

**ГОСУДАРСТВЕННОЕ ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ
ВЫСШЕГО ПРОФЕССИОНАЛЬНОГО ОБРАЗОВАНИЯ
«САМАРСКИЙ ГОСУДАРСТВЕННЫЙ АЭРОКОСМИЧЕСКИЙ
УНИВЕРСИТЕТ имени академика С.П. КОРОЛЕВА»**

**ОБУЧЕНИЕ ЧТЕНИЮ ЛИТЕРАТУРЫ
ПО СПЕЦИАЛЬНОСТИ
«ЭКОНОМИКА И МЕНЕДЖМЕНТ»**

САМАРА 2007

ФЕДЕРАЛЬНОЕ АГЕНТСТВО ПО ОБРАЗОВАНИЮ
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«ЭКОНОМИКА И МЕНЕДЖМЕНТ»

*Утверждено Редакционно-издательским советом университета
в качестве учебных заданий*

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**ОБУЧЕНИЕ ЧТЕНИЮ ЛИТЕРАТУРЫ ПО СПЕЦИАЛЬНОСТИ
«ЭКОНОМИКА И МЕНЕДЖМЕНТ»:** учеб. задания по англ. яз. / сост.
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Учебные задания составлены в соответствии с требованиями программы по иностранным языкам для студентов неязыковых вузов. Требования к такому виду речевой деятельности, как говорение, являются основными в рамках практического изучения материала данного курса.

Основное внимание уделяется формированию навыков монологической и диалогической речи на уровне подготовленного высказывания по проблеме специальности. Учебный материал дан в виде оригинальных научных текстов и проблемно-аналитических упражнений по специальности.

Предназначены для студентов I и II курсов дневного и вечернего отделений, обучающихся по специальности «Экономика и менеджмент», а также могут быть использованы как во время аудиторных занятий со студентами I и II курсов 7 факультета под руководством преподавателя, так и во время автономной работы студента.

Laboratory work “SSAU” (Samara State Aerospace University)

Active vocabulary

1. Read and memorize these words.

- 1) to train – обучать, подготавливать специалистов
- 2) related industries – смежные отрасли промышленности
- 3) outstanding – выдающийся, знаменитый, известный
- 4) founder – основатель
- 5) correspondence department – заочные отделения
- 6) simultaneously – одновременно
- 7) to include – включать, заключать в...
- 8) catering facility – комбинат питания
- 9) to be engaged in – быть вовлеченным в ...
- 10) distinctive feature – характерная черта, особенность
- 11) adherence to – приверженность
- 12) to carry out – проводить исследования (зд); заниматься
- 13) device – прибор, механизм

2. Read the international words and guess their meaning.

University; leading; engineer; aviation; space – rocket construction; radio-electronics; institute; specialist; department; designer; cosmonautics; faculty; economics; management; combine; laboratory; museum; center; theoretical; specialization; principle; tradition; regional; programme; instrument; system; to test; cooperation; partner; Polytechnic; Technical; college.

3. Read and translate the text into Russian.

Samara State Aerospace University (SSAU) is a leading higher education institution in Russia. It trains¹ engineers for aviation, space-rocket construction, radio-electronics and other related industries². The university was first established as the Kuibyshev Institute of Aviation. It was in 1942 those extremely hard war times when our country needed qualified specialists in the field of aircraft construction and engine designing. It had only two departments at that time.

In 1966 the Institute was named after S.P. Korolyov, the outstanding³ scientist and designer of space-rocket systems, the founder⁴ of cosmonautics.

In 1992 the Institute became Samara State Aerospace University. Now there are seven faculties at the University: Faculty of Aircraft Construction, Faculty of Aircraft Engines, Faculty of Aviation Transport Engineers, Faculty of Plastic Working of Metals, Faculty of Radio-Engineering, Faculty of Information Science, Faculty of Economics and Management.

The University has both day-time and evening departments, correspondence departments⁵ of most faculties, the students of which combine work and studies here.

About 11.000 students are simultaneously⁶ trained at the University. Its teaching staff includes⁷ more than 8 hundred people. The University has 40 departments, laboratories, classrooms, computing centres, a well-stocked library, a sports club, a sports centre with a swimming pool, a summer sports camp, a yacht club, a museum of aviation, a museum of aircraft engine history, a fitness and health centre, a catering facility⁸, a print facility and seven student's hostels.

The University is a large scientific centre engaged in⁹ theoretical and applied research and development. Now the students are trained in 21 specializations. One distinctive feature¹⁰ of the University is adherence to¹¹ the “education-through research” principle. The research section of SSAU comprises over 30 laboratories and the students take an active part in research efforts. The University's strong scientific traditions and excellent facilities make it a leading institution for both state and regional scientific programmes. As a result of research and development carried out¹² at the University a number of instruments, devices¹³ and systems have been developed, made, tested and commercially produced in small quantities.

In 1990 the University began to develop cooperation with foreign partners. The Aerospace University's foreign partners include Oxford Polytechnic (Great Britain), Munich Technical University (Germany), Bradley University and Dowling College (USA) and others.

4. You are given answers. Make up questions (all possible types).

- a) A leading higher institution.
- b) In 1942.
- c) Named after S.P. Korolyov.
- d) Seven faculties at the University.
- e) Adherence to the “education-through research” principle.
- f) The research section of SSAU.

- g) With foreign partners.
- h) The University's foreign partners.

5. Match up.

1) the synonyms

a) to establish; hard; to need; field; staff; outstanding; distinctive; simultaneously; to take part in; to comprise; to begin.

b) to start; difficult; to include; to found; to participate; to require; characteristic feature; area; personnel; famous; at the same time.

6. Agree or disagree with the statements using the phrases.

(I'm afraid that's wrong; you are quite right/you are not quite right; that's not quite so; I think you are mistaken; as far as I know; I think so/I don't think so; according to the text).

1) SSAU trains specialists only for aviation.

2) The Kuibyshev Institute of Aviation had only 2 departments in 1942.

3) The students of evening and correspondence departments combine work and studies at our University.

4) The University is a large scientific centre engaged in theoretical research and development.

5) The University has excellent facilities for studies, sports activities and research work.

6) SSAU can't develop cooperation with foreign partners.

7. Complete the following sentences without consulting the text.

1) About 11.000 students are...

2) In 1966 the Institute was named after...

3) The students are trained...

4) SSAU trains engineers for...

5) Its teaching staff includes...

6) One distinctive feature of the University is...

7) As a result of research and development...

8) The Aerospace University's foreign partners...

8. Be ready to speak about SSAU.

Laboratory Work “S.P. Korolyov”

Active vocabulary

1. Read the words and memorize them.

1. designer – конструктор
2. outstanding – выдающийся
3. space – rocket systems (engineering) – ракетно-космические системы (техника)
4. to launch – запускать
5. under smb’s guidance – под чьим-то руководством
6. acquaintance – знакомство
7. artificial (man-made) – искусственный
8. founder – основатель (основоположник)
9. jet – propulsion – реактивное движение
10. participation – участие
11. to devote oneself to – посвятить себя чему-либо (to give oneself to)
12. to rear – воспитывать
13. research worker – научный работник (исследователь)
14. to interfere – вмешиваться
15. associate – коллега, партнер
16. sticky – очень неприятный, щекотливый
17. sum up – резюмировать, суммировать
18. to shield – защищать
19. to earn – зарабатывать, заслуживать
20. gratitude – благодарность

2. Read the international words, try to guess their meanings.

System, sphere; cosmic; academician; aero-mechanical, group; hero; prize; enthusiast; experimental; talented; organizer; ideas; spirit(ual); industry; title; order; situation; risk; progress.

3. Read and translate the text into Russian.

Sergey Korolyov

Academician Sergey Korolyov was an outstanding² Russian scientist and designer¹ of space-rocketry engineering. The first artificial⁷ Earth satellites and spaceships in which man made his cosmic flights were launched⁴ under S.P. Korolyov’s guidance⁵.

Korolyov was born on January, the 12th, 1907 in the city of Zhitomir into the family of a teacher. From 1927 he worked in the Aircraft industry. In 1930 without leaving his job he graduated from the aeromechanical department of the Moskow Bauman Higher Technical School and finished a flyer's school the same year.

After acquaintance⁶ with Konstantin Tsiolkovsky and his ideas Korolyov became an enthusiast and one of the founders⁸ of space-rocketry engineering³.

In 1933 the group for studying jet propulsion⁹ was organized with his participation¹⁰, and they made the first experimental rockets. From then on he devoted himself¹¹ entirely to developing Soviet space-rocketry engineering.

Korolyov reared¹² many leading scientists and engineers. We are proud of many of them.

Korolyov was a talented research worker¹³, a brilliant organizer and a man of high spiritual qualities. His rule was not to interfere¹⁴ with his associates¹⁵ and subordinates when they were doing their job but always let them know that he followed their progress and took interest in their work. And he believed he should be on their side in sticky¹⁶ situation, until the risk, if any, had been overcome, or where there was no risk until the correct solution had been found and then step aside until the summing¹⁷ up. Moreover, Korolyov tried to shield²⁰ experimental workers from all external difficulties taking the burden onto his own shoulders.

Sergey Korolyov's fruitful activity earned¹⁹ him the gratitude²⁰ of the people and he got high government awards. He was twice awarded the title of Hero of Socialist Labour, and received the Lenin Prize, and Orders and Medals of the Soviet Union. In 1967 our University was named after academician S.P. Korolyov. When mentioning the name of S.P. Korolyov we will always use the words "The First forever".

4. You are given answers. Make up questions. (all possible types).

- a. The first artificial Earth satellites and spaceships.
- b. After acquaintance with K. Tsiolkovsky and his ideas Korolyov became an enthusiast of space-rocketry engineering.
- c. In 1933.
- d. Yes, he was. He was a talented research worker.
- e. His rule was not to interfere with his associates and subordinates.
- f. Yes, he did. He believed he should be by their side in sticky situation.
- g. Yes, it did. It earned him the gratitude of the people.
- h. Yes, it was. It was named after academician S.P. Korolyov.

5. Give synonyms to the column “A” from the column “B”.

“A”

1. to design
2. to launch
3. to participate
4. to award
5. associate
6. outstanding
7. to devote oneself to
8. to get acquainted with

“B”

1. to take part
2. to meet somebody
3. to construct
4. to start
5. famous
6. colleague
7. to reward
8. to give oneself to

6. Agree or disagree with the statements using phrases.

(I am afraid that’s wrong; you are quite right/ you are not right; that’s not quite so; I think you are mistaken; as far as I know; I don’t agree with you (I can’t agree with you), according to the text.)

1. The first artificial Earth satellites and spaceships were made under Lomonosov’s guidance.

2. S.P. Korolyov graduated from Samara State Aerospace University.

3. Korolyov devoted himself entirely to developing space-rocketry engineering.

4. S.P. Korolyov reared many leading scientists and engineers who we are proud of.

5. His rule was to interfere with his associates and subordinates when they were doing their job.

6. Korolyov tried to shield experimental workers from all the external difficulties.

7. He took the burden onto his own shoulders.

8. Our University was named after Konstantin Tsiolkovsky.

7. Complete the following sentences without consulting the text.

1. Korolyov was born

2. From 1927 he worked

3. After acquaintance with Tsiolkovsky

4. Korolyov was a talented

5. His rule was not to interfere

6. He believed he should be on their side

7. Korolyov tried to shield experimental workers from

8. When mentioning the name of S.P. Korolyov we

8. Be ready to speak about “S.P. Korolyov”.

Laboratory work “Russia”

Active vocabulary

1. Read the words and memorize them.

- 1) to stretch – простираться
- 2) surface – поверхность
- 3) to border – граничить
- 4) plain – равнина
- 5) mountain chain – горная цепь
- 6) to count – считать, сосчитать
- 7) bottom – дно, низ, нижняя часть
- 8) coal – уголь
- 9) iron ore – железная руда
- 10) stripe – полоса, полоска
- 11) to consist of – состоять из
- 12) ancient – древний, античный
- 13) heavens – небо, небеса
- 14) holy world – святой, священник
- 15) legislative – законодательный
- 16) to exercise – осуществлять
- 17) despite – несмотря на
- 18) opportunity – возможность

2. Read the international words and guess their meaning.

Federation, to occupy, total, territory, Atlantic, Arctic, to separate, natural gas, mineral resources, parliamentary republic, symbol, hymn, colour, to reflect, conception, president, Duma, centre, situation, problem, leading.

3. Read and translate the text into Russian.

The Russian Federation, our Motherland, is the largest country in the world. It stretches¹ over 9,000 km from west to east and 5,000 km from north to south. Russia occupies about 1/7 – th of the earth’s surface² (one seventh). It covers the eastern part of Asia. The total area of Russia is about 17 million square kilometers. The territory of the country is washed by seas of the Atlantic, Pacific and Arctic oceans. In the south Russia borders³ on China,

Mongolia, Korea, Kazakhstan, Georgia and Azerbaijan. In the west it borders on Norway, Finland, the Baltic States, Belorussia and the Ukraine. It has also a sea-border with the USA.

There are two great plains⁴ in Russia: the Great Russian Plain and the West Siberian Lowland. The largest mountain chain⁵, the Urals, separates Europe from Asia. Europe's biggest river, the Volga, flows into the Caspian Sea. The main Siberian rivers – the Ob, the Enisei and the Lena – flow from the South to the North. The Amur in the Far East flows into the Pacific ocean.

The world's deepest lake (1,600 metres) is Lake Baikal. It is much smaller than the Baltic Sea, but there is much more water in it than in the Baltic Sea. The water in the lake is so clear that if you look down you can count⁶ the stones on the bottom⁷.

Russia is very rich in oil, coal⁸, iron ore⁹, natural gas, copper, nickel and other mineral resources.

Russia is a parliamentary republic with its symbols: the flag and the National Anthem (hymn). White, blue and red – are the colours of the stripes¹⁰ our flag consists of¹¹. The stripes reflect the ancient¹² world conception: at the bottom – physical world (red), then – heavens¹³ (blue), and holy (white) world¹⁴ at the top.

The Head of Russia is the President. The legislative¹⁵ powers are exercised¹⁶ by the Duma. The capital of Russia is Moscow – the largest political, scientific, cultural and industrial centre. It is one of the oldest Russian cities.

At present, the political and economic situation faces many problems, but despite¹⁷ them there are a lot of opportunities¹⁸ for Russia to become one of the leading countries in the world.

4. You are given answers. Make up questions (all possible types).

1. 9,000 km.
2. The total area.
3. The USA.
4. Flows into the Caspian Sea.
5. Mineral Resources.
6. Its symbols.
7. The stripes reflect.
8. The legislative powers.
9. One of the oldest Russian cities.
10. Opportunities.

5. Match up.

- 1) the synonyms
 - a) total; part; separate; main; ancient; conception; powers; to exercise; despite; opportunity; territory.
 - b) possibility; to fulfil; whole; authorities; general; area; antique; portion; general notion; in spite of; to detach.
- 2) the antonyms
 - a) poor; look up; mountain; small; bottom; south; dirty; west.
 - b) east; clear; top; large; plain; look down; rich; north.

6. Agree or disagree with the statements using the phrases.

(I'm afraid that's wrong; you are quite right/ you are not quite right; that's not quite so; I think you are mistaken; as far as I know; I think so/ I don't think so; according to the text).

- 1) The Russian Federation covers the eastern part of Europe and the Northern part of Asia.
- 2) The total area of Russia is about 20 million square kilometers.
- 3) In the south Russia has no borders.
- 4) Russia has also a sea-border with the USA.
- 5) The Urals, the largest mountain chain, separates Europe from Asia.
- 6) The Water in Baikal is so dirty that you can't see anything in it.
- 7) Being a parliamentary republic Russia has no symbols.
- 8) The legislative powers are exercised by the Duma in Russia.
- 9) There are a lot of opportunities in Russia to become one of the leading countries in the world.

7. Complete the following sentences without consulting the text.

- 1) The territory of the country is washed . . .
- 2) Europe's biggest river . . .
- 3) Russia is very rich in . . .
- 4) White, blue and red – are . . .
- 5) The capital of Russia . . .
- 6) The Political and economic . . .

8. Be ready to speak about Russia.

Laboratory Work “Samara City”

Active Vocabulary (to memorize)

1. Read the words and memorize them.

1. majestic – величественный
2. glorious – знаменитый, славный, прекрасный
3. reign – царствование
4. czar – царь
5. a fortress – крепость
6. invasion – вторжение, нашествие
7. distinct – ясный, отчётливый, явный, определённый
8. an enterprise – предприятие
9. marionette – кукольный
10. to incorporate – включаться в; объединять(-ся)
11. value – ценность; цена; стоимость;
12. a layer – слой, пласт
13. concrete – бетон
14. emergency – непредвиденный случай; крайность
15. annually – ежегодно
16. facility (ies) – возможности; удобства; оборудование
17. to bring together – собирать (-ся вместе)
18. a performer – исполнитель
19. scenery – пейзаж, вид

2. Read the international words, try to guess their meanings.

Chronicle; to serve; to protect; continental climate; thermometer; organization; industry; economy; a metro station; commercial; specialist; aviation; radioelectronic; a history – and – region museum; Stalin’s bunker; a conference hall; category; championship; unique atmosphere.

3. Read and translate the text into Russian.

Samara

On the left side of the majestic¹ Volga River, at the foot of the Zhiguli Mountains, Samara is situated – the city of a glorious² past and a brilliant future.

The city of Samara was first mentioned in Russian chronicles in 1361, but the official date of its birth is 1586, in the reign³ of the czar⁴ Fedor Ioannovich who ordered to build a fortress⁵ on the Volga River. This construction was called “Samara city” and served to protect the country from nomands’ invasion⁶ and provided it with waterway.

Samara has a distinct⁷ continental climate. In summer time the heat goes up to +39°C and in winter the frost makes the thermometer drop to –43°C.

Samara is stretching⁸ along the Volga River for 50 km. On the east from Volga the city spreads for 20 km.

One of the most attractive places of interest in Samara is the embankment of the Volga River. It was built in 1933. It has four parts and its length is about 5 km.

There are more that 46000 business organizations in Samara. Industry is the leading branch of the city’s economy. Almost 127 thousand people are employed on the large industrial enterprises. It makes around 33% of the city’s employment. Samara takes the leading role in Russia in the variety of products. Samara has a metro with 8 working metro stations. Its length is 8.1. km.

There are 11 State Universities, 2 Public Universities and 16 commercial universities and institutes as well as 56 colleges.

Samara State Aerospace University (SSAU) was founded in 1942 and it is considered to be one of the main universities in training specialists in rocket and space, aviation, radioelectronic and other branches of industries.

4 national theatres: drama, ballet – and – opera, marionette⁹, and the theatre of Young spectators as well as more than 130 cultural departments are located in Samara.

The history-and-region museum, which was founded in the 19th century, incorporates¹⁰ more than 114 thousand exhibits.

One of the numerous places in Samara that have a big cultural value¹¹ is Stalin’s bunker. Its depth is 37 m. (e.g. the depth of Hitler’s bunker is 16 m.). The square area of the conference hall is 70m². This room is protected with 30-metre layers¹² of ground and concrete¹³. In case of emergency¹⁴ about 600 people can find room in the bunker.

The fund of Samara’s library has more than 4 million books, including 52 thousand of foreign books on 62 foreign languages.

Annually¹⁵ more than 140 competitions in 31 categories take place in Samara. Samara sportsmen were the winners of Olympics and World championships more than 60 times.

There are 986 athletic facilities¹⁶ , including 356 courts and fields and 283 gyms in our city.

Samara is also famous for its music and folklore festivals. The Grushin festival of the so-called “author’s” songs is held on the 1st week of July and brings together¹⁷ thousands of performers¹⁸ and tens of thousands of listeners. Many foreigners come to the festival to enjoy the unique friendly atmosphere and the beauty of the Volga scenery¹⁹.

4. You are given answers. Make up questions (all possible types)

- a. In 1586
- b. To protect the country from nomands’ invasion.
- c. The city spreads for 20 km.
- d. 8 working metro stations.
- e. In 1942.
- f. Stalin’s bunker.
- g. Samara sportsmen were the winners of Olympics and World championships.
- h. To enjoy the unique friendly atmosphere and the beauty of the Volga Scenery.

5. Give synonyms to the of column “A” from column “B”.

A	B
1. to be situated	1. to spread
2. to protect	2. an enterprise
3. to stretch	3. to defend
4. an organization	4. to recruit
5. to employ	5. to establish
6. to found	6. to be located
7. to incorporate	7. place
8. room	8. to include

6. Agree or disagree with the statements using the phrases.

(I’m afraid that’s wrong; you are quite right/you are not quite right; that’s not quite so; I think you are mistaken; as far as I know; I think so/I don’t think so; according to the text).

1. Samara is situated at the foot of the Zhiguli Mountains, on the right side of the Volga River.
2. The official date of Samara's birth is 1586, isn't it?
3. In winter the frost in Samara region makes the thermometer drop to – 60°C.
4. The embankment of the Volga river has four parts, doesn't it have?
5. Samara doesn't have a metro.
6. The square area of the conference hall in Stalin's bunker is 70m².
7. Samara is famous for its Grushin festival held in July (on the 1st week) every year, isn't it?

7. Complete the following sentences without consulting the text.

1. Samara is stretching along...
2. ...is the leading branch of the city's economy.
3. SSAU is considered to be one of...
4. The conference hall in Stalin's bunker is protected with...
5. ...more than 140 competitions in 31 categories take place in Samara.
6. The Grushin festival brings together...

8. Be ready to speak about Samara City.

Laboratory Work “Economic Systems”

Active Vocabulary

1. Read the words and memorize them.

- 1) devise – придумывать, изобретать
- 2) distant – далекий
- 3) free enterprise – свободное предпринимательство
- 4) essential – основной, существенный
- 5) feature – черта, особенность
- 6) reliance – опора
- 7) dispose of – распоряжаться
- 8) hire – брать в аренду
- 9) undertake – предпринимать
- 10) entrepreneur – предприниматель
- 11) occupation – занятие, профессия
- 12) be subject to – быть подверженным чему-либо
- 13) public ownership – общественная собственность
- 14) equitable – справедливый
- 15) refer to – относиться к
- 16) intervene – вмешиваться
- 17) mixture – смесь

2. Read the international words and guess their meaning.

Economic organization; traditional economy; command economy; primitive; methods; capitalist system; characterize; motive; limited role; control; machinery; resources; activities; firms; planned economy; centralized control; modify; operation.

3. Read and translate the text into Russian.

The basic types of economic organization are usually described as traditional economies, market economies, command economies and mixed economies. Traditional solutions to the economic problems of production and distribution exist in primitive agricultural communities. People in such

societies use methods of production and distribution that were devised¹ in the distant² past.

The market system of economic organization is also known as free enterprise³ or capitalist system. Market system is characterized by six essential features⁵ :

- 1) private property
- 2) freedom of choice and enterprise
- 3) self- interest as the main motive
- 4) competition
- 5) reliance⁶ on the price system
- 6) a very limited role for government

Private property means that individuals have the right to own, control and dispose of⁷ land, buildings, machinery and other resources. Individuals are free to buy and hire⁸ economic resources, to organize these resources for production and to sell their products. People who undertake⁹ these activities are known as entrepreneurs¹⁰. The main motive for economic activity is self-interest. Firms will act in ways which bring maximum profits. Workers will move to those occupations¹¹ which offer the highest wages.

Command economics are also called planned economies. Such economies are subject to¹² a high degree of direct centralized control. A fully planned economy is one in which all the important means of production are publicly owned. The logic of public ownership¹³ is based on the desire for a more equitable¹⁴ distribution of income and wealth.

The term mixed economies refers to¹⁵ societies with basically market economies which also have elements of state enterprise. Governments intervene¹⁶ to modify the operation of market forces. They are mixtures¹⁷ of command and market economies. The mixed economy is a result of increasing government intervention and control in capitalist countries.

4. Match up.

1) the synonym:

a) choice, command economy, equitable, market economy, increasing, society, fully, main, profession.

b) growing, community, selection, completely, fair, planned economy, capitalist system, basic, occupation.

2) the antonyms:

- a) free enterprise, distant, primitive, private, buy, fully, increase.
- b) near, public, reduce, planned economy, sell, partly, advanced.

5. Answer the question.

- 1) What are the main groups of economic system?
- 2) How are production problems solved in traditional societies?
- 3) What are the features of market economy?
- 4) What does private property mean?
- 5) What does freedom of enterprise mean?
- 6) What motivates economic activity in market system?
- 7) What is command economy characterized by?
- 8) What is a mixed economy?

6. Translate the following word combinations into English.

Обычно описывают как...; решение экономических проблем; сельская община; изобретены в далеком прошлом; характеризуется следующими особенностями; ограниченная роль; право распоряжаться ресурсами; предпринимать действия; действовать каким-либо образом; высокая степень; средства производства; справедливое распределение доходов; вмешиваться в действие рыночных сил.

7. Complete the following sentences without consulting the text.

- 1) In traditional societies people use methods of production and distribution that...
- 2) The market system is also described...
- 3) ... that individuals have the right to own and dispose of various resources.
- 4) Entrepreneurs are people who undertake the activities of..
- 5) Self- interest means, for example, that...
- 6) Planned economies differ from market economies in that..
- 7) Equitable distribution is the principle on which...
- 8) Mixed economies combine...
- 9) Nowadays governments increase their intervention into....

8. Be ready to speak about different economic systems.

Laboratory Work “Management”

Active vocabulary

1. Read the words and memorize them:

1. set objectives – ставить цели
2. communicate – общаться (communicate smth to smb – сообщать, передавать)
3. measure – измерять; оценивать
4. senior – старший
5. allocate – распределять
6. achieve = attain – достигать, добиваться
7. manageable – управляемый
8. perform – выполнять
9. promotion – продвижение по службе
10. supervise – руководить
11. subordinate – подчиненный
12. consider – рассматривать
13. supplier – поставщик
14. appoint – назначать
15. skill – умение; навык
16. put into practice – осуществлять на практике
17. persuasive – убедительный

2. Read the international words and guess their meaning.

Integrate; motivate; strategy; resource; activity; individual (adj.); select; innovation; banker; distribution; business professor; intuition; idea; efficient; logical; analytical; competence.

3. Read and translate the text into Russian.

The work of a manager can be divided into planning setting objectives¹, organizing, integrating motivating and communicating², measuring³ and developing people. First of all, managers especially senior⁴ managers, set objectives. They develop strategies and plans, allocate⁵ resources of people and money in order to achieve⁵ these objectives.

Managers divide the work into manageable⁷ activities and individual jobs. They select people to manage these activities and perform the jobs.

Managers communicate objectives to the people responsible for attaining them. They make decisions about pay and promotion⁹, organize and supervise¹⁰ the work of their subordinates¹¹.

Managers have to measure the performance of their staff. Managers also develop people both their subordinates and themselves.

A company's top managers have to consider¹² the needs of the future and to take responsibility for innovation. Top managers also have to manage a company's relations with customers, suppliers¹³, distributors, bankers and so on. Top managers are appointed and supervised by a company's board of directors.

Business professors believe that management requires both intuition and skills¹⁵ which have to be learnt. A manager should have good ideas and be able to put them into practice¹⁶. A lot of qualities are required to make a good manager. Some authors mention such qualities as being efficient, being able to communicate with people, being logical and analytical. A manager should be able to motivate and lead people. Competence, good education and being persuasive¹⁷ are also mentioned. You can continue the list.

4. Match

a) the synonyms:

1) senior; objective; achieve; staff; select; manage; believe; require

2) goal; choose; demand; top; suppose; attain; employees; supervise

b) verbs and nouns:

set	managers
allocate	people
appoint	decision
perform	objectives
develop	jobs
make	subordinates
supervise	resources
measure	performance

5. Translate the following groups of words into English.

Ставить цели; оценивать работу; разрабатывать стратегию; распределять ресурсы; чтобы достичь цели; руководить подчиненными; выполнять работу; ответственный за достижение цели; принимать реше-

ния; рассматривать будущие потребности; отношения компании с клиентами; общаться с людьми; сообщать подчиненным о целях компании.

6. Answer the following questions.

- 1) What are the functions of a manager?
- 2) What is the first stage in the work of a company?
- 3) What should be done after the objectives are set?
- 4) How do managers communicate with their subordinates?
- 5) What decisions can managers take?
- 6) What do top managers do?
- 7) Who appoints top managers of a company?
- 8) Who do top managers deal with?
- 9) Do you think management requires certain skills?
- 10) What qualities do you think a manager should possess?

7. Complete the following sentences without consulting the text.

- 1) ... into planning, organizing, measuring and developing people.
- 2) Managers allocate
- 3) Managers divide the work
- 4) ... to manage these activities.
- 5) ... to the people responsible for attaining them.
- 6) Managers organize and supervise
- 7) ... the performance of their staff.
- 8) Top managers have to
- 9) ... by a company's board of directors.
- 10) Management requires

8. Be ready to speak about management.

Laboratory Work “Types of Business Organizations”

Active vocabulary

1. Read the words and memorize them.

- 1) sole proprietor – единоличный собственник
- 2) partnership – товарищество
- 3) joint stock company – акционерная компания
- 4) cooperative society – кооперативное общество
- 5) public corporation – государственная корпорация
- 6) assume – брать на себя
- 7) solely – единственно, только, исключительно
- 8) liable for – ответственный за
- 9) debt [det] – долг
- 10) prevalent – преобладающий
- 11) retailing – розничная торговля
- 12) voluntary – добровольный
- 13) with a view to – с целью, с намерением
- 14) surveying – инспектирование
- 15) access – доступ
- 16) legal entity – юридическое лицо
- 17) productive assets – производственный капитал
- 18) enter into contract – заключать контракт
- 19) private company – закрытая акционерная компания
- 20) public company – открытая акционерная компания
- 21) shares – акции

2. Read and translate the following groups of words.

Is referred to as; is solely responsible for; has the sole rights to profits; unlimited liability; personal services; the purpose of carrying on business; with a view to profit; it has access to capital; achieve greater size; may be defined as; to own productive assets; to employ labour; can be abbreviated; offer its shares for sale; the general public.

3. Read the text and translate it into Russian.

The different types of business organization found in most capitalist countries are: the sole proprietor¹, the partnership², the joint stock company³, the cooperative society⁴ and the public corporation⁵.

The sole proprietor is the simplest and the oldest form of business enterprise. It is often referred to as one-person business. A single person provides the capital, takes the decisions and assumes⁶ the risks. He or she is solely⁷ responsible for the success or failure of the business and has the sole rights to the profits. The owner is personally liable⁸ for the debts⁹ of the firm and his liability is unlimited. We find the one-person business prevalent¹⁰ in farming, retailing¹¹, repair and maintenance work, and personal services such as hairdressing.

Partnerships are voluntary¹² combinations of 2 to 20 persons formed for the purpose of carrying on business with a view to¹³ profit. Partnerships are a common form of business organization in such professions as law, surveying¹⁴ and medicine. This type of organization is more flexible than the one-person business: one partner may be responsible for buying, one for selling, one for production and so on. Since it has greater access¹⁵ to capital, it can achieve greater size than the sole proprietor.

The most important form of business organization in the UK is the joint stock company. A company may be defined as a legal entity¹⁶ engaged in business, owning productive assets¹⁷, entering into contracts¹⁸ and employing labour.

There are two kinds of joint stock company, the private company¹⁹ and the public company²⁰. A private company must include the word “limited” in its name, while a public company must have the words “public limited company” at the end of its name although this can be abbreviated to plc. The basic distinction between a private company and a public company is that a public company can offer its shares²¹ for sale to the general public.

4. Match

a) the synonyms:

1. enterprise, acquire, responsible, owner, purpose, single, own, employ, kind, include, although, abbreviate, basic, distinction
2. main, though, shorten, contain, type, achieve, aim, hire, business, proprietor, liable, sole, possess, difference

b) the antonyms:

1. public, failure, profit, retailing, simple
2. loss, complicated, private, success, wholesale

5. Translate the following groups of words into English.

часто называется; принимать решения; иметь право (на); нести личную ответственность (за); образованные с целью; с намерением полу-

чения прибыли; распространенный тип; достигать больших размеров; иметь доступ к капиталу; можно определить как...; занимающееся бизнесом; владеть производственным капиталом; нанимать рабочую силу; включать в свое название; хотя это можно сократить; выставить акции на продажу.

6. *You are given the answers. What are the questions?*

1. The sole proprietor is.
2. The sole proprietor does.
3. It is unlimited.
4. In farming, retailing, personal services.
5. Two to twenty persons.
6. It is more flexible.
7. Because it has greater access to capital.
8. It is the joint stock company.
9. There are two types of them.
10. It means “public limited company”
11. A public company can offer its shares to the general public.
12. No, it cannot.

7. *Complete the following sentences without consulting the text.*

1. The most important types of business organization are...
2. ... is the oldest form of business enterprise
3. The sole proprietor is responsible...
4. One-person business is prevalent in...
5. The purpose of partnership is...
6. In partnership partners are responsible...
7. ... as law, surveying and medicine.
8. A joint stock company is a legal entity...
9. ...include the word “limited” in its name.
10. The main distinction between public and private companies is that...

8. *Be ready to speak about types of business organizations.*

Laboratory Work “Recruitment”

Active vocabulary

1. Read the words and memorize them.

1. to recruit = to take on – нанимать
2. to apply – обращаться (за работой)
3. a letter of application – заявление
4. CV - curriculum vitae (BE)-resume (AE) – резюме
5. shortlist – отбирать кандидатов на собеседование
6. candidate = applicant – кандидат, претендент
7. an interview – собеседование
8. willingness – готовность сделать ч.-л.
9. intelligence – ум
10. neat – опрятный
11. tidy – аккуратный
12. negotiation – переговоры

2. Read the international words, try to guess their meanings.

Process, organization, position, company, details, candidate, interview, normally, paragraph, interest, information.

3. Read and translate the text into Russian.

Recruitment is a complicated process by which companies and other organizations recruit¹ new members of staff.

It contains many steps. When a company needs to recruit or employ new people, it may decide to advertise the job or position in the appointment page of a newspaper.

People who are interested can then apply² for the job by sending in a letter of application³ and curriculum vitae⁴ containing details of their education and experience. The company will then shortlist⁵ the candidates⁶, who are invited to attend an interview⁷.

The letter of application can be as important as the CV because it often provides the 1st direct contact between a candidate and an employer.

If this letter is not well written and presented, it will make a poor impression.

The letter of application normally contains three or more paragraphs in which you should:

- 1) confirm that you wish to apply and where you learned about the job
- 2) say why you are interested in the job
- 3) show that you can help the company by skills and experience
- 4) indicate your willingness⁸ to attend an interview
(and possibly say when you would be free to attend)

Then comes writing a curriculum vitae. This document must contain all useful information concerning a candidate.

The next important step of recruitment is the interview. Such features of a candidate as his character, his ability to react, his intelligence⁹ and his suitability for the position are important

It's also important that an applicant is well presented, is neat¹⁰ and tidy¹¹, that he has good manners. The final step of the process is negotiation¹².

An accepted candidate would have to negotiate some issues before accepting a job:

- 1) Duties
- 2) Starting salary
- 3) Starting date
- 4) Reporting line
- 5) Any other possible benefits

4. You are given answers. Make up questions (all possible types).

1. Yes, it is.
2. Yes, it does.
3. Yes, it can.
4. Three or more paragraphs.
5. Useful information concerning a candidate.
6. Intelligence, character, suitability.
7. To be neat and tidy.
8. Duties, salary, benefits.

5. Give synonyms to the column "A" from column "B".

A.

1. usually
2. advantages

B.

1. willingness
2. position

3. to hire
4. post
5. neediness

3. benefits
4. to recruit, to employ
5. normally

6. Agree or disagree with the statements using the phrases.

(I'm afraid that's wrong; you are quite right; I think you are mistaken; as far as I know; I think so; according to the text).

1. Recruitment contains many steps.
2. The letter of application provides the final contact between a candidate and an employer.
3. The letter of application contains information about your family.
4. Candidate's character, intelligence and suitability for the position will be clear from the interview.
5. Negotiation is the first step in accepting a job.

7. Complete the following sentences without consulting the text.

1. When a company needs to recruit new people it...
2. Those who are interested in position ...
3. CV must contain...
4. The interview is...
5. Some issues before accepting a job...
5. Negotiation is the first step in accepting a job...

8. Be ready to speak about Recruitment.

Laboratory Work "Marketing"

Active vocabulary to memorize.

1. Read the words and memorize them.

1. to assume – допускать, предполагать
2. to fill – заполнять
3. to anticipate – предвидеть
4. commodities (goods) – товары
5. storage – хранение
6. marketing mix – структура маркетинга
7. marketer (market researcher) – маркетолог
8. appropriate – подходящий, соответствующий
9. to satisfy – удовлетворять

2. Read the international words, try to guess their meanings.

Marketing; concept; company; services; strategies; product; to plan; isolation; combination; factor; element; focus; potential; group; identification; mix; process.

3. Read and translate the text into Russian.

Marketing includes all the business activities connected with the movement of goods and services from producers to consumers.

There is a marketing concept assuming¹ that the producer's task is to find wants and fill them². It means you don't sell what you make, you make what will be bought. Marketing operations include product planning, buying, storage⁵, pricing, promotion, selling, credit, traffic and marketing research. The duty of marketers is to anticipate³ and create new demands, look for profitable opportunities, which are generally isolated by market segmentation. If a target market is identified, a company decides what commodities⁴ and services to offer.

The marketing strategies of determining product, price, place, and promotion are not planned in isolation. Marketers⁷ often look at a combination of these four factors. The combination of the four P's is known as the marketing mix⁶. The elements of the marketing mix focus on the consumer. In

order to develop a successful marketing mix researchers first ask two important questions: Who is going to buy the product? What is the potential to sell this product?

The group of customers (consumers) who will probably buy the product is known as the target market. The company directs its marketing efforts toward this group of potential customers who form the target market.

Having determined the target market the company can develop an appropriate⁸ mix of product, price, place, and promotion. A successful marketing mix depends on the knowledge about consumers and their buying habits gained through market research as well as correct identification of the target market. Strategies of product, price, place and promotion are mixed in order to reach a chosen group of customers. Marketing is the process responsible for identifying, anticipating³ and satisfying⁹ customer requirements profitably.

4. You are given answers. Make up questions. (All possible types).

1. Yes, it is. The duty of marketers is to anticipate and create new demands.
2. If a target market is identified.
3. No, they are not. The marketing strategies of determining product, price, place, and promotion are not planned in isolation.
4. It is the marketing mix.
5. In order to develop a successful marketing mix.
6. It is called the target market.
7. They are product, price, place, and promotion.
8. In order to reach a chosen group of customers.

5. Give synonyms to the column "A" from the column "B".

A	B
1. appropriate	1. to match
2. to determine	2. firm
3. customer	3. to purchase
4. products	4. need
5. to blend	5. marketers
6. company	6. commodities
7. to buy	7. consumer

8. demand
9. market researchers

8. to decide
9. suitable

6. Agree or disagree with the statements using phrases.

(I am afraid that's wrong; you are quite right/ you are not quite right; that's not quite so; I think you are mistaken; as far as I know; I think so: according to the text).

1. The duty of marketers is to sell goods.
2. The marketing strategies are planned in isolation.
3. The combination of the four P's is known as the marketing mix.
4. Having determined the target market the company can develop a new type of engine.
5. A successful marketing mix depends on the knowledge about consumers and their buying habits.
6. Strategies of product, price, place and promotion are blended in order to reach a chosen group of customers.
7. The company doesn't direct its marketing efforts toward this group of potential customers.

7. Complete the following sentences without consulting the text.

1. It means you don't sell what
2. If a target market is identified, a company
3. The combination of the four P's is known
4. In order to develop a successful marketing mix
5. The group of customers who will
6. A successful marketing mix depends on
7. Strategies of product, price, place, and promotion are blended

8. Be ready to speak about "Marketing".

Laboratory Work “Advertising”

Active vocabulary (to memorize)

1. Read the words and memorize them.

1. to advertise – рекламировать
2. advertisement (advert, ad) – реклама, объявление
3. to persuade – убеждать
4. word-of-mouth advertising – устная реклама
5. agency – агентство
6. a medium (pl. media) – средство массовой информации
7. advantage – преимущество
8. disadvantage – недостаток
9. commercial – реклама на T.V. или радио
10. to rely on – полагаться
11. commodities (goods) – товары
12. expensive – дорогой
13. competitive – конкурирующий, соперничающий
14. to offer – предлагать
15. in this respect – в этом отношении
16. range – диапазон
17. opportunity – возможность

2. Read the international words, try to guess their meanings.

Communication; services; product; company; agency; plan; radio; television; total; spectrum; combination; chief; potential; to ignore; telemarketing; role.

3. Read and translate the text into Russian.

Advertising

Advertising¹ is necessary as a means of communication with others, of telling them about the goods and services that are offered¹⁴. It persuades³ consumers to buy them. There are many different ways of advertising. The best and the cheapest form of advertising is considered to be word-of-mouth advertising⁴ which takes place when people tell their relatives and friends about the benefits of products and services they have bought.

Many big successful companies prefer to use the services of advertising agencies⁵. They create ads² and develop a media plan defining which media⁶ (newspapers, magazines, radio, television, etc.) will be used. In most developed countries newspapers still attract the largest share of the total advertising budget. The main advantage of advertising in newspapers is its broad reach, getting through to a wide spectrum of population.

Television's main advantage⁷ is that it offers the combination of sight and sound, that opens up a vast range¹⁶ of opportunities¹⁷. The chief drawback⁸ of commercials⁹ is the high cost and air time.

Direct mail campaigns rely on¹⁰ mailing lists containing the names of commodities¹¹ and services. But direct mail often meets with a certain amount of consumer resistance and it is rather expensive¹².

Radio offers the advantages of low cost to large potential audience. But people often use the radio for background sound and ignore the adverts².

Other media such as magazines, billboards, yellow pages, telemarketing, packaging, shop displays can be used to advertise goods and services.

We live in the competitive¹³ society and it is essential that people go out and sell what they have to offer. Advertising does try to attract the attention of the potential consumer. It plays an important role in this respect¹⁵.

4. You are given answers. Make up questions. (all possible types).

- a. The best and the cheapest form is word-of-mouth advertising.
- b. Yes, they do. They prefer to use the services of advertising agencies.
- c. Newspapers still attract the largest share of the total advertising budget.
- d. Its broad reach, getting through a wide spectrum of population.
- e. Yes, it is. It offers the combination of sight and sound.
- f. It often meets with a certain amount of consumer resistance.
- g. They are magazines, billboards, yellow pages, telemarketing, packaging and shop displays.
- h. It offers the advantages of low cost and large potential audience.

5. Give synonyms to the column "A" from the column "B".

A	B
1. to persuade	1. a customer (a client)
2. disadvantage	2. main
3. goods	3. wide

4. to offer
5. opportunity
6. to buy
7. to create
8. developed
9. broad
10. chief
11. a consumer

4. advanced
5. to produce
6. to convince
7. possibility
8. drawback
9. commodities
10. to suggest
11. to purchase

6. Agree or disagree with the statements using phrases.

(I'm afraid that's wrong; you are quite right/you are not quite right; that's not quite so; I think you are mistaken; as far as I know; I think so; according to the text).

1. Advertising is not necessary as a means of communication with others.
2. Many big successful companies prefer to use the services of advertising agencies.
3. Advertising agencies don't create ads and don't develop a media plan.
4. In most developed countries newspapers still attract the largest share of budget.
5. Television's main disadvantage is that it offers the combination of sight and sound.
6. The chief drawback of commercials is the high cost and air time.
7. We can't use magazines, billboards, yellow pages, telemarketing as a means of advertising.

7. Complete the following sentences without consulting the text.

1. The best and cheapest form of advertising is considered to be
2. Many big successful companies prefer to use
3. The main advantage of advertising in newspapers is
4. Television's main advantage is
5. The chief drawback of commercials is
6. Radio offers the advantages of low cost and
7. But people often use the radio
8. Other media such as magazines, billboards, yellow pages
9. Advertising does try to attract

8. Be ready to speak about "Advertising".

Laboratory work “Ethics in Business”

Active vocabulary

1. Read the words and memorize them.

1. a conduct – поведение
2. a fashion – стиль, манера
3. to adapt – приспособливаться
4. an accepted standard – (обще) принятый стандарт
5. to face – сталкиваться
6. a challenge – необходимость, требование
7. recognition – признание
8. bribery – взяточничество
9. to respond – отвечать, реагировать
10. admirable – восхитительный, занимательный
11. questionable – сомнительный, подозрительный
12. misuse – неправильное употребление
13. fraud – обман, мошенничество
14. misredemption – неоплата
15. shoplifting – кража из магазина

2. Read the international words, try to guess their meanings.

Principle, moral, standard, fashion, interest, form, organization, situation, ethical, formal, company, position, practice, clerk, business, group

3. Read and translate the text into Russian.

Ethics is a set of principles that people use to decide what is right and what is wrong. Ethics are standards of moral conduct¹.

To act in an ethical fashion² is to adapt³ to an accepted standard⁴ of moral behavior.

Undoubtedly, all people prefer to act ethically. Marketing executives face⁵ the challenge⁶ of balancing their own best interests in the form of recognition⁷, pay, and promotion, with the best interests of consumers, their organizations, and society. In any situation they must be able to distinguish what is ethical from what is unethical and act accordingly.

Many organizations have formal codes of ethics that identify specific acts (bribery⁸, accepting gifts) as unethical.

To help employees deal with ethical issues, some companies create a position for a full-time ethics officer. This high-level executive gives advice to senior management as well as responds⁹ to the complaints and questions of employees at all levels.

Organizations also take care to reward only ethical performance. It is important that employees see that success is the result of admirable¹⁰ behavior, not questionable¹¹ practices.

Buyers themselves often form an impression of an entire organization based on their contact with one person.

You may base your opinion of a retail store on the behavior of a single sales clerk. As Procter and Gamble put it in an annual report: “When a Procter and Gamble sales person walks into a customer’s place of business... that sales person not only represents Procter and Gamble, but in a very real sense, that person is Procter and Gamble”.

Consumers also have a responsibility to act ethically. The volume of credit card misuse¹², check fraud¹³, coupon misredemption¹⁴, and shoplifting¹⁵ suggests that a system-wide exploration of ways to reduce unethical behavior is needed.

As business is built on trustful relationships with suppliers, customers, employees and other groups ethical issues shouldn’t be ignored.

Ethics is a cornerstone of business success.

4. You are given answers. Make up questions (all possible types).

1. Yes, they do.
2. In any situation.
3. The challenge of balancing interests.
4. Consumers have.
5. To reduce unethical behavior.
6. A cornerstone of business success.

5. Give synonyms to the column “A” from column “B”.

- | A | B |
|-------------|---------------|
| 1. behavior | 1. to reduce |
| 2. trick | 2. to respond |

- | | |
|------------------------|------------|
| 3. manner | 3. conduct |
| 4. to decrease | 4. fashion |
| 5. to answer, to react | 5. fraud |

6. *Agree or disagree with the statements using the phrases.*

(I'm afraid that's wrong; you are quite right/ you are not quite right; that's not quite so; I think you are mistaken; as far as I know; I think so (I don't think so; according to the text).

1. All people prefer to act ethically.
2. Marketing executives face the challenge of balancing their competitors' interests with the best interests of government.
3. Such specific acts as bribery, accepting gifts are considered to be ethical.
4. Some companies create a position for a part-time ethics officer.
5. Your opinion of a retail store may be based on the behavior of a single sales clerk.

7. *Complete the following sentences without consulting the text.*

1. Ethics are standards of..
2. Many organizations have formal codes...
3. Buyers often form an impression of...
4. To reduce unethical behavior...
5. Ethical issues shouldn't be ignored as...

8. *Be ready to speak about Ethics in Business.*

Laboratory work "International Trade"

Active vocabulary

1. Read the words and memorize them.

1. to participate – принимать участие
2. scale – масштаб, размер
3. statute – законодательный акт
4. a matter – предмет, дело, вопрос
5. jet plane – реактивный самолет
6. satellite communication – спутниковая связь
7. buy-back transactions – сделки по выкупу
8. turnkey project – проект «под ключ»
9. patent – патент
10. vital – жизненный
11. to pursue a policy – проводить политику
12. distinction – различие
13. relevant – уместный

2. Read the international words, try to guess their meanings.

International, nation, economic, service, absolute, factor, specialize, resource, corporation, document, satellite, communication, computer, control, project, bank, national, modern, tariff, group, European, block, globalization, industry, classic, dynamic.

3. Read and translate the text into Russian

International Trade

International trade has existed for thousands of years. Foreign trade means the exchange of goods and services between nations, i.e. between producers and consumers or between producers in different parts of the globe. Nations don't trade, only economic spheres such as agricultural, industrial and service

enterprises can participate¹ in trade. Nations may have an absolute or a comparative advantage in producing goods or services because of factors of production – raw material, climate, division of labour, economies of scale², and so on.

International trade enables a nation to specialize in those goods it can produce most cheaply and efficiently. It is one of the greatest advantages of trade. On the other hand, trade also enables a country to consume more than it can produce if it depends only on its own resources. Trade has always been the major force behind the economic relations among nations.

International trade began with great trading companies of the 17th and 18th centuries. In 1811 according to New York statute solid corporations could be created by the filling of documents. Soon it became a matter⁴ of bureaucratic operations to become a corporation. Since that time the corporate movement began.

When the jet plane⁵, satellite communications⁶ and computers began, it became possible for a company to control business all over the world. International business takes various forms such as buy-back transactions⁷, turnkey project⁸, transactions in patents⁹, licences, know-how, various joint ventures, joint banks and many others.

Trading across national borders is of vital¹⁰ importance to all modern economies. In the second half of the 20th century, governments pursued¹¹ free-trade policies by reducing tariff and non-tariff barriers and by forming trading group like the European Common Market.

The European Union is now the world's largest trading block, accounting for 40 per cent of world exports.

Increasing globalization could soon affect many industries and there may be a time when the classic distinction¹² between home and foreign trade will no longer be relevant¹³.

International trade is a dynamic activity with changes, adapts and responds according to the conditions.

4. You are given answers. Make up questions. (All possible types).

1. Thousands of years.
2. Nations may have an absolute or a comparative advantage.

3. In 1811.
4. It takes various forms.
5. It is of vital importance of all modern economies.
6. The European Common Market.
7. Yes, it is.

5. Give synonyms to the column "A" from column "B".

<i>A</i>	<i>B</i>
1. producer	1. reduce
2. control	2. different
3. respond	3. run
4. foreign	4. manufacturer
5. decrease	5. overseas
6. various	6. react

6. Give antonyms to the column "A" from column "B".

<i>A</i>	<i>B</i>
1. cheap	1. disadvantages
2. advantages	2. increase
3. major	3. foreign
4. reduce	4. inefficient
5. home	5. expensive
6. efficient	6. minor

7. Agree or disagree with the statements using the phrases.

(I'm afraid that's wrong; you are quite right/ you are not quite right; that's not quite so; I think you are mistaken; as far as I know; I think so (I don't think so; according to the text).

1. Nations don't trade.
2. International trade enables a nation to specialize in those goods it can produce most cheaply and efficiently.

3. Trade has never been the major force behind the economic relations among nations.

4. Governments pursued free-trade policies by increasing tariff and non-tariff areas.

5. The European Union is accounting for 40 per cent of world exports.

8. Complete the following sentences without consulting the text.

1. ... the exchange of goods and services between nations...

2. ... raw materials, climate, division of labour.

3. Trade has always been...

4. ... is of vital importance to all modern economies.

5. Increasing globalization could...

6. The European Union is now ...

9. Be ready to speak about International Trade.

Laboratory work “Economics and Ecology”

Active vocabulary

1. Read the words and memorize them.

- 1) gross value – added – налог на добавленную стоимость
- 2) to pollute – загрязнять
- 3) to belong – принадлежать
- 4) ancient – древний, старинный, античный
- 5) interference – вмешательство в...
- 6) by-products – побочные продукты
- 7) to breathe – дышать
- 8) grain – зерно
- 9) dust – пыль
- 10) substances – вещество, материя, субстанция
- 11) acid rains - кислотные дожди
- 12) to suffer – страдать
- 13) damage – ущерб, вред
- 14) consequences – последствия
- 15) to realize – осознавать
- 16) universal concern – всеобщее (всемирное) дело (интерес, забота, беспокойство)
- 17) measure – мера
- 18) to avoid – избегать, избежать
- 19) disaster – несчастье, катастрофа, бедствие
- 20) to threaten – угрожать

2. Read the international words and try to guess their meaning.

Industry; economy; service; sector; machine; instrument; nature; harmony; civilization; atmosphere; million; ton; substance; reason; smog; republic; protection; system; ecology; protect.

3. Read and translate the text into Russian.

Industry remains a major force in the world economy. Industry’s share of gross value – added¹ and the services sector provide the largest part in all industrial countries.

Man has been trying to make his life easier for many centuries. So he invented machines and instruments. They have been working and polluting² the world we live in. In the world around us there are two things that don't belong³ to any country: air and ocean water.

Since ancient⁴ times Nature has served Man, being the source of his life. For thousands of years people lived in harmony with environment. But with the development of civilization man's interference⁵ in nature began to increase.

Large cities with thousands of smoky industrial enterprises appear all over the world. The by-products⁶ of their activity pollute the air we breathe⁷, the water we drink, the land we grow grain⁸ and vegetables on.

Every year world industry pollutes the atmosphere with about 1.000 million tons of dust⁹ and other harmful substances¹⁰. It is the main reason for the greenhouse effect and acid rains¹¹.

Many cities in Russia suffer¹² from smog. A great damage¹³ has been done to the republic's agriculture, forests and people's health. We all know how tragic the consequences¹⁴ of the Chernobyl disaster are (April 1986).

People are beginning to realize that environmental problems are not somebody's else. Environmental protection is of a universal concern¹⁶. That is why serious measures¹⁷ to create a system of ecological security should be taken. If we want our children to live in the same world we live in, or in the better and healthier world, we must learn to protect the water, the air and the earth from pollution. If governments realize what is happening – perhaps we'll be able to avoid¹⁸ the disaster¹⁹ that threatens²⁰ the natural world and all of us.

4. You are given answers. Make up questions (all possible types.)

- a) April 1986.
- b) To make his life easier man...
- c) There are two things that...
- d) Since ancient times...
- e) The by-products pollute the air we breathe.
- f) It is the main reason for the...
- g) A great damage has been done to...
- h) A universal concern.

5. Match up.

1) The synonyms

- a) part; enterprise; disaster; realize; concern; create; protect;

- b) defend; develop; problem; understand; catastrophe; plant; portion;
- 2) The antonyms
 - a) major; large; increase; easy; ancient; harmony; begin;
 - b) finish; disharmony; early; difficult; decrease; small; minor.

6. Agree or disagree with the statements using the phrases.

(I'm afraid that's wrong; you are quite right/you are not quite right; that's not quite so; I think you are mistaken; as far as I know; I think so/I don't think so; according to the text).

- 1) Agriculture remains a major force in the world economy today.
- 2) Man has been trying to make his life easier for many centuries.
- 3) There are two things that don't belong to any country: air and ocean water.
- 4) For thousands of years people lived in disharmony with environment.
- 5) The by-products of industrial enterprises pollute the air we breathe, the water we drink, the land we grow grain and vegetables on.
- 6) Not many cities in Russia suffer from smog.
- 7) Everybody knows how tragic the consequences of the Chernobyl disaster are.
- 8) Environmental protection is of a universal concern.
- 9) If we want our children to live in the same world we live in, or in a healthier world, we must learn to nurture the environment.

7. Complete the following sentences without consulting the text.

- 1) Industry's share of gross value – added and the services...
- 2) Since ancient times Nature...
- 3) With the development of civilization man's...
- 4) Every year world industry pollutes...
- 5) A great damage has been done to...
- 6) People are beginning to realize that...
- 7) We must learn to protect...
- 8) If governments realize what...

8. Be ready to speak about "Economics and Ecology".

Учебное издание

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Учебные задания по английскому языку

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