

УЧРЕЖДЕНИЕ ОБРАЗОВАНИЯ  
«ГОМЕЛЬСКИЙ ТОРГОВО-ЭКОНОМИЧЕСКИЙ КОЛЛЕДЖ»  
БЕЛКООПСОЮЗА

**Учебный предмет**  
**«Иностранный язык (профессиональная лексика)»**  
**Домашняя контрольная работа №1**

для учащихся 1 курса  
специальности  
5-04-0413-01 «Торговая деятельность»

на основе профессионально-технического образования  
(заочная форма обучения)

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## ПОЯСНИТЕЛЬНАЯ ЗАПИСКА

Целью учебного предмета «Иностранный язык (профессиональная лексика)» является формирование и развитие у учащихся следующих знаний, умений и навыков:

- устной и письменной речи на иностранном языке, позволяющих осуществить языковую коммуникацию и ведение корреспонденции на иностранном языке;
- чтения и перевода специальной литературы;
- самостоятельного извлечения экономической информации из иностранных источников;
- восприятия на слух информации делового и экономического характера.

Список литературы содержит наименования основных литературных источников, которые учащийся может использовать при изучении учебного предмета и выполнении контрольной работы.

## СОДЕРЖАНИЕ ПРОГРАММЫ

### Предметно-тематическое содержание иноязычной речи

#### **1. Этика делового общения.**

Иностранный язык в профессиональной деятельности специалиста.

Знакомство, деловое представление, визитные карточки.

Виды предприятий.

Представление своего предприятия (фирмы).

#### **2. Рабочий день делового человека.**

Устройство на работу (резюме, собеседование).

Рабочий день делового человека. В офисе.

Деловые контакты.

Ведение деловой корреспонденции.

#### **3. Деловые поездки.**

Командировка за рубеж.

В аэропорту. На вокзале.

Таможенный и паспортный контроль.

Ярмарки, выставки.

#### **4. Образование.**

Система образования в Республике Беларусь.

Моя будущая специальность.

Учебное заведение, в котором я учусь.

Система образования в странах изучаемого языка.

#### **5. Республика Беларусь**

Геополитическое положение Республики Беларусь.

Экономика Республики Беларусь.

#### **6. Страна(ы) изучаемого языка.**

Особенности геополитического положения страны изучаемого языка.

Экономика страны изучаемого языка.

Страны изучаемого языка (США, Канада, Австралия).

#### **7. Экономика.**

Экономические системы.

Экономические науки.

#### **8. Маркетинг.**

Сущность, принципы, функции маркетинга.

Реклама.

#### **9. Менеджмент.**

Понятия и функции менеджмента.

Задачи менеджера.

#### **10. Профессионально-ориентированная лексика в экономической деятельности специалиста.**

Оптовая и розничная торговля.

Сущность и функции денег.

Контракт.

## **Языковой материал**

### **Фонетика**

Совершенствование слухопроизносительных и ритмико-интонационных навыков учащихся на основе изучаемого языкового и речевого материала. Просодическое оформление фраз различного коммуникативного типа: повествования, просьбы, вопроса, приказа, восклицания.

### **Лексика**

Овладение 1100-1200 лексическими единицами, в том числе 60% лексических единиц по профилю избранной специальности. Усвоение наиболее употребительной лексики, соответствующей предметно-тематическому содержанию иноязычной речи по темам программы курса. Группировка слов по сочетаемости, тематическому признаку, синонимам, антонимам, общности корня, словообразовательным элементам, сходству и различию со словами родного языка.

### **Грамматика Морфология**

Модальные глаголы и их эквиваленты. Согласование времён. Неличные формы глагола (инфинитив, герундий, причастие). Инфинитивные и герундиальные конструкции. Самостоятельный причастный оборот. Сослагательное и условное наклонения.

### **Синтаксис**

#### **Простое предложение.**

Типы простых предложений. Способы выражения подлежащего и сказуемого, правила их согласования.

#### **Сложное предложение.**

Сложноподчинённые предложения. Типы придаточных предложений.

## **СОДЕРЖАНИЕ КОНТРОЛЬНОЙ РАБОТЫ ОБЩИЕ МЕТОДИЧЕСКИЕ РЕКОМЕНДАЦИИ ПО ВЫПОЛНЕНИЮ И ОФОРМЛЕНИЮ КОНТРОЛЬНОЙ РАБОТЫ**

При выполнении контрольной работы учащимся необходимо руководствоваться следующими рекомендациями:

1. Вариант контрольной работы определяется по двум последним цифрам личного дела учащегося.
2. Контрольная работа выполняется в отдельной тетради в клеточку, шариковой ручкой, синими чернилами. Допускается электронный вариант выполнения заданий контрольной работы с последующей односторонней распечаткой на листах формата А4. По всем краям сохраняются поля: левое - 30мм, правое - 15мм, верхнее и нижнее 20мм; межстрочный интервал – одинарный; интервал между абзацами - 0пт; отступ первой строки - 1,25см; шрифт Times New Roman, обычный, 14пт; выравнивание текста по ширине; сквозная нумерация страниц в правом нижнем углу (титульный лист не нумеруется).
3. Обязательным является наличие полей для замечаний, объяснений и методических указаний рецензента.
4. Структура домашней контрольной работы включает: титульный лист, содержание, основную часть, список литературы, рецензию (заполняется преподавателем).
5. Выполнение контрольной работы рекомендуется начинать с грамматических заданий, так как они преследуют цель не только систематизации грамматического материала, но и расширения лексического запаса по экономической тематике, а также помогают выработать навык пользования экономическим словарем. Необходимо изучить весь грамматический материал, изложенный в программе для данной контрольной работы. Выполнение каждого задания по грамматике (1-24) рекомендуется начинать только после тщательного изучения соответствующего раздела грамматики.
6. При выполнении заданий контрольной работы указывается номер каждого задания и каждого предложения, причём каждое предложение в грамматическом задании пишется с новой строки.
7. В конце работы указывается дата выполнения и ставится подпись учащегося.
8. Выполненная домашняя контрольная работа должна быть представлена в отделение заочной формы получения образования в установленный срок. После регистрации передаётся на рецензирование.
9. Если работа не зачтена вследствие недостатков, отмеченных преподавателем в рецензии, то учащийся выполняет работу повторно, с учётом замечаний рецензента и должен представить вновь подготовленную и ранее незачтенную работу с рецензией для проверки.
10. Учащиеся, не представившие домашнюю контрольную работу к установленному сроку, не допускаются к написанию обязательной контрольной работы.

**ТАБЛИЦА ВЫБОРА ВАРИАНТА КОНТРОЛЬНОЙ РАБОТЫ**

Пред- последняя цифра шифра	Последняя цифра шифра									
	0	1	2	3	4	5	6	7	8	9
<b>0</b>	1 7 13 20 25 31	2 8 14 21 26 32	3 9 15 22 27 33	4 10 16 23 28 34	5 11 17 24 29 35	6 12 18 23 30 36	1 7 13 22 30 31	2 8 14 21 29 32	3 9 15 20 28 33	4 10 16 19 27 34
<b>1</b>	5 11 17 20 26 35	6 12 18 21 25 36	6 12 13 22 26 35	5 11 14 23 27 34	4 10 15 24 28 33	3 9 16 23 29 32	2 8 17 22 30 31	1 7 18 21 29 32	6 7 18 20 28 33	5 8 17 19 27 34
<b>2</b>	4 9 16 20 26 35	3 10 15 21 25 36	2 11 14 22 26 35	1 12 13 23 27 34	1 12 13 24 28 33	2 11 14 23 29 32	3 10 15 22 30 31	4 9 16 21 29 32	5 8 17 20 28 33	6 7 18 19 27 34

<b>3</b>	1 9 17 20 26 35	2 10 18 21 25 36	3 11 16 22 26 31	4 12 15 23 27 32	5 8 14 24 28 33	6 7 13 23 29 34	1 7 13 22 30 35	2 8 14 21 29 36	1 9 15 20 28 35	2 10 16 19 27 34
<b>4</b>	3 11 17 20 26 33	4 12 18 21 25 32	5 12 18 22 26 31	6 11 17 23 27 32	6 10 16 24 28 33	5 9 15 23 29 34	1 8 14 22 30 35	2 7 13 21 25 36	3 7 13 20 26 35	4 8 14 19 27 34
<b>5</b>	5 9 15 20 28 33	6 10 16 21 29 32	3 11 17 22 30 31	4 12 18 23 29 32	1 12 13 24 28 33	2 11 14 23 27 34	3 10 15 22 26 35	4 9 16 21 25 36	5 8 17 20 26 35	6 7 18 19 27 34
<b>6</b>	1 9 17 20 28 33	2 10 18 21 29 32	3 11 15 22 30 31	4 12 16 23 29 32	5 8 14 24 28 33	6 7 13 23 27 34	3 12 13 22 26 35	4 11 14 21 25 36	1 10 15 20 26 35	2 9 16 19 27 34



<b>7</b>	3 8 17 20 28 33	4 7 18 21 29 32	5 7 13 22 30 31	6 8 14 23 29 32	2 9 15 24 28 33	3 10 16 23 27 34	1 11 17 22 26 35	2 12 18 21 25 36	3 12 18 20 26 31	4 11 17 19 27 32
<b>8</b>	5 10 16 24 28 33	6 9 15 23 29 34	1 8 14 22 30 35	6 7 13 21 25 36	1 7 13 20 26 35	2 8 14 19 27 34	3 9 15 20 28 33	4 10 16 22 29 32	5 11 17 23 30 31	6 12 18 24 25 32
<b>9</b>	1 7 18 23 26 33	2 8 18 22 27 34	3 9 17 21 28 35	4 10 16 20 29 36	5 11 15 19 30 31	6 12 14 20 29 32	6 12 13 21 28 33	5 11 14 22 27 34	1 10 15 23 26 35	2 1 16 24 25 36

## ЗАДАНИЯ КОНТРОЛЬНОЙ РАБОТЫ

**Задание 1.** Перепишите предложения и переведите их на русский язык.

Подчеркните модальный глагол или эквивалент.

1. Nick can run long distances.
2. Drivers may go at 60 kilometers an hour here.
3. I had to take a taxi in order not to be late.
4. We are to meet at 5.

**Задание 2.** Перепишите предложения и переведите их на русский язык.

Подчеркните модальный глагол или эквивалент.

1. It may be cold. Take your raincoat.
2. He can speak many foreign languages.
3. We had to wait as the manager was out.
4. You mustn't park the car here.

**Задание 3.** Перепишите предложения и переведите их на русский язык.

Подчеркните модальный глагол или эквивалент.

1. You may take my book.
2. Robert is to take his exam next month.
3. You must attend the Meeting of Shareholders.
4. Can you drive a car?

**Задание 4.** Перепишите предложения и переведите их на русский язык.

Подчеркните модальный глагол или эквивалент.

1. May I use your telephone?
2. The train is to arrive at 6.
3. I must show my passport to the customs officer.
4. Nick can speak three foreign languages.

**Задание 5.** Перепишите предложения и переведите их на русский язык.

Подчеркните модальный глагол или эквивалент.

1. You may keep my book for a week.
2. We are to meet at 2.
3. I cannot speak French.
4. Nick had to stay at home, as he was ill.

**Задание 6.** Перепишите предложения и переведите их на русский язык.

Подчеркните модальный глагол или эквивалент.

1. Nick can run long distances.
2. We are to meet at 2.
3. I must show my passport to the customs officer.
4. You may take my book.

**Задание 7.** Перепишите и письменно переведите на русский язык условные предложения.

Определите тип условных предложений.

1. We shall sign the contract if they give us a good discount.
2. If I had the chance to work abroad I should learn a foreign language.
3. If the weather had not been so hot last month, the goods would not have gone bad during transportation.

**Задание 8.** Перепишите и письменно переведите на русский язык предложения.

Определите тип условных предложений.

1. If they had called at the office yesterday, they would have found the Sales Manager there.
2. If I had enough money, I would travel.
3. If the goods are loaded after the 1<sup>st</sup> of December, we shall not accept them.

**Задание 9.** Перепишите и письменно переведите предложения на русский язык.

Определите тип условных предложений.

1. If you came to the conference, you would have a chance to meet the new Board of Directors' Chairman.
2. He will leave Moscow tonight if he gets the necessary documents.
3. We would have signed the contract if they had given us a good discount.

**Задание 10.** Перепишите и письменно переведите на русский язык предложения.

Определите тип условных предложений.

1. If the company guaranteed a regular supply of these goods, our firm would conclude a new contract.
2. If you look through the materials tonight, we shall meet tomorrow.
3. If a student had studied more carefully, he would have passed his exams successfully.

**Задание 11.** Перепишите и письменно переведите предложения на русский язык.

Определите тип условных предложений.

1. If people see that they can make money from the Internet, commercial use of this network will increase.
2. We should sign the contract if they gave us a good discount.
3. If I had seen the Manager yesterday, I should have discussed the prices with him.

**Задание 12.** Перепишите и письменно переведите предложения на русский язык.

Определите тип условных предложений.

1. If the company doesn't accept our terms, we shall not sign the contract.
2. If the Advertising Manager had brought the necessary materials, the Board of Directors would have discussed the problem.
3. If I were you, I would invite the businessmen to a restaurant.

**Задание 13.** Перепишите предложения и переведите их на русский язык.

Подчеркните инфинитив одной чертой, а герундий - двумя чертами.

1. I enjoy meeting new people.
2. John stopped to talk to the manager.
3. After receiving our order, let us know the exact date of delivery.
4. The most important function of a wholesaler is to contact manufacturers and potential customers.

**Задание 14.** Перепишите предложения и переведите их на русский язык.

Подчеркните инфинитив одной чертой, а герундий – двумя чертами.

1. The manufacturer managed to improve the quality of goods.
2. To elect and to be elected is the right of every citizen.
3. The Chairman has completed writing his report.
4. I don't think this product is worth advertising.

**Задание 15.** Перепишите предложения и переведите их на русский язык.

Подчеркните инфинитив одной чертой, а герундий – двумя чертами.

1. The businessman succeeds in increasing his investments.
2. One of the best ways to know the problem is to examine it from different points of view.

3. To decrease prices you should reduce the cost of the product.
4. This delegation arrived in Minsk with the object of conducting trade negotiations.

**Задание 16.** Перепишите предложения и переведите их на русский язык.

Подчеркните инфинитив одной чертой, а герундий – двумя чертами.

1. People and societies organize economic life to deal with the basic problems through economic systems.
2. The manager went on collecting data on international trade.
3. They have no intention to order these goods.
4. There are different ways of solving this problem.

**Задание 17.** Перепишите предложения и переведите их на русский язык.

Подчеркните инфинитив одной чертой, а герундий – двумя чертами.

1. Supply of goods is not enough to meet the demand requirements.
2. The aim of macroeconomics is to study the economy in general.
3. He insisted on the decision being taken immediately.
4. Before leaving abroad, Victor applied for the visa.

**Задание 18.** Перепишите предложения и переведите их на русский язык.

Подчеркните инфинитив одной чертой, а герундий – двумя чертами.

1. I have come here to discuss the matter with the manager.
2. After concluding the contract, the representative of the firm left Minsk.
3. Planning future transactions is our manager's task.
4. The amount to be paid includes the cost of packing.

**Задание 19.** Перепишите предложения, содержащие инфинитивные и причастные конструкции. Переведите их на русский язык. Конструкции подчеркните.

1. The manufacturer managed to improve the quality, the cost remaining the same.
2. It is important for customers to perceive their prices as competitive.
3. Wholesalers are known to reduce the number of contracts between producers and customers.
4. Having increased production, they expected better results.
5. I know him to be a good accountant.

**Задание 20.** Перепишите предложения, содержащие инфинитивные и причастные конструкции. Переведите их на русский язык. Конструкции подчеркните.

1. A new hotel is said to be built here by an American company next year.
2. Having solved all the problems, the company signed the contract.
3. It is important for the country to increase GNP.
4. I would like you to make an appointment for me with the Manager.
5. Advertising serving an important function for business, it is sometimes called "the engine of prosperity".

**Задание 21.** Перепишите предложения, содержащие инфинитивные и причастные конструкции. Переведите их на русский язык. Конструкции подчеркните.

1. A marketing program is expected to appeal to most buyers.
2. Wholesaling performs many functions, stimulating demand being the most important one.
3. It is necessary for the goods to be of high quality.
4. The Chief Manager wants the contract to be signed at once.
5. We saw the computers being carefully packed.

**Задание 22.** Перепишите предложения, содержащие инфинитивные и причастные конструкции. Переведите их на русский язык. Конструкции подчеркните.

1. The student knowing English well, the exam did not last long.
2. The Board of Directors is likely to discuss the project.
3. It is important for Belarus to solve economic problems.
4. The customs officer didn't allow the goods to be imported to the country.
5. I saw the manager signing the contract.

**Задание 23.** Перепишите предложения, содержащие инфинитивные и причастные конструкции. Переведите их на русский язык. Конструкции подчеркните.

1. I saw the papers signed.
2. The delegation is likely to arrive tomorrow.
3. They decided to postpone the meeting.
4. It is important for the company to conclude this transaction.
5. The government expected the reasons for inflation to be explained by economists.

**Задание 24.** Перепишите предложения, содержащие инфинитивные и причастные конструкции. Переведите их на русский язык. Конструкции подчеркните.

1. Doubling of the advertising budget is expected to lead to sales increase.
2. It is important for a marketing program to appeal to most buyers.
3. The majority of small firms concentrate on selling products, some firms providing service.
4. I consider him to become a real professional.
5. The students were heard discussing this problem with the teacher.

**Задание 25.** Составьте своё резюме для приёма на работу на должность товароведа. Для образца при оформлении резюме следует использовать необходимые интернет ресурсы и указать следующую информацию:

Personal information (surname, name, address, phone number, e-mail), career objective, education, work experience, skills, languages (native / foreign), interests, references (рекомендации).

**Задание 26.** Составьте своё резюме для приёма на работу на должность заведующего отделом продаж. Для образца при оформлении резюме следует использовать необходимые интернет ресурсы и указать следующую информацию:

Personal information (surname, name, address, phone number, e-mail), career objective, education, work experience, skills, languages (native / foreign), interests, references (рекомендации).

**Задание 27.** Составьте своё резюме для приёма на работу на должность маркетолога. Для образца при оформлении резюме следует использовать необходимые интернет ресурсы и указать следующую информацию:

Personal information (surname, name, address, phone number, e-mail), career objective, education, work experience, skills, languages (native / foreign), interests, references (рекомендации).

**Задание 28.** Составьте своё резюме для приёма на работу на должность маркетолога. Для образца при оформлении резюме следует использовать необходимые интернет ресурсы и указать следующую информацию:

Personal information (surname, name, address, phone number, e-mail), career objective, education, work experience, skills, languages (native / foreign), interests, references (рекомендации).

**Задание 29.** Составьте своё резюме для приёма на работу на должность менеджера по рекламе. Для образца при оформлении резюме следует использовать необходимые интернет ресурсы и указать следующую информацию:

Personal information (surname, name, address, phone number, e-mail), career objective, education, work experience, skills, languages (native / foreign), interests, references (рекомендации).

**Задание 30.** Составьте своё резюме для приёма на работу на должность сотрудника отдела снабжения. Для образца при оформлении резюме следует использовать необходимые интернет ресурсы и указать следующую информацию:

Personal information (surname, name, address, phone number, e-mail), career objective, education, work experience, skills, languages (native / foreign), interests, references (рекомендации).

**Задание 31.**

**31.1.** Прочитайте и устно переведите весь текст.

**31.2.** Перепишите и письменно переведите 1-й, 2-й и 3-й абзацы текста на русский язык.

**31.3.** Перепишите следующие вопросы и письменно ответьте на них.

1. What is marketing?
2. What does marketing seek?
3. What does the marketing-exchange cycle imply?
4. What participants of the marketing process do you know?
5. What are the elements of a marketing mix?

## MARKETING

**1.** Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy the perceived needs and wants of individuals and organization.

**2.** To serve both buyers and sellers, marketing seeks to discover the needs and wants of prospective customers and to satisfy them. These prospective customers include both individuals buying for themselves and their households and organizations that buy for their own use (such as manufacturers) or for resale (such as wholesalers and retailers). The key to achieving these two objectives is the idea of exchange, which is the trade of things of value between buyers and sellers so that each is better off after the trade.

**3.** Companies use marketing to make a profit by satisfying their customers' needs for products. The marketing-exchange cycle implies three phases: finding out who customers are and what they want, interpreting this information for management in order to shape products, and devising strategies to inform customers about the product's utility and to make it available to them.

**4.** There are three categories of participants in the marketing process: customers, markets and marketers. Customers are the people or organizations who consume goods or services. We define current customers who have already purchased something and may purchase on a regular basis, and prospective customers who are about to make an exchange or are considering it. A market is a group of current and prospective customers. The third participant in the marketing process is the marketer. Marketers include every person or organization that has goods or services or idea to sell.

**5.** The product marketing process is the sequence of activities marketers perform to select markets and develop marketing mixes that lead to exchanges. Every company can modify four

major elements in its marketing program to achieve a desired marketing mix. These elements are often called the four Ps: product, price, place and promotion.

6. The “product” element includes a good, service, or idea to satisfy the consumer’s need. “Price” refers to what and how a customer pays for the product. The term “place” refers to how and where the product is distributed, bought, and sold. “Promotion” is a means of communication between the seller and the buyer. The marketing mix elements are called controllable factors because they are under the control of the marketing department in an organization.

**31.4.** Перепишите следующие слова и выражения и запишите их русские эквиваленты. Goods, services, needs and wants, market, exchange, wholesalers, devising strategies, trade, to consume, promotion, to distribute, marketing department, the product’s utility, profit, to purchase, buyers and sellers, management, to make a product available.

**31.5.** Закончите предложения, используя предлагаемые варианты.

1. Companies use marketing ...

- a) to make a profit by satisfying their customers’ needs for product.
- b) to advertise new products.

2. There are three categories of participants in the marketing process ...

- a) government, producers and tax policy.
- b) customers, markets and marketers.

3. The product marketing process is the sequence of activities that marketers perform ...

- a) to select markets and develop marketing mixes.
- b) to find out who the prospective customers are.

### **Задание 32.**

**32.1.** Прочитайте и устно переведите весь текст.

**32.2.** Перепишите и письменно переведите 5-й и 6-й абзацы текста на русский язык.

**32.3.** Перепишите вопросы к тексту и письменно ответьте на них.

- 1. What is advertising?
- 2. Who is advertising paid for?
- 3. What means of mass media does advertising use?
- 4. What is the goal of commercial advertising?
- 5. What is non-commercial advertising used for?

## **ADVERTISING**

1. Advertising is the non-personal communication of information, usually paid for and usually persuasive in nature, about products (goods and services) or ideas by identified sponsors through various media.

2. Advertising is directed to groups of people, rather than to individuals, and is therefore non-personal. The groups might be teenagers who enjoy rock music or adults who attend cultural events. Most advertising is paid for by sponsors. General Motors, Coca-Cola, and the local supermarket pay money to the media to carry the advertisements we read, hear, and see. Advertising is intended to be persuasive – to win converts to a good, service, or idea. A company usually use advertising to convince people its product will benefit them. In addition to promoting tangible goods such as suits, soap, and soft drinks, advertising also helps sell the intangible

services and ideas - economic, political, religious, and social. The sponsors of an advertisement must be identified. This seems obvious. Naturally, the sponsor usually wants to be known – or else why pay to advertise.

**3.** Advertising reaches us through various channels of communication referred to as the media. In addition to the traditional mass media – radio, television, newspapers, magazines, and billboards – advertising also uses direct mail, shopping carts, and video.

**4.** As a marketing tool, advertising serves several functions:

- to identify and differentiate products;
- to communicate information about the product;
- to stimulate a product distribution;
- to increase product use;
- to build brand preference and loyalty;
- to lower the overall cost of sales.

**5.** Commercial advertising promotes goods, services, or ideas to make profit. But non-profit organizations also advertise. The government, charities, trade associations, and religious groups use the same kind of creative and media strategies to convey messages to the public. But unlike commercial advertisers whose goal is to create awareness, image, or brand loyalty on the part of consumers, noncommercial organizations use advertising to affect consumer opinions or behavior with no profit motive. Non-commercial advertisements is used to stimulate donations or to raise funds, to change consumer behavior, to persuade people to vote one way or another, or to bring attention to social causes.

**32.4.** Перепишите следующие слова и выражения и напишите их русские эквиваленты.

Non-personal, goods and services, to benefit, profit, tangible goods, intangible services, to affect consumer opinion, to create awareness, a brand, a product's distribution, mass media, to persuade people, sponsors, a goal, to affect, charity, an advertisement.

**32.5.** Закончите предложения, используя предлагаемые варианты.

1. Advertising is the non-personal communication of information ...

- a) usually paid for by sponsors.
- b) usually free of charge.

2. The sponsor usually wants ...

- a) to be known.
- b) not to be mentioned.

3. Non-commercial organizations use advertising ...

- a) to stimulate a product's distribution.
- b) to affect customers opinions with no profit motive.

### **Задание 33.**

**33.1.** Прочитайте и устно переведите весь текст.

**33.2.** Перепишите и письменно переведите 1-й, 2-й и 3-й абзацы текста.

**33.3.** Перепишите вопросы к тексту и письменно ответьте на них.

1. What is business?
2. What do business activities involve?
3. What business activities generate revenue?
4. What is a joint venture?
5. What do financial activities involve?



## BUSINESS ACTIVITIES

1. Business is the exchange of goods and services, and money, on an objective basis, that results in mutual benefit or profit for both parts involved. An individual engages in business because he or she believes that the possible future benefits of business are greater than risks, or possible future sacrifices, of business.
2. Business activities are events that involve making and carrying out the operating, investing, and financial decisions that deal with business assets or obligations.
3. In profit-seeking business, there are three types of business activities that correspond to the three types of business decisions. Operating activities are the profit-making activities of the enterprise. They include those business activities that generate revenues, such as selling merchandise for cash or on credit or providing services for a fee. They also include activities that result in increased expenses, such as purchasing goods for manufacture or resale, paying wages, or combining goods and labor to manufacture products.
4. Investing activities include the purchase and a sale of long-term assets in addition to other major items used in business operations. Direct investments take place when control follows the investment. Direct investment operations may be set up in order to gain access to certain resources or access to a market for the firm product. When two or more organizations share in the ownership of a direct investment, the operation is known as a joint venture. In a special type of joint venture, a mixed venture, a government is in partnership with a private company.
5. Financing activities are activities that involve obtaining the cash or using other non-cash means to pay for investments in long-term assets, to repay money borrowed from creditors, and to provide a return to owners.

**33.4.** Перепишите следующие слова и выражения и напишите их русские эквиваленты. Exchange, the possible future benefits, investments, revenues, to provide services for a fee, cash, resale, long-term assets, joint venture, goods, a private company, to borrow money, mutual benefits, to deal with, wages, to engage in business.

**33.5.** Закончите предложения, используя предлагаемые варианты.

1. Business is the exchange of goods and services ...
  - a) that results in mutual benefit for both parts involved.
  - b) that helps to make profit for the manufacturer.
2. A mixed venture is a special type of joint venture where ...
  - a) a private company is in partnership with a customer.
  - b) a government is in partnership with a private company.
3. Operating activities are ...
  - a) the profit-making activities of the enterprise.
  - b) the processes of manufacturing products.

### **Задание 34.**

**34.1.** Прочитайте и устно переведите весь текст.

**34.2.** Перепишите и письменно переведите 3, 4 и 5-й абзацы текста на русский язык.

**34.3.** Перепишите вопросы к тексту и ответьте письменно на них.

1. What is the difference between service companies and merchandising companies?

2. What forms of business do the business entity concept apply to?
3. What are the legal requirements for starting a business as a proprietorship?
4. What does a partnership agreement include?
5. What is a corporation?

### **TYPES AND FORMS OF BUSINESS ORGANISATION**

**1.** A business organization is frequently referred to as a business entity. Business entities can be grouped according to the types of business activity they perform.

**2.** Service companies perform services for a fee. This group include companies such as accounting firms, law firms, repair shops. Merchandising companies purchase goods that are ready for sale and sell them to customers. They include such companies as auto dealerships, clothing stores, and supermarkets. Manufacturing companies buy materials, convert them into products, and then sell the products to the companies or to the final customer. Examples are steel mills or auto manufacturers.

**3.** The business entity concept applies to all forms of business – single proprietorship, a partnership, and a corporation. A single proprietorship is business owned by an individual and often managed by that same individual. Single physicians, lawyers, electricians, and other people who are “in business for themselves”. In a single proprietorship, the owner is responsible for all debts of the business. Operating as a proprietorship is the earliest way to get started in a business activity. To begin operations you only need to get a local license.

**4.** A partnership is a business owned by two or more persons associated as partners. Partnerships are created by an agreement which includes the initial investment of each partner, the duties of each partner, the means of dividing profits or losses between the partners each year, and the settlement to be made upon the death or withdrawal of a partner. Accountants and other professionals frequently operate their firms as partnerships.

**5.** A corporation is a business owned by a few persons or by thousands of persons. The owners of the corporation are called shareholders. They buy shares of stock. If the corporation fails, the owners lose only the amount they paid for their stock. The personal assets of the owner are protected from the creditors of the corporation. The stockholders do not directly manage the corporation. They elect a Board of Directors to represent their interests. The Board of Directors selects the president and vice president, who manage the corporation for the stockholders.

**34.4.** Перепишите следующие слова и выражения и напишите их русские эквиваленты. Business entity, a fee, customers, owner, debts of business, a license, initial investment, profits and losses, shareholder, personal assets, to manage, to elect, the Board of Directors, a partnership, duties, to purchase, to be responsible for, business activity, an accountant.

**34.5.** Закончите предложения, используя предлагаемые варианты.

1. Manufacturing companies purchase ...

- a) goods that are ready for sale.
- b) materials to convert them into products.

2. To begin a single proprietorship you only need ...

- a) to get a local license.
- b) to have a business partner.

3. A corporation is managed by ...

- a) its owners who are called shareholders.
- b) the board of directors.

### **Задание 35.**

**35.1.** Прочитайте и устно переведите весь текст.

**35.2.** Перепишите и переведите письменно 1-й, 2-й, 3-й и 4-й абзацы текста на русский язык.

**35.3.** Перепишите вопросы к тексту и ответьте письменно на них.

1. How can an economic system be described?
2. What basic methods are used to make economic decisions?
3. What traditional occupations were American women directed to?
4. Who is responsible for making decisions in market economies?
5. What is the mixed economic system based on?

## **ECONOMIC SYSTEMS**

**1.** People and societies organize economic life to deal with the basic problems through economic systems. An economic system can be described as the collection of institutions, laws, activities that govern economic relationship among people in a society and provide a framework for answering the basic economic questions.

**2.** Most economic systems use one or more of three basic methods to make economic decisions: tradition, command and markets. So economic systems are classified into four broad categories, according to how most economic decisions are made. These are traditional, command, market and mixed economies.

**3.** In traditional economies people generally repeat the decisions made at an earlier time or by an earlier generation. In the USA, women were strongly directed to certain “traditional” occupations for many years, such as teaching, raising children, nursing and being librarians.

**4.** Command economies rely almost totally on government to make economic decisions through centralized authorities. The government owns all the major productive resources. The former USSR and some other Eastern bloc countries are examples of countries where governmental decisions were dominant.

**5.** In market economies most productive resources are owned by private individuals as households or through business they own. Individuals make economic decisions in response to market signals and on the basis of their own preferences.

**6.** The mixed economic system is used in most countries. It lies between the two extremes of command and market economies. Mixed economies answer the basic economic questions partly through government, with some based on tradition as well.

**35.4.** Перепишите следующие слова и выражения и напишите их русские эквиваленты.

To deal with, to govern, economic relationship, market economy, to be directed, to own, in response to, mixed economic system, governmental decisions, centralized authorities, to deal with, two extremes, former, Eastern bloc countries.

**35.5** . Закончите предложения, используя предлагаемые варианты.

1. People and societies organize economic life ...
  - a) to sell goods and services.
  - b) to deal with the basic problems through economic systems.

2. Economic systems are classified according to ...

- a) how most economic decisions are made.
- b) types of governments in the countries.

3. The mixed economic system is used ...

- a) in most countries.
- b) in the USA only.

### **Задание 36.**

**36.1.** Прочитайте и устно переведите весь текст.

**36.2.** Перепишите и письменно переведите 1-й, 2-й, 3-й, 4-й абзацы текста на русский язык.

**36.3.** Перепишите вопросы к тексту и ответьте письменно на них:

- 1. What is a wholesaler?
- 2. What role does the wholesaler play in the economy?
- 3. What is the most important function of a wholesaler?
- 4. What groups may wholesalers be classified?
- 5. How are merchandise agents compensated?

## **WHOLESALING**

**1.** Wholesalers are the institutions which stand between the manufacturer and the retailer. The wholesaler buys goods in bulk from producers and sells them in small quantities to retailer. In doing so, he helps the production process. If you have an intention to be a successful manufacturer, you would make high quality products at a reasonable price for selected markets. If you intended to be a wholesaler, you would learn how to serve the market.

**2.** Wholesaler economizes the distribution. The most important function of a wholesaler is to contact manufacturers and potential customers. Thus, nine contacts and deliveries are necessary if three firms supply directly three retailers, where as if each producer deals with a wholesaler, the total number of transactions will reduce to six.

**3.** Wholesalers are used for information and advice. Suggestions which customers make to the retailer are passed to the wholesaler who conveys them to the manufacturer. Thus, the latter can improve his product.

**4.** The wholesaler keeps stocks. Shoppers like to obtain goods immediately. This requires stocks. Often, however, neither the producer nor the retailer has extensive storage facilities and responsibility falls on the wholesaler.

**5.** Moreover, he arranges imports from abroad. Foreign manufacturers can rarely bother to ship small parcels to individual retailers abroad. They prefer to deal with a wholesaler, an import merchant with established trade connections.

**6.** Wholesalers may be classified into three groups: manufacturer – owned operations, merchant wholesalers and merchandise agents and brokers. Manufacturer can establish their own wholesaling office or branch, the latter providing more services to its customers. Depending on the industry or geographical location, merchant wholesalers are called distributors, jobbers, or dealers. Among merchandise, agents there are selling agents, brokers, commission agents and action companies. They are all compensated by either a commission or a brokerage fee.

**36.4.** Перепишите следующие слова и выражения и напишите их русские эквиваленты.  
Manufacturer, retailer, production process, to intend, distribution, delivery, transaction, stock, trade connections, customer, to provide services, a brokerage fee, a branch, to serve the market, action companies.

**36.5.** Закончите предложения, используя предлагаемые варианты.

1. If you intend to be a wholesaler, you would learn ...

- a) how to make high quality products.
- b) how to serve the market.

2. The most important function of wholesaler is ...

- a) to build a stock.
- b) to contact manufacturer and potential customer.

3. Foreign manufacturers prefer to deal with ...

- a) individual retailers abroad.
- b) a wholesaler with established trade connections.

## РЕКОМЕНДУЕМАЯ ЛИТЕРАТУРА

### Основная литература

№ п/п	Наименование	Автор	Издательство, год издания
1.	Английский язык. Деловое общение.	Лохицкая М.А. Климчук К.В.	Минск, «Адукацыя і выхаванне», 2008г.
2.	Английский язык для поступающих в вузы.	Хведченя Л.В. Хорень Р.В.	Минск, «Вышэйшая школа», 2004г.
3.	Бизнес- курс английского языка.	Богацкий И.С. Дюканова Н.М.	Киев, «Логос», 2004г.
4.	Английский язык для студентов-заочников.	Хведченя Л.В. Васючкова О.И.	Минск, «Вышэйшая школа», 2002г.
5.	Грамматика: сборник упражнений.	Голицынский Ю.Б.	Санкт-Петербург, «КАРО», 2010г.

### Дополнительная литература

№ п/п	Наименование	Автор	Издательство, год издания
1.	Английский язык для средних специальных заведений.	Агабекян И.П.	Москва, «Проспект», 2015г.
2.	Английский язык для международного сотрудничества.	Бонк Н.А.	Москва, «Прим-Ди», 1992г.
3.	Английский язык. Практический курс	Христорождественская Л.П.	Минск, «Харвест», 2001г.
4.	Английский язык. Деловое общение. [Электронный ресурс]	Лохницкая М.А. Климчук К.М.	[Электронный ресурс]: диск CD-R
5.	Английский язык для поступающих в вузы. [Электронный ресурс]	Хведченя Л.В. Хорень Р.В.	[Электронный ресурс]: диск CD-R

