlook seemed for big firms ten years ago. When **globalization** became a cliché, businessmen assumed that big firms would **gain** the most from lower **trade barriers** and converging tastes. **Global markets**, it seemed, would call for global brands from global companies managed globally. Firms big enough to spend lavishly on **automated factories** and computerized offices would be able to **exploit** glittering new technologies faster than smaller, and poorer rivals. Many pundits confidently forecast that a handful of giants firms would dominate car making, electronics, banking, entertainment, advertising and publishing, to name only a few.

At the time, such predictions seemed **plausible**. For decades firms in almost every business had sought '**economies of scale**', the idea that manufacturing or distributing goods in ever larger volumes lowers cost per unit, so that a firm becomes more efficient as it grows. Most managers also recognized that expanding a business also involves new costs. As they grow, firms may become more bureaucratic, inflexible and wasteful.

Employees, believing themselves to be mere cogs, are less **accountable** and harder to motivate. But such diseconomies were usually a footnote. They seemed more than outweighed by the benefits of bigness. The triumphs of mass production early in the century had given birth to most of the giant firms which came **to tower over** their industries. That bigger was better was rarely disputed. Until recently it was even true. The great surprise of the last decade had been that the changes which were supposed to make bigger even better have had the opposite effect.

A blow to big firms is that the use of computers, confounding most forecasts, is narrowing economies of scale in manufacturing and distribution, not expanding them. Factory automation is making it possible to produce goods cheaply in smaller volumes. The **plummeting price** of computers is enabling smaller firms to employ the same logistical techniques, sophisticated financial

models, and automated payrolls and other administrative tasks that were available only to big firms in the past.

Vocabulary

globalization – глобализация

gain – выигрывать, выгадывать

trade barriers – торговые ограничения, помехи на пути развития торговли

global market – глобальный рынок

automated factory – автоматизированная фабрика

exploit – использовать

plausible – правдоподобный, возможный

economies of scale – экономия, обусловленная ростом масштабов производства, положительный эффект масштаба

accountable – ответственный

to tower over – быть выше, возвышаться

plummeting price – быстро падающие цены

2. Напишите, соответствуют ли утверждения тексту (правда - true (T) или неправда - false (F)). Исправьте неправильные утверждения.

- 1) 'Big', speaking about business, always means 'successful'.
- 2) The expanding a business also involves new costs.
- 3) Factory automation is making possible to produce goods in smaller volumes.
- 4) When globalization became a cliché, businessman assumed that in such conditions big firms have more advantages than small ones.
- 5) Small firms could compete with global companies in the global market.

3. Ответьте на вопросы:

a) – по тексту

- 1) What were the advantages of big firms in framework of globalization?
- 2) what is the meaning of the 'economy of scale'?
- 3) what are the disadvantages of the expanding a business?
- 4) what was the attitude to these disadvantages?
- 5) does 'big' mean 'successful' nowadays?
- 6) which factors changed the situation?

b) – самостоятельно

- 7) which prospects does present situation give to the small business?
- 8) what could the big firms do to overcome the problems?

4. Заполните пропуски в предложениях следующими словами:

economies of scale, towers over, globalization, trade barriers, plausible

1. _____ is the process by which a company, etc., expands to operate internationally. 2. Economists call the situation, when manufacturing or distributing goods in ever larger volumes lowers cost per unit the _____. 3. The company is successful. It _____ its rivals. 4. Globalization helped to overcome the _____. 5. The economic prediction seemed so _____ several years ago, that we decided to expand our firm.

5. Замените выделенные слова в предложениях следующими словами:

Accountable, global, exploit, gain, plummeting

1. As a director, she must be **responsible** for her decisions. 2. Today all companies are the members of the **world** market. 3. If the company **uses** new technologies it will make its production faster and cheaper. 4. The business world **had a lot of profit** from lower trade barriers. 5. The **reducing** prices enabled us to buy a new car.

Текст 2

1. Прочитайте текст и переведите на русский язык:

Competition

The competitive **environment affects** the number and types of competitors the marketing manager must **face** – and how they may behave. Although marketing managers usually can't control these factors, they can choose strategies and **avoid head-on** competition. And, where the competition is **inevitable**, they can plan for it.

Economists describe four basic kind of market (competitive) situations: **pure** competition, oligopoly, monopolistic competition, and monopoly. Understanding the differences among these market situations is helpful.

In monopolistic competition, a number of different firms offer marketing mixes that at least some customers see as different. Each competitor tries to get control (a monopoly) in its "own" target market. But competition still exists because some customers see the various alternatives as **substitutes**. A subset of these firms may even compete head-on for the same customers with similar **marketing mixes**. With monopolistic competition, each firm has its own **down-sloping demand curve**. But the shape of the demand curve – and elasticity of

demand – depends on how similar competitors' products and marketing mixes are. Most marketing managers in developed economies face monopolistic competition.

The economist's traditional view is that most product-markets head toward **pure** competition – or **oligopoly** – over the long-run. In these situations, a marketing manager competes for customers against competitors who are offering very similar products. Because customers see the different available products (marketing mixes) as close substitutes, competing firms must compete with lower and lower prices, especially in pure competition where there are likely to be large numbers of competitors. Profit **margins shrink** until they are just enough to keep the most efficient firms in business. Avoiding pure competition is **sensible** – and certainly fits with our emphasis on target marketing.

Effective target marketing is fundamentally different than effective decision making in other areas of business. Accounting, production, and financial managers for competing firms can learn about and use the same standardized approaches – and they will work well in each case. By contrast, marketing managers can't just learn about and adopt the same "good" marketing strategy being used by other firms. That just leads to head-on competition – and a **downward** spiral in prices and profits. So target marketers try to offer customers a marketing mix better suited to their needs than competitors' offerings.

Most marketing managers would like to have such a strong marketing mix that customers see it as **uniquely** able to meet their needs. This competition-free ideal guides the search for **breakthrough** opportunities. Yet monopoly situations, in which one firm completely controls a broad product-market, are rare in market-directed economies. Further, governments commonly regulate monopolies. For example, in most parts of the world prices set by utility companies must be **approved** by a government agency. Although most marketing managers can't expect to operate with complete control in an unregulated monopoly, they can move away from head-on competition.

Vocabulary

competition – конкуренция

environment – окружение, окружающая обстановка; среда

to affect – действовать, воздействовать, влиять

to face – сталкиваться

to avoid – избегать

head-on – прямой, лобовой

inevitable – неизбежный

pure – чистый

monopolistic competition – монополистическая конкуренция (рыночная структура, относящаяся к несовершенной конкуренции, при

которой фирмы конкурируют, но при этом имеют черты монополий, поскольку производят дифференцированный продукт; при такой структуре кривая спроса на продукцию отдельной фирмы имеет небольшой положительный наклон и каждая фирма имеет небольшую монополистическую власть над потребителям, которые предпочитают именно ее продукт; в длительном периоде в такой отрасли возможно установление равновесие при нулевой экономической прибыли, если увеличение числа фирм в отрасли вызывает смещение кривой спроса на продукт каждой из них влево до момента, пока кривая спроса не коснется кривой средних затрат; в последнем случае производство осуществляется не при минимально возможных средних затратах; термин и теория были предложены Э. Х. Чемберленом в 1930-х гг.)

oligopoly – олигополия (рыночная структура, характеризующаяся существованием на рынке незначительного числа продавцов при наличии большого числа покупателей; важнейшим свойством этой рыночной структуры является сильная взаимозависимость фирм, откуда вытекает необходимость для отдельной фирмы учитывать при принятии любого решения вероятные ответные действия других фирм; для анализа олигополистического поведения часто используют теорию игр; различают ситуации кооперативного и некооперативного поведения фирм)

substitute – замена, заменитель

marketing mix - a combination of factors that can be controlled by a company to influence consumers to purchase its products

down-sloping – опускающийся

demand curve – кривая спроса

margin – прибыль

to shrink – сокращать(ся)

sensible – (благо)разумный, здравомыслящий

downward – спускающийся

uniquely – единственно

breakthrough – прорыв

to approve – одобрять, утверждать

2. Напишите, соответствуют ли утверждения тексту (правда - true (T) или неправда - false (F)). Исправьте неправильные утверждения.

- 1) Economists plan for the competition with the help of some strategies.
- 2) In monopolistic competition, Each competitor tries to get control (a monopoly) in the whole market.
- 3) In pure competition, a marketing manager competes for customers against competitors who are offering very similar products.
- 4) It's enough for marketing managers to learn about and adopt a number of "right" marketing strategies to be successful.

5) Monopoly is encouraged by the government.

3. Ответьте на вопросы:

a) – по тексту

- 1) Why is it important for the manager to know about the competitive environment?
- 2) What types of competition can you name?
- 3) What is monopolistic competition?
- 4) What is pure competition?
- 5) What is monopoly type?

b) – самостоятельно

- 6) What is the main function of competition?
- 7) Compare the monopolistic and pure types of competition.
- 8) What measures would you take to avoid pure competition and to persuade customers to buy your product?
- 9) What measures does the government usually take in its anti-monopoly politics?
- 10) In which type of economy is there no competition?

4. Заполните пропуски в предложениях следующими словами:

Face, breakthrough, head-on, marketing mix, oligopoly

1. Your behavior will lead to _____ collision of our interests in this branch of economy. 2. _____ a state of limited competition, in which a market is shared by a small number of producers or sellers. 3. Product, price, place and promotion are the elements of _____. 4. The production of this lipstick is a _____ in the history of beauty business. 5. All people _____ problems in their life but the question is if they are able to overcome them or not.

5. Замените выделенные слова в предложениях следующими словами:

shrink affect downward uniquely inevitable

1. Our new strategy will surely **influence** the behavior of our competitors. 2. In the market economy competition is **unavoidable**. 3. This company isn't **only** able to meet the needs of our clients. 4. If the profit **reduces** next year we'll have to abandon our plans. 5. Today the main theme of our meeting is the discussion of **down-sloping** demand curve.

**Контрольная работа VI
(3 курс, 6 семестр)**

1. Прочитайте текст и переведите на русский язык письменно:

Management of Economies

As noted, economy originally had to do with household management. Whether they are single households or whole societies, economies are always managed to some extent. Management is necessary because, no matter how extensive the needs or unlimited the desires, the resources required to satisfy them are limited. There is never an infinite amount of anything—no matter how much is produced.

People in a society of abundance may not notice the limits on resources until a crisis occurs. The petroleum price increases of the 1970s, for instance, alerted the whole world to the fact that petroleum is a nonrenewable resource. If its allocation is not carefully managed, severe economic hardships can result.

There are primarily three types of management in economies. An economy may be almost totally planned, as it is in the Soviet Union. An economy may be almost totally unplanned, as it is in the United States. Or there may be a combination of planning and freedom of operation, as is the case in Japan, South Korea, and Singapore.

In a planned economy the government decides what goods are to be produced and how they are to be marketed. Government sets all the priorities, and the producers follow the directives handed to them.

In a partially planned economy, such as Japan's, the government frequently takes the lead in encouraging manufactures and industry and helps with subsidies from taxation. Government can also promote investment and regulate trade policies so that they favor domestic manufactures.

The United States is the foremost example of an unplanned economy. This does not mean, however, that there is no government involvement in economic functions. There is a great deal. As the economy of the United States grew, and as government and its scope of responsibility increased, it was inevitable that government policy at every level would affect economic functions.

Nevertheless, the economy of the United States can be considered unplanned because the government does not mandate what will be produced or how it will be marketed. These decisions are left largely to the private sector. Even the enormous amount of government regulation that has emerged since the Great Depression has not turned the United States into a planned economy.

If an economy is not planned, how can it be managed? No one seems to be in control. There are, in fact, many controls; but the prime control is what is called the marketplace. The name of the American economic system is capitalism. Another name for it is the free-market economy. Although markets are not nearly so free as they were a century ago, capitalism is a self-regulating economy. This self-regulation occurs through the operation of markets.

In the late 20th century the great economic issue is the planned versus the unplanned economy. The planned one is generally called socialist or communist. The unplanned and partially planned are considered capitalist because most of the actual production of wealth takes place in the private sector. Historically, after decades of competition between planned and unplanned economies, the latter have proved themselves far more adept at creating wealth. A chief reason for this success is that unplanned economies depend on individual initiative, personal ambition and ingenuity, and the openness of opportunities in an arena of political freedom.

Against unplanned economies, it may be said that wealth is unevenly distributed. A significant minority is very rich, a more significant minority lives in relative poverty, and the great bulk of the population—the middle class—lives in fair abundance. It is primarily this uneven distribution of wealth that planned economies hoped to solve.

The debate between planned and unplanned economies, however, is uneven.

Vocabulary

abundance – достаток

a nonrenewable resource – невозобновляемый ресурс

management – управление

to market – продавать, осуществлять сбыт

promote – поддерживать, стимулировать

trade policy – торговая политика

private sector – частный сектор

domestic manufacture – отечественное производство

free-market – свободный рынок

unevenly distribution – неравное распределение

2. Ответьте на вопросы:

- 1) Why is management of an economy necessary?

- 2) What can result if the society doesn't notice the limits?
- 3) What types of management in economies do you know?
- 4) How is the planned economy managed?
- 5) What position does the government have in the partially planned economy?
- 6) What position does the government have in the unplanned economy?
- 7) How can the unplanned economy be managed?
- 8) What is a chief reason for the success of unplanned economy?
- 9) What is the disadvantage of the unplanned economy?

3. Заполните пропуски в предложениях следующими словами:

market, unevenly distributed, the trade policy, management, free-market, f. nonrenewable

1. Gas is a _____ natural resource. 2. The economic crisis is a result of the wrong _____. 3. Planned economy and _____ economy are the old rivals. 4. A _____ is composed of two factors: supply and demand. 5. _____ is an important part of the government management of the economy. 6. I think our company has a good potential, but we can't realize our plans because resource are _____.

4. Замените выделенные слова в предложениях следующими словами:

sell, free-market, produce goods, prosperity, supports.

1. It became difficult to market these products. 2. The United States is the foremost example of an unplanned economy. 3. Our companies make products of high quality. 4. The country is developed if most people live in fair abundance 5. The government promotes this trade policy.

Глоссарий

А

- to abolish – упразднить
abroad – за рубежом
to adapt – приспособлять, адаптировать
advertise (or promote) – рекламировать (содействовать продвижению товара)
advertisement – реклама, рекламное объявление
accountable – ответственный, подотчётный
after sales service – гарантийное обслуживание
agreement – соглашение, договор
amount of money – количество денег
approach - подход
artisan – ремесленник, мастерской
to assess - оценить
automated factory – автоматизированная фабрика
accountable – ответственный

В

- behavioral – поведенческий
benefit – выгода
to be one's own boss – быть самому себе хозяином, начальником
to borrow money – занимать деньги
brand manager - рекламный агент товара, несущий ответственность за рекламу конкретного товара, конкретного товарного знака (в отличие от рекламы фирмы).
bulk – крупная партия товара

С

- campaign – кампания (рекламная)
company - компания
to compete – конкурировать

competitor – конкурент
competition - конкуренция
component - деталь
co-owners - совладелец
convenience - удобство
countless – бесчисленный
customer - покупатель

D

to deplete – истощать, исчерпывать
debts - долги
delivery - доставка
demand - спрос
dependability - надёжность
to dictate terms - диктовать условия
domestic market - внутренний рынок

E

economic man - экономический человек (концепция работника в научной школе менеджмента, согласно которой для нормальной мотивации работнику необходимо обеспечить справедливую оплату труда).

economic need – экономические потребности
economic value – экономическая ценность
economies of scale - экономия, обусловленная ростом масштабов производства, положительный эффект масштаба
efficiency – эффективность
entrepreneur - предприниматель
enterprise - предприятие
exempt from – освобождённый от
to exercise initiative – проявлять инициативу
to exhibit samples – выставлять образцы
to exploit – использовать
export – гл. – экспортировать, сущ. – вывоз, экспортируемые товары

F

failure – провал, крах, неудача
feasible – выполнимый, осуществимый
firm - фирма
to form a partnership – организовать, создавать партнёрство
frameworks – рамки, пределы

FMCG - Fast Moving Consumer Goods товары повседневного спроса

G

to gain – выигрывать, выгадывать

globalization - глобализация

global market – глобальный рынок

to go into business – начинать (открывать) бизнес

goods - товары

to go out of business – прекращать

guarantee - гарантия

guide - вести, руководить

goods - товары

H

home market – внутренний рынок

I

import – гл. импортировать, сущ. – импорт (ввоз товаров из-за границы)

to inherit – наследовать

international market – международный, внешний рынок

in terms of – на языке, с точки зрения

investing – инвестирование, вложение

L

to launch - запускать

legally – законно, легально

liable for smth. – ответственный за что-либо

local - местный

losses - убытки

M

maintenance – обслуживание

to make inquiries – делать запросы

management – управление, менеджмент

manufacturer – производитель

market situation – рыночная ситуация

'marketing' and 'sales' departments- отдел маркетинга (коммерческий отдел) и отдел сбыта
to meet needs – удовлетворять потребности

О

to operate – работать, действовать, управлять
overseas market – международный, внешний рынок
to own – владеть, иметь, обладать
ownership – собственность, владение
own-label= store brand марка розничной сети, марка торговой сети, марка продавца, торговая марка дилера, марка посредника, магазинная марка, марка дистрибьютора (товарная марка торгового предприятия, а не производителя)

Р

partnership – товарищество, партнёрство
to pay taxes – платить налоги
personal assets – личный капитал
place an order – размещать заказ
plausible – правдоподобный, возможный
plummeting price – быстро падающие цены
pooling - организация пула (объединение ресурсов в общий фонд с целью более эффективного распределения)
poverty - бедность
production – производство
products – продукты
profit – прибыль
prospective – перспективный, потенциальный
proximity to the consumer – близость к покупателю
publicity (or advertising) - реклама

Р

range – ассортимент
re-engineering реинжиниринг реорганизация бизнес-процессов (перестройка) [фирмы] esp. by utilizing information technology
research - исследование
to research (investigate) - исследовать
response – реакция, ответ
retailer – розничный торговец
rights and duties – права и обязанности

S

to save money – копить деньги
segment - сегмент
to sell - продавать
to sell retail – продавать в розницу
to service or maintain – обслуживать
share – доля, часть
share of earning – доля заработка
silent partner – пассивный партнёр
shift of power - изменение полномочий, изменение соотношения силы
to slash – резко уменьшать, сокращать (стоимость, налоги, сотрудников)
sole proprietor – собственник, владелец, частный предприниматель
sole proprietorships – собственность, частное предпринимательство
to sort out – сортировать, разбирать, классифицировать
spare parts – запасные части
spending pattern - схема (статей) расходов
to squander – расточать, проматывать
stand – стенд
to supply - поставлять
supplier - поставщик
surrounding - среда, окружение

T

to take part in smth. – принимать участие в чем-либо
target market – целевой рынок
to tower over – быть выше, возвышаться
Trade Fair - торговая ярмарка
trade barriers - торговые ограничения, помехи на пути развития торговли

V

valuable learning experience – ценный обучающий опыт
viable - жизнеспособный
venture – предприятие, начинание (часто рискованное)

W

wholesale - оптовый

wholesaler – оптовый торговец, оптовое предприятие

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