# Контрольная работа № 3

Чтобы правильно выполнить задание № 3, необходимо усвоить следующие разделы курса английского языка:

1. Грамматические функции слов **that, one it.**
2. Пассивный залог (the Passive Voice) видо-временных форм

Indefinite, Continuous, Perfect.

1. Функции глаголов **to be, to have, to do.**
2. Простые неличные формы глагола. Инфинитив в функции подлежащего, составной части сказуемого, определения, обстоятельства цели.
3. Бессоюзные подчинения в определенных и дополнительных придаточных предложениях.

**I.** Перепишите следующие предложения, определите в каждом из них видо-временную форму и залог глагола-сказуемого. Переведите предложения на русский язык.

1. The location for the brokers Is provided by security exchanges.
2. He was engaged at the office.
3. The goods will be shipped in May.
4. The offer can't be accepted as the price Is extremely high.
5. The equipment had been tested by *2* o'clock.

**II.** Перепишите предложения и переведите их на русский язык, обращая внимание на разные значения слов **it, that, one.**

1. We knew that the contract had been signed a week before.
2. It is necessary to send this letter.
3. One should take into consideration that this question Is very difficult.

**III.** Перепишите следующие предложения и переведите их на русский язык, обращая внимание на разные значения глаголов **to** **be, to do, to have.**

1. He Is having talks.
2. They were to sign a contract there.
3. You don't have to go to the office by crowded buses.
4. I shan't have an English lesson tomorrow.

**IV.** Перепишите следующие предложения, переведите их на русский язык, обращая внимание на бессоюзное подчинение.

1. The goods you delivered were shipped.
2. We know you begin to deliver the goods.

**V.** Перепишите следующие предложения и переведите их на русский язык, обращая внимание на функцию инфинитива.

1. It Is very important for him to receive the documents this week.
2. He wants the cargo to be Insured.
3. I am going to ask for financial advice.
4. The buyers asked for the price to be reduced.

**VI.** Прочтите и устно переведите текст. Перепишите и письменно переведите 3-й и 4-й абзацы.

# Marketing and Promotion

1. When a company starts to sell goods in a new market, they do some market research or a preliminary study to see if the project Is feasible.
2. One way to assess the market potential Is to take a stand at a Trade Fair where companies can exhibit samples of their products and see what response they get from prospective customers.
3. The Trade Fair is an exhibition of goods, and a company exhibits a sample of Its product at its stand. This Is also a form of publicity and the company representative will probably hand out publicity brochures to advertise the product further.
4. Another way of promoting a new product is to place advertisement in magazines or newspapers. A plan to do a lot of advertising one product Is called a compaign. Starting an advertising compaign on a new product is known as launching the product.

The aim of publicity Is to interest customers In the product.

1. When they decide to buy, they place an order. At a Trade Fair companies are trying to win as many orders as possible.

**VII.** Прочитайте 2-й абзац текста и вопрос к нему. Из приведенных вариантов ответа укажите номер предложения, содержащего правильный ответ на поставленный вопрос.

What Is the way to assess the market potential?

1.To visit a Trade Fair.

1. To take a stand at a Trade Fair.
2. To Interest customers In the product.

# Контрольная работа № 4

Чтобы правильно выполнить задание № 4, необходимо усвоить следующие разделы курса английского языка:

1. Различные функции глаголов **should, would** и их перевод на русский язык.
2. Причастные и инфинитивные обороты, равнозначные придаточным предложениям.

**I.** Перепишите и переведите предложения на русский язык, обращая внимание на различные значения глаголов **should, would.**

1. We should be obliged If you would acknowledge receipt of this letter.
2. You should study market potential once more before start manufacturing this product.
3. He added that the goods should be shipped In two days.
4. He would sign a contract If they gave him a 10% discount.

**II.** Перепишите предложения и переведите их на русский язык, принимая во внимание, что инфинитивные и причастные обороты соответствуют придаточным предложениям.

1. I expect the goods to be loaded at once.
2. The director found the terms of delivery to be acceptable.
3. The ship was known to have left port on the 15th of May.
4. The goods are likely to arrive at the end of the week.
5. He wants the work done Immediately.
6. The goods were shipped by "Minsk", part of the cargo being placed

on the deck.

**III.** Перепишите следующие предложения и переведите их на русский язык, обращая внимание на различные значения выделенных слов.

1. Both the wheat and the barley will be shipped tomorrow.
2. Both cars are In great demand in the world market.
3. Such Letters of Credit are used too.
4. These prices are too high for our firm.
5. Because of the price of the goods we couldn't place an order with this firm.
6. They have borrowed a lot of money from the bank because they wanted to finance a new business.

**IV.** Прочтите, перепишите и переведите текст письменно.

# Pricing and Sales

Before a company can quote a price for goods, they must take Into consideration all their costs: the production cost, shipping, Insurance, etc.

The total of all these costs Is called the overall cost. The costing Is usually done before a model Is produced or exported, so the company must calculate their overall costs In advance. From these figures they can work out the cost of each model. All the calculations are written on the costing sheet. The company also takes Into consideration their profit. They will usually allow a profit margin of at least 10%.

There are other factors which affect the price of goods, for example, the law of supply and demand. If a product Is In demand and not many firms can supply the product, then the company can charge a higher unit price. On the other hand, making goods In large quantities Is comparatively cheaper than producing goods in small quantities.

Two of the departments In a company which deal with pricing and selling goods are the Sales Department and the Accounts Department. The Sales Department handles the basic forms Involved in selling goods and the Accounts Department handles the forms involved in charging for goods. The form sent by the buyer requesting goods Is the order.

The form which accompanies the goods or which Is sent to the buyer to tell him to expect the goods Is the delivery note.

The Sales Department gives the signed delivery note to the Accounts

Department which sends the buyer a bill for goods. Usually the Accounts Department sends the buyer an account each month which shows details of all the transactions that month.

**V**. Ответьте на следующие вопросы к тексту:

1. What does the overall cost consist of?
2. Do the company take Into consideration their profit?
3. What other factors affect the price of goods?
4. What two departments In a company deal with pricing and selling goods?

**VI.** Запомните следующие слова и словосочетания:

**to gout a price -** назначить цену

**overall costs** - общие затраты, полная стоимость **costing** - калькуляция себестоимости

**unit cost** - стоимость единицы продукции  **costing sheet** - калькуляционная **profit margin** - доля прибыли **to charge a price** - затребовать цену

**demand and supply** - спрос и предложение

**pricing** - ценообразование **delivery note** - авизо **transaction -** сделка

# Контрольная работа № 5

**I.** Прочитайте, перепишите и переведите текст на русский язык.

The money needed to start a business is called capital. If a person doesn’t have enough capital he may borrow some from the bank in the from of a loan. Before the bank will give a loan he must put up some security (such as his house) In case he cannot pay back the money. If a business owned by one man (a sole proprietor) runs Into trouble, the owner Is liable to pay all the debts to his creditors, even If he has to sell his private possessions. A sole proprietor Is personally liable to his creditors.

Sometimes two or more people own and run a business. This Is called a partnership. People who Invest money in a business are called investors. The Investors in a partnership are all partners and owners. Usually all the partners have personal unlimited liability for debts to creditors.

A partner who Invests money in a partnership but who doesn’t run the business is called a sleeping partner. All the Investors In a limited company have limited liability. Investment In a limited company Is In the form of shares. Everyone who buys shares In the company Is a shareholder. The liability of each shareholder is limited to the amount of his investment. If a person has shares In a company, he Is said to have a stake In the company. If he holds a 20% of the shares he has a 20% stake. 'If he has more than a 50% holding, he Is a majority shareholder and he has a majority or controlling Interest in the company. Capital which is borrowed is called loan capital. Capital obtained from investors is called share capital.

The ratio between the loan capital and the equity capital determines whether a company has a high gearing or a low gearing. A company which is highly geared has a high proportion of loan capital. A company which is low geared has proportionately more equity capital.

1. Слова и словосочетания для запоминания:

|  |  |
| --- | --- |
| security | - залог, гарантия |
| sole proprietor | - единоличный владелец |
| liable | - обязанный, ответственный |
| liability | - обязанность |
| limited company | - компания с ограниченной ответственностью |
| stake (holding) | - доля |
| share | - акция |
| majority shareholder | - держатель большинства акций |
| majority (controlling) | - контрольный пакет акций |
| Interest loan capital | - заемный капитал |
| gearing | - соотношение между собственными и |

заемными средствами

.

1. Ответьте на вопросы:
2. What is a sole proprietor liable to do if his business runs into trouble?
3. Whom do We call investors?
4. What capital is called loan capital?
5. Is everyone who buys shares in the company called a shareholder?

4. Capital obtained from Investors is called share capital, isn't it?

*Приложение*

**A SOLE PROPRIETORSHIP**

A business may be privately owned in three different forms. These forms are the sole proprietorship and the corporation. The sole proprietorship is the most common in many western countries. For example, more than 80 percent of all businesses in the United States are sole proprietorships. What kind of business is likely to be a sole Proprietorship? First of all, service industries such as laundromats, beauty shops, different repair shops, restaurants.

### VOCABULARY NOTES

1. **SOLE PROPRIETORSHIP - ЧАСТНАЯ**

**СОБСТВЕННОСТЬ**

1. **PARTENSHIP - ПАРТНЕРСТВО**
2. **RECIEPT - ДЕНЕЖНЫЕ ПОСТУПЛЕНИЯ**
3. **ТО ACCOUNT FOR - ОТЧИТЫВАТЬСЯ ЗА**
4. **TO CONTROL THE PROFITS -**

**КОНТРОЛИРОВАТЬ ДОХОДЫ**

|  |  |
| --- | --- |
| **6. ТО HIRE** | **- НАНИМАТЬ** |
| **7. ТО FIRE** | **- УВОЛЬНЯТЬ** |
| **8. LIABILITY** | **- ОТВЕТСТВЕННОСТЬ** |
| **9. DEBTS** | **- ДОЛГИ** |

**10. PERSONAL BANCRUPSY -**

**ПЕРСОНАЛЬНОЕ БАНКРОТСТВО**

|  |  |
| --- | --- |
| **11. ASSETS** | **- СОБСТВЕННОСТЬ** |
| **12. TAX BENEFITS** | **- ЛЬГОТЫ ПО НАЛОГООБЛОЖЕНИЮ** |
| **13. ACCOUNTANT** | **- БУХГАЛТЕР** |
| **14. TO DO BOOKS** | **- ВЕСТИ БУХУЧЕТ** |

PARTNERSHIPS

**A partnership is an association of two or more persons to carry on a business for profit. When the owners of the partnership have unlimited liability they are called general partners. If partners have limited liability they are "limited partners". There may be a silent partner as well - a person who is known to the public as a member of the firm but without authority in management. The reverse of the silent partner is the secret partner - a person who takes part in management but who is not known to the public.**

Any business may have the form of the partnership, for example, in such professional fields as medicine, law, accounting, insurance and stockbrokerage. Limited partnerships are a common form of ownership in real estate, oil prospecting, quarrying industries.

### VOCABULARY NOTES

1. PROFIT - ПРИБЫЛЬ
2. INSURANCE - СТРАХОВКА
3. STOCKBROKERAGE - БИРЖЕВОЕ МАКЛЕРСТВО
4. REAL ESTATE - НЕДВИЖИМОСТЬ
5. PROSPECTING - ДОБЫЧА
6. RESPONSIBLE - ОТВЕТСТВЕННЫЙ
7. ADVANTAGE - ПРЕИМУЩЕСТВО

**CORPORATION**

**A business corporation is an institution established for the purpose of making profit. It is operated by individuals. Their shares of ownership are represented by stock certificates. A person who owns a stock certificate is called a stock-holder. The privately owned business corporation is one type of corporation. There are some other types too. Educational, religious, charitable institutions can also incorporate. Usually such corporation does not issue stock and is non profit. If there is i profit it is reinvested in the institution rather than distributed to private stockholders. In some western countries, cities, states, federal government and special agencies can establish governmental corporations. A few examples of these governmental corporations are state universities, state hospitals and city owned utilities. Governmental corporations are non profit as a rule and usually they do not issue**

**stock certificates.**

### VOCABULARY NOTES

1. ESTABLISH
2. STOCK CERTIFICATE
3. STOCKHOLDER
4. FINANCIAL RESOURCES
5. TO ISSUE STOCK
6. NONPROFIT
7. TO REINVEST
8. BYLAWS
9. TO INCORPORATE
10. TO EXPAND
11. ТО APPLY FOR

CORPORATECHARTER

* + УЧРЕЖДАТЬ
  + АКЦИЯ
  + ДЕРЖАТЕЛЬ АКЦИЙ
  + ФИНАНСОВЫЕ РЕСУРСЫ
  + ВЫПУСКАТЬ АКЦИИ
  + НЕПРИБЫЛЬНЫЙ
  + НЕПРИБЫЛЬНЫЙ
  + ЮРИДИЧЕСКИЕ ПОЛОЖЕНИЯ ДЛЯ ПРЕДПРИЯТИЙ
  + СОЕДИНЯТЬСЯ, ОБЪЕДИНЯТЬСЯ
  + РАСШИРЯТЬСЯ (О ПРОИЗВОДСТВЕ)

А

* + ПОДАВАТЬ ЗАЯВЛЕНИЕ НА КОРПОРАТИВНЫЙ

ПАТЕНТ

1. ТО ISSUE AND SELL STOCK IN EXCHANGE FOR INVESTMENT - ВЫПУСКАТЬ И ПРОДАВАТЬ АКЦИИ ВЗАМЕН НА

CAPITAL ВЛОЖЕННЫЙ КАПИТАЛ

1. ТО SUPERVISE DAILY

MANAGEMENT

* + - ОСУЩЕСТВЛЯТЬ ЕЖЕДНЕВНОЕ РУКОВОДСТВО

14.ANNUAE MEETING

15.ТО SUE

* + - ЕЖЕГОДНОЕ СОБРАНИЕ
    - ВОЗБУЖДАТЬ СУДЕБНОЕ ДЕЛО

FUNCTIONS OF AN EXECUTIVE

**An employer has several options to consider when he wants to hire a new employee First 'of all lie may look within his own company. But if he can't find anybody suitable for the position he will have to look outside the company. If there is a personnel office in the company he can ask them to help him to find a qualified applicant The employer can also use another valuable source for example employment agencies, consulting firms, placement offices and professional societies He can also advertise vin a newspaper or in a magazine and request candidates to send in resumes.**

**The employer has two sets of qualifications to consider if he wants to choose from among the applicants. He must consider both professional qualifications and characteristics. A candidate's education, experience and skills are included in his professional qualifications This can be listed on a resume. Personal characteristics or personality traits must be evaluated through interviews.**

### VOCABULARY NOTES

1. EXECUTIVE
2. FOREMAN
3. TO SET OBJECTIVES
4. TO DELEGATE AUTHORITY
5. RED-TAPE
6. OPTION
7. EMPLOYER
8. EMPLOYEE
9. PERSONNEL OFFICE
10. APPLICANT
11. A RESUME
12. AN EXPERIENCE

* РУКОВОДИТЕЛЬ, АДМИНИСТРАТОР
* МАСТЕР, РУКОВОДИТЕЛЬ
* СТАВИТЬ ЦЕЛИ
* РАСПРЕДЕЛЯТЬ ОБЯЗАННОСТИ
* БЮРОКРАТИЧЕСКАЯ, КАНЦЕЛЯРСКАЯ РАБОТА
* ВЫБОР
* НАНИМАТЕЛЬ, РАБОТОДАТЕЛЬ
* СЛУЖАЩИЙ, РАБОТАЮЩИЙ ПО НАЙМУ
* ОТДЕЛ КАДРОВ
* КАНДИДАТ НА ДОЛЖНОСТЬ
* РЕЗЮМЕ
* РАБОЧИЙ ОПЫТ

**ACCOUNTING**

**Accounting shows a financial picture of the firm. An accounting department records and measures the activity of a business. It reports on the effects of the transactions on the firm's financial condition. Accounting records a very important data. It is used by management, stockholders, creditors, independent analysts, banks and government.**

**Most businesses prepare regularly the two types of records. That is the income statement and balance sheet. These statements show how money was received and spent by the company.**

**One major tool for the analysis of accounting records is ratio analysis. A ratio analysis is the relationship of the 2 figures, hi finance we operate with three main categories of ratios. One ratio deals with profitability. For example, the RETURN ON INVESTMENT RATIO. It is used as a measure of a firm's operating efficiency. The second set of ratios deals with assets and liabilities. It helps a corn pany to evaluate its current financial position. The 3 set of ratio deals with the overall financial structure of the company. It analyses the value of the ownership of the firm.**

VOCABULARY NOTES

1. TO RECORD - ЗАПИСЫВАТЬ, РЕГИСТРИРОВАТЬ
2. TRANSACTION - СДЕЛКА, (БАНКОВСКАЯ) ОПЕРАЦИЯ
3. ТО PROVIDE DATA -ОБЕСПЕЧИВАТЬ ДАННЫМИ
4. INCOME STATEMENT -ОТЧЕТ О ДОХОДАХ
5. BALANCE SHEET - БАЛАНСОВЫЙ ОТЧЕТ
6. RATIO ANALYSIS -АНАЛИЗ КОЭФФИЦИЕНТОВ
7. TO EVALUATE -ОЦЕНИВАТЬ
8. OVERALL FINANCIAL - ПОЛНАЯ ФИНАНСОВАЯ СТРУКТУРА

STRUCTURE

1. ТО TURN IN THE - СДАТЬ ОТЧЕТ

REPORT

1. PROFIT AND LOSS - ОТЧЕТ ПО ПРИБЫЛИ И УБЫТКАМ

TATEMENT

1. ASSETS AND LIABILITIES - АКТИВ И ПАССИВ
2. NET WORTH а) СТОИМОСТЬ ИМУЩЕСТВА ЗА ВЫЧЕТОМ

ОБЯЗАТЕЛЬСТВ;

б) СОБСТВЕННЫЙ КАПИТАЛ ПРЕДПРИЯТИЯ

1. PAY CHECK - ПЛАТЕЖНЫЙ ЧЕК
2. GROSS - ВАЛОВЫЙ, БРУТТО
3. NET - ЧИСТЫЙ, НЕТТО
4. FISCAL YEAR - ФИСКАЛЬНЫЙ (БЮДЖЕТНЫЙ) ГОД

CORPORATE FINANCE

**Corporations need financing for the purchase of assets and the payment of expenses. The corporations can issue shares in exchange for money or property. Sometimes it is called as equity funding The holders of the shares form the ownership of the company Each share is represented by a stock certificate which is negotiable. It means that one can buy and sell it. The value of the share also depends on the success of the company The greater the success the more value the shares have.**

**A corporation can also get capita] by borrowing It is called debt funding If a corporation borrows money they give notes or bonds They are also negotiable but the interest has to be paid out whether business is profitable or not.**

**When running the corporation management must consider both the outflow and inflow of capital. The outflow is formed by the purchase of inventory and supplies, payment of salaries. The inflow is formed by the sale of goods and services. In the long run the inflow must be greater than the outflow. It results in a profit In addition a company must deduct it's costs, expenses, losses on bad debts, interest on borrowed capital and other items. It helps to determine if the financial management has been profitable. The amount of risk involved is also an important factor. It determines the fund raising and shows if a particular corporation is a good investment.**

VOCABULARY NOTES

1. **PURCHASE - ПОКУПКА, КУПЛЯ, ПРИОБРЕТЕНИЕ**
2. **PAYMENT - ОПЛАТА РАСХОДОВ OF EXPENSES**
3. **EQUITY FUNDING - АКЦИОНЕРНЫЙ (ДОЛЕВОЙ) СПОСОБ**

**ОБРАЗОВАНИЯ ДЕНЕЖНОГО ФОНДА**

## ПРЕДПРИЯТИЯ

|  |  |
| --- | --- |
| **4. DEBT FUNDING**  **ФОНДА** | **- ОБРАЗОВАНИЕ ДЕНЕЖНОГО**  **ПРЕДПРИЯТИЯ С ПОМОЩЬЮ ЗАЙМА** |
| **5. INFLOW**  **ДЕНЕГ)** | **- ПРИТОК (ЗДЕСЬ** |
| **6. OUTFLOW** | **- УТЕЧКА (ЗДЕСЬ ДЕНЕГ)** |

**7. INVENTORY -**

**МАТЕРИАЛЬНО-ПРОИЗВОДСТВЕННЫЕ**

## ЗАПАСЫ,ИНВЕНТАРЬ

1. **SUPPLIES - РЕСУРСЫ**
2. **LOAN - ЗАЕМ, ССУДА**
3. **ТО PAY DIVIDENDS - ПЛАТИТЬ**

**ДИВИДЕНДЫ**

1. **LONG-TERM - ДОЛГОСРОЧНЫЙ**

**ВКЛАД**

**INVESTMENT**

BANKS AND BUSINESS

**Banks are different in different countries. Let's speak about the banks in the USA. There, commercial banks are classified into 2 main groups. First there are national banks. They are chartered and supervised by the Federal Government. Secondly, there are state banks. They are chartered and supervised by the state in which they are operated. All commercial banks can make loans to borrowers. Major commercial banks in such cities as Tokyo, Paris, Rio cooperage with each other, hi this way they finance imports and exports between countries. An importer buys merchandise from another country using the currency of that country. For that purpose he buys this currency from the foreign exchange department of his bank. And at the same way if an exporter receives foreign money from sales to other countries, he sells this currency to is bank. By this method the currency of any country can usually be exchanged.**

VOCABULARY NOTES

1. **TO CHARTER - УЧРЕЖДАТЬ, СОЗДАВАТЬ**
2. **MERCHANDISE - ТОВАРЫ**
3. **TO MAKE A LOAN TO SMB. - ДАВАТЬ ЗАЙМ**

## КОМУ-ЛИБО

**4. ТО BE ELIGIBLE FOR - ПОДХОДЯЩИЙ ДЛЯ ЗАЙМА**

**A LOAN**

**5. PRIME-RATE - НАИМЕНЬШИЙ ПРОЦЕНТ ОТ**

## ССУДЫ,

## УСТАНОВЛЕННЫЙ В

**ОПРЕДЕЛЕННОЕ ВРЕМЯ И В**

## ОПРЕДЕЛЕННОМ МЕСТЕ

1. **PREFERRED CUSTOMER -**

**ПРИВИЛЕГИРОВАННЫЙ КЛИЕНТ**

1. **ТО BE AVAILABLE - НАЛИЧНЫЙ, ИМЕЮЩИЙСЯ В РАСПОРЯЖЕНИИ**
2. **LINE OF CREDIT - КРЕДИТНЫЙ ЛИМИТ**
3. **ТО BORROW - ЗАНИМАТЬ**
4. **LETTER OF CREDIT - КРЕДИТНОЕ ПИСЬМО, АККРЕДИТИВ**
5. **CREDIT REFERENCE - КРЕДИТНОЕ ПИСЬМО**

**LETTER**

MARKETING

**Marketing includes all the business activities connected with the movement of goods and services from producers to consumers. Sometimes it is called distribution. On the one hand marketing is made up of such activities as transporting, storing and selling goods and on the other hand, a series of decisions you make during the process of moving goods from producers to user. Marketing operations include product planning, buying, storage, pricing, promotion selling, credit, traffic and marketing research. The ability to recognise early trends is very important Producers must know why, where, for what purpose the consumers buy. Market research helps the producer to predict what the people will want and through advertising he attempts to influence the customer to buy.**

VOCABULARY NOTES

|  |  |
| --- | --- |
| 1. PRODUCER | -ПРОИЗВОДИТЕЛЬ |
| 2. CONSUMER | -ПОТРЕБИТЕЛЬ |
| 3. DISTRIBUTION | -СБЫТ, РАСПРЕДЕЛЕНИЕ |
| 4. STORING | -СКЛАДЫВАНИЕ, ХРАНЕНИЕ |
| 5. PROMOTION | -СОДЕЙСТВИЕ В ПРОДАЖЕ ТОВАРА |
| 6. TREND | -ТЕНДЕНЦИЯ, ОБЩЕЕ НАПРАВЛЕНИЕ |
| 7. ТО PREDICT | -ПРЕДСКАЗЫВАТЬ |

1. PRICE SENSITIVE ITEM -ТОВАР, УРОВЕНЬ ПРОДАЖИ КОТОРОГО ОЧЕНЬ

ЗАВИСИТ ОТ ЦЕНЫ

1. PROMOTIONAL CAMPAIGN -РЕКЛАМНАЯ КОМПАНИЯ

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| 10. SCHEDULE | -РАЗРАБАТЫВАТЬ ПЛАН |
| 11. COMPETITOR | -КОНКУРЕНТ |

PRICING

**All products and all services have prices. The price depends on different things, such as credit terms delivery, trade-in-allowance, guarantees, quality, and other forms of service. Which price can produce the biggest profit over a long period of time. It's possible to determine such a price. The price maybe too high to produce a large volume or too low to cover costs. Many business persue unsound price policies for long periods of time and are not aware about it.**

**Price can be determined in different ways. For example, the prices of wheat cotton and other agricultural products can be decided in large central markets where forces of supply and demand exist. This is pure price competition. The prices on industrial products are usually decided by large companies. As a rule the amount and price of goods sold to large number of buyers is controlled by a few competing sellers. Prices also can be set by the government, usually for different public services - railroads, electricity, manufactured gas, bus services, etc.**

**If demand increases, prices rise, profits expand and investment is attracted. But other factors may be involved as well. Prices are related to each other in different ways. Ultimately, everything is related in price, since the customer can buy and must pay for everything out of a particular, limited amount of money.**

VOCABULARY NOTES

1. TRADE-IN ALLOWANCE - СУММА ДЕНЕГ, ОТДАННАЯ ЗА СТАРУЮ ВЕЩЬ И ВКЛЮЧЕННАЯ В СЧЕТ ПОКУПКИ НОВОЙ

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| 2. ТО COVER COSTS | -ПОКРЫВАТЬ ЗАТРАТЫ |
| 3. SUPPLY AND DEMAND | -ПРЕДЛОЖЕНИЕ И СПРОС |
| 4. SET PRICES | -УСТАНАВЛИВАТЬ ЦЕНЫ |
| 5. PRICE EMPHASIS | -ПРОДАЖА ТОВАРА ЗА СЧЕТ НИЗКОЙ ЦЕНЫ |

6. PRICE DE-EMPHASIS -ПОПЫТКА ПРОДАЖИ ТОВАРА НЕ ЗА СЧЕТ НИЗКОЙ ЦЕНЫ, А ЗА СЧЕТ ДРУГИХ ФАКТОРОВ

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| 7. LOSS-LEADER ITEM | -ТОВАР, ПРОДАВАЕМЫЙ ПО ОЧЕНЬ НИЗКОЙ ЦЕНЕ |
| 8. OFF-EVEN- PRICING | -ЦЕНА, НЕ ДОХОДЯЩАЯ ДО КРУГЛОЙ ЦИФРЫ, |

СТИМУЛИРУЮЩАЯ ЖЕЛАНИЕ ПОКУПАТЕЛЯ КУПИТЬ

**ECONOMIC SYSTEMS**

**There are a number of *ways* in which a government can organize its economy and the type of system chosen is critical in shaping environment in which businesses operate.**

***An economic system* is quite simply the way in which a country uses its available resources (land, workers, natural resources, machinery etc.) to satisfy the demands of its *inhabitants* for goods and services. The more goods and services that can be produced from these limited resources, the higher the standard of living enjoyed by the country's citizens.**

**There are three main economic systems:**

**Planned economics**

***Planned economies* are sometimes called "command economies" because the state commands the use of resources (such as labour and factories) that are used to produce goods and services as it *owns* factories, land and *natural resources.* Planned economies are economies with *a large amount* of *central planning and direction,* when the government takes all the decisions, the government decides production and *consumption.* Planning of this kind is *obviously* very difficult, very *complicated* to do, and the result is that there is no society, which is completely a command economy. The actual system employed varies from state to state, but command or planned economies *have a number of common features.***

**Firstly, the state decides precisely what tlie nation is to produce. It usually plans five yeais ahead. It is *the intention* of the planners that there should be enough goods and services for all.**

**Secondly, industries are asked *to comply with* these plans and each industry and factory is set a *production target to meet.* If each factory and farm meets its target, then the state will meet its targets as set out in the five-year plans. You could think of the factory and farm targets to be *objectives* which, if met, allow the nation's *overall aim* to be reached.**

**A planned economy is simple to understand but not simple to operate. It does, however, have a number of *advantages:***

* **Everyone in society receives enough goods and services *to enjoy a basic standard of living.***
* **Nations do not waste resources *duplicating production.***
* **The state can use its control of the economy *to divert* resources to wherever it wants. As a result, it can ensure that everyone receives a good education, proper health care or that transport is available.**

**Several *disadvantages* also exist. It is these disadvantages that have led to many nations *abandoning* planned economies over recent years:**

* **There is no incentive for individuals to work hard in planned economies.**
* **Any profits that are made are paid to the government.**
* **Citizens cannot start their own businesses and so new ideas rarely come forward.**
* **As a result, industries in planned economies can be very inefficient. *A major problem faced by command or planned economies* is that of deciding *what to produce.* Command economies tend to be slow when responding to *changes in* people's *tastes and fashions.* Planners are likely to *underproduce* some items as they cannot predict changes in demand. Equally, some products, which consumers *regard as obsolete* and unattractive, may be *overproduced.* Planners arc afraid to produce goods and services unless they are sure substantial amounts will be purchased- This leads to *delays and queues* for some products.**

VOCABULARY NOTES

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| --- | --- |
| **1. LARGE AMOUNT** | **-БОЛЬШОЙ ОБЪЕМ** |
| **2. CONSUMPTION** | **-ПОТРЕБЛЕНИЕ** |
| **3. TO COMPLY WITH** | **-ПОДЧИНЯТЬСЯ** |

1. **A PRODUCTION TARGET TO MEET**

**-ПРОИЗВОДСТВЕННАЯ ЗАДАЧА ,**

**КОТОРУЮ НАДО ВЫПОЛНИТЬ**

1. **AN OVERALL AIM - ОБЩАЯ ЦЕЛЬ**
2. **TO ENJOY A BASIC STANDART**

**-ИМЕТЬ ОСНОВНОЙ УРОВЕНЬ**

|  |  |
| --- | --- |
| **OF LIVING** | **ЖИЗНИ** |
| *7. TO DIVERT* | *-ОТВЛЕКАТЬ (НАПРИМЕР, РЕСУРСЫ*  *НА ДРУГИЕ ЦЕЛИ)* |
| **8. TO ABANDON** | **-ОТКАЗЫВАТЬСЯ ОТ** |

**ЧЕГО-ЛИБО**

1. **OBSOLETE (SIN.OUT OF DATE) -УСТАРЕЛЫЙ, ВЫШЕДШИЙ ИЗ**

**УПОТРЕБЛЕНИЯ**

1. **DELAYS AND QUEUES -ЗДЕСЬ ПЕРЕБОИ**

**( С ТОВАРАМИ) И**

## ОЧЕРЕДИ

MARKET ECONOMICS

**The best examples of this type of economy are to**

**be found in smalt South-East Asian states like Hong Kong and Singapore, though even they are not pure examples of market economies. Even they contain some *businesses owned and run* by the state.**

**In a true market economy the government plays no role in the management of the economy, the government does not *intervene* in it. The system is based on *private enterprise* with *private ownership of the means of production* and *private supplies of capital,* which can be denned as *surplus income available for investment in new business activities.* Workers are paid wages by *employers* according to how skilled they are and how many firms wish *to employ* them. They spend their wages on the products and services they need. Consumers are willing to spend more on products and services, which are favoured. Finns producing these goods will make more profits and this will *persuade* more firms to produce these particular goods rather than less favoured ones.**

**Thus, we can see that in a market economy it is consumers who decide what is to be produced. Consumers will be willing *to* pay high prices for products they particularly desire. Firms, which are privately owned, see the opportunity of increased profits and produce the new fashionable and favoured products.**

**Such a system is, *at first view,* very attractive. The economy *adjusts automatically* to meet changing demands. No planners have to be employed, which allows more resources to be available for production. Firms tend to be highly *competitive* in such an environment. New advanced products and low prices arc good ways to increase sales and profits. Since all firms are privately owned they try *to make the largest profits possible,* In a free market individual people are free *to pursue* their *own interests.* They can become millionaires, for example. Suppose you invent a new kind of car. You want *to make money out of it* in your own interests. But when you have that car produced, you *are* in fact *moving the production possibility frontier outwards.* You actually *make the society better-off' by creating new jobs and opportunities,* even though you become a millionaire in the process, and you do it without any government help or intervention.**

**Not surprisingly there are also *problems.* Some goods would be *underpurchased* if the government did not *provide free or subsidised supplies.* Examples of this type of good and service are health and education. There are other goods and services, such as defence and policing, that are impossible to supply individually *in response to* consumer spending- Once defence or a police force is supplied to a country then everyone in this country benefits.**

**A *cornerstone of the market system* is that production *alters swiftly* to meet changing demands. These swift changes can, however, have serious *consequences.* Imagine a firm, which switches from *labour-intensive production* to one where new technology is employed in the factory. The resulting unemployment could lead to social as well as economic problems.**

**In a market economy there might be minimal control on *working conditions* and *safety standards* concerning products and services. It is necessary to have *largescale* government *intervention to pass laws* to protect consumers and workers.**

**Some firms produce goods and then advertise heavily *to gain sufficient sales.* Besides wasting resources on advertising, firms may also duplicate one another's services. *Rival firms,* providing rail services, for example, could mean that two or more systems of rail are laid.**

**Finally, firms have *to have confidence* in future sales if they are to produce new goods and services. At certain times they tend *to lack confidence* and cut back on production and the development of new ideas. This decision, when taken by many firms, can lead to a recession. A recession means less spending, fewer jobs and a decline in the prosperity of the nation.**

VOCABULARY NOTES

1. **TO OWN AND RUN**  **BUSINESSES –** **ВЛАДЕТЬ И**

**УПРАВЛЯТЬ БИЗНЕСОМ**

**PUBLIC PROPERTY, COMMON**

1. **OWERSHIP -ОБЩЕСТВЕННАЯ**

**СОБСТВЕННОСТЬ**

**SURPLUS INCOME AVAILABLE**

**FOR INVESTMENT IN NEW**

1. **BUSINESS ACTIVITES -ДОПОЛНИТЕЛЬНЫЙ ДОХОД (ИЗЛИШЕК ДОХОДА), КОТОРЫЙ**

**МОЖНО ВЛОЖИТЬ (ИНВЕСТИРОВАТЬ) В НОВОЕ ДЕЛО (БИЗНЕС)**

1. **TO EMPLOY -ИСПОЛЬЗОВАТЬ;**

**ПРЕДОСТАВЛЯТЬ РАБОТУ,**

## НАНИМАТЬ

1. **EMPLOYER -РАБОТОДАТЕЛЬ**
2. **EMPLOYEE -СЛУЖАЩИЙ**
3. **EMPLOYMENT -ЗАНЯТОСТЬ**
4. **UNEMPLOYMENT -БЕЗРАБОТИЦА**
5. **TO PERSUADE -УБЕЖДАТЬ**
6. **AT FIRST VIEW -НА ПЕРВЫЙ ВЗГЛЯД**
7. **TO ADJUST AUTOMATICALLY -АВТОМАТИЧЕСКИ**

**ПРИСПОСАБЛИВАТЬСЯ;**

**ПРИВОДИТЬСЯ В СООТВЕТСТВИЕ**

1. **COMPETITIVE - КОНКУРЕНТОСПОСОБНЫЙ**

**TO MAKE THE LARGEST**

1. **PROFITS POSIBLE - ПОЛУЧИТЬ НАИБОЛЬШУЮ**

**ВОЗМОЖНУЮ**

**ПРИБЫЛЬ**

1. **TO UNDERPURCHASE - НЕДОСТАТОЧНО**

**РАСКУПАТЬ**

1. **SAFETY STANDARDS -НОРМЫ ТЕХНИКИ**

**БЕЗОПАСНОСТИ**

1. **TO GAIN SUFFICIENT SALES - ДОБИТЬСЯ**

**ДОСТАТОЧНОГО ОБЪЕМА**

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