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АНГЛИЙСКИЙ ЯЗЫК

*Методические рекомендации к практическим занятиям
для студентов экономических специальностей, направлений
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очной и заочной форм обучения*

**ЛЕКСИКО-ГРАММАТИЧЕСКИЕ ЗАДАНИЯ
ПО АНГЛИЙСКОМУ ЯЗЫКУ**

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Unit 1

Лексико-грамматические задания

Прежде чем выполнять упражнения, внимательно изучите следующие правила.

1. Видовременные формы английского глагола в активном залоге.
2. Употребление артиклей.
3. Местоимения.
4. Степени сравнения прилагательных и наречий.
5. Грамматические функции и значения многозначных слов *one, ones, it, that, those*.
6. Модальные глаголы.

1. Study the following words and word combinations.

| | | | |
|------------------|------------------|-----------------|----------------|
| 1) account | счет | 14) insurance | страхование |
| 2) advertising | реклама | 15) interest | процент |
| 3) borrower | заемщик | 16) losses | убытки |
| 4) cargo | груз | 17) merchandise | товары |
| 5) competitor | конкурент | 18) output | продукция |
| 6) consignment | партия товаров | 19) payment | оплата, платеж |
| 7) consumer | потребитель | 20) price | цена |
| 8) costs | затраты | 21) quality | качество |
| 9) customer | клиент, заказчик | 22) quantity | количество |
| 10) demand | спрос | 23) revenue | доход |
| 11) depositor | вкладчик | 24) service | обслуживание |
| 12) distribution | распределение | 25) supply | предложение |
| 13) employee | служащий | 26) warehouse | склад |

2. Choose the correct alternatives to complete the text. Translate the text into Russian.

Future of Advertising with Digital Technology

Technology ... (1. has become/had become) an essential part of our daily routine, which we cannot live without. It is everywhere and ... (2. accompanied/accompanies) us everywhere we go. People ... (3. have been communicating/communicate) with each other in many ways. Digital technology ... (4. is changing/will be changing) the world for advertisers.

A few decades ago advertising ... (5. has been/was) much simpler. Advertising agencies ... (6. concentrated/have concentrated) on print media, television and radio to get their message across to the consumers. This ... (7. has changed/changed)

today. More and more people ... (8. see/are seeing) ads on their smartphones. Modern television ... (9. have turned/is turning) into a powerful computer that has access to the Internet. People can play games or watch interactive videos.

Consumers today ... (10. have been interacting/interact) with ads in a new way. They can take part in surveys or feedbacks or just switch them off if they ... (11. wants/want) to. They can also promote a brand by suggesting how good a product ... (12. are/is) to other people. Social media networks also ... (13. has played/play) an important part in a global advertising strategy.

3. Choose the correct form of the verb in *italics* in the Present Perfect or the Present Perfect Continuous. It may be possible to use both forms.

1. As you know, many new staff *have joined/been joining* us recently. 2. I *have been thinking/have thought* on your proposal for a week. I haven't made a decision yet. 3. How much holiday *have you taken/been taking* this year? 4. I've *sent/been sending* the invoice three times but they still haven't paid. 5. He *has written/has been writing* his thesis for three months. 6. I've *tried/been trying* to get through all day but the number is always engaged. 7. It is a successful business; they've *opened/been opening* eight branches in the last three years. 8. They *have been interviewing/interviewed* candidates all morning. 9. How long *has she written/been writing* the report? 10. How many times *have you visited/been visiting* this country? 11. This year we *have concluded/been concluding* three contracts. 12. He *has worked/been working* for this company for 25 years.

4. Complete the texts by putting the verbs in brackets into the correct form of the Past Simple.

a) When we ... (1. start) a new project we ... (2. not have) the right people to develop software for it. I ... (3. suggest) that we hire a qualified team from a different company instead of training our personnel. It ... (4. help) us cut costs on the training programs and efficiently complete the project.

b) When Fred Smith ... (1. attend) Yale University Business School, he ... (2. write) a project paper on the concept of overnight package delivery. The professor ... (3. award) Smith a "C minus" for it. This was because he ... (4. reason) the proposal ... (5. have) little potential as the postal industry was monopolized by the US Mail. Who would want to send a package through another courier when there was the US Mail? But Smith wasn't discouraged. He ... (6. start) the Federal Express. On the first day of business, his goal ... (7. be) to deliver 167 packages. However, he only ... (8. deliver) seven, five of which ... (9. be) packages sent to himself. Today, Federal Express is one of the world's largest overnight delivery companies.

5. Complete the dialogue by putting the verbs from the box into the correct form of the Past Simple.

| |
|---|
| <i>go get like have (x3) make (x2) be (x3) stay</i> |
|---|

- Hi! You (1)... to the Homebuilding and Renovating Show last week, didn't you? (2) ... you ... a good trip?
- Yes, it was great.
- (3) ... you ... any useful contacts?
- Well, there (4) ... a lot of people at the show, and I (5) ... a lot of good contacts but we (6) ... nearly as many orders as last year.
- Oh, why was that? (7) ... they... our new projects?
- No, no, that (8) ... the problem. There (9) ... much more competition this year.
- How long (10)... you ... ?
- Three days. On my last day I (11) ... a late flight so I (12) ... a chance to see the city.

6. Complete the texts by putting each of the verbs in brackets into the correct form of the *Present Simple, Present Continuous, Past Simple, Present Perfect, Present Perfect Continuous*.

e. g.: I (live) in Mogilev since 2020. – I have lived in Mogilev since 2020. (Present Perfect)

a)

My name is Anastasiya Ivanova. I am from Bobruisk. I ... (1. be) born in Bobruisk and ... (2. live) there for 18 years. I ... (3. go) to secondary school until I was 17. Now I ... (4. be) a part-time student of the Belarusian-Russian University. My major ... (5. be) economics. I ... (6. take) the decision to combine study and work. Last month I ... (7. decide) to apply for a job in one of the companies in Mogilev. I was lucky to be accepted and now I ... (8. look forward) to my new job. I just ... (9. move) to Mogilev. I ... (10. never work and live) in Mogilev before, but I have a few friends here. We ... (11. know) each other since we were at school so the move shouldn't be too difficult.

b)

Alex ... (1. to be) in his first year at university. He ... (2. to want) to be an economist. He ... (3. to live) in a dorm and gets a scholarship. This month he ... (4. to work) part-time as a waiter. He ... (5. to start) work at 6 pm and ... (6. to finish) at midnight. This schedule ... (7. to suit) Alex because he doesn't have to skip classes.

c)

- What ... (1. you/do)?
- I ... (2. work) as assistant to General Director.
- What ... (3. your company/do)?
- We ... (4. produce) software.
- Is that a big company?
- No, it's rather small. It ... (5. employ) only thirty people.
- You ... (6. be) still very young. Is that your first job?
- No, it's my second job. My first job ... (7. be) in a bank.
- Why ... (8. you/leave) that job?
- The bank ... (9. close) down.

- I understand. Competition ... (10. be) tough these days, isn't it? And how long ... (11. you/work) here?
- Three years. I ... (12. be) happy with my job. I ... (13. have) a good salary and good career opportunities.
- OK. Good luck with you job!

7. Complete the sentences. Use the correct form of the verbs in brackets (active voice).

1. The volume of transported cargoes ... (grow), new routes ... (appear), and the range of goods ... (become) wider. 2. The company ... (transport) large consignments on the door-to-door principle. 3. At present new transport routes by air, rail, road and sea constantly... (turn up). 4. Next year there ... (to be) more employees at this factory. 5. We ... (have) enough trucks in stock at the moment. 6. Where you ... (to be) today? I ... (to phone) you in the morning, but you ... (to be) in. –You see, in the morning I ... (to have) a meeting with our customers and ... (to come back) only 10 minutes ago. 7. The representative of the manufacturing company said that they ... (to test) the new equipment and the results of the test ... (to be) good enough. 8. We ... (to test) the equipment when the inspectors arrived at the factory. 9. At present large companies ... (to invest) a lot of money in research and development. 10. We ... (to study) economics for two years. 11. International carriage of goods ... (increase) from year to year. 12. They ... (sell) trucks for 10 years. They ... (sell) more than 60 units last month. 13. How long your company ... (to manufacture) computers? 14. By the time he started his own car business, he ... (to work) in the car industry for ten years. 15. The company recently ... (set up) a branch office in Glasgow to serve the Scottish market.

8. Choose the correct alternatives in *italics*.

1. This machine costs *a/-* thousand euros. 2. (*A/The*) CEO will arrive in *a/-* couple of minutes. 3. I work for *a/the* large multinational company. 4. Do you accept *-/the* credit cards? 5. There was *an/the* interesting article about our company in *a/the* local newspaper. 6. I need some time to think about *an/the* offer you made. 7. I have (*an/the*) appointment at *a/the* bank. 8. *The/a* domestic market accounts for about 40 per cent of our total production. 9. *A/The* presentation was *a/the* great success. 10. Economics is one of *the/-* most in-demand occupations in the country. 11. I left *the/-* school at 17; then I went to *the/-* Belarusian-Russian University to study *-/ the* economics. 12. I had *a/the* job interview yesterday. It didn't go well. 13. He worked as *an/the* accountant in *a/the* car manufacturing company for eight years. 14. I received *an/the* email from my business partner. He wants to negotiate *the/-* terms of *the/-* contract. 15. I know that you've got *a/the* problem with your computer. What exactly is *a/the* problem? 16. We want to start *a/the* new project. 17. You can view *the/a* list of available positions and job descriptions on our website. 18. *-/the* Teamwork and *-/the* time management are critical to a business's success. 19. In my job I use *the/-* leadership and people management skills as I manage *the/-* interns and supervise *the/-* engineers. 20. At *-/the* university, I was involved in

managing *a/the* student project. We wanted to enter *a/the* competition and our company has developed from that.

9. Choose the correct alternatives to complete the sentences. Translate the sentences into Russian.

1. The affairs of the company are managed by the management board, subject to the supervision of the supervisory committee, to ... (what/which) it must report periodically and ... (what/which) can at any time require information or explanations. 2. Consumers may be influenced not only by ... (their/theirs) own membership groups but also by reference groups of which ... (they/them) wish to be a part. 3. Technology has become an essential part of ... (our/ours) daily routine, ... (which/who) we cannot live without. 4. Business customers are customers ... (which/who) purchase goods and services for use by the organization for ... (whose/which) they work. 5. Manufacturers use raw materials to produce finished products, ... (this/which) in turn may be sent directly to the retailer or to the consumer. 6. ... (Each/both) party in the distribution channel usually acquires legal possession of goods during ... (their/its) physical transfer, but ... (these/this) is not always the case. 7. ... (Many/much) firms may make purchases with a focus on quality rather than on price. 8. ... (Many/much) producers can earn a superior return on ... (their/theirs) capital by investing profits back into ... (their/theirs) core business rather than into the distribution of ... (theirs/their) products. 9. ... (Each/everyone) producer must decide ... (who/which) will perform which of ... (this/these) functions in order to deliver the service levels that consumers desire. 10. (Some/any) historians believe that the first coins were made at around 700 B.C. by the Lydians.

10. Choose the correct alternatives in *italics*.

1. There may be *an/some* information about the forum. 2. I'm afraid we haven't got *much/many* time. 3. *Is/Are* there *many/much* traffic in Mogilev? 4. *How much/How many* information have we got about this company? 5. A career coach is a person *who/which* works with clients to help them achieve their career and employment goals. 6. We bought *some/any* new equipment last month. 7. We bought *a few/a little* new machines last month. 8. He gave me *an/some* advice that *was/were* really useful. 9. There are *a few/a little* ways to cut your monthly expenses. Which one you choose depends on your priorities. 10. An employment contract is an agreement between an employer and an employee *who/which* sets out terms and conditions of employment. 11. We have *some/any* black ones in stock, but we don't have *some/any* white ones. 12. He travels *a lot/lot* on business. After long flights he usually feels tired the next day and tries not to schedule *any/some* important appointments until late afternoon. 13. I used to like to work on one project to its completion before starting *another/the other* one. Now that I've learned to work on several different projects simultaneously, I realize that I can be more creative and efficient in *each/every* of them. 14. I need good organizational skills to keep in contact with so *much/many* people.

11. Complete the sentences with the word *a, an, some, much* or *many*.

1. That's ... good idea. 2. There is ... important work that we need to do over the next few months. 3. We do some business in China, but not 4. We have a few customers in China, but not 5. I'd like to make ... inquiry about training courses you offer at your university. 6. We'd like you to do ... research on the whole idea, and then write ... report on whether to go ahead or not. 7. Do you have ... trouble with the new machines in your company? 8. Do you have ... difficulties with the new machines in your company? 9. I need to claim ... expenses for my trip last month. 10. We didn't study ... economics at university, just a little. 11. I haven't got ... experience of this kind of thing. 12. Can I have ... information about the project you are currently working on? 13. It should be ... interesting job, and I think you're the best person to do it. 14. Well, that's ... progress, I suppose. 15. Have you got ... moment for a chat?

12. Complete the sentences. Use a comparative (*-er* or *more* ...) or a superlative (*-est* or *most* ...).

a)

In this report we're going to look at the three main types of investments: cash (in bank accounts), bonds (long-term loans that give a fixed rate of return) and stocks (equities). The ... (1. *safe*) is cash, and the fact that this has less risk than the others means that it also has a ... (2. *low*) return. If you want a ... (3. *good*) return you should consider bonds. These are fixed interest investments, and are a ... (4. *attractive*) option than cash, particularly when interest rates are falling. The ... (5. *risky*) form of investment is stocks. They offer the chance of much ... (6. *great*) profits over the long term, but you might make a loss if the company does badly. The ... (7. *bad*) case scenario is that the company goes bankrupt and you lose everything. You can reduce the risk by investing in a fund rather than individual stocks. Funds that invest in developed economies are a ... (8. *sensible*) choice for most people, as the markets have more liquidity and it is ... (9. *easy*) for the fund manager to buy and sell.

b)

Carrier selection is a two-step phase. First, the company must decide which mode – water, rail, pipeline, truck, or air – to use for each segment of traffic it handles. Air is ... (1. *fast*) way to carry intercity shipments, but it is also ... (2. *expensive*). Truck is ... (3. *expensive*) and ... (4. *widely used*). Rail is usually even ... (5. *expensive*), although often it is neither as consistent nor as high-quality as motor carrier service. Water and pipeline transportation are ... (6. *cheap*), although they are not available at all sites. Once the modal choice is made, the traffic manager must choose which carrier firm or firms should get the business.

13. Choose the most appropriate words in italics.

1. *You could/ Could you* open the window, please? 2. *Do you want that I/ Can I* help you with your bag? 3. *Could I/ Let me* borrow your magazine to read? 4. *Could you/ Would you like to* sit down? 5. *Could you/ You could* say it again? 6. *Can I/ I want to* see the photos? 7. *Can you/ Please* give me your phone number? 8. *Can/ I want you*

give me a lift to work tomorrow, please? My car is being repaired at the moment.
 9. *Can/Should* I have a word with you? 10. *Would I/Could I* have some more water, please?

14. Choose the best response to each offer or request.

| | | |
|----|--|--|
| 1 | Would you mind giving me a hand? | a) I'll be glad to help. b) Yes, please. c) Of course I will. |
| 2 | Do you mind if I borrow your pen for a minute? | a) I'd love to. b) Not in the least. c) I'm afraid so. |
| 3 | Could I have the data by the end of the week, please? | a) Take your time. b) Certainly. c) Don't worry. |
| 4 | I could bring the files to your office. | a) Thanks, that's very kind of you. b) It's up to you. c) Certainly. |
| 5 | Will you explain it more clearly? | a) Not in the least. b) I'll try to. c) Anything you like. |
| 6 | Would you like another cup of coffee? | a) I'm afraid not. b) Not just now, thanks. c) No I don't. |
| 7 | Can you arrange an online bank transfer tomorrow by 3 o'clock? | a) Do it yourself. b) I'm pleased to. c) Yes, no problem. |
| 8 | Let me show you to the conference room. | a) Of course. b) You're welcome. c) Thank you. |
| 9 | Would you send this invoice, please? | a) I'm sorry, I can't at the moment. b) It isn't possible. I'm busy. c) I certainly don't. |
| 10 | Would you do me a favour? | a) Here you are. b) It would be my pleasure. c) Don't mention it. |

15. Translate the following sentences into Russian paying attention to the modal auxiliary verbs.

1. We have to reduce our overhead expenses. This will lead to job losses in some departments. 2. Shippers and receivers of freight sometime establish "windows" of two to three hours' length within which trucks must arrive to pick up or deliver freight. 3. Marketing audits should be done not only when the value of a company's current marketing plan is in question; they must be done periodically in order to isolate and solve problems before they arise. 4. The manager must have a good understanding of management principles, an appreciation of the current issues and broader objectives of the total economic, political, social, and ecological system in which we live, and he must possess the ability to analyze complex problems. 5. Before drawing up a new contract you must settle up all previous debts.

6. Businesses may sell products directly to the final customer, or they may use one or more intermediaries to move their goods to the final user. 7. Advertising began in ancient times when most people could not read or write. 8. We can carry both groupage cargoes and large consignments to the final destination. 9. – When could you deliver the spare parts to us? – We'll be able to dispatch them as soon as you send us all the required documents. 10. We have just introduced this service on the market and think we can raise productivity by 5 %.

16. Complete the gaps using a suitable word from the box.

| | | | | | | |
|-------------|-----------|----------------|------------|-----------|-----------|----------------|
| <i>from</i> | <i>to</i> | <i>of (x2)</i> | <i>for</i> | <i>in</i> | <i>at</i> | <i>through</i> |
|-------------|-----------|----------------|------------|-----------|-----------|----------------|

Place is most commonly referred to as distribution. When a product moves along its path ... (1) producer ... (2) consumer, it is said to be following a channel for distribution. For example, the channel ... (3) distribution ... (4) many food products includes food-processing plants, warehouses, wholesalers, and supermarkets. By using this channel, a food manufacturer makes its products easily accessible by ensuring that they are ... (5) stores that are frequented by those in the target market. However, each channel participant can handle only a certain number ... (6) products: space ... (7) supermarkets is limited, and investment brokers can keep abreast of only a limited number of mutual funds. Because of this, some marketers may decide to skip steps in the channel and instead market directly to buyers ... (8) factory outlets, direct mail, and shopping via the Internet (a significant trend from the late 20th century).

17. Email writing: rearrange the following words to form meaningful sentences.

From: Harry Procter

To: Pauline Wang

Subject: Our discussion last week

Dear Pauline,

1. a – pleasure – was – to – dinner – meet – you – this – it – year's – at.
2. certainly – you – have – exciting – interiors – some – ideas – shop – for.
3. would – your – I – welcome – meeting – could – another – we – where – look – at – portfolio.
4. partner – also – Lane – meet – my – Jerry – business – keen – is – to – you.
5. together – all – we – could – get – over – perhaps – lunch.
6. would – we – be – able – depth – to – your – discuss – design – in – more.
7. believe – we – I – partnership – could – work – to – successful – a – produce – together – and – profitable.
8. soon – I – to – hear – hope – you – from – very.

With very best wishes,

Harry

18. Complete the gaps using a suitable word from the box.

a)

| |
|---|
| <i>marketing merchandise packaged reusable customers facilitate placing appealing distribution industrialized</i> |
|---|

Packaging and branding are also substantial components in the ... (1) of a product. Packaging in some instances may be as simple as ... (2) in France carrying long loaves of unwrapped bread or small produce dealers in Italy wrapping vegetables in newspapers or (3) ... them in customers' string bags. In most (4) ... countries, however, the packaging of (5) ... has become a major part of the selling effort, as marketers now specify exactly the types of packaging that will be most (6) ... to prospective customers. The importance of packaging in the (7) ... of the product has increased with the spread of self-service purchases – in wholesaling as well as in retailing. Packaging is sometimes designed to (8) ... the use of the product, as with aerosol containers for room deodorants. In Europe such condiments as mustard, mayonnaise and ketchup are often (9) ... in tubes. Some packages are (10) ..., making them more attractive to customers.

b)

| |
|--|
| <i>share competitors customer lower quality marketers reevaluate marketplace high-quality manufacturer</i> |
|--|

Ordinarily companies determine a price by gauging the ... (1) or performance level of the offer and then selecting a price that reflects how the market values its level of quality. However, ... (2) also are aware that price can send a message to a ... (3) about the product's presumed quality level. A Mercedes-Benz vehicle is generally considered to be a ... (4) automobile, and it therefore can command a high price in the ... (5). But, even if the ... (6) could price its cars competitively with economy cars, it might not do so, knowing that the ... (7) price might communicate lower quality. On the other hand, in order to gain market ... (8) , some companies have moved to "more for the same" or "the same for less" pricing, which means offering prices that are consistently lower than those of their ... (9). This kind of discount pricing has caused firms in such industries as airlines and pharmaceuticals (which used to charge a price premium based on their past brand strength and reputation) to significantly ... (10) their marketing strategies.

19. Complete the sentences with a preposition.

| |
|---|
| <i>of for(x3) to from...to with (x3) at</i> |
|---|

1. I'm in charge ... IT Services. 2. I'm responsible ... managing the IT systems. 3. I report ... the Human Resources Director. 4. I studied ... my degree at this University. 5. My work involves dealing ... customers. 6. Laura works in an office ... 9 am ... 5 pm. 7. I work as a project manager ... a software company.

8. I arrive ... work at about 8.30, go straight to my desk and check my emails.
 9. He graduated three years ago ... a degree in economics. 10. Your company's most important asset is its customers, so you need to make sure you're dealing ... your customers properly.

20. Complete the sentences using a word from the box.

| | | | | | |
|-----------------|-------------------|-----------------|--------------------|-------------------|-------------------|
| <i>salaries</i> | <i>apprentice</i> | <i>team</i> | <i>manufacture</i> | <i>flexi-time</i> | <i>position</i> |
| <i>expenses</i> | <i>shift</i> | <i>turnover</i> | <i>days off</i> | <i>vacation</i> | <i>operations</i> |
| | <i>plant</i> | <i>people</i> | <i>overtime</i> | <i>bonuses</i> | |

1. Our maintenance ... do all our repairs. 2. He is going away on a short ... he will not come back until next week. 3. We are ahead of schedule on this project. You can take a couple of 4. All the employees in our company usually get ... before Christmas. 5. I'm doing ... this week so I'll earn more money. 6. She works ... so she can start work any time between 8 a.m. and 9 a.m. 7. They ... electronic components for computers. 8. What ... are you on this week? 9. Our ... this year will be about \$500,000. 10. The company is opening a new car ... here next year. 11. Ann worked as a sales manager but she lost her job. Her ... became redundant due to the financial crisis. 12. Our company has ... in more than twenty countries. 13. I am working with a ... of six people. 14. I am an ... at a local motor vehicle assembly plant. 15. Common car ... usually include car insurance, gas, parking and speeding tickets. 16. For most people the main sources of incomes are their

21. People are talking about their jobs. Fill the gaps in these sentences with suitable words from the box.

a)

| | | | | | |
|---------------|------------------|-------------------|--------------------|-----------------|--------------------|
| <i>tiring</i> | <i>traveling</i> | <i>developing</i> | <i>stimulating</i> | <i>involves</i> | <i>designing</i> |
| | <i>hiring</i> | <i>working</i> | <i>boring</i> | <i>dealing</i> | <i>maintaining</i> |

1. ... the right people from the start is the best way to reduce employee turnover. 2. Obviously, my work involves ... a lot. It can be quite physically ..., but I enjoy ... with customers. 3. I like ... with figures, but my job is much less ... than people think. The work ... a lot of human contact and teamwork. 4. I love my job. It's very ... and it's very satisfying to write a program that works. 5. In my job, I'm responsible for ... databases, then ... them and later ... them.

b)

| | | | | | |
|-----------------|---------------------|-------------------------|------------------------|-------------------------|------------------|
| <i>work for</i> | <i>challenging</i> | <i>responsibilities</i> | <i>run</i> | <i>problems</i> | <i>deadlines</i> |
| | <i>in charge of</i> | <i>deal with</i> | <i>responsible for</i> | <i>flexitime system</i> | |
| | | <i>from meetings</i> | | | |

I (1) ... an engineering company. In fact, I (2) ... the IT department. One of my (3) ... is to make sure that projects are completed on time. I'm (4) ... planning

projects from start to finish. I'm also (5) ... supervising support technicians. I (6) ... a lot of the technical engineering, as well as the business side, such as dealing with finances and clients. We have (7) ... in my company, which means we can work when we want, within certain limits. We can work (8) ... home using a computer and the Internet. Modern technologies makes communication very simple and fast. Occasionally, I have to solve (9) ... by remote access. From time to time I have to attend (10) ... with managers. I have found that I enjoy working in a (11) ... environment. When I'm under pressure, I focus and get the job done. I've done some of my best projects under tight (12) ... where the atmosphere was very stressful.

Задания для чтения с последующим изложением прочитанного на английском языке

При подготовке пересказа внимательно прочитайте текст, выберите предложения, содержащие основные мысли. Затем составьте план высказывания, выпишите слова, необходимые для передачи содержания. Не стремитесь пересказать текст дословно, опускайте маловажные детали.

| Useful expressions | |
|--------------------|--|
| 1 | The text/article/paper deals with... |
| 2 | The present text/article/paper is (largely) concerned with... |
| 3 | The main idea of the text is ... |
| 4 | The text is about ... |
| 5 | First ... At first ... Firstly ... After this/that ... Then ... Next ... Finally ... |
| 6 | The text/article/paper begins with the description of / with a short overview of... |
| 7 | At the beginning of the text/article/paper the author describes / points out what ... / states that ... /explains why... |
| 8 | Then the author gives a detailed analysis/description / examines the argument / depicts / explains / mentions / points out ... |
| 9 | An important point is that ... |
| 10 | In addition ... Moreover ... Besides ... |
| 11 | Actually ..., As a matter of fact, ... |
| 12 | In other words ... |
| 13 | However ... |
| 14 | On the one hand, ... , on the other hand, ... |
| 15 | As a result |
| 16 | For example ... |
| 17 | In particular ... |
| 18 | For this reason ... |
| 19 | The author concludes with the description of / the analysis of, some (few) critical remarks about / concerning ... |
| 20 | To conclude (to sum up), ... In conclusion ... |
| 21 | I found the article/text/paper interesting (important, hard to understand) ... |
| 22 | In my opinion ... I must admit ... I think ... /I believe ... /I guess ... |

22. Summarise the main ideas of the text using the expressions from the table above.

Adam Smith and the Wealth of Nations

Adam Smith was born in 1723, in Kirkcaldy, Scotland; he died in 1790, in Edinburgh. Adam Smith was a Scottish social philosopher and political economist, best known for his major work *An Inquiry into the Nature and Causes of the Wealth of Nations*, first major work of *laissez-faire* economics.

After receiving his elementary education in Kirkcaldy, Smith went to the University of Glasgow in 1737 to study moral philosophy and subsequently studied at Oxford University.

In 1748 he began delivering public lectures in Edinburgh. Some of these dealt with rhetoric and belles-lettres, but later he took up the subject of “the progress of opulence”, and it was then, in his middle or late twenties, that he first expounded the economic philosophy of “the obvious and simple system of natural liberty” which he was later to proclaim to the world.

In about 1750 he met David Hume, who became one of the closest of his many friends. Smith was appointed professor of logic (1751) and later of moral philosophy at Glasgow. In 1759 he published *The Theory of Moral Sentiments*, which was on human nature.

Returning to Kirkcaldy in 1767 he spent much of the next nine years there and in London working on *The Wealth of Nations*. Published in 1776, this work contained, among other things, Smith’s famous exposition of the “invisible hand” of competition as guiding an economic system based on individual self-interest. In the book, he continued supporting a system of “natural liberty” based on the free division of labour and largely unimpeded by government interference. Smith’s principles underlay 19th-century *laissez-faire* and remain profoundly influential in modern theories of free enterprise.

After being appointed commissioner of customs and of salt duties for Scotland in 1777, he went to live in Edinburgh with his mother. He died there in 1790 after a painful illness. He had apparently devoted a considerable part of his income to numerous secret acts of charity.

Shortly before his death Smith had nearly all his manuscripts destroyed. In his last years he seems to have been planning two major treatises, one on the theory and history of law and one on the sciences and arts.

Задания для чтения и перевода

23. Read the texts, translate them into Russian, write a list of unfamiliar words.

Text 1

Order Processing

Order processing starts with the receipt of an order from a customer. It may be obtained by a salesperson, be telephoned in, or arrive by mail. Regular buyers and sellers are often linked electronically. As the buyer's inventories become low, an electronic purchase order is generated. It is communicated to the seller, whose computers will determine that the goods are available, and the seller will inform the buyer, still using electronic methods, that the order will be filled and shipped by a certain date.

The first step in most order-processing systems is to verify the accuracy of the order – that is, to make certain that the document contains no internal errors that might mean the customer was uncertain about what he or she was ordering.

The next step is to verify the customer's credit or ability to pay. After determining from which inventory point to ship the goods, instructions are sent to that warehouse to fill the order.

At the warehouse an "order picking list" is given to a warehouse worker, who assembles the specific order. In the packing area, it is checked and packed for shipment, and the package is labeled. The traffic manager prepares the transportation documents and notifies a carrier to pick up the shipment. An invoice for the goods is sent to the buyer, and various inventory and financial records are updated.

Text 2

Business Organization

Business organization is an entity formed for the purpose of carrying on commercial enterprise. Business enterprises customarily take one of three forms: individual proprietorships, partnerships, or limited-liability companies (or corporations).

In the first form, a single person holds the entire operation as his personal property, usually managing it on a day-to-day basis. Most businesses are of this type.

The second form, the partnership, may have from 2 to 50 or more members, as in the case of large law and accounting firms, brokerage houses, and advertising agencies. This form of business is owned by the partners themselves; they may receive varying shares of the profits depending on their investment or contribution. Whenever a member leaves or a new member is added, the firm must be reconstituted as a new partnership.

The third form, the limited-liability company, or corporation, denotes incorporated groups of persons – that is, a number of persons considered as a legal entity with property, powers, and liabilities separate from those of its members. This

type of company is also legally separate from the individuals who work for it, whether they be shareholders or employees or both; it can enter into legal relations with them, make contracts with them, and sue and be sued by them.

Text 3

Marketing Audit

Marketing audit is a comprehensive, systematic, independent, and periodic analysis that a company uses to examine its strengths in relation to its current and potential markets. Such an analysis is comprehensive because it covers all aspects of the marketing climate (unlike a functional audit, which analyzes one marketing activity), looking at both macro-environment factors (demographic, economic, ecological, technological, political, and cultural) and micro- or task-environment factors (markets, customers, competitors, distributors, dealers, suppliers, facilitators, and publics). The audit includes analyses of the company's marketing strategy, marketing organization, marketing systems, and marketing productivity. It must be systematic in order to provide concrete conclusions based on these analyses. To ensure objectivity, a marketing audit is best done by a person, department, or organization that is independent of the company or marketing program. Marketing audits should be done not only when the value of a company's current marketing plan is in question; they must be done periodically in order to isolate and solve problems before they arise.

Text 4

Business Customers

Business customers, also known as industrial customers, purchase products or services to use in the production of other products. Such industries include manufacture, agriculture, construction, transportation, and communication, among others. They differ from consumer markets in several respects. Because the customers are organizations, the market tends to have fewer and larger buyers than consumer markets. This often results in closer buyer-seller relationships, because those who operate in a market must depend more significantly on one another for supply and revenue. Business markets are also distinctive in that buyers are professional purchasers who are highly skilled in negotiating contracts and maximizing efficiency.

Although business customers are affected by the same cultural, social, personal, and psychological factors that influence consumer customers, the business arena imposes other factors that can be even more influential. First, there is the economic environment, which is characterized by such factors as primary demand, economic forecast, political and regulatory developments, and the type of competition in the market.

Second, there are organizational factors, which include the objectives, policies, procedures, structures, and systems that characterize any particular company.

Темы для обсуждения

1. The Belarusian-Russian University.
2. Higher Education in the Republic of Belarus.
3. Student's Life.

24. Read the text and answer the questions given below.

The Belarusian-Russian University

My name is I am a student of engineering at the Belarusian-Russian University in Mogilev.

The Belarusian-Russian University is a dynamic modern university with a long history of providing higher education to meet the needs of society and industry. The University is subordinate to the Ministries of Education of the Republic of Belarus and of the Russian Federation.

The Belarusian-Russian University was founded in 1961 as the Mogilev Mechanical-Engineering Institute and later was reorganized into a university. It trains engineers and economists in compliance with the Belarusian and Russian educational standards. Now it comprises a system of a continuous educational process: Lyceum, College of Architecture and Construction, University, Professional Development and Retraining Institute. The University has 7 faculties: Mechanical Engineering, Electrical Engineering, Automotive Engineering, Construction, Economics, the Engineering-Economics Faculty and the Engineering Faculty of Correspondence Education.

The basic subjects of the first year are Higher Mathematics, Physics, History of Belarus, Belarusian, Russian and a Foreign Language, PT classes, etc. These subjects lay the foundation for specialized subsequent years. The University has a good computer network and a good library.

The University has three Halls of Residence. There are several sports clubs, providing a wide range of sporting opportunities.

A good reputation of the Belarusian-Russian University and attractions of the city of Mogilev offer a strong incentive to live and study here.

Questions

1. Do you agree that the choice of university determines your future life?
2. What is the structure of the Belarusian-Russian University?
3. What facilities are available at the Belarusian-Russian University?
4. Why did you choose this university?
5. What do you see yourself doing after university?

25. Study the following words and word combinations.

| | | |
|----|----------------------------|---|
| 1 | fields of study | профиль, направление подготовки |
| 2 | major | профилирующая дисциплина, специальность |
| 3 | full-time study mode | очная форма обучения |
| 4 | part-time study mode | заочная форма обучения |
| 5 | academic year | учебный год |
| 6 | grading | аттестация, выставление отметок |
| 7 | pass/fail exam | зачет |
| 8 | academic record book | зачетная книжка |
| 9 | curriculum | программа обучения |
| 10 | academic discipline | учебная дисциплина |
| 11 | final evaluation | итоговая аттестация |
| 12 | to conform to | соответствовать |
| 13 | educational standard | образовательный стандарт |
| 14 | graduation project | дипломный проект |
| 15 | internship | практика |
| 16 | to gain | получить |
| 17 | practical skills | практические навыки |
| 18 | transcript | приложение (к диплому) |
| 19 | accommodation | жилье |
| 20 | residence hall | общежитие |
| 21 | academic performance | успеваемость |
| 22 | allowance | стипендия, пособие |
| 23 | job placement | трудоустройство |
| 24 | extracurricular activities | внеучебные мероприятия |
| 25 | master's degree | степень магистра |

25.1. Read the text and answer the questions given below.

Higher Education in the Republic of Belarus

The higher education system of the Republic of Belarus is developing in line with global trends. Higher education in Belarus is represented by universities, institutes, academies. Belarusian higher education institutions offer training in a wide range of fields of study: technology and equipment; architecture and construction; natural sciences; environmental sciences; healthcare; art and design; humanities; economics; management, etc.

The current structure of higher education comprises two stages. The first stage enables students to obtain a diploma of higher education in a specific major field.

Belarusian higher educational institutions offer both full-time and part-time study modes. Most undergraduates choose to study full-time. The students who have to balance study with personal or work life can enroll on a part-time course of study.

The academic year is divided into two semesters followed by exam sessions. The grading options are numerical grades or pass/fail. “Ten” is the highest grade achievable and “one” is the lowest. The minimum passing grade is “four”. Certain courses are offered on a pass/fail basis. The results of exams are recorded in the student academic record book. The students who meet the requirements of the curriculum and pass tests and exams in academic disciplines can progress to the next semester or academic year.

Final evaluation is carried out to determine whether the graduates’ academic achievements conform to the requirements of educational standards. The final evaluation forms of student performance are state exams and defense of the graduation project. During their final year at the university students undergo internships, which allow them to gain practical skills and workplace experience. Successful graduates receive state diplomas certifying their qualification and a transcript reflecting the courses taken and the grades earned by students throughout a course of study.

Higher education institutions offer accommodation to full-time non-resident students in student residence halls. Full-time students who demonstrate good academic performance receive monthly allowances. Full-time students who receive education funded from state budget are provided with the first job placement.

Higher education in Belarus does not only mean lectures, seminars and exams. Students take part in scientific conferences and competitions, student exchange programs. Besides, they have the opportunity to participate in a variety of extracurricular activities: sports, music and dance groups, theater, volunteering, etc.

Universities are headed by rectors. Vice-rectors are in charge of managing particular areas of the university, e.g., research or academic affairs. Universities are generally divided into a number of academic departments, schools or faculties.

The second stage of higher education allows students to gain higher level skills and more specialized understanding of their subject area and leads to a master’s degree.

Questions

1. What institutions provide higher education in the Republic of Belarus?
2. What fields of study are offered at higher education institutions?
3. What is the current structure of the Belarusian higher education?
4. What are general requirements for admission to the first stage?
5. What study modes are available at Belarusian higher education institutions?
6. What grading system is used at Belarusian higher education institutions?
7. How are university studies organized in an academic year?
8. What documents are given to graduates?
9. What benefits are offered to higher education students? Can all students enjoy these benefits?
10. How are universities organized?
11. What options do university graduates have after the first stage of higher education?

Unit 2

Лексико-грамматические задания

Прежде чем выполнять упражнения, внимательно изучите следующие правила.

1. Видовременные формы английского глагола в страдательном залоге.
2. Причастие, причастные обороты.
3. Инфинитив, инфинитивные обороты.
4. Герундий, герундиальные обороты.
5. Условные предложения.
6. Особенности употребления числительных

1. Study the following words and word combinations.

2.

| | | | |
|------------------|--------------------|---------------------|------------------|
| 1) business | бизнес, фирма | 14) fleet | автопарк |
| 2) buyer | покупатель | 15) research | исследование |
| 3) discharge | разгружать | 16) sales | объем продаж |
| 4) enterprise | предприятие | 17) seller | продавец |
| 5) exchange rate | валютный курс | 18) traffic | транспорт |
| 6) expenses | расходы | 19) transaction | сделка |
| 7) productivity | производительность | 20) to calculate | вычислять |
| 8) forwarder | перевозчик | 21) to deliver | доставлять |
| 9) freight | перевозка грузов | 22) to earn | зарабатывать |
| 10) invoice | счет-фактура | 23) to handle goods | управлять грузом |
| 11) market | рынок | 24) to manufacture | производить |
| 12) negotiations | переговоры | 25) to purchase | купить |
| 13) packaging | упаковка | 26) to provide | обеспечивать |

2. Translate the following sentences into Russian paying attention to the passive voice.

1. When customers are invoiced, two copies of the invoice are usually written out.
2. The productivity issue has been given special emphasis to in the meeting.
3. It is assumed that the participants will take care of their accommodation themselves.
4. The construction of new houses in another place is being negotiated with the district authorities.
5. The vehicles are fitted with modern communication equipment, so drivers can be contacted throughout their journey.
6. Salespeople are trained to make presentations, answer objections, gain commitments to purchase, and manage account growth.
7. Inter Freight was founded in 1949 with the purpose of handling refrigerated rail traffic in conventional rail wagons.
8. High profits were earned by the company when the demand for its goods increased.
9. Automatic wagon identification points have recently been installed in addition to hot box detectors.
10. The sooner the unification of exchange rates is completed, the more smoothly the

companies will adapt to new market conditions. 11. Social issues will certainly be taken care of by the new management of the company. 12. Urgent steps are taken to overcome the consequences of the disaster. 13. Dangerous cargoes are carried in containers. 14. Customers can be divided into two categories: consumer customers, who purchase goods and services for use by themselves and by those with whom they live; and business customers, who purchase goods and services for use by the organization for which they work. 15. The economists have to calculate the opportunity costs of all resources that are used in the production.

3. Choose the correct alternative to complete the sentences.

Warehouses and distribution centres are similar but have different emphasis. A warehouse ... (1. uses/is used) for the storage of goods. Canned foods, for example, ... (2. are canned/can) during one month of the year at the end of a growing season and then ... (3. are shipped/ship) out in a fairly even flow for the next 11 months. On the other hand, Christmas decorations ... (4. make/are made) throughout the year, but their sales ... (5. concentrate/are concentrated) in a four-to six-week period. Distribution centres ... (6. is emphasized/emphasize) a faster turnover of goods. Chain grocery stores ... (7. are used/use) distribution centres for receiving railcars and trucks filled with pallet loads of individual grocery products. Inside the warehouse all the products ... (8. place/are placed) in individual stacks. Then orders ... (9. pick/are picked) from these individual stacks for each retail store. They ... (10. are assembled/assemble), ... (11. loaded/load) aboard pallets, ... (12. place/placed) aboard trucks, and ... (13. deliver/delivered) to the stores.

4. Complete the sentences. Use the correct form of the verbs in brackets (active or passive).

a)

Dear Sirs,

We ... (1. to be pleased) to inform you that three machines under contract 30/03 ... (2. to be ready) for inspection for a week and we actually ... (3. to start) testing some of them already. Small defects ... (4. to find) during the first test and they ... (5. to eliminate) by now, so we can assure you that the machine ... (6. to meet) your requirements. However, since it ... (7. to stipulate) in the contract that final tests ... (8. to make) in the presence of your inspector, we would like to hear from you about the exact date of his arrival.

Your early reply would be appreciated.

Yours faithfully,

Alex Smith

b)

1. When goods ... (carry) from one place to another, they ... (insure) with an insurance company. 2. The wagon ... (discharge) at the moment. 3. By the end of Queen Victoria's reign, new industries ... (to develop), new factories ... (to build). 4. The transport documentation ... (handle) to the forwarders within 10 days. 5. By the time he arrived, the new project ... (to discuss) for about two hours. 6. He said

that he ... (to offer) a new job by one of the managers of the firm three days before. 7. BP ... (to involve) in oil and gas exploration, oil refining and the manufacture of petrochemical products. 8. Her new book ... (to publish) by next June. 9. She asked us not to enter the classroom: the last student ... (to examine). 10. In the middle of the 19th century, food, fuel and raw materials such as cotton ... (to import) in large quantities and ... (to pay for) with finished goods manufactured in Britain. 11. The goods ... (load) into two containers at our warehouse and ... (sent) to the station. 12. At present, transportation carriers and other service providers in the transportation industry ... (respond) to the changing needs of business by broadening their service offerings, so that one company can be held accountable for the overall service and cost. 13. The rent, wages and salaries ... (include) in overhead expenses that ... usually (record) by the accounts department. 14. Making decisions ... always (precede) by a thorough analysis of the market situation. 15. In recent years the increase in the world population ... (accompany) by the increase in consumption per capita.

5. Complete the text. Use the correct form of the verbs in brackets (active or passive).

International logistics ... (1. involve) movements across borders, and these movements ... (2. consider) more complex for several reasons. First, there ... (3. be) delays at the border. Goods must ... (4. inspect), and often import duties, or charges, ... (5. assess). Additional inspections at the border may ... (6. conduct) to determine whether the goods meet that nation's health, safety, environmental protection, and labeling standards. Many documents ... (7. require) for international shipments, and often the logistic efforts involved in assembling the documents ... (8. be) more challenging than those in moving the product. Usually all documents must be present at the point where the goods ... (9. pass) through the importing nation's customs and inspection posts. Many international movements ... (10. go) aboard ship, and the process of moving through ports and being at sea ... (11. be) more time-consuming. Differences between time zones ... (12. limit) the hours when communications can ... (13. take place).

6. Read the following sentences and identify the participles. Translate the sentences into Russian.

1. A traffic manager would like to see a customer's daily orders consolidated into a single weekly order or have orders for several customers in a distant city handled as a single shipment to that city, where it would be broken down for delivery to each of them. 2. The containers manufactured by the company are easy to handle. 3. More and more academic institutions offering business programs are devoting their primary attention to graduate education in the area of management, with a particular emphasis on both theoretical and practical research. 4. The boxes are handled on pallets, wooden platforms about 6 inches high and 40 inches by 48 inches along the top. Pallets are loaded two or four boxes high and moved by mechanical devices known as forklift truck. Loaded pallets are moved by forklift trucks into and out of warehouses, railcars, and trucks. Pallet loads are the most common way of handling

packaged freight. 5. Having selected the target market, the firm must take steps to satisfy the consumer's needs. 6. The container delivered yesterday has not been unloaded yet. 7. Containers that can be recycled, or are made of recycled materials, are enjoying increased demand. 8. The production process is scheduled to fulfill existing and planned orders. Manufactured products must be scheduled for shipment to wholesalers, retailers, and customers. 9. Marketing is closely related to economics, the social science concerned with the production, distribution, and consumption of useful goods and services. 10. The method developed made it possible to achieve good results. 11. Our fleet consists of multi-functional trailers enabling us to carry 1 x 20', 2 x 20', 1 x 40' and 1 x 45' containers up to 30 tonnes. 12. An increasing number of firms have been contracted the management of transportation services, including arrangements with travel agencies for business travel needs, as well as contracting out freight transportation and logistics services. 13. We have just placed a big order with a company manufacturing refrigerated semi-trailers. 14. The growth of railroad, truck and air transportation is related to the increased demand generated by other economic activity, increased leisure time, economic deregulation, and to the increasing importance that users place on speed, reliability, and increased service levels.

7. Choose the correct alternative to complete the sentences.

1. He surveys the jobs ... (completed/completing) by different tradespeople on the construction site to make sure they all meet the correct quality standards. 2. We were very ... (disappointed/disappointing), as they hadn't come to a conclusion after difficult negotiations. 3. I'm really ... (interesting/interested) in the area of innovation in internet marketing. 4. We were ... (surprising/surprised) that he had rejected the job offer. 5. There are some people ... (waiting/having waited) for you in reception. 6. Scientists are experimenting with a system ... (allowing/allowed) drivers to see better after dark. 7. The operating instructions for the new equipment were unclear and ... (confused/confusing). 8. His speech was really ... (inspired/inspiring) and was followed by an ... (excited/exciting) discussion. 9. The equipment ... (delivering/delivered) yesterday has just been installed. 10. Our partner was ... (satisfied/satisfying) with the test results. 11. The investigation ... (carrying out/carried out) by the students is very interesting.

8. Read the following sentences and identify the infinitives and infinitive constructions. Translate the sentences into Russian.

1. When a foreign company and local firm invest together to create a local business, it is called a joint venture. 2. Careful marketing research must be done to help the international marketer decide whether to modify or maintain domestic product, price, place and promotion strategies. 3. The objectives of consumer advertising are to motivate, modify, or reinforce consumer attitudes, perceptions, beliefs, and behavior. 4. Governments should offer support to companies and organizations involved in manufacturing, industry or agriculture in order to find eco-friendly approaches. 5. A logistics system needs a control system that tracks the goods as they move from place to place to ensure that some do not disappear. 6. To solve this problem is very important. 7. To solve this problem we had to involve

some experts. 8. This method is good enough to obtain reliable results. 9. Shippers have money invested in inventory and often want to use faster modes of transportation to reduce the amount of time they must wait for payment. 10. Companies want to manufacture their products more efficiently, at a lower cost, and with better quality. 11. Starting business a person has to analyse such factors as the total amount of capital to be used, the amount of money to be borrowed in a bank, etc. 12. A contract should be concluded between the shipper and the multimodal transport operator, by which the latter undertakes to carry out an intermodal transport operation himself or through other parties. 13. The main function of a marketing service is to inform producers of consumer demands. 14. Employers have a responsibility to protect workers against health and safety hazards at work and implement safety solutions in the workshop and the office. 15. We have to improve the business processes in our company to increase productivity. 16. The economic laws are known to be universal. 17. Many producers do not sell products or services directly to consumers and instead use marketing intermediaries to execute an assortment of necessary functions to get the product to the final user. 18. Employers can put their employees on a probation period to assess if employees are suitable for the position. 19. Companies usually want to deliver goods as soon as they have been completed because the storage takes up a lot of room and is very expensive. 20. It is absolutely necessary to keep professional knowledge and skills up-to-date.

9. Complete the gaps using a suitable word from the box.

a)

| | | | | | | |
|------------------|-------------|----------------|--------------|---------------|----------------|-------------|
| <i>determine</i> | <i>find</i> | <i>attract</i> | <i>alter</i> | <i>reduce</i> | <i>collect</i> | <i>move</i> |
|------------------|-------------|----------------|--------------|---------------|----------------|-------------|

The rise of trucking, shipping, and flying freight has led some railroads to (1) ... their methods of doing business in order to (2) ... customers. Tracing is the effort to (3) ... a delayed or misplaced shipment. Expediting is an attempt to have a specific shipment (4) ... faster than normal through the carrier's system because it is needed immediately by the consignee. If packages are missing or damaged, the shipper must (5) ... which of these problems were the carrier's fault and attempt to (6) ... the amount of the damages from the carrier. An effort also must be made to (7) ... the overall volume of damaged and lost freight.

b)

| | | | | |
|---------------------|---------------|----------------|-------------------|-------------|
| <i>promote (x2)</i> | <i>ensure</i> | <i>improve</i> | <i>facilitate</i> | <i>cope</i> |
|---------------------|---------------|----------------|-------------------|-------------|

The mission of the International Road Transport Union is to (1) ... road transport worldwide and (2) ... its sustainable development by using vocational training to (3) ... professional competence in the sector and (4) ... the quality of services it offers. The Union's main mission is to (5) ... rail transport at a global level in order to (6) ... with current challenges of mobility and sustainable development, by enhancing international cooperation between its members.

10. Read the following sentences and identify the gerunds. Translate the sentences into Russian.

1. One of the main objectives of the International Federation of Freight Forwarders Associations is to improve the quality of services rendered by freight forwarders by developing and promoting uniform forwarding documents, standard trading conditions etc. 2. Sharing your professional expertise helps your business grow. 3. Personnel departments are usually involved in finding new staff and recruiting them, hiring them, or making them on, in a process of recruitment. 4. Declining product quality and poor after-sale service have resulted in the company losing a good deal of face with its customers. 5. Studying economics helps students improve their analytical skills. 6. The marketing process includes designing and implementing various tactics, commonly referred to as the “marketing mix,” or the “4 Ps”: product, price, place (or distribution), and promotion. The marketing mix is followed by evaluating, controlling, and revising the marketing process to achieve the organization’s objectives. 7. Besides possessing the necessary skills, being honest, doing the right thing at all times, taking responsibility for one’s actions is another key factor of workplace behavior. 8. The plan of the company is to increase profits by reducing prices at the local market. 9. A manager who has an understanding of what the employee wants from work will have a better chance of having more satisfied and productive employees. 10. The Company’s main goal is to increase productivity by developing train control system with special fleet control functions. 11. Containership carriers are also looking at combining or sharing operations and other activities to reduce operating costs through mergers or the development of consortiums and partnerships. 12. Operating activities are the profit-making activities of the enterprise. They include those business activities that generate revenues, such as selling merchandise for cash or on credit or providing services for a fee. They also include activities that result in increased expenses, such as purchasing goods for manufacture or resale, paying wages, or combining goods and labour to manufacture goods.

11. Make sentences by matching the halves A and B.

A.

1. She is interested in ...
2. She avoids ...
3. You should give up ...
4. We really enjoy ...
5. I’m looking forward to ...
6. He is used to ...
7. She doesn’t mind ...
8. Laura is good at ...
9. He remembered ...

B.

- a) doing extra work.
- b) starting my own business.
- c) working together.
- d) downloading that file.
- e) working rotating shifts.
- f) being a team leader.
- g) working long hours.
- h) developing commercial software.
- i) doing this research.

12. Complete the gaps using a suitable word from the box.

| |
|--|
| <i>on</i> <i>in (x5)</i> <i>from (x2)</i> <i>with</i> <i>of</i> <i>for</i> |
|--|

1. Buyers of capital equipment insist ... knowing that their purchase will be kept ... running order for many years. 2. Large companies operating in many countries are multinationals. Among companies engaged ... some form of international business, more are involved ... importing and exporting than ... any other type of transaction. 3. Demurrage and detention reflect the traffic manager's responsibility to load and unload carrier equipment promptly. If he does not, then the carrier assesses daily detention or demurrage charges until the traffic manager's firm frees the carrier's equipment. This is to prevent the shippers and consignees ... using the carriers' equipment as warehouses. 4. Within the broad scope of marketing, merchandising is concerned more specifically ... promoting the sale of goods and services to consumers (i.e., retailing) and hence is more characteristic ... free-market economies. 5. Limited partners are prohibited ... taking part ... the management of the firm, however; if they do, they become personally liable without limit ... the debts of the firm, together with the general partners.

13. Translate the sentences into Russian paying attention to the conditionals.

1. If the boss does not increase my salary, I'll look for another job. 2. If you place an order now, we will deliver the goods within 30 days. 3. The company would have increased its share in the market if the e-commerce system had been used for promoting sales through the Internet. 4. If I were you, I would insist on the price. 5. If you asked him, he would show you the project. 6. We would not agree to their prices if they did not extend the guarantee period. 7. If the company introduced modern inventions, its business would flourish. 8. I would have called on him yesterday if I had known of his arrival. 9. If he had not helped us yesterday, the project would not have been completed. 10. If an exporting company can cut its transport costs by using different transport modes, it will consider it. 11. Unless a business had issued bonds, it would not have raised enough capital funds. 12. If you increase your order, we'll give you a bigger discount.

14. Conditionals: use the words in the brackets to complete the sentences.

1. You will get a bonus if you ... (to close) the deal successfully. 2. If they started the production of the new model this month, they ... (to make big profits). 3. The firm would go bankrupt if it ... (to be unable to compete). 4. If we signed an agreement with them, we ... (to use their brand). 5. If they had paid a larger fee, they ... (to have no problems). 6. If we spent more money on advertising, we ... (to increase our sales). 7. If he doesn't arrive soon, he ... (to miss) the start of the presentation. 8. We would be able to use the equipment if we ... (to sign an agreement). 9. If we had found suitable premises, we ... (to move) earlier. 10. We would have come if we ... (to receive) the invitation. 11. Alex would be in very big trouble if the boss ... (to know) about his mistake. 12. Unless you click on that icon, it ... (to print out). 13. If I was on the Board of this company, I ... (to argue) against the merger. 14. He would help you settle the matter if he ... (to be a lawyer). 15. He is paid double-time if he ... (to work) at weekends.

15. Write the words in *italics* as numbers.

1. This shows a rise of *fifteen point six five* per cent. 2. The room measures about *three hundred and twenty-five* metres. 3. That'll be *twenty-five dollars and twenty* cents, please. 4. He owns *a third* of the business. 5. New statistics show that the unemployment rate of postgraduates was lower (*one point nine* per cent) than that of undergraduates (*two point six* per cent) and considerably lower than non-graduates (*four point eight* per cent). 6. There are exactly *seven thousand, three hundred and two* employees. 7. The account number is *three double-six three two five*. 8. The population of the city is *three hundred and twenty thousand, five hundred and three*. 9. From *nineteen fifty to two thousand and ten*, the world population increased from *two point five billion to six point nine billion, or by one hundred and seventy four per cent*. 10. *Four point zero four plus three point zero two* makes *seven point zero six*. 11. My phone number is *three one nine oh five two eight*.

16. Write in words how you would say the following numbers.

| | | |
|---------|-----------|--------------|
| a) €9m | f) 18.271 | k) 5,505 |
| b) 8.2 | g) 10.58 | l) 1/3 |
| c) 1/6 | h) 5,000 | m) 2,000 USD |
| d) 5 % | i) 28 % | n) 48,3 % |
| e) £105 | j) 3/7 | o) 655 |

17. Complete the gaps using a suitable word from the box.

*responsibly average effects advancements tasks automation
businesses developments technology innovations*

1. From the first metal tools, to the wheel and the printing press, ... have changed the course of history. 2. The advancement in ... has been exceptionally fast in the 20th and 21st century. 3. Technology has helped people to carry out complex ... in a simpler and quicker manner. 4. ... in information technology specifically set the stage for more technological evolution. 5. The IT revolution of recent years is the culmination of many ... in computer technology. 6. Technologies have changed the way ... operate. 7. Medical technologies have greatly increased ... life expectancy. 8. In spite of concerns that ... would cause mass unemployment, technology has continually led to the creation of new jobs. 9. Technology has had both positive and negative ... on society. 10. Technology can be a powerful tool for change, especially when used

Задания для чтения с последующим изложением прочитанного на английском языке

При подготовке пересказа внимательно прочитайте текст, выделите предложения, содержащие основные мысли. Затем составьте план высказывания, выпишите слова, необходимые для передачи содержания. Не стремитесь пересказать текст дословно, опускайте маловажные детали.

18. Summarise the main ideas of the text using the expressions from the table on page 20.

Text 1

Advantages and Disadvantages of Job Hopping

Job hopping – changing from one job to another within a period of months – is becoming more and more popular.

One of the main reasons for this is that the structure of work is changing. Employers are looking for workers who can get a job done. After such a task workers move on to another job. Part time and flexible work leads to people having more than one job.

Many employers often see job hoppers as a disadvantage to their firm. They think that a person who cannot hold on to a job for a longer period will not do a firm any good. On the other hand, employers like to hire people who have had several jobs, as they are able to adapt quickly to new working environments.

Young people change jobs more often because they have become used to it. Older workers who have stayed with a company for a few decades have no experience in changing jobs and do not know what awaits them.

Research shows that people who stay with a company for a longer time actually have better chances climbing the career ladder. The same research also shows that moving around more quickly can actually increase an employee's salary. Long time workers often accept low salary increases just because they don't want to change to another company.

Many workers ask themselves when the right time arrives to switch jobs. This depends on several factors, including what economic sector you are in. In the world of high-tech, jobs change quickly. In contrast, the workers in the farming business are valued for their loyalty and therefore stay longer.

There are several advantages in job hopping. You get a wide range of experience in different fields, and experience different working environments. In some cases, a person gets a fulfilling job after they have tried out several others.

On the other hand job hoppers often don't show motivation at work. Switching jobs can be stressful and contribute to bad moods.

Задания для чтения и перевода

19. Read the texts, translate them into Russian, write a list of unfamiliar words.

Text 1

Marketing

Marketing can be defined as the sum of activities involved in directing the flow of goods and services from producers to consumers.

Marketing's principal function is to promote and facilitate exchange. Through marketing, individuals and groups obtain what they need and want by exchanging products and services with other parties. Such a process can occur only when there are at least two parties, each of whom has something to offer. In addition, exchange cannot occur unless the parties are able to communicate about and to deliver what they offer. Marketing is not a coercive process: all parties must be free to accept or reject what others are offering.

Marketing is not confined to any particular type of economy, because goods must be exchanged and therefore marketed in all economies and societies except perhaps in the most primitive. Furthermore, marketing is not a function that is limited to profit-oriented business; even such institutions as hospitals, schools, and museums

Text 2

Logistics

Logistics is the organized movement of materials and, sometimes, people.

Logistics implies that a number of separate activities are coordinated. Logistics also can be thought of as transportation after taking into account all the related activities that are considered in making decisions about moving materials.

In some firms, all these activities are placed within a single logistics department; in others, they are shared among departments. The firm's logistics department also is responsible for logistics management, control, and planning. The firm may contract with an outside party to perform specific logistics services; this practice is referred to as third-party logistics.

The phrase business logistics is often associated with firms that have large volumes of products to move, such as appliance manufacturers or retail chain stores. Service industries also have logistic concerns, however. Banks with automatic teller machines must keep them supplied with currency and paper forms and must collect deposits. Television networks operate many vehicles to help collect the news; and, at a major sports event, broadcasters may have several dozen vehicles present.

Separate logistics activities or functions include customer service, demand forecasting, documentation flow, interplant movements, inventory management, order processing, packaging, parts and service support, plant and warehouse site selection, production scheduling, purchasing, returned products, salvage scrap disposal, traffic management, and warehouse and distribution centre management.

These activities must be planned and executed in coordination with each other. The logistics manager may pay more for one element of service in order to save an even larger amount on a different element. For example, air freight, an expensive form of transportation, saves money on packaging because airlines are more careful with cargo than are some of their competitors. Besides, because the goods will be delivered more quickly, payment for them is received more quickly.

Text 3

Production Management

Production management, also called *operations management*, can be defined as planning and control of industrial processes to ensure that they move smoothly at the required level. Techniques of production management are employed in service as well as in manufacturing industries. In manufacturing operations, production management includes responsibility for product and process design, planning and control issues involving capacity and quality, and organization and supervision of the workforce.

Production management's responsibilities are summarized by the "five M's": men, machines, methods, materials, and money. "Men" refers to the human element in operating systems. Since the vast majority of manufacturing personnel work in the physical production of goods, "people management" is one of the production manager's most important responsibilities.

The production manager must also choose the machines and methods of the company, first selecting the equipment and technology to be used in the manufacture of the product or service and then planning and controlling the methods and procedures for their use. The flexibility of the production process and the ability of workers to adapt to equipment and schedules are important issues in this phase of production management.

The production manager's responsibility for materials includes the management of flow processes – both physical (raw materials) and information (paperwork).

The manager's concern for money is explained by the importance of financing and asset utilization to most manufacturing organizations. A manager who allows excessive inventories to build up or who achieves level production and steady operation by sacrificing good customer service and timely delivery runs the risk that overinvestment or high current costs will wipe out any temporary competitive advantage that might have been obtained.

Темы для обсуждения

1. Science and Technology.
2. Career in Economics.

20. Read the text and agree or disagree with the statements given below.

Science and Technology

Over the years, technology has revolutionized the world and affected every aspect of life. Technological progress has always been backed up by scientific advances. Scientists continually investigate new topics and put their knowledge and experience into practice improving people's life. Advances in science have led to innovative products and technologies and contributed greatly to economic growth.

Innovations have resulted in huge changes in agriculture and manufacturing. Machines and technological systems replaced ancient agricultural practices such as working animals and manual labor. Manufacturing robots automated repetitive tasks and increased productivity.

Today, people have better ways to communicate and travel, better medical care and better access to information and education. Technology has dramatically changed the teaching and learning process. Students find information on the Internet, make use of different educational apps or take online courses covering different subjects.

Examples of technological changes include new kinds of media, communication systems, fuel-efficient cars, innovative construction technologies, computer and information technology. In general, technological advances have made humans more productive and improved standards of living.

Technology clearly has done a lot to make human life easier, more enjoyable and convenient. However, technological advances can have negative impacts on the environment and society if they are not applied in a smart and responsible way. Some of the most troubling issues associated with the increasing use of technologies are pollution caused by industrialization, depletion of natural resources, health problems, etc.

Statements

1. Technology increases efficiency and gives us safer machines that do not have a negative effect on the environment.

2. Recent advances in artificial intelligence and machine learning mark the beginning of a seismic shift in the world.

3. Developments in IT are likely to have more negative effects than positive in the future.

4. Progress in technology is not bad because it gives us new communication technologies, medical breakthroughs and economic growth.

5. Green energy solutions are possible thanks to technology.

6. Technological progress and innovations are bringing humans into a new era of prosperity and well-being (economy, healthcare, telecommunications).

7. Technology may be dangerous as there are a lot of processes which scientists cannot control and one mistake can destroy the entire ecosystem.

21. Read the text and answer the questions given below paying attention to the words in bold.

Careers in Economics

Nowadays the profession of an economist has become one of the most useful, modern and interesting. Economists find a **wide range** of careers open to them. They are **employed** in **banking, finance, accountancy, commerce, marketing, logistics, management and business administration**. There is a place for an economist at every **institution**, plant or international company. Economist **exercises different functions**. A good specialist can determine the structure of an **enterprise** and calculate **costs** and probable **profits**. An economist analyses the conditions of the market and prospects of its development in the future. **Having a good command** of the economic situation in the region and the **demands** of the market, a person with economic diploma may start his own business or join a multinational firm.

To become a good economist one must work hard and get not only theoretical knowledge but also great practical skills. **Working knowledge** of computer and good **level of competence** in any foreign language, esp. English, **is a must**. Students **majoring** in Economics study principles of micro- and macroeconomics, statistics, math, finance and banking, economics theory and history of economic thought, etc. Some students major in economics because it is a good chance to get a **well-paid job**, some find it interesting and stimulating, others consider it to be a good **application** of their mathematical and analytical skills.

Questions

1. What career options are available to economics graduates?
2. What sphere of economics would you like to be employed in? Why?
3. What makes a good economist?
4. Why do you think that the career in economics is the right one for you?
5. What courses do students who major in economics take? Which ones do you consider the most important ones for your future career?

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