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ВСП «Ковельський промислово-економічний фаховий коледж
Луцького національного технічного університету»



Іноземна мова
(за професійним спрямуванням)
Методичні вказівки до виконання самостійної роботи для здобувачів
освітньо-кваліфікаційного рівня фаховий молодший бакалавр за
спеціальністю 073 Менеджмент денної форми навчання



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Голова методичної ради ВСП «КПЕФК Луцького НТУ» _____ І. М. Ілюшик

Розглянуто і схвалено на засіданні циклової методичної комісії гуманітарних та соціально-
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А 64 Іноземна мова(за професійним спрямуванням) [Текст]: Методичні вказівки до виконання самостійної роботи для здобувачів освітньо-кваліфікаційного рівня фаховий молодший бакалавр за спеціальністю 073 Менеджмент денної форми навчання /уклад. О.О.Хилюк, О. М. Грисюк – Ковель: КПЕФК ЛНТУ, 2021. – 130 с.

Методичні вказівки з англійської мови (за професійним спрямуванням) розроблені для здобувачів освітньо-кваліфікаційного рівня фаховий молодший бакалавр за спеціальністю 073 Менеджмент з метою вдосконалення і розвитку знань, навичок і вмінь з англійської мови за даною спеціальністю.

Методичні вказівки призначений для професійно-орієнтованої позааудиторної підготовки з англійської мови здобувачів освіти економічних спеціальностей. Структура посібника складається з лексико – граматичного розділу, граматичних вправ, підбірки текстів для додаткової аудиторної і самостійної роботи, додаткових завдань комунікативної спрямованості. Для здобувачів освіти економічного профілю, а також для широкого кола осіб, які вивчають ділову англійську мову.

Методичні вказівки навчають здобувачів освіти самостійно працювати з англійськими текстами за фахом, забезпечать підвищення їх рівня мовної та мовленнєвої підготовки, сприятимуть формуванню іншомовної комунікативної компетенції в цілому.

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Передмова

Методичні вказівки призначені для виконання самостійної роботи для здобувачів освітньо-кваліфікаційного рівня фаховий молодший бакалавр за спеціальністю 073 Менеджмент денної форми навчання.

Методичні вказівки складено згідно з вимогами навчальної програми іноземної мови для підготовки фахових молодших бакалаврів з організації виробництва. Він охоплює базовий лексичний мінімум та нормативну граматику англійської мови.

Ціль вивчення англійської мови у коледжі полягає у практичному оволодінні мовою, навиками читання і перекладу літератури помірної складності зі спеціальності й елементарними навиками усної мови із актуальних фахових тем, передбачених програмою, і охоплює основні проблеми економіки. Оволодіння матеріалом допоможе у діловій поїздці за кордон, при укладанні контракту, кваліфікаційно провести переговори з представниками зарубіжних фірм у нашій країні. Цим і визначається структура посібника, відбір і система подачі текстів, лексичного і граматичного матеріалу, а також характер вправ.

Мета методичних вказівок – розвиток навичок розуміння й аналізу оригінальних текстів з основних проблем бізнесу, нагромадження словникового запасу, удосконалення навичок розмовної мови, уміння вести бесіду, брати участь у дискусіях англійською мовою, формувати соціально-комунікативну позицію фахівця в своїй галузі.

Методичні вказівки складаються із 53 самостійних робіт (текстів, діалогів, вправ), які містять окрему економічну проблему – тему, і включають оригінальні тексти із зарубіжної економічної літератури. До текстів пропонуються післятекстові вправи та завдання на відпрацювання мовленнєвих навичок і вмінь використання лексичного матеріалу, що вивчається. Побудова системи завдань до кожного тексту визначається методичним призначенням цих текстів. При розробці системи завдань і вправ використовувались елементи функціонально-комунікативного навчання в іноземній мові, при якій явище мови (лексика і граматики) розглядаються не тільки як система правил і особливостей, але й і як система комунікативних функцій.

Щоб уникнути переобтяженості кожного розділу, граматичний матеріал подається в кінці методичних вказівок у вигляді вправ, в яких знайшли своє відображення всі граматичні явища англійської граматики. Вправи допоможуть систематизувати знання і оволодіти основами граматики на основі нескладної професійної лексики. Вправи розміщено у порядку ускладнення – від простого до складного – і бажано дотримуватись послідовного їх виконання.

В кінці методичних вказівок подаються додаткові тексти.

Методичні вказівки можуть бути використані здобувачами освіти економічного профілю, а також для широкого кола осіб, які вивчають ділову англійську мову.

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Самостійна робота № 1

Theme Writing a resume

Task To read, translate the examples of resumes for manager position, paying attention to special language clichés.

The job of a manager is complex and varied. Managers need above-mentioned skills to execute the duties and activities. A good manager should possess human skills, technical skills, and conceptual skills. Technical skills comprises of knowledge and proficiency in a certain specialized area such as computers, engineering, manufacturing, managerial, and financial accounting.

A manager with good human skills is able to get the best out of the employees in manager job. Human skills encompass the ability to work well with other people in a group as well as individual. Managers with good human skills know how to motivate, communicate, lead, and inspire trust and enthusiasm. Conceptual skills incorporate the ability to think and conceptualize about complex and abstract situations. These skills are considerably important at all levels of management.

A manager has to use all these skills, to understand the relationship among many subunits, see the organization as a whole, and visualize how the organization fits into its broader environment. Therefore, to become a good manager, one has to possess all the above discussed skills.

Sample of Manager's Resume

Managers are administrators involved with planning, organizing, staffing, directing, and controlling the activities of an organization in order to achieve the objectives of the organization. They establish a link between human and non human resources like machines, power, money, and materials to produce a coherent and harmonious working culture. Typical skills needed include leadership, decision making, coordination, communication, negotiation, presentation, and the like. Managers can be in charge of particular departments or certain areas spanning numerous departments. The candidate in this resume has an associate management degree with twelve plus years of experience as a service head, supervisor, and fundraiser.

Elliot Murdoch
23 Lowell Street
Carlisle, MA 01741
Telephone No: 978-287-2497
Email id: elliot_murdoch@gmail.com

Career Goal

Obtain a respective career as the Manager or top administrative personnel for the non profit or charitable organizations with the help of obtained executive and professional expertise.

Educational Background

Achieved Bachelor in Arts Degree from the San Francisco University, San Francisco in the year of 1992 at Management as the major

Achieved Associate Management Degree from the Northeastern University, California at in the year of 1988 at Social Worker Management along with MIS studies

Professional Affiliation

Achieved required professional affiliation from the MIS Personnel Association of San Diego, San Diego in the year of 1996

Professional Excellence Summary

Have over 12years of experience and the capacity to adopt new concepts with due responsibilities

Obtained necessary training on various related subjects such as marketing and organizational communication etc

Computer Programming Skills

Practiced Office Package: Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft PowerPoint, Microsoft Outlook Express

Practiced Operating Systems: Windows9X, Windows2000, Windows ME, Windows XP, Windows Vista, Linux, Unix, MS DOS

Professional Background

Work as the Associate Executive Director for the Jimmy Y.M.C.A with the following responsibilities

As the Supervisor from 2004 - Present date:

Provide proper supervising to ten program directors

Take necessary actions for new recruitment and training with appropriate evaluation

As the Fundraiser from 2000 - 2004:

Worked as the chairperson in the 2001, for the Yearly support Campaign for the fundraising purpose

Worked as the chairperson in the 2002, for the Annual Drive and Motivation Camp and ensured some solid funds as the purpose head

As the Service Head from 1996 - 2000:

Provided proper administration in multi-programs arrays with proper scheduling, staff evaluating and necessary enrollment

Worked out curriculum instructions as well as criteria of the program Carried out necessary administrative steps with due supervision to membership divisions along with program registration procedure.

Самостійна робота № 2

Theme Writing a resume

Task To read, translate the examples of resumes for manager position, paying attention to special language clichés.

Sample of Manager Resume 2

Managers are concerned with the business aspects of an organization. They handle the technical employees who in turn handle the technical tasks. Managers plan, organize, staff, direct, and control the activities in an organization to achieve the goals of the organization. Managers can be required to handle particular departments or be involved with numerous departments as is done by chief executives and financial officers. A master's degree in business administration is preferred, but experience and skills like leadership, decision making, and coordination are more important. The resume presents a widely experienced candidate with a bachelor's degree in marketing and management.

Vasco Richards
2109 Walnut Avenue,
Irvine, CA 92604
Telephone No: 949-936-5613
Email id: richards_vasco@gmail.com

A versatile and skilled sales/marketing professional with excellent hands-on experience in developing and improving sales for wholesale and retail operations. An assertive manager with outstanding interpersonal, communications, negotiation and people management skills.

Objective: a leadership sales position with a world class, high-integrity food products company.

EXPERIENCE

Eagle Creek , Irvine, California 1996 - 1997
General Manager

Directed the startup of a new low-fat restaurant concept with 126 seats. Took over day-to-day management including staffing, training, purchasing, cost control, facilities, maintenance, advertising, customer relations, marketing and menu development. Participated in the concept and design of a low-fat menu.

Achieved break-even within eight months

Staffed and trained an assistant manager and 18 servers and kitchen employees in full service dining

Reduced labor and cost of goods sold by 20%

Carried out a demographic study that pinpointed the restaurant's market

Developed and oversaw a catering program
Analyzed and upgraded kitchen equipment
The Cheesecake Factory, Los Angeles, California 1993-1996
Store Manager: Units at Brentwood And Marina Del Rey

Enrolled in the company's management training program and supervised daily operations at three high-volume stores, each generating in excess of \$3 million annually
Recruited and trained 35 servers and kitchen staff
Improved cost control in the Santa Anita location by eliminating waste
Assisted in a 5% reduction of labor costs through better selection and training of staff
Consistently ran low-labor costs throughout seasonal highs and lows
Prepared the annual budget for the Marina Del Rey location. This site was consistently in the top five most profitable restaurants in the company
Directed the development of two new appetizers that have been adopted throughout the company
Good Java, Inc., Boulder, Colorado 1992-1993
Sales And Service Representative

Began career as a service technician; promoted into sales within three months.
Developed the South Denver market and mountain communities selling espresso equipment, supplies and coffee to a wide range of hospitality outlets including restaurants, coffee houses, hospitals and hotels.
Led the company in sales of leased equipment and supplies
Developed and controlled 50% of the market share in two key territories
Implemented a new 30-day trial program which led to 30% more placements
Trained restaurant sales staff in operating, marketing and merchandising coffee products

EDUCATION

Denver University, Denver, Colorado
Bachelor of Science, Marketing And Management, 1992
Other:

Restaurant Management Courses at The Cheesecake Factory
Computer Skills:

PC/MAC word processing, spreadsheets, databases, Internet, e-mail, Power Point,
Restaurant Industry Systems and Remanco Systems

Самостійна робота № 3

Theme Writing a resume

Task Using the samples of resumes in the previous works write your own resume.

Самостійна робота № 4

Theme “Jobs”.

Task to read, translate the text “Jobs”, to learn active vocabulary, to do lexical exercises.

Jobs

It is impossible to give all the names of the jobs in the world. The list of them often changes. Some typical job titles are: a manager, a secretary, an executive, a research worker. People who do these jobs work in different businesses and for different companies. Some jobs don't require any special training, e.g. the job of a cleaner; other jobs require a lot of training and a few qualifications, e.g. the job of a lawyer, an accountant or a designer.

People look for jobs which give them much money, career opportunities, job satisfaction. Some companies offer fringe benefits - swimming-pools, fitness centers, doctors, dentists. Many employers want to show that they help employees to balance their lives. A lot of people change their jobs if the pay is low, or they commute a long way to work, and for some other reasons.

When a company decides to employ new people it often advertises jobs in a newspaper. A few people apply for this job. They send a letter of application and a CV with details of their education and experience. The company then invites candidates for an interview. A good company usually recruits responsible and experienced staff.

There are different ways to work. A lot of people work nine-to-five, some have flexible working hours, a few work in shifts. Many employers and employees find flexible employment very progressive. This is especially good for women with children. Part-time work appeals to students because they are very busy at universities.

Some people make the decision to leave their jobs and start their own businesses. A few of them start their business at home and then move it out, for example Disney. Amazon.com, Microsoft, Apple. You have the ability to run your business if you are decisive, organized, ready to take risk. But if you have little self-discipline, you do not plan ahead and you are not creative, you are not ready to start your own business.

In any case, you are successful in a job of an employee or in your own business if you enjoy your work.

Vocabulary

1. advertise (v) – рекламувати,
to advertise a vacancy – оголошувати про вакансію,
advertisement (n, C) – рекламне оголошення,
advertising (n, U) - реклама, рекламна діяльність,
2. appeal (v) – подобатися,
to appeal to smb – подобатися кому-небудь,
E.g. This job appeals to me. – Ця робота подобається мені,
3. apply for a job (v) – подавати заяву про прийом на роботу,

4. a letter of application – заява про прийом на роботу,
5. applicant (п, С) - кандидат, претендент,
6. commute (v) - здійснювати регулярні поїздки на роботу з передмістя,
commuter (п, С) - працівник, що живе в передмісті,
7. CV = curriculum vitae – автобіографічні дані,
8. decide (v) – вирішувати,
to decide to do smth – вирішити зробити щось,
decision (п, С) – рішення,
to make a decision – прийняти рішення,
decisive (adj) – рішучий,
9. employer (п, С) – роботодавець,
10. employee (п, С) - службовець, співробітник,
11. employ (v) – наймати на роботу,
E.g. The company employs three people every day- Кожен день компанія
приймає на роботу трьох працівників,
employment (п, U) - робота, зайнятість,
part-time employment (part-time work) - часткова зайнятість, робота на
півставки,
full-time employment – повна зайнятість,
12. enjoy (v) – отримувати задоволення від чого-небудь, подобатися,
E.g. I enjoy my long holidays. – Мені подобаються довгі канікули,
13. experience (п, U) – досвід, стаж,
E.g. She has 10 years' experience in the job. – Вона має десятирічний стаж на
цій роботі.
to know by/from experience - знати з досвіду ,
14. flexible (adj) – гнучкий,
a flexible policy – гнучка політика,
15. fringe benefits - додаткові пільги (напр., безкоштовне медичне
обслуговування, субсидовані столові),
16. impossible (adj) - неможливий, нездійснений ,
E.g. It is impossible to help him. – Йому неможливо допомогти.. Ant:
possible,
(adj) – можливий,
17. job (п, С) – робота, посада E.g. I have got interesting job,
18. work (п, U) – робота, праця,
E.g. He is at work. – Він на роботі, place of work - місце роботи,
19. look for smth/smb (v) – шукати щось, когось,
Compare: look at smb., smth. (v) – дивитися на когось, щось look after smb.
(v) – доглядати когось,
20. offer (v) - пропонувати
to offer help/one's services – пропонувати допомогу/ свої послуги,
an offer (п. С) – пропозиція,
to make an offer – зробити пропозицію,

21. opportunity (n, Q - можливість, (зручний) випадок ,
to look for an opportunity to do smth. - шукати можливості, щоб зробити щось,
22. pay (n, U) - оплата, заробітна плата, заробіток,
23. pay (v) for smth – платити за щось,
24. reason (n, C) - причина,
a reason for smth. - причина чогось,
25. recruit (v) - наймати на роботу, вербувати,
recruitment (n. U) – підбір кадрів,
26. require (v) - вимагати (ся),
E.g. We require help. - Нам потрібна допомога, requirement (n. C) – вимога,
to meet smb's requirements – відповідати вимогам,
27. responsible (adj) – відповідальний,
to be responsible for smth. – відповідати за що-небудь,
E.g. He is not responsible for this work. – Він не відповідальний за цю роботу.
28. satisfaction (n, U)- задоволення, задоволеність ,
29. satisfy (v) – задовільнятибути задоволеним чимось, кимось,
to be satisfied with smth., smb. – бути задоволеним чимось, кимось E.g. He is satisfied with his job. – Він задоволений своєю роботою, satisfactory (adj) – задовільний Ant: unsatisfactory' – незадовільний,
30. shift (n, C) – зміна,
to work in shifts – працювати позмінно,
shift work – позмінна робота,
31. staff (n, Q - персонал, штат to be on the staff – бути в штаті Syn: personnel department – відділ кадрів
start one's own business (v) – відкрити свою справу
32. typical (adj) - типовий
E.g. It is typical of him. – Це нетипово для нього.

Exercise 1. Answer the questions.

1. What are the typical job titles now?
2. What does the job of a lawyer require?
3. What kinds of jobs do people look for?
4. What do some companies do to keep their employees?
5. Why do people change their jobs?
6. Where does a company advertise its vacancies?
7. What do people who apply for a job send to a company?
8. What are different ways to work?
9. Why does part-time work appeal to students?
10. What abilities help people to run their business?

Exercise 2. Read the statements. Are they true or false?

1. The job of a cleaner requires a lot of training.

2. People look for jobs that offer a good pay.
3. Fringe benefits appeal to a lot of employees.
4. You don't send a CV when you apply for a job.
5. A CV is a short biography and qualifications.
6. Flexible employment is attractive to everybody.
7. Students don't like to work part-time.
8. If you are decisive and creative you have the chance to start your own business.
9. Women with children like to work full-time.
10. People don't start their businesses at home.

Самостійна робота № 5

Theme “Jobs”.

Task to do lexical exercises to the text “Jobs”.

Exercise 1. Translate the sentences into Ukrainian.

1. My job is to sell different goods. 2. Why do companies decide to recruit new employees? 3. Your results of the test are satisfactory. 4. A lot of companies offer fringe benefits to their employees. 5. Now he needs full-time employment. 6. Is it difficult for you to commute to work? 7. This company always advertises vacancies in newspapers. 8. He doesn't have any necessary experience. 9. My work schedule is very flexible. 10. A CV is very important when you apply for a job. 11. He often makes wrong decisions. 12. This job appeals to me greatly. 13. It is an impossible situation. 14. He enjoys the opportunity to work part-time. 15. Her pay is very high.

Exercise 2. Translate word-combinations into English.

Відповідати вимогам; пропонувати додаткові пільги; працювати неповний робочий день; відкрити свою справу; шукати роботу; повна зайнятість; набирати персонал; прийняти рішення; велика оплата; знайти причину чого-небудь; оголошувати про вакансії; незадовільна робота; подати заяву про прийом на роботу; гнучка політика; відповідати за відділ кадрів; отримувати задоволення від роботи; рішучий характер.

Exercise 3. Complete the sentences using right prepositions.

1. Don't look ... him. He is away on business. 2. My friend isn't... work now, he is...home. 3. I am not satisfied ...your offer. 4. Such policy is typical ...him. 5. This job appeals... me. 6. What is your place... work? 7. He has a reason ... not working ... shifts. 8. How many employees are ... the staff... the company? 9. She is responsible ... the personnel.10. This product doesn't meet the requirements ... our customers. 11. When people apply ... a job they send a letter ... application and a CV. 12. She always pays... herself.

Exercise 4. Complete the missing words. Use your active vocabulary.

1. To start... is rather risky. 2. Some jobs don't ... any education. 3. Students prefer to work 4. What ... job titles do you know? 5. He often loses his keys and ... them everywhere. 6. What kind of job do they ... him? 7. This designer is the leader of the group. He ... ten people. 8. People change jobs if their ... is low. 9. It takes her an hour and a half... to work. 10. This company needs experienced11. Working in ... doesn't... to me. 12. What are your duties? What are you ... for? 13. When people ... a job they send ... and ... to a company. 14. The company often recruits new'.... 15. A lot of people think that ... employment is very convenient.

Самостійна робота № 6

Theme “Jobs”.

Task to do lexical exercises to the text “Jobs”.

Exercise 1. Paraphrase following words and word combinations using your active vocabulary.

1. to present
2. a chance
3. to call public attention to smth.
4. to search for
5. to attract
6. personnel
7. to solve
8. unable to happen
9. adaptable to change
10. to give money to smb.

Exercise 2. Open brackets using Present Simple.

1. There ... some fringe benefits that makes this company attractive to me (be).
2. We ... you to work in shifts (offer).
3. Our boss always... professional staff (recruit). When Tom ... to apply for another job he always says he ... his current boss (decide, not like).
4. This company... sports cars (advertise).
5. It ... impossible to start your own business when a person ... money (be. not have).
- 6 ... this job ... to you (appeal)?
7. What... the typical job titles in a company (be)?
- 8...he ... to his office in London or... he ... in the city (commute, live)?
10. A doctor's job... a lot of training (require).
11. What career opportunities... this job ... (offer)?
12. I ...any satisfaction from my present job (not get).
13. Why... the pay so low for such hard work (be)?
14. What... you ... of his letter of application and CV (think)?
15. How many employees... there in your firm (be)?

Exercise 3. Choose the correct answer.

1. I don't have... time because I have a full-time job.
a) many b) much c) few d) some
2. Sam usually has ... reasons to be late for work.
a) a lot of b) little c) much d) any
3. This job doesn't require ... special training, it's easy.
a) a few b) many c) no d) any
4. Can we look at ... advertisements of job vacancies in your newspaper?
a) no b) some c) any d) few
5. This pay is too ... for such a responsible job.

- a) little b) a little c) much d) many
- 6.. .. people start their own business if they have no money.
- a) many b) few c) much d) a lot of
- 7.This company is successful because there are ... responsible and experienced employees in it.
- a) no b) few c) a lot of d) a little
8. We can't give her this job as she has... experience at all.
- a) little b) much c) any d) no
9. I know... about how to write a CV, can you help me?
- a) little b) few c) a few d) much
10. Do you have ... special training in marketing?
- a) many b) few c) any d) no
11. ... people like to work part-time, others enjoy working in shifts.
- a) some b) little c) no d) any
12. They want to ask you ... questions about your work experience and qualifications.
- a) much b) few c) a little d) some

Exercise 4. Translate into English.

1. Якщо компанія пропонує додаткові пільги, це означає, що вона піклується про своїх співробітників. 2. Робота секретаря не відповідає моїм вимогам. 3. Важко прийняти рішення відкрити свою справу. 4. Хто відповідає за підбір кадрів? 5. У газеті є оголошення про вакансії бухгалтера. 6. Чому роботодавці запрошують кандидатів на співбесіду? 7. Заява про прийом на роботу включає дані про освіту та досвід роботи. 8. Скільки людина перебуває у штаті компанії? 9. Я - студент, тому мені подобається працювати на півставки. 10. Гнучка політика типова для цієї компанії. 11.Ця компанія часто робить нам цікаві пропозиції. 12. Оплата за цю роботу дуже висока. 13. Я знаю з досвіду, що дуже важко набирати на роботу нових людей. 14. Люди переходять з однієї роботи на іншу з різних причин. 15. Нам потрібні відповідальні та творчі співробітники.

Самостійна робота № 7

Theme “Jobs”.

Task To read, translate the dialogue, to learn new vocabulary and to do exercises.

Dialogue

Tom - Hi. Dan! Good to see you again! How is life?

Dan - Great! I've got a new job.

Tom - Really? Congratulations! What do you do?

Dan - I work for a large multinational company. It produces water filters.

Tom - What are your responsibilities?

Dan - I have a lot of work to do every day. I am responsible for office work. Sometimes I don't have any free time to have lunch.

Tom - Oh, how terrible! But then your pay is good.

Dan - Well, now my pay is not very high, but when I have some experience I hope to get a promotion and a lot of money.

Tom - Does your job appeal to you? Are there any fringe benefits in your company?

Dan - Sure! My colleagues are friendly and this job gives me a lot of career opportunities. As for the fringe benefits - yes, I sometimes use a swimming-pool and a gym and I don't pay for them.

Tom - That's great! By the way, does your job require any special training?

Dan - I have good computer skills, I know English well and I am organized. Also, it is important for me to plan meetings and talk to clients on the phone.

Tom - I see. I remember you at school and I'm sure you are very good at communicating with all kinds of people. I think you are decisive too. Don't you think it's time to start your own business?

Dan - Not now, I have no capital to put in the business, no friends in business. But I have some creative ideas.

Tom - That's a good start!

Notes:

1. multinational company – транснаціональна компанія,
2. promotion – просування по службі.

Exercise 1. Answer the questions.

1. Where does Dan work?
2. Does he like his new job? Why?
3. What are his responsibilities?
4. Why does Dan sometimes have no time for lunch?
5. What skills are necessary for his job?
6. What does he want to do in the future, in your opinion?
7. What fringe benefits does Dan have?
8. What is Dan good at?
9. Why is it important to know English if you work for a large multinational

company?

Exercise 2. Work in pairs. Make up your own dialogue.

A: You are a middle manager at Ashan mega-store. Tell your friend about your work (responsibilities, working hours, salary, benefits, staff, etc.) Ask him/her about his/her job.

B: You are a business person. You have your own small company. It produces greeting cards. Say what you like about your business. Speak about job satisfaction, pay, creative ideas. Discuss your problems with your friend and invite him/her to work for your company as an Office Manager.

Самостійна робота № 8

Theme “A Working Day of a Sales Manager”.

Task To read, translate the text, to learn new vocabulary and to do exercises.

A Working Day of a Sales Manager

Timberland is a world-famous company in the market for boots and shoes. It is a real market leader. At the moment it is rapidly increasing its exports to Japan, Taiwan and Hong-Kong. The goods of this company are of high quality. They meet up-to-date international standards.

Timberland is a large corporation. It has a lot of foreign and domestic subsidiaries. The company consists of nine departments.

The company Chief Executive Officer (CEO) and president is Sidney Swartz. He is in charge of the global strategy. His son, Mr. Jelfry Swartz, is executive vice-president. He knows everything about this business and helps his father to run the company. Now they are planning to expand their business to Latin America.

Mr. Stevens is the company Sales Manager. His working day starts at 9 a.m. and finishes at 5 p.m. He works hard every day. Mr. Stevens always gets up early, takes a shower and has breakfast. During breakfast he watches the latest news on TV or listens to the radio. Then Mr. Stevens drives to work. It takes him twenty five minutes to get to the office. When he starts his working day he usually switches on his computer and looks through the mail. After that he sends some e-mails or asks his secretary to do it. Then he and his assistant make the plan for the day Mr. Stevens discusses a lot of business matters on the phone. Sometimes he makes appointments with his suppliers. At 12 o'clock he always has lunch in the company cafeteria. After lunch he meets his customers or regional sales managers.

It is 4 p.m. now and Mr. Stevens is having talks with Mr. Brown from the Public Relations Department (PR) and Advertising Department. They are discussing the new advertising campaign of their new product. Now they are speaking about budget problems. They are hoping to find a reasonable solution to the issue.

Mr. Stevens is efficient and hard-working. He tries to solve all the problems, so his clients like to do business with him. They discuss terms of delivery and payment, prices and discounts. Mr. Stevens travels a lot and visits the subsidiaries of Timberland. He enjoys his job because he meets a lot of new people and goes to different countries.

Vocabulary

1. appointment (n, C) - ділове побачення, домовлена зустріч ,
 2. to make an appointment with smb for some time – призначити зустріч (з ким-небудь. на певний час),
- break an appointment - не прийти на зустріч,
appoint (v) - призначати, визначати (час, місце і т. ін.),

3. be in charge of (smth / doing smth)- відповідати за що-небудь, бути відповідальним за що-небудь,

Syn: be responsible for,

4. business matter – делове питання/проблема Syn: business issue,

5. campaign (n, Q – кампанія,

a campaign against smth / for smth - кампанія проти чого-небудь / за що-небудь, campaign against smoking - кампанія по боротьбі з курінням,

to carry out a campaign - проводити кампанію,

an advertising campaign - рекламна кампанія,

6. consist of (v) – складатися з,

7. customer (п, C) – замовник, покупець, клієнт Syn: buyer,

8. department (п, C) - підрозділ у якій-небудь установі; відділ,

accounting department – бухгалтерія,

finance department - фінансовий відділ;

sales department - відділ збуту; комерційний відділ ,

9. discount (n, Q) – знижка,

a discount on the goods - знижка на товари,

a discount off the price - знижка з ціни,

to give / get a discount - надати / отримати знижку,

10. efficient (adj) - результативний (про роботу), кваліфікований (про людину),

efficient in smth - кваліфікований у чому-небудь ,

efficiency in smth (n, U) - ефективність, результативність, продуктивність в чому-небудь,

11. expand (v) - розширяти(ся),

E.g. Our trade with China is expanding. - Наша торгівля з Китаєм розширюється.

12. foreign (adj) - іноземний; зарубіжний foreign market - зовнішній ринок,

Syn: overseas Ant: domestic: home,

12.goods (n) pl. - товар; товари,

E.g. Your goods appeal to us. - Нам подобається ваш товар / ваші товари.

manufactured goods - промислові товари,

consumer goods - споживчі товари ,

13.increase (v)- збільшувати (ся): рости : (from... to - с... по); to increase by

10% - збільшитися на 10%,

to increase to 10% - збільшити до 10% to increase in number –

збільшитися в кількості,

14.look through smth (v) – проглядати щось,

15.meet the standards - відповідати стандартам,

16.price (n, C) – ціна,

at a price of...- по ціні в... a price for - ціна на / за (щось),

18. quality (n, U) - якість high quality – висока якість,

19. low, poor quality – погана якість to be of high/low quality,

20. reasonable (adj) - прийнятний, помірний, розумний (про ціну),

E.g. The price is reasonable to us. - Ціна для нас прийнятна.

21. run (v) (ran, run) - керувати, управляти, контролювати;
to run a company, a business - керувати компанією, управляти бізнесом,
22. solution to (a problem) (n, Q) - вирішення (проблеми),
to solve a problem - вирішити проблему,
23. subsidiary (n, C) — дочірня компанія,
24. supplier (n, C) - постачальник supply (n, C) - постачання,
поставка,

E.g. We are having negotiations with our main suppliers now. - Ми ведемо переговори з нашими головними постачальниками .

- to supply smb with smth- постачати комусь щось,
25. switch on (v) - вмикати (світло, комп'ютер и т. ін.) switch off -
вимикати (свет, комп'ютер и т. ін.),
26. talks (п) – переговори,
to have talks with smb- вести переговори с ким-небудь;
Syn: negotiations,
27. terms (n, C) - умови угоди, договору,
under the terms of an agreement - за умовами угоди ;
terms of delivery and payment - умови поставки та оплати,
28. up-to-date (adj) - сучасний, новітній.

Exercise 1. Answer the questions.

- 1.What is Timberland famous for?
- 2.What are the present-day plans of Timberland?
- 3.What is Mr. S. Swartz in charge of?
- 4.What is Mr. Stevens responsible for?
- 5.When does Mr. Stevens start and finish his work?
- 6.What is Mr. Stevens's typical morning on a week-day?
- 7.How long does it take Mr. Stevens to get to his work?
- 8.What does Mr. Stevens do during his working day?
- 9.Why does Mr. Stevens like his job?
10. What kind of worker is Mr. Stevens?
11. What business matters does Mr. Stevens discuss with his clients?
12. It's four p.m. now. What is Mr. Stevens doing?

Самостійна робота № 9

Theme “A Working Day of a Sales Manager”.

Task to do lexical exercises to the text “A Working Day of a Sales Manager”.

Exercise 1. Read and translate the statements. Are they true or false?

1. Timberland is a national company with a lot of foreign and domestic subsidiaries.
2. The company chief executive is in charge of everyday problems and the global strategy of the company.
3. At present Timberland is increasing its export to south-east Asia.
4. Mr. Stevens is the head of the marketing department.
5. Mr. Stevens has flexible working hours.
6. Mr. Stevens goes to work by car.
7. During his working hours Mr. Stevens meets with his customers, suppliers and regional sales managers.
8. Mr. Stevens and Mr. Brown are discussing how to promote their new product.
9. Mr. Stevens enjoys his job because his clients like to do business with him.
10. Mr. Stevens travels a lot and visits foreign and domestic subsidiaries of the company.

Exercise 2. Translate into Ukrainian.

1. He runs a foreign subsidiary.
2. What departments does your company consist of?
3. The goods are not of high quality and the price is not reasonable.
4. Who is in charge of the Marketing Department?
5. It is impossible to find a solution to this issue.
6. They are carrying out an advertising campaign now.
7. The prices for petrol are increasing at present.
8. What are your terms of delivery' and payment?
9. We are having the talks with our suppliers now.
10. Is it possible to get a discount on the goods?
11. Are you looking for up-to-date computer games?
12. Everybody says she is very efficient in this business.
13. Our business is expanding rapidly because our services meet international standards.
14. He always has a lot of appointments with foreign suppliers.

Exercise 3. Translate the following words and word combinations into English.

Відповідати міжнародним стандартам; переглядати листи; вирішувати ділові питання по телефону; призначати зустрічі з постачальниками; знайти розумне рішення проблеми; обговорювати умови постачання і оплати; керувати компанією; вести переговори з іноземним замовником; зарубіжна дочірня компанія; продавати якісні товари за високою ціною на хороших умовах; отримати прийнятну знижку на товари.

Exercise 4. Complete the sentences using correct prepositions.

1. This company is carrying... a campaign ... animal protection.
2. What is the price ... the goods?
3. ... the terms of the agreement they supply us ... up-to-date technologies.
4. Don't switch ... the TV, I am watching it!
5. My boss is looking... the new catalogues now.
6. I am... charge ... foreign economic relations.
7. Our company consists ... five

departments. 8. We usually buy the equipment ... a reasonable price, but our suppliers want to increase the price ... 3%. 9. We are making an appointment ... Monday ... 10 o'clock ... our customers to discuss business matters. 10. We are very' busy now because we are looking... a solution... the problem.

Самостійна робота № 10

Theme “A Working Day of a Sales Manager”.

Task To do exercises to the text “ A Working Day of a Sales Manager”.

Exercise 1. Fill in missing words. Use your active vocabulary.

1.The goods of this foreign company are of high 2. We would like to get a 3% ... off this price. 3. He enjoys having informal ... with foreign companies. 4. We do not like the ... of delivery. 5. Their advertising ... is very efficient. 6. He is in ... of the appointment with our new clients. 7. Our new secretary is ..., she does her job very well. 8.We want to find a ... to this business matter. 9. Our goods ... the standards of our customers. 10. These ...goods are very popular. 11. He ... his own business. 12. We'd like to get a ... price for the goods.

Exercise 2. Open brackets using Present Simple чи Present Continuous.

- 1.Microsoft always (develop) up-to-date software.
- 2.The number of people who use the Internet (increase) rapidly nowadays.
3. Ford (have) both foreign and domestic subsidiaries.
4. Mr. Wells (discuss) some important business issues on the phone now.
- 5.I usually (make) appointments for the first part of the day.
- 6.They (look for) a reasonable solution to this problem at the moment.
- 7.Their department (consist of) two employees.
- 8.The suppliers (want) to discuss the prices today.
- 9.This month the company (run) a new advertising campaign.
10. He (not look through) the mail in the morning because he is usually very busy.
11. China (expand) its trade connections to more and more countries.
12. When Bill (not like) the film on TV he (switch on) his computer and (watch) films on U-tube.

Exercise 3. Choose the correct answer.

- 1.Are/Do you in charge of the whole Accounts department?
- 2.They have/are having talks, please call later.
- 3.We don't sell/aren't selling computers, we produce them.
- 4.Is she listening/Does she listen to the BBC news every morning?
- 5.How many subsidiaries do you have/are you having?
- 6.Peterson isn't making/doesn't make any appointments for Friday afternoon.
- 7.What does he discuss/is he discussing with his secretary every morning from 9 to 9.30? - He discusses/is discussing the list of business matters for the day.
8. The prices are increasing/increase rapidly day by day. What do you do/are you doing? - I am a PR manager.
9. Look! Barbara reads/is reading Cosmopolitan again! She never is starting/starts her work in time!
10. When I come/am coming home I switch on my TV and eat my dinner in front of

it.

11. What do they do/are they doing? - They discuss/are discussing a discount on the next deal.

12. She is planning/plans to spend next week in our foreign subsidiary in Spain.

13. We always are preparing/prepare meetings with our customers very carefully.

Exercise 4. Translate into English.

1. Якість наших товарів постійно зростає, а бізнес розширюється. 2. Ми постачаємо наші товари на прийнятних умовах. 3. Ця англійська фірма складається з шести відділів. 4. Наші новітні технології відповідають закордонним стандартам. 5. Ми завжди призначаємо розумні ціни на наші товари. 6. Ми сподіваємося вирішити це питання під час переговорів. 7. Будь ласка, призначте зустріч з нашими постачальниками на 15 травня. 8. Ми хочемо збільшити виробництво на 10%. 9. Вони пропонують нам хорошу знижку. 10. Наша фірма зараз проводить нову рекламну кампанію. 11. Чому він відповідає за поставку товарів? Він не дуже кваліфікований у цьому питанні. 12. Ця дочірня компанія постачає обладнання в різні країни на хороших умовах.

Самостійна робота № 11

Theme “A Working Day of a Sales Manager”.

Task to read, translate the dialogue, to find new words and to do the exercises.

Dialogue

Mr. Stevens and Mr. Brown are having talks about an advertising campaign for a new product.

Stevens - Good morning Mr. Brown.

Brown - Good morning Mr. Stevens. I am glad to meet you. How do you like our choice of advertising media?

Stevens - Placards on buses and taxis don't cost much but they are efficient. It's a reasonable solution now when our budget is low.

Brown - Glad to hear that. By the way, what do you think about posters? They don't require much finance either. The message on the advertisement is short and people read it quickly.

Steven - Yes, it's a good idea. And the advertisement stresses what people look for in our products - comfort and low price.

Brown - Certainly. And their quality.

Stevens - No doubt. That's why they meet international standards. You know, at present our sales are increasing. This new line of shoes is a step forward.

Brown - If we are doing quite well now, what if we use TV advertising?

Stevens - I am sorry to say “no”. It's very expensive for us now. Brown - OK. All in all I hope for the success of our advertising campaign. Firstly, our advertising people are professionals. Secondly, all our employees are doing very well. Finally, we spend very little money.

Stevens - That's true. Let's hope for the best.

Notes:

1. to stress - підкреслювати

Exercise 1. Answer the questions.

1. What advertising media are Mr. Brown and Mr. Stevens speaking about?
2. What advertising media do they decide to choose for their advertising campaign and why?
3. What do you know about the products of Timberland?
4. Name the reasons for the possible success of a new product.

Exercise 2. Work in pairs. Act out dialogues on the basis of the following situation.

Mr. Stevens is visiting a foreign subsidiary of Timberland in Italy. He is having talks with Mr. White, the head of Marketing Department and Mr. Black, the head of Public Relations and Advertising Department. They are discussing an advertising campaign and other promotional methods for their new line of winter high boots.

Самостійна робота № 12

Theme “The History of the Ford Motor Company”.

Task to read, translate the text “The History of the Ford Motor Company”, to learn new vocabulary, to do exercises.

The History of the Ford Motor Company

The Ford Motor Company entered the business world on July 16, 1903 with only \$ 28.000 in cash. At that time it was a small company in a Detroit wagon factory with 10 people on the staff.

One year after the company started its operations (in 1904) the foreign expansion programme began.

On August 17, 1904 a modest plant opened in the small town Walkersville, Ontario, with the name of the Ford Motor Company of Canada. Ltd. It was the beginning of an overseas organization of manufacturing plants, assembly plants and a dealer network.

The company had hard times in its first years, young Henry Ford, as chief engineer and later as president, directed a development and production programme. Some of Ford cars were experimental and never reached the public. But some of their models were an immediate success.

During the years of its fast expansion the Ford Motor Company was producing trucks and tractors (in 1917), it bought the Lincoln Motor Company (in 1922), built the first of 196 Ford Tri-Motor airplanes which in 1925 America's first commercial airlines used with a great success.

In 1942 the civilian car production stopped as the company was working for the U.S. war industry. The huge wartime programme was producing “Liberator” bombers, aircraft engines, jeeps, tanks and other types of war machinery.

Ford was the first international company. In 1914 it had assembly plants in Canada, Europe, Australia, South America and Japan. The real opportunity to become a global company came with the electronic revolution of the late 1980s. In 1987 Ford launched a computer-based

System that linked manufacturing and engineering groups in Ford factories all over the world. Now' Ford represents itself in 200 countries around the world. It is the world's second-largest industrial corporation and the second-largest producer of cars and trucks.

Although Ford is better known as a manufacturer of cars, trucks and tractors, it now produces a wide range of other products such as industrial engines, construction machinery, glass and plastics. And Ford has a good reputation in other businesses: financial services, insurance, automobile spare parts, and electronics.

Vocabulary

1. assembly plant (n, C) - складальний цех,
to assemble – збирати, монтувати,
2. cash (n, U) – готівка,

to pay cash/in cash – платити готівкою ,
 3. dealer network – дилерська мережа,
 4. sales network – мережа збуту,
 5. development (n, C) - розвиток, розробка,
 the development of industry – розвиток промисловості,
 develop (v) - розвивати (ся), розробляти ,
 6. direct (v) – направляти, керувати,
 to direct a business – керувати підприємством,
 direction (n. C) - напрям, керівництво under the direction of smb – під керівництвом кого-небудь in the direction of smth. – за напрямком до чого-небудь,
 Syn: to run,
 7. enter (v) - входити в, вступати в, надходити to enter a room – увійти в кімнату,
 to enter a market - з'явитися на ринку,
 8. huge (adj) – величезний,
 a huge problem – величезна проблема,
 9. launch (v) - починати (нове виробництво), запускати (нову лінію),
 to launch a new company - відкрити нову компанію
 to launch a product - випустити продукт,
 10. link (v) - пов'язувати, з'єднувати ,
 E.g. We want to link our business with telecommunications. - Ми хочемо зв'язати наш бізнес з телекомунікаціями. link (n C) - сполучна ланка, зв'язок
 11. machinery (n, U)- машини, машинне обладнання,
 to sell machinery - продавати обладнання,
 12. manufacturing plant (n, C) - завод-виробник,
 to manufacture - виробляти, виготовляти,
 E.g. This plant manufactures cars. - Цей завод виробляє машини.
 Syn: to produce,
 production (n, U) – виробництво,
 mass production - масове виробництво,
 producer (n. C) – виробник Syn: manufacturer,
 13. modest (adj) – скромний,
 a modest pay - скромна зарплата,
 14. range (n, C) - діапазон, розмах,
 a range of goods - асортимент товарів,
 a wide / narrow range of goods - широкий / вузький асортимент товарів,
 a price range - коливання цін, діапазон цін,
 15. reach (v) – досягати,
 to reach an agreement - досягти згоди,
 16. represent smb (v) - представляти кого-небудь,
 17. representative (n, C) – представник,
 a sales representative - торговий представник,

18. success (n, U) - успіх, удача,

E.g. The company reached success in business. - Компанія досягла успіху в бізнесі.

But! to be a success – мати успіх,

E.g. He was a great success in music. - Він досяг успіху в музиці, successful (adj) - вдалий, успішний а successful businessman - процвітаючий бізнесмен.

Exercise 1. Answer the questions.

1. What did a small Detroit factory produce?
2. What range of products did the Ford Company produce in wartime?
3. What does the Ford Company manufacture nowadays?
4. When did the foreign expansion programme of Ford begin?
5. Where did the Ford Company start its first overseas manufacturing plant?
6. How did the company develop in its first years?
7. In which countries did Ford have assembly plants in 1914?
8. What were the stages of the Ford fast expansion before the Second World War?
9. When did the Ford Company turn from an international into a global one?
10. How did the development of electronics affect the activities of the company?
11. What is the position of the Ford Company in the modern business world?

Exercise 2. Tell about the events that took place in:

1903. 1904, 1914, 1917, 1922, 1925, 1942. 1987

Exercise 3. Find these numerals in the text and say what information they give to us.

10, 196, 200, 28000.

Самостійна робота № 13

Theme “The History of the Ford Motor Company”.

Task to do the exercises to the text “The History of the Ford Motor Company”

Exercise 1. Read and translate the sentences. Are they true or false?

1. The Ford Motor Company of Canada, Ltd started its foreign expansion programme in 1903.
2. The expansion programme of the Ford Motor Company included the organization of a dealer network, assembly plants and manufacturing plants.
3. In the first years the company had a lot of good and bad times.
4. The foreign expansion of the company was rather slow.
5. The company's civilian car production stopped in the first year of the 2nd World War.
6. During the 2nd World War the company was producing a huge range of war machinery.
7. In 1914 the Ford Company had assembly plants on all the continents.
8. The real opportunity to become an international company came to Ford with the electronic revolution.
9. Ford has a good reputation in a lot of businesses.
10. Ford was the first global company.

Exercise 2. Translate the following sentences into Ukrainian.

1. We decided to increase the volume of production.
2. The students reached good results at the exams.
3. What overseas market were they planning to enter at that time?
4. Our sales representative reached an agreement with a new supplier two months ago.
5. What are the latest developments of this company?
6. He represents a huge corporation.
7. This company launched new machinery' last year.
8. He was always modest and didn't like to speak about his achievements.
9. She was successful in everything she did.
10. The railway line links the two towns together.
11. We have the full range of sizes in a wide range of prices.
12. The manager promised to show us the manufacturing plant.
13. He advised us to develop some kind of sales network to distribute our products.

Exercise 3. Translate word combinations into English.

Вийти на зовнішній ринок; розвивати мережу збуту; мати величезний успіх; випустити новий продукт; широкий асортимент товарів; платити готівкою; представляти компанію; відвідати завод-виробник; працювати під керівництвом містера Брауна; з'єднувати теорію з практикою; скромні можливості; приходити до угоди; виробник машинного обладнання.

Exercise 4. Fill in correct prepositions.

1. Nobody wants to work... the direction ... this manager.
2. When did this company enter... the market?
3. I have only fifty dollars... cash.
3. Who arranged our visit... the manufacturing plant?
5. They went... that direction.
- 6

Video games... good graphics are a huge success ... overseas and home markets. 7. There was a wide range ...goods ... the shop. 8. The new plane is ... production now. 9. They reached success ... hard work.

Exercise 5. Fill in the missing words. Use your active vocabulary.

1. When did they ... this product? 2. Some products never ... the public. 3. I tried to phone you without 4. We need to look for ... markets. 5. This company is the leading... of cars. 6. He is going... our interests in court. 7. The events ... very slowly last year. 8. In 1903 the Ford Motor Company had only \$ 28,000 in.... 9. He... a large company. 10. After the long negotiations the two sides... an agreement.

Самостійна робота № 14

Theme “The History of the Ford Motor Company”.

Task to do exercises to the text “The History of the Ford Motor Company”.

Exercise 1. Paraphrase the following words and words combinations using your active vocabulary.

- | | |
|------------------------|----------------------------|
| 1. foreign | 5. to come in |
| 2. to manage | 6. not too large in amount |
| 3. to put into action | 7. very large |
| 4. a favourable result | 8. to connect |

Exercise 2. Open brackets using Past Simple чи Past Continuous.

1. Last summer her son (enter) Oxford University.
2. While she (work) in London she (start) to direct the European sales network.
3. We (see) the Ford assembly plant when we (be) in the USA.
4. The company first (sell) machinery to Latin America but later on they (begin) to trade on a global scale.
5. There (be) a huge range of products on display at the trade fair in Paris.
6. A few years ago we (build) a manufacturing plant in Indonesia.
7. The advertising campaign (link) the new' yogurt with a healthy way of life.
8. I (leave) my credit card at home, so I (pay) cash.
9. They (set up) a dealer network two years ago when they (plan) a new sales strategy.
10. The new medicine never (reach) the market as it (have) serious side effects.
11. The corporation (launch) its overseas operations to increase profits and gain new markets.
12. When this company (become) the market leader it (decide) to diversify its operations.
13. John (buy) an Aston Martin when he (win) 1 mln. dollars in the lottery.
14. Mr. Harper started working in this company in 1988. At that time he (work) as a middle manager; now' he is Vice President.

Exercise 3. Put questions to the sentences in Past Simple.

1. Henry Ford became famous for its innovative assembly line.
Why.
2. They saw the new machinery at the trade exhibition.
3. Where...
4. The huge programme started in 1946.
When...
5. Bill Gates was the person who invented Windows. She was our PR manager two

year's ago.

Who...

6. There were five leading manufacturers of medical equipment at the trade fair.

How many...

7. The company opened a new sales office in Manila.

What...

8. The Managing Director discussed the strategy with the members of the Board.

Who... with

9. The customers were pleased with the service.

Where...

10. The firm gave a two-year guarantee for all the products.

Did...

Exercise 4. Translate into English.

1. Ця компанія виробляє широкий асортимент різних продуктів. 2. Якщо Ви хочете відвідати завод-виробник і побачити складальні цехи, ми готові все організувати. 3. На зустрічі були присутні представники багатьох великих компаній. 4. Коли ця компанія вийшла на зовнішній ринок? 5. Новий продукт, який вони випустили торік, має великий успіх на внутрішньому ринку. 6. Я завжди віддаю перевагу розраховуватися готівкою. 7. Коли вони почали виробництво нового машинного обладнання? 8. Я впевнений, що переговори допомагають нам швидше прийти до угоди. 9. Компанія успішно працює під керівництвом містера Блейка. 10. Що пов'язує цих людей? 11. Хто є Вашими торговими представниками за кордоном? 12. Чому Ви хочете створити мережу збуту? 13. Компанія успішно працювала під керівництвом пана Блейка, коли вони випустили новий продукт.

Самостійна робота № 15

Theme “The History of the Ford Motor Company”.

Task to read, translate the dialogue, find new words and to do the exercises.

Dialogue

John Wilson and Jack Brown are talking on the phone. They are old friends. Mr. Wilson works for a large trading company and Mr. Brown is in the electronics business.

John - Jack?

Jack - Speaking. Good morning, John.

John - Good morning. I am glad to hear you.

Jack - You don't usually call me so early. Are you at work? What are you doing now?

John - I am at home. I have a day off today. It's my first day off in two weeks.

By the way, Fred is here in London. We are having dinner with him tonight.

Jack - Bring him over here. I want to see him very much too. Who does he work for?

John - Agrimax. It started as a small company only 5 years ago and now it represents itself in 15 countries around the world.

Jack - Oh. Really. I heard something about first-class agriculture machinery they produce. As far as I remember their XP-300 model was a great success.

John - In fact, not all their models reached the public. Their XP- 400 model was a failure. It took them one year to develop it, they spent a lot of money on this project but sales in the first 6 months were very low.

Jack - This is international business. You don't always gain, you sometimes lose. When we launched our first laser printer in Europe there were so many restrictions that we decided to stop producing them. But later we set up assembly plants in Canada, Mexico, and Australia. Now we have a large dealer network and our sales are high.

John - I also remember hard time in my business. In the late 1990's I directed a development and production programme. We decided to integrate e-commerce into our sales strategy and failed.

Jack - OK, John. I hope to see you two tonight. Why don't you come to my place with Fred to have a cup of tea and discuss everything?

Notes:

1. failure - невдача, провал,
2. to gain – набувати,
3. restrictions – обмеження.

Exercise 1. Answer the questions.

1. What difficulties did Fred's company have in business?
2. What difficulties did John's company have in business?
3. What difficulties did Jack's company have in business?

Exercise 2. Work in pairs. Make up your own dialogues to the given themes.

1. You are a business person. You have your own small company. It produces kitchen furniture. You want to go international. Discuss the advantages and disadvantages of this step with your business partner who opened his first international subsidiary' in Italy two years ago.
2. You want to produce an impression on your new friend. Give facts and figures about your international business in the sphere of food distribution which you started 5 years ago.

Самостійна робота № 16

Theme Revision.

Task to do exercises.

Exercise 1. Choose the right answer.

1. There are few jobs that don't... special training.
a) look for b) decide c) require
2. He always keeps his word, he is very...
a) responsible b) impossible c) flexible
- 3) We don't... new people now. we are short of money.
a) fire b) employ c) start
4. If you take up this job it will give you a lot of... for promotion.
a) fringe benefits b) shifts c) opportunities
5. The company is... its exports to more and more countries.
a) increasing b) meeting c) running
6. I'm ... the mail now.
a) looking after b) looking up c) looking through
7. The CEO is... the whole company.
a) in need of b) in charge of c) in support of
8. I'm calling about my ... for Monday; I'm afraid, I'm busy on Monday.
a) business matters b) appointment c) subsidiary
9. Mr. Stevens works hard and has much experience. He is a very... employee.
a) reasonable b) efficient c) high quality
10. We always order cartridges from them. They are our old...
a) suppliers b) customers c) subsidiaries
11. When the company... its innovative product it immediately became the market leader.
a) reached b) launched c) directed
12. The Managing director... the profit with the clever strategy the company used.
a) linked b) entered c) produced
13. We produce a wide ... of health products
a) network b) production c) range
14. An ... is the place where the workers put together the components of cars.
a) engineering group b) assembly plant c) manufacturing plant
- 15.... appeals to Nick as he has classes at the university in the mornings.
a) work in shifts b) full-time work c) part-time work.

Exercise 2. Open brackets using the necessary tense form.

1. John (have) only 20 \$ in cash so he offered to pay by credit card.
2. At the moment they (have) talks with their potential customers.
3. I (think) of starting my own business.
4. What you (think) of your new CEO?
5. When people (look for) a job they usually write a CV.

6. Currently the company (consist) of five departments.
7. When Mike (enter) the room he saw a huge table with lots of papers on it.
8. Last year our profits (increase) by 10%.
9. They (recruit) a very experienced computer analyst not long ago.
10. I (be) in charge of this project so please, follow my instructions.
11. You (see) the project of a new assembly plant when you visited our office?
12. Linn (not like) her present job. She (prefer) to work regular hours.

Exercise 3. Fill in prepositions.

1. Jon is looking ... a well-paid job with career opportunities.
2. I work... an office and have a nine...five job.
3. Nancy's job of a reporter appeals ...her.
4. Ben is in charge... Production Division.
5. The test consists...five tasks.
6. We are ready to give you a 5% discount... the goods.
7. The price...the goods includes packing.
8. The company offered... us a wide range... micro ovens.
9. The R&D department succeeded ... developing a new energy saving device.
10. They agreed to supply us... all the necessary information.
- 11.... the terms of this agreement you are to pay by cash.
12. The Manager is not satisfied... the results of the talks.
13. Ted is responsible... that mistake.

Самостійна робота № 17

Theme “Travelling on Business”.

Task to read, translate the text, learn active vocabulary and to do exercises.

Travelling on Business

Mr. Spencer works for Maggate - a multinational company which manufactures more than 50.000 different products. Mr. Spencer is in the computer business. In fact he is responsible for European business which accounts for about 40% of the company's worldwide sales. Maggate has had subsidiaries for almost 30 years and Mr. Spencer has helped to set up research and development centers in Europe. He has already been to many countries all over the world.

Last week Mr. Spencer flew to Germany to discuss business with German partners. Maggate has always spent a large part of its annual budget on the improvement of its products, and Mr. Spencer's mission in Germany was to exchange ideas and information concerning computer software. Constant information exchange and coordination of efforts is a key to Maggate's success. Mr. Spencer has succeeded in his mission. He and his German colleague Mr. Brown have known each other for a long time and during the talks they got down to business immediately. They didn't waste time on formalities and ceremonies and managed to settle a lot of crucial items. The partners looked through the latest catalogues and closely studied the models on the market, they agreed on several changes in the planning of the new' models. They accepted several new' methods to increase their sales. They also made an appointment for October. Both parties were very pleased with the results of the meeting and are looking forward to seeing each other again.

Such meetings are important to the organization. Mr. Spencer has organized and attended a number of international meetings. He knows their organizers usually take into account a lot of factors. As a business traveller Mr. Spencer also knows that if you do business abroad, it's useful to find out local customs before you start. Mistakes are often expensive. Mr. Spencer is a successful businessman. He has never made serious mistakes and has gained a lot of business experience.

Vocabulary

1. accept (v) - допускати, визнавати,

E.g. I accept that he is right. - Я визнаю, що він правий.

acceptable to smb (adj) - прийнятний, допустимий для кого-небудь E.g. The conditions are not acceptable to everybody. - Умови не прийнятні для всіх.

2. account for smth (v) - складати, пояснювати що-небудь,

E.g. How do you account for the accident? - Як ви поясните причини цього нещасного випадку?

to take into account - брати до уваги, у розрахунок,

3. agree (v) - погоджуватися, домовлятися,

to agree with smb - погоджуватися з ким-небудь,

- to agree to smth — погоджуватися з чим-небудь,
 to agree on smth - домовлятися про що-небудь,
 E.g. He agreed to my plan. - Він прийняв мій план.
 E.g. He agreed with our partners. - Він погодився з нашими партнерами.
 agreement (n, C) - угода, договір,
 to reach an agreement - дійти згоди,
 to break an agreement - розірвати угоду E.g. We reached an agreement with our partners. - Ми дійшли згоди з нашими партнерами.
4. annual (adj) – щорічний; річний an annual meeting - щорічні збори,
 5. attend (v) - відвідувати: (лекції, збори і т ін.),
 E.g. He attends all annual meetings. - Він відвідує всі щорічні збори.
 6. be pleased (with smb/smith) - бути задоволеним (ким-небудь, чим-небудь),
 E.g. I'm quite pleased with my new car. - Я цілком задоволений своєю новою машиною. Pleased to meet you. - Радий познайомитися.
7. closely (adv) - уважно, ретельно,
 to study closely the contract terms - ретельно вивчити умови контракту,
 8. concerning (prep) – щодо,
 E.g. Any information concerning this contract is important. - Будь-яка інформація по цьому контракту важлива.
9. crucial (adj) – вирішальний,
 a crucial decision - відповідальне рішення,
 10. effort (n, C) - зусилля, спроба,
 to make an effort - зробити зусилля, спробувати,
 without effort - без зусиль, легко,
 11. exchange (n, C) - обмін, бартер (про товари), заміна обмін;
 12. in exchange for smth - в обмін на що-небудь,
 exchange smth for smth (v) - обмінювати що-небудь на що-небудь,
 E.g. I'd like to exchange this book for that one. - Я хотіла б обміняти цю книгу на ту.
13. find out (found out - found out) (v) — дізнатися, з'ясувати to find out the truth - дізнатися правду,
 14. gain (v)— отримувати, набувати,
 to gain experience - набувати досвід,
 to gain a profit - отримувати прибуток,
 15. get (got - got) down to business- зайнятися справою, перейти до справи,
 16. improvement (n, C) - поліпшення, удосконалення,
 improvement of service - поліпшення обслуговування,
 improve (v) - поліпшувати (ся): вдосконалюватися),
 improved (adj) - покращений, вдосконалений,
 improved design - вдосконалена конструкція,
 17. look forward to smth/doing smth (v) - чекати з нетерпінням чого-небудь.,
 прагнути до чого-небудь
 E.g. We look forward to receiving your offer. - Ми чекаємо на отримання вашої

пропозиції.

18. manage (v) - 1) керувати, управляти, стояти на чолі E.g. She manages our foreign subsidiary. - Вона стоїть на чолі нашої закордонної філії. справляється, зуміти зробити (що-небудь),

E.g. He managed to finish this project. - Йому вдалося завершити цей проект.

management (n, U) - управління; керівництво, менеджмент managing (adj) - керівний, керуючий виробництвом,

Managing Director - директор-розпорядник, керуючий

managing staff - керівний персонал,

19. mission (n, C) – місія, завдання,

to perform a mission - виконувати завдання E.g. Our mission was to work out a trade agreement. - Нашою місією було розроблено торгову угоду.

20. research (n, U) - (Наукове) дослідження; дослідна робота,

to do research - проводити дослідження E.g. His research has been successful. - Його дослідження було плідним.

research work - (Науково-) дослідницька робота,

research (v) - досліджувати, займатися дослідженнями; E.g. Marketing specialists have spent a lot of time researching into the study of demand for these goods. - Маркетологи витратили багато часу на вивчення попиту на ці товари.

21. sale (n, C) - продаж: збут, розпродаж за зниженою ціною,

to be on sale - продаватися sales - обсяг продажів,

E.g. Retail sales fell in November by 5%. - Обсяг роздрібних продажів в листопаді скоротився на 5%.

sell (v) (sold - sold) - продаватися), торгувати, вести торгівлю

E.g. I don't want to sell the house at this price. - Я не хочу продавати будинок за цією ціною.

set up (set up, set up) (v) - засновувати, відкривати (справа, підприємство тощо),

E.g. Ford set up a modest plant in the small town Wilkersonville, Ontario on August 17, 1904. - Форд відкрив невеликий завод в місті Вокерсвілле, штат Онтаріо 17 серпня 1904.

22. settle (v) - врегулювати, вирішити суперечку,

E.g. We managed to settle the conflict. - Нам вдалося врегулювати конфлікт.

23. waste (v) - втрачати дарма, витратити даремно (гроші, час, енергію і т. ін.)

to waste time on smth - витратити час на що-небудь,

a waste of time/money/energy - даремна трата часу / грошей.

Exercise 1. Answer the questions.

1. What type of business is Mr. Spencer in?
2. How long has the company had foreign subsidiaries?
3. What is the share of the European business in the company's sales?
4. Where did Mr. Spencer go on business last week?
5. What was his mission during the talks with German partners?
6. Has he succeeded in his mission?
7. What sort of work did Mr. Spencer and Mr. Brown manage to do?
8. Why did Mr. Spencer and his German colleague get down to business without formalities?
9. Did Mr. Spencer and Mr. Brown make any appointments?
10. Were the parties satisfied with the results of the talks?
11. Why are international meetings important for business partners?
12. Is Mr. Spencer an experienced businessman? Why? Why not?

Самостійна робота № 18

Theme “Travelling on Business”.

Task to do exercises to the text “Travelling on Business”.

Exercise 1. Read and translate the sentences. Are they true or false?

1. Mr. Spencer works for a local clothes company.
2. He has helped to establish research centers in Europe.
3. Mr. Spencer's mission in Germany was to open a new subsidiary.
4. Mr. Spencer and Mr. Brown have already met before.
5. Mr. Spencer and Mr. Brown made an appointment for mid autumn.
6. Mr. Spencer didn't manage to settle many crucial items.
7. The parties were upset with the results of the meeting.
8. It's very important to have meetings with your business partners to exchange ideas and solve difficult problems together.
9. If you know local customs it helps you to improve relations and succeed in your business.
10. Mr. Spencer has made a lot of serious mistakes in his business and hasn't been a big success yet.

Exercise 2. Translate into Ukrainian.

1. I am not pleased with his work.
2. He has wasted so much time.
3. Have you found out the facts concerning that agreement?
4. They got down to business and discussed the improvement of the design.
4. Where did he gain his experience?
5. Did he attend any training courses?
6. We are looking forward to increasing our sales.
7. Our manager has closely studied the crucial problems of our business.
8. They gained a lot from the project.
9. Our mission is to improve sales.
10. How do they account for the waste of money?
11. We did not agree to set up a subsidiary abroad.
12. What have you decided concerning this business visit?
13. I don't want to waste time, let's get down to business.
14. The Managing Director attended the annual meeting and managed to settle the problem.

Exercise 3. Translate words and word combinations into English.

Нести відповідальність за ключові питання; зуміти виконати завдання; бути задоволеним результатами дослідження; уважно вивчити договір; обмінюватися думками з важливих ділових питань; з нетерпінням очікувати отримання проекту; домовитися про відкриття (створення) нового закордонного філії; легко врегулювати конфлікт; призначити зустріч, щоб обмінятися ідеями; погодитися з керуючим; витратити час на формальності; відвідувати щорічні збори.

Exercise 4. Fill in the correct preposition.

1. Our Managing Director is pleased ... our retail sales.
2. She exchanged the money ... effort.
3. We agreed ... our business partners and decided to set ... a joint venture.
4. What accounts ... our sales decrease?
5. They agreed ... our price and we are looking doing business with them.
6. He tried to find ... their mission but it was a waste

... time. 7. What models are ... sale now? 8. The businessman offered a lot... money ...
exchange ... information ... their new model. 9. Why don't we to get business?

Самостійна робота № 19

Theme “Travelling on Business”.

Task to do exercises to the text “Travelling on Business”.

Exercise 1. Fill in missing words. Use your active vocabulary.

1. We cannot ... to your terms. 2. They are ... with our efforts to improve the sales. 3. The marketing ... showed the potential demand for our goods in that region. 4. The director ... out that some people didn't attend the ... meetings. 5. Have you studied ... all the details ... the contract? 6. This decision is ... for our future work. 7. How much money have you ... from this project? 8. At what price do you ... your goods? 9. It was not easy to ... the conflict, but finally we ... to do it. 10. This project is useless it is a real... of money. 11. What are you ... forward to?

Exercise 2. Open brackets using Present Perfect.

- 1.They recently (manage) to settle a serious financial problem.
- 2.All right, we (agree) on the method of payment, but what about a small discount?
- 3.This week our R and D department (set up) a research team to test the new hand cream.
- 4.Bob (not study) the offer yet.
- 5....you (find out) any information about our target customer?
- 6.Since the day I joined this consulting firm I (gain) a lot of useful experience.
- 7.They already (accept) our proposal but they (not send) us a draft contract yet.
- 8....James (complete) his mission in Russia yet?
- 9.This year our total sales (rise) by 10%.
10. You (waste) all your pocket money on fashion magazines again; you won't get any more next week!
11. It's already 12 o'clock but we (not get down) to business yet.
12. Mr. Tanaki and Mr. Furt just (exchange) business cards, they are very pleased with the conference.

Exercise 3. Choose the correct answer.

1. Our client just called/ has called to say he has received/ received the order yesterday.
2. Have you seen/ Did you see our latest prototype yet?
3. She hasn't found out/ didn't find out the order number on Monday and sent another inquiry on the next day.
4. We recently set up/ have set up a sales network in Algeria.
5. I haven't seen/ didn't see the Managing Director today.
6. Who took/ has taken the copy of the contract? I have left/ left it on the table a minute ago!
7. Mary has taken/ took our VIP client to an expensive restaurant yesterday.
8. Was he/ Has he been to Rome? - Not yet.
9. Look what you just did/ have done! You've damaged my annual report with your

coffee!

10. The partners have been/were pleased with the talks and signed a contract last week.

11. I finally managed/have managed to calculate the family budget for this month. Have a look!

12. Have you attended/Did you attend the conference in Brussels? - Yes, it was/has been a useful experience for me. At first they were/have been not so rich, just a small family company.

13. She hasn't wasted/didn't waste time on shopping when she was in Greece; she has gone/went sightseeing.

14. So far our company developed/has developed two successful advertising campaigns, but we are working on some more.

Exercise 4. Translate into English.

1. Ми щойно провели велике дослідження щодо поліпшення даного продукту. 2. Наші партнери були незадоволені результатами переговорів і ми не прийшли до угоди. 3. Ми не згодні на Ваші умови. 4. Пан Браун спробував відразу перейти до справи, але пан Сміт не хотів обговорювати ключове питання переговорів і партнери витратили багато часу. 5. Чому ціна неприйнятна для Вас? 6. Якщо Ви хочете отримати прибуток, відкрийте свою справу. 7. З'ясуйте, будь ласка, хто очолює це підприємство. 8. Ми не врегулювали конфлікт і розірвали угоду. 9. Як Ви пояснюєте низький рівень продажів в цьому місяці? 10. Зараз наш керуючий директор перебуває на щорічних зборах. 11. Наші партнери ретельно вивчають нову дилерську мережу. 12. Замовники з нетерпінням чекають відкриття нашого заводу за кордоном. 13. Він не впорався із завданням і це пояснює низький обсяг продажів. 14. На що Ви хочете обміняти свій товар?

Самостійна робота № 20

Theme “Travelling on Business”.

Task to read, translate the dialogue, find new words and do the exercises.

Dialogue.

Announcer: Hello, everybody and welcome to our weekly radio program “Business People”. Today we have invited a person who has headed the European division of the successful international company Maggate for many years, - Mr. Spencer.

Spencer: It is my pleasure to be here today, Nick. I guess, I will answer some of the questions concerning my business experience and my company business activities. But, please, call me Jason if you don't mind.

Announcer: OK, Jason. Our listeners are ready for your advice to young businesspeople who have just set up their businesses. As we know, your division brings 40% of the total sales of computer software.

Spencer: Exactly. But to achieve these figures we have done a lot of work.

Announcer: What is crucial if a company wants to make an effort to go global?

Spencer: First of all you set up research centers to investigate closely your potential market and plan your annual budget: it's rather expensive to run foreign subsidiaries.

Announcer: Jason, I know that your German subsidiary has done very well this year again. Could you share the secret of your success on the German market?

Spencer: Certainly. We are very pleased with the efficiency of this subsidiary, but it is the result of joint efforts of our company and our German partners. When we started ten years ago we agreed to hold regular meetings with regional managers and our German partners to exchange information on the new developments in computer industry. We also agreed on arrangements to plan and monitor project management.

Announcer: You visit Germany quite often, don't you?

Spencer: My mission is to maintain efficient feedback with our German partners. So, I visit Germany every month. It allows me to get to know the staff, to find out all about their working style and to help them settle the strategic problems.

Announcer: One last question, Jason. Do you think business gains a lot from good personal relations between partners from different cultural groups?

Spencer: By all means! You get down to business only after you have established friendly relations and trust. I think learning about a foreign culture is not a waste of time. It makes or breaks your deal.

Announcer: Thank you very much, Jason and we hope to see you again on our program “Business People”*.

Notes:

1. to investigate – досліджувати,
2. joint – спільний,
3. to maintain – підтримати.

Exercise 1. Answer the questions.

1. What is the radio program about?

2. Why have they invited J. Spencer?
3. What is important when a company goes global?
4. What accounts for the success of the German subsidiary of Maggate?
5. Why does Mr. Spencer visit Germany?
6. Do you agree that it's crucial to learn about the local culture of the country' you are doing business with? Why? Why not?
7. Why are good personal relations important in business?
8. Why did Mr. Spencer agree to take part in this program, in your opinion?
9. What kind of person is Jason Spencer, from your point of view?

Exercise 2. Work in pairs. Make up a dialogue on the following assignment.

A: You are Mr. Brown. Mr. Spencer's business partner from Germany. You have prepared a plan to advertise and promote sales of the new language learning computer program. Discuss your ideas with your colleague and ask him for advice.

B: You are Mr. Spencer. You have come to Düsseldorf to attend a regular meeting with your German partner. Discuss his new promotion campaign and the ways to increase sales.

Самостійна робота № 21

Theme “E-commerce”.

Task to read, translate the text “E-commerce”, to learn new vocabulary and to do exercises.

E-commerce

Many companies are beginning to use the Internet for commerce. The mass media have been noting recently that e-commerce hasn't met their financial expectations and many Internet start-ups have gone bankrupt. In reality many businesses have set up electronic commerce sites. Successful technology companies have been creating online shopping sites for business-to-business and business-to-consumer transactions. The examples of the companies that have successfully been using the Internet to sell their products are Dell and Cisco. Dell is generating more than seven million dollars a day in web sales, while Cisco exceeded one billion dollars in annual sales over the web in 1998. In e-commerce small companies can compete with big companies. In fact the Internet is very attractive to small companies for several reasons:

- it makes the size of a company irrelevant. Large and small companies have the same access to customers and can create the same kind of Internet presence;
- it makes the location of a company irrelevant. Customers from anywhere can easily use your company's site;
- it increases feedback. If for example your company sells printing equipment you can go to a printing discussion group and see what subjects are of interest to people, what they are saying about you or your competitors' products.

For Avtotravel, a small company in a car business, the Internet has a lot of advantages. Usually a customer visits the Volkswagen site to find information on the Passat, the Toyota site to learn about the Camry and the Ford site to investigate the Taurus. He can also visit the Avtotravel site to get information concerning its products and prices. The Internet provides him with an easy way to shop for different products so he compares features, functionality and prices online.

The Avtotravel company has not only been dealing in cars, it has also been offering the cars to rent. The company has understood that e-commerce is not a marketing tool; it's a new business channel. Avtotravel has integrated e-commerce into its overall marketing and sales strategy. It helps the company to maximize the benefits of online purchasing.

Avtotravel has been successful in driving customers to the site through web advertising. Banners are a very popular form of web advertising. The general rule for advertising is that a site needs over three million visitors a day.

Vocabulary

1. access to smth (n, U) - доступ до чого-небудь,
access to markets - доступ до ринків,

E.g. All rooms in the hotel have access to the Internet. - Всі кімнати в готелі мають доступ до Інтернету.

2. advantage (n, C) – перевага,

an advantage of smth –перевага в чому-небудь,
 an advantage over smb/smith –перевага над ким-небудь, чим-небудь. E.g. Our team has the advantage of experience. - Перевагою нашої команди є досвід.
 Ant: disadvantage (n, C) – недолік,
 E.g. Your advertisement has some disadvantages - Ваша реклама має недоліки.

3. attractive (adj) – привабливий,
 E.g. The offer is very attractive to us - Це дуже приваблива для нас пропозиція.
 attract (v) – приваблювати,

4. benefit (n, C) – вигода; користь,
 to get (a) benefit from smth - отримати вигоду з чого-небудь,
 Syn: advantage Ant: disadvantage,

5. commerce (n, U) – торгівля, комерція,
 home / foreign commerce - внутрішня / зовнішня торгівля,
 Chamber of Commerce - Торгова палата,
 commercial (adj) - комерційний, торговий; прибутковий,

6. compare smb/smith with smb/smith (v) – порівнювати кого-небудь/що-небудь, з ким-небудь/чим-небудь,
 E.g. We always compare our goods with the goods of our partners. - Ми завжди порівнюємо наші товари з товарами партнерів.
 comparison (n, U) - порівняння in comparison with - в порівнянні з,

7. compete with smb/smith (v) - конкурувати з ким-небудь/чим-небудь,
 E.g. We compete with many foreign companies. - Ми конкуруємо з багатьма іноземними компаніями.
 competition (n, U) - конкуренція ,
 competitor (n, C) – конкурент,
 competitive (adj) – конкурентноспроможний,
 a competitive price - конкурентноспоможна ціна,

8. consumer (n, C) – споживач,
 consumer goods – споживчі товари,
 Syn: user, buyer,

9. create (v) – виробляти, створювати,
 to create jobs – створювати робочі місця,

10. deal (dealt - dealt) (v) - торгувати, вести справи,
 to deal with smb in smth – торгувати з ким-небудь чим-небудь,
 E.g. This shop deals in woollen goods. - Цей магазин торгує вовняними виробами. E.g. We deal with a lot of customers. - Ми працюємо з великою кількістю замовників.
 deal (n, C) – угода, договір,
 to make / do a deal with smb - укласти угоду з ким-небудь,
 E.g. We made a deal with them yesterday. - Вчора ми уклали з ними угоду.

11. equipment (n, U)- обладнання; оснащення,
 office equipment - офісне обладнання,
 equipment for road construction - обладнання для дорожнього будівництва,

12. exceed (v) - перевищувати, виходити за межі; перевершувати,
 13. to exceed smb in smth - перевершувати кого-небудь у чому-небудь,
 to exceed expectations - перевершувати очікування,
 14. feature (n, C) - особливість, характерна риса, ознака,
 a special feature - особлива риса,
 15. feedback (n, U) – зворотний зв'язок,
 16. go bankrupt – збанкрутувати,
 E.g. The company went bankrupt last year. - Компанія збанкрутувала в минулому році.
 17. investigate (v) - розслідувати, вивчати Syn: examine,
 investigation (n, C) – розслідування,
 to carry out an investigation - проводити розслідування Syn: examination,
 19. marketing (n, U) - збут; маркетинг
 marketing research - маркетингові дослідження Syn: trade, commerce,
 19. mass media - засоби масової інформації
 20. provide smb with smth (v) – постачати; забезпечувати кого-небудь чим-небудь,
 to provide smb. with goods - постачати кому-небудь товари E.g. Who provides you with the equipment? - Хто постачає Вам обладнання?
 provider (n, C) – постачальник,
 21. purchase (v) - купувати, закуповувати,
 purchase (n, C) - покупка; закупка,
 purchase on credit / for cash - покупка в кредит / за готівку,
 E.g. She opened the box and looked at her purchase. - Вона відкрила коробку і поглянула на свою покупку.
 22. rent (v) - орендувати, брати напрокат to rent a flat - знімати квартиру,
 E.g. He rented a car for the weekend. - На вихідні він взяв напрокат машину.
 rent (n) - орендна плата (особ, плата за оренду житла), прокат; плата за прокат,
 24. start-up (n, C) - нова фірма, підприємство, нова «Інтернет-компанія»,
 Syn: dotcom
 E.g. There are a lot of start-ups nowadays. - Сьогодні існує велика кількість нових фірм.
 24. transaction (n, C) – угода,
 financial transactions - фінансові операції,
 E.g. The bank charges a fixed rate for each transaction. - Банк бере фіксовану плату за кожну операцію.
 Syn: deal

Exercise 1. Answer the questions.

1. Why are many companies beginning to use the Internet?
2. How is the information from the media different from what is happening in reality?
3. What two types of on-line shopping have companies been creating?

4. Why is the Internet attractive to small companies?
5. What kind of business has Avtotravel been in?
6. How does the Net help Avtotravel to increase sales?
7. What method of advertising has Avtotravel been using successfully?
8. How many visitors to a site a day bring a company profit?
9. What is the role of e-commerce for Avtotravel?
10. What net-companies do you know? What makes them successful?
11. Have you ever used the Internet for shopping?

Самостійна робота № 22

Theme “E-commerce”.

Task to do exercises to the text “E-commerce”.

Exercise 1. Read and translate the statements. Are they true or false?

1. Avtotravel drives the customers to the site through street advertising.
2. Thanks to the Internet large and small companies have the same access to customers.
3. Dell is generating about 8 million dollars a day.
4. The Avtotravel Company combines selling and renting cars.
5. The location of a company is important if it sells through the Internet.
6. There is little feedback between the on-line company and its customers.
7. E-commerce is not only a marketing tool; it's also a business channel.
8. Avtotravel is the market leader in a car business.
9. Avtotravel has been using billboards successfully.
10. The Internet is especially attractive to small companies.

Exercise 2. Translate the sentences into Ukrainian.

1. We have been dealing in this equipment for 10 years. 2. Rents are unreasonably high here. 3. We have compared the main features of our competitors' equipment with our equipment and have learned that our equipment has a lot of advantages. 4. Have you got the feedback from your customers? 5. This start-up exceeds us in marketing research. 6. Our provider went bankrupt last year, so we have established business connections with a new one. 7. He works for the Chamber of Commerce and often gets in touch with mass media. 8. How much rent do you pay for your flat? 9. Find your prices attractive. 10. We got a lot of benefits from that transaction.

Exercise 3. Translate words and word-combinations into English.

Укласти угоду; залучати споживачів; вивчити переваги конкурентів; отримати доступ до засобів масової інформації; купувати обладнання; забезпечувати споживачів інформацією про нові товари; зовнішня торгівля; орендувати машину; створити успішну компанію; конкурувати з великими компаніями; мати багато недоліків; порівняти головні характеристики товарів; мати комерційний успіх; мати зворотний зв'язок із споживачами; отримати вигоду зі свого становища.

Exercise 4. Complete the sentences, using correct prepositions.

1. We compete ... many domestic and foreign companies. 2. This start-up exceeds our company... staff but we have a lot of advantages... them in business. 3. They have been dealing ... us for years and years. He prefers purchasing... credit. 5. We get benefit... direct marketing. 6. Do you have access... the information you need? 7. Your offer is not attractive ... us. 8. This company is very successful... comparison ... its competitors. 9. We are going to purchase some equipment... our new plant. 10. Who has provided you ... these goods?

Самостійна робота № 23

Theme “E-commerce”.

Task to do exercises to the text “E-commerce”.

Exercise 1. Fill in missing words. Use your active vocabulary.

1. We have purchased some office 2. The company has done ... research. 3. I don't want to ... with him any longer. 4. This company... us with high-quality equipment. 5. It is difficult to ... the work of these two companies, they are so different. 6. We get... from our consumers to improve our business. 7. Have you ... all the possible benefits of this transaction? 8. If you don't want to go ... , make a deal with this company. 9. We often get in touch with mass.... 10. We think that this price is rather....

Exercise 2. Open brackets using Present Perfect Continuous.

1. Xerox (produce) quality equipment for many years.
2. We (sell) vacuum cleaners since 1986.
3. The police (investigate) this crime for two weeks already.
4. This reporter (provide) the Cosmopolitan with the latest news about celebrities since he first started working there.
5. John (deal) in cars all his life.
6. How long you (work) in the Marketing department?
7. Barbara (compare) these two dresses for 2 hours already but she still can't make up her mind which one to choose.
8. Bee-line. Megaphone and MTS (compete) since the day they started their business.
9. More and more customers (use) on- line shopping over the recent years.
10. Our best designer Jane Hopkins (create) attractive interior decorations for more than 4 years.
11. Mass media (cover) the scandal with this bank's bankruptcy since March.
12. Business “Angels” (invest) in start-ups for years.
13. I (use) the Skype for three months and I find it very amusing.
14. We (purchase) textbooks from Britannia bookshop for many years.
15. Their firm (rent) this office building since they set up their business in Moscow.

Exercise 3. Choose correct answer.

1. The company... bankrupt because it couldn't compete with huge multinational corporations.
a) has gone b) went c) has been going
2. They just... a very attractive country house.
a) purchased b) have been purchasing c) have purchased
3. Our transactions with Panasonic Ltd. ...us 5 mln. dollars last year.
4. a) brought b) have brought c) have been bringing Mike Dudley ... start-ups very successfully for 10 years now. a) has financed b) has been financing c) financed

- 5) The agent already... the benefits of purchasing this house, a) explained b) has been explaining c) has explained
6. When Tom started his business he first... in cheap ball-point pens.
a) dealt in b) has dealt in c) has been dealing in
7. We... any feedback from our suppliers yet.
a) haven't been receiving b) haven't received c) didn't receive
8. You ever... a flat?
a) have been renting b) did ...rent c) have rented
9. When we went to Rome the tour operator... us with a map of the city.
a) provided b) has provided c) has been providing
10. We... the new vaccine for 3 years but we still haven't reached any results.
a) have tested b) have been testing c) tested

Exercise 4. Translate into English.

1. Скільки угод ви уклали в цьому році? 2. Ця нова інтернет-компанія недавно збанкрутувала. 3. Хто постачає Вам обладнанням останнім часом? 4. Якщо компанія має зворотний зв'язок зі споживачами, це дає їй великі переваги порівняно з конкурентами. 5. Офіс знаходиться в центрі, тому орендна плата дуже висока. 6. Ми надаємо своїм працівникам додаткові пільги вже протягом 10 років. 7. Щоб покращити нашу роботу: ми проводимо розслідування усіх скарг споживачів. 8. Основною особливістю цієї компанії є те, що вона проводить серйозні маркетингові дослідження. 9. З якими компаніями конкурує Ваша фірма? 10. Обсяг продажів перевершив усі очікування. 11. Засоби масової інформації ніколи не мали і не мають доступу до цієї інформації. 12. Зазвичай ми купуємо товари в кредит, а не за готівку. 14. Ми вже створили багато робочих місць в цьому районі. 14. Ціна не була конкурентоспроможною і ми не уклали угоду.

Самостійна робота № 24

Theme “E-Commerce”.

Task to read, translate the dialogue, learn new words and do the exercises.

Dialogue.

Reporter - John, you have created a popular internet company, which sells books. How long have you been working on this market?

John - We have been dealing with the book market for 5 years. Since that time we have created an overall strategy of establishing feedback with our target audience around all Scotland.

Reporter - And what are your customers?

John - Basically they are young people who buy text-books and books on CDs. But we can also provide books for general public and specialized market.

Reporter - Can you tell me what you find attractive in your business?

John - Actually, dotcoms have been successfully competing with brick and mortar shops for more than 10 years now. You see, the advantage is that a customer buys the necessary book from home.

Reporter - Yes, but what about delivery, prices and range of books for sale?

John - Our prices don't exceed the average market price, the courier service is available to any destination.

Reporter - What other advantages of e-commerce can you name?

John - If you are a dotcom, it makes the problem of rent and storage irrelevant. We contact any warehouse and order the required book.

Reporter - So, how about the future of dotcoms? You've probably heard that media say e-commerce has been experiencing a crisis lately?

John - Business is always risky. Some companies have gone bankrupt, others are prospering. It's a gamble. But if you are creative, enthusiastic the future is yours.

Reporter - Thank you very much. John. And I wish you best luck with your Internet business.

John - Thank you, and visit our site.

Notes:

1. target audience – цільова аудиторія,
2. available – доступний,
3. irrelevant – який не відноситься до справи,
4. to prosper – процвітати,
5. gamble – ризик.

Exercise 1. Answer the questions.

1. What business is John's company in?
2. Who are his target customers?
3. What kind of shops has the dotcom been competing with?
4. How does John describe the main advantage of an internet shop?
5. What does the press say about the future of e-commerce?

6. Where does an Internet shop keep its stores of goods?
7. What can you say about the prices in Internet shops?

Exercise 2. Work in pairs. Make up your own dialogues.

A: You have been purchasing through the Internet for 3 years and you find it very comfortable. Explain to your friend who does shopping in the usual way that the Internet shopping has more advantages (saves time, cheap, comfortable, a lot of information, etc.)

B: You don't trust Internet shops. You like to see and touch everything before you buy it. Explain to your friend why you dislike shopping through the Net (shops don't have what they advertise, the quality is not very good, the operators don't give you professional advice, wrong delivery; etc.)

Самостійна робота № 25

Theme “The Work of a Sales Manager”.

Task to read, translate the text “The Work of a sales Manager”, to learn new vocabulary and do the exercise.

The Work of a Sales Manager

Tom Archer is Sales Manager of Malesan Ltd. This is a well-known wine company. Tom's job is demanding but interesting. He has to get in touch with various customers all over Europe. Tom Archer needs to know the market very well, as well as his competitors' products. Competition is a real challenge because customers may prefer some other brands or they might not be satisfied with prices. A sales manager has to maintain feedback with his regular clients and establish new connections. He has to travel a lot and take part in sales conferences and negotiations. Sometimes when he doesn't have to talk to a customer face-to-face, Tom sends and receives a lot of e-mails. Archer must always be well-informed about the range of products, the latest vintage wines and popular brands.

As Senior Manager Tom has to perform a lot of other functions within the company. There are three sales managers in his department and Tom's responsibilities are to supervise and motivate his staff. His employees should receive acceptable salaries, must understand their tasks, need good working conditions and job security. One very important thing in Tom's work is to make his people a team. He has succeeded in this. He motivates his people not only by financial targets but the belief that their company sells high quality natural wines. At the same time Tom should not forget to develop a business plan, to monitor the progress of the company sales and to keep up with the changing management trends.

Last year was rather hard for Malesan. The volume of production dropped and the company had to increase prices. At the same time Chilean competitors became very active. Some corporate clients who were to purchase Malesan wines decided to place trial orders with their rival. Tom Archer had to offer the customers some attractive terms and additional discounts. He and his staff couldn't lose their customer base. So they found new distributors and targeted the segment of family-type small restaurants. That helped the company to avoid great costs.

This year Tom Archer and his sales force are to break into one of the East European markets. With consistent quality at reasonable prices Malesan wines will be able to gain a good market niche and to bring sufficient profit.

Vocabulary

1. additional (adj) — додатковий,
additional benefits – додаткові пільги Syn: extra,
2. avoid (v) - уникати, остерігатися avoid smth / doing smth,
E.g. Our new strategy helped us to avoid additional costs - Наша нова стратегія допомогла нам уникнути додаткових витрат.
3. break into a market (broke-broken) - виходити на ринок E.g. When did the

company break into the world market? – Коли ця компанія вийшла на світовий ринок?

4. challenge (n, C) - складне завдання, проблема, виклик,

E.g. What challenges of the XXIst century does your country face? - З якими проблемами XXI століття стикається Ваша країна?

5. consistent (adj) - послідовний, постійний,

a consistent foreign policy of a country - послідовна зовнішня політика країни,

consistently (adv) – послідовно,

6. customer base – клієнтура,

7. distributor (n, Q - дистриб'ютор, розповсюджувач,

distribute (v) - розподіляти, поширювати,

distribution (n, U) - поширення, розподілення,

8. establish (v) - встановлювати, засновувати, засновувати E.g. Recently they have established friendly relations with a new Canadian company. - Нещодавно вони встановили дружні стосунки з новою канадською компанією.

Syn: set up

the establishment of a new business – заснування нового бізнесу,

9. get in touch with smb - зв'язатись із ким-небудь,

E.g. How can I get in touch with this company? - Як можна зв'язатися з цією компанією?

to be in touch with smb - підтримувати контакт з ким-небудь keep up with smb/smith (v) - триматися нарівні, не відставати,

E.g. Do you manage to keep up with the new trends in business? - Вам вдається не відставати від останніх тенденцій у бізнесі?

10. maintain (v) – підтримувати,

to maintain good business relations - підтримувати хороші ділові відносини,

11. monitor (v) - контролювати, спостерігати,

12. order (n, Q – замовлення,

to place an order for smth with some company - розміщувати замовлення на щось-небудь в якійсь компанії E.g. We place regular orders for computers with this company. - Ми регулярно розміщуємо замовлення на комп'ютери в цій компанії.

to take an order – приймати замовлення,

E.g. Has the operator taken your order? - Оператор прийняв Ваше замовлення?

to cancel an order - скасувати замовлення,

to be heavy with orders - мати багато замовлень,

order (v) – замовляти,

13. perform (v) – виконувати,

to perform a contract - виконувати умови контракту,

performance (n, U) - виконання, діяльність,

13. prefer (v) віддавати перевагу,

to prefer smth to smth/doing smth to doing smth E.g. I prefer a full-time job to a part-time job. - Я віддаю перевагу роботу на повну ставку частковій зайнятості.

E.g. He prefers meeting his customers face-to-face to telephoning them. - Він вважає

за краще зустрічатися з замовниками особисто, а не дзвонити їм.

preferable (adj) - переважний ,

preference (п, С) – перевага,

customer preferences - споживчі переваги,

14. sales force - продавці, торгові працівники E.g. Our sales force is experienced and hard-working. - Наші продавці досвідчені і працелюбні.

15. senior (adj) - старший (за віком або за соціальним станом),

Senior Manager - старший менеджер Ant: junior,

a junior manager - молодший менеджер ,

a middle manager - менеджер середньої ланки,

16. sufficient (adj) - достатній: достатня кількість E.g. We have sufficient funds to start a new product line. - У нас достатньо коштів, щоб запустити нову лінію товарів.

17. supervise (v) - дивитися (за чим-небудь),

to supervise the performance of the contract - дивитися за виконанням контракту

supervision (n, U) – контроль,

under smb.'s supervision - під чиїм-небудь контролем,

take part in smth (v) - брати участь у чому-небудь,

Syn: participate in smth,

18. target (п, С) - мета, завдання,

to meet / achieve a target - досягати мети,

to set a target - визначити мету,

E.g. The establishment of beneficial economic relations with European countries is our main target - Встановлення вигідних економічних відносин з європейськими країнами є нашою головною метою.

target (v) - призначати, обирати в якості цільової аудиторії E.g. Reebok targets the sports market - Цільовий ринок компанії Reebok - це ринок спортивних товарів.

trial (adj) – пробний,

a trial order - пробне замовлення,

to be on trial - перебувати на випробувальному терміні,

to take smb on trial - взяти кого-небудь на випробувальний термін,

19. various (adj) - різний, різноманітний,

E.g. We deal with various companies - Ми маємо справу з різними компаніями.

Exercise 1. Answer the questions.

1. Where does Tom Archer work?

2. What are his responsibilities?

3. Does Tom have to travel a lot? Where to?

4. Who does he have to get in touch with?

5. Is Tom punctual? How do you think it helps him in his work?

6. Does Tom always have to talk to customers face-to-face?

7. Why is his work hard?

8. What problems did his company have last year?
9. Who are their main competitors?
10. How did Malesan try to keep their customers?
11. What sort of a new market segment did they find?
12. What was the result of the new strategy of the company?
13. Are Tom and his staff to break into Latin American market soon?
14. Name the main features of Malesan wines that make them competitive.

Самостійна робота № 26

Theme “The Work of a Sales Manager”.

Task to do the exercises to the text “The Work of a Sales Manager”.

Exercise 1. Read and translate the sentences. Are they true or false?

1. Malesan is a start-up which sells wines.
2. Tom has to get in touch with customers from Chile.
3. Competition is really hard for Malesan.
4. Tom has to travel a lot.
5. Tom Archer must be well-informed about his staffs' personal problems.
6. Last year was especially good for Malesan.
7. Malesan has a lot of corporate clients.
8. This year the company plans to target a new' market segment.
9. The company didn't lose their customer base.
10. Tom is to improve the quality and increase the prices for his wines.

Exercise 2. Translate the sentences into Ukrainian.

1. Our target is to break into the foreign market. 2. They try to avoid face-to-face contacts with their clients. 3. We have placed a lot of trial orders this year. 4. I prefer being in touch with my suppliers. 5. This consignment is sufficient for our company. 6. Do you have responsible and hard-working sales force? 7. A face-to-face meeting with your rivals can be a challenge. 8. We want to establish and maintain business relations with this start-up. 9. Our senior manager supervises the customer base. 10. How' do you monitor the performance of the agreement? 11. Our distributors have studied customer preferences. 12. We took part in the negotiations with our partners last month.

Exercise 3. Translate the words and word combinations in English.

Виходити на зовнішній ринок; досвідчені торгові працівники; брати участь у рекламній кампанії; розмістити пробний замовлення; контролювати додаткові витрати; зв'язатись з різними компаніями, контролювати роботу молодших менеджерів; підтримувати постійний контакт з розповсюджувачами товарів; не відставати від конкурентів; віддавати перевагу працювати по змінах; мати достатню кількість замовлень.

Exercise 4. Complete the sentences using correct prepositions.

1. They have broken ... the market. 2. They have been keeping ... the world prices for a long time. 3. This company is very successful, they are always heavy ... orders. 4. He is ... trial now. 5. \\\fe work ... their supervision. 6. Who took part ... the conference? 7. He prefers working in the office ... working face-to-face with customers. 8. They have already placed a trial order... office furniture ... the company. 9. How often do you get... touch ... this distributor? 10. We would like to participate ... the exhibition.

Самостійна робота № 27

Theme “The Work of a Sales Manager”.

Task to do exercises to the text “The Work of a Sales Manager”.

Exercise 1. Fill in the missing words. Use your active vocabulary.

1. Our representative ... in the trade fair last year. 2. It is difficult to ... in ... with many clients. 3. They are ... this building in a very good condition. 4. It's important for us to ... a dealer network if we want to sell our wines in Canada. 5. This job opportunity is a real ... for me, but it gives me a lot of responsibility and chances for promotion. 6. They placed some ... with a start-up, but the company soon went bankrupt. 7. We do not want to have any ... charges if we can avoid them. 8. As this is our main ..., we must know everything about their strategy. 9. Our... are very experienced and efficient people. 10. I ... French wines, so I seldom buy Chilean wines.

Exercise 2. Complete the sentences using modal verbs or their equivalents.

1. You... smoke here, it's a non-smoking zone.
2. I... to meet an important visitor today at 2 p.m.
3. If you feel unwell you... see your doctor.
4. He ... to work hard last year to repay the loan.
5. She... monitor her subordinates as she is the boss.
6. The customer... to pay the invoice in time.
7. I'm not sure what wine she likes, she... prefer Chilean or Argentinean red.
8. Our sales force ... to get in touch with different trading companies.
9. They... present a good business plan, so the bank didn't give them any money.
10. A service company ... to treat its customers with care and attention.

Exercise 3. Choose the correct answer. Sometimes two correct answers are possible.

1. Helen ... perform a lot of functions when she was Assistant General Manager.
a) must b) is to c) had to d) should
2. You ... place a trial order if you are a new customer.
a) shouldn't b) is to c) may d) mustn't
3. The Seller... inform the Buyer of the results of the tests.
a) must b) should c) is to d) may
4. I'm sorry I ... in touch with Senior Manager as he was away on business.
a) couldn't b) shouldn't c) mustn't d) wasn't to
5. Why are you sure your distributors will accept this commission? They... demand a bigger reward.
a) must b) may c) are to d) could
6. She likes her job though she ... work long hours.
a) can't b) has to c) mustn't d) is to

7. The Personnel Manager... hire and fire staff of the company.

a) must b) should c) may d) is to

8. You ... take part in various conferences if you want to display your research results.

a) may not b) can't c) should d) have to

9. If we want to stay competitive we... establish new connections and break into new markets.

a) mustn't b) shouldn't c) should d) may

10. To reach your target one ... work hard and have a strong motivation.

a) must b) have to c) are to d) may.

Exercise 4. Translate in English.

1. Наша компанія має досвідчених торгових працівників, тому у нас завжди багато замовлень. 2. Іноді ми приймаємо участь в торгових конференціях. 3. Ми повинні виконати умови контракту. 4. Ми беремо нових співробітників на випробувальний період і вони працюють під контролем менеджерів середньої ланки. 5. Вам потрібно зв'язатися з нашим торговим представником. 6. Ця компанія послідовно здійснює свої цілі. 7. Які додаткові пільги Ви можете запропонувати своїм працівникам? 8. Нашій компанії потрібно вийти на зовнішній ринок, але це складне завдання. 9. Як Ви змогли створити таку велику клієнтуру? 10. Наші розповсюджувачі не відстають від своїх конкурентів. 11. Ми контролюємо створення філії нашої компанії за кордоном. 12. Вони можуть розмістити пробні замовлення в різних компаніях.

Самостійна робота №28

Theme “The Work of a Sales Manager”.

Task to read the dialogue, learn new words and to do the exercises.

Dialogue.

Mark - Hello, everybody. I hope everyone is present and we can start our meeting. We are to brainstorm the ideas about the ways to increase sales and to reach new target customers. So, any ideas?

Linda - Well, that's definitely a demanding task. In my opinion, we should get in touch with Jeff Stansfield from Transglobal Marketing. He can help to arrange a meeting with the people that might be useful as distributors.

Bill - I don't think it is a good idea. Jeff may want a share in our promotional campaign and it is expensive. I think we should take part in the next Pan-European wine exhibition. I prefer to talk face-to-face with the owners of large companies which sell wines, say, in Northern Europe. Who knows, they might choose our brand. What do you think, Ron?

Ron - You have a point here, it might give us some idea of a potential market. But why not establish mutually beneficial cooperation with the Ukrainian distributors? I'm sure they will promote our wine if we give them favourable trading terms. How about that?

Bill - Don't forget, we have to maintain our exclusive brand. So we can't sell it below the average market price.

Tom - Oh, come on, Bill! We need to increase the volume of sales, so why not offer the Russians to place some trial orders with us. It can help us to beat our Spanish competitors.

Mark - That's just what I am thinking about, Tom. Russia is an important segment now. If we want to avoid huge taxes I can advise you to enter a joint venture in Russia.

Linda - Hold on, gentlemen. Don't you see that it will create additional problems? We may lose our committed sales force and the local staff might need serious training to do the job well. No, I strongly disagree.

Mark - Well, then I'm afraid we can't reach a solution yet. Let's meet in three days to settle the problem.

Bill - All right, it seems a sensible idea.

Ron - Let's think all the suggestions over and make the right choice.

Mark - See you on Thursday. 2 p.m.

Notes:

1. a joint venture – спільне підприємство,
2. mutually – взаємно,
3. favourable – сприятливий,
4. committed - відданий справі

Exercise 1. Answer the questions.

1. What matters did the managers discuss during the meeting?
2. Why did the managers need to consult Jeff Stansfield?
3. Why doesn't Bill want to contact him?
4. Where would he like to show their product?
5. Who prefers cooperation with Russia?
6. Is Tom ready to offer the Ukrainians to place trial orders?
7. Who are the company competitors?
8. Have the managers found the solution? Why not?
9. Why do the managers need to have another meeting soon?

Exercise 2. Work in pairs.**Make up a dialogue on the following assignment:**

A: You are a member of a Chinese sales team. Your team met 3 days ago to find new ways to increase sales of your teas. At that time you didn't reach any decision. Meet again to solve this problem and find the final solution. You think Ukraine has a big buying potential. Give your reasons to enter the Ukrainian food and drink market.

B: You think there are too many risks on the Ukrainian market. (Import duties, taxes, crime, political instability, local customs, etc.) Try to persuade your colleague to consider African countries as a potential market.

Самостійна робота № 29

Theme Revision.

Task to do exercises.

Exercise 1. Choose correct answer.

He couldn't... their mission.

a) find b) find out c) found

1. What department does he ... ?

a) manage b) set up c) accept

2. The price isn't... to us.

a) comfortable b) low c) attractive

We have been ... with them for three years

a) dealing b) selling c) ordering

3. What companies do you ... with?

a) purchase b) compete c) provide

4. You should ... with him immediately.

a) get in touch b) compare c) compete

5. A few foreign companies... in the exhibition last month, a) performed b) took part c) attended

6. As we are satisfied with our... order we are going to do business with this company.

a) repeat b) future c) trial

7. Any company should have a....

a) mission b) customers c) subsidiary

8. They have just.. a new company.

a) opened b) set up c) invented

Exercise 2. Open brackets using necessary tense form.

1. How long you (deal) with them?

2. When they (set up) a new company?

3. They (make) a lot of improvements in this model lately.

4. Last year our company (be) heavy with orders.

5. We (take part) in the conference the other day.

6. They (make) two deals this month.

7. We (carry out) an investigation since September.

8. We (do) successful research two months ago.

9. He (be) on trial for two months.

10. When you (take) him on trial?

Exercise 3. Complete the sentences using *can, could, be able to, must, have to, be to, should*.

1. We ... compete with many foreign companies.

2. He is so lazy. I don't think he will... perform this task.

3. You ... carry out a detailed investigation.

4. All the employees... attend annual meetings.
5. We ... agree to this price. It is too high.
6. They will... sign an important contract in a week.
7. They ... buy new office equipment last month but they didn't do it.
8. A good Sales Manager... know the market very well.
9. He will... make a deal with them tomorrow.
10. As he doesn't have much experience we will ... take him on trial.

Exercise 4. Fill in correct preposition.

1. We don't have access ... this information.
- 2..... Let's get business.
3. They have to get... touch ... various customers.
4. The company broke ... the European market not long ago.
5. We are looking forward ... your visit.
6. This offer is very attractive... comparison... the offers from other companies.
7. What goods does this shop deal... ?
8. He has done the work ... any special effort.
9. They have been placing regular orders ... our company for 5 years.
10. Who works ... your supervision?
- 11 They didn't agree ... our terms of delivery.
12. My job provides me ... an opportunity to travel.
13. I never purchase anything... credit.
14. Are you pleased ... the results of the negotiations?
15. Have you ever taken part... a meeting?

Самостійна робота № 30

Theme “Hospitality Industry”.

Task to read, translate the text “Hospitality Industry”, learn new vocabulary and do the exercises.

Hospitality Industry

Hospitality industry is one of the fastest-growing industries now. With the development of tourism more and more people visit various countries and stay at different hotels. Some hotels offer a complete range of the best facilities: top quality accommodation service, luxury suites, 24-hour room service, car hire, and butler service. Others are less magnificent, but they are less expensive. You can find a comfortable double or single room there, a porter service, friendly and hospitable staff and relaxing atmosphere.

Now there is a rating system to assess the level of hotel quality. The more common classification system includes “star” rating. There are five levels of quality, rating from One to Five Star in Britain.

To obtain a higher Star rating a hotel should provide much better quality and range of services and facilities. The most important factors are: cleanliness, service, food, bedrooms and bathrooms.

Patrick Casey is the manager of a small 3-star motel. It’s called The Cosy Corner. It is smaller than other motels, but it is friendlier and looks more attractive. Patrick has been working there as long as the motel exists. He bought it 15 years ago. Since that time more than 125000 people have stopped there. They are not as wealthy as the guests of the Hilton, of course, but they are less demanding and much more outgoing.

Patrick says he likes his job more than any others he has done. Before he became a hotel manager, he had been a carpenter, a bus driver, a security guard. But when he won in a lottery' one day he felt it was the best moment in his life. He decided to buy a small motel and start his own business. It was more complicated than he had thought. He had to check in guests, prepare the bills, accompany guests to their rooms and look after the two employees: a room-maid and a cleaner. But eventually the business grew faster and faster and now Patrick is as successful as any manager of a small motel with regular visitors.

He thinks his job is the most pleasant and exciting of all because he meets new people every day. His two sons are not as happy as their father. They are more critical. “We have to wash so many cars every' day, that we don’t want to drive our own ones”. - says Michael, who is 21 now. Jack, who is 18, would like to spend more time with his friends and less time working as a porter. But he also likes to get more pocket money to make his life as pleasant as possible.

The guests of the motel think that this place is much cheaper than some other motels. But it is cosier and the service is the best in the town. The food is not as varied and exotic as in the European motels, but the prices are lower and the waiters are the most efficient ones.

Now Patrick Casey employs more than 30 people: room-maids, receptionists, porters,

parking attendants, security and even a gardener. His sons would like to enter some good universities in Ohio. Patrick wants to expand his motel or buy a bigger motel in a nearby town.

His profits are getting bigger, but the costs are becoming higher and it is harder to control this business now.

Patrick is not as young as he was when he started his work. But now he is much more experienced and can run the motel more efficiently. He hopes his motels will become the best in the whole county.

Vocabulary

1. accommodation (n, U) — житло, приміщення, розміщення E.g. This tourist agency offers very good accommodation. - Це туристичне агентство пропонує якісне розміщення.
2. accompany smb (v) - супроводжувати кого-небудь,
3. assess (v) – оцінювати,
to assess the performance of a company - оцінити діяльність компанії,
assessment (n, C) – оцінка,
4. bill (n, Q – рахунок,
to make out a bill - виписати рахунок,
to pay a bill - оплатити рахунок,
5. check in (v) - реєструватися в готелі,
to check out - виписатися з готелю,
6. complicated (adj) – складний,
a complicated problem - складна проблема,
costs (n) pl. – витрати,
7. cosy (adj) - затишний, зручний,
a cosy room - затишна кімната Syn: comfortable,
8. demanding (adj) - вимогливий demanding customers – вимогливі замовники,
demand (v) – вимагати,
demand (n, C) – вимога,
to meet the demands - задовольняти вимоги,
9. exciting (adj) - хвилюючий, захоплюючий,
to be, get excited about smth. - хвилюватися з приводу чого-небудь E.g. Don't get excited! - Не хвилюйся.
10. exist (v) – існувати,
existence (n, U) — існування,
11. eventually (adv.) - в кінцевому рахунку, зрештою,
12. expensive (adj) - дорогий (про ціну),
Ant: cheap,
13. facilities (n, Q) – зручності,
E.g. This new hotel offers all modern facilities. - Цей новий готель пропонує всі сучасні зручності.
14. guest (n, C) - гість, клієнт (готелю),

16. hospitality (n, U) – гостинність,

hospitable (adj) – гостинний,

E.g. Thank you for your hospitality. - Дякуємо за Вашу гостинність.

17. luxury (n, U) – розкіш,

a luxury hotel - готель класу люкс,

20. obtain (v) – отримувати,

to obtain information - отримувати інформацію Syn.: to get

21. prepare (v) - готувати (ся), приготувляти,

to prepare for smth. – готуватися до чого-небудь,

preparation (n. C) - підготовка, приготування,

to make preparations for smth. - готуватися до чого-небудь,

E.g. By two o'clock yesterday we had already made preparations for the trip. -

Вчора до двох ми вже підготувалися до поїздки.

20. suite (n, C) - номер-люкс,

20. waiter (n, C) – офіціант,

21. waitress (n, C) – офіціантка,

22. wealthy (adj) - багатий, заможний Syn: rich,

23. win (won-won) (v) - перемагати, вигравати,

to win in a lottery - вигравати в лотереї,

Exercise 1. Answer the questions.

1. What facilities do 5-star hotels offer?

2. How are 3-star hotels different from 5-star hotels?

3. What are the most important factors to rate the level of a hotel?

4. What is Patrick's job?

5. How long has Patrick been working in this hotel?

6. What had Patrick done before he became the manager of The Cosy Corner?

7. How did he get the money to start his business?

8. What employees help him to run the hotel?

9. Why does Patrick enjoy his job?

10. In what way is The Cosy Corner different from other hotels?

11. What problems is Patrick facing now?

12. Are his sons planning to continue his business? Why? Why not?

Самостійна робота № 31

Theme “Hospitality Industry”.

Task to the exercises to the text “Hospitality Industry”.

Exercise 1. Read and translate the sentences. Are they true or false?

1. Patrick Casey is a receptionist.
2. He changed several jobs.
3. Patrick had to work hard at the beginning.
4. Jack likes to be a porter.
5. This place is much cheaper than any other hotels.
6. Now Patrick Casey employs fewer people than earlier.
7. His profits are getting higher, but the costs are rising too.
8. The food in the hotel restaurant is more varied than in the other restaurants of the city.
9. The clients think the hotel is cozy and the staff are friendly.
10. The visitors of Patrick's hotel are wealthy and demanding.

Exercise 2. Translate the sentences into Ukrainian.

1. Unfortunately violence still exists in our life. 2. I am preparing a speech for the meeting on Tuesday. 3. He agreed to accompany me on a trip to Africa. 4. I hope to find accommodation in a hotel. 5. Eventually she coped with all the difficulties. 6. The news of the victory excited everyone. 7. The situation has become complicated. 8. Our costs are rising very fast. 9. It is cheaper to live in the country than in town. 10. After his father's death he became a wealthy man. 11. When you check in at a hotel the receptionist gives you the key to your room. 12. They assessed the value of the property at \$ 10 000.

Exercise 3. Translate words and word combinations in English.

Зареєструватися в готелі; готуватися до іспиту; оплатити рахунок за проживання; заможна людина; великі витрати; хвилюватися з приводу поїздки; подякувати за гостинність, жити в розкоші; вимогливі клієнти; супроводжувати делегацію, отримати результати, найдорожча машина; вигравати гроші в лотереї.

Exercise 4. Complete the sentences using correct prepositions.

1. We are making preparations... our holiday. 2. Our representative can accompany ... you ... the hotel. 3. I am so excited ... my new job. 4. The motel has existed ... 1975. 5. After the waiter had made ... the bill, we paid it. 6. When did you check...? 7. Don't try to pass the exam ... preparation. 8. The guests thanked the hosts ... their hospitality. 9. Why did you have to check... of the hotel so suddenly? 10. We are making preparations... the talks... our regular customers.

Самостійна робота № 32

Theme “Hospitality Industry”.

Task to do the exercises to the text “Hospitality Industry”.

Exercise 1. Fill in the missing words using your active vocabulary.

1. The hotel has ... for 200 guests. 2. Should the guide ... us everywhere? 3. They lead a happy... in the country. 4. We... everything beforehand. 5 The soft light of this lamp makes the room 6. She was so ... that she could not speak. 7. Early to bed, early to rise - makes a man healthy ,... . and wise. 8. Our... include payments for raw materials, the factory rent, heating and lighting. 9. Congratulations! You have... the first prize! 10. He is a very ... client. He is always displeased with something. 11. Food is ... in this supermarket but clothes are expensive.

Exercise 2. Use the correct degree of comparison of adjectives in the brackets.

1. This luxury hotel offers (good) accommodation in town.
2. I would like to obtain a (good) service level than I had last time.
3. This room is (comfortable) and (attractive) than that one.
4. Only (wealthy) people can afford to stay at the Ritz Carlton for a month.
5. Though his job is (well)-paid than mine it is much (complicated).
6. If you take a taxi you will get to your hotel (fast) than if you go by bus.
7. Today his financial position is much (bad) than it was 5 years ago.
8. I can have a break because I have prepared all the bills (early).
9. Max's life is (exciting) of all my friends'. He is a rescue worker.
10. This was (pleasant) journey I had ever had in all my life.
11. The rent is getting (high) and (high), but the service is becoming (bad).
12. My new boss is (demanding) than my previous one, she lets me go home at 3 on Fridays.
13. Strangely, but that 3-star hotel had (many) facilities than a 4- star hotel.
14. This year our costs are (low) and profits are (high) than in the previous years.
15. Now I'm working from 9 to 5. So I have (little) time for my children.

Exercise 3. Open brackets using Past Simple or Past Perfect.

1. When I (come) to the hotel the guests already (get) the keys to their rooms.
2. Before Dan (book) the accommodation he (obtain) all the information about the facilities in that hotel.
3. Maggie (prepared) the bills by 12 o'clock yesterday.
4. By the time Mr. Hilton (set up) his hotel business he already (become) a wealthy person.
5. Tom (say) that he never (drive) such an expensive car.
6. The job of a receptionist (turn out) to be more complicated than she (think) before.
7. At first it (be) hard to check in guests but eventually, by the end of the second month she (become) more efficient in it.
8. The Manager (inform) us that he just (hire) 4 more waiters to help during the conference dinner.

9. Becky (make) the beds, (dust) the furniture, (change) the towels and (leave) the room.

10. Martin (explain) that he (buy) a new house because he (win) a huge sum of money in the lottery.

Exercise 4. Translate into English.

1. Містер Джонсон - сама вимоглива людина, яку я коли-небудь зустрічала. 2. Цей готель невеликий, але дуже затишний і красивий. 3. Офіціант приніс рахунок, і вони оплатили його. 4. Як Ви зазвичай готуєтеся до іспитів? 5. Делегацію супроводжувала група фахівців. 6. Зручності в цьому готелі задовольняють вимоги самих багатих клієнтів. 7. Це захоплюючий фільм. 8. Наша компанія існує вже 20 років. 9. Зрештою, вони вирішили зупинитися в номері-люкс. 10. Після того, як компанія вийшла на зовнішній ринок, вона перемогла всіх своїх конкурентів. 11. Житло в Києві дуже дороге. 12. Коли Ви виписалися з готелю? 13. Цього року наші витрати вище, ніж у минулому. 14. Після того, як офіціант виписав рахунок, ми оплатили його.

Самостійна робота № 33

Theme “Hospitality Industry”.

Task to read and translate the dialogue, find new words and to do the exercise.

Dialogue.

Carl: Excuse me. You are looking through the catalogue of new hotel facilities. Are you in this industry?

Jacob: Yes, actually, I am the manager of a chain of hotels in the south of England. My name is Jacob Sanders. And you are ...

Carl: Let me introduce myself. My name is Carl Nerner. I run a small hotel in Northern Switzerland.

Jacob: Oh, we are colleagues, aren't we! So, how is business?

Carl: Pretty good. We are a family-run hotel. My wife and two daughters are in charge of checking in guests, preparing bills and supervising our staff members.

Jacob: So you must keep an eye on everything! Do you have many guests in your hotel?

Carl: You may be surprised but I do. There are a lot of visitors in my hotel, because of friendly, outgoing staff, family atmosphere and wonderful mountains.

Jacob: Of course, the Swiss Alps and fresh air have become your brand.

Carl: Exactly. I believe your job is demanding too. You must have quite a lot of tourists in the south of England. I heard it's the most popular holiday destination in Britain.

Jacob: You're quite right. In high season my hotels are crowded. I even have to employ temporary' staff. Students are very helpful in summer. Of course, the costs are rising, because I have to offer a high level of service and new facilities to keep my guests satisfied.

Carl: And who are your regular visitors?

Jacob: Oh, all sorts of people: families with children, young couples, students from abroad, elderly people. Not very rich, but nice and outgoing.

Carl: My clients are mostly business people, bankers, CEOs. They are quite wealthy and enjoy comfort and privacy. That's what I guarantee in my hotel.

Jacob: Oh, I see now, that your business is really rewarding. Your reputation brings you profit.

Carl: Exactly. Come and see my hotel some day.

Jacob: Thank you. Hope to see you in one of my hotels too. Good luck!

Notes:

1. outgoing – товариський,
2. temporary – тимчасовий.

Exercise 1. Answer the questions.

1. Where are the businessmen from?
2. What kind of hotel does Carl own?

3. When is the high season in the south of England?
4. Who helps Carl to run the hotel?
5. Are there many guests in Carl's hotel? Why?
6. Which hotel is more expensive? More crowded?
7. When does Jacob invite students to work in his hotel?
8. Do you think Carl's clients would like to stay at the hotel which Jacob runs? Why? Why not?
9. How do Jacob and Carl manage to keep their customers satisfied?
10. Which type of the hotel would you like to manage? Why?

Exercise 2. Work in pairs. Make up your own dialogues.

A: You have just returned from Bath in the south of England. Share your impressions with your business partner, who stayed with his wife in Switzerland in a small mountain hotel. Speak about the prices, facilities, food, entertainment, and atmosphere.

B: You had a wonderful two-week holiday in a very expensive but quiet and comfortable Swiss family-run hotel. Describe the hotel, its staff and location to your partner. Explain why you spent so much money. Speak about the new useful connections that you made with Japanese and Indian business people while you were staying at this hotel.

Самостійна робота № 34

Theme “Starting Your Own Business”.

Task to read, translate the text “Starting Your Own Business”, learn new vocabulary and to do the exercises.

Starting Your Own Business

The decision to start your own business can be one of the best you will ever make in your life. Your own business is a great adventure. There are definitely advantages and disadvantages of it. The benefits include control, money, independence and freedom. The downsides to it are uncertainty and risk. In any case the first step you make is personal evaluation. Why are you going to start a business? Are you planning to provide a service or a product? Will it be a full-time or a part-time venture? Will you have employees? The answer to these questions will help you choose a business.

Also you will need to evaluate your idea. Who will buy your product or service? Who will be your competitors? Another necessary thing is a business plan. It will help you figure out how much money you will need to start.

There are several ways to form your business. It can be a sole proprietorship, a partnership or a corporation. If you intend to create a sole proprietorship it won't take much time or money. Just get a business license and you are a business. But the downside to a sole proprietorship is significant: you and your business are legally the same thing. Your home, cars, bank accounts, everything is at risk when you are a sole proprietor. There is another problem. If a sole proprietor becomes seriously ill or dies his business perhaps won't continue and will probably close. One more difficulty with this form of business is that you have no partners to work with. It's a dangerous way to do business.

A partnership is rather attractive. A business partnership is like a marriage. You need to choose a good partner because you will be spending a lot of time together. A partner will give you another pair of hands to do the work. And he will share the financial responsibilities of the business. But it is still a good idea that you “date” first before jump in it. Find a project or two and work together. Will you get along? Will your styles mesh? How will you deal with deadlines? You need to be sure that you work well together, have a good time and have skills that complement one another.

Any two or more persons may form a public or private limited company. As soon as people and firms buy shares they will become shareholders and owners of the company. Shareholders will be receiving part of the company's profit in the form of dividends. The shareholders have limited liability, so if the company goes bankrupt a shareholder will only lose the money they paid for the shares. Unlike a public limited company the purpose of a private limited company is to keep ownership and control within a small group of shareholders. The best thing about forming your business as a corporation is that it will limit your personal liability.

So, which is best for you? No matter which form of business you choose, starting your business will certainly be stressful, challenging and enjoyable.

Vocabulary

1. complement (v) – доповнювати,
E.g. These two methods complement each other. - Ці два методи доповнюють один одного.
2. deadline (n,C) - кінцевий термін,
to meet a deadline - срок встигнути до призначеного терміну, укластися в строк,
3. downside (n, C) – недолік,
E.g. There are several downsides to your proposal. - У Вашій пропозиції є недоліки.
4. evaluate (v) - оцінювати, давати оцінку,
to evaluate data - оцінювати дані,
evaluation (n, C) – оцінка,
a high evaluation of the research methods - висока оцінка методів дослідження,
5. include (v) - включати в себе, містити,
E.g. The speaker included some important facts in his report. - Доповідач включив кілька важливих фактів у свій звіт.
6. intend (v) - мати намір, збиратися,
E.g. I intend to leave tomorrow. - Я збираюся поїхати завтра.
intention (n, C) – намір,
7. legal (adj) - законний, правовий, юридичний,
a legal document - правовий документ,
Ant: illegal,
8. liability (n, C) - відповідальність, обов'язок,
unlimited liability - необмежена відповідальність,
limited liability - обмежена відповідальність,
9. own (v) – володіти,
to own property – володіти майном,
owner (n, C) - власник, господар,
the owner of a house - господар будинку,
ownership (n. U) - власність, право власності,
10. partnership (n, C) - товариство, партнерство,
11. purpose (n, C) – ціль,
for various purposes - для різних цілей,
on purpose – навмисне,
to achieve one's purpose - домогтися своєї мети,
12. share (v) - ділити, розподіляти,
to share smth. with smb. - поділитися чим-небудь з ким-небудь,
share (n, C) — 1. частина, частка 2. акція ,
shareholder (n, C) – акціонер,
a share price - курс акцій,
13. significant (adj) - значний, важливий, суттєвий,

a significant sum - значна сума,

14. sole proprietorship (n, C) - індивідуальне підприємство (ІП),

15. venture (n,C) - ризиковане підприємство, комерційне підприємство,

a joint venture - спільне підприємство,

Exercise 1. Answer the questions.

1. What are the advantages of your own business?
2. What are the disadvantages of your own business?
3. What is the first step when a person starts a business?
4. What other necessary steps does a person make to choose a business?
5. Which forms of business do you know?
6. What do you need to become a sole proprietor?
7. Why is a sole proprietorship a dangerous way to do business?
8. What is attractive about a partnership?
9. What are the downsides to a partnership?
10. What problems can you face if you form a partnership?
11. Who owns public and private limited companies?
12. In which form do shareholders get their profit?
13. What kind of liability do shareholders have?
14. What does limited liability mean?
15. What is the purpose of a private limited company?
16. What is the best thing about forming your business as a corporation?

Самостійна робота № 35

Theme “Starting Your Own Business”.

Task to do the exercises to the text “Starting your own business”.

Exercise 1. Read and translate the sentences. Are they true or false?

1. Your own business is a great challenge.
2. Risk makes your business enjoyable.
3. A business plan and personal evaluation are the necessary steps of any business.
4. A business license is all you need to become a sole proprietor.
5. A sole proprietor has unlimited liability.
6. Public and private limited companies should have at least two shareholders.
7. Shareholders own and run limited companies.
8. The profit of public and private limited companies is spent on dividends for shareholders.
9. Shareholders of both public and private companies have limited liability.

Exercise 2. Translate the sentences into Ukrainian.

1. The article includes a lot of useful information.
2. I'd like to get a fair evaluation of the results.
3. He is using your ideas for his own purposes.
4. She shares all my troubles and joys.
5. He has been successful in all his ventures.
6. I'm sure he did it on purpose.
7. We must do our best to meet the deadline.
8. I'm going to speak about the downsides to a sole proprietorship.
9. What should you do if you are intending to set up a joint venture?
10. Who is the owner of this company?

Exercise 3. Translate the words and word combinations in English.

Доповнювати один одного; створити спільне підприємство, використовувати обладнання для різних цілей; з'ясувати курс акцій; власник індивідуального підприємства; незаконні дії; особиста оцінка; недоліки дослідження; важлива перевага; ділити прибуток з акціонерами; компанія з обмеженою відповідальністю.

Exercise 4. Use prepositions.

1. They are going to discuss the downsides ... our business.
2. We can use this tool ... many purposes.
3. Who will share the responsibility ... me?
4. These strategies complement ... one another and form a profitable combination.
5. The Managing Director gave a high evaluation ... this partnership.
6. The manager included some important data ... his sales report.
7. He has just become the owner... the company.
8. Did he manage to meet... the deadline?

Самостійна робота № 36

Theme “Starting Your Own Business”.

Task to do the exercises to the text “Starting your own business”

Exercise 1. Fill in the missing words using your active vocabulary.

What... do you have to meet in your daily life? 2. Uncertainty and risk are the ...to your own business. 3. What information does this contract...? 4. I'd like to know your personal... of his work. 5. He is... to start his own business. 6. A ... doesn't take much time or money. 7. As the matter is complicated you should ask for... advice. 8. Mr. Brown is the ... of the factory. 9. Have you achieved your... yet? 10. All the ... attended the meeting of the Board of Directors last week.

Exercise 2. Open brackets using grammar forms expressing future tense.

1. Where you (go) if nobody (want) to go to the cinema with you?
2. She (start) her own business after graduation.
3. This time tomorrow I (swim) in the Atlantic.
- 4 .. you be at home tonight?
4. She (not listen) to me. you talk to her.
5. The phone is ringing. Don't worry, I (get) it.
6. Why are you putting your trainers on? Where you (go)?
7. Ws (talk) about it as soon as Mr. Jones (come).

Exercise 3. Choose the correct answer.

1. Nick ... look for another job after he leaves. He's very ambitious.
a) will b) is going to c) doesn't
2. Don't ask me to do it. I ... go to this stupid party.
a) won't b) don't c) am not to
3. Henry ... his dentist today.
a) will see b) sees c) is seeing
4. Maybe Tom ... the answer.
a) knows b) will know c) is going to know
- 5.... you ...your children with you on a holiday to Spain?
a) Are ...taking b) Will...take c) Do...take
- 6.. John tonight? Tell him to call me.
a) Will you see b) Are you seeing c) Are you going to see
6. I'm sorry. I ... do it again.
a) am not b) won't c) don't
7. If the client... dissatisfied we... offer him a replacement, a) is ...will b) will

be ...are to c) is not... will

8. How ... spend your holiday?

a) will you b) are you going to c) shall you

She ... redecorate her kitchen next week, a) is to b) will c) is going to

Exercise 4. Translate in English.

1. Наша компанія збирається витратити значну суму на покупку нового обладнання. 2. Граничні терміни часто є причинами стресу на роботі. 3. Ми постараємося оцінити переваги та недоліки нового методу. 4. Цей документ не є юридично законним. 5. Він власник індивідуального підприємства, яке приносить великий прибуток. 6. Метою нашого зібрання є обговорення низки питань з акціонерами. 7. Якщо Ви маєте намір створити товариство. Вам треба вибрати хорошого партнера. 8. Що включають в себе Ваші обов'язки? 9. Ділові партнери повинні доповнювати один одного. 10. Багато бізнесменів приїжджає до Москви з різними цілями. 11. Як тільки Ви підпишете цей контракт, він стане правовим документом. 12. Я оціню дані після того, як проведу дослідження.

Самостійна робота № 37

Theme “Starting Your Own Business”.

Task to read, translate the dialogue, learn new vocabulary and to do the exercises.

Dialogue.

This is a conversation between two friends Sam and Maggie. Maggie is in retail business and Sam is thinking of starting one.

Maggie - Well, Sam, I've heard you are planning to start your own business. What form will it take?

Sam - Maggie, I am completely at a loss. I am not even sure that this business is for me. I have so many questions to answer. What will I sell, where will I locate my business, will I be able to share the customer base with my competitors, and will I buy a building for my business or lease space?

Maggie - Hey, stop complaining. I'm sure you've already done a lot of work.

Sam - Well. Quite a lot, to be honest, but I am feeling so confused.

Maggie - Come on! Pull yourself together. Tell me. Are you going to establish your business as a sole proprietorship, a partnership or a corporation?

Sam - A sole proprietorship is the simplest way, I've heard.

Maggie - Yes, it is the least complicated one. You won't have to take any legal steps to open a sole proprietorship. But, if something goes wrong you will be personally liable for all the debts.

Sam - On the other hand, when you establish a corporation you will definitely need a lawyer to draw up the papers and an accountant to advise you on tax matters. A partnership is a good form only if you trust your partner.

Maggie - The primary advantage of these forms is the protection of your personal assets if your business fails.

Sam - Still, I am planning to start as a sole proprietor and later perhaps I'll convert it into a corporation.

Maggie - Don't forget that there is another question which you should think over - a name. In the retail business it's essential. A name should be short, clear and easy to remember.

Sam - Oh, it's three o'clock. I must be off to the bank. Do you mind if I call you tonight and you will help me with the name selection?

Maggie - O'K. You may call me any time you want. Good-bye!

Sam - Bye-bye.

Exercise 1. Answer the questions.

1. What is Sam planning to do?
2. Which form of business has Sam chosen?
3. Why is Sam feeling confused?
4. What are the benefits of a sole proprietorship in comparison with a partnership and a corporation?

5. What is the primary advantage of a partnership and a corporation?
6. What should a business name be?

Exercise 2. Make up a situation to the given theme.

Mr. Bond is a small business owner. He is giving professional advice to his younger relative how to set up a retail business. A young relative has prepared a lot of questions for him. In particular, they are discussing what form this starting business should take.

Самостійна робота № 38

Theme Revision.

Task to do the exercises.

Exercise 1. Choose the right answer.

1. There is a rating system to ... the quality of a hotel.
a) obtain b) assess c) demand
2. The guests at the Hilton are quite ...
a) exciting b) complicated c) wealthy
3. If the ... are high the profits go down.
a) costs b) facilities c) bills
4. The hotel should offer much better facilities to... a five-star rating.
a) employ b) obtain c) run
5. A receptionist has to ... guests.
a) check in b) accompany c) prepare
6. The ... to your own business is a great financial risk.
a) venture b) downside c) evaluation
7. If you ... to set up a business you must get a license,
a) intend b) include c) invite
8. The shareholders of a company have limited
a) proprietorship b) deadlines c) liability
9. The ... of any business is to get profit.
a) share b) purpose c) ownership
10. The invention of a computer was a ... step in the development of science and technology.
a) significant b) legal c) sole

Exercise 2. Use the right preposition.

1. Before I go on a tour round the city of Rome I will have to check ... at the hotel.
2. We need to prepare ... the inspection to get a good hotel rating.
3. Originally this warehouse was used ... military purposes.
4. Hello, Dan. I hear you have won 25 thousand dollars ... a lottery!
5. Larry is so excited ... his new challenging position.
6. You will pay for using the mini-bar when you check

Exercise 3. Match the words to make word combinations.

- | | |
|----------------|-----------------|
| 1. to make out | a) (a) problem |
| 2. complicated | b) (a) bill |
| 3. demanding | c) (a) hotel |
| 4. to assess | d) demands |
| 5. to meet | e) (a) venture |
| 6. luxury | f) (a) document |
| 7. to obtain | g) performance |
| 8. legal | h) (a) customer |
| 9. to achieve | i) Information |
| 10. joint | j) (a) purpose |

Exercise 4. Join the sentences using Past Simple and Past Perfect.

Example: I finished my report. I called my boss.

After I had finished my report I called my boss.

1. We packed our things. We went to the airport.
2. Eva came to the party. Everybody left the house before it.
3. Ted worked as a driver for 5 years. Ted found a good office job after that.
4. The director arrived. The secretary sent a fax and prepared a cup of coffee for him before that.
5. The secretary went out to have lunch. She e-mailed all the clients.
6. The hotel room was small, stuffy and uncomfortable. I expected a bigger and more comfortable room.
7. Our Chairman retired in 2005. I joined the company in 2008.

Exercise 5. Make higher and the highest degree of comparison of adjectives using *more — the most; better — the best; as... as; not so... as; -er > -est*.

1. Helen has got a Mini, Samuel has got a Bentley.
2. There are 5 bedrooms in Peter's cottage. There are only two in Mike's.
3. My armchair is soft, cosy and big. Your armchair is small, uncomfortable and unattractive.
4. John is a PR manager. Garry is a cleaner.
5. We travelled around England, Wales and Scotland. They visited only Wales.
6. I stayed at three hotels. The Quality hotel was small but cozy. The Ramada hotel was big but noisy. The Holiday Inn was big, comfortable and modern. It was wonderful!
7. Jerry earns \$ 20000 a year, Tom earns \$ 24000 a year, and Nancy earns \$ 60000 a year. did it... purpose!
8. When I was a little boy I shared my room ... my elder brother.
9. The downside ... having a big car is the amount of money you spend on petrol.
10. By the end of each year our top management makes the evaluation ... each employee's work.

Самостійна робота № 39

Theme “Participating in International Exhibitions”.

Task to read and translate the text, to learn new vocabulary and to do the exercises.

Participating in International Exhibitions

Companies in international business should constantly be in touch with the latest developments in their field of activity. It is necessary to know what types of new products their competitors have come up with, where you can see those products, what the price range is.

The best way to obtain first-hand information is to visit international trade fairs and exhibitions regularly. Each time executives go to such exhibitions, they would like to know if they can establish beneficial contacts and whether they will manage to clinch a profitable deal with a new overseas partner. Even exchanging business cards at the exhibition might come in useful in the long run. That is why top managers of successful companies try to take part in the most prestigious international trade fairs.

Two weeks ago the General Manager of *Peter Hambro Mining Pic* asked his Deputy, Martin Green, to investigate the market of giant construction trucks. Last Thursday Martin Green came back from the sales exhibition in Germany. It took place in Bonn and housed exhibits from 20 countries including Japan, the USA, Canada and China. Martin's boss told him to get some information about industrial construction trucks from the leading manufacturers. He also had to get in touch with some Japanese firms to establish contacts in the export field. His visit was very useful and he got the important information his boss had asked him to find.

Martin told his Chief that he had managed to get in touch with Mr. Yoshiaki Yamamoto, Executive Director of *Komatsu Ltd.* Martin's boss wanted to know what aspects of business they had covered during their meeting. Martin informed him that he had asked Mr. Yamamoto what range of heavy trucks they were producing then, where their production facilities were located in Europe, what their current volume of European sales was. Martin wondered if they were planning to set up their dealer network in the North of England. Mr. Yamamoto replied that they would start selling to England if they found a suitable partner. Mr. Yamamoto asked if Mr. Green's company was involved in industrial construction. Martin explained that his company had been one of the leading mining companies in Britain for many years. Then Martin supplied publicity material and sales literature, which Mr. Yamamoto had asked for.

Martin told his boss that Mr. Yamamoto had got a good impression of their meeting and said that they would be able to establish mutually beneficial and long-standing cooperation with their British counterparts. Martin's boss said he was completely satisfied with his Deputy's work and added he was going to give him a generous bonus if the deal worked out.

Vocabulary

1. be involved in smth/doing smth – бути задіяним у чому-небудь, займатися чим-небудь.

E.g. What companies are involved in this business? – Які компанії займаються цим бізнесом?

2. clinch (v) - укладати (угоду, договір) to clinch a deal – укласти угоду,

3. come up with (v) - пропонувати (план, проект),

E.g. I hope you can come up with a better plan. – Сподіваюся, ви запропонуєте кращий план.

4. counterpart (n, C) - діловий партнер,

5. cover smth (v) – розглядати що-небудь, висвітлювати (події і т. ін.) в ЗМІ,

E.g. We have covered all the main points. – Ми розглянули усі головні питання.

6. current (adj) - поточний, сучасний current affairs - сучасні проблеми,

7. executive (n, C) – посадова особа, керівник,

CEO (Chief Executive Officer) - генеральний директор (корпорації), директор (підприємства),

8. exhibition (n, C) – виставка,

to hold (held, held) an exhibition - проводити виставку,

a trade exhibition - виставка-продаж,

exhibit (v) - виставляти(сь); експонувати(ся) на виставці E.g. The company exhibited the model of the latest design to the public. – Компанія виставила модель останньої розробки.

exhibit (n, C) - експонат (на виставці),

9. fair (n, C) - ярмарка ,

10. trade fair - торгова ярмарка,

11. generous (adj) - щедрий, великий,

E.g. The guests thanked the generous hosts for hospitality. – Гості подякували щедрим хазяям за гостинність.

generosity (n, U) – великодушність, щедрість,

12. house (v) – вміщувати,

E.g. The building houses five different firms. – У будівлі розміщені п'ять фірм.

13. impress (v) – справити враження, вражати,

14. impression (n, C) - враження (ефект),

to make an impression on smb – справити враження на будь-кого,

E.g. The new model of car made a great impression on me. - Нова модель машини справила на мене велике враження.

impressive (adj) - вражаючий; виразний impressive results – вражаючі результати

15. in the long run - в кінці кінців; у загальному,

16. long-standing (adj) - тривалий, такий, який існує здавна,

long-standing cooperation – тривала співпраця,

17. mutually (adv) - взаємно,

mutual (adj) - взаємний, спільний mutual understanding — взаєморозуміння, згода,

18. profitable (adj) - вигідний, прибутковий,

E.g. We have clinched a profitable deal. – Ми уклали вигідну угоду.

profit (n, C) - вигода, прибуток, дохід,

to make a profit on smth – отримувати прибуток від чого-небудь,

to bring a profit – приносити дохід E.g. He sold his house at a profit. – Він вигідно продав будинок.

19. reply (v) – відповідати,

to reply immediately promptly – відповідати відразу,

to reply to a question – відповідати на питання,

E.g. She replied that she would be happy to accept our invitation. – Вона відповіла, що буде рада прийняти наше запрошення.

reply (n,C) – відповідь,

in reply to smth – у відповідь,

in reply to your letter of the 15th May – у відповідь на ваш лист від 15 травня

20. suitable (adj) - придатний, відповідний, слухний,

suitable for smb/smth – той, що підходить,

E.g. These terms are not suitable for us. – Ці умови нас не влаштовують.

suit (v) – підходити, відповідати вимогам, влаштовувати E.g. That suits me fine.

– Це мене влаштовує.

This jacket suits you perfectly – Цей піджак вам ідеально підходить.

21. take place – відбуватися, траплятися,

E.g. When did the exhibition take place? – Коли тривала виставка?

volume (n) — величина, об'єм, кількість,

volume of sales – обсяг продажів.

Exercise 1. Answer the questions.

1. Why should international companies be in touch with the latest developments in their business?

2. Where do top executives go to establish some useful contacts?

3. What countries took part in the exhibition in Bonn?

4. What were Martin's tasks at the exhibition?

5. Martin had to get in touch with a representative of *Komatsu Ltd.*, didn't he?

6. What kind of business is Martin's company involved in?

7. What were the results of Martin's visit to Germany?

8. Why did Mr. Yamamoto have a good impression of a meeting with Martin?

9. Did Mr. Yamamoto want to use an agent or to find a partner in England?

10. Who will get a generous bonus if the deal works out?

Exercise 2. Read and translate the sentences. Are they true or false?

1. To be successful in international business a company should know about their competitors' activities.

2. The best way to obtain first-hand information is to speak to your competitors.

3. Managers participate in international trade fairs to get better jobs in other companies.
4. The sales exhibition housed exhibits from 25 countries including Japan, China, Korea, the USA, Canada and India.
5. Martin's boss instructed him to contact businessmen from Japan.
6. Martin was not pleased with the trip.
7. During the meeting with Mr. Yamamoto Martin showed a great interest in the current volume of European sales of *Komatsu Ltd.*
8. Mr. Yamamoto intended to set up a local production facility in England.
9. Mr. Green's company is involved in financial services.
10. Martin offered Mr. Yamamoto free samples of their products.

Самостійна робота № 40

Theme “Participating in International Exhibitions”.

Task to do the exercises to the text “Participating in International Exhibitions”.

Exercise 1. Translate the sentences in Ukrainian.

1. Our counterpart promised to come up with an impressive plan of cooperation. 2. The trade fair can bring us profit. 3. The prices do not suit us, they are too high. 4. We have clinched a deal with a foreign company. 5. What impressed you at the exhibition? 6. The CEO said the discussion would take place soon. 7. I was not sure if they had reached mutual understanding. 8. They asked me if I was involved in clinching the deal. 9. They are going to cover the main items of the contract. 10. The fair housed a lot of exhibits from different countries.

Exercise 2. Translate words and word combinations in English.

Експонувати товар на виставці; укласти вигідну угоду; отримувати вражаючі результати; у відповідь на лист; пропонувати план взаємовигідного співробітництва; вести переговори із зарубіжним партнером; великі обсяги продажів; вдалий час; вміщувати багато експонатів; справити враження на керівника; розглянути основні пункти контракту; відвідати виставку-продаж.

Exercise 3. Use correct preposition.

1. Is this time suitable ... you? 2. They got this offer ... reply ... your email. 3. We hope to make profit... this deal. 4. We understood that he had been right... the long run. 5. The exhibition made no impression... me. 6. The programme covered ... the current affairs. 7. We hoped they would come a new design of the model. 8. What business are you involved ... ? 9. The CEO said the company had sold the building ... a great profit. 10. Who will reply... this letter?

Exercise 4. Fill in the missing words using your active vocabulary.

1. The company has increased the... of sales recently. 2. Where will the meeting ? 3. I am afraid this time does not... me, it is too early. 4. In ... to your letter we are sending you our latest catalogue. 5. I think this business is... and hope to earn a lot of money. 6. What... you at the exhibition? 7. We are not... in this business. 8. The top executives are discussing the ... affairs. 9. We hope to achieve ... understanding in the long run. 10. How many exhibits can this hall...?

Самостійна робота № 41

Theme “Participating in international Exhibitions”.

Task to do the exercises to the text “Participating in International Exhibitions ”.

Exercise 1. Paraphrase the following words and word combinations using your active vocabulary.

- | | |
|----------------------------|-----------------------------|
| 1.to happen | 7. to hold, store |
| 2. to deal with | 8. a business partner |
| 3.a competitive exhibition | 9. to do a deal |
| 4. appropriate | 10.to give an answer |
| 5.amount or quantity | 11 .to affect strongly |
| 6. to propose | 12.existing for a long time |

Exercise 2. Change direct speech into indirect.

1. Mr. Cone said: “I can’t give you the exact figures. Mr. Tanaka”.
2. Carla asked Jim: “Will you help me with my presentation?”
3. We said to our clients: “It is possible to send these goods next week”.
4. Henry said to Jack: “Don’t make this appointment for today”.
5. The director said to us: “I need your ideas about the last promotional campaign by the end of the next week”.
6. Thomas said: “I have seen the new construction site last week”.
7. Bob asked Ann: “Why do you always consider my ideas unrealistic?”
8. The office manager said: “How many chairs does your team need for the coming meeting?”
9. Samantha told Nick:” Have you seen the fax from D&G? It was on my desk yesterday”.
10. I asked Kelly:” Can you type this letter as soon as possible for me?”

Exercise 3. Choose the correct answer.

1. Mr. Fergusson said he ... call us as soon as the order... ready.
a) will...is b) would...was c) would...is
2. I couldn’t read the mail as my computer ... down the day before.
a) had broken b) broke c) has broken
3. She told us she... the visitor in a minute.
a) saw b) will see c) would see
4. I asked Mark if he ... to the conference in London the following week.
a) went b) would go c) had gone
5. Jerry told us... touch anything on his desk.
a) don't b) not to c) didn't
6. Ann said that she... hard for three months and so she ... very tired.
a) had been working...was b) has been working... was c) worked ...was
7. The driver told us... the seatbelts.

a) fasten b) to fasten c) don't fasten

8. Kerry asked the secretary when the boss usually ... at the office.

a) arrived b) would arrive c) arrives

9. They informed us that their counterparts from China ... in twenty minutes.

a) were arriving b) was to arrive c) arrived

10. The waiter asked if we ... the meal.

a) would enjoy b) had enjoyed c) enjoyed

Exercise 4. Translate in English.

1. Він сказав, що компанія уклала вигідну угоду. 2. У відповідь на наш діловий лист наш діловий партнер запросив нас на виставку-продаж. 3. Ми хотіли дізнатися, де відбудеться зустріч з нашими замовниками. 4. Вони не знали, які компанії займаються продажем цього обладнання. 5. Об'єм продажів справив на мене велике враження. 6. Ми дізналися, що торговельний зал вміщує десять магазинів. 7. Ми розглянули всі можливості взаємовигідного співробітництва. 8. Я хотів дізнатися, чи наші умови Вас влаштовують. 9. Генеральний директор запропонував план термінових дій. 10. Керівники компанії обговорили сучасні проблеми. 11. Наше тривале співробітництво, в кінці кінців, принесло великий дохід двом компаніям. 12. Він сказав, що вимагатиме щедрої компенсації.

Самостійна робота № 42

Theme “Participating in international Exhibitions”.

Task to read, translate the dialogue, learn active vocabulary and to do the exercises.

Dialogue

The Personnel Manager of *Peter Hambro Mining Pic* Ron Derry is interviewing Fiona Redcliff, a candidate for the vacancy of a Public Relations officer.

Ron Derry - Now, Ms Redcliff, first of all I'd like to refer to your C.V. You pointed out that you had previously worked for *Meredith and Sons*, a small family-run company. You mentioned that you had been involved in marketing research, advertising and PR activities, right?

Fiona Redcliff - That's right. This company was doing quite well in the north of England. They are a small brewery producing ginger beer.

Ron Derry - So the company was successful. Why did you quit?

Fiona Redcliff - You see, last year the owner of the company informed the staff that he had decided to sell his business to an Irish beer company. So that meant there would be serious reorganization. Besides, I hoped to find a more challenging job with a dynamic company with international links.

Ron Derry - I see. Now, Ms. Redcliff. Can you tell me what your biggest achievement and what your worst failure were.

Fiona Redcliff - Well, I believe I could say that I organized a promotional fair that took place in Nottingham last October and housed samples of our products of various price range. By the end of the next month the volume of sales had increased by 10 % and the firm had clinched two more profitable deals with specialty shops in London. As for my biggest failure. I have to admit that before I learned the art of presentation I had failed a presentation of our goods at a meeting with our counterparts from Scotland. They were not satisfied but were generous enough to say that if we came up with some more original ideas for a joint promotion of our product they would be glad to meet again.

Ron Derry - Right. Can I ask where you see yourself, say, in 5 years if we employ you?

Fiona Redcliff - Oh, I would greatly appreciate an opportunity to join your company! I think in the long run I hope to contribute to preparations for sales conferences and launches of advertising campaigns. Hopefully. I will be in charge of mutually beneficial contacts with Japan where I had worked for 3 years with Komatsu Ltd. as an assistant P.R. Manager.

Ron Derry - That is just what makes you the most suitable candidate for this position, Ms Redcliff. I must say that before I set up this meeting I had studied closely your C.V. and now I am absolutely sure that this is going to be the start of a long-standing and mutually beneficial cooperation. My congratulations and welcome to our team!

Exercise 1. Answer the questions.

1. What position does Ms Redcliff apply for?

2. Where had she worked before she applied for a vacancy with *Hambro Mining*?
3. What kind of product did *Meredith and Sons* manufacture and sell?
4. Where was *Meredith and Sons* based?
5. Why did she decide to leave her previous job?
6. Who wanted to buy the brewery-?
7. Did Ms Redcliff explain her wish to join *Peter Hambro Mining*?
8. What was the greatest achievement in Ms Redcliff s career?
9. Why were the Scottish partners not satisfied with her presentation?
10. What was the result of the interview?

Exercise 2. Makeup your own situations to the given themes.

A: You are Assistant Sales Manager of a start-up involved in interior design. You have just returned from a trade exhibition in Paris. Share your impressions with your friend who has been to a job interview with a French fashion design company. Ask him/her how the interview went.

B: You are interested in the latest developments in the field of design. Ask your friend about his/her impressions and tell him/her about your experience of a job interview.

Самостійна робота № 43

Theme “Advertising”.

Task to read, translate the text “Advertising”, to learn new vocabulary and to do the exercises.

Advertising

Why do most people prefer Coca-Cola to some other cola? Why do more women prefer Estee Lauder to some other perfume? Are these products functionally better? Not necessarily. The value to the product in the consumer's mind is added by advertising. Research shows that the image of a product which is produced partially by advertising is an inherent feature of the product itself. Advertising also educates customers about new users of products. Kleenex was originally advertised as a make-up remover, later it was promoted as a disposable handkerchief. Customers are also shown how to use the product. All in all advertising helps people to satisfy their wants and needs.

If advertising adds value to products, it follows that advertising adds cost. And if expensive advertising is stopped products cost less. Is that right? The situation is the following. Prices are affected by advertising but in different ways. Advertising is indeed paid for by consumers who buy the product. But if in retailing advertising tends to hold prices down, in manufacturing advertising is used to stress the features that make products better, so advertising tends to support higher prices.

On the whole advertising is very important for an economy. In the economy that produces more goods and services, which are consumed, advertising serves two important purposes: consumers are informed of their alternatives and companies compete more effectively for consumer money.

The history knows a lot of examples of brands successful due to extensive advertising and promotion. Here is the story of one of them.

William Wrigley was expelled almost every third week of the school year. At the age of eleven he ran away from his home in Philadelphia to New York where he joined the local “newsies” and started to sell newspapers to earn his living. Eventually the boy returned to Philadelphia and his soap-manufacturer father found him a place in the soap factory. At 13 he persuaded his father to let him start as a Soap salesman. He rode from town to town in Pennsylvania and sold his father's soap to retailers, a box of baking soda was always offered as a bonus. When the baking soda began to be sold better than the soap, he started selling it, at this time chewing gum was offered as a premium. When people wanted more gum, he sold that instead. In 1892 he moved to Chicago and the demand for chewing gum was growing daily. Companies were set up by him to sell his gum abroad - in Canada, Australia and Great Britain. No one believed more deeply in the power of advertising than he did. He spent his first \$ 100.000 on it, saw no return on that, raised \$ 100.000 more, found the second investment as fruitless as the first but didn't give up. In 1907 he added \$ 250.000 more. A bright future for his company was ensured.

Vocabulary

1. affect (v) - впливати, діяти на кого-небудь,
E.g. It will affect her decision. – Це вплине на її рішення.
2. demand (n, U) — попит,
demand for goods – попит на товари,
to be in great demand- користуватися великим попитом,
supply and demand – попит і пропозиція ,
E.g. Demand affects supply. – Попит впливає на пропозицію.
3. disposable (adj) – одноразовий,
a disposable handkerchief – одноразова носова хустинка,
4. due (adj) — зобов’язаний, повиний,
E.g. He is due to speak at the meeting. – Він повинен виступити на зібранні.
due to smb., smth. – завдяки комусь, через когось,
E.g. The accident w'as due to fog. – Аварія сталася через туман.
5. earn (v) — заробляти,
to earn one’s living – заробляти на життя,
6. economy (n, Q) – економіка, господарство,
economic (adj) – економічний,
economic policy – економічна політика,
Compare: economical (adj) - економний, економічний,
an economical car – економічний автомобіль,
7. ensure (v) – забезпечувати, гарантувати,
E.g. I can’t ensure his success. – Я не можу гарантувати його успіх.
8. extensive (adj) – обширний,
E.g. He has an extensive knowledge of this subject. – У нього обширні знання з цього предмету.
9. give up (gave, given) (v) – поступитися, здатися,
10. hold down (held, held) (v) – утримувати,
E.g. We can’t hold down prices much longer. – Ми не зможемо довго стримувати ціни.
11. instead (adv) – замість,
instead of smth., smb., doing smth. - замість когось, чогось,
E.g. He sold baking soda instead of sugar. – Він продавав розпушувач тіста замість цукру.
12. join (v) smb., smth. – приєднатися до когось, чогось,
E.g. May I join you? – Можна до Вас приєднатися?
to join a company – поступити на роботу у компанію,
13. originally (adv) – першочергово, спочатку, за походженням,
E.g. Originally this company was a small business. – Спочатку ця компанія була малим підприємством.
original (n, C) – оригінал,
in the original – в оригіналі,

14. persuade (v) – переконувати, вмовляти,

E.g. He persuaded me to come. – Він переконав мене прийти.

15. promote (v) – просувати, підвищувати в посаді,

E.g. He was promoted last year. – Його підвищили минулого року.

to promote a new product – рекламувати новий товар,

promotion (n, U) – просування, сприяння, стимулювання,

sales promotion – стимулювання збуту,

return (n, U) – прибуток ,

E.g. The return on my shares is 5%. – Прибуток від моїх акцій становить 5 відсотків.

16. stress (v) – підкреслювати, надавати великого значення,

E.g. He stressed that the work was very important.- Він підкреслив, що робота дуже важлива.

17. support (v) smb., smth. – підтримувати когось, чогось,

support (n, U) – підтримка,

in support of – в підтвердження,

18. tend (v) – бути схильним,

E.g. She tends to agree with them. Вона схильна погодитися з ними.

19. value (n, U) – цінність, вартість,

E.g. His advice was of great value to us. – Він дав нам неоціненну пораду.

to be good value for money – окупитися, вартувати витрачених грошей,

E.g. The computer was good value for money. – Комп'ютер вартував витрачених грошей.

Exercise 1. Answer the questions.

1. What is an inherent feature of a product?
2. What are the main functions of advertising?
3. How was Kleenex advertised?
4. How are prices affected by advertising in retailing?
5. How are prices affected by advertising in manufacturing?
6. Why is advertising important for an economy?
7. How did Wrigley manage to attract customers to his goods?
8. Where did William Wrigley set up companies to sell chewing gum?
9. What proves that William Wrigley deeply believed in the power of advertising?
10. Why do people prefer some brands to others? Give your reasons.

Самостійна робота № 44

Theme “Advertising”.

Task to do the exercises to the text “Advertising”.

Exercise 1. Read and translate the statements. Are they true or false?

1. Advertising adds value to a product.
2. The image of a product is created by advertising.
3. Advertising informs the public of the new uses of a product.
4. Advertising keeps prices low.
5. Advertising is paid for by retailers.
6. William Wrigley was one of the worst pupils at school.
7. William Wrigley started his career as a salesman at the age of 13.
8. In Chicago the demand for soap was growing daily.
9. Wrigley's gum business grew from local into international.

Exercise 2. Translate words and word combinations in Ukrainian.

1. This company was set up two years ago. And since then it has been leading a wise economic policy. 2. His absence was due to illness. 3. What are prices affected by? 4. He has earned the respect of his colleagues. 5. She is easily persuaded. 6. Last year they spent a lot of money on sales promotion. 7. The insurance company paid us the full value of the car. 8. The facts support your theory. 9. I can't ensure that he will be there on time. 10. We made extensive use of his hospitality. 11. He stressed that the goods of his company were in great demand on the world market. 12. Advertising companies should always think up new ways to promote products.

Exercise 3. Translate into English.

Одноразовий посуд; через низький попит; економіка нашої країни; читати книги в оригіналі; просувати новий товар; підтримати кандидата; вплинути на покупця; економний чоловік; обширна реклама; стримувати інфляцію; замість покупки; цінність відкриття; заробити прибуток.

Exercise 4. Use correct preposition.

1. He spoke ... the support ... our idea. 2. Our flight was delayed due ... a strike. 3. They joined ... us ... lunch. 4. You have to think how it can affect ... your business. 5. There is a great demand ... our goods. 6. In retailing advertising tends to hold prices 7. Instead ... having lunch at home we had a picnic. 8. He reads Shakespeare ... the original. 9. What was the return ... your investment? 10. Our new advertising campaign is good value ... money.

Exercise 5. Fill in missing words using active vocabulary.

1. The book... his success. 2. Try to... your father to lend us his car. 3. If I am not... within the next two years I am going to change jobs. 4. They paid him the ... of his lost property. 5. The new government law has ... our export trade. 6. Our goods are of high

quality so they are in great 7. He advised me to use a ... container. 8. I wondered how he ... his living. 9. She ... to accept our offer. 10. It will be more ... to switch the machine off at night. 11. Two years ago the country faced serious... problems. 12. He receives... from his parents.

Самостійна робота № 45

Theme “Advertising”.

Task to do exercises to the text “Advertising”.

Exercise 1. Paraphrase words and word combinations using active vocabulary.

- | | |
|----------------------|--|
| 1. to gain as profit | 8. to advance in position |
| 2. material worth | 9. avoiding waste |
| 3. to influence | 10. to guarantee |
| 4. to back up | 11. profit |
| 5. because of | 12. in place of |
| 6. to convince | 13. to emphasize |
| 7. designed | 14. to be thrown away after a single use |

Exercise 2. Open brackets using Passive Voice.

1. The new office (open) last year in Manila.
2. Your C.V. (deal with) by the Personnel Manager next week.
3. This type of tools (produce) by our company for ten years.
4. Day students usually (give) a lot of homework.
5. The redecoration (finish) by the start of the new academic year.
6. Who the dinner (cook) by tomorrow?
- 7.. .. everyone (give) the handouts yet?
8. She (fire) as she didn't follow the company rules about smoking.
9. Goods with famous brand names can (make) illegally.
10. The contract (sign), so it's time to have a drink to celebrate.

Exercise 3. Choose correct answer.

1. We just. ..all the points of our agenda.
a) covered b) were covered c) have covered
2. A new working scheme ... by the management last month.
a) was introduced b) has been introduced c) introduced
3. The students... fifteen topics for their course paper this year.
a) gave b) were given c) will be given
4. I ... that the manager would call me after 3 p.m.
a) was told b) have been told c) told
5. Advertising of alcohol on TV... several years ago.
a) had been prohibited b) has been prohibited c) was prohibited
6. The price for food ... due to the losses during the extremely hot summer.
a) has gone up b) was gone up c) had gone up
7. Will the carpets... on Monday?
a) be cleaned b) cleaned c) clean
8. The doctor... me to follow his instructions.
a) was told b) told c) said
9. At the interview she ... to speak about her biggest achievement in her previous job.
a) was asked b) had been asked c) has been asked

10. Their property and house ... insured the year before so they got compensation after the fire.

- a) was b) had been c) would be

Exercise 4. Translate in English.

1. Що ви знаєте про економіку нашої країни та її економічних реформах? 2. Вони схильні підтримати наше рішення. 3. Віє підкреслив, що сподівається отримати високий прибуток від своїх акцій. 4. На ціни впливає попит і пропозиція. 5. Як спочатку рекламувався цей новий продукт? 6. Нова марка цього товару мала успіх завдяки рекламі. 7. Уряд гарантував, що ціни будуть стримані протягом року. 8. Він збирається влаштуватися на роботу у рекламне агентство. 9. Цей будинок – вигідна покупка. 10. Йому відмовили у прийомі на роботу, але він не здався і звернувся у іншу компанію.

Самостійна робота № 46

Theme “Advertising”.

Task to read and translate the dialogue, learn new words and to do the exercises.

Dialogue

Two members of the Marketing Department at Top-Style are having an informal talk during lunch time. Ben is a newcomer. He doubts the necessity of extensive advertising.

Ben - Listen, John! We are spending a fortune on promotional activities: TV, radio advertising, press advertising, billboards, and online promotion. Our jeans are in great demand. Why don't we spend less on advertising and invest more in research and development.

John - Well, Ben, I have been in this business for nearly 10 years. And I can tell you for sure that the return on advertising is good value for money. Will you tell me, which needs are satisfied through goods consumption.

Ben - Material needs, of course. Our target audience is from 18- to 30-year olds. They want high quality fashionable jeans at competitive prices and they get them.

John - It's not as simple as it seems. Besides material needs, we also need love, recognition and respect from our friends. We need to be aware of ourselves as persons in relation to surrounding social groups. So social needs have to be satisfied too. Social values are very important. And our advertising is intended to persuade customers that through the jeans they buy they will be identified as modern, smart, dynamic people.

Ben - I see, but some people say that due to its conflicting claims, advertising confuses more than it helps. Now they ask, can all brands of soap, shoes, or jeans be “best”?

John - As for conflicting claims, differences of opinion are a basic element in advertising. It tends to be subjective. In fact, an advertiser cannot be objective about his brand.

Ben - And what will you say about the criticism that much advertising is false and misleading.

John - Well, of course, false or misleading advertising is illegal. An advertisement is a public promise which is seen or heard by the public. Our company doesn't support the practice of misleading advertising. We realize that our image is affected by advertising. Our management always stress that we must ensure truthful advertising.

By the way, sometimes problems take place not only due to false advertising but also due to the advertiser's ignorance of local customs and habits.

Have you heard of a text-book example when the soap didn't sell well in the Middle East? A soap advertisement had a picture of dirty clothes on the left, a box of soap in the middle and clean clothes on the right.

Ben - I haven't. Tell me, please.

John - The advertisers forgot that in that part of the world people usually read from right to left.

Ben - OK, I give up. I agree that advertising is a key to our success. Oh, it's time to get back to work. Don't forget we are meeting tomorrow at lunch time. Bye.

John - See you.

Exercise 2. Answer the questions.

1. What is Ben worried about?
2. How long has John been working in marketing?
3. Which needs are satisfied through goods consumption?
4. What do we call social needs?
5. In which way are social needs satisfied?
6. What are the target consumers of Top-Style?
7. How can false or misleading advertising affect consumer choice?

Exercise 2. Discuss the following statements.

1. The most interesting advertisement you have ever seen.
2. The most boring advertisement you have ever seen.
3. Has any advertisement ever persuaded you to buy anything?

Самостійна робота № 47

Theme Revision.

Task to do the exercises.

Exercise 1. Choose correct answer.

What is the ... news?

- a) today b) current c) last
- 1. He ... to agree with us.
- a) appeals b) enjoys c) tends
- 2. Three companies are ... in this business.
- a) involved b) produced c) housed
- 3. He was... by the new model of car.
- a) enjoyed b) impressed c) stressed
- 4. Prices are ... by demand.
- a) affected b) impressed c) used
- 5. This method of sales is ... for our company.
- a) generous b) suitable c) long-lasting
- 6. They have ... all the contract terms.
- a) covered b) ensured c) decided
- 7. This specialized exhibition ... last year.
- a) took part b) took place c) held
- 8. What do you know about market... ?
- a) economics b) volume c) economy
- 10. I'd like to buy an ... car.
- a) economical b) economic c) extensive
- 11. We can ... the quality of our goods.
- a) persuade b) ensure c) support
- 12. I have known my... for three years.
- a) counterpart b) waiter c) consumer
- 13. They will... us on Tuesday.
- a) come b) return c) join
- 14. The executive promised to ... him in a month.
- a) promote b) affect c) support
- 15. We thanked the host for his....
- a) services b) goods c) generosity

Exercise 2. Change direct speech into indirect.

- 1. He said: "Your generosity impressed me greatly."
- 2. She asked: "When was this exhibition held?"
- 3. I wondered: "Is there any demand for these goods?"
- 4. He told me: "Don't promote this employee."
- 5. Mr Jones said: "We have covered all the tasks."
- 6. He stressed: "This deal will be profitable for our company."

7. My counterpart wanted to know: "Do you support my idea?"
8. He asked: "What did you write in reply to his letter?"
9. She said: "Our volume of sales was high last year."
10. Ann asked: "Don't give up."
11. My friend wondered: "Who is the CEO of your company?"
12. Her colleague wanted to know: "How much did we spend on sales promotion?"
13. He asked: "Are you involved in this business?"
14. She said: "My new laptop is good value for money."
15. My boss ordered: "Clinch this deal immediately."

Exercise 3. Use correct preposition.

1. Our goods are not... great demand.
2. What is he involved ... ?
3. The flight was delayed due ... bad weather.
4. The city centre made a great impression ... me.
5. It doesn't affect... me.
6. He sold his car... a profit.
7. ... reply... your letter... the 22nd... March we would like to inform you that your terms are suitable ... us.
8. Their help is ... great value ... us.
9. Could you come ... a new plan?
10. He spoke ... support... our proposal.

Exercise 4. Form the nouns from the given verbs.

- | | |
|------------|-------------|
| 1. cover | 6. persuade |
| 2. house | 7. promote |
| 3. impress | 8. support |
| 4. reply | 9. value |
| 5. demand | 10. return |

Самостійна робота № 48

Theme “Business Ethics.”

Task to read, translate the text “Business Ethics”, to learn active vocabulary.

Business Ethics

It has always been accepted that the aim of business is to make a profit. This point of view can be easily explained. Various products are being produced non-stop to satisfy the growing demand of the public. The more goods have been sold, the more income has been received. So if you want to increase a company profit all efforts must be taken to boost sales and maintain high production performance. This can be done by several methods: more manufacturing plants should be opened; a bigger number of workers can be employed, new technologies might be applied. However there is a cost to all these activities. In order to build a new plant and to install up-to-date equipment huge expenses are needed. Workers should be paid at least average wages in this industry'. New technologies will pay off in the long run but at the initial stage a lot of investment and staff training are required. At the same time a lot of workers can be made redundant if a company introduces cost-saving and labour-saving technologies.

To avoid costs and to gain extra high profits some companies use illegal or unethical methods of business. Management employs illegal immigrants and pay them low wages. The workers may live in unhealthy conditions and lack medical service as they haven't been insured. Most multinational companies try to get cheaper labour force and save on operating costs, a few companies have even been involved in industrial espionage to gain a competitive advantage. Some businesses encourage corruption when they try to bribe government officials who are in charge of important construction or production projects.

Examples of unethical behaviour in relation to the staff of a company are constantly being discussed in mass media. Employees may be discriminated on the basis of race, age and gender. Women are often confronted with the so-called glass ceiling problem when they can't be promoted to senior positions only because men are considered better executives.

Development of international trade creates serious problems for many firms operating in countries where bribes are a common part of business activity. In the field of advertising false and misleading advertising is treated as illegal and unethical because it persuades consumers to buy unnecessary or dangerous goods. This is especially important in the case of health-related products and products for children.

Now companies are becoming aware of the fact that it is vital to have a code of ethics and to follow certain ethical standards if they want to keep their image as good citizens and ethical businesses. Today consumers' attention is focused not exclusively on the product characteristics. A growing number of customers prefer environmentally friendly merchandise that hasn't been tested on animals. More and more people are buying organically grown fruit and vegetables. So companies are being forced to use technologies and processes that should be harmless to the environment. Moreover, if a business positions itself as ethical this could be considered a clever marketing strategy.

The corporate and brand image will be strengthened if the public trust and rely on the ethical standards for the staff and the executive board of a company. As a result, the aim of a contemporary business is to maintain its reputation as a fair business that is both socially responsible and customer oriented.

Vocabulary

1. aim (n, Q) намір, ціль

E.g. It is our aim to complete the work before the end of the month. – Наша мета – завершити роботу до кінця місяця.

Syn: intention, purpose,

to aim at smth – прагнути чого-небудь,

E.g. He is aiming at success. – Він прагне успіху.

2. aware of smth (adj) – той, який знає щось.

E.g. They were aware of the difficulties. – Вони знали про труднощі.

awareness (n, U) – усвідомлення, компетентність,

3. boost (v) – підвищувати, збільшувати,

E.g. Extensive advertising boosts sales.- Обширна реклама збільшує обсяг продажів.

4. bribe (n, C) – взятка, підкуп,

bribery (n, U) – хабарництво,

to bribe (v) - підкупати; давати хабар,

E.g. It is illegal to give bribes. – Давати хабар протизаконно.

5. condition (n, Q) – умова,

on condition that – за умови,

E.g. We will accept this proposal on condition that everybody agrees. –Ми приймемо цю пропозицію за умови, що всі будуть згодні.

6. contemporary (adj) – сучасний,

contemporary writers – сучасні письменники,

7. encourage to do smth (v) – заохочувати, підтримувати,

E.g. The staff are encouraged to attend training courses. – Керівництво заохочує персонал відвідувати курси підвищення кваліфікації.

8. environment (n, U) – оточення, навколишнє оточення, навколишнє середовище,

environmental protection – захист навколишнього середовища,

environmentally friendly – екологічно безпечний,

9. force (v) – змушувати ,

to force smb to do smth – змушувати когось робити щось,

E.g. The financial problems forced her to sell her house. – Фінансові проблеми змусили її продати будинок.

10. harm (n, U) – шкода, збиток,

to do smb harm – шкодити комусь ,

(adj) – шкідливий,

harmful to health – шкідливий для здоров'я,

- harmless (adj) – безпечний, нешкідливий,
11. income (n, C) – дохід, заробіток ,
an annual income – щорічний заробіток,
E.g. Their company aims at boosting their income. – Компанія прагне збільшити дохід.
12. insure (v) – страхувати ,
insurance (n, U) – страхування,
life insurance for \$ 100 000 – страхування життя на суму \$ 100 000,
13. lack (v) – відчувати нестачу, потребувати, не мати чогось ,
E.g. He often lacks money. – Він часто відчуває нестачу грошей.
lack of smth (n, U) – недостача, потреба, відсутність,
14. merchandise (n, U) – товари,
high-quality merchandise – товари високої якості,
15. mislead (misled, misled) (v) – вводити в оману,
misleading (adj) – такий, що вводить в оману, оманливий,
misleading advertising – реклама, яка вводить в оману,
16. operating costs – експлуатаційні витрати,
17. redundant (adj) – звільнений за скороченням штату,
to make smb redundant – скоротити когось,
E.g. He has been made redundant. – Він був звільнений за скороченням штату.
redundancy (n, U) – скорочення штату,
18. save (v) – берегти, економити,
on smth – економити на чомусь,
cost-saving – який зменшує собівартість,
labour-saving – що заощаджує працю,
energy-saving – енергозберігаючий ,
19. strengthen (v) – зміцнювати, підсилювати,
E.g. The position of the company has been strengthened lately. – Останнім часом положення фірми зміцніло.
strength (n, U) – сила, міцність, міць,
20. vital (adj) - (життєво) важливий, необхідний,
a question of vital importance – питання першочергової важливості.

Самостійна робота № 49

Theme “Business Ethics”.

Task to do the exercises to the text “Business Ethics”.

Exercise 1. Answer the questions.

1. What has always been the aim of business?
2. What should be done to increase company profits?
3. Why do companies have to make some of their workers redundant?
4. What are the advantages and disadvantages of new technologies?
5. Why is it unethical to employ people illegally?
6. What methods do multinational companies use to save on operating costs?
7. How is corruption encouraged by some unethical businesses?
8. What type of discrimination are women often confronted with?
9. What were several American companies prosecuted for?
10. What kind of advertising is treated as illegal and unethical and why?
11. Why is misleading advertising especially dangerous in the case of health-related products?
12. Why are a lot of companies starting to focus more on ethical issues?
13. What is the aim of a contemporary business that wants to stay competitive in the long run?

Exercise 2. Read the sentences. Are they true or false?

1. The more goods are sold the more profit a company gets.
2. It is not very expensive to install new equipment and introduce new technologies.
3. Up-to-date technologies pay off in the short run.
4. Some companies employ illegal immigrants because they are better qualified.
5. If the workers are not insured they don't get medical service.
6. Government officials often try to bribe the executives of huge multinational corporations.
7. Sometimes employees are discriminated because they come from a different nation or are too old for the job.
8. The so-called “glass ceiling” type of discrimination means that bosses keep an eye on every employee all day long.
9. Illegal payoffs and bribes are different things.
10. False advertising persuades consumers to run to supermarkets and buy useless and expensive things.
11. It is more important for a company to increase profits than to be environmentally responsible.
12. Today people prefer to buy more fast food because it is good for your health and is organically grown.
13. If people trust ethical standards of a business it improves the brand image and increases sales.

Exercise 3. Translate into Ukrainian.

1. He reads contemporary English writers in the original. 2. Our aim is to boost sales. 3. A lot of vital questions have already been discussed. 4. Energy-saving technology has been introduced at this plant lately. 5. Cultural awareness is vital in modern business. 6. I have never heard of bribery in this sphere. 7. This merchandise will bring our company a huge income. 8. Who forced you to bribe him? 9. We spend a lot of money on environmental protection. 10. How can we strengthen the position of our company? 11. At the meeting I was asked about our working conditions. 12. Smoking is harmful to your health.

Exercise 4. Translate the following word combinations in English.

Нагальна проблема, економити на експлуатаційних витратах, змусити скоротити співробітника, недолік інформації, вводити покупців в оману, підвищити дохід компанії, принести шкоду покупцям, дбати про захист довкілля, підвищувати зайнятість населення, усвідомлювати ефективність стимулювання збуту, прагнути до високих результатів, підкупити старшого менеджера.

Exercise 5. Use correct preposition.

1. He insured his business ... a huge sum of money. 2. They aim ... a high income. 3. I can not understand what they save 4. Are you aware ... your problems? 5. There is a lack ... water in this district. 6. ... what condition will they sign the contract? 7. I am afraid it can be harmful... you. 8. We think that this matter is ... vital importance. 9. I don't think he will be made ... redundant. 10. Most of his problems come from a lack... confidence.

Самостійна робота № 50

Theme "Business Ethics".

Task to do the exercises to the text "Business Ethics".

Exercise 1. Fill in the missing words. Use your active vocabulary.

1. We would like to ... our business for \$300 000. 2. He is afraid to be ... because of the crisis. 3. It is difficult to... a large sum of money. 4. What is his annual ... ? 5. It is ... to your health to eat fast food. 6. He was ... by advertising and bought this expensive merchandise. 7. I am sorry, I was not ... of the fact. 8. When we find out all your ... we will make a decision about the future cooperation. 9. Because of... oftime he could not meet the deadline. 10. Our top management ... employers to increase their professional skills. 11. It was my own decision, I was not... to change jobs. 12. We are sure this merchandise will... our sales.

Exercise 2. Paraphrase the following word combinations using active vocabulary.

- | | |
|--------------------------|-------------------------------------|
| 1. to set aside | 8. to increase |
| 2. to stimulate | 9. of the present time |
| 3. essential, important | 10. payment received for goods |
| 4. a purpose or services | |
| 5. to make smb. do smth. | 11. absence of smth. |
| 6. having knowledge | 12. to lead into error of judgement |
| 7. to grow stronger | 13. goods |

Exercise 3. Translate in English.

1. Реклама, що вводить в оману, може завдати шкоди покупцям.
2. До чого Ви прагнете? 3. Ми продаємо тільки екологічно безпечні товари.
4. Ми відчуваємо нестачу в сучасних технологіях, які скорочують собівартість і трудомісткість виробництва. 5. Він сказав, що його скоро скоротять.
6. Ви збираєтеся застрахувати своє житло? 7. Ми не можемо економити на охороні довкілля. 8. Його змусили змінити умови договору. 9. Я не можу повірити, що він бере хабарі, у нього дуже високий річний доход. 10. Ваші експлуатаційні витрати підвищилися. Що сталося? 11. Ми знали, що він усвідомлює переваги нової енергозберігаючої технології. 12. Яка мета Вашої діяльності?

Exercise 4. Transform the sentences, using Passive Voice.

1. We aim our advertising campaign at young customers.
2. They bribed this customs officer.
3. They should force him to accept their terms. (He)
4. My parents have always encouraged me in my projects.
5. He insured his house for a large sum.
6. They have just made her redundant. (She)

7. We strengthened our friendship during his trip to the mountains.
8. You will save costs if you follow this strategy.
9. Car manufacturing can harm the environment.
10. They boosted sales by a clever promotional strategy.

Exercise 5. Translate in English using infinitive.

1. Ми хочемо збільшити обсяг продажів на 15%.
2. Наші конкуренти намагались підкупити одного нашого співробітника з відділу планування.
3. Для того, щоб заохотити хороших працівників, їм можна дати премію.
4. Ваша мета – показати покупцю, що ваш товар має унікальні переваги.
5. Купити нове обладнання та запустити рекламу на телебаченні за один місяць – це дуже дорого.
6. Надзвичайно важко дотримуватися етики бізнесу, якщо ви хочете мати гарну репутацію у ділових колах.
7. Клієнти повинні знати про нашу екологічну позицію.
8. Вам слід змусити цього працівника вибачитися перед покупцем.
9. Вони скоротили 50 працівників, щоб зменшити витрати.
10. Ми уклали цей договір, щоб зміцнити ділові і культурні зв'язки між нашими країнами.

Самостійна робота № 51

Theme “Business Ethics.”

Task to read and translate the dialogue, to learn new words and to do the exercises.

Dialogue

Managing Director Terry Varner and Marketing Director Jack Travis are discussing the problem of staff redundancies at their small daily factory.

Terry Warner - Right, Jack. I'm not going to mislead you. I'm sure you are aware of the situation at our plant. The volume of production has been decreased due to the lack of new equipment. The staff are unable to operate it as they haven't been trained to do so. Our sales are dropping and that doesn't boost the enthusiasm of the Board. Serious cuts will be made very soon.

Jack Travis - Now hold on, Terry. Let's look at it from another point of view. The lack of equipment has been caused by your desire to save on training costs. You preferred to keep the outdated unproductive tools because it would be time-consuming to organize training for the staff. If the workers are taught how to operate contemporary equipment their average wages must be increased. As far as I can see that is not your aim.

Terry Warner - Well. I have a better idea. We can employ a few workers who are not American citizens. Then we won't have to arrange medical insurance for them or guarantee the same level of wages as our employees get. What do you think of that?

Jack Travis - That is out of the question, Terry! Are you going to make our workers redundant to take on illegal immigrants? That is against the law. Besides, this will not make the quality of our merchandise better because the new equipment won't be used by the low-income staff. No, there must be other legal ways to deal with this problem.

Terry Warner - might go back to the old traditional recipe of Tapioka pudding that was produced at our factory in the 70-s. It can be positioned as an environmentally friendly dairy product useful for children and for people who want to keep fit.

This may help us to save on the production costs as the old tools will be used. Also we won't be forced to make anyone redundant - all our workers know the production process.

Jack Travis - Great! Besides, Tapioka pudding production process is completely harmless to the environment. And don't forget, the recipe is our know-how, so our competitive position will be strengthened and with a clever advertising campaign customers can be encouraged to buy more of our healthy traditional American food.

Terry Warner - That's good for you to talk. Jerry, but we might be confronted with various health inspectors and representatives of various food and drink departments. We may be forced to get all sorts of quality certificates and licenses.

Jack Travis - Come on, can't these officials be bribed? I heard that's the way business is done in many companies.

Terry Warner - Now it's my turn to say: “It's out of the question!” We have nothing to hide: our product will be manufactured according to the health standards and I will insist that it is vital to keep local people employed and to improve the conditions of

small business in our state.

Jack Travis - That sounds like a real long-term strategy, Terry. Let's hope it works out.

Notes:

1. to confront – зіштовхнутись.

Exercise1. Answer the questions.

1. Why was the Managing Director worried?
2. What did he plan to do at first to cut costs?
3. What kind of equipment was the factory using?
4. Why did the Director keep outdated tools?
5. What kind of staff was he going to employ?
6. What was Jack's opinion on the problem of staff redundancies and cheap workforce?
7. When was the traditional pudding first produced by this factory?
8. How is it going to be positioned now?
9. What advantages can this decision bring to the company?
10. Did Terry agree to bribe some important officials? Why? Why not?
11. Who will benefit from the strategy to get back to the traditional American food? Give your reasons.

Exercise 2. Make up your own situations using the given themes.

A: You are the managing director of a small company. Recently your staff has become nervous and dissatisfied. The quality of work has dropped, the conflicts have become more frequent. Meet with the trade union representative to discuss this problem. Try to find ways to improve the working environment and to encourage people to work with you.

B: You represent the personnel of the company and must defend their rights and interests. Explain the reasons for the staff dissatisfaction: lack of information about the plans and new tasks to perform, lack of trust and attention to the proposals of the workers, low pay, unrealistic deadlines, dominating style of management, etc. Try to force the boss to pay attention to the people's problems and to change his relations with the staff. Offer ways to strengthen the team spirit and performance in your company.

Самостійна робота № 52

Theme “Negotiations”.

Task to read, translate the text “Negotiations”, to learn active vocabulary, to do exercises to the text.

Negotiations

Negotiating is the process of bargaining with one or more parties for the purpose of arriving at a solution acceptable to all. Negotiations can be used as an approach to conflict management. They are also used in creating joint ventures with local firms. Negotiations conducted between countries are used in international trade.

There are several basic steps used in managing the negotiation process. This process typically begins with planning. Planning starts with identifying objectives and exploring the possible options for reaching these objectives. Research shows that the greater the number of options, the greater the chances for successful negotiations. The second phase of the negotiation process involves getting to know the people on the other side. In contrast to many other countries, Americans often give little attention to this phase: they want to get down to business immediately which is often an ineffective approach. When American negotiators, often frustrated by endless formalities, ceremonies, and “small talk,” ask how long they must wait before beginning to “do business,” the answer is simple: successful negotiations have already begun. The next coming stage is exchanging information on crucial issues. At this point the participants are trying to find out what the other party wants to achieve and what it is willing to give up.

In international negotiating a number of specific tactics are used. First is where should negotiations take place? If the matter is very important, most businesses will choose a neutral site. For example, U.S. firms negotiating with companies from the Far East will meet in Hawaii. South American companies negotiating with European firms will meet half way, say in New York City. A number of benefits derive from using a neutral site. One is that each party has limited access to its home office for receiving a great deal of negotiating information and advice and thus gaining advantage over the other. A second is that the cost of staying at the site is often quite high, so both sides have an incentive to conclude their negotiations as quickly as possible.

Time limits are important negotiation tactics when one of the parties is under a time limit. For example, most Americans like to be at home with their families for Thanksgiving, Christmas and the New Year holiday. Negotiations held right before these dates put the Americans at a disadvantage because the other party knows when the Americans would like to leave.

Cultural differences are one of the most important factors affecting negotiations. Before beginning any negotiations, review the negotiating style of the parties. For example, Americans have a negotiation style different from that of many other countries. They often make early concessions showing the other party that they are flexible and reasonable. A comparative example will be the Arabs. In contrast to the

logical approach of the Americans they tend to use an emotional appeal in their negotiation style seeking to build a longterm relationship with their bargaining partners. They treat deadlines as only general guidelines for concluding negotiations.

Knowing all the above-mentioned aspects of a negotiation process helps a lot in achieving the set goals.

Vocabulary

1. achieve (v) – досягати, добиватися,
E.g. He achieved his aim. – Він досяг своєї мети.
achievement (п, С) – досягнення,
2. approach (п, С) – підхід, метод,
E.g. You must find the right approach to the problem. – Ви повинні знайти правильний підхід до проблеми.
3. bargain (v) – укласти угоди, торгуватися,
bargain (п, С) – угода
It is a bargain! – Це вигідна покупка!
to make a bargain with smb. – укласти угоду з кимось
4. concession (п, С) – поступка
E.g. As a special concession they gave us a 7% discount. – У якості особливої поступки вони надали нам 7% знижки.
to make concessions on both sides – піти на взаємні поступки,
5. conclude (v) – укладати, завершувати,
to conclude negotiations – завершити переговори,
to conclude a bargain – укласти угоду,
6. conduct (v) – проводити ,
to conduct negotiations – проводити переговори,
to conduct an investigation – проводити розслідування,
7. derive (v) – отримувати,
to derive benefit from smth. – отримувати користь від чогось,
8. explore (v) – досліджувати, вивчати,
to explore a problem – вивчати питання,
frustrate (v) – порушувати, засмучувати,
E.g. My plans have been frustrated. – Мої плани були порушені.
to be frustrated by smb., smth. – бути засмученим кимось, чимось,
9. identify (v) – визначати, ідентифікувати,
to identify a market – знайти відповідний ринок,
10. incentive (п, С) – стимул,
E.g. They are going to pay us a bonus as an incentive. – Вони збираються виплатити нам премію у якості стимула.
11. mention (v) – згадувати,
the above-mentioned factor – вищезгаданий фактор,
12. negotiate (v) – вести перемови, обговорювати,
E.g. They are negotiating the contract terms now. – Зараз вони обговорюють умови

контракту.

negotiations (п, С) – переговори

E.g. The negotiations were successful. – Переговори були успішними.

13. objective (п, С) – ціль, мета,

E.g. What is the objective of your research? – Яка мета Вашого дослідження?

14. option (п, С) - вибір, варіант,

E.g. I have no option. – Я не маю вибора.

E.g. There are two options to solve this problem. – Існує два варіанта вирішення цієї проблеми.

15. seek (sought, sought) (v) – шукати,

E.g. The partners are seeking the best options. – Партнери шукають кращі варіанти.

Exercise 1. Answer the questions.

1. What is negotiating?
2. Where are negotiations used?
3. What are the basic steps of a negotiation process?
4. What does planning start with?
5. What frustrates American negotiators at the second phase of a negotiation process?
6. What is the aim of exchanging information on crucial issues?
7. What are the main negotiation tactics?
8. Why will most companies choose a neutral site for discussing matters of great significance?
9. Why are time limits important for the Americans?
10. What are the differences in the negotiating styles of the Americans and the Arabs?

Самостійна робота № 53

Theme “Negotiating”.

Task to do the exercises to the text “Negotiating”.

Exercise 1. Read the sentences. Are they true or false?

1. Negotiating is bargaining with one or more parties used in home and foreign trade.
2. The success of negotiations depends on the number of options for reaching its objectives.
3. American negotiators find getting to know the people on the other side an effective phase in negotiations.
4. At the phase of exchanging information on crucial issues negotiators identify the objectives and seek the ways of solving them.
5. A neutral site is seldom chosen by businesses for negotiating.
6. The choice of the time for conducting negotiations is strong negotiation tactics. American negotiators often make early concessions to show that they want to build long-term relations.

Exercise 2. Translate into Ukrainian.

1. I hate bargaining.
2. She forgot to mention where we should meet.
3. There was no satisfactory option.
4. He will never achieve anything.
5. Our managers are frustrated by the new government laws.
6. The employees had no incentive to work harder.
7. As it is a large order we can make concessions.
8. He is seeking my help in this matter.
9. They have already negotiated the terms of payment.
10. When you start planning you should identify the main objectives.

Exercise 3. Translate word combinations in English.

Проводити конференцію, використовувати різні методи, основна мета, вищезгадані варіанти, шукати нових партнерів, досягти успіху, особлива поступка, укласти угоду, завершити обговорення, вивчити результати, обговорювати контракт, визначити цілі, досліджувати можливості, використовувати стимул.

Exercise 4. Complete the sentences using correct preposition.

1. This drug is derived ... an African plant.
2. You should choose the right approach ... the research.
3. Let's speak about the latest achievements ... science.
4. Making a bargain ... this customer will bring you a lot of profit.
5. Our boss was frustrated ... the results... our experiments.
6. The company is seeking... young graduates to work... the sales department.
7. He has the option ... going... London or Paris.
8. They prefer to bargain ... individual clients.
9. They have made a concession ... public opinion.
- 10.... identifying a market they tried to break... it.

Exercise 5. Fill in the missing words, using active vocabulary.

1. He was ... to find no support among his friends.
2. At first you will have to ... the aim of your research.
3. He had no ... to sell our goods.
4. She ... the book to me.
- 5.

Wfe have ... what we intended to do. 6. He ... his speech with a quotation. 7. The problem was ... closely. 8. The Sales Manager must take part in ... 9. When was the conference ... ? 10. This ... will give us an opportunity to cooperate with foreign partners.

TEXT BANK

Text 1.

Read and translate the text. Get ready to summarise it.

Boris Baker is an engineer in electronics. He works for the Browns' company. They design and manufacture electronic equipment. Boris is responsible for its technical supervision. He is always very busy. He's got a lot of work to do every day. To put it another way he's head over ears in work. He comes to work in the morning and stays there practically all day long. He is satisfied with his job but he dislikes the fact that he works long hours, very often he stays at work till nine o'clock in the evening. Another bad thing is that his holiday is only 25 days a year. But he enjoys the work he does and the salary he gets.

Alex O'Hara is his friend and colleague. He is in sales. He is Export Sales Manager. At the office Alex writes business letters, looks through the mail, reads cables, talks business on the telephone. He also receives visitors, mostly clients. Sometimes Alex meets foreign businessmen and discusses with them prices for different goods, terms of payment, shipment and delivery. He also takes part in organizing trade fairs and exhibitions. Alex O'Hara finishes his work at 6 o'clock p.m. and goes home. He is always tired after work but he likes it and does it with pleasure.

Text 2.

Read and translate the text. Get ready to summarise it.

Mr. Brown is a sales manager in a manufacturing business. The company «Farmco» produces high quality farming equipment. It meets up-to-date international standards and now' the company is increasing the export of its goods to African countries.

«Farmco» consists of three departments: production department — its manager is in charge of production and service, finance department — its manager is responsible for finance and accounting and marketing and sales department. As a Sales manager Mr. Brown is in charge of selling and advertising.

Mr. Brown works hard and has a lot of things to do during his working day. He looks through the mail; plans and watches every step in the supply of his customers with the goods; employs salesmen, wholesalers and retailers to sell the goods. He sees that the system of distribution works efficiently and economically. Also during the day there are business matters which need his immediate attention. It takes Mr. Brown from two to three hours daily to discuss the questions of prices and discounts with his travelling salesmen. The company covers several countries. Mr. Brown chooses the method of distribution, the frequency of visits to customers, the method of travel by salesmen and solves many other issues.

Each department works to a common end, but sometimes there are arguments about the distribution of responsibilities. Mr. Brown and two other managers regularly hold meetings to discuss the questions of general importance. Now Mr. Brown and two other managers are having a meeting with the chief executive. The chief executive is explaining to the two other managers that the sales manager has authority to decide any question about the selling campaign, even some issues of manufacturing and financial

sections.

Clearly, the task of selling is very important for any organization and the responsibilities of a sales manager are heavy.

Text 3

Further come several passages each of which is a story of a founder of a brand. Try to guess who the famous person is.

He became a millionaire at an early age. He launched one grocery shop after another in Scotland and always put the money from each successful venture into the development of his business. When he reached 40 he had enough money to buy several tea plantations in Ceylon. Soon he entered the market of the USA and attracted American and English customers with his convenient half-pound and quarter-pound boxes.

He came to New York from Bavaria in 1847 at the age of seventeen. In 1850 he travelled to San Francisco where he opened a retail business. He sold canvas for tents and wagon covers, but soon found that there was a huge demand from the miners for a sturdy pair of pants. He made a few pairs out of canvas and later switched to a tough cotton fabric called Serge de Nimes, later just denims. As an experiment he dyed a few pairs indigo blue and borrowed the idea of a tailor in Nevada to add copper rivets. At a price of 3\$ a pair the pants with rivets rapidly became the uniform not only of miners but of cowboys, workers, farmers and oil drillers.

The start of his career was modest. He made caramels in the back room of a house in Lancaster and sold them from a pushcart. His father directed him: "If you want to make money, you have to do things in a big way." In 1884 he met an Englishman, named Deices, who was enthusiastic about his homemade caramels and offered to introduce them in England. He took a loan of 700\$ and started to manufacture caramels for England. In 1894 he sold caramels to all parts of the world. Soon he bought chocolate-making machinery, hired two expert chocolate makers and began to produce chocolate. The future, his future, lay in chocolate.

Vocabulary notes

canvas — холст

pushcart — віз

rivet — заклепка

sturdy — міцний

Text 4

Read and translate the text. Get ready to summarise it.

Williams and Sons is a medium-sized British company which manufactures door hinges for the motor industry. The home market share of Williams and Sons is static but overseas trade has always been an attractive option. The company has a show Toom and also has always promoted its products at trade fairs, exhibitions and seminars in the UK. They have had some contacts with overseas buyers and other foreign visitors.

Step by step they have decided through reading, talking and listening to other people that there are export possibilities for the company's product. Several years ago the

company decided to study the possibility of selling their product to the US market. First they closely examined several things: their product, human resources, and the prospects of gaining profit.

Then they did more detailed research. The owner of the company attended an international trade exhibition in the US. There he found out the offers of the competitors and met some potential customers. Finally, market research showed that sales opportunities were excellent. The Board of the directors was pleased with the results and decided to get down to business immediately. They made contacts by letter and telephone with possible agents when a crucial problem stopped the work. Their safety and quality tests, quite good for UK and European regulations, were not acceptable in the USA.

Their task was to rewrite test specifications, upgrade their test equipment and retrain personnel.

After long and detailed consultations the Board made the decision to go ahead with the project. Their bank managed to provide additional finance.

The results over the last five years have proven that the Board's decision was correct. Orders from the USA have increased and the company is now considering the possibility of setting up its own manufacturing plant there. The company is also looking forward to other overseas markets.

Text 5

Read and translate the text. Get ready to summarise it.

Donald L. Ford has more than 30 years of experience as a CEO, small- business owner, manager and consultant. He and his wife, Susie, started and have successfully been operating retail gift stores. One of the questions they dealt with at the beginning of their business career was to be or not to be in e-commerce.

The last years of the previous millennium saw the meteoric rise of a new phenomenon in retailing — online purchasing. Stocks of Internet start-ups rose but soon investors began to retreat and the year 2000 saw the bankruptcy of many internet companies. Still, there was a growth in the amount of trade through the internet because of its main advantages- speed and convenience of internet shopping. Most major retail chains now have web sites from which one can purchase all or a selection of their goods. Most of the web commerce sites deal in mass-produced goods which consumers may find in Wal-Marts and other main department and discount stores.

Donald and Susie considered e-commerce several times and decided against it. The main reason they went into retail in the first place was the people factor- getting to meet new people, interact with them, get feedback from them and form new personal relationships. There were always many people who wanted to see and feel the items before they bought them.

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Lately they have been investigating the pluses and minuses of managing both “real” and “virtual” stores. First because their business has been suffering from competition on the internet. Second, consumers have been asking them if they have a web page. Finally, they don't want to ignore the possibilities of internet marketing any longer. One

of them is the provision of outstanding service and the marketing of a unique and one-of-a-kind product. For example, eBay, which serves as “flea markets” on the web. From your computer, you can browse through an unlimited number of unique items, such as antiques and collectibles, look at color photos, and then haggle on the purchase price. Such sites have been attracting a lot of attention.

Of course, even if your site is attractive you benefit from it only if it is accessible to a large number of potential buyers. It is also necessary to make the right decision about the way to start selling online. That is why Donald and Susie are not in a hurry. They have been looking into their options and investigating similar businesses to get some ideas.

Text 6

Read and translate the text. Get ready to summarise it.

The Sales Manager

At one time the word “manager” was just a mere title. “Sales manager” was a salesman whose sufficient knowledge and experience of salesmanship gave him seniority over his fellows.

In these days, however, management is both a science and profession. The sales manager still needs the knowledge and experience of salesmanship, although some very successful sales managers have never been “on the road”; but they should also have the knowledge and experience of management. Doing something oneself and supervising the operations of others are two very different things. It does not mean that if a man can do certain work he can successfully monitor the progress of other sales force.

It is, of course, obvious that the product, the channel of distribution, the market and customer base demand the performance of various functions from the manager. Even if they have no great selling ability or experience, they must have a “selling sense,” and creative organizing abilities, and they must have managerial abilities. These are the three fundamental qualities, and it is almost equally important that they should be in well-balanced proportions.

The sales manager must be able to make decisions, and have the courage to put them into action. This may be quite challenging.

He must have the personality of a leader, because he has to inspire his sales force. When a sales manager leads his staff with enthusiasm and goodwill, these qualities benefit the whole organization. Every employee tries to take an important part in the success of work.

A manager is to set a good example. If the manager is unpunctual, the staff is unpunctual; if the manager is lazy and careless, the staff is lazy and careless: if the manager is dishonest, the staff is dishonest as well.

Leadership must be consistent and systematic, and this means that the sales manager must be in close touch with his staff, and accessible to them at all times. The manager who shuts himself up in his room, and avoids his assistants may find things in a very bad shape when he leaves his room for a tour of inspection.

It is also necessary to remember that high education and high achievement in

practical at Tairs don't necessarily go together. A story tells of two schoolboy friends, one brilliant at maths, one completely hopeless, who meet much later when the first is a professor and the second a multimillionaire. Unable to control his curiosity, the professor asks the figure-blind friend how he managed to find his fortune. 'It's simple,' was the answer. 'I buy things at £1 and sell them for £2, and from that difference I make a living.' The business world is full of successful people who live by knowing the difference between a buying price and a selling price. It is also full of clever fools who establish ambitious financial targets but can't achieve them. A Harvard Business School graduate has no reason at all to suppose that he can manage more effectively than a less instructed person.

Text 7

Read and translate the text. Get ready to summarise it.

Michael, Patrick Casey's elder son, spent a week in Hollywood as a bonus for his good work at Christmas. He stayed at the Peninsula Beverly hotel and was impressed by top quality accommodation service, 24-hour room service and a wide range of facilities. He had travelled before but that was the first time he liked everything: food, service, accommodation.

Michael managed to talk to Ali Mamedov, general manager of Hills the Peninsula Beverly hotel at a welcoming Friday party. Although the Cosy Comer is less expensive, and its guests are not as wealthy and demanding as the guests of the Peninsula there is always room for innovation. This simple (but revolutionary) innovation was an unconventional style that had made the Peninsula Beverly Hills one of the best hotels in southern California. Michael talked with Mamedov about how he kept guests coming back. Mamedov told him that too many people had copied too many other people's best practices. That was a sure route to mediocrity. They had decided to be different.

Many people take flights from Asia, Australia, and New Zealand. They fly all night. They get to Los Angeles at 9 or 10 in the morning. At that point, there is nothing worse than telling them that their room isn't ready. At Mamedov's hotel, they offer a 24-hour-a-day check-in. The moment you arrive — whatever time of day — Mamedov and his colleagues have a room available. The funniest thing is that it was simple to do. And it hadn't cost a penny but required only some small changes. Some of their maids had to come earlier in the morning. That was uncomfortable for a few of them. But for others, it was great, because they could leave earlier. They also work differently. The vacuums that they had used before sounded like 747 engines. That was okay at 10 in the morning, but not at 6. Now they use handhelds.

Michael asked Mamedov about his idea of a good service. The answer was the following. 'Good service is memorable service. You have five senses. Good service is the sixth. You can't describe it, but you know it when you experience it. Good service is also a culture. You can't teach it. All you can do is to provide fertile ground so that good service can grow there.'

Michael was so excited with his experience at the Peninsula that back home he started to think of getting a diploma in hospitality business. He chose Canadian College of Tourism & Hospitality Management in Vancouver which is known in the trawl and

tourism industry as the leader in quality training. This decision is a good example for his younger brother Jack and a source of pride and hope for his father. Patrick is sure that some day his sons will launch a chain of comfortable and client-responsive motels.

Vocabulary notes

mediocrity - посередність

fertile – родючий

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Text 8.

Read and translate the text. Get ready to summarise it.

Your own successful business can be many things. It can be your security, your pride and joy. The money that comes from a successful business is great. But more than anything else owning your own business is about freedom. Being free is priceless. If you do it right you will be free to start any sort of business. You will be free to start it where you want and free to work the hours you choose. It might help to know that different businesses will have slightly different paths. The significant steps are the same in any business.

Step 1: Personal evaluation

You will have to answer a number of questions about yourself. What skills do you have? Do you intend to provide a service or a product? Will it be a full-time or a part-time venture? Will you have employees? The answer to these and other types of questions will help you to choose a business.

Step 2: Analyze the Industry'

After you decide on a business you will need to evaluate your idea. Who will buy your product or service? Who will be your competitors?

Step 3: Draft a Business Plan

A business plan is a necessity. It will help you figure out how much money you will need to get started, what tasks you will need to do.

Step 4: Make It Legal

There are several ways to form your business. It can be a sole proprietorship, a partnership, or a corporation. Although a corporation can be expensive, it is usually worth the money. A corporation is legally responsible for the business. If something goes wrong you won't have unlimited liability.

Step 5: Get Financed

Most small businesses begin with private financing from credit cards, personal loans, help from the family, savings, etc.

Step 6: Set Up A Shop

At this stage you will find a location, hire staff, set your prices and give a grand opening party.

Step 7: Trial and Error

It will take some time to figure out what works and what doesn't, what the downsides to your business are. Still, follow your business plan, meet your deadlines, and be open and creative. Advertise! Don't be afraid to make a mistake in achieving your purpose. And above all, have one of the great joys in life- running your own business.

Text 9.

Read and translate the text. Get ready to summarise it.

It is well-known that a small business does not have large resources of money and people to carry out detailed market research. In this situation international trade fairs and exhibitions are a good option of inexpensive market research. Here you can find out what your competitors are coming up with and how' they go about selling to foreign markets. It is also a good idea to begin exporting by taking a stand at such exhibitions.

James Peterson is involved in selling fashion goods. In his business it is vital to study the particular needs of each marketplace and to suit the product to local requirements. A year ago Mr. Peterson decided to export to Romania. A friend of his, Ben, told him that when he had started international business he had got a lot of assistance from the British Overseas Trade Board and Chambers of Commerce. Ben said that the Chamber had provided the Letter of introduction for him, had supplied him with the necessary current commercial information, had translated his promotional written material into the foreign language and, in the long run, had been his first consultant. Ben also advised James to visit the UK office of the Russian Chamber of Commerce.

After a number of visits and meetings Mr. Peterson decided to take part in an international fair in the Expocenter, an exhibition hall located in Moscow in Krasnaya Presnya Street. He found out that Expocenter had held such events as “ Prodexpo”, “Stroiindustria”, “Consumexpo”, “ Auto Show” and a lot of other largest fairs and exhibitions which had housed a great number of exhibits from all over the world. He also knew' that Expocenter had organized exhibitions abroad, for example industrial fairs in Hannover, Budapest and Belgrade; the chemical fair in Bratislava, the fair “Man, Nature and Technology” in Hannover as well as fairs in Latin America and Africa.

Mr. Peterson was very pleased with the results of his trip and impressed by the exhibition. He understood that such visits were part of every exporter's market research role which enabled not only to keep up to date with the requirements of customers but also to study the activities of competitors. He noted some social, cultural, practical differences which he would have to take into account to do his business in Russia successfully. Mr. Peterson hadn't managed to clinch any deals but he had had some useful meetings with Russian fashion clothes manufacturers and wholesalers. He was sure that he would be able to establish mutually profitable and long-standing cooperation with them.

Text 10.

Read and translate the text. Get ready to summarise it.

Advertising performs several functions and any business may be dramatically affected by it. Consider the beginning of the Coca-Cola Company. Dr .Pemberton and his partner, Frank M. Robinson decided to write their product's name in a unique way. Later, the name was registered with the U.S. Patent Office to ensure its sole usage by the Coca-Cola Company in its advertising and packaging. This demonstrates perhaps one of the most original marketing functions of advertising — to identify products and to differentiate them from others.

As soon as the product was named advertising campaign was run to tell people about it and where they could get it. Then the word “drink” was added to inform the public that the product was a soda fountain beverage. Here we see another basic function of advertising: to communicate information about the product, its features and its location of sale.

In 1888 when Pemberton was ill he, Asa G. Candler bought the rights to Coca-Cola for \$2300. Candler was a promoter and a firm believer in advertising. Thousands of coupons with the offer of a complimentary glass of Coca-Cola were printed and distributed. People who received free coupons tried the product and then tried it again. That’s another reason for advertising: to persuade consumers to try new products.

After more people tried the soft drink and liked it, it tended to be in great demand. The product was bought by more pharmacies to sell to their customers. Stimulating the distribution of a product is yet another function of advertising.

Up to that time, Coca-Cola was sold only at soda fountains. One of the many purposes of advertising, though, is to increase product usage. In 1889, the first Coca-Cola bottling plant was opened in Tennessee. The second was opened the following year in Atlanta. Now people could buy bottles of Coke to take with them and to enjoy at home.

In 1916 a famous bottle with a distinctive contour design was introduced. This helped to identify Coke and to differentiate it from competitors so extensively that the bottle was registered as a trade mark with the U.S. Patent Office.

For more than a hundred years the media has been used by Coca-Cola to communicate advertising messages to mass audience. The purpose is to satisfy the most important function of advertising: to lower the cost of sales.

From this brief history of the Coca-Cola Company, we can see that advertising performs a variety of functions. Advertising also plays an interesting and an important role in our economy and society.

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