



МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РОССИЙСКОЙ
ФЕДЕРАЦИИ

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АНГЛИЙСКИЙ ЯЗЫК

Учебное пособие
для студентов заочной формы обучения
всех направлений подготовки

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И.И. Ползунова» в качестве учебного пособия для студентов, обучающихся
по всем направлений подготовки*

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Данное пособие содержит контрольные задания для студентов заочной формы обучения всех направлений подготовки для проведения контроля усвоения грамматического минимума и лексики тематической направленности, способствует формированию умения извлекать информацию из прочитанного текста по специальности, а также культурологической направленности на английском языке.

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КОНТРОЛЬНОЕ ЗАДАНИЕ №1

Лексические темы	Грамматические темы
1. Definition of management 2. Colleges and universities in the USA 3. Types of businesses in the UK 4. "O" level and "A" level examinations 5. Forms of business in the USA 6. The educational system in Great Britain 7. Main resources in management 8. Distance education over the world	1. Present, Past, Future Indefinite Tense (настоящее, прошедшее и будущее неопределенное время) 2. Спряжение глаголов <i>to be</i> и <i>to have</i> 3.оборот <i>there is / there are</i> 4. Основные предлоги места и направления

Для того чтобы правильно выполнить задание №1, необходимо знать следующие грамматические темы:

1. Present, Past, Future Indefinite Tense (Настоящее, прошедшее, будущее неопределенное время)

Настоящее (Present)	Прошедшее (Past)	Будущее (Future)
ask, know (I, we, you, they)	asked, knew (для всех лиц ед. и мн. числа)	shall/will ask, know (I, we)
asks, knows (he, she, it)		will ask, know (you, he, she, it, they)

2. Спряжение глаголов *to be* и *to have* Глагол *to be*

Настоящее (Present)	Прошедшее (Past)	Будущее (Future)
am (I)	was (ед. ч.)	shall/will be (I, we)
is (he, she, it)	were (мн. ч.)	will be (you, he, she, it, they)
are (we, you, they)		

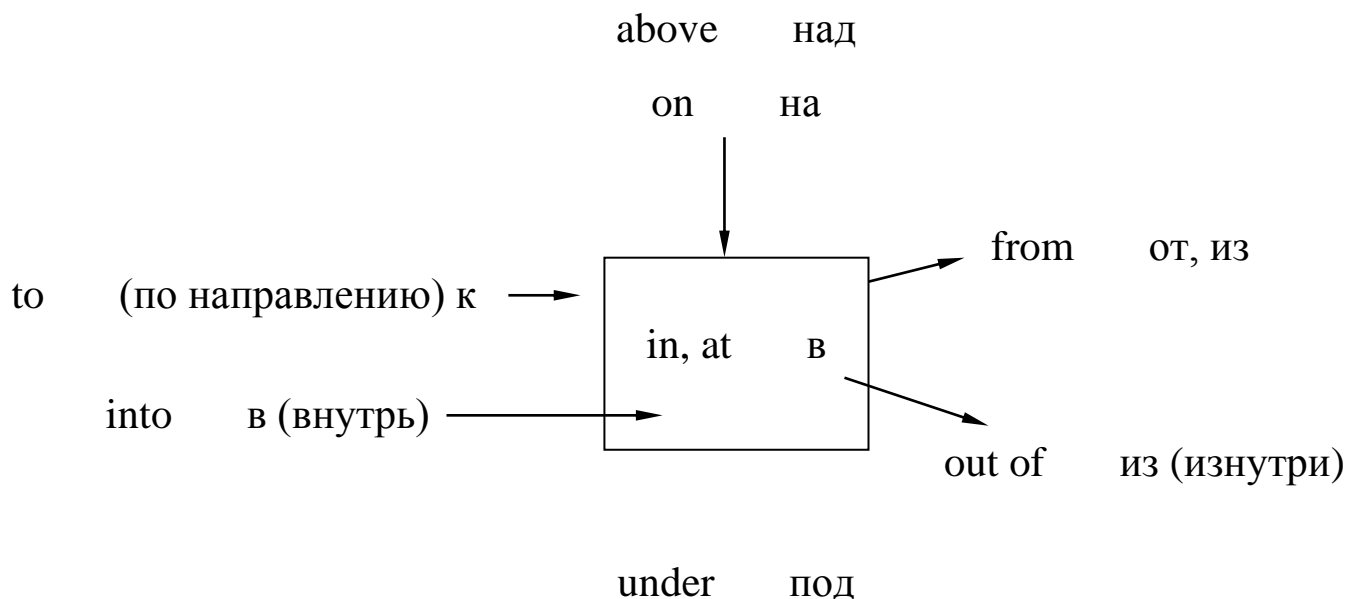
Глагол *to have*

Настоящее (Present)	Прошедшее (Past)	Будущее (Future)
have (I, we, you, they)	had	shall/will have (I, we)
has (he, she, it)		will have (you, he, she, it, they)

3.оборот *there is/are*

Настоящее (Present)	Прошедшее (Past)	Будущее (Future)
there is (ед. ч.)	there was (ед. ч.)	there will be
there are (мн. ч.)	there were (мн. ч.)	

4. Основные предлоги места и времени



- in:**
1. с названиями месяцев (**in** November)
 2. с названиями времен года (**in** winter)
 3. с названиями времени дня (**in** the morning, **in** the evening, но **at** night)
 4. с обозначениями года (**in** 1998)
- on:** с названиями дней недели и дат (**on** Monday, **on** the first of January, **on** a day off)
- at:** с обозначением точного времени (**at** 9 o'clock, **at** a quarter to three)

Вариант 1

I. Прочитайте текст и ответьте на следующие вопросы письменно:

1. What can you say about management in general?
2. Why does a large organization employ many managers?
3. What is important to an organization?

DEFINITION OF MANAGEMENT

1. Management is based on scientific theories and today we can say that it is a developing science.

2. But knowledge of theories and principles doesn't provide practical results. It is necessary to know how to apply this knowledge. Practical application of knowledge in the management area requires certain abilities or skills.

3. Depending on its size, an organization may employ a number of specialized managers who are responsible for particular areas of management. A very large organization may employ many managers, each responsible for activities of one management area. In contrast, the owner of a sole proprietorship may be the only manager in the organization. He or she is responsible for all *levels* and *areas* of management.

4. What is important to an organization is not the number of managers it employs but the ability of these managers to achieve the organization's goals, and this ability requires a great *skill*.

5. In other words, *management is the process of coordinating the resources of an organization to achieve the primary organizational goals.*

Vocabulary:

definition	[defɪˈnɪʃən]	определение
management	[ˈmænɪdʒmənt]	управление, руководство, МЕНЕДЖМЕНТ
be based on	[ˈbiːbeɪzd]	ОСНОВЫВАТЬСЯ (на)
base	[beɪs]	ОСНОВЫВАТЬ
scientific	[saɪənˈtɪfɪk]	научный
theory	[ˈθiəri]	теория

develop	[di´veləp]	развивать(ся)
science	[´saiəns]	наука
knowledge	[´nɒlɪdʒ]	знание
provide	[prə´vaɪd]	обеспечивать, давать
result	[ri´zʌlt]	результат
apply	[ə´plai]	применять
application	[əpli´keɪʃn]	применение
area	[´ɛəriə]	область
require	[ri´kwaɪə]	требовать
certain	[´sə:tn]	определенный
ability	[ə´bɪlɪti]	способность
skill		мастерство, <i>pl.</i> - навыки
here is	[´hiəri:z]	вот
example	[ɪg´zɑ:mpl]	пример
depending (on)	[di´pendɪŋ]	в зависимости (от)
size	[saɪz]	величина, размер
employ	[ɪm´plɔɪ]	нанимать
a number (of)	[ə´nʌmbə]	ряд, множество
particular	[pə´tɪkjʊlə]	особый, конкретный, специфический
responsible	[rɪs´pɒnsəbl]	ответственный
owner	[´aʊnə]	владелец
sole	[səʊl]	единоличный
proprietorship	[pre´praɪətəʃɪp]	собственность
the only	[ði´aʊnli]	единственный
level	[´levəl]	уровень
achieve	[ə´tʃi:v]	достигать
goal	[´gəʊl]	(конечная) цель
resource	[ri´sɔ:s]	ресурс
primary	[´praɪməri]	основной, оптимальный

II. Переведите в письменной форме абзацы 3, 4, 5.

III. Переведите на английский язык:

научные теории, развивающаяся наука, теории и принципы, определение менеджмента, область менеджмента (управления), требует определенных способностей и мастерства, в зависимости от размера, нанимать, квалифицированные менеджеры, ответственный за, деятельность, область управления, владелец, частная собственность, уровни и области управления, количество менеджеров, достичь целей организации, большое умение (мастерство), согласование, ресурсы организации.

IV. Прочитайте текст и ответьте на следующие вопросы:

1. When do students get degrees of Bachelor of Science?
2. When do students get a master's degree?

COLLEGES AND UNIVERSITIES IN THE USA

1. Young people in the USA get higher education in colleges and universities. Students choose "major" subject and make many courses in this subject.

2. After four years of study students get the degrees of Bachelor of Science (B. Sc.), Bachelor of Philosophy (B. Phil.) or Bachelor of Arts (B.A., if they study Greek or Latin). After a year or two of further study they get a master's degree. If they go on in their study and research, they will get a still higher degree of Doctor of Philosophy (Ph. D.).

3. Higher education trains people to become teachers, engineers or to do other professional work.

4. College students often continue their study at universities. Not all the students get grants. The minimum period of study is two years (in this case they don't get the degree of Ph. D.), three or even four years.

5. Many cities have colleges and universities that hold evening classes as well as daytime classes. People who work in the daytime can get higher education attending evening classes.

Vocabulary:

Bachelor of Science [ˈbætʃələ]
(B.Sc.)

бакалавр естественных
наук

to get a master's degree	[dɪg 'ri:]	получить	степень
		магистра	
to get a grant	[gra:nt]	получать	«грант»
		(средства на образование)	

V. Переведите в письменной форме абзацы 1, 2, 4.

VI. Выберите нужную форму глагола to be и переведите предложения на русский язык:

1. School education in the USA (is, was, will be) free.
2. They (are, were, will be) second-year students last year.
3. History (is, was, will be) the first lesson tomorrow.
4. Management (are, is, was) a developing science.
5. He (is, was, are) responsible for these areas of management two years ago but now he (was, is, will be) responsible for its resources.
6. It (will be, was, is) important to an organization to achieve the organization's goals.

VII. Напишите предложения в вопросительной, а затем в отрицательной форме и переведите их на русский язык:

1. They have five lessons every day.
2. We had four exams last term.
3. Students will have a lecture on history tomorrow.
4. This organization has a great number of employees.
5. He was the only manager in that firm last year.
6. Her aunt will be the production manager next month.

VIII. Поставьте глаголы, данные в скобках, в Past Indefinite Tense (прошедшее неопределенное время):

1. He (to get) a degree in chemistry last year.
2. I (to pass) my entrance exams successfully a few days ago.
3. They (to read) many books on management last term.
4. He (to provide) practical results to his organization last month.
5. Organization management (to require) a great skill.
6. The director (to employ) him as a production manager three weeks ago.

IX. Составьте пять предложений, используя слова, данные в колонках, и переведите их на русский язык:

There is	2,600 universities	in the USA.
There are	some levels of management	in this organization.
	many areas of management	at the university.
	a conference hall	
	a new library	

X. Заполните пропуски предлогами по смыслу:

1. Management is based ... scientific theories.
2. Practical application ... knowledge ... the management area requires certain abilities or skills.
3. University classes start ... September.
4. In America all children from 6 ... 16 go ... school.
5. Depending ... its size, an organization may employ a number ... specialized managers.
6. He is responsible ... particular areas ... management.
7. Management is the process ... coordinating the resources ... an organization to achieve the primary organizational goals.

XI. Переведите на английский:

1. Менеджмент основан на научных теориях.
2. Менеджмент – это процесс координации ресурсов организации для достижения организационных целей.
3. Очень крупная организация может нанимать много менеджеров, при этом каждый будет ответственным за деятельность в одной определенной области менеджмента.

Вариант 2

I. Прочитайте текст и ответьте на следующие вопросы письменно:

1. What is the most common type of company in the UK?
2. Are all limited liability companies joint-stock companies?
3. To what sector of economy do all these companies and sole traders belong?

4. What two other sectors of economy does the figure show?

TYPES OF BUSINESSES IN THE UK

1. Most businesses in the United Kingdom operate in one of the following ways:

- sole trader
- partnership
- limited liability company
- branch of a foreign company.

2. The sole trader is the oldest form of business. There are many one-man owners, for example: a farmer, doctor, solicitor, estate agent, garage man, jobber, builder, hairdresser, etc.

3. The partnership is a firm where there are a few partners. They are firms of solicitors, architects, auditors, management consultants, etc. The names of all the partners of the firm are printed on the stationery of a partnership.

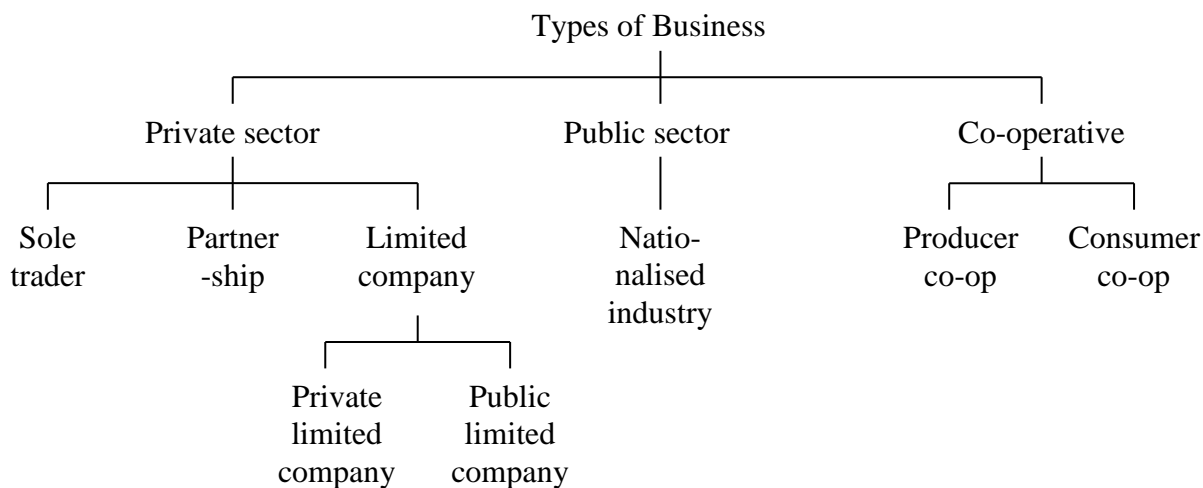
4. The most common type of company in the United Kingdom is the limited liability company. At the end of the name of such a company the word Ltd. is used. For example: *Wilson and Son Ltd.*

5. Many of such companies are joint-stock companies owned by shareholders.

6. Limited liability companies are divided into public and private ones. Only public companies may offer shares to the public at the stock exchange. The names of such companies end in p.l.c. which stands for public limited company. For instance: *John and Michael p.l.c.*

7. Private limited companies may not offer shares to the public. The names of such companies end simply in Ltd.

8. A branch of foreign company is a part of a company incorporated outside Great Britain but acting under the law of the UK. Usually these companies act in the UK under their normal foreign names.



Vocabulary:

sole	[soul]	единственный, исключительный
trade		1) торговля 2) профессия (неквалифицированная)
to trade		торговать
trader		торговец
partner	[ˈpa:tənə]	партнер, пайщик
partnership		товарищество
liability	[ˌlaɪəˈbɪlɪti]	ответственность
limited liability		ограниченная ответственность
limited liability company		компания с ограниченной ответственностью
branch		отделение
to own	[oun]	владеть
owner		владелец
solicitor	[səˈlɪsɪtə]	адвокат
estate	[ɪˈsteɪt]	1) недвижимое имущество 2) имение, поместье
estate agent		агент по купле- продаже недвижимого имущества

jobber	[ˈdʒɒbə]	маклер, комиссионер
to build		строить
builder		строитель
building		здание, сооружение
hairdresser	[ˈhɛə ,dresə]	парикмахер
architect	[ˈɑ:kɪtekt]	архитектор
architecture	[ˈɑ:kɪtektʃə]	архитектура
auditor	[ˈɔ:dɪtə]	аудитор, ревизор
management	[ˈmænədʒmənt]	управление, менеджмент
stationery	[ˈsteɪʃənəri]	канцелярские бланки
joint	[dʒɔɪnt]	объединенный, совместный
stock		акция
joint-stock company		акционерная компания
share	[ʃɛə]	доля, часть, акция
shareholder	[ˈʃɛə ,houldə]	держатель акций, акционер
to divide		делить(ся), разделять(ся)
private	[ˈpraɪvɪt]	частный, личный
exchange	[ɪksˈtʃeɪndʒ]	биржа
stock exchange		фондовая биржа
to exchange		обменивать(ся)
to offer		предлагать
public	[ˈpʌblɪk]	1) публичный, государственный, общественный
the public		2) публика, общественность
to incorporate	[ɪnˈkɔ:pəreɪt]	зарегистрировать как корпорацию

II. Переведите в письменной форме абзацы 2, 3, 4, 6.

III. Переведите на русский язык:

sole trader, partnership, limited liability company, form of business, partners, joint-stock companies, public and private companies, to offer shares at the stock exchange, joint stock limited liability company, public limited company, private limited liability company, a company incorporated outside Great Britain, a company registered in Great Britain, a company acting under the British law, a company acting under its normal foreign name.

IV. Прочитайте текст и ответьте на следующие вопросы:

1. When do pupils take their “O” level exam?
2. How many “A” levels are enough to go to university?

“O” LEVEL AND “A” LEVEL EXAMINATIONS

1. Pupils at secondary schools in England (that is, pupils between the age of twelve and eighteen) have two main exams to worry about. They take the first one when they are about fifteen. It’s called “O” (ordinary) level.

2. Many pupils take “O” level in about seven or eight different subjects. There are a lot of subjects to choose from carpentry to ancient languages.

3. For a lot of jobs it’s quite enough to have four or five “O” levels and usually these include English and Maths.

4. Some pupils leave school when they are fifteen. But if they stay at school, they go to the sixth form and start working for the second main exam: “A”(advanced) level. It’s a difficult exam, so pupils don’t usually take it in more than three subjects.

5. Three “A” levels are enough to go to university. But if they want to go to such universities as Oxford and Cambridge they take special exams as well. If you don’t to go to university, you get a good job with two or three “A” levels.

Vocabulary:

“O” (ordinary) level	['ɔ:dnrɪ]	обычный уровень
“A” (advanced) level	[əd 'va:nst]	продвинутый уровень

V. Переведите в письменной форме абзацы 1, 2, 4.

VI. Выберите нужную форму глагола to be и переведите предложения на русский язык:

1. History (is, was, will be) my favourite subject at school.
2. Private schools (are, were, will be) expensive.
3. We (are, were, shall be) engineers in five years.
4. The sole trader (is, was, will be) the oldest form of business.
5. He (will be, are, was) the owner of 30 per cent of this company's shares last year.
6. This branch (was, will be, were) incorporated outside Great Britain next month.

VII. Напишите предложения в вопросительной, а затем в отрицательной форме и переведите их на русский язык:

1. They have secretarial courses this year.
2. This teacher had two lectures yesterday.
3. You will have three exams next term.
4. This foreign firm had many partners last year.
5. Limited liability company has many trade links every year.
6. They will have a lot of clients next year.

VIII. Поставьте глаголы, данные в скобках, в Past Indefinite Tense (прошедшее неопределенное время):

1. The course of study (to last) five years.
2. He (to graduate) from the university last year.
3. They (to take) five exams last term.
4. He (to print) the names of all the partners on the stationery of a partnership every year.
5. This public company (to offer) shares to the public at the stock exchange a week ago.
6. The name of this company (to be) Wilson and Son Ltd.

IX. Составьте пять предложений, используя слова, данные в колонках, и переведите их на русский язык:

There is modern equipment in our town.

There are only one partnership in this region.
 many joint stock companies in the market.
 a few sole traders
 two firms of solicitors

X. Заполните пропуски предложениями по смыслу:

1. Most businesses ... the United Kingdom operate ... one ... the following ways.
2. Private limited companies may not offer shares ... the public.
3. A branch ... a foreign company is a part ... a company incorporated ... Great Britain.
4. These companies act in the UK ... their normal foreign names.
5. The names ... all the partners ... the firm are printed ... the stationery of a partnership.
6. Many of such companies are joint-stock companies owned ... share holders.
7. ... the end of the name of such a company the word Ltd. is used. ... example: Green and Son Ltd.

XI. Переведите на английский:

1. В товариществе, как правило, несколько партнеров (пайщиков).
2. Имена всех партнеров фирмы напечатаны на бланке компании.
3. Самый распространенный тип компании в Соединенном Королевстве – компания с ограниченной ответственностью.
4. Только общественные (государственные) компании с ограниченной ответственностью могут предлагать акции обществу на фондовой бирже.

Вариант 3

I. Прочитайте текст и ответьте на следующие вопросы письменно:

1. What are the forms of businesses in the USA?
2. What is the difference between an individual business and a general partnership?
3. Who is a corporation owned by?

FORMS OF BUSINESSES IN THE USA

1. Businesses in the USA may be organized as one of the following forms:

- individual business
- general partnership
- limited partnership
- corporation
- alien corporation

2. An individual business is owned by one person.

3. A general partnership has got several owners. They all are liable for debts and they share in the profits.

4. A limited partnership has got at least one general owner and one or more other owners. They have only a limited investment and a limited liability.

5. A corporation is owned by persons, called stockholders. The stockholders usually have certificates showing the number of shares which they own. The stockholders elect a director or directors to operate the corporation. Most corporations are closed corporations, with only a few stockholders. Other corporations are owned by many stockholders who buy and sell their shares at will. Usually they have little interest in management of the corporations.

6. Alien corporations are corporations of foreign countries.

7. All the corporations are to receive their charters from the state authorities. The charters state all the powers of the corporation. Many corporations try to receive their charters from the authorities of the State of Delaware, though they operate in other states. They prefer the State of Delaware because the laws are liberal there and the taxation is rather low. Such corporations, which receive their charters from an outside state are called foreign corporations.

8. All the corporations require a certificate to do business in the state where they prefer to operate.

Vocabulary:

corporation	[, kɔ:pə'reɪʃn]	корпорация
alien	['eɪljən]	1) иностранец 2) иностранный

liable	[ˈlaɪəbl]	ответственный
liable for		ответственный за ...
debt	[det]	долг
to share		делить, разделять
profit		прибыль, доход
to profit		получать прибыль
stockholder		акционер
syn. shareholder		
to elect	[ɪˈlekt]	избирать, выбирать
election		выборы
to buy (bought, bought)		покупать
to sell (sold, sold)		продавать
at will		по желанию
authorities	[əˈθɔ:rtɪtɪz]	власти
state authorities (Am.)		власти штата
state authorities (E)		государственные власти
to state		указывать
power		способность, возможность
powers		полномочия
to prefer	[prɪˈfə:]	предпочитать
taxation	[tækˈseɪʃn]	налогообложение
to require	[rɪˈkwaɪə]	требовать
requirement	[rɪˈkwaɪəmənt]	требование

II. Переведите в письменной форме абзацы 4, 5, 6.

III. Переведите на русский язык:

individual business, general partnership, limited partnership, corporation, alien corporation, to have a limited investment, to have a limited liability, certificates showing the number of shares they own, stockholders of ordinary corporations, buy and sell shares at will, have little interest in management of corporations, alien corporations are corporations of foreign countries, taxation, charters, require a certificate, to operate.

IV. Прочитайте текст и ответьте на следующие вопросы:

1. At what age do children go to school in Great Britain?
2. What does primary school include?

THE EDUCATIONAL SYSTEM IN GREAT BRITAIN

1. Public education in Great Britain consists of Primary, Secondary and Further Education. Primary and Secondary education is compulsory for all children. Further education is voluntary.

2. All children in Great Britain go to school when they are five. They leave school at the age of fifteen but many boys and girls stay at school until they are sixteen-seventeen and go to further education or to university.

3. The primary school includes nursery school (2-5), infant school (5-7) and junior school (7-11). The full secondary school age ranges from 11 to 18. Children go to a grammar school, or to a secondary modern school, or to a secondary technical school, or to a comprehensive school.

4. The academic year begins after summer holidays and has three terms with the interval between them. Day-schools work on Mondays to Fridays only, from 9 a.m. to 4 p.m.

5. Before lessons start, the teacher and all the boys and girls meet for prayers. Then they go to the classroom for the first lesson. At one o'clock children have a break for lunch. The break lasts about an hour. After lunch there is still time to go out and play.

Vocabulary:

public education	['pʌblɪk]	государственное образование
primary education	['praɪməɪ]	начальное образование
secondary education		среднее образование
compulsory	[kəm 'pʌlsəɪ]	обязательный
nursery school	['nɜ:sɪ]	детский сад (для детей от 2 до 5 лет)
infant school	['ɪnfənt]	школа для малышей
junior school	['dʒu:njə]	начальная школа (для детей от 7 до 11 лет)

grammar school

классическая школа

comprehensive school [,kɒmprɪˈhensɪv]

единая средняя школа

V. Переведите в письменной форме абзацы 1, 2, 3, 4.

VI. Выберите нужную форму глагола to be и переведите предложения на русский язык:

1. They (are, were, will be) first-year students now.
2. She (is, was, will be) a professor at Oxford two years ago.
3. I (am, was, shall be) an engineer in five years.
4. A general partnership (was, were, is) one of the forms of business in the USA.
5. Most corporations (are, will be, were) closed corporations with only a few stockholders three months ago.
6. Corporations which will receive their charters from an outside state (are, will be, is) called foreign corporations.

VII. Напишите предложения в вопросительной, а затем в отрицательной форме и переведите их на русский язык:

1. Children have a break for lunch in the morning.
2. We had a difficult test yesterday.
3. He will have an interesting job next year.
4. An individual business has usually only one owner.
5. They had only a limited liability last year.
6. Our limited partnership will have more other owners next year.

VIII. Поставьте глаголы, данные в скобках, в Past Indefinite Tense (прошедшее неопределенное время):

1. My brother (to get) a grant for further education.
2. The teacher (to ask) many questions at the lesson.
3. He (to go) to primary school at the age of five.
4. The stockholders (to elect) a director or directors to operate the corporations every year.
5. All corporations (to receive) their charters from the state authorities.
6. All corporations (to require) a certificate to do business in the state where they (to prefer) to operate.

IX. Составьте пять предложений, используя слова, данные в колонках, и переведите их на русский язык:

There is	different forms of businesses	in our country.
There are	many stockholders	in the USA.
	only one general director	within the corporation.
	a certificate to do business	
	some general partnerships	

X. Заполните пропуски предложениями по смыслу:

1. An individual business is owned ... one person.
2. They are liable ... debts and they share in the profits.
3. Most corporations are closed corporations ... only a few stockholders.
4. Other corporations are owned ... many stockholders who buy and sell their shares ... will.
5. They have little interest ... management of the corporation.
6. Many corporations try to receive their charters ... the authorities of the state of Delaware.
7. The charter states all the powers ... the corporation.

XI. Переведите на английский:

1. Владельцы генеральных товариществ несут ответственность за долги и участвуют в распределении прибыли.
2. Владельцы ограниченных товариществ делают ограниченные инвестиции и несут ограниченную ответственность.
3. Акционеры обычных корпораций мало интересуются вопросами управления корпорацией.
4. Акционеры различных корпораций обычно имеют сертификаты, в которых указано количество имеющихся у них акций.
5. Большинство корпораций – корпорации закрытого типа с небольшим числом акционеров.
6. Корпорации должны получить регистрационные документы от властей штата.
7. Корпорации должны получить сертификат (лицензию) в том штате, где они хотят функционировать.

Вариант 4

I. Прочитайте текст и ответьте на следующие вопросы письменно:

1. What main resources are managers concerned with?
2. What incentives are used to keep employees content?
3. How does an organization obtain financial resources?
4. What must an organization do to survive?

MAIN RESOURCES IN MANAGEMENT

1. Managers are concerned with the following main resources: material, human, financial, informational and others

2. Material resources are physical materials and the equipment used by an organization to make a product. For example, cars are made on assembly lines. These assembly lines and the buildings that house them are material resources.

3. The most important resources of any organization are its human resources – people. To keep employees content, a variety of incentives are used, including higher-than-average pay, flexible working hours, recreational facilities, lengthy paid vacations, cafeterias offering inexpensive meals, etc.

4. Financial resources are the funds the organization uses to meet its obligations to various creditors. A grocery store obtains money from customers and uses a portion of that money to pay the wholesalers from which it buys food. A large bank, borrows and lends money. Each of these transactions involves financial resources.

5. Finally, many organizations increasingly find they cannot ignore information. External environment – including the economy, consumer markets, technology, politics, and cultural forces – are all changing so rapidly that an organization that does not adapt will probably not survive. And, to adapt to change, the organization must know what is changing and how it is changing. Companies are finding it increasingly important to gather information about their competitors in today's business environment.

6. Managers must coordinate this complex group of specific resources to produce goods and services.

Vocabulary:

be concerned (with)	[kən 'sə:nd]	зд. заниматься (иметь дело с чем-либо)
human	['hjumən]	человеческий, людской
physical	['fizikəl]	физический
equipment	[i 'kwipmənt]	оборудование
assembly line	[ə 'semblilain]	конвейер
house	[haus]	зд. размещать, вмещать
employee	[emploi 'i:]	работник, служащий
assets	['æsets]	активы
content	[kən 'tent]	довольный, удовлетворенный
variety (of)	[və 'raɪəti]	ряд, множество
incentive	[in 'sentiv]	стимул, мотивация, побудительный мотив
average	['ævərɪdʒ]	средний
pay	[peɪ]	зд. зарплата
flexible	['fleksibl]	гибкий
recreation	[recri 'eɪʃən]	отдых
recreational facilities	[fə 'silitiz]	места отдыха и развлечений
lengthy	['leŋθi]	длительный
paid vacation	['peɪdvə 'keɪʃn]	оплачиваемый отпуск
offer	['ɔfə]	предлагать
inexpensive	[iniks 'pensiv]	недорогой
meal	[mi:l]	еда
fund	[fʌnd]	фонд, зд. денежные средства
meet obligations	['mi:təbli 'geɪʃnz]	выполнять обязательства
various	['vɛəriəs]	различный
obtain	[əb 'teɪn]	получать
money	['mʌni]	деньги

customer	[ˈkʌstəmə]	покупатель (постоянный), клиент
portion	[pɔːʃn]	часть
wholesaler	[ˈhəʊlseɪlə]	оптовик
buy	[baɪ]	покупать
borrow	[ˈbɔːrəʊ]	занимать
lend		ссужать, давать взаймы
obtain	[əbˈteɪn]	получать
utility	[juˈtɪlɪti]	предприятие коммунального обслуживания
bill		счет
insurance premium	[ɪnˈʃʊərənsˈpriːmjəm]	страховая премия
salary	[ˈsæləri]	заработная плата
transaction	[trænˈzækʃən]	(финансовая) операция
involve	[ɪnˈvɒlv]	зд. БЫТЬ СВЯЗАННЫМ (с)
finally	[ˈfaɪnəli]	и наконец
increasingly	[ɪnˈkriːsɪŋgli]	все более
ignore	[ɪgˈnɔː]	игнорировать
external	[eksˈtɜːnl]	внешний
environment	[ɪnˈvaɪənmənt]	(окружающая) среда
consumer market	[kənˈsjuːməˈmɑːkɪt]	потребительский рынок
rapid	[ˈræpɪd]	быстрый
adapt	[əˈdæpt]	приспособить(ся)
survive	[səˈvaɪv]	выживать
competitor	[kəmˈpetɪtə]	конкурент
generate	[ˈdʒenəreɪt]	зд. возникать, появляться
within	[wɪˈðɪn]	внутри
important	[ɪmˈpɔːtənt]	важный
realize	[riəˈlaɪz]	осознать
specific	[spiˈsɪfɪk]	конкретный

choose	[tʃu:z]	выбирать
accomplish	[əˈkɒmplɪʃ]	осуществить
complex	[ˈkɒmpleks]	сложный
goods	[gudz]	товар, товары
service	[ˈsɜ:vɪs]	услуга

II. Переведите в письменной форме абзацы 1, 2, 3, 4.

III. Переведите на английский язык:

основные цели организации, материальные ресурсы, служащий, оптовик, стимул, длительный оплачиваемый отпуск, занимать деньги, давать деньги в долг, оплачивать счета предприятий коммунального обслуживания, страховая премия, зарплата, (финансовая) операция, фонд, потребительский рынок, выживать, приспособиться к изменению, конкурент, осуществить цели, товары и услуги.

IV. Прочитайте текст и ответьте на следующие вопросы:

1. What countries use distance education?
2. What are the advantages of distance education?

DISTANCE EDUCATION OVER THE WORLD

1. Distance education over the world has a history of more than 100 years. But it gained popularity only after 1970's.

2. Many countries like China, England, Japan, Russia, Spain and the USA use this method, especially in higher education.

3. For example, the Open University in England has more than 80,000 students who take about 140 courses per year. This university has 260 local teaching and 13 regional information centres.

4. Such factors as age, place, daily activity do not serve as limiting factors in distance education. Distance education has two main advantages over traditional classroom education. The first advantage is a solution to the problem of teaching staff shortage and the second one is the low cost of education which gives many people an opportunity to receive higher education.

5. It is a system of education for different people at any age. This education allows each student to have an individual scheme of study.

Vocabulary:

distance education	['distəns]	дистанционное обучение
to gain popularity	[,pɒpjʊ 'læritɪ]	завоевать популярность
staff shortage	[,sta:f 'ʃɔ:tɪdʒ]	нехватка персонала

V. Переведите в письменной форме абзацы 1, 2, 4, 5.

VI. Выберите нужную форму глагола to be и переведите предложения на русский язык:

1. He (is, was, will be) at the lecture yesterday.
2. The test (is, was, will be) difficult.
3. They (are, were, will be) second-year students next year.
4. The most important resources of any organization (were, was, are) always its human resources.
5. This information (is, will be, are) very important for an organization when it decides to start business.
6. It (was, is, will be) necessary to obtain money to pay debts last week.

VII. Напишите предложения в вопросительной, а затем в отрицательной форме и переведите их на русский язык:

1. They had an English lesson yesterday.
2. Students will have five exams in June.
3. This university has a distance education department.
4. They will have some new recreational facilities in a month.
5. They have got high salary.
6. Their customers had a great variety of goods two years ago.

VIII. Поставьте глаголы, данные в скобках, в Past Indefinite Tense (прошедшее неопределенное время):

1. They (to study) many subjects last year.

2. He (to enter) the university in 1998.
3. I (to go) to the university by bus.
4. A grocery store (to obtain) money from customers and (to use) a portion of that money to pay the wholesalers from which it (to buy) food.
5. A large bank (to borrow) and (to lend) money.
6. A college (to use) the money to pay utility bills, insurance premiums and professors' salaries.

IX. Составьте пять предложений, используя слова, данные в колонках, и переведите их на русский язык:

There is	fifteen schools	in our town.
There are	a university	in management.
	some main resources	
	theories and principles	
	some levels and areas	

X. Заполните пропуски предлогами по смыслу:

1. Material resources are physical materials and the equipment used ... an organization to make a product.
2. Financial resources are the funds the organization uses to meet its obligations ... various creditors.
3. Managers are concerned ... the following resources: material, human, financial and, of course, informational resources.
4. Cars are made ... assembly lines.
5. The most important resources ... any organization are human resources.
6. A grocery store obtains money ... customers.

XI. Переведите на английский:

1. Менеджеры занимаются четырьмя видами ресурсов: материальными, финансовыми, людскими и информационными.
2. Наиболее важными ресурсами любой организации являются ее людские ресурсы.
3. Для удовлетворения служащих используется ряд стимулов.

4. Материальные ресурсы – это материалы, из которых изготовлена продукция, а также оборудование, используемое для ее производства.
5. Финансовые ресурсы – это фонды, которые использует организация для выполнения своих обязательств перед различными кредиторами.
6. Внешнее окружение, включая экономику, потребительские рынки и культурные факторы, изменяется очень быстро.
7. Организация, которая не приспосабливается к (adapt to) внешнему окружению, может не выжить.
8. Компании считают все более важным собирать информацию о своих конкурентах.

КОНТРОЛЬНОЕ ЗАДАНИЕ №2

Лексические темы	Грамматические темы
1. The World Trade Organization	1. Participle I (причастие настоящего времени)
2. Washington	2. Present, Past, Future Continuous (настоящее, прошедшее и будущее продолженное время)
3. The European Economic Community and European Union	3. Participle II (причастие прошедшего времени)
4. New York	4. Present, Past, Future Perfect (настоящее, прошедшее и будущее совершенное время)
5. Foreign Trade in the UK	5. Степени сравнения имен прилагательных
6. London	
7. Gross Domestic Product	
8. Moscow	

Для того чтобы правильно выполнить задание №2, необходимо знать следующие грамматические темы:

1. Participle I (Причастие настоящего времени)

Образование:

Participle I = основа глагола + <i>-ing</i> : sleeping
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Функции:

В предложении Participle I может быть: определением (а) или обстоятельством (б):

а) Определение:

The child *sleeping* on the sofa is Jack.
Ребенок, *спящий* на диване, Джек.

б) Обстоятельство:

Reading your translation the teacher found several mistakes.
Читая ваш перевод, учитель нашел несколько ошибок.

2. Present, Past, Future Continuous Tense (Настоящее, прошедшее и будущее продолженное время)

Образование: *to be* + Participle I смыслового глагола

Present (<i>now</i>)	am, is, are working
Past (<i>at 5 o'clock yesterday / when he came</i>)	was, were working
Future (<i>at 5 o'clock tomorrow / when he comes</i>)	shall, will be working

3. Participle II (Причастие прошедшего времени)

Participle II (Причастие II) – это третья основная форма глагола (первые две формы – неопределенная форма глагола, или инфинитив, и форма прошедшего времени). Стандартные глаголы образуют эту форму при помощи суффикса *-ed* (т.е. эта форма совпадает с формой прошедшего времени). Нестандартные глаголы имеют особые формы, не всегда совпадающие с формой прошедшего времени.

Стандартные глаголы

ask – *asked* – *asked*
want – *wanted* – *wanted*
work – *worked* – *worked*

Нестандартные глаголы

go – *went* – *gone*
come – *came* – *come*
speak – *spoke* – *spoken*

Participle II в предложении может быть *определением*:

<p>He bought a <i>used</i> car. Он купил <i>подержанный</i> автомобиль</p>
--

<p>The information <i>received</i> was very important. <i>Полученная</i> информация была очень важна.</p>

4. Present, Past, Future Perfect (Настоящее, прошедшее и будущее совершенное время)

Образование: <i>to have</i> + Participle II смыслового глагола
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Present (<i>just, already</i>)	have, has done
Past (<i>yesterday by 5 o'clock</i>)	had done
Future (<i>tomorrow by 5 o'clock</i>)	shall, will have done

5. Степени сравнения имен прилагательных

Положительная степень	Сравнительная степень	Превосходная степень
1. односложные и двусложные прилагательные	-er	-est
strong <i>сильный</i>	stronger <i>сильнее</i>	the strongest <i>самый сильный</i>
happy <i>счастливый</i>	happier <i>более счастливый</i>	the happiest <i>самый счастливый</i>
2. многосложные прилагательные	more	(the) most
difficult <i>трудный</i>	more difficult <i>более трудный</i>	(the) most difficult <i>самый трудный</i>
3. нестандартные прилагательные		
good <i>хороший</i>	better <i>лучше</i>	(the) best <i>самый хороший</i>
bad <i>плохой</i>	worse <i>хуже</i>	(the) worst <i>самый плохой</i>
little <i>маленький</i>	less <i>меньший</i>	(the) least <i>наименьший</i>
much, many <i>много</i>	more <i>больше</i>	(the) most <i>наибольший</i>

Вариант 1

I. Прочитайте текст и ответьте на следующие вопросы письменно:

1. When was the World Trade Organization established?
2. What are the essential functions of the WTO?
3. Where is the Secretariat located?

THE WORLD TRADE ORGANIZATION

1. The World Trade Organisation (WTO), which is the successor of the General Agreement on Tariffs and Trade (GATT), was established on 1 January 1995, and is the legal and institutional basis of the multilateral trading system. It provides the principal contractual obligations determining how governments frame and implement domestic trade legislation and regulations.

2. The essential functions of the WTO are:

- administering and implementing the multilateral and plurilateral trade agreements which together make up the WTO;
- acting as a forum for multilateral trade negotiations;
- seeking to resolve trade disputes;
- overseeing national trade policies;
- cooperating with other international institutions involved in global economic policy-making.

3. In accordance with the “most favoured nation” (MFN) clause, members are to grant to the products of other members no less favourable treatment than that accorded to the products of any other country. Quotas are generally outlawed, but tariffs or customs duties are legal in the WTO. The WTO extends previous GATT rules that laid down the basis on which governments could impose compensating duties. The WTO Agreement on agriculture is designed to provide increased fairness in farm trade. The WTO agreement on intellectual property will improve conditions of competition. And another agreement will do the same for trade in services. GATT provisions encouraging industrialized countries to assist trade of developing nations are maintained in the WTO.

4. Developing countries are given transition periods to adjust to the more difficult WTO provisions. Least-developed countries are given even more flexibility for their goods.

5. The Secretariat is located in Geneva.

Vocabulary:

successor	[sək' sesə]	преемник
multilateral	[' mʌltɪ ' lætərəl]	многосторонний
plurilateral	[' plʊɪ ' lætərəl]	многосторонний (при очень большом количестве участников)
bilateral	[baɪɪ ' lætərəl]	двусторонний
to determine		определять
to frame		создавать
legislation		право
trade legislation		торговое право
regulation		правило
essential	[ɪ ' senʃəl]	самый важный, существенный
to resolve a dispute		разрешить спор
to oversee smth		надзирать, наблюдать за чем-либо
to involve		задействовать, вовлекать
involved in smth		участвующий в чем- либо
most favoured nation treatment (MFN)		режим наибольшего благоприятствования
to grant MFN		предоставлять режим наибольшего благоприятствования
to accord... treatment clause		предоставлять... режим пункт, статья (в договоре)
to extend		расширять
to impose		вводить, устанавливать
to design	[dɪ ' zaɪn]	предназначать
fairness	[' fɛənəs]	справедливость
to maintain	[mən ' teɪn]	поддерживать, сохранять

to encourage smb to do smth		поддерживать кого-либо в чем-либо
to adjust to smth		приспосабливаться к чему-либо
right	[raɪt]	право
intellectual property		право на интеллектуальную собственность
environment	[ɪnˈvaɪrənmənt]	окружающая среда

II. Переведите в письменной форме абзацы 1, 2, 3.

III. Переведите на английский язык:

ВТО, многосторонняя система торговли, основные обязательства, торговое право, выполнение многосторонних торговых отношений, собрание для многосторонних торговых переговоров, пути разрешения торговых споров, наблюдение за национальной политикой в области торговли, сотрудничество с другими странами, формирование экономической политики, режим наибольшего благоприятствования нации, компенсационные пошлины, право на интеллектуальную собственность, переходный период, расширить права.

IV. Прочитайте текст и ответьте на следующие вопросы:

1. What is the highest building in Washington?
2. What is the most interesting museum in Washington?

WASHINGTON

1. Washington, the capital of the United States, is situated on the Potomac River in the District of Columbia. Washington is not the largest city in the United States but in the political sense it is the most important city.

2. Washington has one major business and that business is government. Many people living in Washington work for the federal

government. At 1600 Pennsylvania Avenue there is the White House where the President lives and has his office.

3. The Capitol, with its great Hall of Representatives and the Senate, is the highest building in Washington. There is a law against building structures more than 90 feet high in the capital. With its beautiful buildings and its tree-lined avenues Washington attracts a lot of visitors.

4. The capital has world-known art galleries, museums and monuments. One of the most interesting museums in Washington is the National Art and Space Museum. The museum has aircraft and spacecraft that were important in aviation history. There are even rocks that the astronauts brought to the Earth after their Moon landing.

Vocabulary:

manuscript	[' mænjuskript]	рукопись
skyscraper	[' skaɪ , skreɪpə]	небоскреб
government	[' glʌvənmənt]	правительство

V. Переведите в письменной форме абзацы 1, 2, 4.

VI. В следующих предложениях подчеркните причастие I, определите его функцию и переведите предложения на русский язык:

1. Many people living in Washington work for the federal government.
2. The Library of Congress contains millions of books and manuscripts, including personal papers of the US presidents.
3. Living in Washington you can meet people of almost all nationalities.
4. Millions of emigrants cross the ocean, hoping to find a better life in the USA.
5. WTO provides obligations determining how governments frame and implement domestic trade legislation and regulations.
6. GATT provisions encouraging industrialized countries to assist trade of developing nations are maintained in the WTO.

VII. Поставьте глагол-сказуемое в Present Continuous Tense (настоящее длительное время) и переведите предложения на русский язык:

1. Many people (to visit) the Lincoln Memorial now.
2. They (to discuss) plurilateral trade agreements at the moment.
3. We (to check) the implementation of obligations of both sides at present.
4. The students (to study) the rules of trade right now.
5. Developing countries (to adjust) to the more difficult WTO provisions at present.
6. Now they (to cooperate) in scientific area.

VIII. В следующих предложениях подчеркните причастие II, определите его функцию и переведите предложения на русский язык:

1. The Capitol is the highest building in Washington known as an American city without skyscrapers.
2. Washington named after the first American President is situated on Potomac River.
3. The WTO established on 1 January 1995 is the successor of the General Agreement on Tariffs and Trade.
4. Agreement on agriculture designed by WTO provides increased fairness in farm trade.
5. WTO cooperates with other international institutions involved in global economic policy-making.
6. Rules laid down by GATT were extended by the WTO.

IX. Поставьте глагол-сказуемое в Present Perfect Tense (настоящее совершенное время) и переведите предложения на русский язык:

1. A group of tourists (to visit) the Lincoln Memorial. (just)
2. Washington (to become) a great cultural and scientific centre.
3. The WTO agreement on intellectual property (to adopt). (already)
4. They (to discuss) economic policy-making. (this year)

X. Заполните пропуски прилагательными в соответствующей степени сравнения:

1. Washington is one of (beautiful, more beautiful, the most beautiful) capitals in the world.

2. The population of New York is (great, greater, the greatest) than the population of Washington.
3. Pennsylvania Avenue is (long, longer, the longest) street in Washington.

XI. Заполните пропуски предложениями:

1. The WTO, which is the successor ... the General Agreement ... Tariffs and Trade, was established ... 1 January 1995.
2. Cooperation ... other institutions is one ... the essential functions ... the WTO.
3. The WTO agreement ... agriculture is designed to provide increased fairness ... farm trade.
4. Another agreement will do the same ... trade ... services.
5. Developing countries are given transition periods to adjust ... the more difficult WTO provisions.
6. Least-developed countries are given even more flexibility ... their goods.

Вариант 2

I. Прочитайте текст и ответьте на следующие вопросы письменно:

1. When was the EEC established?
2. What countries established the EEC and joined it later?
3. What privileges did the EEC countries have in their trade?

**THE EUROPEAN ECONOMIC COMMUNITY AND
THE EUROPEAN UNION**

1. The European Economic Community, or the Common Market, or the EEC was established in 1957 by the Treaty of Rome. The original six member countries of the Community were France, West Germany, Belgium, Italy, Luxemburg and the Netherlands. Then a few other countries joined the Community. Britain, together with the Irish Republic and Denmark, joined the EEC on 1st January, 1973.

2. The Community formed an enormous trading area of almost 250 million people, and accounted for two fifths of the world's trade.

3. The membership allowed imports to enter member countries either free of duty or at lower customs duties.

4. All member countries contributed to a common budget for certain purposes, based on relative total output of goods and services, or gross national product.

5. Under the Community regulations, people of member countries were allowed to enter freely another member state to travel or to work there.

6. The objective of the original six members of the Treaty of Rome was to create a process leading towards the goal of unification.

7. In 1986 in the Single European Act, member states undertook “to transform relations among their states into a European Union”.

8. The process of creating an economic involvement and dependence was realized in 1992. Provision was made for the Union to become a reality through, inter alia, the establishment of economic and monetary union, including the creation of a single currency (the euro).

9. The EU consists of fifteen member states, namely: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxemburg, the Netherlands, Portugal, Spain, Sweden and the United Kingdom.

10. The Secretariat of the European Union is in Brussels.

Vocabulary:

to join smb/smith		присоединяться к кому-либо / чему-либо
enormous	[ɪˈnɔ:məs]	огромный
duty		пошлина
free of duty		беспошлинно
customs duties		таможенные пошлины
to contribute to smth		вносить долю во что-либо, способствовать чему-либо
relative		относительный
output		выпуск
under the regulations		согласно положениям
objective	[əbˈdʒektɪv]	цель, стремление
goal	[gəʊl]	цель, задача
to meet a goal		выполнить задачу
unification		объединение

to pave the way for smth	прокладывать дорогу к чему-либо
to undertake (undertook, undertaken)	взять на себя обязательство
involvement	вовлеченность, участие
ultimate	конечный
provision	положение, условие
inter alia (<i>Latin.</i>)	между прочим
eventually	в конце концов

II. Переведите в письменной форме абзацы 1, 3, 4, 5, 6.

III. Переведите на английский язык:

ЕЭС, Европейское экономическое сообщество, вступить в сообщество, огромная торговая область, 2/5 мировой торговли, таможенные пошлины, импортировать, беспошлинно, низкие таможенные пошлины, внести вклад в общий бюджет, выпуск товаров и услуг, согласно положениям сообщества, Европейский союз, создание единой валюты, экономическое участие, взять на себя обязательства, страны – члены ЕЭС, выпуск товаров и услуг, стремление (цель), преобразовать отношения, экономическое участие.

IV. Прочитайте текст и ответьте на следующие вопросы:

1. What is the highest building in New York?
2. What is the longest street in New York?

NEW YORK

1. New York is one of the largest cities in the world. It is situated on the Hudson River. In 1626 the Dutch Trade Company bought Manhattan Island from the local Indians for twenty-four dollars. At present Manhattan Island is the centre of New York and its business section.

2. New York is the city of skyscrapers. The highest skyscraper is the Empire State Building. It has 102 storeys and its height is 380 metres. Not far from the Empire State Building is Rockefeller Centre. Rockefeller Centre houses all kinds of offices, enterprises, theatres and music halls.

3. Wall Street is the financial heart of the USA. The National Bank and large offices are situated there. Broadway is the longest street in the city. It is 29 kilometers long. Broadway is the street of the best known theatres and cinemas.

4. The Statue of Liberty greets everybody who comes to New York by sea. Millions of emigrants from all parts of the world cross the ocean, hoping to find a better and happier life there.

Vocabulary:

skyscraper	['skaɪ ,skreɪpə]	небоскреб
enterprise	['entəpraɪz]	предприятие
government	['gʌvənmənt]	правительство

V. Переведите в письменной форме абзацы 1, 2, 3, 4.

VI. В следующих предложениях подчеркните причастие I, определите его функцию и переведите предложения на русский язык:

1. Feeling not well she decided not to go to the party.
2. Many people running in Central Park try to get slim (похудеть).
3. Playing in Central Park children are away from fast cars and busy streets.
4. The Community formed an enormous trading area of almost 250 million people accounting for 2/5 of the world's trade.
5. The objective of the original six members of the Treaty of Rome was to create a process leading towards the goal of unification.
6. While signing the Single European Act member countries realized their new role in a European Union.

VII. Поставьте глагол-сказуемое в Past Continuous Tense (прошедшее длительное время) и переведите предложения на русский язык:

1. The children (to play) in the Central Park when we met them.
2. All member countries (to develop) economic cooperation at that period.
3. They (to discuss) the creation of a single currency (euro).
4. He (to report) the main objectives of the organization when the secretary came.

5. The MPs (members of Parliament) (to sign) the declaration when the Speaker appeared.
6. When the telephone rang they (to think) over new proposal.

VIII. В следующих предложениях подчеркните причастие II, определите его функцию и переведите предложения на русский язык:

1. The Empire State Building constructed in 1931 is the highest building in New York.
2. Many skyscrapers made almost entirely of glass look very cold.
3. The EEC established in 1957 by the Treaty of Rome included six original states.
4. Britain, joined the EEC later contributed to a common budget.
5. A few other countries, joined the Community, were Finland, Greece, Spain, Portugal and others.
6. The Community, formed by those countries, accounted for two fifths of the world's trade.

IX. Поставьте глагол-сказуемое в Present Perfect Tense (настоящее совершенное время) и переведите предложения на русский язык:

1. They (to join) a European Union. (lately)
2. Three states (to complete) the process of signing an agreement on foreign trade. (just)
3. The Parliament (to develop) a new concept. (this year)
4. Some foreign countries (to discuss) the ways of regulation of economic confrontations.

X. Заполните пропуски прилагательными в соответствующей степени сравнения:

1. The subway in New York is (cheap, cheaper, the cheapest) means of transport.
2. Wall Street is (important, more important, the most important) banking centre in the world.
3. New York is (large, larger, the largest) than Washington.

XI. Заполните пропуски следующими словами: favorable terms, a common budget, membership, output:

1. All member countries contributed to a ... , taking into account Gross National Product of each member country.
2. They contributed to a ... based on relative total ... of goods and services.
3. Thanks to the ... these countries traded either free of duty or at duties which were lower than for outside countries.
4. The ... allowed imports to enter member countries either free of duty or at lower customs duties.
5. Member countries imported goods and services from other member countries on
6. ... are given to member countries.

Вариант 3

I. Прочитайте текст и ответьте на следующие вопросы письменно:

1. What goods does the United Kingdom export and import?
2. What services does the country export?
3. Does the country earn a lot of money thanks to a big number of tourists coming to Britain?

FOREIGN TRADE OF THE UK

1. In the 19th century Britain dominated international trade, accounting for about one-third of the world's exports. Early in the 20th century its position changed. The volume of world's exports increased but the percentage of British export in world trade declined significantly.

2. But still foreign trade is vital to Britain's livelihood. With a large population, small land area, and few natural resources, the country must depend on foreign trade to supply the raw materials for English factories and to provide a market for the sale of the thousands of types of manufactured goods produced by English industries.

3. The United Kingdom's principal exports are vehicles, machinery, manufactured goods and textiles. Its main imports are foodstuffs and most of the raw materials for industry.

4. There is usually an unfavourable balance of trade, that is, imports exceed exports, but this is compensated for in part by the so-called invisible trade.

5. The earnings from invisible trade come in the way of shipping charges, interest payments from foreign investments, interest payments from British enterprises abroad, and tourist expenditure. The earnings from foreign tourist trade make this one of British important industries.

6. Britain has got very sound economic ties with various countries of the world, especially the Commonwealth countries. The Commonwealth, officially called The Commonwealth of Nations, has grown out of the old British Empire which came to an end with the Second World War. The Commonwealth countries are Canada, Australia, New Zealand and a few other countries and territories. The UK enjoys special rights to import various agricultural products such as fruit and vegetables from the Commonwealth at very good prices all year round.

7. The United Kingdom has been a member of the European Free Trade Association (EFTA) since 1959, and a member of the European Economic Community (EEC) since 1973.

Vocabulary:

to dominate		господствовать
volume		объем
to increase	[ɪnkʻrɪ:s]	увеличивать(ся)
increase	[ɻɪnkri:s]	увеличение
vital	[ɻvaɪtəl]	жизненно важный, существенный
livelihood		жизнеспособность, жизнедеятельность
manufactured goods		промышленные товары
vehicle	[vɪɻɪ:kl]	транспортное средство
foodstuffs		пищевые продукты
favourable		благоприятный
favourable balance of trade		благоприятный торговый баланс
favourable balance of payments		благоприятный платежный баланс

unfavourable		неблагоприятный
to exceed		превышать
shipping charges		расходы по отгрузке
enterprise	[ˈentəpraɪz]	предприятие
sound		прочный, глубокий
tie		связь
wealth	[welθ]	богатство
the Commonwealth		Британское Содружество Наций
community		сообщество, общность
the European Economic Community		Европейское экономическое сообщество

II. Переведите в письменной форме абзацы 1, 2, 5, 6.

III. Переведите на английский язык:

международная торговля, мировой экспорт, объем мирового экспорта, внешняя торговля, жизнедеятельность, малое количество природных ресурсов, зависеть от, поставлять сырье, обеспечивать рынок, продажа, промышленные товары, отрасли промышленности, основной экспорт, основной (главный) импорт, неблагоприятный торговый баланс, невидимая торговля, расходы по отгрузке, процентные платежи (доходы), прочные экономические связи, Британское Содружество Наций, импортировать сельскохозяйственную продукцию.

IV. Прочитайте текст и ответьте на следующие вопросы:

1. How many people live in London?
2. What does the British Museum contain?
3. What is the East End famous for?

LONDON

1. London is the capital of Great Britain. It is situated on the river Thames. It is one of the largest cities in the world. Its population is about 9 million people.

2. In the West End there are many famous museums, theatres, palaces and parks. The British Museum is one of the most famous museums in the world. It contains the most important collection of things from Greece and Egypt, including the famous Egyptian mummies. The West End includes Trafalgar Square, Piccadilly Circus and the main shopping areas of Oxford Street, Regent Street and Bond Street.

3. The Houses of Parliament built in the 19th century, is the place where the English Government sits. Big Ben is the name given to the clock and the bell of the clock tower of the Houses of Parliament. The great bell weighs thirteen and a half tons. Buckingham Palace is the home of Britain's Kings and Queens. Every day a lot of tourists come to see the ceremony of Changing the Guard in front of Buckingham Palace.

4. The East End grew with the spread of industries to the east of the City, and the growth of the port of London. It is one of those areas of London where people from abroad have come to find work. The East End is especially famous as the centre of the clothing industry in London.

Vocabulary:

Egyptian mummies	[' mʌmɪz]	египетские мумии
Changing the Guard	[ga:d]	смена караула
the Houses of Parliament	[' pa:ləmənt]	здание парламента
the "Speaker's Corner"		Уголок ораторов
Westminster Abbey	[' æbɪ]	Вестминстерское аббатство
to commemorate the victory	[kə ' meməreɪt]	праздновать (отмечать) победу
plaque	[pla:k]	мемориальная доска
tower	[' tauə]	башня

V. Переведите в письменной форме абзацы 2, 3, 4.

VI. В следующих предложениях подчеркните причастие I, определите его функцию и переведите предложения на русский язык:

1. The Houses of Parliament, standing on the left bank of the river Thames, are not very old buildings.
2. Being situated on the river Thames, London is also a large port.
3. All around London there are plaques marking houses where famous people lived.
4. In the 19th century Britain dominated international trade, accounting for about one-third of the world's exports.
5. The volume of world's exports increasing from year to year doesn't improve the situation on the British market.
6. Foreign trade being vital to Britain's livelihood plays an important role supplying the raw materials for English factories and providing a market for the state of the thousands of types of manufactured goods produced by English industries.

VII. Поставьте глагол-сказуемое в Past Continuous Tense (прошедшее длительное время) и переведите предложения на русский язык:

1. They (to go) to Hyde Park when we saw them.
2. Crowds of people (to listen) or (to ask) questions at the "Speaker's Corner" when we came there.
3. They (to go) to visit the British Museum when we met them.
4. They (to export) agricultural production to developing countries at that time last year.
5. The volume of world's exports (to increase) while the percentage of British exports in world trade (to decline).
6. They (to develop) sound economic links with various countries of the world at that time.

VIII. В следующих предложениях подчеркните причастие II, определите его функцию и переведите предложения на русский язык:

1. The City occupied by many banks and offices is the financial centre of London.
2. The Houses of Parliament built in the 19th century, is the place where the English Government sits.

3. The Commonwealth, called The Commonwealth of nations, has grown out of the old British Empire.
4. Goods manufactured in the United Kingdom are exported to different countries.
5. Money received from goods and services make the situation rather favourable.
6. The earnings got from invisible trade come in the way of shipping charges, interest payments from foreign investments, etc.

IX. Поставьте глагол-сказуемое в Present Perfect Tense (настоящее совершенное время) и переведите предложения на русский язык:

1. I (to visit) London this month.
2. The East End is one of those areas of London where people from abroad (to come) to find work.
3. Imports (to exceed) exports by the end of this year.
4. The Commonwealth of Nations (to grow out) of the old British Empire.

X. Заполните пропуски прилагательными в соответствующей степени сравнения:

1. Oxford Street is (popular, more popular, the most popular) shopping centre in London.
2. The City is (old, older, the oldest) part of London.
3. London is (large, larger, the largest) than Liverpool.

XI. Заполните пропуски предлогами:

1. In the 19th century Britain accounted ... about one third ... world's exports.
2. Foreign trade is vital ... Britain.
3. There is usually an unfavourable balance ... trade in the country.
4. The earnings ... foreign tourism make it a very important factor.
5. The Commonwealth has grown ... the old British Empire.
6. The old British Empire came ... an end ... the Second World War.
7. The UK has been a member of the EFTA ... 1959.

Вариант 4

I. Прочитайте текст и ответьте на следующие вопросы письменно:

1. What is Gross Domestic Product?
2. What sectors of economy are usually analysed in the UK?
3. What sectors of economy are analysed in the USA?

GROSS DOMESTIC PRODUCT

1. Gross Domestic Product or GDP is the amount of money a country makes from goods and services inside the country for a certain period of time, usually for a year.

2. When GDP is calculated different sectors of economy are analysed.

3. In the United Kingdom the following sectors of economy are usually analyzed: manufacturing, services (financial, professional and scientific services, leisure and tourism), energy (oil, natural gas, coal) and agriculture. In the United States the following sectors of economy are usually analyzed when the GDP is defined: construction and manufacturing; trade and finance; transport, communication and services; agriculture; and mining.

4. Speaking, as an example, about one of the recent year's GDP figures, the following can be quoted.

5. In the UK the services sector accounted for roughly 60 per cent of Gross Domestic Product. Manufacturing sector accounted for a small percentage of Gross Domestic Product. Energy production sector accounted for about 8 per cent of GDP. Agriculture – only for 4 per cent of GDP. But the agricultural sector satisfies two-thirds of the country's needs. And only a small fraction of the total population, about 2 per cent, are engaged in agriculture.

6. In the USA the construction and manufacturing sector accounted for 40 per cent of GDP; trade and finance earned 25 per cent of GDP; transport, communication and services sector earned 20 per cent of GDP; agriculture and mining earned 5 per cent of GDP. By the way 10 per cent of the employed population of the United States is engaged in agriculture.

Vocabulary:

Gross Domestic Product		валовой внутренний продукт
to calculate	['kælkjuleɪt]	подсчитывать
manufacturing		обрабатывающая промышленность
science	[saɪəns]	наука
scientific	[,saɪn'ɪfɪk]	научный
leisure	['leɪzə]	досуг
natural gas		природный газ
agriculture		сельское хозяйство
to define		определять
to quote	[kwout]	цитировать, приводить (текст)

II. Переведите в письменной форме абзацы 3, 5, 6.

III. Переведите на английский язык:

валовой внутренний продукт, товары и услуги, определенный период времени, секторы экономики, обрабатывающая промышленность, финансовые услуги, досуг и туризм, нефть, природный газ, связь, горная промышленность, производственный сектор, удовлетворяет 2/3 потребностей страны, маленькая часть (доля), занятое население, определить ВВП, заняты сельским хозяйством, внутри страны, анализировать, приблизительно 60%, удовлетворять потребностям.

IV. Прочитайте текст и ответьте на следующие вопросы:

1. Where is the Kremlin situated?
2. What places of interest are there in Moscow?

MOSCOW

1. Moscow is the capital of Russia. It is one of the oldest Russian cities. Moscow was founded in 1147 by prince Yuri Dolgoruky.

2. Moscow became the capital of the young Soviet Republic in 1918. Now it's the largest political, scientific and cultural centre. The population of Moscow is about 10 million people. There are more than 80 institutes of higher education in Moscow. The Moscow State University is the centre of our educational system.

3. There are many places of interest in Moscow. The Kremlin standing on the bank of the Moscow River is the oldest part of the city. It was built under the czar Ivan III in the fifteenth century. Moscow is famous for its theatres and museums. The Bolshoi and Maly theatres, the Pushkin Museum of Fine Arts, the Tretyakov Gallery, the Andrey Rublev Museum and others are well known all over the world.

4. The Moscow Metro is comfortable and very fast. The first line of the Moscow Metro was constructed in 1935. Since that time Muscovites have built many new lines and terminals.

Vocabulary:

educational	образовательный
Muscovites	москвичи
places of interest	достопримечательности

V. Переведите в письменной форме абзацы 1, 2, 4.

VI. В следующих предложениях подчеркните причастие I, определите его функцию и переведите предложения на русский язык:

1. The Kremlin standing on the bank of the Moscow River is the oldest part of Moscow.
2. Being a large cultural centre Moscow attracts a lot of tourists.
3. Facing Pushkin Square there is the cinema-house "Pushkinsky" built in 1961.
4. Analyzing different sectors of economy we must calculate everything in detail.
5. Manufacturing new goods it is necessary to know the expenditures and profits.
6. Speaking about different sectors we may notice that the services sector plays an important role in the economy of the UK.

VII. Поставьте глагол-сказуемое в Future Continuous Tense (будущее длительное время) и переведите предложения на русский язык:

1. They (to visit) the Tretyakov Gallery when we meet them.
2. They (to calculate) the expenditures between two and three o'clock.
3. The Government (to discuss) some economic problems at this time tomorrow.
4. The analytics (to analyze) different sectors of economy to define GDP.
5. We (to produce) new machines and equipment for automobile industry when we realize we need them very much.
6. They (to study) this unit at 10 o'clock tomorrow.

VIII. В следующих предложениях подчеркните причастие II, определите его функцию и переведите предложения на русский язык:

1. Moscow founded by Yuri Dolgoruky is one of the oldest Russian cities.
2. The towers built in the 15th century are situated along the Kremlin wall.
3. Data received after calculation GDP showed that the services sector accounted for 60 per cent of Gross Domestic Product.
4. The population engaged in agriculture in the UK accounts only about 2 per cent.
5. The printed article pointed out: "In the USA the construction and manufacturing sector accounted for 40 per cent".
6. The amount of money got from goods and services inside the country for a certain period of time is called Gross Domestic Product.

IX. Поставьте глагол-сказуемое в Present Perfect Tense (настоящее совершенное время) и переведите предложения на русский язык:

1. They (to be) to Moscow. (never)
2. My friends (to visit) the Moscow State University. (already)
3. They (to analyze) the main sectors of economy of the UK.
4. Communication and services sector (to earn) 20 per cent of GDP in the USA.

X. Заполните пропуски прилагательными в соответствующей степени сравнения:

1. The Kremlin is (great, greater, the greatest) monument of Russian culture and art.
2. Red Square is (beautiful, more beautiful, the most beautiful) place in Moscow.
3. Kiev is (old, older, the oldest) than Moscow.

XI. Заполните пропуски предлогами:

1. The services sector accounts ... about 60 per cent of GDP.
2. Manufacturing sector accounts ... a small percentage of GDP.
3. Agricultural sector satisfied two-thirds ... the country's needs.
4. They are satisfied ... this fact.
5. About two per cent ... the population are engaged ... agriculture.
6. How many people are engaged ... trade?
7. GDP is the amount ... money a country makes ... goods and services ... the country.
8. ... the way GDP is accounted ... a certain period of time, usually ... a year.

КОНТРОЛЬНОЕ ЗАДАНИЕ №3

Лексические темы	Грамматические темы
1. Bookkeepers, accountants and controllers	1. Passive Voice (Пассивный залог)
2. Isaak Newton	2. Функции инфинитива
3. Auditors and their reports	3. Сложное подлежащее (Complex Subject) и сложное дополнение (Complex Object)
4. Michael Faraday	4. Modal verbs and their equivalents (Модальные глаголы и их заменители)
5. Organized markets	5. Неопределенные местоимения some, any, no
6. M.V. Lomonosov	
7. Various services of banks	
8. Dmitry Mendeleev	

Для того чтобы правильно выполнить задание №3, необходимо знать следующие грамматические темы:

1. Passive Voice (Пассивный залог)

Образование: *to be* + Participle II смыслового глагола

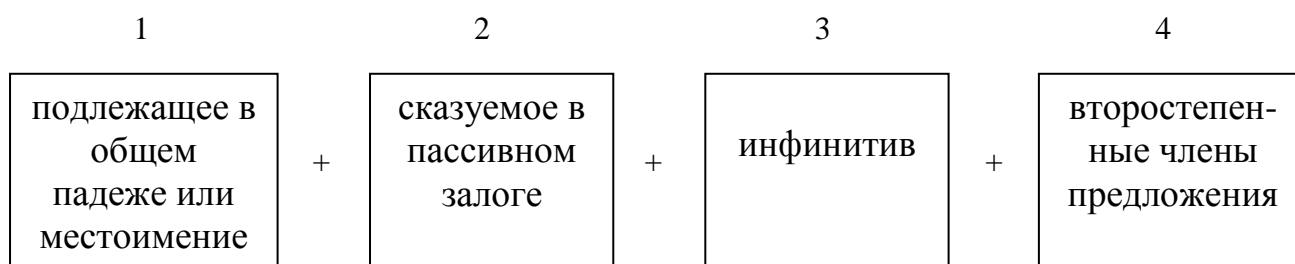
Present	am, is, are asked
Past	was, were asked
Future	will/shall be asked

2. Функции инфинитива

Функция	Перевод
1. подлежащее: <i>To read</i> English books is useful.	<i>Читать</i> английские книги полезно.
2. дополнение: I like <i>to read</i> English books in the original.	Я люблю <i>читать</i> английские книги в подлиннике.
3. часть составного сказуемого: Our aim is <i>to master</i> the English language.	Наша цель – <i>овладеть</i> английским языком.
4. определение: Here is the book <i>to be read</i> as soon as possible.	Вот книга, <i>которую нужно прочитать</i> как можно быстрее.
5. обстоятельство цели: He worked hard <i>to master</i> the English language.	Он усердно занимался для того, <i>чтобы овладеть</i> английским.

3. Complex Subject (Сложное подлежащее)

Структура предложения и перевод:



He is said to know everything about this matter.

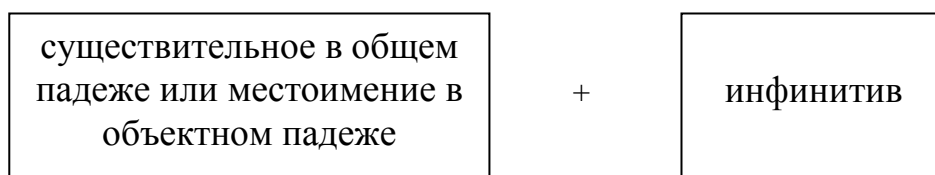
Говорят, что он знает все об этом деле.

He is supposed to be in his office now.

Предполагается, что он сейчас в офисе.

Complex Object (Сложное дополнение)

Конструкция употребляется с ограниченным числом глаголов: **to believe, to consider, to know, to report, to say, to suppose, to think** и др.



We consider **him to be** our greatest poet.

Мы считаем его нашим величайшим поэтом (что он является нашим величайшим поэтом).

4. Modal verbs and their equivalents (Модальные глаголы и их эквиваленты)

Значение	Present	Past	Future
	can	could	shall/will be able to
физическая или умственная способность	I can skate. – Я умею кататься на коньках.	I could skate. – Я мог кататься на коньках.	I'll be able to skate there. – Я смогу там кататься на коньках.
	may	was allowed to, were allowed to	shall/will be allowed to
разрешение совершить действие	You may go home. – Вы можете идти домой.	I was allowed to go home. – Я могла идти домой. (Мне разрешили...)	You will be allowed to go home. – Вы сможете идти домой. (Вам разрешат...)

	must	—	—
моральный долг, долженствование	I must do it now. – Я должен это сделать		
	have to, has to	had to	shall/will have to
	I have to help him. – Я вынужден помочь ему.	I had to go there. – Я вынужден был / Мне пришлось пойти туда.	He will have to go there. – Вам нужно будет/придется пойти туда.

5. Неопределенные местоимения *some, any, no*

some – несколько, немного

в утвердительных предложе- ниях
There are <i>some</i> books on the table.

в вопросительных (просьба, предложение)
Can I have <i>some</i> tea?

any – несколько, немного

в вопросительных предложениях
Are there <i>any</i> <i>books</i> on the table?

в отрицательных предложениях
There aren't <i>any</i> books on the table.

в утвердительных предложениях – «любой»
<i>Any</i> student must know it.

no – нисколько

в отрицательных предложениях
There are <i>no</i> books on the table

Вариант 1

I. Прочитайте текст и ответьте на следующие вопросы письменно:

1. What do bookkeepers deal in?
2. What does the Ledger show?
3. What is the accountant's responsibility?

BOOKKEEPERS, ACCOUNTANTS AND CONTROLLERS

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

2. The accountants' responsibility is to analyze and interpret the data in the Ledger and the Trial Balance.

3. The accountant is to determine the ways in which the business may grow in the future. No expansion or reorganization is planned without the help of the accountant. New products and advertising campaigns are also prepared with the help of the accountant. The work of accountants is rather sophisticated.

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

Vocabulary:

bookkeeper		бухгалтер
accountant	[ə'kauntənt]	ревизор отчетности, бухгалтер
controller	[kən'trɒlə]	контролер, ревизор
cash	[kæʃ]	наличные деньги, наличный расчет
flow	[fləʊ]	поток (денег)
cash flow		денежный поток
receipts	[ri'si:ts]	денежные поступления
disbursement	[dɪs'bæ:smənt]	выплата денег
appropriate	[ə'prɒprɪət]	соответствующий
book		бухгалтерская книга

entry		бухгалтерская проводка, запись
journal		журнал (бухгалтерский)
to post		переносить в главную книгу (бухгалтерскую)
ledger	[ˈledʒə]	главная книга
trial balance	[ˈtraɪəlˈbæləns]	пробный баланс
responsibility		ответственность
to interpret		толковать, интерпретировать
data	[ˈdeɪtə]	данные
expansion		расширение
to advertise	[ˈædvətaɪz]	рекламировать
advertising campaign	[kæmˈpeɪn]	рекламная кампания
sophisticated	[səˈfɪstɪkeɪtɪd]	сложный
accounting officer		бухгалтерский учет должностное лицо
to measure	[ˈmeɪzə]	оценивать, определять
performance	[pəˈfɔːməns]	деятельность, действие
executive	[ɪgˈzekjʊtɪv]	руководящий работник, руководитель

II. Переведите в письменной форме абзацы 1, 2.

III. Переведите на английский язык:

денежный поток, выплата денег, деловые операции, первоначальная проводка, заносить на нужную страницу, расходы, пробный баланс, квартал, анализировать данные, расширение компании, рекламная кампания, отвечать за оценку, деятельность компании, руководящие работники.

IV. Закончите предложения, выбрав соответствующий вариант окончания:

- | | |
|---|--|
| 1. Bookkeepers deal in ... | a) the Controller. |
| 2. The Ledger shows ... | b) all the expenditures and earnings of the company. |
| 3. On the basis of all the totals the bookkeeper prepares ... | c) a Trial Balance. |
| 4. The accountants are responsible for ... | d) taxes, cash flow, sales and purchases of the company. |
| 5. The work of accountant is ... | e) Analyzing and interpreting financial data. |
| 6. The chief accounting officer of a large company is ... | f) sophisticated. |

V. Заполните пропуски соответствующей активной или пассивной формой глагола:

1. The totals of each book (will post, will be posted) into the Ledger.
2. No reorganization (plans, is planned) without the help of the accountant.
3. New advertising company (prepared, was prepared) with the help of the accountant.
4. Bookkeepers (record, are recorded) the appropriate figures in Journals.
5. The Ledger (shows, is shown) all the expenditures and earnings of the company.

VI. Определите синтаксическую функцию инфинитива и переведите предложения на русский язык:

1. *To record* all the appropriate figures is necessary.
2. I want *to analyze* the data in the Ledger.
3. Our aim is *to determine* the ways in which the enterprise may develop in the future.
4. Here is the Trial Balance *to be analyzed* as soon as possible.
5. They examined the results of the transaction *to recommend* future actions.

VII. Прочитайте текст и ответьте на следующие вопросы:

1. What laws did Newton discover?
2. Can you formulate the Law of Universal gravitation?

ISAAK NEWTON

1. Isaak Newton was born in 1642 in the family of a poor farmer. The boy began his first scientific experiments at school.

2. While studying at Cambridge University, Newton formulated the binomial theorem. In 1662 Cambridge was closed because of the plague and Newton returned to his native village. For the next two years he devoted himself to scientific experimentation.

3. Newton's great discovery was the law of decomposition of light. The scientist proved that the white light of the sun is composed of rays of light of all colours of the rainbow. He also discovered the Law of Universal Gravitation which states that "every particle of matter is attracted by every other particle of matter with a force inversely proportional to the square of their distance apart".

4. Newton applied the principle of gravitation to prove that the power which guides the moon around the earth and the planets around the sun is the force of gravity. Another application of the law of universal gravitation was Newton's exploration of the tides.

5. Newton was highly honoured by his countrymen. In 1703 he was elected President of the Royal Society. Sir Isaak Newton died in 1727 and was buried in Westminster Abbey.

VIII. Переведите в письменной форме абзацы 3, 4.

IX. Заполните пропуски соответствующей активной или пассивной формой глагола и переведите предложения на русский язык:

1. Newton (was performed, performed) many experiments with light.
2. When Cambridge (was closed, closed) in 1662, Newton returned to his native village.
3. Mass (is measured, measured) in grams or kilograms.

X. Переведите предложения на русский язык, обращая внимание на инфинитивные обороты:

1. My parents want me to become a chemist.
2. He is believed to be a very talented person.
3. Newton is considered to be one of the greatest English scientists.
4. The work of accountants is known to be sophisticated.
5. Controllers are expected to measure the company's performance.

XI. Поставьте глагол-сказуемое предложения в Past Indefinite Tense (прошедшее неопределенное время), употребляя модальные глаголы *can, may, must* и их эквиваленты:

1. He must work hard to finish his experiment.
2. I can devote myself to scientific work.
3. You may repeat your experiment.

XII. Заполните пропуски неопределенными местоимениями *some, any, no*:

1. The Metric System has _____ advantages over the English System.
2. Do you remember _____ facts from Newton's biography?
3. The young engineer had _____ experience in such work.
4. _____ expansion or reorganization is planned without the help of the accountant.
5. They didn't recommend _____ future actions.

Вариант 2

I. Прочитайте текст и ответьте на следующие вопросы письменно:

1. What do auditors do?
2. Are outside audits a normal and regular part of business practice?
3. What is auditor's duty?

AUDITORS AND THEIR REPORTS

1. Auditors are usually independent certified accountants who review the financial records of a company. These reviews are called audits. They

are usually performed at fixed intervals – quarterly, semiannually or annually. Auditors are employed either regularly or on a part-time basis. Some large companies maintain a continuous internal audit by their own accounting departments. These auditors are called internal auditors.

2. Not so many years ago the presence of an auditor suggested that a company was having financial difficulties or that irregularities had been discovered in the records. Currently, however, outside audits are a normal and regular part of business practice.

3. Auditors see that current transactions are recorded promptly and completely. Their duty is to reduce the possibility of misappropriation, to identify mistakes or detect fraudulent transactions. Then they are usually requested to propose solutions for these problems.

4. Thus auditors review financial records and report to the management on the current state of the company's fiscal affairs in the form of Auditor's Report or Auditor's Opinion.

Vocabulary:

audit	['o:di:t]	аудит, ревизия
auditor	['o:di:tə]	аудитор, бухгалтер-ревизор
to review	[ri 'vju:]	просматривать
review		просмотр, рассмотрение
interval		промежуток
at fixed intervals		через фиксированные промежутки времени
quarterly	['kwɔ:təli]	поквартально, раз в квартал
annual	['ænjuəl]	годовой, ежегодный
annually		ежегодно
semiannually		раз в полгода
time		время
part-time		неполное количество рабочих часов
to work on a part-time basis		работать неполный рабочий день
to maintain		сохранять,

internal		поддерживать внутренний
irregularity	[ɪˌregjʊˈlærɪtɪ]	нарушение правил, неправильность
irregular		неправильный, беспорядочный
to discover	[dɪsˈklʌvə]	обнаружить, открыть
discovery		открытие
prompt		быстрый, своевременный
promptly		своевременно, немедленно
complete	[kəmˈplɪ:t]	полный
completely		полно
duty		долг, обязанность
misappropriation	[ˈmɪsəˌprɒprɪˈeɪʃən]	незаконное присвоение
to identify	[aɪˈdentɪfaɪ]	определять, обнаруживать
to detect		раскрывать, открывать
<i>syn.</i> to discover		
fraudulent	[ˈfrɔːdjʊlənt]	обманный, мошеннический
solution		решение, разрешение
affair	[əˈfeɪ]	дело

II. Переведите в письменной форме абзацы 3, 4.

III. Переведите на английский язык:

аудиторская проверка, отчет аудитора, заключение аудитора, незаконное присвоение (сумм), незаконные/мошеннические сделки, нарушение правил, финансовое положение.

IV. Закончите предложения, выбрав соответствующий вариант окончания:

- | | |
|---|--|
| 1. The reviews made by auditors are called ... | a) a continuous internal audit. |
| 2. Audits are usually performed ... | b) a normal and regular part of business. |
| 3. Some large companies maintain ... | c) audits. |
| 4. Currently outside audits are ... | d) to reduce misappropriations and to identify mistakes. |
| 5. Auditors' duty is ... | e) at fixed intervals. |
| 6. Auditors report to the management in the form of ... | f) Auditor's Report. |

V. Заполните пропуски соответствующей активной или пассивной формой глагола:

1. The reviews made by audits (call, are called) audits.
2. Audits (perform, are performed) at fixed intervals.
3. That auditor (employed, was employed) on a part-time basis.
4. Auditors (review, are reviewed) financial records.
5. Then some solutions (will be proposed, will propose) for these problems.
6. Auditors (see, are seen) that current transactions (record, are recorded) promptly.

VI. Определите синтаксическую функцию инфинитива и переведите предложения на русский язык:

1. *To review* the financial records at fixed intervals is very important.
2. The company wants *to maintain* a continuous internal audit.
3. Our aim is *to show* that audits are a normal part of business practice.
4. Here is the Auditor's Report *to be examined* as soon as possible.
5. Auditors review financial records of a company *to identify* mistakes or *detect* fraudulent transactions.

VII. Прочитайте текст и ответьте на следующие вопросы:

1. What was the boy interested in?
2. Which of Faraday's discoveries do you know?

MICHAEL FARADAY

1. Michael Faraday, English experimental physicist, was born in 1791 in a poor family. The boy began to work as an apprentice at a bookbinder's shop at an early age. One day a man entered the shop and found the boy studying an article on electricity. The man was surprised to see a boy so interested in such a difficult subject and gave him four tickets for the lectures at the Royal Institutions.

2. The boy went to the lectures and made notes of what he heard. At the end of the lecture he came to Sir Humphry Davy, the great English scientist, and showed him his notes. Davy was surprised. Later he made Faraday his assistant and helped him in his education.

3. Faraday had many important discoveries. Among his works are the concept of the magnetic field and the magnetic "lines of force". Production of new kinds of optical glass, and research on electrolysis.

4. Faraday produced the first mechanical motion by means of a permanent magnet and an electric current. This is the principle upon which the modern electric motor is based.

5. Faraday was very modest and he loved his work more than honours. He refused to become President of the Royal Society and also refused to be knighted.

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VIII. Переведите в письменной форме абзацы 1, 3, 4.

IX. Заполните пропуски соответствующей активной или пассивной формой глагола и переведите предложения на русский язык:

1. The unit of electricity "farad" (was named, named) after M. Faraday.
2. The first lightning rod (was invented, invented) by B. Franklin, the outstanding American scientist.
3. At Cambridge, Newton (was read, read) with great interest the writings of Galileo.

X. Переведите предложения на русский язык, обращая внимание на инфинитивные обороты:

1. Faraday is believed to be a great English physicist.
2. We consider Tsiolkovsky to be the father of astronautics.
3. Popov is known to be the inventor of radio in Russia.

4. The management wanted the auditor to review financial records and to report on the current state of the company's fiscal affairs.
5. Audits are expected to be performed at fixed intervals.

XI. Употребите глагол-сказуемое в будущем времени, используя эквиваленты модальных глаголов:

1. He must check the temperature three times a day.
2. In this figure you can see a diagram of temperature changes.
3. He may use a barometer to measure the atmospheric pressure.

XII. Заполните пропуски неопределенными местоимениями *some, any, no*:

1. The book contained _____ diagrams.
2. Are there _____ diagrams in the book?
3. We have _____ information on this problem.
4. Have the auditors identified _____ mistakes?
5. They didn't propose _____ solutions for these problems.

Вариант 3

I. Прочитайте текст и ответьте на следующие вопросы письменно:

1. What types of organized markets do you know?
2. What does spot market deal in?
3. Why do traders hedge?

ORGANIZED MARKETS

1. Organized markets are usually held in premises where business is transacted according to a prescribed set of rules.

2. Organized markets or produce exchanges have been established for cotton, wool, tea, coffee, wheat, rubber, timber, tin, copper and some other commodities. Thus there are such commodity exchanges as Sugar Exchange, Metal Exchange, Wheat Exchange and others.

3. There are two types of organized markets:
 - spot market
 - forward or futures market

4. Spot market deals in actuals, the actual physical product, for immediate delivery.

5. In forward or futures markets the commodity can be bought or sold for delivery at some time in the future. Forward prices can be higher or lower than the spot prices. In a forward or futures market traders take an option to buy or to sell the product in the future.

6. Traders know that prices can change, so they hedge by balancing their buying and selling of actuals and futures to protect themselves against loss.

Vocabulary:

premises	['premɪsɪz]	помещение, здание
to prescribe		предписывать
produce exchange	['prɒdʒʊs]	товарно-сырьевая биржа
rubber	[rʌbə]	каучук
timber	['tɪmbə]	лес
tin		олово
spot market	['mɑ:kɪt]	рынок торговых сделок по ценам спот (при которых уплата осуществляется немедленно)
forward market	['fɔ:wəd]	форвардный рынок
futures market	['fju:tʃəz]	фьючерсный рынок
actuals	['æktʃuəlz]	физические (наличные) товары
delivery	[dɪ 'lɪvərɪ]	поставка
trader		1) торговец, биржевый брокер 2) специалист по ценным бумагам
option	[ɒpʃn]	опцион, право выбора
to hedge	[hedʒ]	хеджировать, минимизировать ценовой риск
hedging		хеджирование
to protect	[prə 'tekt]	защищать, предохранять

protection

защита

II. Переведите в письменной форме абзацы 2, 5.

III. Переведите на английский язык:

хеджировать, товар, товарно-сырьевая биржа, наличные товары, опцион, официальный рынок, трейдер, фьючерсный рынок, форвардный рынок, рынок по ценам спот, защитить себя от убытков.

IV. Закончите предложения, выбрав соответствующий вариант окончания:

- | | |
|--|-------------------------------|
| 1. Organized markets function according to ... | a) spot market. |
| 2. Sometimes only members are admitted to the ... | b) forward market. |
| 3. In a ... traders take an option to buy or sell the product in the future. | c) a prescribed set of rules. |
| 4. ... deals in actuals, for immediate delivery. | d) market. |
| 5. Traders ... by balancing their buying and selling of actuals and futures. | e) hedge. |

V. Заполните пропуски соответствующей активной или пассивной формой глагола:

1. Organized markets (are held, hold) in premises, where business (is transacted, transacts) to a prescribed set of rules.
2. Spot market (deals, is dealt) in actuals.
3. The commodity (bought, was bought) at a low price.
4. Organized markets (include, are included) financial markets.
5. Only members (are admitted, admit) to the market.
6. We (will take, will be taken) an option to buy the product.

VI. Определите синтаксическую функцию инфинитива и переведите предложения на русский язык:

1. Our aim is *to protect* ourselves against loss.
2. Organized markets have been established *to transact* business to a prescribed set of rules.

3. They are going *to mint* some new coins.
4. *To know* how organized markets function is very important.
5. The commodity *to be delivered* at some time in the future can be bought or sold in forward markets.

VII. Прочитайте текст и ответьте на следующие вопросы:

1. How old was Lomonosov when he left his native village?
2. When was the first Russian University founded?

M.V. LOMONOSOV

1. M.V. Lomonosov was born in 1711 in the village of Denisovka near Arkhangelsk in the family of a fisherman. At the age of 17 he left his native village and made his way to Moscow. In Moscow he entered the Slavonic-Greek-Latin Academy. Lomonosov didn't finish his last grade, as he was sent with eleven other pupils to St. Petersburg to study at the Academy of Sciences.

2. Less than a year after he came to Petersburg Lomonosov was sent abroad to study metallurgy and mining. In 1741 Lomonosov returned to Russia and began to teach chemistry and physics at the Academy.

3. Lomonosov established the fundamental law of chemical change of substance which is called the Law of Conservation of Mass.

4. Lomonosov founded a new science that we call today physical chemistry. He also studied electrical phenomena in atmosphere of the Earth, the nature of light, and designed an improved telescope. Lomonosov considered nature to be in a state of constant change and development. Coal, oil, etc. were all formed as a result of evolution.

5. Lomonosov was a great scientist. His works in poetry had a great influence on Russian literature. Owing to his efforts, the first Russian University was founded in Moscow in 1775. This university bearing his name became the centre of knowledge and science in Russia.

VIII. Переведите в письменной форме абзацы 1, 4.

IX. Заполните пропуски соответствующей активной или пассивной формой глагола и переведите предложения на русский язык:

1. In 1745 Lomonosov (was appointed, appointed) a professor at the Academy of Sciences.
2. The first electric lamp (was invented, invented) in 1873 by A.N. Lodygin.
3. In 1911 Marie Curie (was received, received) the Nobel Prize in Chemistry.

X. Переведите предложения на русский язык, обращая внимание на инфинитивные обороты:

1. Lomonosov considered chemistry to be his “main profession”.
2. The air is known to be a mixture of gases.
3. Lomonosov is considered to be a great Russian scientist.
4. Traders made the prices change.
5. I want you to know more about organized markets.

XI. Употребите глагол-сказуемое в будущем времени, используя эквиваленты модальных глаголов:

1. They must solve a number of scientific problems.
2. She can do this work in time.
3. You may use this method in your research.

XII. Заполните пропуски неопределенными местоимениями *some, any, no*:

1. There were _____ other higher schools at that time in Russia.
2. Can you give me _____ magazines?
3. They carried out _____ experiments yesterday.
4. Did they buy _____ actuals yesterday?
5. They haven't transacted _____ business today.

Вариант 4

I. Прочитайте текст и ответьте на следующие вопросы письменно:

1. Do banker's services cover a wide range of activities today?
2. How often is money being paid into and out of the account?
3. What does savings account enable small savers to do?

VARIOUS SERVICES OF BANKS

1. Banker's services cover an enormous range of activities today. A full list would include:

2. **Current account services**

They are extended to anyone whom banks regard as reliable. A new depositor should be recommended by his employer or should present a reference. If this proves satisfactory the bank will accept a deposit from him which will be entered in his current account.

3. A cheque book will then be issued free of charge. Once the customer has received his cheque book he may use the cheques to order the banker to pay out sums of money from his current account. Money is being paid into and paid out of the account as often as the customer finds convenient.

4. **Deposit account services**

Companies and individuals can deposit cash resources that are not needed at present. They can withdraw the money either any day they need it or after a certain period in case of time deposits.

5. **Savings account services**

They enable small savers to put money away for particular purposes, for example for holidays.

6. **Other services:**

- foreign exchange transactions;
- granting loans;
- cash dispensers and automated teller machines;
- safe custody;
- economic information;
- banker's credit cards;
- and many others.

Vocabulary:

service	[sə:vɪs]	услуга, обслуживание
current account	[ˈkʌrənt əˈkaʊnt]	текущий счет
to extend		предоставлять
to regard	[rɪɡɑ:d]	считать, рассматривать
deposit		депозит, вклад
deposit account		депозитный счет

to prove satisfactory		оказываться
to enter		удовлетворительным
cheque	[tʃek]	вносить, записывать
charge	[tʃɑ:dʒ]	чек
to order	[ɔ:də]	цена, сбор
to pay in		дать указание
to pay out		вносить (деньги)
resources	[rɪˈsɔ:sɪz]	выплачивать, снимать (со счета)
to withdraw	[wɪðˈdrɔ:]	зд. денежные средства
savings account		изымать
saver		сберегательный счет
purpose	[ˈpʊr.pəs]	вкладчик
foreign exchange transaction		цель
bill		сделка с иностранной валютой
to grant	[gra:nt]	вексель
cash dispenser	[kæʃ]	предоставлять
safe custody	[ˈseɪf ˈkʌstədɪ]	автомат для выплаты наличных
		хранение банком ценностей клиента

II. Переведите в письменной форме абзацы 2, 3.

III. Переведите на английский язык:

текущий счет, вклад, вкладчик, депозитный счет, сберегательный счет, автомат для выдачи наличных денег, хранение ценностей клиента, бесплатно, предоставление ссуд.

IV. Закончите предложения, выбрав соответствующий вариант окончания:

- | | |
|--|--|
| 1. A new depositor must present ... | a) a reference.
b) particular purposes.
c) cash resources.
d) free of charge. |
| 2. A cheque book is issued ... | |
| 3. Savings account enables small savers to put | |
| money away for ... | |

4. Companies and individuals can deposit ... that are not needed at present. | e) reliable.
5. Current account services are extended to anyone whom banks regard as ...

V. Заполните пропуски соответствующей активной или пассивной формой глагола:

1. A new depositor must (be recommended, recommend) by his employer.
2. A deposit (will be entered, will enter) in his current account.
3. A cheque book (was issued, issued) free of charge.
4. Savers (are paid, pay) money in saving accounts for particular purposes.
5. Money (is paid, pay) out of the account as often as the customer wants.

VI. Определите синтаксическую функцию инфинитива и переведите предложения на русский язык:

1. *To put* away money for particular purposes is very wise.
2. A new depositor wanted *to open* a current account.
3. Our purpose is *to render* financial services to our customers.
4. Here is the money *to be paid* into my deposit account.
5. A customer may use his cheques *to order* the banker to pay out sums of money from his current account.

VII. Прочитайте текст и ответьте на следующие вопросы:

1. What did Mendeleev discover?
2. What fields of science do his works embrace?

DMITRY MENDELEEV

1. D.I. Mendeleev was born in 1834 at Tobolsk in the family of the director of the town gymnasium. He received his secondary education at Tobolsk and then entered the Petersburg Pedagogical Institute. After graduation he worked as a teacher for two years.

2. In 1859 he presented his thesis, received his master's degree and went abroad on a two-year scientific commission. Upon his return to Russia he was elected professor of the Petersburg University, where he carried on his scientific and pedagogical activity for 23 years.

3. In 1906 he issued a book under the title *Contribution to the Knowledge of Russia* which contained thoughts of the further development of Russian industry and economy. The greatest result of Mendeleev's creative effort was the discovery of the Periodic Table of Elements.

4. One of Mendeleev's prominent works is his book *Principles of Chemistry* in which inorganic chemistry was for the first time explained from the standpoint of the Periodic Law.

5. A great scientist, Mendeleev devoted his life and energies to the progress of his country. His works embrace various fields of science – chemistry, physics, physical chemistry, geophysics.

VIII. Переведите в письменной форме абзацы 1, 2, 4.

IX. Заполните пропуски соответствующей активной или пассивной формой глагола и переведите предложения на русский язык:

1. At first, the Periodic Law (was received, received) very coldly by other scientists.
2. In 1893 Mendeleev (was appointed, appointed) Director of the Bureau of Weights and Measures.
3. B. Franklin (was founded, founded) the first public library and the University of Pennsylvania.

X. Переведите предложения на русский язык, обращая внимание на инфинитивные обороты:

1. The year 1895 is considered to be the date of the invention of the radio.
2. We consider Mendeleev to be a great Russian scientist.
3. Manchester is known to be the centre of cotton industry.
4. The banker wanted a new customer to present a reference.

XI. Употребите глагол-сказуемое в будущем времени, используя эквиваленты модальных глаголов:

1. He must illustrate this law by several experiments.
2. They may carry out these experiments at the laboratory.
3. She can study chemistry at the university.

XII. Заполните пропуски неопределенными местоимениями *some, any, no*:

1. You must dissolve _____ salt in water.
2. Tsiolkovsky had _____ money to finance his experiments.
3. Did Tsiolkovsky make _____ experiments with the centrifuge?
4. A Business Plan contains _____ sections.
5. This Business Plan doesn't contain _____ description of the company's recruitment policy.

КОНТРОЛЬНОЕ ЗАДАНИЕ №4

Лексические темы	Грамматические темы
1. The Business Plan	1. Conditional Sentences (Условные предложения)
2. Russia	2. Sequence of Tenses (Согласование времен)
3. Company Finance	3. Gerund (Герундий)
4. The USA	
5. English Banks	
6. Canada	
7. Securities and Stock Exchanges	
8. Great Britain	

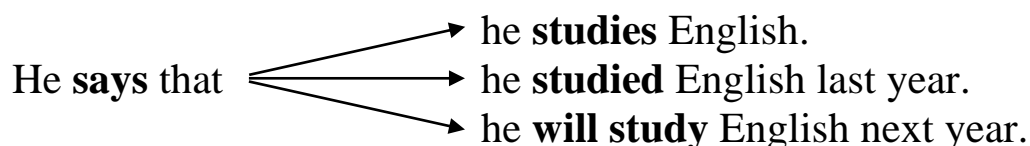
1. Conditional Sentences (Условные предложения)

Условное придаточное предложение	Главное предложение
1. If he <i>works</i> hard Если он <i>будет</i> много <i>работать</i> , (используется изъявительное наклонение)	he will enter the university он поступит в университет.
2. совпадает с Past Indefinite	should } + Infinitive (без to)

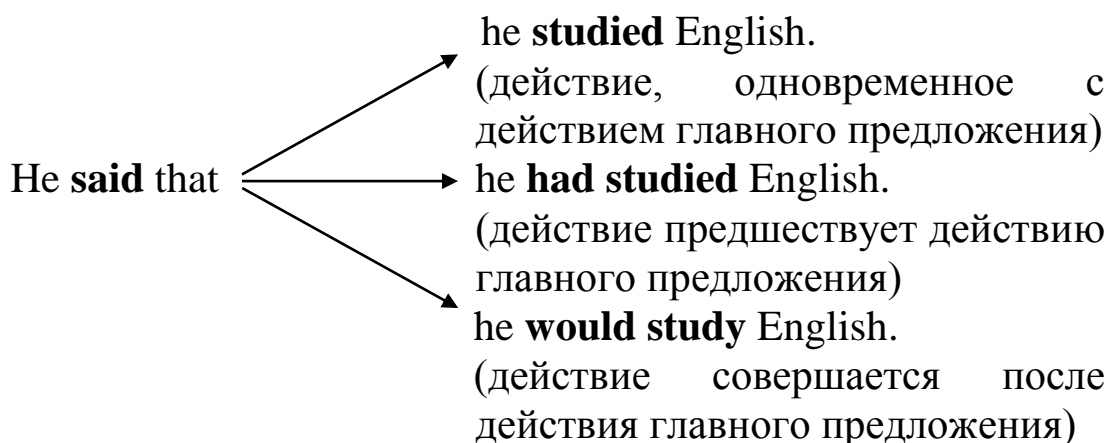
(глагол to be имеет форму were) If he <i>worked</i> hard Если бы он много <i>работал</i> ,	would he would enter the university next year. он бы поступил в университет в следующем году.
3. совпадает с Past Perfect If he <i>had worked</i> hard then Если <i>бы</i> он много <i>работал</i> (тогда),	would + Perfect Infinitive he would have entered the university. он поступил бы в университет.

2. Sequence of Tenses (Согласование времен)

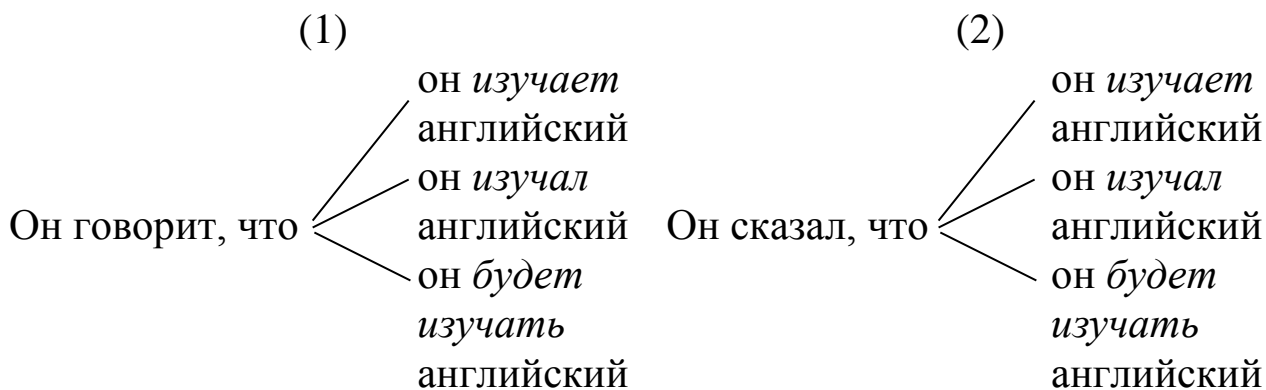
1. Если глагол-сказуемое главного предложения стоит в настоящем времени, то глагол-сказуемое придаточного предложения может стоять в любом, требуемом по смыслу времени:



2. Если же сказуемое главного предложения стоит в Past Indefinite, то сказуемое дополнительного придаточного предложения должно стоять в одном из прошедших времен:



В русском языке согласования времен нет. Сравните перевод предложений в (1) и (2):



3. Gerund (Герундий)

Образование: основа глагола + -ing – reading

Функция	Пример	Перевод
1. Подлежащее	Reading is useful.	<i>Чтение (читать) полезно.</i>
2. Именная часть составного сказуемого	His hobby is reading .	Его любимое занятие (хобби) – <i>чтение</i> .
3. а) Прямое дополнение б) Предложное дополнение	He likes reading . He knows of my reading English books.	Он любит <i>читать (чтение)</i> . Он знает о том, что я <i>читаю</i> английские книги.
4. Определение	There are many ways of translating this sentence.	Существует много способов <i>перевода</i> этого предложения.
5. обстоятельство	He can translate this text <i>without</i> using a dictionary.	Он может перевести этот текст, <i>не пользуясь</i> словарем.

Вариант 1

I. Прочитайте текст и ответьте на следующие вопросы письменно:

1. Is the Business Plan a very important document?
2. What does a Business Plan usually start with?
3. What does a section of management contain?

THE BUSINESS PLAN

1. The Business Plan is probably the most important document that any company can have. All large companies have a Business Plan which is updated each year but very few small companies have one.

2. Without a Business Plan it is very difficult to succeed in business. These days it is almost impossible to obtain any form of financial assistance from a bank without a fully worked out Business Plan.

3. Usually a Business Plan starts with an executive summary which gives the main points and conclusions of the plan.

4. Then a description of the company usually comes. It says how the company began, what it is called and what it is to do in business.

5. Then comes a section of management. This section contains details of the names, ages, experience and qualifications of the management. It is also usual to say why the managers want to work in the company and how they see its future.

6. Many business Plans also contain a section of products and pricing. This section describes the products and services which the company offers. It lists each product or service and says why the company is producing or offering it, what market it is designed to reach and how those products have been priced.

Vocabulary:

to update	['ʌp 'deɪt]	модернизировать
to succeed in	[sək 'si:d]	преуспеть в чем-либо
assistance	[ə 'sɪstəns]	помощь, содействие
worked-out	['wə:kt 'aʊt]	разработанный
summary	['sʌməri]	краткое изложение
conclusion	[kən 'klu:ʒən]	вывод, заключение
description	[dɪs 'krɪpʃən]	описание
to contain	[kən 'teɪn]	содержать
experience	[ɪks 'pɪəriəns]	опыт
section	['sekʃən]	раздел
price	[praɪs]	цена
pricing	[praɪsɪŋ]	ценообразование
service	['sɜ:vɪs]	услуга

to offer	[ˈɔfə]	предлагать
to be designed to do smth	[dɪˈzaɪn]	предназначенный для того, чтобы
to reach	[ri:tʃ]	достигать

II. Переведите в письменной форме абзацы 1, 2, 6.

III. Закончите предложения, выбрав соответствующий вариант окончания:

- | | |
|---|---|
| 1. The Business Plan is ... | a) how the company began, what it is called and what it is to do in business. |
| 2. Usually a Business Plan starts with ... | b) an executive summary. |
| 3. An executive summary gives ... | c) details of the names, ages and qualifications of the managers. |
| 4. A description of the company says ... | d) a very important document. |
| 5. A section of the management contains ... | e) the main points and conclusions of the plan. |
| 6. A section of products and prices describes ... | f) the products and services which the company offers. |

IV. Вставьте в предложения следующие слова по смыслу:

summary, Business Plan, description, products, pricing, management

1. Without a ... , it is very difficult to succeed in business.
2. Usually a ... starts with an executive
3. Then a ... of the company usually comes.
4. The section of ... contains details of the names, ages, experience and qualifications of the
5. The section of products and ... says how those product have been priced and how the prices may change in future.

V. Найдите герундий, определите его синтаксическую функцию и переведите предложения на русский язык:

1. Having a Business Plan is important.
2. There are many ways of getting financial assistance from a bank.

3. It is difficult to succeed without having a Business Plan.
4. Avoid using unknown words in your speech.
5. His task is presenting the management.

VI. Выберите требуемую по смыслу форму глагола и переведите предложения на русский язык:

1. If they (had, had had) a Business Plan then they would have obtained finance from a bank.
2. If I were you I (will start, would start) with a summary.
3. If the prices (increase, will increase) you will have to get a loan.

VII. Выберите требуемую по смыслу форму глагола и переведите предложения на русский язык:

1. He explained why he (wants, wanted) to work in our company.
2. He said how he (sees, saw) the future of the Bank.
3. The students asked me how my company (began, had begun) and what it (is, was) called.
4. She told me that their company (will become, would become) the largest manufacturer of plastics in the UK over the next few years.
5. I wondered if they (have, had) a Business Plan.

VIII. Прочтите и устно переведите текст. Выполните задания, которые следуют за ним:

RUSSIA

1. Russia is one of the largest countries in the world. It occupies an area of 17 million square kilometers. Russia is washed by three oceans and twelve seas and borders on fourteen countries.

2. The population of the country is about 150 million people. Russia is a constitutional republic with President as Head of State. It is one of the leading powers in the world.

3. The climate of the country varies greatly. The coldest regions are situated in the North and the climate here is arctic. The climate of the central part is continental and in the South it is subtropical.

4. If you look at the map of Russia you will see the highest mountains in the Caucasus and the Altai, the Urals, separating Europe

from Asia, many rivers and large lakes. The longest rivers are the Volga in Europe and the Lena in Asia. Lake Baikal is the deepest lake in the world and it has the purest water on earth.

5. Russia is a highly developed industrial country. Russia is very rich in natural resources such as oil, coal, gas, gold, diamonds and others. It has the largest oil and gas resources, concentrated in Siberia and Far East. It produces cars, machinery, chemicals, textile and many other items.

6. In 1957 our country successfully launched the world's first satellite. The first manned spaceship "Vostok" piloted by Yuri Gagarin, the citizen of Russia, was launched on April 12, 1961. It opened a new era in the history of mankind.

a) Найдите герундий и переведите предложения на русский язык:

1. Flying from Moscow to Magadan takes eight hours.
2. I am proud of being a citizen of Russia.
3. I enjoyed travelling through Russia last summer.

b) Измените предложения по образцу:

Образец: If I have time I will go to the Tretyakov Gallery.

If I had time I would go to the Tretyakov Gallery.

If I had had time I would have gone to the Tretyakov Gallery.

1. If you study hard you will enter Moscow University.
2. If he stays in Moscow a little longer he will visit many places of interest.

c) Вставьте предлоги по смыслу:

1. Russia is washed ... three oceans and twelve seas.
2. The first manned spaceship piloted ... the citizen ... Russia Yuri Gagarin was launched ... April 12, 1961.
3. Russia is very rich ... natural resources.
4. Russia is a constitutional republic ... President ... Head of State.
5. The coldest regions are situated ... the North.
6. Lake Baikal has the purest water ... earth.

d) Переведите на английский язык:

1. Норвегия (Norway) расположена на севере Европы.
2. Она занимает площадь 324 тыс. кв. км.
3. Население Норвегии составляет свыше 4 млн. человек.
4. Норвегия граничит с Финляндией, Швецией и Украиной и омывается двумя морями.
5. Климат страны мягкий на западе, но на востоке зима бывает холодной.
6. Норвегия богата такими полезными ископаемыми, как нефть, медь, железо и никель.

Вариант 2

I. Прочитайте текст и ответьте на следующие вопросы письменно:

1. What does the cost of shares depend on?
2. When do companies issue new shares?

COMPANY FINANCE

1. A company's share capital is often referred to as equity capital. Part of the company's profit is paid to shareholders as a dividend according to the number of shares they own. If shareholders sell their shares they get more or less than the face value. It depends on the fact if the company is doing well or badly.

2. If the company needs to raise more capital for expansion it might issue new shares. Often it gives existing shareholders the right to buy these new shares at a low price. This is called rights issue.

3. If the company wants to turn some of its profit into capital or capitalize some of its profit it can issue new shares at no cost to the existing shareholders. This issue is called bonus or capitalization issue. Companies often issue such shares instead of paying dividends to the shareholders.

4. A business must be supplied with finance at the moment it requires it. If there is a regular inflow of receipts from sales and a regular outflow of payments for the expenses of operation there are no serious problems. But in many cases a considerable time must elapse between expenditure and the receipt of income. It is the purpose of financial

institutions to assist in the financing of business during this interval. Business companies turn to the capital market and the commercial banks to find financial assistance.

Vocabulary:

capital		капитал
share capital		акционерный капитал
<i>syn.</i> equity capital, joint stock capital. Stock	[' ekwɪtɪ]	
according to	[ə ' kɔ:diŋ]	согласно (чему), в соответствии с (чем-либо)
face value	[' væljʊ:]	нарицательная стоимость
to raise	[reɪz]	собирать, занимать (деньги)
right	[raɪt]	право
rights issue	[' raɪzjʊ:]	выпуск акций для размещения среди существующих акционеров
to turn to	[tɜ:n]	обращаться, поворачиваться
to turn into... to capitalize capitalization	[' kæpɪtə ' laɪz]	превращать (ся) в... капитализировать капитализация
inflow	[' ɪnfləʊ]	приток
<i>ant.</i> outflow	[' aʊtfləʊ]	отлив, отток
to elapse	[ɪ ' læps]	проходить (о времени)
elapse		промежуток (времени)

II. Переведите в письменной форме абзацы 2, 3, 4.

III. Переведите на английский язык:

акционерный капитал, акционер, выпуск акций, номинальная стоимость акций, приток поступлений, расходы, получение доходов, отток платежей.

IV. Вставьте в предложения следующие слова по смыслу:

dividend, equity capital, shareholders, profit, shares

1. A company's share capital is often referred to as
2. Part of the company's profit is paid to ... as a
3. If the company needs to raise more capital for expansion it might issue new
4. It can issue new shares at no cost to the existing
5. The company may turn some of its ... into capital.
6. Companies often issue shares at no cost instead of paying dividends to the

V. Найдите герундий, определите его синтаксическую функцию и переведите предложения на русский язык:

1. There are many ways of financing this business.
2. Visiting different banks is always very interesting.
3. Companies issue such shares instead of paying dividends to the shareholders.
4. After thinking it over they decided to issue new shares.
5. His task is measuring the company's performance.

VI. Выберите требуемую по смыслу форму глагола и переведите предложения на русский язык:

1. If the company (needs, will need) more capital for expansion it will issue new shares.
2. If there were a regular inflow of receipts from sales there (would be, will be) no serious problems.
3. If the company (had done, did) well at that time we would have got more than face value.

VII. Выберите требуемую по смыслу форму глагола и переведите предложения на русский язык:

1. I didn't know when the audit (would begin, will begin).
 2. The production manager was asked how the company (intend, intended) to maximize profit.
 3. He said that he (insured, had insured) his property two years before.
 4. The students asked me how the company's profit (is, was) paid to shareholders.
 5. I wondered if they (are, were) going to buy new shares at a low price.
- VIII. Прочтите и устно переведите текст. Выполните задания, которые следуют за ним:

THE USA

1. The United States of America lies in the central part of the North American Continent. It is washed by the Atlantic Ocean in the East and by the Pacific Ocean in the West. In the North the USA borders on Canada and in the South it borders on Mexico.

2. The USA covers an area of about 3,000,000 square miles. The population of the country is 250 million people.

3. The climate of the country is varied. One can find high mountains and prairies, tropical heat and arctic cold, valleys and deserts because the country occupies nearly half of the continent. The USA is rich in mineral resources.

4. The USA is a highly developed industrial country. The main branches of industry are electronic, electrical, metallurgical, textile, chemical and many others. The largest cities of the USA are New York, Los Angeles, Chicago and others.

5. The USA is a federation of 50 states which was established by the Constitution in 1787. Each state has its own government and its own capital city. The Federal Government is headed by the President and the Congress, consisting of Senate and the House of Representatives.

a) Найдите герундий и переведите предложения на русский язык:

1. Fishing and fishing canning are important industries along the Pacific Ocean beach.
2. The Congress is responsible for making laws.

3. My illness prevented me from attending last night's concert at Lincoln Centre.

b) Измените предложения по образцу:

Образец: If he comes, we'll discuss it.

If he came, we would discuss it.

If he had come, we would have discussed it.

1. If you go to America, you will see a lot of monuments and museums.
2. If he stays in New York a little longer, he will visit many interesting places.

c) Вставьте предлоги по смыслу:

1. The Federal Government is headed ... the President.
2. The United States ... America lies ... the central part ... the North American Continent.
3. It is washed ... the Pacific Ocean ... the West.
4. The USA borders ... Canada ... the North.
5. The USA covers an area ... about 3,000,000 square miles.
6. The country is rich ... mineral resources.

d) Переведите на английский язык:

1. Нидерланды (the Netherlands) находятся в северо-западной Европе.
2. Страна занимает площадь более 41,000 кв. км.
3. Нидерланды граничат с Германией на востоке и с Бельгией на юге.
4. Страна омывается Северным морем (the North Sea) на западе.
5. Население страны – более 14 млн. человек.
6. Нидерланды не очень богаты полезными ископаемыми.
7. Это высокоразвитое промышленное государство.

Обратите внимание! The Netherlands согласуется с глаголом в единственном числе.

Вариант 3

I. Прочитайте текст и ответьте на следующие вопросы письменно:

1. What is the British banking system headed by?
2. What services do commercial banks render to the public?
3. Do merchant banks deal only with special customers?

ENGLISH BANKS

1. Today the British banking is a complicated tripartite system like a three-layer cake. The system is headed by the Bank of England.

2. The Bank of England is a central bank or a national bank. It controls the British banking system, issues banknotes and mints coins. It lends and borrows money for the government, manages the national debt and is in the control of the nation's gold reserve.

3. The other two layers are:

- the commercial or joint stock clearing banks;
- specialized banking institutions such as the discount houses and merchant banks.

4. The commercial or joint-stock banks deal with the general public. The four large English commercial banks are known as The Big Four. Commercial banks render various services to companies and individuals. They receive the deposits of money from their customers, collect and transfer money against deposit and current accounts, provide overdrafts and lend loans to their customers. They also exchange money and issue various banker's cards.

5. Merchant banks and discount houses deal only with special customers providing funds for special purposes. They accept commercial bills of exchange and offer a lot of financial services. They provide advisory services about new issues of securities, mergers, take-overs and reorganizations. They also arrange financing for their customers and provide fund-management services.

Vocabulary:

complicated	[ˈkɒmplɪkətɪd]	сложный, запутанный
tripartite	[ˌtraɪˈpa:tɪt]	тройственный, трехсторонний

layer	[ˈleɪə]	слой, пласт
to lend		ссужать, давать займы
to borrow	[ˈbɒrəʊ]	занимать, брать займы
national debt	[ˈnæʃənl det]	государственный долг
gold reserve	[rɪˈsɜ:v]	золотой запас
joint stock	[ˈdʒɔɪnt]	акционерный
clearing bank		клиринговый банк
discount house	[dɪsˈkaʊnt]	учетный дом
merchant	[ˈmɜ:tʃənt]	торговый, коммерческий
to deal with	[dɪ:l]	иметь дело с
to render		оказывать, предоставлять
deposit account	[əˈkaʊnt]	депозитный счет
current account	[ˈkʌrənt]	текущий счет
overdraft		овердрафт, превышение кредитного лимита
loan	[ləʊn]	ссуда
to issue	[ˈɪʃu:]	выпускать, издавать
securities	[sɪˈkjʊərɪtiz]	ценные бумаги
merger	[mɜ:dʒə]	слияние
take-over		поглощение
customer	[ˈkʌstəmə]	клиент

II. Переведите в письменной форме абзацы 2, 5.

III. Закончите предложения, выбрав соответствующий вариант окончания:

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. The Bank of England is ... 2. The British banking system is headed ... 3. The Bank of England manages ... 4. The commercial or joint stock banks deal with ... 5. The four large English commercial banks are known as ... 6. Merchant banks deal only with ... | <ol style="list-style-type: none"> a) by the Bank of England. b) the general public. c) a central bank. d) the Big Four. e) special customers. f) the national debt. |
|---|--|

IV. Вставьте в предложения следующие слова и словосочетания по смыслу:

banknotes, coins, in the control of, money, various services, deposit and current accounts, customers, financing

1. Commercial banks render ... to companies and individuals.
2. They collect and transfer money against ... and lend loans to their ...
3. The Bank of England issues ... and mint
4. Merchant banks arrange ... for their customers.
5. The Bank of England lends and borrows ... for the government and is ... the nation's gold reserve.

V. Найдите герундий, определите его синтаксическую функцию и переведите предложения на русский язык:

1. Lending a loan to an unknown customer is risky.
2. There are two ways of borrowing money from the bank-getting a loan or using an overdraft.
3. Their aim is rendering financial services to companies and individuals.
4. On hearing the news he drew money from his deposit account.
5. Avoid dealing with this merchant bank. They've got a bad reputation.

VI. Выберите требуемую по смыслу форму глагола и переведите предложения на русский язык:

1. If the manager (will permit, permits) an overdraft on your current account he will set a limit on the size of the overdraft.
2. If I got a loan I (will buy, would buy) a new house for my family.
3. If I (had received, received) the needed information then I wouldn't have bought those securities.
4. If the bank had provided overdrafts at that time, I (would not have asked, would not ask) for a loan.

VII. Выберите требуемую по смыслу форму глагола и переведите предложения на русский язык:

1. The customer asked the cashier if he (could, can) exchange money in the bank.
2. I wondered if they (will, would) publish an economic review the following month.
3. They wanted to know in what way the money (will, would) be lent to them.
4. The teacher explained his students that discount houses (dealt, deal) only with special customers.
5. He told us that the Bank of England (had issued, issued) that banknote two years before.

VIII. Прочтите и устно переведите текст. Выполните задания, которые следуют за ним:

CANADA

1. Canada occupies a great part of the North American Continent. The area is about 9 million square kilometers and it is the second largest country in the world. It is washed by three oceans and borders on the United States in the south.

2. Most of Northern Canada has subarctic and arctic climate. Long cold winters last 8-11 months and summers are very short. But in the South the climate is temperate.

3. There are many lakes in Canada. The biggest of them are the Great Lakes which are on the US-Canada border. Niagara Falls attract a lot of tourists from all over the world.

4. Canada is a highly developed industrial and agricultural country. It is a world leader in the production of nickel, asbestos and other minerals. Canada has an ideal climate for growing wheat and barley. It is among the world's leading wheat producers and is second in the export of wheat.

5. The population of Canada is 24 million people. English and French are the official languages of Canada and have equal status and equal rights. Canada is a federation of ten provinces and two northern territories.

6. Ottawa is the capital of Canada with the population of 800,000 people.

a) Найдите герундий и переведите предложения на русский язык:

1. Visiting Niagara Falls made a great impression on us.
2. We heard of his planning a travel to Canada.
3. Many farmers in Canada are engaged in growing wheat.

b) Измените предложения по образцу:

Образец: If the weather is fine we will go to Niagara Falls.

If the weather were fine we would go to Niagara Falls.

If the weather had been fine yesterday, we would have gone to Niagara Falls.

1. If I go to Canada I will visit its numerous National Parks.
2. If you stay in Ottawa for several days, you will see many places of interest.

c) Вставьте предлоги по смыслу:

1. Canada occupies a great part ... the North American Continent.
2. It is the second largest country ... the world.
3. But ... the South the climate is temperate.
4. Niagara Falls attract tourist ... all over the world.
5. It is a world leader ... the production ... nickel.
6. Canada has an ideal climate ... growing wheat.
7. It is ... the world leading producers ... wheat and is second ... the export of wheat.

d) Переведите на английский язык:

1. США занимает южную часть североамериканского континента.
2. Ее площадь составляет свыше 9,8 млн. кв. км.
3. На севере страна граничит с Канадой, и на юге она граничит с Мексикой (Mexico).
4. Население страны более 237,2 млн. человек.
5. Климат страны разнообразный.
6. Здесь много рек и озер.
7. США – высокоразвитая промышленная страна.
8. Это ведущее капиталистическое государство.

Вариант 4

I. Прочитайте текст и ответьте на следующие вопросы письменно:

1. Can an investor approach a jobber directly?
2. Why does the jobber usually quote both the selling and the buying price for the securities?
3. What does the existence of the stock exchange mean?

SECURITIES AND STOCK EXCHANGES

1. Shares, stock and bonds form securities.

2. Securities issued by the British Government are called gilts or gilt-edged securities. This can also mean any high quality security without financial risk. Another way of describing these high quality securities is blue chips.

3. Securities of all kinds are traded at the Stock Exchange. Only Stock Exchange members are admitted to transact business at the Stock Exchange. There are two kinds of people dealing on the Stock Exchange Market. They are brokers and jobbers.

4. An investor who wishes to buy or sell securities must act through a broker. After the broker receives instruction from the investor or his client he approaches a jobber. Each jobber deals in a particular group of securities. The jobber asks the broker his price. The jobber usually does not know if the broker wishes to buy or sell and he quotes two prices:

- his buying price, or the bid;
- his selling price, or the offer.

5. The difference of the two prices is the jobber's turn.

6. The existence of the stock exchange means that it is generally possible to buy or sell securities at any time at the market price.

7. The speculator on the stock exchange who buys securities in expectation of a rise in their prices is a bull.

8. The speculator wishing to sell securities in anticipation of a fall in their prices is a bear.

Vocabulary:

stock exchange

[ɪks 'tʃeɪndʒ]

фондовая биржа

gilts	[gɪlts]	золотообрезные ценные бумаги, правительственные облигации и ценные бумаги с государственной гарантией
<i>syn. gilt-edged securities</i>		
blue chip		первоклассная ценная бумага
to admit	[əd' mɪt]	разрешать, допускать
to transact	[træn' zækt]	вести (дела), заключать (сделки)
particular	[pə' tɪkjʊlə]	определенный, специфический
bid		зд. цена покупки
offer		зд. цена продажи
jobber's turn	['dʒɔbəz' tɜ:n]	прибыль джоббера
existence	[ɪg' zɪstəns]	существование
speculator	[,spekju' leɪtə]	спекулянт (бирж.)
expectation		ожидание, надежда
bull	[bul]	бык (бирж.)
anticipation		предвидение, ожидание
bear	[beə]	медведь (бирж.)

II. Переведите в письменной форме абзацы 2, 4.

III. Вставьте в предложения следующие слова по смыслу:

Stock exchanges, securities, brokers, jobbers, gilts, chips

1. Shares, stocks and bonds form
2. ... issued by the British Government are called
3. Another way of describing high quality ... is blue
4. ... of all kinds are traded at the
5. There are two kinds of people dealing on the Stock Exchange Market, they are ... and

6. Investors who wish to buy or sell securities must act through

IV. Вставьте предлоги и составьте с этими выражениями короткие предложения на основе текста:

1. to transact business ... the stock Exchange
2. to deal ... the stock Exchange Market
3. to buy and sell securities ... any time ... the market price
4. to buy securities ... expectation ... a rise ... their price
5. to sell securities ... anticipation ... a fall ... their price
6. to act ... a broker

V. Найдите герундий, определите его синтаксическую функцию и переведите предложения на русский язык:

1. Buying shares of an unknown company is risky.
2. On hearing the news they began to sell their shares.
3. We were against buying those bonds.
4. There are two ways of describing these high quality securities.
5. Their task is providing round-the clock operation of the stock exchange market.

VI. Выберите требуемую по смыслу форму глагола и переведите предложения на русский язык:

1. When the jobber (will ask, asks) the broker his price, he will quote two prices: the bid and the offer.
2. If you were a member of the Stock Exchange you (will be, would be) admitted to transact business here.
3. If you (bought, had bought) blue chips then, you would have had no financial risk.

VII. Выберите требуемую по смыслу форму глагола и переведите предложения на русский язык:

1. I didn't know that only Stock Exchange members (were, are) admitted to transact business at the Stock Exchange.
2. The jobber asked the broker if he (would, will) buy or sell securities.
3. He said that he (had bought, bought) some gilts two years before.

4. The students asked me where the biggest stock exchanges in the world (are, were).
5. He explained me that they (will, would) act through a broker.

VIII. Прочтите и устно переведите текст. Выполните задания, которые следуют за ним:

GREAT BRITAIN

1. Great Britain is situated on the British Isles. The total area of the United Kingdom is 244,000 sq. kms. It has a population of 56 million. The United Kingdom consists of England, Wales, Scotland and Northern Ireland. It lies of the north-west coast of Europe and is washed by the Atlantic Ocean on the west, the North Sea on the east and the English Channel on the south.

2. The country is known for its typically maritime climate with rains, strong winds and fogs. The rivers are not very long, but due to heavy rainfalls, they are very deep. The Severn is the longest river in Great Britain. The seas washing the British Isles are very rich in fish, especially the North Sea. There are huge deposits of coal, iron ore, copper, lead, zink, tin and other minerals.

3. Great Britain has a well-developed industry: ship-building, mining, machinery, radio-engineering, electronics and many others. The industrial production is exported to other countries. The import consists of agricultural products: meat, butter, grain, tea, sugar, fruit, tobacco, etc.

4. The political system of Great Britain is parliamentary monarchy. The Queen reigns but does not rule. The Parliament consists of two Houses: the House of Lords and the House of Commons. There are some political parties: Conservative, Labour, Liberal and Communist. The leader of the ruling party becomes Prime Minister.

a) Найдите герундий и переведите предложения на русский язык:

1. We did not know of their going to Great Britain.
2. My friend was proud of being a student of Oxford University.
3. After graduating from university he got an interesting job in Glasgow.

b) Измените предложения по образцу:

Образец: If I have time I will go to the British Museum.
If I had time I would go to the British Museum.
If I had had time I would have gone to the British Museum.

1. If he has money he will go to Great Britain.
2. If I go to London, I will visit Trafalgar Square.

с) Вставьте предлоги по смыслу:

1. Great Britain is situated ... the British Isles.
2. It is washed ... the Atlantic Ocean and the North Sea.
3. The seas are very rich ... fish.
4. The country is known ... its typically maritime climate.
5. The industrial production is exported ... other countries.
6. The import consists ... agricultural products.

d) Переведите на английский язык:

1. Азербайджан (Azerbaijan) расположен на юге Европы.
2. Его площадь более 86 тыс. кв. км.
3. Столица страны Баку (Baku).
4. На юге Азербайджан граничит с (borders on) Ираном, Турцией и Арменией, на западе с Грузией, и на востоке он омывается Каспийским морем.
5. Страна богата полезными ископаемыми: нефтью, железной рудой и др.
6. Климат в Азербайджане сухой и жаркий летом, сухой и прохладный зимой.

BUSINESS ENGLISH

Для того чтобы выполнить контрольную работу №5 по дисциплине «Business English», тщательно изучите информацию о том, как пишутся деловые письма:

Как пишутся деловые письма / Business Letter Writing

Письменная форма коммуникации в коммерческой практике включает в себя обмен письмами, телеграммами, сообщениями, телексами, документами и т.д. Несмотря на использование таких современных средств коммуникации, как телефон, телеграф, телефакс, телекс, обмен письмами между деловыми партнерами не прекращается и в наше время, являясь важной частью бизнеса. Более того, устные или телефонные волеизъявления и соглашения в большинстве случаев требуют письменного подтверждения, что служит официальным документом, юридическим доказательством для участников заключения сделки. Поэтому письма должны быть написаны с особой тщательностью. Вот несколько рекомендаций, которые необходимо учитывать при написании деловых писем:

1. Деловые письма пишутся на фирменных бланках.

2. На бланке письма указываются название фирмы, ее адрес, номер телефона, телекса, телефакса, почтовый адрес, название фирмы и номер налога на добавленную стоимость (V.A.T. number), а во многих случаях имя и фамилия директора / директоров фирмы. В последнее время принято печатать на бланке эмблему или товарный знак / фабричную марку фирмы.

3. Помните, что реакцию партнера при непосредственном устном общении или во время телефонных разговоров можно увидеть или услышать тотчас же, в то время как реакция на письмо неизвестна до тех пор, пока не будет получен ответ.

4. Если Вы написали письмо, прочитайте его внимательно. При этом обратите особое внимание на то, написали ли Вы в письме все то, что хотели сообщить, и достаточно ли грамотно Вы изложили все это.

5. Прочитайте свое письмо еще раз, но уже с точки зрения получателя / адресата, чтобы предугадать, какое впечатление произведет Ваше письмо на Вашего делового партнера.

6. При написании письма обращайтесь внимание на лексические и грамматические особенности английского языка, на англоязычную специфику делового письма.

7. Помните, что целью делового письма является заинтересовать читателя в сотрудничестве с Вашей фирмой, поэтому начинайте свое письмо с предложений, содержащих введение в предмет речи без отступлений и излишних форм вежливости.

8. Последующие строчки письма должны содержать всю необходимую информацию о предмете речи (то, что пишущий желает сообщить читающему), а также аргументацию автора письма в ненавязчивой, некатегоричной, планомерной форме, чтобы оказать на адресата желаемое воздействие. Поэтому коммерческая корреспонденция должна быть точной, простой, достаточно вежливой, краткой, отчетливой и ясной.

9. Заключительная часть письма должна быть краткой и содержать указание на то, что точка зрения читателя учитывается автором письма. Это касается в первую очередь тех деловых писем, когда торгующая фирма (продавец, торговец) пишет письмо фирме, закупающей ее продукцию (покупателю).

10. Избегайте повторений.

11. Подготовьте заранее необходимый список слов и выражений, характерных для делового письма, стереотипные выражения для начала и конца письма.

12. Используйте в переписке с деловым партнером типовые письма.

13. При написании письма соблюдайте внешнюю форму делового письма и порядок расположения его составных частей.

14. Прежде чем приступить к составлению письма, ознакомьтесь сначала с основными типами оригинальных деловых писем Англии и США и по их образцу напишите свое письмо, так как коммерческая корреспонденция, в сущности, стандартна и интернациональна, за исключением языковых и некоторых формальных различий.

Внешняя форма делового письма / The Letter Heading and the Layout

Деловое письмо, как правило, состоит из следующих частей:

- шапки (The heading),
- ссылки (The reference),
- даты (The date),
- адрес получателя (The inside address),
- обращения / формы приветствия (The salutation),
- заключительной формулы вежливости / формулы прощания (The complimentary close),
- подписи (The signature).

1. **Шапка письма (The Heading)** содержит: название фирмы – отправителя (the company's name), ее адрес (the company's address), номера телефонов, телекса, факса, телефонный код (its telephone numbers, telex code, telegraphic address), наименование отрасли, в которой работает данная фирма (the type of business it is engaged in), номера налога на добавочную стоимость (V.A.T. – Value Added Tax), имена и фамилии директоров (the name of the directors), а также фирменный или товарный знак (an emblem or trademark).

Образцы шапки писем английских компаний и товариществ / An Example of a Heading that Might Be Used by a British Company and by Partnerships:

T.M. Brown & Co. Ltd. Import and Export	843 Queen Street London, E04 8YH
Directors: R.S. Hornby, I.C. Wells	Telephone: 5393420
Quirk, Smith & Webb SOLICITORS	Telephone: 2773888
<hr/>	
F.W.King D.N.Cree	373 HIGH HOLBORN LONDON WHICH & BA

Примечание: Компания с ограниченной ответственностью (limited company) обычно обозначается словом “Limited” или чаще аббревиатурой “Ltd.”, которые печатаются после названия фирмы. Если наименование фирмы не указывает на отрасль бизнеса, в которой работает фирма, то об этом сообщается специально.

2. **Ссылки (The references)** помещаются на том же уровне, что и дата, но слева и содержат инициалы лиц, подписывающих письмо и печатающих его (инициалы машинисток).

3. **Дата (The Date)** печатается справа. Наиболее распространенной и простой формой написания даты является: **17 April 2014.**

Варианты: 1) April 17 2014 (вариант написания даты в деловых письмах США)

2) 17th April 2014

3) April 17th 2014

4. Адрес получателя (**The Inside Address**) пишется слева у поля письма. При этом печатание имен, фамилий и адреса по диагонали в современных деловых письмах встречается крайне редко. Messrs. (сокращенная форма французского слова Messieurs) / «господа» употребляется, если письмо адресуется товариществу (a partnership):

Messrs. Thorns and Strong 260 Oxford Street London W 1 7TM
--

Однако формула обращения Messrs не употребляется:

1) перед названием компании / общества с ограниченной ответственностью;

2) перед названием фирмы с указанием на отрасль бизнеса, в которой занята данная фирма, но без указания фамилии владельца фирмы. В адресе всегда сначала указывается номер улицы, а затем название улицы, а в отношении больших городов Соединенного Королевства указание графства не обязательно. Однако если письмо адресовано фирме, которая находится в небольшом городе, то указание графства в почтовом адресе обязательно. Это дает возможность избежать недоразумений, так как в Великобритании, например, имеется два города Ричмонда (один – в графстве Суррей, а другой – в графстве Йоркшир) и несколько Ньюпортов.

5. **Обращение (The Salutation)** печатается слева под адресом обычно с интервалом в две строки. Стандартным обращением в деловых письмах Великобритании к компаниям является **Dear Sirs**.

Довольно часто после обращения ставится запятая. Обращение **Gentlemen** наиболее употребительно в деловых письмах США.

При обращении к отдельному лицу без указания фамилии используется формула *Dear Sir* / *Уважаемый господин!* Если известно, что получателем письма является женщина, тогда прибегают к формуле обращения *Dear Madam* / *Уважаемая госпожа!*

Если в деловом письме к отдельному лицу обращаются по имени, тогда рекомендуется употреблять следующие обращения с указанием фамилии и адреса:

Dear Mr Green / Уважаемый господин Грин!

Dear Mrs Smith / Уважаемая госпожа Смит! (по отношению к замужней женщине)

Dear Miss Brown / Уважаемая мисс Браун! (по отношению к девушке или незамужней женщине)

Dear Ms Jones / Уважаемая госпожа Джоунс! (по отношению к замужней или незамужней женщине)

Следует отметить, что в последнее время форма обращения Ms, которая сначала употреблялась только в США, получила довольно широкое распространение и в деловой корреспонденции Великобритании.

6. Заключительная формула вежливости (The Complimentary Close) помещается слева над наименованием фирмы, посылающей письмо. Под заключительной формулой вежливости оставляется место для подписи. При этом заключительная формула вежливости варьируется в зависимости от формы обращения. Так, если в деловом письме содержится обращение *Dear Sirs* или *Dear Sir*, то соответствующей заключительной формулой вежливости будет *Yours faithfully* или реже *Yours truly*.

Если в письмах используется обращение с указанием фамилии, например: *Dear Mr White*, *Dear Miss Blue* и т.д., то им должна соответствовать заключительная формула вежливости *Yours sincerely*.

7. Подпись (The Signature), как и заключительная формула вежливости, традиционно печаталась посреди страницы, но в последние годы эти составные части все чаще помещаются слева у поля письма. Фамилия лица, подписавшего письмо, печатается ниже подписи. Подписывать письмо имеют право владелец компании, его юридические представители и уполномоченные служащие. Если письмо подписано машинисткой или другим служащим компании / фирмы, то непосредственно перед их фамилиями необходимо написать слово *for* или латинское сокращение *p.p.* (*per procurationem* / по доверенности).

8. Приложение (The Enclosure). Наличие приложения указывается как в самом тексте письма, так и посредством слова *Enclosure* и его сокращенными вариантами *Enc.* или *Encl.*, которые печатаются слева у поля письма с интервалом под подписью. Такая пометка о наличии приложения в наше время наиболее употребительна, хотя имеются и другие способы указания на приложения (например, скрепление листов письма тем или иным способом, напечатание ломаной линии слева у края письма, помимо указаний в тексте письма на прилагаемые документы).

9. **Тема (The Subject Line)** письма зачастую печатается отдельной строкой под формулой обращения.

Dear Sirs Your order no.3S27 of 23 August 20 ...

Термин *Re- / касательно* в современных деловых письмах для указания на тему письма (повод) употребляется крайне редко. Тему письма не обязательно указывать специально еще и потому, что дата письма отсылает читателя к первой строчке ответа, что часто бывает вполне достаточно для того, чтобы узнать о теме письма.

10. **Копия (The Copy)**. Когда вы посылаете кому-то копию, вы должны указать на это в конце письма, наряду с именем человека или названием места, куда оно отправляется (*cc. Collections Office* (Управление по денежным сборам) *or cc. Dr B/ Brown*).

11. **Продолжение письма на других страницах (The Continuation)**. Если письмо занимает несколько страниц, то для того, чтобы дать об этом знать, в нижней части каждой страницы ставится любая из следующих пометок - *PTO (Please turn over)*, *MORE*, *Continues* – или порядковый номер страницы.

Примечание: Серьезных различий между современной американской деловой корреспонденцией и английской не существует. Для того, чтобы читатель данного пособия получил наглядное представление о внешней форме делового письма, его составных частях и порядке их расположения, в качестве примера помещаем ниже одно деловое письмо.

The Usual Layout of a Business Letter

1. Sender's Address or Letterhead	Woodex 20/54 Tartu Rd EE3002 Keila ESTONIA	
2. Date		3 rd May 20XX
3. Reader's Inside Address	Sales Department Brian Mills Ltd 10 Church Hill hull H77 3AL ENGLAND	

4. References	Our ref: RL/PT
5. Opening Salutation	Dear Mr Cox
6. Subject Line (if necessary)	Order № 212
7. Body of the Letter (3 paragraphs)	Thank you for your letter of 22 April and the current price list. We enclose our order № 212 for three polishing machines AC 3/8. Please let us know about the delivery date as soon as possible.
8. Closing Salutation	Yours sincerely
9. Signature	
10. Name and Title	Robert Limberg
11. Position	Production Manager
12. Enclosure(s)	Enc 1
13. Carbon Copy	cc – The Estonian Chamber of Commerce

КОНТРОЛЬНАЯ РАБОТА №5

Перед выполнением контрольной работы №5 – варианты 1 и 2 изучите следующую информацию:

Письмо-запрос / The letter of Enquiry (Inquiry)

Письмо-запрос должно быть кратким и простым, поэтому многие фирмы используют для этих целей печатные бланки-запросы (printed enquiry forms). В письме такого рода автор кратко и четко сообщает только о том, что его интересует. Иногда автор письма хочет узнать от фирмы-поставщика / адресата цену на заказываемые товары и плату за продажу прав в своей области. В таких случаях в письме-запросе он осведомляется также об уступках (скидках в цене) и делает свои предложения. Иными словами, в письме-запросе должно быть ясно и достаточно полно изложено все то, что Вас интересует. Однако письма-запросы не налагают каких-либо обязательств по приобретению товара.

Если Вы пишете письмо-запрос фирме-поставщику, с которым Вы раньше не имели деловых связей, то Вы в своем письме должны указать, каким образом Вы узнали название и адрес фирмы – потенциального делового партнера. Кстати, такую информацию можно получить в посольстве, в консульстве, в Торговой палате. О товарах потенциального делового партнера Вы можете узнать также на выставке или торговой ярмарке. Письмо-запрос Вы можете писать также по рекомендации своего делового партнера или на основании рекламы из газет и журналов. Кроме того, в своем письме Вы должны сообщить о предполагаемом объеме заказа на товары, спросе Вашей фирмы на товары, которыми торгует фирма-поставщик, а также о том, что Вы хотели, чтобы поставщик выслал Вам. Нередко письмо-запрос фирма-покупатель посылает фирме-поставщику с целью получения от нее каталогов, прейскурантов, дисконтов (сумма учетных операций), а также информации о системе / формах оплаты, времени поставки товаров. В отдельных случаях в письме-запросе просят выслать соответствующие образцы товаров. Письмо-запрос заканчивается заключительным предложением.

Схематически структуру письма-запроса можно представить следующим образом:

1. Ссылка

Откуда я узнал о фирме? Источники моих сведений о фирме.

2. Повод / причина; краткое описание состояния рынка

По какой причине / по какому поводу я пишу?

3. Предмет

Что я хотел бы узнать? О чем я прошу? (описание товара, предполагаемый объем заказа, возможный срок поставки, условия поставки, формы оплаты, цена на товары)

4. Заключительное предложение

Надежда на незамедлительный / скорый ответ.

Прочитайте и переведите со словарем:

USEFUL PHRASES AND SENTENCES FOR MAKING ENQUIRIES

Opening lines

1. We read your advertisement in ...
2. We have heard of your products from ...
3. Your advertisement in this month's issue of ... states that you can offer ...
4. We have seen your current catalogues showing ...
5. Your name has been given us by ...
6. We saw your products demonstrated at the Leipzig Fair this year and would like to know whether you could send us ...

Indicating the state of the market

1. We are interested in buying (importing, etc.)
2. We are distributors / retailers (розничные торговцы) / wholesalers (оптовики) / importers in the ... trade, and would like to get in touch with suppliers / manufactures of ...
3. There is a large market here for your products.
4. Our company was founded in ...
5. For over ... years our company has imported from western countries.
6. As distributors we have a large network of ...
7. There is a promising market here for high quality office machines, and we may be able to place large orders with you.
8. There is a brisk demand here for high quality sports shirts of the type you manufacture.
9. You can count on a brisk turnover if prices are competitive (конкурентоспособный) and deliveries are prompt.
10. We would like to represent your products in the Siberian market.

Asking for information

1. Will you please send us your catalogues / leaflets (брошюры) and price list for ...
2. We would be glad to receive specification of your new office machine, together with your current export price list and details of trade discounts.

3. We would appreciate a sample of each of the items listed above.
4. Would you kindly quote your best prices and terms of payment for ...
5. We would like to have further details about ...
6. We are also interested in your terms of payment and discounts offered for regular purchases and large orders.
7. Please let us know what quantity (количество) you are able to deliver till ...

Closing sentences

1. Thank you in advance for any information you can give us.
2. We hope to hear from you shortly.
3. We would appreciate a prompt answer.
4. We are looking forward to hearing from you / receiving your quotation / prices / reply as soon as possible.

Вариант 1

I. Прочитайте и переведите письмо-запрос в письменной форме:

A. Zimmerli A.G.
Import-Export Merchants ZURICH

Messrs. W.H. Strong and Co.
73 Crimea Road
London SE 25 3NF
England

13 May 2014

Dear Sirs

Your name has been given us by our business partner Mr. J.J. Mieller, who informed us that they have been doing business with you for some years.

We are retailers in the leather goods trade, and would like to get in touch with suppliers of good quality leather articles. As retailers we have a network of boutiques all over the country.

Will you please send us your current catalogues and price list. We are also interested in discounts offered for regular purchases.

Thank you in advance for any information you can give us.

Yours faithfully

Zimmerli A.G.

Bruno Shmidt
Export Manager

II. Вставьте подходящие существительные и переведите выражения на русский язык:

this month's ... ; current ... ; ... demonstrated at the Fair; large ... ; western ... ; promising ... ; high quality ... ; brisk ... ; competitive ... ; price ... ; ... of payment; prompt

III. Вставьте предлоги:

Dear sirs,

We read your advertisement ... the "Pet Magazine" ... 25th December. We are interested ... buying your equipment ... producing pet food.

We would like to have further details ... this equipment:

- price;
- dates ... delivery;
- terms ... payment;
- details ... trade discounts.

Our company specializes ... distributing pet products ... Russia. ... distributors we have a large network ... dealers and representatives ... different regions.

If your equipment meets our requirement we will be able to place a large order ... your equipment.

We are looking forward ... hearing ... you.

IV. Закончите предложения, добавив подходящий вариант:

- | | |
|--|--|
| 1. We have heard of your products from | a) your catalogues and price list. |
| 2. We are wholesalers in | b) manufactures of sport shoes. |
| 3. We would like to get in touch with | c) the footwear trade. |
| 4. There is a brisk demand here for | d) your Sales Representative Mr. J. Marsh. |

- high quality shoes of the type you
5. Will you please send us
6. We would appreciate
- e) manufacture.
- f) a prompt answer.

V. Расставьте предложения по порядку так, чтобы получилось письмо-запрос:

1. We are retailers in the hardware trade and would like to get in touch with manufactures of IBM hardware.
2. Thank you in advance for any information you can give us.
3. We read your advertisement in this month's edition of New Technologies.
4. We would be glad to receive specification of your products together with your current export price list and details of trade discounts.
5. You can count on a brisk turnover if prices are competitive and deliveries are prompt.

VI. Переведите на английский язык:

Уважаемые господа!

Мы узнали о вашей продукции от нашего делового партнера г-на Дж. Марша (Mr. J. Marsh). Мы являемся оптовиками в торговле электротоварами и хотели бы наладить контакт с производителями электрообогревателей (electric heaters).

У нас существует крупный рынок для вашей продукции, и вы можете рассчитывать на быстрый оборот, если цены будут конкурентоспособными, а поставки – своевременными.

Мы были бы рады получить технические характеристики вашего нового обогревателя М-4, а также текущий прайс-лист и подробности торговых скидок.

Спасибо заранее за любую предоставленную информацию.

Вариант 2

I. Прочитайте и переведите письмо-запрос в письменной форме:

<p>Pet Products Ltd. 180 London Road Exeter EX4 4JY</p>

England

25th February, 2012

Dear Sirs,

We read your advertisement in the 'Pet Magazine' of 25th December. We are interested in buying your equipment for producing pet food. Would you kindly send us more information about this equipment:

- price;
- dates of delivery;
- terms of payment;
- guarantees;
- if the price includes the cost of equipment installation and staff training.

Our company specializes in distributing pet products in Russia. We have more than 50 dealers and representatives in different regions and would like to start producing pet food in Russia. If your equipment meets our requirements, and we receive a favourable offer, we will be able to place a large order for your equipment.

Yours faithfully,
(signature)

V. Smurov
Export-Import Manager

II. Вставьте подходящие существительные и переведите выражения на русский язык:

current ... ; large ... ; promising ... ; brisk ... ; high quality ... ; prompt ... ; trade ... ; best ... ; terms of ... ; further ... about; regular ...

III. Вставьте предлоги:

Gentlemen:

We have heard ... your products ... your Sales Representative Mr. J. Marsh.

We are wholesalers ... the footwear trade, and would like to get ... touch ... manufactures ... sports shoes. There is a promising market here ... high quality sneakers and we'll be able to place substantial orders with you.

We would appreciate a sample ... each of the items listed ... your current catalogue. We are also interested ... your terms of payment and discounts offered ... regular purchases.

We are looking forward ... hearing ... you.

IV. Закончите предложения, добавив подходящий вариант:

- | | |
|-------------------------------------|--|
| 1. We read your advertisement in | a) the type of products you manufacture. |
| 2. There is a large market here for | b) your price list for IBM hard ware and details of trade discounts. |
| 3. We are importers in | c) a prompt answer. |
| 4. Will you please send us | d) this month's edition of New Technologies. |
| 5. We would appreciate | e) the hardware trade. |

V. Расставьте предложения по порядку так, чтобы получилось письмо-запрос:

1. There is a promising market here for high quality office machines, and we may be able to place large orders with you.
2. Your name has been given us by our business partner Mr. J. Mieller, who informed us that they have been doing business with you for some years.
3. We would appreciate a prompt answer.
4. Will you please send us your current catalogues and price list.

VI. Переведите на английский язык:

Уважаемые господа!

В рекламном объявлении журнала «New Technologies» за этот месяц говорится, что вы можете предложить сумки и перчатки из натуральной кожи.

В настоящее время у нас существует хороший спрос на товары высокого качества подобного типа. Вы можете рассчитывать на быстрый оборот, если цены будут конкурентоспособными, а поставки своевременными.

Пожалуйста, вышлите нам ваш каталог и прайс-лист. Мы также интересуемся условиями оплаты и системой скидок за регулярные закупки и крупные заказы.

С нетерпением ждем вашего ответа ...

Перед выполнением контрольной работы №5 – варианты 3 и 4 изучите следующую информацию:

Письмо-ответ на запрос или предложение / Offers

Ответы на запросы – важная часть делопроизводства. Необходимо быть уверенным в том, что потребитель получает информацию, поскольку внимательное отношение к запросам потребителя может значительно помочь в реализации заказов. С другой стороны, неумение обращаться с запросами может привести к потере ценных заказов. В ответ на любой запрос фирма предлагает котировку. Цены, скидки, сроки оплаты и дату поставки.

Многие фирмы имеют готовые бланки для отсылки клиентам. Однако во многих случаях личное письмо полезнее. Оно дает возможность подчеркнуть ценность определенных товаров, дать совет и побудить клиента купить товар.

Письмо-ответ на запрос должно быть достаточно кратким, вежливым, недвусмысленным, ясным.

Структура письма-предложения

1. Выразите свою благодарность на запрос.
2. Укажите в своем письме всю запрошенную информацию и назовите приложения, образцы, каталоги и другие документы, которые посылаются отдельно почтой.
3. Сообщите в краткой форме дополнительные сведения, специально не запрошенные заказчиком.
4. Заключительное предложение. Закончите письмо одной или двумя строками с выражением надежды на заказ и заверением хорошего обслуживания возможного клиента.

USEFUL PHRASES AND SENTENCES FOR MAKING OFFERS

Opening lines

- Many thanks for your enquiry of 3 April...
- We are pleased to have your enquiry about...
- We thank you for your letter of 5 March, in which you enquire about/a full range of samples/specimens of our latest ball-point pens/...
- In reply to your letter today/Replying to your enquiry for 2 June...
- ... we are pleased to inform you that...
- ... we have pleasure in confirming that...
- ... we can offer you (immediately)...
- In reply to your enquiry of 8 March we are enclosing: the brochures you requested and our revised price list.
- We thank you for your letter of 12 June 20... and have sent you today, by separate post, full particulars of our export models

Additional information

- I call your attention especially on item...
- Besides above mentioned goods our company produces ...
- We would like to recommend you especially the following positions in the price-list...
- The model... will most meet your requirements.
- Kindly remember: this offer expires on May 24th.
- We can grant you 3% discount on orders exceeding \$100 in value / on repeat orders.

Closing sentences

- Our services are at your disposal.
- We look forward to the pleasure of serving you.
- We look forward to receiving a trial order from you.
- Please let us have your order as soon as possible, since supplies are limited.
- We are sure that these goods will meet your requirements, and we look forward to your first order.
- Our whole experience is at your service. We hope you will make use of it.
- We think we have covered every point of your

enquiry. If not, please do not hesitate to write to us again.

Вариант 3

I. Прочитайте и переведите письмо-ответ на запрос в письменной форме:

WESTERN SHOE COMPANY
LTD.
VEOVIL, SOMERSET S19 3AF
ENGLAND

3 / G / EO

15 October 2013

Fournier et Cie SA
Avenue Ravigny 14
Paris XV
France

Dear Sirs

We thank you for your enquiry of 12 October and appreciate your interest in our products.

Details of our export prices and terms of payment are enclosed, and we have arranged for a copy of our catalogue to be sent to you today.

We think our articles will be just what you want for the fashionable trade, and look forward to the opportunity of doing business with you.

Yours faithfully
WESTERN SHOE COMPANY LTD.
(signature)
R. Granville
Export Sales Manager

II. Вставьте подходящие существительные и переведите выражения на русский язык:

1. Many thanks for your ... of 10 May.
2. In reply to your
3. I call your ... especially on item 3.

4. We think we have covered every ... of your enquiry.
5. Our whole ... is at your service.
6. Please let us have your ... as soon as possible.
7. We look forward to the ... of serving you.
8. We can grant you 5% ... on orders 315 and 316.
9. The model will most meet your
10. We would like to recommend you the following positions in the
11. Besides above mentioned ... our company produces also some electronic equipment.

requirements, attention, price list, goods, enquiry, experience, letter, pleasure, point, discount, order

III. Заполните пропуски в письме словами, данными ниже:

Dear Sirs

We ... you ... enquiry of 20 March, and can ... our of yesterday, in which we ... you that we can deliver part of the goods required from stock, the enclosed detailed offer. For the balance we would ... approximately three weeks from the date of receiving your confirmation that this ... is we hope your client will ... our terms and delivery dates ... , and we ... you that you may ... our full-cooperation and attention on this matter.ап

thank, count on, assure, for, find, confirm, satisfactory, telephone conversation, informed, in accordance with, arrangement, require, acceptable

IV. Закончите предложения, добавив подходящий вариант:

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. Many thanks for your 2. We have pleasure in 3. In reply to your enquiry we are enclosing: 4. I call your attention 5. We would like to recommend you especially 6. We are pleased | <ol style="list-style-type: none"> a) to have your enquiry about our new models of computers. b) the brochures you requested and our revised price list. c) especially on item 9 in our price list. d) the following positions in the price list: 1, 2 and 3. e) confirming that we have received your letter. f) enquiry of 5 April 2013. |
|---|--|

V. Расставьте предложения по порядку так, чтобы получилось письмо-ответ на запрос:

1. The model of this office machine will most meet your requirements.
2. If not, please do not hesitate to write to us again.
3. We are sure that this machine will be of great interest and we look forward to your first order.
4. We call your attention especially on item 3 of our price list.
5. We thank you for your letter of 30 June 2009 and have sent you today full particulars of our export models.
6. Details of our prices and terms of payment are enclosed.

VI. Переведите на английский язык:

Уважаемые господа!

Большое спасибо за запрос от 11 ноября. В ответ на ваш запрос мы прилагаем каталоги и прайс-лист нашей продукции. Мы хотели бы особенно рекомендовать следующие пункты в нашем прайс-листе: 1, 2 и 3.

Думаем, что модель ... (пункт 3) будет отвечать всем вашим требованиям. Мы можем предложить Вам 3%-ю скидку на заказы, превышающие стоимость 500 долларов.

Ждем с нетерпением Вашего заказа.

Искренне Ваш, Western Computerline Ltd.

Вариант 4

I. Прочитайте и переведите письмо-ответ на запрос в письменной форме:

Men's Clothes Dealers Ltd.
142 South Road
Sheffield S20 4HL
England

31st April, 2014

Ref: Our Order No.142 of 18th April, 2014

Dear Sirs

Many thanks for your enquiry of 18 April 2014. We appreciate

your interest in our products.

Details of our export prices and terms of payment are enclosed, and we have arranged for a copy of our catalogue to be sent to you today.

We think our goods will be just what you want for the fashionable trade, and look forward to the opportunity of doing business with you.

Yours faithfully

Men's Clothes Dealers Ltd.

(signature)

V. Smirnov

Export-Import Manager

II. Вставьте подходящие существительные и переведите выражения на русский язык:

1. We are pleased to have your ... about your goods.
2. We thank you for your ... of 18 April 2014.
3. Our whole ... is at your service.
4. We hope you will make ... of it.
5. Please let us have your ... as soon as possible.
6. Our ... are at your disposal.
7. We can grant you 5% ... in orders exceeding \$300.
8. This model will most meet your
9. We would like to recommend you the following
10. Besides above mentioned ... our company produces some electronic equipment .
11. I call your attention especially on ... 2.

experience, goods, enquiry, item, use, discount, order, positions, letter, services, requirements

III. Заполните пропуски в письме словами, данными ниже:

Dear Sirs

We ... you for your ... of 18 April and appreciate your ... in our goods. I call your ... especially on item 2. We would recommend you the following position in the ... because we think that this ... will most meet your We can grant you 3% ... on ... exceeding \$200 in value.

We look forward to the pleasure of ... you.

Let us have your orders as soon as possible, since ... are limited. Our

whole ... is at your service. We hope you will make ... of it.

Yours faithfully, John Smith.

orders, price-list, letter, use, supplies, thank, experience, interest, discount, serving, attention, model, requirements

IV. Закончите предложения, добавив подходящий вариант:

- | | |
|---------------------------------|-------------------------------------|
| 1. Our services are | a) will meet your requirement. |
| 2. We are sure that these goods | b) the following positions in the |
| 3. We look forward to your | price list №5. |
| 4. We would like to recommend | c) that we have received your order |
| you | №246. |
| 5. We are pleased to inform you | d) a 3% discount on your orders. |
| 6. We can offer you immediately | e) first order. |
| | f) at your disposal. |

V. Расставьте предложения по порядку так, чтобы получилось письмо-ответ на запрос:

1. And we have arranged for a copy of our catalogue to be sent to you today.
2. We think our articles will be just what you want.
3. Please let us have your order as soon as possible.
4. We look forward to the opportunity to cooperate with you.
5. We thank you for your letter of 18 April 2014 and have sent you full particulars of our production.
6. Detailed information on prices and terms of payment are enclosed.

VI. Переведите на английский язык:

Уважаемые господа!

Большое спасибо за запрос от 23 августа. Мы рады узнать, что наша продукция заинтересовала Вас.

Отвечая на Ваше письмо, мы прилагаем интересующие Вас брошюры и прейскурант. Мы можем предоставить Вам 5% скидку на заказы, превышающие сумму 500 долларов.

Очень ждем от Вас получения пробного заказа.

Искренне Ваш, Джон Мэлбрук.

TEXTS FOR ADDITIONAL READING

Text 1

THE BASIS OF FINANCIAL MANAGEMENT

1. The basis of financial management is a financial plan. A financial plan is a plan for obtaining and using the money needed to implement an organization's goals.

2. Financial planning begins with the establishment of goals and objectives. It is an important management task.

3. A goal is an end state that the organization wants to achieve. Objectives are specific statements detailing what the organization intends to accomplish within a certain period of time.

4. When planners know what the firm's goals and objectives are they must construct a budget. A budget is a financial statement that projects income and expenditures over a specified future period of time.

5. Finally financial planners must identify available sources of financing and decide which to use. The four primary sources of financing are sales revenue, equity capital, debt capital and the sale of assets.

goal	конечная цель
objective	ближняя цель
accomplish	достигать, выполнять
budget	бюджет
sales revenue	доход от продаж
equity capital	акционерный капитал
debt capital	долговой капитал
assets	активы

1. What is the basis of the financial management?
2. What does financial planning begin with?
3. What is the difference between a goal and an objective?
4. A budget projects income and expenditures, doesn't it?
5. What are the four primary sources of financing?

Text 2

CURRENCY AND OTHER FORMS OF EXCHANGE

1. Coins and notes in circulation are called legal tender that is they must be taken in payment of a debt.

2. But the most common means of payment, particularly for large sums of money, is the cheque. The cheque is both safer and more convenient than cash. However it is not legal tender and creditors can refuse to accept it if they wish.

3. Now banks provide their customers with bankers cards which , in association with a cheque, guarantee it.

4. Those, who are engaged in foreign trade may use a Bill of Exchange as a means of payment. This is a post dated cheque which assures the creditor payment but also gives the buyer opportunity to inspect the goods before the transaction is completed.

legal tender	законное платежное средство
customer	КЛИЕНТ
be engaged in	заниматься
Bill of Exchange	переводной вексель
post-dated	датированный будущим числом

1. What forms of money are called legal tender?
2. Why are cheques a common form of exchange?
3. What is the main purpose of a banker's card?
4. Who may use a Bill of Exchange?
5. What is a Bill of Exchange?
6. What opportunity does a Bill of Exchange give to the buyer?

Text 3

THE STRUCTURE AND FUNCTIONS OF A BANK

1. English commercial banks are owned by shareholders. They are organized on the joint stock principle and are registered public companies.

2. At the outset the shareholders provide the necessary capital and choose the Board. The Board is concerned with the overall policy of the bank and the major decisions that put that policy into effect.

3. The bank's main activities are to collect deposits of money through current accounts and deposit accounts and to use these funds for providing loans or funds for investment.

4. At the end of each year a part of the profit is distributed to the shareholders as dividend and the other part is retained in the business.

5. The shareholders are kept informed with the help of the banks Report and Accounts.

joint stock	акционерный
at the outset	вначале
assets	активы
be concerned with	заниматься
current account	текущий счет
deposit account	депозитный счет
report	отчет

1. Who owns the English commercial banks?
2. How does a bank start?
3. What is the Board's task?
4. What are the bank's main activities?
5. How is the profit distributed?
6. How are the shareholders kept informed?

Text 4

OUTSIDE SOURCES OF FINANCING

1. Financial management consists of all those activities that are concerned with obtaining money and using it effectively.

2. Money is needed to start a business. Then the income from sales could be used to finance the firm's operation and to provide profit.

3. But sales revenue does not generally flow evenly. When expenses are high or income is low temporary financing may be needed. The need to purchase a new facility may require more money than is available within a

firm. In these cases the firm must look for outside sources of financing. Usually it is short- or long-term financing.

4. Short-term financing is the money that will be used for one year or less and then repaid. It is often needed to buy materials and goods, to pay wages and rent and to cover inventory costs.

5. Long-term financing is money that will be used for longer period than one year. It is needed to start a new business, to execute business expansions and mergers and to replace obsolete equipment.

evenly	равномерно
sales revenue	доход от продаж
facility	комплекс оборудования
outside	зд. внешний
wages	зарплата
inventory costs	затраты на товарно-материальные запасы
expansion	расширение
merger	слияние

1. Is money needed to start a business?
2. When may temporary financing be needed?
3. What kinds (виды) of financing do you know?
4. What is short-term financing?
5. For what purpose is short-term financing needed?
6. What is long-term financing?

Text 5

UNSECURED FINANCING

1. Unsecured financing is financing for which collateral is not required. Most short-term financing is unsecured. Sources of unsecured short-term financing include trade credits.

2. Wholesalers may provide financial aid to retailers by allowing them from thirty to sixty days (or more) in which to pay for merchandise.

3. This delayed payment, which may also be granted by manufacturers, is a form of credit known as trade credit or the open

account. More specifically, trade credit is a payment delay that a supplier grants to its customers.

4. Between 80 and 90 per cent of all transactions between business involve some trade credit. Usually, the purchased goods are delivered with a bill that states the credit terms. If the amount is paid on time, no interest is generally charged. The seller may also offer a discount for prompt payment.

unsecured	необеспеченный
collateral	обеспечение, залог
wholesaler	оптовик
retailer	розничный торговец
amount	зд. сумма
delay	отсрочка
open account	открытый счет
bill	счет
charge	зд. платить, оплачивать
a discount	скидка

1. What is unsecured financing?
2. What is trade credit?
3. Do many business transactions involve trade credit?
4. What does a bill state?
5. No interest is usually charged if the amount is paid on time, isn't it?
6. For what purpose may the seller offer a discount?

Text 6

ACCOUNTING

1. Accounting is the process of collecting, analyzing and reporting financial information. This information is contained in two financial reports- the balance sheet and the income statement.

2. Many people confuse accounting with bookkeeping. Bookkeeping is a necessary part of accounting. Bookkeepers are responsible for recording and keeping the financial data that the accounting system processes.

3. The primary users of accounting information are managers. The firm's accounting system provides the information dealing with revenues, costs, accounts receivables, profits and the like.

4. Accounting information helps managers plan and set goals, organize, motivate and control.

5. The basis for the accounting process is the accounting equation. It shows the relationship between the firm's assets, liabilities and owner's equity.

accounting	бухгалтерский учет	
bookkeeping	счетоводство,	ведение
	бухгалтерских книг	
balance sheet	баланс	
income statement	отчет о доходах	
accounts receivables	дебиторская задолженность	
accounting equation	бухгалтерская	
	сбалансированность	(дебет и
		кредит)
liabilities	пассивы	
owner's equity	акционерный капитал	
assets	активы	

1. What is accounting?
2. Is bookkeeping a necessary part of accounting?
3. Who are the primary users of accounting information?
4. What kind (вид) of information does accounting system provide?
5. How does accounting information help managers?
6. What is the basis for the accounting process?

Text 7

SOLE PROPRIETORSHIP, PARTNERSHIP, CORPORATION

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

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

3. **Partnership.** A partnership means that there is more than one owner to carry out business. And each partner declares his or her share of profit or loss on the personal income tax return.

There is a special type of partnership, called a limited partnership, where the limited partner is not involved in the management of the firm.

4. This form of organization is useful in such professional fields as law, insurance, and some industries. For example, oil prospecting.

But partnership has some disadvantages. Partnership business fails when one of the partners loses his interest or disagrees with the other.

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

sole proprietorship	единоличное владение
depend on	зависеть
whether	ли
the only	единственный
make decision	принимать решение
be able	быть способным
due to	благодаря

1. What forms of business organization do you know?
2. What is a sole proprietorship?
3. What is a limited partnership?
4. What is a corporation?
5. What are the advantages of a corporation?

Text 8

MANAGEMENT

1. Management is the art of getting things done through other people. It includes the personnel who have the right to make decisions that influence company's affairs.

2. There are three management levels: top management, middle management and operating management. Top management includes the president, vice presidents, and the general manager. Middle management includes department managers and plant managers. Operating management includes supervisors, foremen, etc.

3. The most important responsibility of any manager is decision making. Successful management is a skill of choosing from alternatives.

4. Decision making is divided into: recognizing the problem, defining and analyzing the problem, evaluating alternative solutions, choosing the most favourable solution and implementing the approach chosen.

5. Management functions are planning, organizing, directing, controlling, staffing and innovating. It should be noted that successful management is based on three basic elements: leadership, motivation and communication.

6. To operate a successful business one should have management skills because effective management is the key to business success.

include	включать
make decisions	принимать решение
top management	высший уровень управления
middle management	средний уровень управления
operating management	управление производством
supervisor	инспектор, начальник
foreman	мастер, бригадир

1. Whom does top management include?
2. What managers does middle management include?
3. What specialists does operating management include?
4. What steps is decision making divided into?
5. What are the management functions?

Text 9

MARKETING

1. Marketing is the performance of business activities connected with the flow of goods and services from producers to consumers. Marketing includes the following operations: transporting, storing, pricing and selling goods. The most important thing in marketing is finding out who the customers are and what they want. Marketing is the process of having the right product at the right time in the right place, the process that brings mutual benefit to customers and vendors.

2. Transporting means carrying goods from the place of their production to the place of their selling.

3. Storing is necessary because the consumer desires to buy goods without waiting.

4. Pricing involves the art of determining what price is the best.

5. Selling involves helping consumers to discover their needs. Marketers should inform potential buyers of where goods can be bought and how much they cost.

6. Marketing research is also very important. The following are steps in marketing research: defining the problem, collecting data, compiling data and analyzing the results, advertising.

7. Marketing operations are very expensive and one should consider the value added through marketing. Marketing becomes too costly only when cost exceeds the value it adds.

storing

хранение

mutual benefit

взаимная выгода (польза)

vendor

продавец

data

информация, сведения

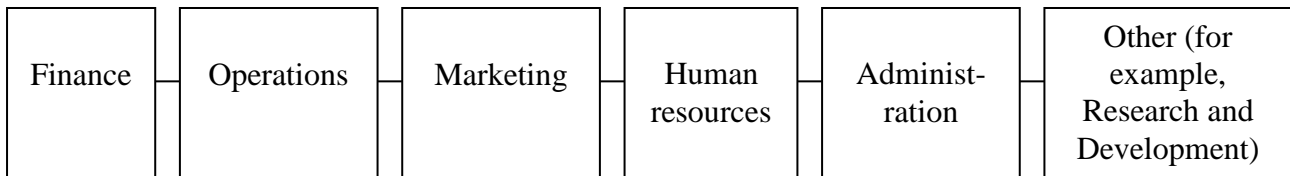
value

стоимость, значимость

1. What is marketing?
2. What operations does marketing include?
3. What is the most important thing in marketing?
4. What are the main steps in marketing research?
5. When does marketing become too costly?

AREAS OF MANAGEMENT

1. An organizational structure can also be divided more or less horizontally into areas of management. The most common areas are finance, operations, marketing, human resources, and administration.



2. A **financial manager** is primarily responsible for the organization's financial resources. Accounting and investment are specialized areas within financial management.

3. An **operations manager** creates and manages the systems that convert resources into goods and services. Traditionally, operations management is equated with the production of goods. However, in recent years many of the techniques and procedures of operations management have been applied to the production of services and to a variety of nonbusiness activities.

4. A **marketing manager** is responsible for the exchange of products between the organization and its customers or clients. Specific areas within marketing are marketing research, advertising, promotion, sales, and distribution.

5. A **human resources manager** is in charge of the organization's human resources programs. He or she engages in human resources planning, design systems for hiring, training, and appraising the performance of employees, and ensures that the organization follows government regulations concerning employment practices.

6. An **administrative manager** (also called a *general manager*) is not associated with any specific functional area but provides overall administrative leadership.

include	включать
primarily	прежде всего
responsible	ответственный
accounting	бухгалтерский учет
investment	инвестирование

entire	весь
basic training	основное обучение
convert	преобразовывать
equate	ассоциировать, отождествлять
customer	покупатель, клиент, заказчик (постоянный)
advertising	рекламирование, реклама
promotion	продвижение, зд. товара на рынке
distribution	распределение, зд. распространение

1. What are the most common areas of management?
2. What is a financial manager responsible for?
3. What is operations management traditionally equated with and what are the changes in recent years?
4. What is a marketing manager responsible for?
5. What does an administrative manager coordinate?

Text 11

MANAGEMENT SKILLS

Effectiveness of a manager's activity depends on certain important skills. These skills can be divided into seven different categories: conceptual, decision making, analytic, administrative, communicational, interpersonal and technical.

1. **A conceptual skill** is the ability of a manager to see the "general picture" of an organization. Managers must understand how their duties and the duties of other managers fit together to plan their activity in a proper way and get the required results.

2. **A decision making skill** is the ability of a manager to choose the best course of actions of two or more alternatives. A manager must decide the following:

- 1) What objectives and goals must be reached?
- 2) What strategy must be implemented?
- 3) What resources must be used and how they must be distributed?
- 4) What kind of control is needed?

3. **An analytic skill** is the ability to determine the most important problem of many other problems and identify the causes of each problem

before implementing a proper action plan. This ability is especially important for top managers because they have to solve complex problems.

4. **An administrative skill** is the ability of a manager to keep to the organizational rules specified for the production process, within a limited budget, and coordinate the flow of information and paper work in his group and in other groups.

5. **A communicational skill** is the ability of manager to share his ideas and opinions with other people both orally and in writing. This skill is a decisive factor of a manager's success. Thus, a communication skill enables managers to hold meetings, write clear letters and explanatory notes, make reports, etc.

6. **An interpersonal skill** (psychological skill) is the ability to deal effectively with other people both inside and outside the organization. It is the ability to understand the needs and motives of other people.

7. **A technical skill** is a specific competence to accomplish a task. The lower is a manager's level in the organization, the closer is his/her connection with the production process. Thus first-line managers have the closest connection with the production process.

skill	мастерство,	НАВЫКИ,
	способности, умение	
decision making	принятие решений	
communicational	КОММУНИКАЦИОННЫЙ	
interpersonal skill	зд. мастерство, умение общаться	
	с людьми	
duty	обязанность	
fit together	зд. СОГЛАСОВЫВАТЬ(ся)	
implement	осуществлять	
distribute	распределять	
enable	давать возможность	

1. What does effectiveness of a manager's activity depend on?
2. How many different categories of skill can you name?
3. What is a conceptual skill?
4. What is a decision making skill?
5. An interpersonal skill is very important for a good psychological atmosphere for successful activity in the common work, isn't it?
6. Who has the closest connection with the production process?

Text 12

ECONOMIC ACTIVITY

1. Most people work to earn their living. Working people produce goods and services. Goods are either agricultural (like maize and milk) or manufactured (like cars and paper). Service is traditionally understood as a useful work made for money. It is also an organization of people doing this work. So services are such things as education, medicine and commerce.

2. Some people provide goods; some people provide services. Other people provide both goods and services. For example, in the same garage a man may buy a car or some service which helps him to maintain his car.

3. The work people do is called economic activity. All economic activities together make up an economic system of a town, a city, or a country. Such an economic system is the sum-total of what people do and what they want. The work, people undertake either provides the things they need or provides them with money.

4. Having money, consumers can buy essential commodities. It is natural, that most people hope to earn enough money to buy commodities and services which are non-essential but which give some particular personal satisfaction. These are such things like TV-sets, books, toys for children, visits to the cinema or theatre and so on.

5. Depending on the present economic situation, wants and needs of people can be changed. It is not a secret, that their enjoyment of the finer things of life can be limited by social factors.

to earn one's living	зарабатывать на жизнь
to produce	производить
production	производство, продукция
goods	товары
either ... or	или ... или
like	зд. подобно, такой как
to provide	обеспечивать
to call	называть
undertake	предпринимать
commodity	товар широкого потребления
the same	тот же самый, такой же
finer	утонченный

1. Why do you think most people work?
2. What do they usually produce?
3. Where are all kinds of goods produced?
4. What do schools, hospitals and shops provide?
5. How do we call the work which people do to earn money?
6. What can people buy with money?
7. The services can be educational, commercial, medical can't they?

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