

МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РОССИЙСКОЙ ФЕДЕРАЦИИ

Федеральное агентство по образованию
Курганский государственный университет
Кафедра иностранных языков гуманитарных специальностей

АНГЛИЙСКИЙ ЯЗЫК

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и перевода профессионально-ориентированных
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Unit 1

CUSTOMERS

1. Key Vocabulary.

Companies need *customers*. Some companies provide *goods* such as clothes, cars and food. Other companies provide *services*, for example insurance, banking, information technology or training.

Companies want *repeat business*, in other words, they want customers to buy from them again and again. To win *customer loyalty*, many companies have a *code of practice*, or set of rules, for *customer care*. The code of practice explains what the customer can expect of the company. Customers can complain about the *service*, or help, they receive and the goods they buy.

Read the texts produced by three different companies and answer the questions.

The IKEA Business Service Package

BRITISH Airways employees who make customers unhappy must apologise in person. The company also has a number of items that it can give to customers who are dissatisfied with their service. These range from food hampers and calculators to soft toys and chocolates.

First Direct is the UK's leading 24 hour personal telephone bank. Our personal service lets you take care of all your banking needs by telephone, at a time and place to suit you, 24 hours a day, 365 days a year. You can call to check your balance, pay a bill, discuss a personal loan or increase your Visa Card limit. All Calls from within the UK are charged at local rates.

IKEA Business offers a full range of services to professional customers, companies and organizations. Our trained staff can help with everything from individual workstations, to planning a complete office. As an IKEA Business customer you can purchase from the specialist Business Catalogue, or from the complete range in the store. Optional delivery and assembly services are available on request. Enquire at the store for more details.

1. What does each company offer the customer?
2. What other examples of good customer care can you think of?

2. Attitudes to customer care may be different in different countries. Work in pairs and discuss the five situations below.

WHAT MAKES GOOD CUSTOMER CARE?					
A = Excellent B = Good C = Fair D = Poor					
Situation 1	A customer waits in a queue for ten minutes.	A	B	C	D
Situation 2	The phone rings eight times before someone in the company answers it.	A	B	C	D
Situation 3	A customer phones a company. The person who answers does not have the information to answer the customer's question, but tries to answer it.	A	B	C	D
Situation 4	A company answers customers' letters in five working days.	A	B	C	D
Situation 5	A customer makes a complaint. The company employee takes all the details, apologises and promises to take action.	A	B	C	D

Read the opinion of the man talking about customer care. Which of the situations is he describing? Does he think this is good customer care? What do you think?

SN = Stephen Nicholl

SN: One thing that does irritate me is when I ask somebody for some information about a product or a service and they don't know the answer, but they don't say 'I'm sorry, I don't know the answer to this, I'll find someone who does know the answer' – they try to answer it themselves and it's really a waste of time for everybody concerned.

Customer Service

Read about Ann Hislop and Stephen Nicholl talking about a bank called First Direct and a multinational retailer called Marks & Spencer.

Int = Interviewer AH = Ann Hislop

SN = Stephen Nicholl

Int: So, Ann and Stephen. I'd like to ask you some questions about customer service.

Are there any companies which you are loyal to?

AH: I am fantastically loyal to Marks and Spencers.

SN: I'm also quite loyal to Marks and Spencers. If you buy presents for people and they don't like them, they can take the things back and they can exchange them

Int: So what's the attitude of the staff like at Marks and Spencer's?

AH: Friendly...

SN: Yeah

AH: ...helpful,

SN: professional

AH: ... co-operative, loyal to their company. They obviously enjoy working there most of the time. Yeah I don't know how they manage it, but they have a very friendly staff.

Int: What about the quality of their of their products?

AH: Fantastic.

Int: Are there any other companies which you're very loyal to?

SN: One company that I am loyal to, I think, is my bank which is First Direct.

Int: And why's that?

SN: Well, first of all they're extremely convenient to use. I do all my banking is over the phone and I can do this at any time of the day. I can find out how much money there is in my account, I can pay all my bills. I don't send any bills through the mail and also they're very professional, they're very friendly.

Answer the questions, but try not no look at the text.

1. Who is loyal to Marks & Spencer?

a Ann

b Stephen

c Ann and Stephen

2. Which words do Ann and Stephen use to describe the staff at Marks & Spencer?

a friendly

e professional

b courteous

f well-dressed

c helpful

g co-operative

d quick

h loyal to the company

3. Which word does Ann use to describe the quality of the products?

4. How does Stephen do his banking?

a by going to the bank

b by phone

c by post

2. Listen again to Stephen's opinion of First Direct (his last remark). Complete the summary.

Stephen is ¹ _____ to First Direct because they are extremely ² _____.
He can do his banking over the ³ _____ at any time of the day; he can find out how much there is in his ⁴ _____ and he can pay his ⁵ _____. He also thinks the staff are very ⁶ _____ and very ⁷ _____.

3. Work in pairs. Think of a company and discuss the attitude of the staff and the quality of the products or services.

Reading

1. Kwik-Fit is a company which puts new parts on cars while the customer waits. Scan the advertisement and give reasons for choosing Kwik-Fit.

You can't get better than a Kwik-Fit fitter!

Here are a few reasons why Kwik-Fit should be your first stop on the road to winter safely this year: OPEN 7 DAYS Late Night Openings INDEPENDENCE
You have the freedom to choose what is best for your car and your pocket.

FREE PUNCTURE REPAIR SERVICE

Any car or van tyre repair that can be carried out on our own premises will be done free of charge. You only pay for a new valve and wheel balance if required.

EXPRESS TYRE FITTING

Our Kwik-Fit fitters promise to fit each tyre in under 10 minutes, timed from acceptance of our quotation.

EXTENDED GUARANTEES

Ask about our 'No Quibble' Accidental Damage guarantee on tyres and our 'Lifelong Guarantee' on exhausts.

Free Customer Helpline 0800 75 76 77.

If you do have any comments, about our service or our products, tell us and we'll do everything possible to put the matter right.

1. Open _____ days per week.
2. _____
3. Free _____
4. _____ type-fitting.
5. Extended _____

2. Here are five benefits that Kwik-Fit offers its customers:

- | | |
|-------------------|-----------------|
| a long hours | d free service |
| b fast service | e peace of mind |
| c customer choice | |

Read the text carefully and match each benefit to one of the reasons (1-5) in exercise

1.

Example:

A long hours – 1 Open seven days a week (para 1)

Vocabulary

Word partners

1. Match the words below to make four word partners from the text.

- | | | |
|--------------|-------|-------------|
| 1 Kwik-Fit | _____ | a helpline |
| 2 late night | _____ | b guarantee |
| 3 lifelong | _____ | c openings |
| 4 customer | _____ | d fitter |

2. Now use the word partners to complete these sentences.

1. More and more shops have _____ to allow people to more shop after work.

2. A _____ on exhausts means Kwik-Fit repairs problems to its own exhaust pipes free of charge.

3. Many companies have a 24 hour _____ so people can phone in for help at any time.

4. The Kwik-Fit slogan is “You can’t get better than a _____!”.

Business Communication

Making offers

1. Read the phrases that show that the people are making an offer.

1. Here are your drinks, madam. Would you like to see the menu now?

2. Your mineral water, sir. Would you like ice and lemon with it?

3. There’s a telephone call for you, madam. Shall I put it through to your room?

2. Read three conversations and answer the questions.

CONVERSATION 1

Secretary: Good morning. RTA, Lisa speaking, how may I help you?

Customer: Oh, hello. Erm, I have an appointment to see David Barnes on Tuesday, but I’m afraid I can’t make it then. Would it be possible to change it?

Secretary: Just one moment. Er yes, I can give you an earlier appointment, if you like.

Customer: Yes, that would be very helpful. Thank you.

CONVERSATION 2

Secretary: Mr Smith will be with you in a minute. Would you like to take a seat?

Customer: Thank you.

Secretary: Would you like a coffee?

Customer: Thank you very much. That would be very nice. Black, no sugar please.

CONVERSATION 3

Secretary: Shall I call a taxi for you?

Customer: That’s very kind of you, but I think I’ll get some exercise and walk.

1. What does the secretary offer to do in each conversation?

2. Does the customer accept or refuse the offer in each conversation?

3. Read again. Which words do the speakers use:

1. To make an offer?

2. To accept an offer?

3. To refuse an offer?

4. Match an offer with the customer’s reply.

OFFER		CUSTOMER REPLY	
1	Would you like some help?	a	Thanks very much, but I'm afraid I don't have time today. Maybe next time?
2	Would you like us to send you our new catalogue?	b	Erm, I'm afraid I'm not here next week. Would it be possible to make it the week after?
3	Would you like a drink?	c	Yes, please. Could you send it to me at ...
4	Shall I arrange for someone to come and see you next week?	d	No thanks, I'm just looking.
5	I am sorry about this. We can, of course, offer you a refund.	e	Fine. Could I have it in cash please?
6	Would you like to look around the factory?	f	Thanks very much. Could I have a mineral water?

5. Work in pairs. Decide what the people say in these situations.

1. **A passenger and a check-in attendant.** The passenger wants to upgrade her airline ticket from business class to first class. The check-in attendant can give an upgrade and asks about the type of seat – window seat or aisle seat?

2. **A shop manager and a customer.** The customer returns a silk shirt to the shop – a button is missing.

3. **A supplier and a customer.** The supplier invites the customer to dinner.

4. **A marketing assistant and a marketing manager.** The assistant offers to phone customers to find out their opinions on a new product.

Final Task Speaking

Student A

You are doing some research on customer care. You phone the Customer Services Manager at a major company. Find out:

- if they have a code of practice.
- what their customer care practices are.

Student B

You are the Customer Services Manager of a major company. Public relations are very important so you are happy to help your caller, Student A.

- Offer to send the caller your code of practice.
- Explain your customer care practices.

Checklist for Unit 1:

- 1 What does customer loyalty mean?
- 2 Give two examples of good customer care.
- 3 What does British Airways offer its customers?
- 4 What does First Direct bank offer its customers?

Vocabulary

1. Match each of the words and expressions on the left with one of the definitions on the right.

- | | |
|---------------------|--|
| 1. consumers | a items made by a business, e.g. coffee, cars, clothes and furniture |
| 2. services | b a set of rules telling people what they can expect a company to do |
| 3. products | c the people who buy things from a business |
| 4. repeat business | d what companies do to satisfy their customers |
| 5. customer loyalty | e things that are provided by business that do not manufacture products, e.g. banking and hotels |
| 6. code of practice | f a customer is happy with the service received from a company and comes back again |
| 7. customer care | g the customer frequently uses the same company or buys the same product |

2 Write the opposites of these words, then match each word you have written with a picture.

a helpful _____

b well-dressed _____

b friendly _____

d quick _____

Unit 2

Companies

Companies are involved in many activities, for example **buying, selling, marketing and production**, in a range of different industries, such as **information technology, telecommunications, film, and car manufacture**. Many well-known companies are **multinationals**, these are companies which **operate** in a number of countries.

Multinationals often have a complicated structure. There is usually a **parent or holding company**. This company owns other companies or parts of other companies. These other companies are called **subsidiaries**.

1. Read the dictionary definitions of different types of companies, and match them with the pictures above.

business – an organisation that buys or sells products or services for money. This word often refers to a small organization that is owned and run by one person or a few people, while *company* can also refer to large organizations.

firm – a company, especially one providing professional or financial services.

corporation – a large company that employs a lot of people.

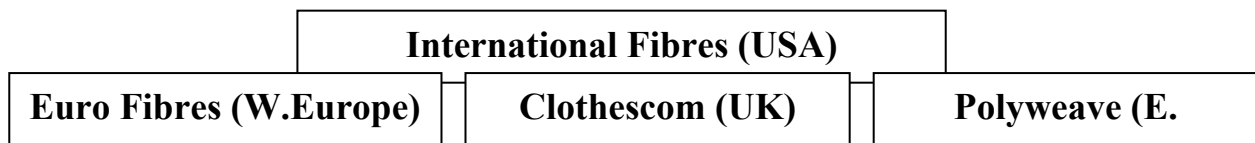
multinational – a large company that has offices, shops, or factories in several countries.

dotcom – a company that does most of its business on the internet.

2. Complete the sentences with the words from Ex. 1

1. Some local plants were bought by the biggest state-run computer
2. She decided to start her own _____.
3. This advertising _____ has clients all around the world.
4. Yahoo is a fast growing _____.
5. I am working for a _____ of management consultants.

3. Look at this diagram of a company's structure.



Are these statements about the company true (T) or false (F)?

1. International Fibres is a parent company.
2. Clothescom (UK) is a subsidiary company.
3. Polyweave (E/Europe) is a holding company.
4. International Fibres is not a multinational company.

4. Complete this table by adding the noun or verb form of each word.

	Verbs	Nouns
1.		manufacturer
2.	prepare	
3.	launch	
4.		expansion
5.	operate	
6.		competition

5. Use a verb or noun from the table in exercise 2 to complete this paragraph. The numbers in brackets refer to the numbers in the table.

International Fibres is a multinational company. It is a ¹ _____ (1) of fabrics and clothes. It ² _____ (5) in three markets: Western Europe, the UK and Eastern Europe. The company is focusing on the ³ _____ (4) of its Eastern

European subsidiary, Polyweave (E. Europe). Eastern Europe is a difficult market, but the company's managers think it can ⁴ _____ (6). Polyweave is trying to keep its production costs low and is busy making ⁵ _____ (2) for the ⁶ _____ (3) of its new range of clothes.

Present simple and present continuous

1. Circle the correct form of the verb in each of these sentences.

- 1 Mercedes Benz manufactures/is manufacturing high-quality cars.
- 2 Every year Benetton is launching/launches a new range of clothes.
- 3 Benetton is expanding/expands the number of shops they have in the UK.
- 4 The Financial Times Group is owning/owns Les Echos and Recoletos.
- 5 This month the Financial Times is looking/looks for graduates to join its staff.

2. Read these notes and the paragraph that expands them.

Alan – an engineer – Mercedes Benz. Test – new designs. Today – make presentation – senior management – safety of new designs.

Alan is an engineer for Mercedes Benz. He tests new designs for the company's cars. Today he is not testing cars. He is making a presentation to senior management about the safety of the new designs.

Write a similar paragraph from these notes.

Maria and Isabella – marketing officers - Sony. Design advertising campaigns. Today – meet – executives from Japan – discuss – company strategy.

3. Read the memo and write the correct questions for these answers. Some are present simple and some are present continuous.

MEMO CLOTHESCOM

- | | | | | |
|---|-----------------------|---|---|--|
| TO: Bill Lomax | DATE: 24 Oct. | 1 | Q | _____ |
| FROM: Phill Murphy | SUBJECT: Problem with | | | _____ |
| | new | | A | Manchester. |
| | office/shop | | | |
| The new sales office and shop in Manchester is | | 2 | Q | _____ |
| opening next week. | | | A | They are recruiting staff. |
| The problem is that the new computerised ordering | | 3 | Q | _____ |
| System is not working. We are recruiting staff at the | | | A | No, it is not. |
| Moment and have no time for this problem. I need | | 4 | Q | _____ |
| Someone to come here and examine the software. | | | A | Someone to come in and examine the software. |

Can you send someone this week?

5 Q _____

P.M.

A This week.

4. Read the advertisement. Do you think this is an interesting job? Say why.

5. Now complete the paragraph on the right.

Finance Manager

Granada Film

Granada Media Group is an Equal Opportunities Employer and positively welcomes applications from all sections of the community.

Granada Film, part of the Granada Media Group, produces and co-finances a broad range of films for the UK and International markets; films including My Left Foot, Jack @ Sarah, Girls' Night and the soon to be released Rogue Trader.

Due to expansion we are looking for A Finance Manager with film finance Experience, good communication skills and the ability to work under pressure. The successful applicant will report to the Controller of Finance and will form an integral part of a closely knit team.

Please apply in writing enclosing full CV to: Alison Johns, Personnel Department, LWT, The London TV Centre, Upper Ground, London SE1 9LT. Closing date 7th Aug.

Regrettably we cannot reply to all applicants, however shortlisted candidates will be contacted within 4 weeks of the closing date.

GRANADA FILM

Granada Film wants to recruit a ¹ _____. Granada Film is part of the ² _____.

The company ³ _____ and ⁴ _____ films.

They want someone with the following experience and skills:

⁵ _____
⁶ _____
⁷ _____

He/she will join the finance team and report to the ⁸ _____.

To apply, send a ⁹ _____ and a ¹⁰ _____ to the personnel Department.

6. Find these sentences in the advertisement and write in the verb.

1. Granada Film, part of the Granada Media Group, _____ and _____ a broad range of films for the UK and international markets.

2. Due to expansion we _____ a Finance Manager with film finance experience, good communication skills and the ability to work under pressure.

The verb in sentence 1 above is in the **present simple tense**.

The verb in sentence 2 is in the **present continue tense**.

3. Which tense do we use to talk about a non-permanent or a current activity?

4. Which tense do we use to talk about a fact or permanent activity?

Reading. 1. Match the headlines on the left to the newspaper extracts on the right.

- | | |
|---------------------------|--|
| 1. Virgin Book | a The Music industry giant is aiming to be the number one company in its field. |
| 2. EMI HIT | b The fast-food retailer is opening its 25.000 th Chicago. |
| 3. Financial Times online | c The information and news provider is launching a new multi-media news service via the Internet. |
| 4. Virgin Atlantic Offer | d ft.com is providing financial data on more than 10.000 companies. |
| 5. Reuters Expansion | e As part of its competitive battle with other airlines it is offering free Internet access to its passengers. |
| 6. McDonald's groundwork | f The group's financial services company is providing a free book to help its customers choose a personal pension. |

2. Are these statements true (T) or false (F)?

1. Virgin Atlantic's prices are coming down.
2. McDonald's is closing down an outlet in Chicago.
3. Virgin is helping people to make financial decisions.
4. Reuters is developing its online news services.
5. The Financial Times is increasing its newspaper production.

Match the information about these multinational companies to the correct company logo.

Company logo

Company activities

The company says

REUTERS

EMI

1 The third largest record company in the world. It is also the world's largest publisher of songs and music.

2 The world's largest hamburger restaurant company. It has over 19.000 restaurants in 100 countries.

3 This company provides

a 'We are committed to providing high quality food.'

b '(We) lead the world in the provision of news and financial information to broadcasters, newspapers, financial markets and on-line services.'

c 'We aim to be the

DHL	news and financial data to the business community.	world's premier music company in all aspects of our business.'
McDonald's	4 This company is an international air-express carrier. It delivers packages and documents all over the world.	d 'We keep your promises.'

Work in groups. Choose three of these companies.

BMW Coca-Cola Nike Levi Strauss & Co. Microsoft

Write what you know about:

- 1) what each company produces or provides;
- 2) where the company started;
- 3) where the company operates;
- 4) who its main competitors are.

Language Practice. 1. You decide to invest some money in a company. Your final choice is between a pharmaceutical company and a cable operator.

What does each company do? Use the words in the box to help you.

- | | | |
|----------------|------------|------------|
| to develop | to prepare | to provide |
| to manufacture | to launch | to expand |

2. Read the opinion by to a business analyst.

BA: Right, so the first company I want to look at is a pharmaceuticals company. It develops and manufactures a wide range of medicines and it's currently developing a new drug against asthma. Well, as you all know, more and more people are suffering from asthma so they hope to make a healthy profit from this drug. The company is currently preparing to launch a TV advertising campaign. As you may know, it is illegal to show drugs on TV, so the campaign focuses on the illnesses not the drugs. It will be interesting to see public reaction to this.

So let's have a look at the second company. This company is a cable operator. Well, it provides cable television to thousands and thousands of homes but it wants to expand and it's developing a new high-speed Internet service. Now, this service uses cables not phone wires and this means it is very fast, 100 times faster than a normal phone line. As you know, the number of people who are using the internet is growing and growing and everyone wants instant information so this is a company with a great future.

Quickly read the text below.

1. Is the text
 - a a recruitment advert?
 - b a news article?
 - c an advert for the *Financial Times*?
2. Is the text for
 - a people who have just finished university?
 - b people with experience?
 - c people who haven't been to university?

FT

FINANCIAL TIMES GROUP

BUSINESS GRADUATE TRAINEE PROGRAMME

The Financial Times Group is part of Pearson plc, the international media group interests in publishing, television production, broadcasting, and electronic and multimedia business. The Financial Times Group includes:

The *Financial Times*: the world's best business newspaper.

Financial Times Information: providers of electronic and specialist financial information.

FT Business: providers of specialist business information for finance, energy, media and telecoms industries.

FT Electronic Publishing: Europe's leading provider of electronic general business information.

Les Echos: France's leading business daily newspaper.

Recoletos: Spain's leading newspaper and magazine publisher.

The Financial Times Group is planning to recruit up to six business graduates for a fifteen month training programme, enabling participants to gain an overall understanding of the business. Projects may include work in strategic planning, product development, editorial, marketing and advertisement sales.

The requirements:

- ability to think innovatively and practically
- a high degree of business awareness
- good communication skills
- ambition
- a wide range of interests and experience

Salary

£21.000 per annum

How to apply

Please apply, enclosing CV and covering letter, marking your envelope 'Business Graduate Trainee Programme', to the Head of Employee Relations, Financial Times, Number One Southwark Bridge, London SE 9HL

We believe in equality of opportunity and employ solely on the basis of their abilities.

Read the text carefully and answer these questions.

1. What is the parent company of the Financial Times Group (FT)?
2. Which four areas does the parent company operate in?
3. Which four areas does the Financial Times Group operate in?
 - a newspapers
 - b magazines
 - c Software manuals
 - d financial information
 - e television
 - f electronic
 - g Business information
 - h books
4. Name three newspapers which the FT Group publishes.
5. What is the FT Group planning?
6. Graduate recruits can expect to gain experience in a number of areas. Name three of them.
7. What requirements does the FT have of the recruits?
8. Which of these are personal qualities? Which of these are skills or knowledge?
9. How long is the training scheme?
10. What is one of the company's beliefs?

Do you think this is a good company to work for?

Word building

1. The nouns below are in the text. Write in the verb forms.

1. production
product
2. providers
provision (not in text)
3. development
4. marketing
market (not in text)
5. advertisement

2. Use a verb or noun from the group above to fill the gaps. (Use one noun twice.)

There are usually several different departments in a company, and they all need to work together to make the company successful. Companies offer products or services to the consumer in a competitive ¹ _____. In the manufacturing sector ² _____ development is a key activity. Companies ³ _____ new products and launch them on the ⁴ _____. They try to keep the cost of ⁵ _____ low to stay competitive. It is essential to ⁶ _____ the product and to tell the consumer about it.

3. Tom Armstrong and Rachel Humphries talk about the four companies. Listen and complete the table.

RH: So Tom, what do you know about the Virgin Group?

TA: They're a very large group, they exist in a lot of different sectors and they're run by Richard Branson – they're British.

RH: Yes, yeah and they, they produce, Virgin Cola, don't they?

TA: Yeah and I think they're also famous for the airline, the Virgin Atlantic.

RH: Um, and they have a radio station – Virgin radio.

TA: Yeah, and they still have the megastores, and I think they have megastores all over the world now,

RH: Yes,

TA: Selling videos, music. What do you know about Benetton?

RH: Well, they're Italian, and they're very successful clothing manufacturers.

TA: I think they produce sportswear now.

RH: Yes, that's right – sportswear, and another, they have another trademark called Sisley, which produces more expensive clothing.

TA: And Mercedes-Benz – do you know anything about them?

RH: Well they manufacture expensive, luxury cars and they're, German I think, or maybe German – American now, perhaps.

TA: I think they're part of the Daimler Chrysler Group, which again is a large group ... I've heard that they also produce a very small car called the Smart,

RH: Oh right, it's good for the towns and cities,

TA: Yeah.

RH: And what about Sony?

TA: Oh Sony, they're as far as I know they're still the world leaders in electronics, and produce, for example, the Sony Walkman.

RH: Mmm, and they're Japanese.

TA: Yeah.

RH: And er, what else do they produce? ... computer games

TA: Yeah, and they also do music now; they did the music for the film the *Titanic*.

Avoiding repetition

Each word in italics below refers to something already mentioned. Work in parts and say what each word in italics refers to. Does it refer to a noun? adjective? verb?

Example:

1. Many *companies* produce hamburgers. McDonald's is an internationally famous *one*. '*one*' refers to a noun – '*companies*'
2. Some companies are multinationals and *others* are not.
3. Reuters provides information for many different clients; *these* include newspapers and financial markets.
4. The EMI Group produces records. *The company* is also involved in music retailing.
5. DHL is an international air express carrier. *It* delivers documents and packages all over world.
6. There are 300 HMV Group stores around the world. *They* are located in 8 countries.
7. Many fast food companies operate on a franchise basis. McDonald's is *one of them*.

Read the paragraph below and change the underlined words to avoid repetition.

Example:

1. The Virgin Groups's interests include ... → These include ...

The Virgin Group has many interests. ¹*The Virgin Group's interests* include international 'Megastore' music retailing, book and software publishing, film and video editing facilities and clubs and hotels. ²*The Virgin Group's interests* also include a model agency, Virgin Cola, and a radio station. ³*The Virgin Group* operates many companies. Virgin Atlantic is ⁴*a Virgin Group company*. Virgin Atlantic is well-known for its superior service at a competitive price.

Use your notes from the Listening to write a paragraph describing Virgin, Benetton, Daimler Chrysler or Sony. Try to avoid repetition. Remove the repetition in these sentences by using a word or phrase from the box.

- | | | |
|---------------|---------------|--------|
| a the company | b one of them | c they |
| d others | e one | f it |

1. There are many car production companies in the market. Mercedes Benz is an example of a *car production company* which manufactures high-quality cars.
2. Some newspapers, like the Financial Times, take great care to make sure that all the information they contain is true. *Some newspapers* do not.
3. Levi Strauss & Co. Produces jeans. *Levi Strauss & Co.* Also produces shirts and jackets.
4. McDonald's is a very famous fast-food chain. *McDonald's* has restaurants all over the world.
5. There are many very famous Italian clothing companies. Benetton is a very *famous Italian clothing company*.

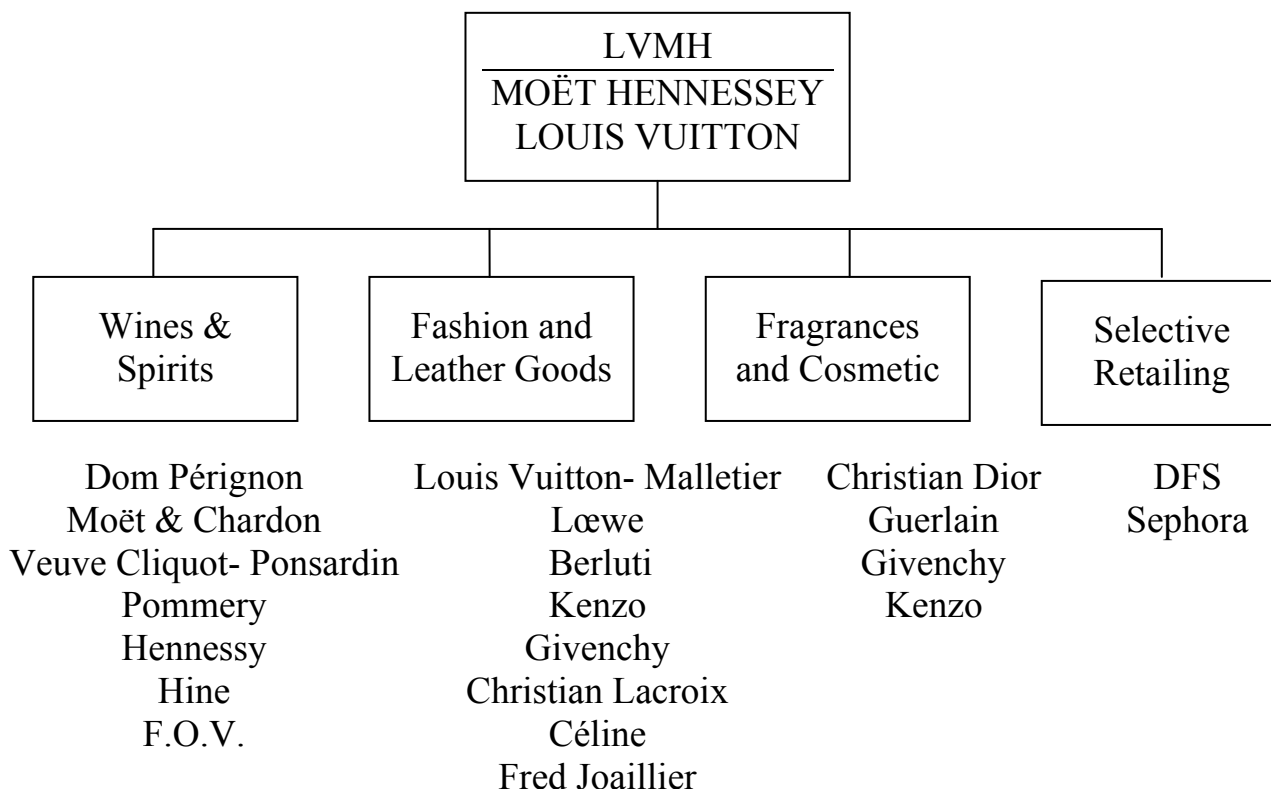
6. Reuters has offices all over the world. Reuters offices are found in all major capital cities.

Business

Communication

Presenting information

1. Look at the chart of LVMH and try to answer the questions. Then read the speech at the presentation and check your answers.



1. What does LVMH stand for?
2. In which sectors does the company operate?
3. How many of the brand names do you know in this graphic?
4. Are the LVMH brands up-market, middle-market or down-market?

Speaker: A lot of you will have heard of this next multinational's product, but I suspect that fewer of you will have heard of the company itself; LVMH.

First of all, what does LVMH stand for? The answer is the world's leading luxury goods group. Louis Vuitton Moët Hennessy.

So what does the group do? Well, of course, it specialises in luxury products ... and it operates in a number of sectors. As you can see from the chart, these are wines and spirits, fashion and leather goods, fragrances and cosmetics and selective retailing. Look at the brand names in each sector. Each sector includes world-famous names. Let's look first at wines and spirits. LVMH is the world leader in champagne production with brands such as Dom Pérignon, Moët and Chardon and Pommery.

Reading

1. Read about these companies.

Surgutneftegas is a huge Russian oil company. It carries out prospecting, gas and oil field construction and development, oil and gas production and marketing. It prides itself in a flexible, long-term development strategy and the use of state-of-the-art technology. It takes its name from the territory in Western Siberia, where oil and gas production began in the mid-1960s. The company produces one-third of all gas produced by Russian companies. It is active in social and charitable causes, having funded the restoration of some masterpieces in the State Tretyakov Gallery, and supporting the Vakhtangov Moskow State Academic Theatre, and Academic Maly Theatre in St Petersburg.

Lukoil is the first Russian integrated oil company operating according to the principle of 'from oil well to filling station'. Established in 1991, it combined three of Western Siberia's largest oil and gas producers. It also acquired other oil business enterprises. Lukoil has gas stations all over America. It has operations in 40 regions of Russia and in 25 countries, and has over 250.000 employees working in Russia and abroad. It has one of the largest reserves of oil in the world.

Unified Energy System (UES) of Russia was established in 1992. It is a major power provider in Russia, and owns high voltage electricity cables and substations that form the Unified Power System of Russia. It controls more than 70% of Russia's electrical power, and provides more than 70% of the electricity in the country.

Rostelecom is the largest communications company in Russia to operate long-distance and international telecommunications, and provides Russia's communications with 211 countries around the world. It has direct international lines with 75 operators in 72 countries. It is creating its own satellite network, and provides access to the internet and other advanced telecom services. Rostelecom has been ranked as a leader in terms of management efficiency among Russian companies.

Aeroflot is Russia's national airline carrier and global air carrier. Its international service is highly competitive. It flies to 108 destinations in 54 countries around the world. Aeroflot owns a fleet of modern, foreign and Russian-made aircraft that meet all world safety standards. The company employs over 15000 people.

Korkunov The Odintsovo Confectionery Plant, which sells chocolates under the A. Korkunov trademark, aims to enter the international financial markets. The Odintsovo factory, which opened in 1999, is one of Russia's biggest producers of premium chocolates. Korkunov products account for about 17% of the Russian market for wrapped chocolates, and more than 70% of the premium chocolate market.

It exports some of its output to the United States, where sales could reach \$10 million in the next two or three years.

Glossary

oil	- нефть
prospecting	- searching for gold, oil e t.c.

construction	- the process of building something
chastity	- благотворительность
chastitable	- благотворительный
oil well	- нефтяная скважина
acquire	- to get something
enterprise	- a business company or organization
reserve	- запас
power	- энергия
high voltage electric lines	- высоковольтная линия передач
satellite	- спутник
access to	- доступ
efficiency	- эффективность
destination	- the place where someone or something is going
aircraft	- a plane, helicopter, or other vehicle that flies
confectionary	- sweet foods such as sweets and chocolates
premium chocolates	- more expensive chocolate
output	- выпуск (например: продукции)

Read the text again, and decide which of the companies:

1. supports Russian arts.
2. is trying to provide a better service than other companies.
3. uses equipment in space.
4. can be called a multinational.
5. has ambitious plans.
6. uses modern and sophisticated technology.

Read the texts again, and find the words that are used:

- to describe what companies do.
- to describe a company's history.
- to describe a company's achievements.

UNIT 3

WOULD YOU LIKE TO START A BUSINESS?

If you want to start a business, you are to know some definite information about it.

A company can be also called a firm or a business. When it is producing goods or trading, we say it is in business. A company which is just starting up *is going into business* and a firm which stops operating *goes out of business*. If a firm becomes bigger, it expands. The expansion means that a company will produce more goods or

sell more products. A manufacturer produces goods. They are its products. When a manufacturing company expands, it means that it increases its production.

A company selling goods in large quantities (*in bulk*) is called a *wholesaler*. A person or a company buying in bulk (*wholesale*) and selling goods in small quantities is a *retailer*. Many local shops *sell* goods *retail*. Two or more companies which sell or manufacture the same product are *competitors*. They are in *competition* and they *compete* for *customers*. To be ahead of its *rivals* the company must be *competitive*.

An area where there is a *demand* for certain goods is called a market. A company selling locally sells its goods in the *local* market. If a company sells its goods at the same place where they are produced, it uses the *home or domestic market*. A firm selling *abroad* is an exporter. It sells on the *international or overseas market*. The goods it exports are exports. An importer buys goods abroad and imports them into own country.

Vocabulary

to go into business	- начинать (открывать) бизнес
to go out of business	- прекращать бизнес
goods	- товары
to sell	- продавать
bulk	- крупная партия товара
wholesale	- оптовый
wholesaler	- оптовый торговец, оптовое предприятие
retailer	- розничный торговец
to sell retail	- продавать в розницу
competitor	- конкурент
competition	- конкуренция
to compete	- конкурировать
customer	- покупатель
rival	- соперник
demand	- спрос
local	- местный
home or domestic market	- внутренний рынок
abroad	- за рубежом
international or overseas market	- международный, внешний рынок

ASSIGNMENTS

1. Translate the sentences.

1. When a company is producing goods or trading, we say it is in business.

2. Any manufacturer always thinks about expansion of his company.
3. When a company expands, it increases its production.
4. When you sell retail, you sell more expensive.
5. Selling in bulk, you sell cheaper.
6. Two or more companies which sell or manufacture the same product are competitors.
7. The companies selling on the overseas market must be competitive.
8. Imports have become very expensive lately.
9. There are a few competitive companies in the domestic market of the country.
10. An importer buys goods abroad and imports them into his own country.

2. Choose the right answer.

1. A firm which is just starting up is _____ .
 a) going into business b) is in business c) going out of business
2. A company which sells goods in large quantities is called _____ .
 a) a wholesaler b) a retailer c) a wholesale distributor
3. Two or more companies which sell or manufacture the same product are _____ .
 a) customers b) retailers c) competitors
4. A company which sells goods abroad is _____ .
 a) an importer b) an exporter c) a rival
5. An area where there is a demand for certain goods is called a _____ .
 a) business b) market c) importation

3. Complete the sentences using the text.

1. A wholesaler is a person or a company selling
2. A retailer is a person or a company selling
3. A customer is a person
4. A competitor is a person or a company
5. A home market is
6. An international market is

4. Answer the following questions.

1. Why can a company go out of business?
2. When can a firm expand?
3. What do you buy wholesale?
4. What can you buy retail?
5. What famous manufacturing companies of our country do you know?
6. Which of them sell goods on the overseas market?
7. What famous importers of our country can you think of?
8. What must a company have to be competitive?
9. What can a firm do to win its rivals?

10. What products in our domestic market can be competitive abroad?

5. Translate into English a piece of report of the Minister of Economics.

На внутреннем рынке страны в прошлом году появилось много конкурентов. Причина этого в том, что многие иностранные компании открывают свой бизнес в России сейчас. Несмотря на то, что импортные товары дорогие, из-за их качества они конкурентоспособны. Мы понимаем, что в будущем компании-производители начнут расширять производство своих товаров. Именно поэтому наши оптовые предприятия изучают спрос на внешнем рынке. Мы считаем, что наши товары смогут конкурировать со своими соперниками за рубежом и завоюют своих клиентов.

6. Give the summary of the text in 5 sentences using as many new words as possible.

THE SOLE PROPRIETOR

Read a text about sole proprietorships and find out advantages and disadvantages of having and operating a business of your own.

Many businesses are *sole proprietorships*, firms owned and operated by a single person. When a person decides to open an independent business, that person is then entirely *responsible* for its success or *failure*. Any *profits* go to the owner; any *losses* are his or her responsibility as well. If the losses prove to be greater than the investment, the individual is responsible for paying them, even if this *depletes* his *personal assets*.

One of the advantages of a sole proprietorship is that an owner can *make decisions* quickly and decisively without having to consult others. And an individual proprietor by law, *pays fewer taxes* and at a lower rate than a corporation does.

There are disadvantages of this form of business organization, however. A sole proprietorship ends with the *incapacity* or death of the owner. The assets can be *inherited* by a person who may then become an operator, but *legally* the business dies with its owner. Also, since it is dependent upon the amount of *money* the owner has *saved* or can *borrow*, usually it does not develop into a large-scale *enterprise*.

In spite of its limitations, the sole proprietorship is well *adapted* to many kinds of small businesses and suits the temperament of many persons who like to *exercise initiative* and *be their own bosses*. Some economic contributions of a small business are:

- ◆ A small business is often the starting point for developing a new product or service. One person tries out an idea. If it is successful, the business grows, or the product may be bought by a larger firm.
- ◆ The small business can give an individual a chance to gain experience, which the person may use later on a large scale.
- ◆ Small businesses are particularly well suited for *meeting* specialized local *needs*.
- ◆ *Artisans* can provide individualized products for customers who have grown *weary* of mass-produced goods.
- ◆ Small business provide a service where knowing one's customers is important.

◆ Sole proprietors are reassuring to customers who believe an individual who is *accountable* will do a good job.

Small businesses often grow into large ones, adding to the economic vitality of the nation. Small business advocates *contend* that 55 percent of American technical innovations comes from small – and medium-size businesses. Certainly, many of the creative innovators in the American computer industry, including those who built successful companies in what is now known as Silicon Valley, California, started out as outsiders working on hand-assembled machines in their garages. They have become part of American business lore. By any measurement, small business are an important part of the creativity, and the competition that provides new strength to the American economy.

Of course, it is true that small businesses often fail. But in the United States “failure” of a small business venture does not carry with it the social *stigma* or *opprobrium* for failed entrepreneur – that it does in some countries. Often, failure of a small business venture turns out to be a *valuable learning experience* for the *entrepreneur*, who may be more successful the second or the third time. Unsuccessful attempts to start a business become part of the larger process of *sorting out* the market and making it more efficient, according to small business experts.

Vocabulary

sole proprietor	- собственник, владелец, частный предприниматель
sole proprietorship	- собственность, частное предпринимательство
to own	- владеть, иметь, обладать
to operate	- работать, действовать, управлять
failure	- провал, неудача
to be responsible for	- быть ответственным за что-либо
profit	- прибыль
losses	- убытки
to deplete	- истощать, исчерпывать
personal assets	- личный капитал
to make decisions	- принимать решения
to pay taxes	- платить налоги
incapacity	- неспособность
to inherit	- наследовать
legally	- законно, легально
to save money	- копить, собирать деньги
to borrow money	- занимать деньги

enterprise	- предприятие
to adapt	- приспособливать, адаптировать
to exercise initiative	- проявлять инициативу
to be one's own boss	- быть самому себе хозяином, начальником
to meet needs	- удовлетворять потребности
artisan	- ремесленник, мастерской
weary	- уставший, потерявший терпение
accountable	- ответственный, подотчётный
to contend	- утверждать, заявлять
valuable learning experience	- ценный, обучающий опыт
entrepreneur	- предприниматель
to sort out	- сортировать, разбирать, классифицировать
stigma	- позор
opprobrium	- позор; посрамление

ASSIGNMENTS

1. Write T(for True) and F(for False) next to the sentences below.

1. A sole proprietor is entirely responsible for his success or failure.
2. Even if the losses are greater than the investment, a sole proprietor will not deplete his personal assets.
3. Sole proprietorships pay more taxes than a corporation does.
4. Legally the business dies with the sole proprietor.
5. Small businesses are particularly well suited for meeting specialized local needs.
6. Small businesses do not often grow into large ones.
7. In the United States "failure" of a small business venture does not carry with it social stigma or opprobrium for the failed entrepreneur.
8. The people who like to exercise initiative and be their own bosses choose sole proprietorships.

2. Complete the following sentences.

1. Sole proprietorships are firms
2. The advantages of sole proprietorships are
3. The disadvantages of sole proprietorships are
4. Some economic contributions of small businesses are
5. Often, failure of a small business venture turns out to be

3. Answer the following questions to the text.

1. What are sole proprietorships?
2. What are advantages of this form of business organization?
3. If you inherited a business, what would you do with it?

4. What kind of persons would be good sole proprietors? Give your own reasons.
5. What are economic contributions of small businesses?
6. Why do you think small – and medium-size businesses play such an important role in the economy of a country?
7. What do you know about development of small businesses in our country?
8. Does “failure” of a small business venture carry with it the social stigma for the failed entrepreneur in our country?

4. Next to the sentences below write a word or a phrase from the text which you can use instead of the word or words in italics.

1. If the losses are greater than the investment, the individual is responsible for paying them, even if this depletes *his own capital*.
2. He doesn't have a boss. He *works for himself*.
3. He had many losses last, year, and he asked a bigger company *to give him money*.
4. An *individual businessman* can make decisions quickly without having to consult others.
5. Sole proprietorships can provide individualized products for customers who have become *tired* of mass-produced goods.
6. *To have* your own enterprise is a very difficult and responsible business.

5. In the text find the synonyms to the following words and phrases. Use them in the sentences of your own.

- ◆ entrepreneur
- ◆ income
- ◆ misfortune
- ◆ a business of one's own
- ◆ personal capital
- ◆ according to the law

6. Translate into English a story of one sole proprietor. Say what would you do, if you were him in this situation.

Когда мне исполнился 21 год, я унаследовал частный бизнес моего отца. Отец всегда говорил мне, чтобы владеть и управлять компанией, я должен быть очень ответственным человеком. Я только что закончил экономический факультет университета и думал, что знаю и умею всё. Я понимал, что работа на малом предприятии может стать ценным опытом для меня как предпринимателя. Я был сам себе хозяином, принимал решения, радовался прибыли и сожалел об убытках.

Однажды один из моих друзей попросил меня принять его на работу. Я согласился, потому что Питер был тогда безработным. Он быстро приспособился, часто проявлял инициативу. Но однажды Питер сказал, что работать законно не всегда значит платить налоги. Не знаю почему, но я послушал его.

Два месяца назад налоговая инспекция обнаружила, что я скрывал свои доходы. Так как я владелец компании, я полностью ответственен за всё. Я заплатил штраф и исчерпал весь мой личный капитал.

Что касается Питера, то он смог скопить денег на новую квартиру и машину и покинул город.

7. Look through the text again and:

- a) Divide the text into several parts and name each of them. Give their summary in 3-5 sentences.
- b) Say what the main idea of the last part is.
- c) How do you understand the phrase “social stigma”? Is it typical for our country to use it?

UNIT 4

WORKING IN A TEAM

It is very hard to say what is more difficult to run a business of your own or to be a member of a partnership.

Read the text below and say if you would like to work in a team.

The business partnership

When a proprietor wants to expand the business, one way to do so is *to form a partnership*, a business formed for profit by two or more *co-owners*. The *rights* and *duties* of a partnership are regulated by laws of the state where it is formed and by a *legal agreement* entered into by the co-owners. Usually an agreement specifies the *amount* of money each is *investing* and the *duties* each partner *assumes*. A partnership agreement also may provide for a “silent partner” who does not *take part* in the *management*, but who invests money in the business.

The partnership has the advantage of pooling managerial talent. One partner may be qualified in production, another in marketing. The partnership, like individual *ownership*, is *exempt from* most of the reporting that the government requires of corporations. Furthermore, it has a favourable tax position when compared with the corporation. Federal taxes are paid by individual partners on their *share of earnings*; beyond that the business is not taxed.

A *major* disadvantage of the partnership is that each member is *liable for* all the *debts* of the partnership; the act of any partner is legally *binding upon* all the others. If one partner takes a large amount of money from the business and *squanders* it, the others must pay the debt. Partnerships suffer another major disadvantage: decision-making is shared. If partners have serious disagreements, the business is bound to suffer.

Nevertheless, the partnership remains a vital part of the overall business economy.

Vocabulary

partnership	- товарищество, партнерство
to form a partnership	- организовать, создать партнерство
co-owner	- совладелец
rights and duties	- права и обязанности
agreement	- соглашение, договор
amount	- количество
to assume	- принимать на себя, брать на себя
"silent partner"	- пассивный партнер
to take part in something	- принимать в чем-то участие
management	- управление, менеджмент
ownership	- собственность, владение
exempt from	- освобожденный от
share of earnings	- доля заработка
beyond	- сверх, вне, свыше
major	- главный, более важный
liable for	- ответственный за что-то
debt	- долг
to bind upon	- связывать, переплетаться с
to squander	- расточать, проматывать

ASSIGNMENTS

1. Write T (for True) and F (for False) next to the statements below.

1. The rights and duties of a partnership are regulated by a legal agreement between the co-owners.
2. A "silent partner" takes part in the management, but does not invest money in the business.
3. The partnership is liable for most of the reporting that the government requires of corporations.
4. Individual partners are taxed on their share of earnings.
5. Decision making is shared.
6. A partner is not legally binding upon all the others.
7. The partnership remains a vital part of the overall business economy.

2. Choose the right answer.

1. A partnership is _____.
 - a) a business formed for losses by two or more co-owners
 - b) a firm owned and operated by a single person
 - c) a business formed for profit by two or more co-owners
2. What specifies the amount of money each co-owner is investing?
 - a) the laws of the state
 - b) an agreement entered into by the co-owners
3. A "silent partner" is a co-owner _____.

- a) who takes part in the management, but who does not invest money
- b) qualified in production
- c) who does not take part in the management, but who invests money in the business

4. Federal taxes are paid by individual partners on their _____.

- a) share of earnings
- b) share of losses
- c) share of income

5. A major disadvantage of the partnership is that _____.

- a) each partner assumes definite rights and duties
- b) decision-making is shared
- c) each member is liable for all the debts of the partnership

3. Complete the following sentences.

1. When a proprietor wants to expand a business, one way to do it is
2. The rights and duties of a partnership are regulated by laws of the state where
3. A partnership agreement also may provide for a
4. The partnership has the advantage of... .
5. The partnership is exempt from
6. If one partner takes a large amount of money from the business and squanders it,
7. If partners have serious and constant disagreements,
8. The partnership remains

4. Answer the following questions.

1. What are advantages and disadvantages of a business partnership?
2. Compare a partnership with a sole proprietorship. What are principal similarities and differences?
3. Which form of business organization would you choose? Why?

5. Fill in the blanks using the vocabulary words.

A _____ implies that you will have a _____. You will share ____ and _____ with him. Usually an _____ specifies the _____ of money each is _____ and the duties each partner _____. Your _____ may not _____ in the _____ of the partnership, but can only invest his money in the business. One of the advantages of this form of business organization is that the partnership is _____ from reporting to the government. Federal taxes are paid by individual partners on their _____ that the business is not taxed.

6. Give the Russian equivalents to the following words and phrases.

Partnership; to form a partnership; co-owner; rights and duties; agreement; amount; to assume; silent partner; ownership; exempt from; share of earnings; beyond; liable for; debt; to squander.

7. Translate into English a story of one partnership, which was told to an advocate. Imagine, you were him. What would you advise to your client?

Однажды мой друг предложил мне создать товарищество и стать его совладельцем. Он объяснил мне, что мы будем делить права и обязанности. Один из нас будет занят производством, другой — маркетингом. Но мы оба будем принимать участие в управлении нашей компанией. Я согласился и вложил определенное количество денег в это дело. Я понимал все преимущества партнерства. Мы были освобождены от некоторых налогов и от отчетов, которые правительство требует от корпораций. Но, к сожалению, я не видел всех недостатков этой формы организации бизнеса. Принятие решений — основной из них. Мой друг взял его на себя. Но он не хотел отвечать за долги нашего товарищества.

Однажды он промотал большую часть денег компании и заявил, что, вероятно, он сделал ошибку и ему не стоило создавать партнерство. Сейчас я понимаю, что потерял свой личный капитал и приобрел долги.

8. Give the summary of the text in 10 and then in 5 sentences.

UNIT 5

MARKETING AND PROMOTION

Usually a great fortune and success in business come not only because of luck and happy circumstances in somebody's life, but due to thinking ahead, to the knowledge of people's psychology and market.

Read the text about marketing and promotion and decide how much they are important for success in business.

When a company starts to sell goods in a new market, they often do some market *research* to see if the project is *feasible*. They *research* (*investigate*) the market potential to see if they will make money by selling in the new market (i.e. to see if the product is *viable*).

One way to *assess* the market potential is to take a *stand* to a *Trade Fair* where companies can *exhibit samples* of their products and see what *response* they get from *prospective* customers. 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* (or *advertising*) and the company representative will probably hand out brochures to *advertise* (or *promote*) the product further. Often journalists (the press) write about the Trade Fair and sometimes companies hold a press conference if they want to promote a particular model or *range*. (Each different type of a car, a bike etc. is a model. All the different models made by a company make up its range. The full range of goods is normally displayed in the company's catalogue. The catalogue is a booklet or a brochure).

Another way of promoting (or *publicizing*) a new product is to place *advertisements* in magazines or newspapers. Advertisements are also called adverts or ads for short. A plan to do a lot of advertising of one product is called a *campaign*. Starting an advertising campaign on a new product is known as *launching* the product.

The aim of publicity/promotion is to interest customers, clients (or buyers) in the product. Initially customers/clients might *make inquiries* about the product. When they decide to buy, they *place an order*. At a Trade Fair companies are trying to win (obtain) as many orders as possible. However, before a client places an order he wants to know many things: how long *delivery* takes, whether the company can *supply spare parts*, what the *after sales service* is like. (All the individual parts in a model are called *components*. If one of the components breaks the customer will want a spare part. If the product is *complicated*, skilled workers might be needed to fit spare parts or to *service* or *maintain* the machinery. Any *maintenance* or *servicing* the company does after it has sold the product is called after sales service).

Vocabulary

research (study)	- исследование
to research (investigate)	- исследовать
feasible	- выполнимый, осуществимый
viable	- жизнеспособный
to assess	- оценить
stand	- стенд
Trade Fair	- торговая ярмарка
to exhibit	- выставлять
exhibition	- выставка
sample	- образец
response	- реакция, ответ
prospective	- перспективный, потенциальный
advertising (publicity)	- реклама
to advertise (to promote)	- рекламировать (содействовать продвижению товара)
range	- ассортимент
to publicize	- рекламировать
advertisement (advert, ad)	- реклама, рекламное объявление
campaign	- кампания (рекламная)
to launch	- запускать
to make inquiries	- делать запросы
order	- заказ
to place an order	- размещать заказ
delivery	- доставка
to supply	- поставлять
spare parts (spares)	- запасные части
after sales service	- послепродажное обслуживание
component	- деталь
complicated	- сложный
to service (to maintain)	- обслуживать
servicing (maintenance)	- обслуживание

ASSIGNMENTS

1. Choose the right answer.

1. Before starting to sell its product, a company often __ .
 - a) makes inquiries
 - b) places an order
 - c) does some market research

2. The Trade Fair is _____ .
 - a) market research
 - b) an exhibition of goods
 - c) after sales service

3. All different models made by a company make up its __ .
 - a) catalogue
 - b) brochure
 - c) range

4. A plan to do a lot of advertising of one product is called __ .
 - a) campaign
 - b) press
 - c) publicity

5. If one of the components of the machinery breaks, the customer will want.
 - a) an order
 - b) a spare part
 - c) a catalogue

2. Find the information containing in the text.

1. Market research is important as it can show if the product is feasible.
2. A company exporting sales abroad faces many problems.
3. There are very many forms of publicity.
4. Many businessmen hold press conferences to promote their activity.
5. Holding a press conference can be a kind of advertising campaign.
6. The full range of goods is normally displayed in the company's catalogue.
7. The individual owner or owners must also assume most of the risks connected with the enterprise.
8. A firm secures a needed commodity and is protected against price fluctuation.
9. The aim of publicity is to interest customers.
10. Maintenance is very important as it helps to win customers.
11. If one of the components breaks, the customer will want a spare part.
12. Any servicing the company does after it has sold the product is called after sales service.

3. Answer the following questions to the text.

1. Why do companies do some market research before they start to sell goods?

2. What are the ways to assess the market potential?
3. Where is the full range of goods normally displayed?
4. What do you think of advertising? Do you consider it effective nowadays?
5. What kind of advertising do you find the most effective?
6. When inquiries can a customer make before he places an order?
7. Is after sales service important? Why?
8. Do you know any famous exhibitions or Trade Fairs which are held in our country?
9. What exhibition centres have you heard of?

4. Next to the sentences below write a word or a phrase from the text which you can use instead of the word or words in italics.

1. The market research is often done to see if *it is possible to launch a product/project*.
2. A Trade Fair is a *show* where you can exhibit samples of your products.
3. The full *set* of goods is normally displayed in the company's catalogue.
4. Customers may *ask questions* about the products advertised.
5. If the product is *difficult*, skilled workers will fit spare parts.
6. It is very important for customers whether the company will *give* them spare parts.
7. When a company *services* the machinery after it has sold the product, it provides after sales service.

5. In the text find the synonyms to the following words and phrases.

- ◆ to begin to sell goods
- ◆ to investigate
- ◆ to show samples
- ◆ future customers
- ◆ to organize a press conference
- ◆ to publicize
- ◆ publicity
- ◆ buyers, clients
- ◆ service

6. Translate into English an extract of a marketing specialist's report which was given at a marketing conference. Say if you agree with his statements.

Исследования рынка очень важны, так как они показывают, является ли данный проект осуществимым и жизнеспособным. Запуск товаров на рынок необходимо начинать вместе с рекламной кампанией. Рекламная кампания должна быть продуманной, так как от нее зависит, будут ли покупатели делать запросы о рекламируемой продукции.

Итак, для широкой рекламы товаров компаниям необходимо принимать участие в торговых ярмарках, где на стендах покупатели увидят образцы товаров. Часто на таких выставках представители компаний раздают потенциальным клиентам брошюры о своей продукции. Весь ассортимент товаров компании покупатели могут увидеть в каталоге компании тоже на

выставке. После таких выставок или ярмарок целесообразно было бы дать пресс-конференцию. Журналисты напишут о рекламной кампании в газетах и журналах, а это — очень эффективная реклама для любой продукции.

Но самая лучшая реклама любого продукта — это его качество и то обслуживание, которое компания предоставляет своим клиентам. Сделайте сроки доставки вашей продукции минимальными, обеспечьте запасные части и послепродажное обслуживание, и вас ждет успех.

7. *Split into pairs and make up dialogues. Do not forget to use the active vocabulary.*

1. A sole proprietor has a meeting with a marketing specialist.

Student A. You are a sole proprietor whose production has to be promoted. But you do not have much finance for a big campaign. You ask the marketing specialist for advice how to advertise your goods both cheaper and more effectively.

Student B. You are an experienced marketing specialist. You have to give advice to a sole proprietor who needs your help in promoting his production. Do your best to help him with his problem.

2. An outsider is speaking to a young marketing specialist about advertising.

Student A. You are a common person who is absolutely sure that publicity plays on our emotions, distracts our attention from more important things and is absolutely unnecessary. You tell your interlocutor about it.

Student B. You are a beginning marketing specialist. You are very confident and can prove your point of view. Your opinion is that the world can not exist without advertising. Without it how would people choose what to buy? Try to persuade your interlocutor that you are right.

Now read a newspaper article about the Rover car company which is launching a new model and is advertising it through the newspaper.

ROVER TO BEGIN JOB DRIVE

The Rover car company yesterday *confirmed* a 1400 million investment in a new *luxury* model and the *creation* of 1,000 new jobs.

The new car, code-named R40, will be built at Cowley near Oxford, thus securing the plant's long-term future.

Production at Cowley, currently at 55,000 *vehicles* a year, could double thanks to the new model, which will *go on sale* in spring, 1999.

The manufacturing of the new model – to replace the Rover 600 and 800 cars – will also *lead* to a further 5,000 new jobs in the component supply industry.

The public will get the first glimpse of the new car when it makes its debut at the Birmingham Motor Show in October.

No decision has yet been reached on a name for the new car, to be built on a new manufacturing *facilities* at Cowley which will include a new paint plant and vehicle *assembly* hall.

Rover Group chairman Walter Hasselkus said the car: “represents the modern face of Rover and the excellence of British design”.

(From “Press and Journal”, May 21, 1998)

Vocabulary

to confirm	- подтверждать
luxury	- роскошь
creation	- создание
vehicle	- транспортное средство
to go on sale	- поступить в продажу
to lead to	- приводить к
facilities	- оборудование, приспособление, аппаратура
assembly	- сборка, собирать

ASSIGNMENTS

1. Write T(for True) and F(for False) next to the statements below.

1. The Rover car company invested 1400 million to manufacture a new car model.
2. This will cause unemployment of 1000 people.
3. Production at Cowley could decrease twice.
4. The new model will go on sale in spring, 1999.
5. It will be produced together with Rover 600 and 800 cars.
6. The new model will make its debut at the Birmingham Motor Show.
7. The name of the new model will be "Cowley".
8. According to the words of Rover Croup Chairman, the new model "represents the modern face of Rover and the excellence of British design".

2. Read the article once more and write questions for these answers. The first has been done for you.

- a) J400 million How much money did the Rover car company invest in a new luxury model?
- | | | |
|---------|----------|------------|
| b) 1000 | c) R40 | d) 55,000 |
| e) 1999 | f) 5,000 | g) 600,800 |

3. Say

1. how you understand the title of the article.
2. what the main idea of the article is.

4. Give the summery of the article in 5 sentences.

5. Imagine you are a newspaper journalist. You have recently visited a Trade Fair where a company launched its product and began an advertising campaign. Write your article about it. Use the words of the whole unit.

6. Read two newspaper ads and fulfill the assignments after them.

"If you're thinking about buying windows or conservatories...
You can't afford to miss this!"

WE DON'T PHONE YOU

WE DON'T HAVE TO

MRS DAGARNO QUEENS DEN, ABERDEEN “These windows were the only company to give me exactly what I wanted”.

MR & MRS NEWTON ABERDEEN “Excellent service and quality of workmanship”.

MR & MRS MCCALLISTER BANFF “The joiners were excellent, they did the terrific job”.

MR & MRS SELBIE MOSSIDE DV, ABERDEEN “Absolutely *thrilled*, with every aspect”.

MR & MRS THOMPSON NEWBURGH “*Installation* carried out efficiently first time, on time and to the standard required”.

MR & MRS MCCAY FRASERBURGH “Thanks for the job well done”.

MRS EDGAR ABERDEEN “Workmanship brilliant, everybody has said how lovely they are”.

MRS BRUCE ELLON “Quality of windows is excellent, very pleased with job”.

MRS SUTHLAND INVERURIE “Pleasant and efficient service from beginning to end”.

‘Excellent’ ‘Brilliant’ ‘Professional’ ‘Thrilled’

‘Craftsmen’ ‘Superb’ ‘Quality’

Our Customers Spread ‘The Word’

1224 706555

Windows & conservatories limited

Unit 15 Murcar Commercial Park Bridge Don

INFORMATION TO HELP YOUR BUSINESS GROW

It’s good to know that you have at your disposal a Scotland-wide network of Business Shops designed specifically to help your business. Having already established itself as an invaluable *contributor*, now handing over 70,000 inquiries established a year, there are 37 outlets and 100 Business Information Officers around Scotland ready to find answers to your questions.

Whatever your questions are – accessing new market, sourcing new supplies, developing your employment strategy or achieving financial support – there’s local help *at hand*. With active links to Scotland’s public and private business support network there is no simpler or smarter way to source the *assistance* you require. And remember that to access this priceless resource you only have to dial a single number that will automatically *route* you to your local Business Shop. So call number as soon as you can and get some help to grow your business.

Vocabulary

to afford	- позволять
thrilled	- взволнованный
installation	- установка

3. What do you have to do to get its help?

Marks and Spencer

Read the text and choose the best title.

- A A Little knowledge is a Dangerous Thing
- B Like Father, Like Son
- C From Rags to Riches
- D Money Makes the World Go Round

1. Marks and Spencer is a well-known chain of shops with a world wide reputation for quality and style. But behind the universally recognized façade lies a less popular story of one person who founded the whole empire, Michael Marks. It is only because of his personal qualities, such as commitment, the ability to work hard, as well as to learn and develop, that his idea of a shop for all people could come true.

2. Michael Marks was a Polish Jew born in the part of Poland under Russian rule; he immigrated to England in the 1880s and went to live in Leeds. At that time he couldn't speak English and had no job or specialized knowledge in any area. In the beginning he earned his money as a door-to-door salesman: he traded in buttons, ribbons and different kinds of thread, all of which he carried on his back. As he still didn't know much about the English language and economy, he also carried a specially, prepared tablet with the words, "Don't ask the price, it's a penny". Michael's tablet came into existence due to his lack of knowledge, but it soon proved to be the most brilliant idea for an advertising slogan.

3. People appreciated the speed and ease of buying things from Michael. Two years after he had started his business. Michael earned enough money to open a stall in Leeds. More success came when he developed another strategy: he sold things of a better quality than those offered by his market competitors. That helped to build his customers' trust, and soon Michael was able to open more stalls in the Leeds area, and eventually his first store in Manchester.

4. By the time the store opened, however, Michael Marks had found a business partner, Tom Spencer, who joined him in 1894. The two shared responsibility for the ever growing chain of shops. Marks was traveling in search of goods and visiting the stores while Spencer was running the administrative side of the business. In 1903 they officially founded the company of Marks and Spencer Limited. The capital was £30,000 including forty stores all over England.

5. Soon after the company was registered, Tom Spencer decided to retire. Michael Marks was on his own again, working hard on both managing and expanding his company. That proved to be too much for his health, and in 1907 Michael died of a heart attack. For the next sixteen years his son Simon had to fight for the presidency of the company. When the battle was eventually won, he became Marks and Spencer's chairman for fifty years. The life achievement of Michael Marks was turned into a British institution by his son.

Read the text again. Which statements (A-G) are the main ideas of the paragraphs (1-5).

- A Development of trading tactics supports growth in the number of shopping outlets.
- B A new selling technique is mastered after the launch of the first shopping centre.
- C Lack of know-how and skills result in a brilliant trading idea.
- D The surface of the thriving business hides the tragic mysteries of one person's past.
- E Duties are shared through collaboration and a business venture is started.
- F The abilities of one individual decide the success of the retailing venture.
- G The founder's death and other problems don't lead to the venture's collapse.

Захарова Ирина Эрнстовна

Медведенко Галина Ивановна

АНГЛИЙСКИЙ ЯЗЫК

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