

ПРИДНЕСТРОВСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ  
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# **English for Business Purposes**

(Part IV)

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Учебное пособие содержит описание модулей, которые включают грамматический материал, текстовый материал, комплексную систему практических заданий и упражнений для отработки навыков устной и письменной речи, а также рекомендации по их выполнению.

Учебное пособие рассчитано для работы в IV семестре для студентов направления *Менеджмент*, профиля *Менеджмент организации*, а также для самостоятельного обучения.

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## CONTENTS

ПРЕДИСЛОВИЕ.....	4
Module 1. Contracts and Their Performance.....	5
Module 2. Types of Businesses.....	18
Module 3. Planning a New Business.....	31
Module 4. Marketing.....	41
Module 5. Running and Advertising Campaign.....	52
Module 6. Distribution and Sales.....	64
Список литературы.....	74

## ПРЕДИСЛОВИЕ

Настоящее учебное пособие «Английский для бизнес-целей (Часть IV)» является продолжением лабораторного практикума «Английский для бизнес-целей (Часть I)», практикума «Английский для бизнес-целей (Часть II)» и учебного пособия «Английский для бизнес-целей (Часть III)», цель которого – обучение навыкам устной и письменной речи на английском языке в сфере делового (коммерческого) общения и основам экономических знаний.

В учебном пособии рассматриваются лексические и грамматические явления, встречающиеся в деловой разговорной речи, а также в экономических текстах и документах. Грамматические положения, а также упражнения построены на наиболее употребительной экономической лексике, что позволит студентам легче освоить данный материал. Кроме того, учебное пособие нацелено на развитие навыков ведения дискуссии и профессионально-ориентированной устной речи.

Пособие состоит из 6 модулей, которые имеют одинаковую структуру, содержат материалы и систему упражнений, построенных по единому принципу. В начале модуля представлен разработанный автором грамматический материал, оснащенный примерами как экономической, так и бытовой направленности, затем представлены наиболее употребительные фразы, диалог, вводный текст по заданной теме и коммуникативные задания к нему. Основная задача – ввести наиболее частотную тематическую лексику по теме, отработать и закрепить ее при помощи коммуникативных заданий. Для достижения наибольшей концентрации тематической лексики оригинальные тексты подвергались сокращению.

Автор разработал лексические упражнения, которые представлены в двух категориях – упражнения, нацеленные на достижение максимального количества повторных обращений к тексту, что способствует его усвоению; и упражнения, основной задачей которых является дальнейшее расширение навыков говорения по теме. В качестве завершающего коммуникативного упражнения по теме предлагается дискуссия. Последним этапом модуля является написание эссе.

Настоящее учебное пособие составлено и отредактировано в соответствии с нормами современного делового английского языка.

## MODULE 1

### Contracts and Their Performance

#### Grammar Box

**Сложное дополнение (Complex Object)** – это конструкция, состоящая из местоимения в объектном падеже или существительного, обозначающего лицо или предмет, и инфинитива глагола, который выражает действие, производимое этим лицом.

I want **him to help** me. – Я хочу, *чтобы он помог* мне.

They expect **the steamer to leave** tonight. – Они ожидают, *что пароход отойдет* сегодня вечером.

1) **Complex Object** употребляется после глаголов, выражающих желание – **to want** *хотеть*, **to wish**, **to desire** *желать*, **should (would) like** *хотел бы*, а также после глаголов **to like** *любить*, *нравиться*, **to hate** *ненавидеть*:

He wishes **the work to be done** at once. – Он желает, *чтобы работа была сделана* немедленно.

I like **people to tell** the truth. – Я люблю, *когда люди говорят правду*.

Если действие, выраженное инфинитивом, относится к подлежащему предложения, то местоимение перед инфинитивом **не употребляется**:

I should like **to be invited** to the concert. – Я хотел бы, *чтобы меня пригласили* на концерт.

2) **Complex Object** употребляется после глаголов, выражающих восприятие посредством органов чувств, – **to see** *видеть*, **to watch**, **to observe** *наблюдать*, **to notice** *замечать*, **to hear** *слышать*, **to feel** *чувствовать*. После глаголов этой группы глаголов частица **to** перед инфинитивом опускается:

I saw **him enter** the room. – Я видел, *как он вошел* в комнату.

He heard **her play** the piano. – Он слышал, *как она играет* на рояле.

Но если восприятие действия происходит в момент его совершения, то употребляется **Participle I**. Между оборотами с причастием и инфинитивом имеется смысловая разница. Причастие выражает длительный характер действия, т.е. действие **в процессе его совершения**, а инфинитив выражает в большинстве случаев

**законченное действие.** Поэтому оборот с причастием переводится на русский язык придаточным предложением с глаголом несовершенного вида, а оборот с инфинитивом – придаточным предложением с глаголом совершенного вида:

I saw **him crossing** the road. – *Я видел, как он переходит дорогу.*

I saw **him cross** the road. – *Я видел, как он перешел дорогу.*

**3) Complex Object** употребляется после глаголов, выражающих предположение, – **to expect** *ожидать*, **to think** *думать*, **to believe** *полагать, считать*, **to suppose** *полагать*, **to consider** *считать*, **to find** *находить, признавать*, – а также после глаголов **to know** *знать*, **to declare** *заявлять* и некоторых других.

После глаголов этой группы чаще всего употребляется **Complex Object**, в котором инфинитив выражен глаголом **to be**. Исключением является глагол **to expect** *ожидать*, после которого употребляется **Complex Object** любого глагола, как в действительном, так и страдательном залоге.

I believe **them to be honest people**. – *Я думаю, что они честные люди.*

I know **them to be right**. – *Я знаю, что они правы.*

I suppose **him to be about fifty**. – *Я полагаю, что ему около пятидесяти лет.*

I expect **them to arrive** soon. – *Я ожидаю, что они скоро придут.*

**4) Complex Object** употребляется после глаголов, выражающих приказание, просьбу, разрешение: **to order**, **to command** *приказывать*, **to ask** *просить*, **to allow** *разрешать, позволять*. После глаголов этой группы употребляется **Complex Object** в страдательном залоге. После глагола **to ask** всегда следует предлог **for**:

The customers officer allowed **the goods to be discharged**. – *Таможенник разрешил, чтобы товар был разгружен (разгрузить товар).*

He asked for **the cases to be loaded** at once. – *Он просил, чтобы ящики были погружены немедленно (погрузить ящики немедленно).*

**5) Complex Object** употребляется после ряда глаголов, требующих после себя дополнения с предлогом: **to rely (on)** *полагаться (на)*, **to count (on)** *рассчитывать (на)*, **to wait (for)**

*ждать (чего-либо), и некоторых других.*

I count **on him to help** me. – Я *рассчитываю на то, что он мне поможет.*

We waited **for them to begin** the conversation. – Мы *ждали, чтобы они начали разговор.*

### Ex. 1. Read the text and formulate the definition of a contract?

#### WHAT IS A CONTRACT?

Contracts are the foundation on which business is conducted. A contract exists when two or more parties agree to exchange either property (including money) or promises of future performance. Contract is an agreement that creates a binding obligation. In general, contracts may be either oral or written. Certain classes of contracts must be written and signed. These are contracts involving the sale and transfer of real estate, and contracts to guarantee or answer for the miscarriage, debt, or default of another person. Contracts can be part of an invoice or a purchase order, or they can be drafted as separate documents. Properly drafted contracts can help avoid unnecessary and costly disputes. A contract usually forms the basis of a transaction between the Buyers and the Sellers.

Some of the items are necessary in any contract. As a rule a contract contains a number of clauses, such as:

1. Subject of the Contract.
2. Price, total value, and currency of the contract.
3. Terms of Payment.
4. Delivery.
5. Inspection and Test.
6. Guarantee.
7. Arbitration.
8. Insurance and other conditions.

**Subject of the Contract** names the product for sale or purchase. It also indicates the unit of measure generally employed in foreign trade for specific commodities.

**Price, total value, and currency of the contract.** The price stated in a contract may be firm, fixed or sliding.

*Firm price* is not subject to change in the course of the fulfillment of the contract.

*Fixed price* is the price governing in the market on the day of delivery or for a given period.

*Sliding prices* are quoted for machinery and equipment, which require a long period of delivery.

**Quality. Warranty.** The quality of machines and equipment is to be in conformity with the technical specification of the contract. The quality of raw materials and foodstuffs is determined, as a rule, by standards, by sample or by description.

**Arbitration.** In case of a breach of contract the injured party may go to court to sue for money damages, or for the contract to be rescinded, for injunction, or for specific performance if money damages would not compensate for the breach. Specific performance of a contract is the right by one contracting party to have the other contracting party perform the contract according to the precise terms agreed therein.

## VOCABULARY

<b>to conduct</b>	вести
<b>binding obligation</b>	связывающее обязательство
<b>miscarriage</b>	ошибка, промах, просчет
<b>debt</b>	долг
<b>default</b>	неуплата, упущение, недостаток
<b>to draft</b>	составлять
<b>to avoid</b>	избегать
<b>clause</b>	пункт
<b>subject</b>	предмет
<b>total value</b>	полная стоимость
<b>currency</b>	валюта
<b>delivery</b>	доставка
<b>arbitration</b>	арбитраж
<b>insurance</b>	страхование
<b>condition</b>	условие
<b>to indicate</b>	указывать
<b>commodity</b>	товар
<b>firm price</b>	твердая цена
<b>to be subject</b>	подверженный чему-то
<b>fulfillment</b>	выполнение
<b>fixed price</b>	фиксированная цена
<b>sliding price</b>	скользящая цена
<b>to require</b>	требовать
<b>warranty</b>	гарантия
<b>in conformity with</b>	в соответствии с



<b>foodstuffs</b>	продукты питания
<b>breach</b>	нарушение
<b>to sue for</b>	подавать в суд
<b>to rescind</b>	аннулировать, расторгать
<b>injunction</b>	судебный запрет
<b>therein</b>	в этом, в том, в этом отношении

**Ex. 2. Pick out English equivalents to the following words and phrases.**

1) основа; 2) согласиться обменять; 3) в общем; 4) обмен недвижимого имущества; 5) ответственность за ошибку; 6) заказ на покупку; 7) отдельные документы; 8) сроки оплаты; 9) осмотр и тестирование; 10) единица измерения; 11) особый товар; 12) не подвергаться изменениям; 13) в ходе выполнения контракта; 14) в соответствии с техническими спецификациями; 15) сырье; 16) в случае нарушения; 17) пострадавшая сторона; 18) в соответствии с точными сроками. оговоренными в контракте.

**Ex. 3. Fill in the blanks.**

1. ... are the foundation on which ... is conducted. 2. A contract exists when ... parties agree ... either property or promises of future performance. 3. Contract is an ... that creates a ... . 4. Contracts can be ... or ..., or they can be drafted as .... 5. ... can help avoid unnecessary and costly disputes. 6. A contract usually forms ... between the ... and the ... . 7. ... names the product for sale or purchase. 8. It also indicates ... generally employed in foreign trade for specific commodities. 9. ... is not subject to change in the course of the fulfillment of the contract. 10. ... is the price governing in the market on the day of delivery or for a given period. 11. ... are quoted for machinery and equipment, which require a long period of delivery. 12. The quality of machines and equipment is ... of the contract. 13. The quality of raw materials and foodstuffs is determined, as a rule, ... , ... or .... 14. ... the injured party may go to court ..., or for the contract to be rescinded.

**Ex. 4. Supply with prepositions.**

1. Contracts are the foundation ... which business is conducted. 2. A contract usually forms the basis ... a transaction ... the Buyers and the Sellers. 3. Some ... the items are necessary ... any contract. 4. Subject ... the Contract names the product ... sale or purchase. 5. It also indicates the unit ... measure generally employed ... foreign trade ... specific commodities. 6. Firm price is not subject to change ... the course ... the

fulfillment ... the contract. 7. Fixed price is the price governing ... the market ... the day ... delivery or ... a given period. 8. Sliding prices are quoted ... machinery and equipment, which require a long period ... delivery. 9. The quality ... machines and equipment is to be ... conformity ... the technical specification ... the contract. 10. The quality ... raw materials and foodstuffs is determined, as a rule, ... standards, ... sample or ... description. 11. ... case ... a breach ... contract the injured party may go ... court to sue ... money damages, or ... the contract to be rescinded, ... injunction, or ... specific performance if money damages would not compensate ... the breach.

**Ex. 5. Put all the possible questions to the following sentences.**

1. Contracts are the foundation on which business is conducted. 2. A contract exists when two or more parties agree to exchange either property (including money) or promises of future performance. 3. Contract is an agreement that creates a binding obligation. 4. Contracts can be part of an invoice or a purchase order, or they can be drafted as separate documents. 5. Properly drafted contracts can help avoid unnecessary and costly disputes. 5. A contract usually forms the basis of a transaction between the Buyers and the Sellers. 6. Subject of the Contract names the product for sale or purchase. 7. It also indicates the unit of measure generally employed in foreign trade for specific commodities. 8. Firm price is not subject to change in the course of the fulfillment of the contract. 9. Fixed price is the price governing in the market on the day of delivery or for a given period. 10. Sliding prices are quoted for machinery and equipment, which require a long period of delivery. 11. The quality of machines and equipment is to be in conformity with the technical specification of the contract. 12. The quality of raw materials and foodstuffs is determined, as a rule, by standards, by sample or by description. 13. In case of a breach of contract the injured party may go to court to sue for money damages, or for the contract to be rescinded. 14. Specific performance of a contract is the right by one contracting party to have the other contracting party perform the contract according to the precise terms agreed therein.

**Ex. 6. Translate from Russian into english and vice versa.**

1. Contracts are (основа, благодаря которой) business is conducted. 2. (Некоторые виды контрактов) must be written and signed. 3. (Правильно составленные контракты) can help avoid unnecessary and (затратных диспутов). 4. A contract usually forms (основа для сделки) between the Buyers and the Sellers. 5. Subject of the Contract indicates the unit of measure generally employed (импорт

определенных товаров). 6. Firm price is not subject to change (в ходе выполнения контракта). 7. Fixed price is the price (главная на рынке) on the day of delivery or (на определенный период). 8. Sliding prices are (назначаются на машины и оборудование), which require a long period of delivery. 9. (Качество машин и оборудования) is to be in conformity with the technical specification of the contract. 10. (Качество сырья и продуктов питания) is determined, as a rule, (согласно стандартам), (по образцу) or (по описанию). 11. In case of a breach of contract (пострадавшая сторона может подать в суд) money damages, or for the contract to be rescinded, for injunction, or for specific performance if (не компенсируется денежный ущерб за нарушение). 12. Specific performance of a contract is (право одной из сторон) to have the other contracting party perform the contract (в соответствии с точными сроками, оговоренными в контракте).

**Ex. 7. Approve or disapprove of the statement.**

1. Contracts are the foundation on which business is conducted.
2. A contract exists when three parties agree to exchange either property (including money) or promises of future performance.
3. Contract is an agreement that creates a condition.
4. In general, contracts may be only written.
5. Certain classes of contracts must be written and signed.
6. These are contracts involving the sale and transfer of real estate, and contracts to guarantee or answer for the miscarriage, debt, or default of another person.
7. Contracts can be part of an invoice or a purchase order, or they can be drafted as separate documents.
8. Improperly drafted contracts cannot help avoid unnecessary and costly disputes.
9. A contract usually forms the basis of a transaction between the Buyers and the Sellers.
10. Subject of the Contract names the total value.
11. Firm price is subject to change in the course of the fulfillment of the contract.
12. Fixed price is the price governing in the market on the day of delivery or for a given period.
13. Sliding prices are quoted for machinery and equipment, which require a short period of delivery.
14. The quality of machines and equipment is to be in conformity with the technical specification of the contract.
15. In case of a breach of contract the injured party may not go to court to sue for money damages, or for the contract to be

rescinded, for injunction, or for specific performance if money damages would not compensate for the breach.

**Ex. 8. Answer the following questions.**

1. What are the contracts?
2. When does a contract exist?
3. What kinds of contracts do you know?
4. Which contracts can help avoid unnecessary and costly disputes?
5. Who does a contract usually form the basis of a transaction between?
6. What does a contract contain?
7. What is the subject of the contract?
8. What types of prices have you learned?
9. How is the quality of raw materials and foodstuffs determined?
10. When may the injured party go to court?

**Ex. 9. Make up the plan of the text and retell it with the help of your plan.**

**Ex. 10. Analyze the sample of the contract.**

**A sample of a contract**

CONTRACT №\_\_

Moscow 200 \_ .

\_\_\_\_\_ hereinafter referred to as the “Sellers”, on the one part, and  
\_\_\_\_\_ hereinafter referred to as the “Buyers” on the other part,  
have concluded the present Contract for the following:

**1. Subject of the Contract**

1.1. The Sellers have sold and the Buyers have bought on conditions f.o.b. \_\_\_\_\_ the following equipment: in full conformity with the technical characteristics and in complete scope of supply.

1.2. The Sellers have sold and the Buyers have bought the equipment hereinafter referred to as the “goods” on terms FOB-stowed port...

1.3. The Sellers will deliver to the Buyers f.o.b. port... or free on rail \_\_\_\_\_ or will send by post to the address \_\_\_\_\_

## **2. Prices and Total Value**

2.1. The total value of the equipment, spare parts, tools, technical documentation and services in the volume of the present Contract amounts to \_\_\_\_\_

2.2. ....

## **3. Terms of Payment**

3.1. Payments at the rate of \_\_\_\_\_ per cent of the value of the delivered equipment are to be effected in \_\_\_\_\_ within 30 days of the date of receipt by the Buyers of the following documents for collection:

3.2. Seller's specified invoice – one original and 2copies (where Contract number is to be indicated).

Complete set of “clean-on-board” Bills of Lading issued destination port in the name of \_\_\_\_\_, a duplicate of the international railway bill issued destination railway station \_\_\_\_\_ in the name of the chief of this station for further transportation by means of railways through the railway stations to the railway atation \_\_\_\_\_ for \_\_\_\_\_

## **4. Delivery Dates**

4.1. The equipment specified in Clause I of the present Contract is to be delivered complete as follows:

4.2. By the time stipulated the equipment is to be manufactured in accordance with the Contract conditions, tested, packed, marked and delivered f.o.b. \_\_\_\_\_

4.3. The delivery date is understood to be the date of the “clean-on-board” Bill of Lading issued in the name of the Buyers, destination \_\_\_\_\_ Port.

4.4. If the goods are not ready for shipment by the date of arrival of the vessel the Sellers are to cover the losses the Buyers may sustain in connection with demurrage and/or underloading of the ship (dead freight).

## **5. Packing and Marking**

5.1. The packing is to secure the full safety of the goods from any kind of damage and corrosion during its transportation.

The goods are to be packed so as not to allow for their free movement inside the package when it changes its position.

5.2. The Sellers shall be responsible to the Buyers for any damage to the goods owing to the improper packing.

5.3. The marking shall be clearly made with indelible paint both in stating as follows:

Contract №

Trans №

Case №

Net weight

Gross weight

5.4. The packages for which special handling is required shall have additional marking: "Handle with care", "Top", "Do not turn over".

## **6. Guarantee**

The Sellers guarantee:

6.1. High quality of the materials used in the manufacture of the equipment and high quality of the manufacture and assembly.

6.2. The period of guarantee of the normal and trouble-free operation of the equipment is to be 12 months from the date of putting it into operation but not later than 18 months from the date of shipment of the complete equipment.

The above period will be accordingly extended if start-up of the equipment is deferred or the operation of the equipment is stopped.

## **7. Force Majeure**

7.1. The Parties are released from responsibility for partial or complete non-fulfillment of their liabilities under the present Contract, if this non-fulfillment was caused by the circumstances of Force Majeure, namely fire, flood, earthquake, provided the circumstances have directly affected the execution of the present Contract.

## **8. Sanctions**

8.1. In the event of the Sellers' delay in the supply against the dates stipulated in the Contract the Sellers are to pay to the Buyers penalty at the rate of 0,5% of the value of goods not delivered in due time for every week of the delay within the first four weeks and 1% for every subsequent week but not more than 10% of the value of the equipment not delivered in due time.

8.2. ...

## **9. Arbitration**

9.1. All disputes and differences which may arise out of or in connection with the present Contract will be settled as far as possible by means of negotiations between the Parties.

If the Parties do not come to an agreement, the matter, without recourse to Courts of Law, is to be submitted for settlement, to Arbitration.

9.2. The arbitration award shall state the reasons for its decisions and contain information about the arbitration membership, time and place of the award passed, mention of the Parties' rights to state an opinion, as well as the allocation of the costs and expenses of the Arbitration between the Parties.

## **10. Insurance**

10.1. The Buyers are to take care of and to cover expenses for insurance of the goods with Insurance Company from the moment of their dispatch from the Sellers' works up to the moment of arrival of the same at the Buyers' works.

10.2. The expenses for insurance from the Sellers' works up to the moment of loading at the rate of...% of the insurance amount are to be charged to the Sellers' account and deducted from the Sellers' invoices at the time payments are effected.

## **11. Legal Addresses of the Parties**

Sellers \_\_\_\_\_

buyers \_\_\_\_\_

The present Contract is drawn up in the English and Russian languages in 2 copies, one copy for each Party, both texts being equally valid.

The Contract enters into force on the date of its signing.

Sellers: Buyers:

## **Ex. 11. Complete the sentences using the Complex Object.**

**E.g.** "Bring me a book," said my brother to me. – My brother **wanted me to bring** him a book.

1. The teacher said to the pupils: "Learn the rule." – The teacher wanted ... 2. "Be careful, or else" you will spill the milk," said my mother to me. – My mother did not want ... 3. "My daughter will go to a ballet school," said the woman. – The woman wanted ... 4. The man said: "My son will study mathematics." – The man wanted ... 5. "Oh, father, buy me this toy, please," said the little boy. – The little boy wanted ... 6. "Wait for me after school," said Ann to me. – Ann wanted ... 7. "Fix the shelf in the kitchen," my father said to me. – My father wanted ... 8. "It

will be very good if you study English,” said my mother to me. – My mother wanted ... 9. “Bring me some water from the river, children,” said our grandmother. – Our grandmother wanted ... 10. “Come to my birthday party,” said Kate to her classmates. – Kate wanted ... 11. The biology teacher said to us: “Collect some insects in summer.” – The biology teacher wanted ... 12. “Don’t eat ice cream before dinner,” said our mother to us. Our mother did not want ...

### Ex. 12. Translate into English.

1. Я хочу, чтобы все дети смеялись. 2. Я хочу, чтобы все это прочитали. 3. Мне хотелось бы, чтобы доктор посмотрел его. 4. Дети хотели, чтобы я рассказал им сказку. 5. Я не хочу, чтобы она знала об этом. 6. Он хотел, чтобы его друг пошел с ним. 7. Мой брат хочет, чтобы я изучала испанский язык. 8. Я бы хотел, чтобы мои ученики хорошо знали английский язык. 9. Я не хочу, чтобы ты получил плохую оценку. 10. Мне бы не хотелось, чтобы они опоздали. 11. Я не хотела, чтобы вы меня ждали. 12. Она бы хотела, чтобы ее брат получил первый приз. 13. Я хочу, чтобы вы прочли эту книгу. 14. Мне бы хотелось, чтобы вы приехали к нам. 15. Она хотела, чтобы ее сын хорошо окончил школу. 16. Им бы хотелось, чтобы мы проиграли игру. 17. Она не хотела, чтобы я уехал в Москву. 18. Я бы не хотел, чтобы вы потеряли мою книгу. 19. Папа хочет, чтобы я была пианисткой. 20. Мы хотим, чтобы этот артист приехал к нам в школу. 21. Вам бы хотелось, чтобы я рассказал вам эту историю? 22. Хотите, я дам вам мой словарь?

### Ex. 13. Use the Complex Object in the following sentences.

**E.g.** I expect **that she will send** me a letter. – I expect **her to send** me a letter.

I know **that he is** a great scientist. – I know **him to be** a great scientist.

1. I know that my friend is a just man. 2. I expect that he will understand your problem and help you to solve it. 3. I expected that she would behave quite differently. 4. I did not expect that my brother would forget to send her flowers. 5. He knows that my mother is a very kind woman. 6. She expected that her brother would bring her the book. 7. I know that your uncle is an excellent mathematician. 8. People expect that the 21st century will bring peace on the Earth.



**Ex. 14. Paraphrase the following sentences using the Complex Object.**

**E.g.** He dropped his bag. I saw it.

I saw **him** drop his bag.

1. The boy noticed a bird. It flew on to the bush near the window.
2. Jane saw her neighbour. He opened the door of his flat and went in.
3. I saw him. He pointed to a picture on the wall.
4. I heard him. He shut the door of the study.
5. We saw that the children climbed to the tops of the trees.
6. I noticed that Henry went up and spoke to the stranger.
7. He slipped and fell. I saw it.
8. I heard that she suddenly cried out loudly.
9. She bent and picked up something from the floor. The policeman saw it.
10. I saw that he opened the door and left the room.
11. She dropped the cup on the floor and broke it. I saw it.
12. They turned the corner and disappeared. We watched them.
13. The doctor touched the boy's leg. The boy felt it.
14. Pete bought some flowers. His friends saw it.
15. The wounded hunter felt that the bear touched him, but he did not move.
16. Shall we hear it if the telephone rings?
17. Tamara saw that the waves carried the boat away.
18. The ship sailed away from the shore. They saw it.
19. Have you heard how he sings the part of Hermann in Tchaikovsky's "Queen of Spades"?

## MODULE 2

### Types of Businesses

#### Grammar Box

#### Модальные глаголы и их эквиваленты (Modal Verbs and Their Equivalents)

Глагол **can** употребляется для выражения **возможности** или **способности** совершить действие и переводится на русский язык посредством *могу, умею*:

I **can** do it now. – Я *могу* сделать это теперь.

I **can** speak English. – Я *умею* говорить по-английски.

Глагол **can** в прошедшем времени имеет форму **could**.

**Эквивалентом** глагола **can** является сочетание **to be able to** (*быть в состоянии*).

I **can** do it now. = I **am able** to do it.

Глагол **may** употребляется для выражения **разрешения** и переводится на русский язык посредством *могу*:

You **may** take my dictionary. – Вы *можете (вам разрешается)* взять мой словарь.

**May** I come in? – *Можно* войти?

Для выражения разрешения **may** употребляется только в настоящем времени. В прошедшем времени для выражения разрешения употребляется НЕ глагол **might**, а глагол **to allow** (*разрешать*) в страдательном залоге. Таким образом **эквивалентом** глагола **may** является конструкция **to be allowed to**:

He **was allowed** to go there. – Ему *разрешили* пойти туда.

**To be allowed** употребляется также и вместо других форм глагола **may**.

Глагол **must** употребляется для выражения **необходимости совершения действия в силу определенных обстоятельств**, а также для выражения **приказания** или **совета**. На русский язык **must** переводится *должен, нужно, надо*. **Must** может относиться к настоящему и к будущему времени:

I **must** do it now (*необходимость в силу обстоятельств*). – Я *должен (мне нужно, надо)* сделать это сейчас.

You **must** post the letter at once (*приказание*). – Вы *должны*

**(вам нужно, надо)** отправить письмо немедленно.

You **must** consult a doctor (*совет*). – Вы **должны (вам нужно, надо)** посоветоваться с врачом.

**Эквивалентами** глагола **must** являются конструкции **to have to** (*вынужденная необходимость*) и **to be to** (*необходимость по договоренности, плану или приказу*):

I **have to** go there. – Я **должен (вынужден)** туда идти.

I **am to** go there. – Я **должен/предстоит** (*договорились, или такое расписание*) туда идти.

**Ex. 1. Read the text and say what types of businesses you have learnt.**

### **TYPES OF BUSINESSES**

The most common forms of private business organizations are sole proprietorships, partnerships, corporations and Limited Liability Companies.

A business owned and controlled by one person is a sole proprietorship. Because the financial resources available to one person often are limited, sole proprietorships tend to be enterprises that require small amounts of capital to start and operate. Many doctors, dentists, lawyers, bakers, and beauticians organize as sole proprietors to provide professional services. Other services offered by sole proprietors include plumbing, carpentry, dry cleaning and lawn care. Many construction companies, small grocery stores, florists, other small retail stores, farms, real estate firms and insurance firms are also organized as sole proprietorships.

Main features of a Sole Proprietorship:

- (+) **easy to organize;**
- (+) **owner has complete control;**
- (+) **owner receives all income;**
- (–) **owner has unlimited liability;**
- (–) **benefits are not business deductions.**

A **partnership** is a business that is owned and controlled by two or more people. As in the case of sole proprietorships, partnerships are concentrated in businesses that require relatively small amounts of money to start and operate. Small retail stores, farms and construction companies are often organized as partnerships. A partnership begins when two or more people agree to operate a business together. Partnerships can be general or limited. In order to avoid later conflicts, the partners usually formulate a written agreement called partnership

contract. A partnership contract outlines the distribution of profits and losses.

Main features of a Partnership:

- (+) **easy to organize, but needs agreement;**
- (+) **partners receive all income;**
- (-) **partners have unlimited liability;**
- (-) **partners may disagree;**
- (-) **life of business may delimited.**

A corporation is a business organization that is treated by law as if it were an individual person. A corporation can do everything that a sole proprietorship or a partnership can do. It can, for example, buy property and resources, hire workers, make contracts, pay taxes, sue others and be sued and produce and sell products. A corporation, however, is owned by stockholders. Stockholders are individuals who invest in a corporation by buying shares of stock. Stocks are the certificates of ownership in the corporation.

Main features of a Corporation:

- (+) **shareholders have limited liability;**
- (+) **can raise funds through sale of stock;**
- (+) **life of business is unlimited (continuity of life);**
- (-) **to incorporate a firm takes time and money;**
- (-) **may result in higher overall taxes.**

The **Limited Liability Company (LLC)** is a relatively new type of hybrid business structure. It is designed to provide the limited liability features of a corporation and the tax efficiency and operational flexibility of a partnership.

The owners are members, and the duration of the LLC is usually determined when the organization papers are filed. LLC must not have more than two of the four characteristics that define corporations:

1. Limited liability to the extent of assets.
2. Continuity of life.
3. Centralization of management.
4. Free transferability of ownership interests.

## VOCABULARY

**sole proprietorship**

индивидуальное частное  
предприятие

**partnership**

товарищество

**Limited Liability Company**

общество с ограниченной  
ответственностью

**to tend**

иметь склонность,

<b>to require</b>	направляться
<b>amount</b>	требовать
<b>to provide</b>	сумма
	обеспечивать, снабжать;
	предоставлять
<b>plumbing</b>	водопроводное дело
<b>carpentry</b>	плотничное дело
<b>dry cleaning</b>	химическая чистка
<b>lawn care</b>	содержание газонов
<b>retail store</b>	магазин розничной торговли
<b>real estate firm</b>	агентство недвижимости
<b>deduction</b>	удержание, отчисление
<b>agreement</b>	соглашение
<b>to outline</b>	наметить в общих чертах
<b>distribution</b>	распространение
<b>to hire</b>	нанимать
<b>to sue</b>	подавать иск
<b>stockholder</b>	акционер
<b>to incorporate</b>	объединять; регистрировать
<b>efficiency</b>	эффективность
<b>flexibility</b>	подвижность, гибкость
<b>duration</b>	длительность, период
<b>to file</b>	регистрировать
<b>assets</b>	активы
<b>transferability</b>	перемещаемость, заменяемость

**Ex.2. Give English equivalents to the following words and phrases.**

1) индивидуальное частное предприятие; 2) ООО; 3) финансовые ресурсы; 4) функционировать; 5) предоставлять профессиональные услуги; 6) агентство недвижимости; 7) полный контроль; 8) доход; 9) неограниченная ответственность; 10) владеть; 11) относительно малый; 12) вести бизнес; 13) заключить письменное соглашение; 14) распределение прибылей и убытков; 15) покупать собственность; 16) нанимать работников; 17) акции; 18) гибридная бизнес-структура; 19) свободное перемещение интересов собственности.

**Ex. 3. Supply with prepositions if necessary.**

1. The most common forms ... private business organizations are sole proprietorships, partnerships, corporations and Limited Liability Companies. 2. A business owned and controlled ... one person is a sole proprietorship. 3. Because the financial resources available ... one

person often are limited, sole proprietorships tend to be enterprises that require small amounts ... capital to start and operate. 4. A partnership is a business that is owned and controlled ... two or more people. 5. As ... the case ... sole proprietorships, partnerships are concentrated ... businesses that require relatively small amounts ... money to start and operate. 6. A partnership contract outlines the distribution ... profits and losses. 7. A corporation, however, is owned ... stockholders. 8. Stockholders are individuals who invest ... a corporation ... buying shares ... stock. 9. Stocks are the certificates ... ownership ... the corporation. 10. The Limited Liability Company is designed to provide the limited liability features ... a corporation and the tax efficiency and operational flexibility ... a partnership.

#### **Ex. 4. Supply with articles if necessary.**

1. ... most common forms of private business organizations are ... sole proprietorships, ... partnerships, ... corporations and ... Limited Liability Companies. 2. ... business owned and controlled by one ... person is ... sole proprietorship. 3. Because ... financial resources available to one person often are limited, ... sole proprietorships tend to be ... enterprises that require ... small amounts of ... capital to start and operate. 4. ... many construction companies, ... small grocery stores, florists, ... other small retail stores, farms, real estate firms and insurance firms are also organized as sole proprietorships. 5. ... partnership is ... business that is owned and controlled by ... two or more people. 6. ... small retail stores, ... farms and construction companies are often organized as ... partnerships. 7. ... partnership begins when ... two or more people agree to operate ... business together. 8. ... partnership contract outlines ... distribution of ... profits and ... losses. 9. ... corporation is ... business organization that is treated by ... law as if it were ... individual person. 10. ... corporation can do everything that ... sole proprietorship or ... partnership **can** do. 11. ... stockholders are ... individuals who invest in ... corporation by buying ... shares of stock. 12. ... stocks are ... certificates of ... ownership in ... corporation. 13. ... Limited Liability Company (LLC) is ... relatively new type of ... hybrid business structure. 14. It is designed to provide ... limited liability features of ... corporation and ... tax efficiency and ... operational flexibility of ... partnership.

#### **Ex. 5. Fill in the gaps.**

1. The most common forms of private business organizations are ..., ..., ... and ... .
2. A business owned and controlled by one person is a ... .

3. Because the financial resources available to one person often are limited, sole proprietorships tend to ... .
4. Many doctors, dentists, lawyers, bakers, and beauticians organize as ... .
5. Main features of a Sole Proprietorship are ...
6. A partnership is a business that ... .
7. A partnership begins when ... .
8. In order to avoid later conflicts, the partners usually ... .
9. A partnership contract outlines ... .
10. Main features of a Partnership are ...
11. A corporation is a business organization that ... .
12. A corporation can do everything that ... .
13. Stockholders are ... .
14. Stocks are ... .
15. Main features of a Corporation are ...
16. The Limited Liability Company (LLC) is ... . It is designed to provide ... .
17. The owners are ..., and the duration of the LLC is ... .

**Ex. 6. Find in the text all the sentences with modal verbs and replace these modal verbs with their equivalents.**

**Ex. 7. Translate from Russian into English.**

1. Акции – это сертификаты на право собственности в корпорации.
2. Акционеры – это лица, которые вкладывают средства в корпорацию путем приобретения пакета акций.
3. Многие врачи, юристы, пекари, дантисты организуют индивидуальные частные предприятия для предоставления профессиональных услуг.
4. Товарищество – бизнес, которым владеют и управляют два или более человек.
5. Чтобы избежать конфликтов, партнеры обычно заключают письменное соглашение, называемое договором о сотрудничестве.
6. Корпорации имеют право приобретать собственность и ресурсы, нанимать рабочих, заключать контракты.

**Ex. 8. Agree or disagree.**

1. The most common forms of private business organizations are sole proprietorships, partnerships, corporations and Limited Liability Companies.

2. A business owned and controlled by one person is a partnership.
3. Because the financial resources available to three people, sole proprietorships tend to be enterprises that require small amounts of capital to start and operate.
4. Many doctors, dentists, lawyers, bakers, and beauticians organize as sole proprietors to provide professional services.
5. A sole proprietorship is a business that is owned and controlled by two or more people.
6. As in the case of sole proprietorships, partnerships are concentrated in businesses that do not require relatively small amounts of money to start and operate.
7. A partnership begins when two people agree to operate a business together.
8. In order to have later conflicts, the partners usually formulate a written agreement called partnership contract.
9. A corporation is a business organization that is treated by law as if it were an individual person.
10. Stockholders are individuals who invest in a corporation by buying shares of stock.
11. Stocks are the certificates of ownership in the corporation.
12. The corporation is a relatively new type of hybrid business structure. It is designed to provide the limited liability features of a corporation and the tax efficiency and operational flexibility of a partnership.
13. The owners are members, and the duration of the LLC is usually determined when the organization papers are filed.

**Ex. 9. Think and answer.**

1. What are the most common forms of private business organizations?
2. What is a sole proprietorship?
3. Where do sole proprietorships tend?
4. Who also organize as sole proprietors?
5. What are the main features of a sole proprietorship?
6. What is a partnership?
7. What are partnerships concentrated in?
8. When does a partnership begin?
9. When do the partners formulate a written agreement?
10. What are the main features of a partnership?
11. What is a corporation?
12. What can a corporation do?
13. Whom is a corporation owned by?



14. Who are stockholders?
15. What are the main features of a corporation?
16. What is the LLC?
17. What is it designed for?
18. What are the main characteristics of the LLC?

**Ex. 10. Summarize the text.**

**Ex. 11. Match the expressions in the left column with their translation in the right one.**

- |  |                                     |
|--|-------------------------------------|
| 1. Managing Director                   | a) директор по вопросам             |
| 2. General Manager                     | обучения персонала                  |
| 3. Financial Director                  | b) плановый отдел                   |
| 4. Personnel Manager                   | c) директор предприятия             |
| 5. Training Manager                    | d) председатель                     |
| 6. administrative department           | e) производственный отдел           |
| 7. research and development department | f) отдел научно-исследовательских и |
| 8. production division                 | опытно-конструкторских работ        |
| 9. finance department                  | g) бухгалтер                        |
| 10. planning department                | h) нанимать на работу               |
| 11. purchasing department              | i) административный отдел           |
| 12. accountant                         | j) финансовый отдел                 |
| 13. chairman                           | k) начальник отдела кадров          |
| 14. report to                          | l) генеральный директор             |
| 15. employ                             | m) отчитываться перед кем-то        |
|  | n) отдел закупок                    |

**Ex. 12. Complete the dialogue using the words from the box. There are two words which you don't need to use. Act out this dialogue.**

*investment      earnings      shares      management      profit*  
*dividends      turnover      capital      image*

**RICHARD:** What does one need to start a business?

**FRANK:** To start a business, you need \_\_\_\_ (1) \_\_\_\_ – that is, money. You can borrow it: or you can sell parts of your company – equal parts, of course. These are called \_\_\_\_ (2) \_\_\_\_ and the people who buy them become shareholders.

**RICHARD:** Why do the shareholders buy the shares?

**FRANK:** They expect to get something in return for their \_\_\_\_ (3) \_\_\_\_ . If the company does well, it pays \_\_\_\_ (4) \_\_\_\_ on each share. The value of the shares (of a public company) can rise, so that their market price is often much higher than the amount printed on the share certificate – though it may fall below it if the company does badly.

**RICHARD:** Why do serious investors read the financial press?

**FRANK:** They want to know not only the share prices but the company's \_\_\_\_ (5) \_\_\_\_ , and the company's \_\_\_\_ (6) \_\_\_\_ , and the result of dividing that amount by the number of shares which is called \_\_\_\_ (7) \_\_\_\_ per share.

**RICHARD:** You seem to know everything about company business. Thank you for information.

### **Ex. 13. Read the text and name the main objectives of business organizations.**

#### **OBJECTIVES OF BUSINESS ORGANIZATIONS**

Business organizations are established to meet wants in society. Private businesses are formed mainly to provide for material wants (i.e. goods and services) and commercial wants (i.e. banking, insurance) in society. Government Organizations, on the other hand, tend to satisfy society's desire for defence, law and order, education and social welfare.

Organizations are thus established to meet wants in society. In meeting these, organizations will set very definite and clear aims, e. g. manufacturing firm will want to stay in business and make a profit. The aims of an organization are normally decided by the board of directors, or in the case of public organizations by government ministers.

As for private organizations, they have their own aims.

**Profitability** is the main aim of them but it is important to realize that a business will have other aims. They include:

1. **Survival:** most of the time firms will not be worried about this. However, particularly in times of economic difficulty – such as recession – surviving will become an important short-term aim of the firm. In order to survive, the firm may have to make workers redundant and close some of its factories.

2. **Growth:** not all firms want to grow continually but growth is closely associated with survival. Very often, particularly for firms in highly competitive situations, e.g. computing and electronics, growth and development are the only way to ensure survival. Furthermore, shareholders and employees may benefit from the growth of the company.

3. **Image:** how the public at large views a company can be particularly important, and to this end a number of companies have public relations departments that have specific responsibility to improve the image of the company. A tarnished image can very often lose the company business.

## VOCABULARY

<b>to establish</b>	организовывать
<b>defence</b>	защита
<b>welfare</b>	благополучие
<b>definite</b>	определенный
<b>board of directors</b>	совет директоров
<b>profitability</b>	прибыльность
<b>survival</b>	выживание
<b>recession</b>	удаление, падение
<b>redundant</b>	излишний, чрезмерный
<b>growth</b>	рост
<b>competitive</b>	конкурентоспособный
<b>to ensure</b>	заверить, уверить, обеспечивать
<b>furthermore</b>	более того
<b>to this end</b>	с этой целью
<b>tarnished</b>	потускневший, запятанный

### Ex. 14. Pick out the English equivalents from the text.

1) бизнес-организации; 2) отвечать желаниям общества; 3) товар и услуги; 4) с другой стороны; 5) социальное благополучие; 6) определенные и четкие цели; 7) приносить прибыль; 8) совет директоров; 9) время экономических трудностей; 10) тесно связано с выживанием; 11) рост компании; 12) с этой целью; 13) особая ответственность; 14) запятанный имидж.

### Ex. 15. Describe the main aims of business organizations.

### Ex. 16. Rewrite the following sentences adding the words in the brackets. Change the modal word *can (could)* with the equivalent *to be able to*.

1. They can (never) appreciate your kindness. 2. I was sure you could translate that article (after you had translated so many texts on physics). 3. You can go to the country (when you have passed your last examination). 4. We can pass to the next exercise (when we have done

this one). 5. I can give you my book for a couple of days (after I have read it). 6. He can ski (for ten years). 7. We knew that she could swim (since childhood). 8. You cannot take part in this serious competition (until you have mastered good skills). 9. I could not solve the problem (before he explained it to me).

**Ex. 17. Translate the sentences into English, using *to be able to*.**

1. Она не сможет вовремя добраться до аэропорта. 2. Ты сможешь отправить ему электронную почту сегодня вечером? 3. Они какое-то время не могут смотреть телевизор, с ним что-то случилось. 4. Боюсь, что он не сможет помочь мне переехать в новый дом на следующей неделе. 5. Ты можешь сделать эту работу завтра? 6. Я думаю, она не сумеет решить эту задачу. 7. Завтра я буду свободен и смогу помочь тебе. 8. Мы сможем поехать в Нью-Йорк в будущем году? 9. Ты сможешь починить мой магнитофон?

**Ex. 18. Translate the sentences into English, using *to be allowed to*.**

1. Курить воспрещается. 2. Ему не позволили курить у них в доме. 3. В Англии вам разрешат водить машину, если вам 17 лет. 4. Мне разрешают пользоваться папиным магнитофоном. 5. Ему не разрешают купаться в этой реке. 6. Вчера ей позволили прийти домой в десять часов. 7. Нам не позволяют разговаривать на уроках. 8. Тебе позволили взять эту книгу? 9. Я думаю, мне не разрешат поехать с тобой за город. 10. Тебе разрешат пойти гулять, когда ты сделаешь уроки.

**Ex. 19. Put *may (might)* or *to be allowed to*. Use *to be allowed to only* in those cases where you cannot use *may (might)*.**

1. He ... go home if he likes. 2. As soon as the boy ... leave the room, he smiled a happy smile and ran out to join his friends outside. 3. The doctor says I am much better. I ... get up for a few hours every day. 4. ... I bring my sister to the party? 5. He asked if he ... bring his sister to the party. 6. After they had finished their homework, the children ... watch TV. 7. He ... join the sports section as soon as he is through with his medical examination. 8. Becky's mother said that everybody ... take part in the picnic. 9. If you pass your exams, you ... go to the south. 10. ... I borrow your car, please? 11. He asked if he ... borrow my car. 12. ... I have a look at your newspaper?

**Ex. 20. Fill in the blanks with *may* or *can*.**

1. ... you see anything in this inky darkness? 2. You ... go when you have finished your compositions. 3. What shall we do if the train is

late? It ... be late, you know, after the terrible snowstorms we've had. 4. When ... you come and see me? – Let me see: I ... not come tomorrow, for I must be at the meeting, but on Sunday I'll find time. Yes, you ... expect me on Sunday about three o'clock. Will that be all right? 5. You ... come in when you have taken off your boots. 6. Be careful: you ... spill the milk if you carry it like that. 7. Most children ... slide on the ice very well. 8. I don't think I ... be here by eleven o'clock tomorrow, but I ... be.

**Ex. 21. Put the modal verbs *can, may or must*.**

1. What ... we see on this map? 2. ... you speak Spanish? – No, unfortunately I... 3. At what time ... you come to school? 4. ... I come in? 5. You ... not smoke here. 6. ... I take your book? – I am afraid not: I need it. 7. He ... not speak English yet. 8. I have very little time: I ... go. 9. They ... not go to the park today because they are busy. 10. You ... read this text: it is easy enough. 11. She ... still live in Paris. 12. He is busy. He ... be writing a book about his travels. 13. But he is happy. He ... enjoy life. 14. My friend Danielle isn't a famous artist. But she ... even paint Russian icons. I ... only admire her beautiful pictures. She ... be a woman of great talents. She ... speak German, French and English. She ... translate a lot of articles for the Museum of her native town in Switzerland. She ... also teach these languages at school. She is fantastic. I am fascinated by everything that she does.

**Ex. 22. Use the equivalents *to have to or to be to*.**

1. Where ... the lecture to take place? – I suppose in the assembly hall. 2. So, our plan is as follows: I ... to go to the library and bring the books. You ... to look through all the material here. Later we ... to work together. 3. "You ... to do it alone, without anybody's help," she said sternly. 4. I ... to help my friends with this work now, so I cannot go with you. 5. It was raining hard and we ... to wait until it stopped raining. 6. I ... to ask him about it tomorrow, as today he has already gone. 7. Why didn't you tell me that I ... to buy the books? 8. According to the order of the schoolmistress all the pupils ... to return the library books before the twenty-third of May. 9. As we had agreed before, we ... to meet at two o'clock to go to the stadium together. But Mike did not come. I waited for another half hour, but then I ... to leave as I was afraid to be late. 10. The meeting ... to begin at five o'clock. Don't be late.

### **Discussion**

Make up a dialogue with your partner discussing the following statement: “The purpose of business is to create and keep a customer” (*Theodore Leavitt*).

One student agrees with the position of the author while the other disagrees.

### **Writing**

Dwell upon the following:

*Treat employees like partners, and they act like partners* (Fred A. Allen).

## MODULE 3

### Planning a New Business

#### Grammar Box

#### Reflexive Pronouns (Возвратные местоимения)

используются, когда лицо или предмет производят действие, направленное на самого себя. В русском языке они соответствуют частице **-ся** или местоимению **себя**.

Little Timmy fell and hurt **himself**. – Малыш Тимми упал и ушибся.

#### Таблица возвратных местоимений

Лицо	Единственное число	Множественное число
1-ое	myself	ourselves
2-ое	yourself	yourselves
3-е	himself / herself / itself	themselves
общее	oneself	—

Также возвратные местоимения могут служить для эмоционального усиления, в таком случае их могут называть «усилительными местоимениями» (emphatic pronouns):

But you **yourself** saw it! / You saw it **yourself**! – Но ведь Вы **сами** всё видели!

Возвратное местоимение **oneself** можно использовать применительно ко всем людям:

The only thing I can recommend to achieve success is to treat **oneself** with self-criticism. – Единственное, что я могу посоветовать, чтобы добиться успеха – относиться к **себе** с самокритикой.

Нужно запомнить, что после некоторых английских глаголов (например, чувствовать себя, позволить себе), в отличие от русского, не используется слово «себя»:

I **feel** terrible. – Я ужасно **себя** чувствую.

I'd like to have a Porsche but I cannot **afford** it. – Я хотел бы иметь Порше, но я не могу **себе** этого **позволить**.

Также возвратные местоимения не используются после глаголов **wash, bath, shave, (un)dress** и **change** (clothes):

I *dressed* quickly, had my breakfast and left for work. – Я быстро *оделся*, позавтракал и уехал на работу.

**Ex.1. Read the text and define the main steps for planning a new business.**

### **PLANNING A NEW BUSINESS**

- **Identify your vision.** What is your vision for the future? Use your imagination to plan the future you want. Is it to develop a revolutionary new product or is it to help others gain their peak potential. Once you have defined your vision, develop a plan and set goals and objectives. Identify the different ways you can reach your goals and objectives.

- **Seek agreement.** Whether you are starting a business or expanding one, hard work is involved. Resolve any differences with your partners or colleagues before you begin writing the business plan.

- **SWOTs & MECAs** are business tools, which will help you determine whether or not your business idea works in the “real” world.

A **SWOT analysis** contains four steps:

**S Identify strengths.** What are your strengths? Consider ability and potential, persistence, confidence, imagination, sales ability, track record, financial stability, expertise, and others.

**W Identify weaknesses.** What are your weaknesses? Consider lack of time, health, financial instability, no management experience, don't enjoy working with the public, and others.

**O Identify opportunities.** What opportunities exist for you? Consider work in a related field, business development assistance, and others.

**T Identify threats.** What threats exist for you? Consider: financial crisis, loss of job, etc.

Oftentimes, to determine your business's strengths, weaknesses, opportunities, and threats, you must gather information from outside of your business. This is where a MECA (Market, Environmental, and Competitive Assessment) is used.

- **Make some “assumptions”.** Although it is impossible to predict the future, it is important to make some assumptions related to your business's future performance. This is the only way that you will be able to convince others to become involved in your business - especially if you are asking for capital.

- **Develop operating plans.** Include key risk assessment. What happens if? How will you reach those goals? What do you need to produce or sell? How much? At what price? Who are your clients?



Where are they? How do you reach them? How much competition do you have, and how will you compete successfully?

- **Develop financials.** Financials include balance sheet, income statement, and cash flow statement. To prepare these (or update them), ask yourself questions like: What are the day-to-day and month-to-month requirements (costs) of running the business? What is business's "break-even" point? Is there enough capital to run the business or there is a need to raise it? Is there a need to make bank borrowings?

- **When the cycle begins again.** Constantly revise your business plan to see how your business is performing. A good rule is to work on specific goals and objectives within your business plan on a weekly basis and revisit the entire plan once a month.

## VOCABULARY

<b>to identify</b>	определять
<b>peak potential</b>	пик потенциала
<b>to seek</b>	искать
<b>strength</b>	сила, сильная сторона
<b>persistence</b>	настойчивость, стойкость, упорство
<b>confidence</b>	уверенность
<b>track record</b>	послужной список, достижения
<b>assistance</b>	помощь
<b>competitive assessment</b>	оценка конкурентоспособности
<b>assumption</b>	предположение
<b>to convince</b>	убеждать
<b>to include</b>	включать
<b>income statement</b>	декларация о доходах
<b>cash flow statement</b>	декларация о денежном обороте
<b>to update</b>	обновить
<b>requirement</b>	требование
<b>"break-even" point</b>	точка нулевой прибыли

**Ex. 2. Give English equivalents to the following words and phrases.**

1) взгляд на будущее; 2) революционно новый продукт; 3) поставить цели; 4) разрешить любые проблемы; 5) инструменты в бизнесе; 6) способность продажи; 7) финансовая стабильность; 8) компетентность; 9) управленческий опыт; 10) потеря рабочего места; 11) собирать информацию; 12) вне бизнеса; 13) сделать некоторые предположения; 14) будущее продвижение бизнеса; 15)

успешно конкурировать; 16) ежедневные требования; 17) точка нулевой прибыли в бизнесе; 18) заем в банке.

### **Ex. 3. Supply with necessary prepositions.**

1. What is your vision ... the future? 2. Resolve any differences ... your partners or colleagues ... you begin writing the business plan. 3. SWOTs & MECAs are business tools, which will help you determine whether or not your business idea works ... the “real” world. 4. Consider lack ... time, health, financial instability, no management experience, don't enjoy working ... the public, and others. 5. What opportunities exist ... you? Consider work ... a related field, business development assistance, and others. 6. Oftentimes, to determine your business's strengths, weaknesses, opportunities, and threats, you must gather information ... outside ... your business. 7. Although it is impossible to predict the future, it is important to make some assumptions related ... your business's future performance. 8. This is the only way that you will be able to convince others to become involved ... your business - especially if you are asking ... capital. 9. A good rule is to work ... specific goals and objectives ... your business plan ... a weekly basis and revisit the entire plan once a month.

### **Ex. 4. Supply with necessary articles.**

1. Use your imagination to plan ... future you want. 2. Is it to develop ... revolutionary new product or is it to help ... others gain their ... peak potential. 3. Once you have defined your vision, develop ... plan and set goals and objectives. 4. Identify ... different ways you can reach your ... goals and objectives. 5. Whether you are starting ... business or expanding one, ... hard work is involved. 6. ... SWOTs & MECAs are ... business tools, which will help you determine whether or not your ... business idea works in ... “real” world. 7. ... SWOT analysis contains ... four steps. 8. Consider ... ability and ... potential, ... persistence, ... confidence, ... imagination, ... sales ability, ... track record, ... financial stability, ... expertise, and ... others. 9. Consider ... lack of time, ... health, ... financial instability, no ... management experience, don't enjoy working with ... public, and others. 10. Consider ... work in ... related field, ... business development assistance, and others. 11. Oftentimes, to determine your ... business's strengths, weaknesses, opportunities, and threats, you must gather ... information from outside of your ... business. 12. Although it is impossible to predict ... future, it is important to make some ... assumptions related to your ... business's future performance. 13. ... Financials include ... balance sheet, ... income statement, and ... cash flow statement. 14. Constantly revise

your ... business plan to see how your ... business is performing. 15. ... good rule is to work on ... specific goals and objectives within your ... business plan on ... weekly basis and revisit ... entire plan once ... month.

**Ex. 5. Complete the sentences.**

1. Resolve any differences with your partners or colleagues before ... .
2. SWOTs & MECAs are business tools, which will help you ... .
3. Consider ... , ... , ... , ... , ... , ... , ... , ... , and others.
4. Consider lack of time, health, financial instability, no management experience, don't enjoy ... .
5. Consider work in ... , ... , and others.
6. Oftentimes, to determine your business's strengths, weaknesses, opportunities, and threats, you must ... .
7. This is where a MECA (... , ... , and ...) *is* used.
8. Although it is impossible to predict the future, it is important ... .
9. Financials include ... , ... , and ... .
10. Constantly revise your business plan ... .
11. A good rule is to work ... .

**Ex. 6. Put all the possible questions to the following sentences.**

1. Whether you are starting a business or expanding one, hard work is involved. 2. SWOTs & MECAs are business tools, which will help you determine whether or not your business idea works in the "real" world. 3. A SWOT analysis contains four steps. 4. Oftentimes, to determine your business's strengths, weaknesses, opportunities, and threats, you must gather information from outside of your business. 5. This is where a MECA (Market, Environmental, and Competitive Assessment) *is* used. 6. Although it is impossible to predict the future, it is important to make some assumptions related to your business's future performance. 7. This is the only way that you will be able to convince others to become involved in your business - especially if you are asking for capital. 8. Financials include balance sheet, income statement, and cash flow statement. 9. To prepare these (or update them), ask yourself different questions. 10. A good rule is to work on specific goals and objectives within your business plan on a weekly basis and revisit the entire plan once a month.

**Ex. 7. Approve or disapprove of the statements.**

1. Don't use your imagination to plan the future you want.

2. Is it to develop a revolutionary new product or is it to help others gain their peak potential.
3. Once you have defined vision of your competitors, develop a plan and set goals and objectives.
4. Don't identify the different ways you can reach your goals and objectives.
5. Whether you are starting a business or expanding one, easy work is involved.
6. Resolve any differences with your partners or colleagues before you begin writing the business plan.
7. SWOTs & MECAs are business tools, which will help you determine whether or not your business idea works in the "real" world.
8. A SWOT analysis contains five steps.
9. Consider ability and potential, persistence, confidence, imagination, sales ability, track record, financial stability, expertise, and others.
10. Consider lack of time, health, financial instability, no management experience, don't enjoy working with the public, and others.
11. Oftentimes, to determine your business's strengths, weaknesses, opportunities, and threats, you must have information from outside of your business.
12. Although it is impossible to predict the future, it is important to make some assumptions related to your business's future performance.
13. Financials do not include balance sheet, income statement, and cash flow statement.
14. Sometimes revise your business plan to see how your business is performing.
15. A good rule is to determine specific goals and objectives within your business plan on a weekly basis and revisit the entire plan once a month.

**Ex. 8. Answer the following questions.**

1. How can you identify your vision?
2. What is the next step after defining your vision?
3. Whom do you need to resolve any differences with?
4. What are SWOTs and MEGA?
5. How many steps does a SWOT analysis consist?
6. What are strengths?
7. What are weaknesses?
8. What opportunities exist for you?

9. What threats exist for you?
10. When must you gather information?
11. What is MEGA?
12. Is it important to make some assumptions related to your business's future performance?
13. What is key risk assessment?
14. What do financials include?
15. What questions should you ask yourself?
16. Why should you constantly revise your business plan?

**Ex. 9. Summarize the text.**

**Ex. 10. Match the expressions in the left column with their translation in the right one.**

- |                              |   |
|------------------------------|---|
| 1. cash flow forecast        | a. информация для акционеров            |
| 2. shareholder's information | b. долгосрочная цель                    |
| 3. short term objective      | c. прогноз движения денежной наличности |
| 4. long-term objective       | d. краткосрочная цель                   |
| 5. raise money               | e. прогноз прибылей и убытков           |
| 6. stand a good chance       | f. прибыль на инвестированный капитал   |
| 7. return on investment      | g. иметь хорошие шансы                  |
| 8. venture capital           | h. получить ссуду на что-л.             |
| 9. profit and loss forecast  | i. бухгалтерский баланс                 |
| 10. balance sheet            | j. вложение капитала с риском           |

**Ex. 11. Match the words below with their definitions.**

- |                                 |  |
|---------------------------------|--|
| 1. external finance             | a. value of the assets of a company held as shares   |
| 2. internal finance             | b. an amount of money kept for future use  |
| 3. to take charge over property | c. an agreement in which you continue to use your property after you sell it, while making regular payments to the new owner |
| 4. to exploit                   |  |
| 5. short-term loan              |  |
| 6. share capital                |  |
| 7. collateral/security          |  |
| 8. leaseback                    |  |
| 9. interest                     |  |

10. to create
  11. reserves
  12. to raise money
- d. to make something exist that did not exist before
  - e. money that a person or institution such as a bank charges you for lending you money
  - f. money, provided to run a business that comes from within the firm
  - g. an amount of money that you borrow from a bank for a short period of time
  - h. money, provided to run a business that comes from outside the firm
  - i. to borrow from a bank, get a loan for some purpose
  - j. something such as property or other goods used to provide a guarantee for a loan
  - k. to obtain a legal document by a lender confirming the ownership of the property if the borrower becomes bankrupt
  - l. to use something to make a profit

**Ex. 12. Complete the text using the words from the box. There are two words which you don't need to use.**

*leaseback   create   reserves   finance   shareholders   property  
low-interest loans   share capital   grants   collateral   assets  
take a charge over   exploit   internal*

When an established company needs to   1   further expansion, it can often   2   its own   3   resources. One way to do this is to use profit from previous years capital; but Hans has not had time to build up any   4  . Another way is to sell some of the firm's   5   for cash. Companies sometimes sell their own factories or offices on conditions

of a 6 from the buyer. If the company uses its assets as 7 for a bank loan, the bank will normally 8 the 9 .

New businesses can often get government 10 , particularly if they are located in development areas. They also may get 11 or low business rates for a fixed number of years, or assistance with finding and training staff. In return, the company will 12 new jobs.

**Ex. 13. Complete the sentences with necessary reflexive pronouns.**

1. He looked at .....in the mirror. 2. After the accident we told .....that we were not to blame. 3. My parents gave ..... an anniversary present. They had a nice holiday together. 4. Yesterday I fell in the street and hurt ..... 5. There are computer games where you can play against .....You always win! 6. My computer turns ..... off. 7. God helps those who help ..... 8. Don't trouble ..... I can take care of it. 9. Sandra made ..... drink the bitter medicine. 10. The monkey groomed..... .

**Ex. 14. Fill in the gaps.**

1. Tom cut ... while he was shaving this morning. 2. We really enjoyed ... very much. 3. I repaired my bike ... . 4. Why don't you clean the windows ... ? 5. Jack and I introduced ... to our new neighbour. 6. He decided to repair his bike ... . 7. They looked at ... . 8. The film ... wasn't very good but I liked the music. 9. The old woman sat at the park bench talking to ... . 10. Let's paint the house ... . 11. Did you write it ... ? 12. She locked the door ... . 13. The children cleaned their room ... . 14. Ann backed the cake ... . 15. The cat caught the mouse ... . 16. Sally saw ... in the mirror. 17. Tom can paint the picture ..., he's good at painting. 18. The children did the washing up ... . 19. I like to watch ... in a video film. 20. Simon and George did their homework ..., nobody helped them. 21. Sue, did you bake the cake ... ? 22. The boys opened the parcels ... . 23. Susan made a video film about cats ... . 24. Bob, can you find the way to the cinema ... ? 25. My father built the tree house ... . 26. The Millers drew all the paintings ... . 27. "Did Sue's dad write the story?" No, she did it ... . 28. "Shall I cook the soup?" No, I can do it ... . 29. "Your face is dirty! Look at ... in the mirror." 30. Jack's brother painted the bike ....

**Ex. 15. Fill the gaps with personal or reflexive pronouns.**

1. He is quite right, I agree with ... completely. 2. I looked at ... in the mirror and left the house in a very good mood. 3. "Who is it?" — "It's ... may I come in?" 4. Mr. Lloyds is very fat ... weighs over a

hundred kilos? 5. ... introduced his wife to the guests. 6. Where shall ... meet, Bob? 7. James took the book and opened. 8. We don't dress ... for dinner here. 9. I taught ... to play the guitar. 10. Selfish people only care about ... .

### **Discussion**

Discuss with your partner your future business. Describe the steps in planning your business.

### **Writing**

Dwell upon the following:

*"My future is in my hand. My own business plan."*



## MODULE 4

### Marketing

#### Grammar Box

**The Present Perfect Continuous Tense (Настоящее совершенное длительное время)** образуется при помощи глагола **to be** в Present Perfect (**have been, has been**) и формы причастия настоящего времени смыслового глагола:

I **have been waiting** for my brother for a long time. – Я жду своего брата уже давно.

В **вопросительной форме** первый вспомогательный глагол ставится перед подлежащим:

**Have you been waiting** for me for a long time? – Ты ждешь меня уже давно?

**Отрицательная форма** образуется при помощи частицы **not**, которая ставится после первого вспомогательного глагола:

I **have not been working** here for a long time. – Я *не работаю* здесь долгое время.

**The Present Perfect Continuous Tense** используется:

1. Для выражения длительного действия, которое началось в прошлом и еще совершается в настоящее время. При употреблении этого времени всегда указывается период времени, в течение которого совершалось действие. В этом случае могут употребляться следующие выражения: *for an hour, for a long time, since yesterday, how long? since when? etc.:*

**How long** has he been working here? – Как долго он здесь работает?

**Since when** have you been reading this book? – С каких пор Вы читаете эту книгу?

2. Для выражения длительного действия, которое началось в прошлом и закончилось непосредственно перед моментом речи:

I *feel* tired as I **have been working** in the garden for several hours. – Я *чувствую* усталость, так как несколько часов **работал** в саду.

Your eyes *are* red. You **have been crying**. – Твои глаза красные. Ты **плакала**.

**The Present Continuous Tense** используется для выражения действия, которое длится в данный момент речи, без указания на

предшествующую длительность. **The Present Perfect Continuous Tense** используется, когда предшествующая длительность указана:

**I am reading** a book. – Я **читаю** книгу.

**I have been reading** a book for three hours. – Я **читаю** книгу три часа.

**The Present Perfect** обозначает законченное действие. **The Present Perfect Continuous Tense** не имеет указания на законченность действия:

Why are your lips black? I **have been eating** blackberries. I **have eaten** a whole plateful. – Почему твои губы черные? Я **ем** чернику. Я **съела** целую тарелку.

### Ex. 1. Read the text and say what marketing is.

#### WHAT IS MARKETING?

Marketing is the wide range of activities involved in making sure that you're continuing to meet the needs of your customers and getting value in return. These activities include market research to find out, for example, what groups of potential customers exist, what their needs are, which of those needs you can meet, how you should meet them, etc.

Marketing also includes analyzing the competition, positioning your new product or service (finding your market niche), pricing your products and services, and promoting them through continued advertising, promotions, public relations and sales. One of the greatest needs of managers of business is to understand and develop marketing proclaims for their products and services. Business success is based on the ability to satisfy customers. Modern marketing programs are built around the "marketing concept", which directs managers to focus their efforts on identifying and satisfying customer needs – at a profit.

Marketing results can be improved through a better understanding of customers. This approach usually is referred to as the marketing concept. Marketing is a very complex subject; it deals with all the steps between determining customer needs and supplying them at a profit.

Any marketing program has a better chance of being productive if it is timed, designed and written to solve a problem for potential customers and is carried out in a way that the customer understands and trusts.

What is "the marketing mix"? The marketing mix is made up of four components. These are:

**1. Product:** a firm has to identify what products the consumer wants and the way existing products can be adapted to meet consumer preferences more successfully.

**2. Price:** a firm has to decide on its pricing policy for list prices, discount for bulk-buying and interest-free credit.

**3. Promotion:** this amounts to choosing methods that can generate sales of the product. Possibilities here include advertising, personal selling, publicity and other promotional work.

**4. Place:** the product has to be in the correct place – retail outlet – in order to capture sales. Exactly where a firm decides to sell its product will depend on the nature of the product.

It is quite noticeable that the marketing mix differs according to the type of product that is being sold. The fact that the term “mix” is used implies that the four Ps can be combined in different ways. One important factor that affects the marketing mix is the position of the product in its life cycle.

## VOCABULARY

<b>market research</b>	изучение конъюнктуры, возможностей рынка
<b>proclaim</b>	положение
<b>marketing concept</b>	концепция маркетинга
<b>at a profit</b>	выгодно, с прибылью
<b>preference</b>	предпочтение
<b>bulk-buying</b>	оптовые закупки
<b>interest-free credit</b>	беспроцентный кредит
<b>retail outlet</b>	розничная торговая точка
<b>to capture</b>	захватывать, получать
<b>noticeable</b>	примечательный
<b>to affect</b>	влиять
<b>cycle</b>	цикл

### Ex. 2. Give English equivalents to the following words and phrases.

1) широкий спектр деятельности; 2) отвечать требованиям покупателей; 3) взамен; 4) анализ конкуренции; 5) успех бизнеса; 6) удовлетворить желания покупателей; 7) сосредоточить свои усилия; 8) выгодно; 9) разрешать проблему; 10) потенциальные клиенты; 11) маркетинговый комплекс; 12) адаптироваться; 13) отвечать предпочтениям покупателей; 14) скидки на оптовые закупки; 15) беспроцентный кредит; 16) работа по стимулированию продаж; 17)

сущность продукта; 18) положение продукта во время жизненного цикла продукции.

**Ex. 3. Supply with articles where necessary.**

1. ... marketing is ... wide range of ... activities involved in making sure that you're continuing to meet ... needs of your ... customers and getting value in return. 2. Marketing also includes analyzing ... competition, positioning your ... new product or service (finding your market niche), pricing your products and services, and promoting them through continued advertising, promotions, public relations and sales. 3. ... one of ... greatest needs of ... managers of business is to understand and develop marketing proclaims for their ... products and services. 4. Marketing is ... very complex subject; it deals with all ... steps between determining ... customer needs and supplying them at ... profit. 5. Any marketing program has ... better chance of being productive if it is timed, designed and written to solve ... problem for potential customers and is carried out in ... way that ... customer understands and trusts. 6. ... firm has to identify what products ... consumer wants and ... way existing products can be adapted to meet consumer preferences more successfully. 7. It is quite noticeable that ... marketing mix differs according to ... type of product that is being sold. 8. ... fact that ... term "mix" is used implies that ... four Ps can be combined in ... different ways. 9. One important factor that affects ... marketing mix is ... position of ... product in its ... life cycle.

**Ex. 4. Insert the prepositions.**

1. Marketing is the wide range ... activities involved ... making sure that you're continuing to meet the needs ... your customers and getting value ... return. 2. These activities include market research to find ..., ... example, what groups ... potential customers exist, what their needs are, which ... those needs you can meet, how you should meet them, etc. 3. One ... the greatest needs ... managers ... business is to understand and develop marketing proclaims ... their products and services. 4. Business success is based ... the ability to satisfy customers. 5. Modern marketing programs are built ... the "marketing concept", which directs managers to focus their efforts ... identifying and satisfying customer needs – ... a profit. 6. Marketing results can be improved ... a better understanding ... customers. 7. Marketing deals ... all the steps ... determining customer needs and supplying them ... a profit. 8. Any marketing program has a better chance ... being productive if it is timed, designed and written to solve a problem ... potential customers and is carried ... a way that the customer

understands and trusts. 9. The marketing mix is made ... four components. 10. A firm has to decide ... its pricing policy ... list prices, discount ... bulk-buying and interest-free credit. 11. Exactly where a firm decides to sell its product will depend ... the nature ... the product. 12. It is quite noticeable that the marketing mix differs ... the type ... product that is being sold. 13. One important factor that affects the marketing mix is the position ... the product ... its life cycle.

**Ex. 5. Find all the sentences in the text where the modal verbs and their equivalents are used. Explain their meanings.**

**Ex. 6. Translate from Russian into English and vice versa.**

1. (Маркетинг включает) market research to find out, for example, (какие существуют группы потенциальных клиентов), what their needs are, (каким из этих нужд вы можете ответить), how you should meet them, etc. 2. Business success is based on (способности удовлетворить клиентов). 3. (Современные маркетинговые программы) are built around the “marketing concept”, which (направляет менеджеров) to focus their efforts on (определении и удовлетворении нужд клиентов) – at a profit. 4. Marketing is (очень сложное дело); it deals with all the steps (между определением нужд покупателя и тем, чтобы приносить ему прибыль). 5. (Маркетинговый комплекс состоит) of four components. 6. A firm (должна определить, какую продукцию) the consumer wants and (способ, при помощи которого существующая продукция будет адаптирована к тому, чтобы) to meet consumer preferences more successfully. 7. Possibilities here include (рекламу, личные продажи, общественный резонанс и работу по стимулированию продаж). 8. (Вполне примечательно) that the marketing mix differs (согласно типу продукта, который продается). 9. (Важный фактор, который влияет на маркетинговый комплекс) is the position of the product in its life cycle.

**Ex. 7. Put all the possible questions to the following sentences.**

1. Marketing is the wide range of activities involved in making sure that you're continuing to meet the needs of your customers and getting value in return. 2. These activities include market research to find out, for example, what groups of potential customers exist, what their needs are, which of those needs you can meet, how you should meet them, etc. 3. Marketing also includes analyzing the competition, positioning your new product or service (finding your market niche), pricing your products and services, and promoting them through continued

advertising, promotions, public relations and sales. 4. One of the greatest needs of managers of business is to understand and develop marketing proclaims for their products and services. 5. Marketing results can be improved through a better understanding of customers. 6. Marketing deals with all the steps between determining customer needs and supplying them at a profit. 7. The marketing mix is made up of four components. 8. A firm has to identify what products the consumer wants and the way existing products can be adapted to meet consumer preferences more successfully. 9. A firm has to decide on its pricing policy for list prices, discount for bulk-buying and interest-free credit. 10. The marketing mix differs according to the type of product that is being sold. 11. One important factor that affects the marketing mix is the position of the product in its life cycle.

**Ex. 8. Agree or disagree.**

1. Marketing is the narrow range of activities involved in making sure that you're continuing to meet the needs of your customers and getting value in return.
2. These activities do not include market research to find out, for example, what groups of potential customers exist, what their needs are, which of those needs you can meet, how you should meet them, etc.
3. Marketing also includes analyzing the competition, positioning your new product or service (finding your market niche), pricing your products and services, and promoting them through continued advertising, promotions, public relations and sales.
4. One of the biggest needs of managers of business is to understand and develop marketing proclaims for their products and services.
5. Business success is based on the capability to satisfy customers.
6. Modern marketing programs are built around the "marketing concept", which directs managers to focus their efforts on identifying and satisfying customer needs – at a profit.
7. Marketing results can be improved through a better understanding of customers. This approach usually is referred to as the marketing concept.
8. Any marketing program has a better chance of being unproductive if it is timed, designed and written to solve a problem for potential customers and is carried out in a way that the customer understands and trusts.
9. The marketing mix is made up of five components.

10. A firm has to identify what products the consumer wants and the way existing products can be adapted to meet consumer preferences more successfully.
11. A company has to decide on its pricing policy for list prices, discount for bulk-buying and interest-free credit.
12. This amounts to choosing methods that can generate sales of the product.
13. Possibilities here include advertising, personal selling, publicity and other promotional work.
14. The product has to be in the right place – retail outlet – in order to capture sales.
15. The fact that the term “mix” is used does not imply that the four Ps can be combined in different ways.
16. One important factor that affects the marketing mix is the position of the product in its life cycle.

**Ex. 9. Think and answer.**

1. What is marketing?
2. What do activities include?
3. What does marketing include?
4. What is one of the greatest needs of managers of business?
5. Where are modern marketing programs built?
6. How can marketing results be improved?
7. What does marketing deal with?
8. How many components is the marketing mix made up of? What are these components?
9. What have you learned about the product?
10. What can you say about the price?
11. How is the promotion connecting with the marketing mix?
12. What place should the product be in?
13. What is one important factor that affects the marketing mix?

**Ex. 10. Retell the text.**

**Ex. 11. Match the expressions in the left column with their translation in the right one.**

- |                       |                              |
|-----------------------|------------------------------|
| 1. marketing concept  | a. регулирование сбыта,      |
| 2. marketing research | управление маркетингом       |
| 3. marketing know-how | b. практические знания и     |
| 4. marketing control  | опыт в овладении рынком      |
| 5. marketing forecast | c. стратегии в области сбыта |

- |                     |                                 |
|---------------------|---------------------------------|
| 6. marketing policy | d. прогноз рыночной конъюнктуры |
| 7. long-term demand | e. долговременный спрос         |
| 8. driving force    | f. концепции маркетинга         |
|                     | g. движущая сила                |
|                     | h. маркетинговые исследования   |

**Ex. 12. Match the words below with their definitions.**

- |                          |  |
|--------------------------|--|
| 1. target market         | a. plan, usually annual, for a company's marketing activities, specifying expenditure and expected revenue and profits |
| 2. market segmentation   | b. possibility of going into a market for the first time   |
| 3. marketing plan        | c. division of the market or consumers into certain categories according to their buying habits                        |
| 4. marketing strategy    | d. company's marketing activities  |
| 5. marketing opportunity | e. market in which a company is planning to sell its goods   |
| 6. marketing effort      | f. strategy or planning for marketing activities   |

**Ex. 13. Open the brackets.**

1. I (to sit) here for 20 minutes. 2. Tom (to work) since 10 o'clock. 3. How long you (to study) English? 4. It (to snow) all day. When will it stop? 5. Jenny the telephone (to ring)! It (to ring) for a minute. 6. Since he came home, he (to watch) TV. 7. What you (to do)? – I (to wait) for Alice. I (to wait) for her for 10 minutes. 8. It's nine p.m. Sue and Terry (to study) for 3 hours. 9. Since when Alex (to live) in this house? 10. What you (to do) lately? 11. Marry is tired because she (to work) in the garden. 12. He still (to work) at the same place?

**Ex. 14. Correct the errors if necessary.**

- How long you been living here?
- I am living in this street for five years.
- My father is looking tired. He has been digging in the garden.



4. What have you been studying lately?
5. John is reading that book for the past four days.
6. Nick is studying for two straight hours.
7. My eyes are red because I have been crying.
8. Right now Nick has been taking a nap.

**Ex. 15. Put the verb in the correct tense form.**

1. How long they (to know) each other? 2. Why you (to use) the phone so much lately? 3. She (to work) at this plant since 2005. 4. He (to be) in the city for the last two months. 5. I just (to finish) my work in the library. 6. David's car is new. He (to have) it for one week. 7. Paul (to search) for his purse for half an hour. 8. They (not to see) their relatives for two years. 9. Sara looks upset. She (to cry). 10. Oh, I am cold. I (to stand) in the frost long. 11. Beth (to be) ill since last week. 12. Anna (to cook) since twelve o'clock.

**Ex. 16. Translate the sentences into English.**

1. Они женаты уже пять лет. 2. Снег идет с самого утра. 3. Том владеет этой компанией около десяти лет. 4. В последнее время моя дочь мало читает. 5. Как долго ты ждешь нас? – Я тут с шести часов. 6. Он уже закончил доклад? – Нет, ведь он работает над ним только час. 7. Кто из вас работает в этой фирме больше трех лет? 8. Эта машина у нее уже четыре года. 9. Я знаю его уже много лет. 10. Что они делают так долго? 11. Погода прекрасная! С самого утра светит солнце. 12. Автобус отходит в семь. Сейчас семь десять, но он еще не пришел. Я жду его уже 15 минут. 13. Хэлэн и Джон друзья с детства. 14. Ты выглядишь уставшим. Что ты делал? 15. Наконец Питер вернулся домой. Он не был дома два месяца.

**Ex. 17. Choose the correct answer.**

1. They ... together for three years.  
A. are working      B. work      C. have been working
2. Welcome to the party! ... you ... my brother?  
A. Are ... meeting      B. Have ... met      C. Have ... been meeting
3. I ... the opportunity to travel extensively.  
A. am never having      B. have never had      C. have had never
4. Alex usually sits here. But today he ... in the first row.  
A. sits      B. is sitting      C. has sitting

5. Ann, put some lotion on your face! You ... on the sun too long.  
A. have been lying                      B. have lain                      C. are lying
6. You ... .. terrible these days! Go and see your doctor  
A. are looking                      B. has been looking                      C. look
7. Look through the window! It ..... !  
A. have snowed                      B. is snowing                      C. have been snowing
8. I ... .. this person since I first met her.  
A. am disliking                      B. have disliked                      C. have been disliking
9. Listen to them! What ... they ... about?  
A. have ... been speaking                      B. have ... spoke                      C. are ... speaking
10. Look at your jeans! What ... .. ?  
A. have you been done                      B. are you doing                      C. have you been doing
11. Sue went to India five years ago, but she anywhere since then.  
A. isn't going                      B. hasn't gone                      C. hasn't been going
12. Sit down at the table! I ... just ... the dinner.  
A. am ... cooking                      B. have ... cooked                      C. have ... been cooking

**Ex. 18. Correct the errors if necessary.**

1. Since when are they waiting for us?
2. I have been looking for my passport since I came home.
3. His friends have been having this building for ten years.
4. In recent years, scientists are developing many new machines.
5. This is the first time I am seeing snow.
6. Have you seen the Browns recently?
7. Since what time she has been working for your firm?
8. Through the history people are always wanting to fight for new lands.
9. The children are so dirty! They have played in the garden.
10. It's getting dark. The sun have already hidden.
11. How long has he been a doctor?
12. We received his letter a week ago and have tried to find time to write him back ever since.

13. Since I left Britain, I have been returning to visit my friends several times.
14. Right now Phillip has been sitting in his room five hours doing his lessons.
15. Do you know where Nick is? I have looked for him for the past twenty minutes.

### **Discussion**

Discuss with your partner the position of the author.

*The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.* (Peter F. Drucker, American management consultant)

### **Writing**

Dwell upon the following:

*When the product is right, you don't have to be a great marketer.* (Lee Iacocca, American businessman)

## MODULE 5

### Running and Advertising Campaign

#### Ex. 1. Read the text and call basic definitions of advertising.

#### BASIC DEFINITIONS OF ADVERTISING

It's easy to become confused about these terms: advertising, promotion, public relations and publicity, and sales. The terms are often used interchangeably. However, they refer to different but similar activities.

**Advertising** is bringing a product (or service) to the attention of potential and current customers. Advertising is typically done with signs, brochures, commercials, direct mail or e-mail messages, personal contact, etc.

**Promotion** keeps the product in the minds of the customer and helps stimulate demand for the product. Promotion involves ongoing advertising and publicity (mention in the press). The ongoing activities of advertising, sales and public relations are often considered aspects of promotions.

**Public relations** includes ongoing activities to ensure the company has a strong public image. Public relations activities include helping the public to understand the company and its products. Often, public relations are conducted through the media, that is, newspapers, television, magazines, etc. As noted above, public relations are often considered as one of the primary activities included in promotions.

**Publicity** is mention in the media. Organizations usually have little control over the message in the media, at least, not as they do in advertising. Regarding publicity, reporters and writers decide what will be said.

**Sales** involve most or many of the following activities, including cultivating prospective buyers in a market segment; conveying the features, advantages and benefits of a product or service to the lead; and coming to agreement on pricing and services.

#### VOCABULARY

**interchangeable**  
**current**  
**commercial**

**direct mail**

взаимозаменяемый  
данный  
реклама на радио или  
телевидении  
метод маркетинга, при  
котором компании рассылают

**ongoing**  
**to ensure**  
**media**  
**regarding**  
**to cultivate**  
**to convey**  
**feature**  
**lead**

образцы своей продукции  
 потенциальным заказчикам  
 постоянный  
 заверить  
 средства информации  
 касательно  
 обрабатывать, выращивать  
 передавать  
 особенность  
 потенциальный покупатель

**Ex. 2. Pick out the equivalents for the following words and phrases.**

1) легко спутать; 2) использовать по взаимозаменяемому принципу; 3) одинаковые виды деятельности; 4) реклама; 5) потенциальные покупатели; 6) электронные сообщения; 7) спрос на продукт; 8) постоянная реклама; 9) связь с общественностью; 10) упоминание; 11) контролировать сообщения в СМИ; 12) возвращение потенциальных клиентов; 13) сегмент рынка; 14) преимущества; 15) прибыль от продукта; 16) приходить к соглашению.

**Ex. 3. Supply with articles where necessary.**

1. It's ... easy to become confused about these ... terms: ... advertising, ... promotion, ... public relations and ... publicity, and ... sales. 2. ... terms are often used interchangeably. 3. However, they refer to different but ... similar activities. 4. ... advertising is bringing ... product (or service) to ... attention of ... potential and current customers. 5. ... advertising is typically done with ... signs, ... brochures, ... commercials, ... direct mail or ... e-mail messages, ... personal contact, etc. 6. ... promotion keeps ... product in ... minds of ... customer and helps stimulate ... demand for ... product. 7. ... ongoing activities of ... advertising, ... sales and ... public relations are often considered ... aspects of ... promotions. 8. ... public relations includes ... ongoing activities to ensure ... company has ... strong public image. 9. ... public relations activities include helping ... public to understand ... company and its ... products. 10. Often, ... public relations are conducted through ... media, that is, ... newspapers, ... television, ... magazines, etc. 11. As noted above, ... public relations are often considered as ... one of ... primary activities included in ... promotions. 12. ... organizations usually have ... little control over ... message in ... media, at least, not as they do in ... advertising. 13. Regarding ... publicity, ... reporters and ... writers decide what will be said. 14. ... sales involve most or ... many

of ... following activities, including cultivating ... prospective buyers in ... market segment; conveying ... features, ... advantages and ... benefits of ... product or ... service to ... lead; and coming to ... agreement on ... pricing and ... services.

#### **Ex. 4. Supply with prepositions.**

1. It's easy to become confused ... these terms: advertising, promotion, public relations and publicity, and sales. 2. However, they refer ... different but similar activities. 3. Advertising is bringing a product (or service) ... the attention ... potential and current customers. 4. Advertising is typically done ... signs, brochures, commercials, direct mail or e-mail messages, personal contact, etc. 5. Promotion keeps the product ... the minds ... the customer and helps stimulate demand ... the product. 6. The ongoing activities ... advertising, sales and public relations are often considered aspects ... promotions. 7. Often, public relations are conducted ... the media, that is, newspapers, television, magazines, etc. 8. As noted ..., public relations are often considered as one ... the primary activities included in promotions. 9. Publicity is mention ... the media. 10. Organizations usually have little control ... the message ... the media, ... least, not as they do ... advertising. 11. Sales involve most or many ... the following activities, including cultivating prospective buyers ... a market segment; conveying the features, advantages and benefits ... a product or service ... the lead; and coming ... agreement ... pricing and services.

#### **Ex. 5. Complete the sentences.**

1. It's easy to become confused about these terms: ... , ... , ... and ..., and ... .
2. However, they refer to different but ... .
3. Advertising is bringing a product (or service) to ... .
4. Advertising is typically done with ... , ... , ... , ... or ... , ... , etc.
5. Promotion keeps the product ... and helps ... .
6. Promotion involves ... and ... .
7. Public relations includes ... .
8. Often, public relations are conducted through ... .
9. As noted above, public relations is often considered as ... .
10. Organizations usually have little control over ... .
11. Regarding publicity, reporters and writers ... .
12. Sales involve most or many of the following activities, including ... ; conveying the features, ... ; and coming to agreement on ... .

**Ex. 6. Use emphatic constructions in the following sentences.**

1. They refer to different but similar activities.
2. Advertising is bringing a product (or service) to the attention of potential and current customers.
3. Advertising is typically done with signs, brochures, commercials, direct mail or e-mail messages, personal contact, etc.
4. Promotion keeps the product in the minds of the customer and helps stimulate demand for the product.
5. The ongoing activities of advertising, sales and public relations are often considered aspects of promotions.
6. Public relations includes ongoing activities to ensure the company has a strong public image.
7. Public relations activities include helping the public to understand the company and its products.
8. Often, public relations are conducted through the media, that is, newspapers, television, magazines, etc.
9. As noted above, public relations are often considered as one of the primary activities included in promotions.
10. Organizations usually have little control over the message in the media, at least, not as they do in advertising.
11. Regarding publicity, reporters and writers decide what will be said.
12. Sales involve most or many of the following activities, including cultivating prospective buyers in a market segment.

**Ex. 7. Put all the possible questions to the following sentences.**

1. It's easy to become confused about these terms: advertising, promotion, public relations and publicity, and sales. 2. The terms are often used interchangeably. 3. However, they refer to different but similar activities. 4. Advertising is bringing a product (or service) to the attention of potential and current customers. 5. Advertising is typically done with signs, brochures, commercials, direct mail or e-mail messages, personal contact, etc. 6. Promotion keeps the product in the minds of the customer and helps stimulate demand for the product. 7. Promotion involves ongoing advertising and publicity (mention in the press). 8. The ongoing activities of advertising, sales and public relations are often considered aspects of promotions. 9. Public relations include ongoing activities to ensure the company has a strong public image. 10. Public relations activities include helping the public to understand the company and its products. 11. Often, public relations are conducted through the media, that is, newspapers, television,

magazines, etc. 12. As noted above, public relations are often considered as one of the primary activities included in promotions. 13. Publicity is mention in the media. 14. Organizations usually have little control over the message in the media, at least, not as they do in advertising. 15. Regarding publicity, reporters and writers decide what will be said. 16. Sales involve most or many of the following activities, including cultivating prospective buyers in a market segment.

**Ex. 8. Approve or disapprove of the statements.**

1. It's not difficult to become confused about these terms: advertising, promotion, public relations and publicity, and sales.
2. The terms are seldom used interchangeably.
3. However, they refer to different but similar activities.
4. Promotion is bringing a product (or service) to the attention of potential and current customers.
5. Advertising is typically done with signs, brochures, commercials, direct mail or e-mail messages, personal contact, etc.
6. Advertising keeps the product in the minds of the customer and helps stimulate demand for the product.
7. Promotion involves ongoing advertising and publicity (mention in the press).
8. The ongoing activities of advertising, sales and public relations are often considered aspects of promotions.
9. Public relations do not include ongoing activities to ensure the company has a strong public image.
10. Public relations activities include helping the public to understand the company and its products.
11. Often, public relations are conducted through the media, that is, newspapers, television, magazines, etc.
12. As noted above, public relations is often considered as a kind of the primary activities included in promotions.
13. Organizations always have little control over the message in the media, at least, not as they do in advertising.
14. Regarding publicity, people decide what will be said.
15. Publicity involves most or many of the following activities, including cultivating prospective buyers in a market segment.

**Ex. 9. Answer the following questions.**

1. Which terms are often used interchangeably?
2. What is advertising?
3. What is advertising typically done with?



4. What does promotion do?
5. What does promotion involve?
6. What are the ongoing activities of advertising, sales and public relations?
7. What do public relations include?
8. How are public relations conducted?
9. Where do organizations usually have little control?
10. Who decide what will be said regarding publicity?
11. What do sales involve?

**Ex. 10. Summarize the text.**

**Ex. 11. Read the text and match the definitions with their descriptions.**

### **MAJOR METHODS OF ADVERTISING**

- A. E-mail messages**
- B. Posters and bulletin boards**
- C. Newsletters**
- D. Telemarketing**
- E. Brochures**
- F. Magazines**
- G. Radio announcements**
- H. Direct mail**
- I. Web pages**
- J. Newspapers**
- K. Television ads**

1. They can contain a great deal of information if designed well, and are becoming common methods of advertising.

2. This kind sent directly from you to your customers can be highly customized to suit their nature and needs. You may want to build a mailing list of your current and desired customers.

3. These can be wonderful means to inform about your business. Your e-mail address may be included at the end of each of your e-mail messages. Many e-mail software packages will automatically attach your e-mail address, if you prefer.

4. They can be quite expensive. Find out if there's a magazine that focuses on your particular industry. If there is one, then the magazine can be very useful because it already focuses on your market and potential customers.

5. This can be powerful means to conveying the nature of your organization and its services.

6. Lots of people read local newspapers. You can get your business in the newspaper by placing ads, writing a letter to the editor or working with a reporter to get a story written about your business. Advertising can get quite expensive. Newspapers are often quite useful in giving advice about what and how to advertise.

7. They can be very powerful when placed where your customers will actually notice them. Place them in places which your customers frequent, and always refresh your posters with new and colorful posters that will appear new to passers by.

8. A major advantage of this method is they are usually cheaper than television ads, and many people still listen to the radio, for example, when in their cars.

9. Their use is on the rise.

10. They are more expensive than most of major forms of advertising. However, with the increasing number of television networks and stations, businesses are placing more commercials or other forms of advertisements.

11. Now, advertising and promotions on the World Wide Web are almost commonplace. Using it for advertising requires certain equipment and expertise, including getting a computer, getting an Internet service provider, buying (usually renting) a Web site name, designing and installing the Web site graphics and other functions as needed.

## VOCABULARY

**customized**  
**software package**

сделанный по заказу  
комплект программного  
обеспечения

**to attach**  
**powerful**  
**editor**  
**frequent**  
**to refresh**  
**passer by**  
**on the rise**  
**commonplace**

прикрепить  
влиятельный  
редактор  
часто посещать  
освежать  
прохожий  
на подъеме  
привычное дело, обычное  
явление  
требовать

**Ex. 12. Find the English equivalents to the following combinations.**

1) много информации; 2) методы рекламы; 3) составить список адресатов; 4) проинформировать о бизнесе; 5) автоматически прикреплять; 6) сконцентрироваться на определенной промышленности; 7) потенциальные клиенты; 8) значимое средство; 9) размещать рекламу; 10) написать письмо редактору; 11) дать совет; 12) цветные постеры; 13) главное преимущество метода; 14) быть на подъеме; 15) определенное оборудование и опыт.

**Ex. 13. Enumerate the main methods of advertising and describe them shortly.**

**Ex. 14. Match each word on the left with a word on the right to create a phrase connected with advertising.**

- |                |                             |
|----------------|-----------------------------|
| 1. advertising | a. the advertising campaign |
| 2. target      | b. mix                      |
| 3. to run      | c. advertisements           |
| 4. promotional | d. customer                 |
| 5. television  | e. advertising              |
| 6. newspaper   | f. mail                     |
| 7. street      | g. commercials              |
| 8. direct      | h. efforts                  |

**Ex. 15. Match the expressions in the left column with their translation in the right one.**

- |                              |                             |
|------------------------------|-----------------------------|
| 1. product life cycle        | a. ассортимент              |
| 2. to sell well              | письменных столов           |
| 3. old "steady"              | b. игровая (дразнящая)      |
| 4. to run for years          | рекламная кампания          |
| 5. slogan                    | c. кампания рассылки        |
| 6. desk range                | материалов по почте         |
| 7. we are all for keeping it | d. лозунг, девиз, рекламная |
| 8. teaser advertising        | формула                     |
| campaign                     | e. выпускать новый товар    |
| 9. to lunch                  | на рынок                    |
| 10. direct mail shot         | f. что-либо старое          |
|                              | g. жизненный цикл           |
|                              | продукта                    |
|                              | h. иметь хороший сбыт       |

- i. успешно действовать  
много лет
- j. Мы всецело за то, чтобы  
сохранить это

**Ex. 16. Complete the dialogue using the words given below. There are two words which you don't need to use.**

*pays off    evaluative    competitive    persuade    media  
influence    success    attention    sales    effectiveness    direct  
mail    flexibility*

**KATE:** Good morning. I am studying the problems of advertising. May be you could give me some information on this problem.

**HELEN:** Good morning. Well to begin with, a firm has to ask itself a number of important questions in relation to advertising: How much should the company spend on advertising? What combination of 1 will work best? What effect does advertising have on the company's sales?

**KATE:** To my mind, to answer these questions the company should use some methods of measuring the 2 of advertising.

**HELEN:** You see, most of the methods focus not on 3 changes but on how well the communication is remembered, recognized, or recalled.

**KATE:** But why? Do these methods really can measure to what extent the advertising really 4 ?

**HELEN:** No, they can't, because many factors besides advertising 5 sales success. Advertising has some impact on a product's sales but the exact effect is uncertain.

**KATE:** Then what information is given by these methods?

**HELEN:** At present most 6 methods simply tell which ad is the best among those being appraised.

**KATE:** But if I am not mistaken, even though one ad may be found to be more memorable or to create more 7 than another, that fact alone gives no assurance of relationship to sales 8 .

**HELEN:** That's right.

**KATE:** Then why should the company advertise?

**HELEN:** Without advertising to inform the public of its product, the company will have a difficult time winning brand recognition and brand acceptance. Without advertising it will probably be difficult to

9 dealers to carry the firm's product, especially if 10 brands are well known.

**KATE:** I see. Thank you very much indeed.

**HELEN:** You are welcome.

**Ex. 17. Open the brackets.**

1. When morning came, the storm already (to stop), but the snow still (to fall). 2. Yesterday by eight o'clock he (to finish) all his homework, and when I (to come) to his place at nine, he (to read). 3. I (to wait) for permission to go abroad for three weeks already, but I (not to receive) the visa yet. 4. Everybody (to be) at the door of the museum, but my friend (not yet to come). 5. We (to drink) tea when the telephone (to ring). 6. Johnny noticed that everybody (to look) at him, and he (to feel) shy. 7. Light (to travel) more quickly than sound. 8. When I (to come) to Pete's house last Sunday, he (to read) a new book. He (to say) he (to give) it to me soon. Today I (to take) it from him. Now I (to read) it. I (to finish) it by Friday. If you like, I (to give) it to you on Saturday when you (to come) to see me. 9. When will he come? We (to wait) for him for half an hour already. 10. On leaving the hall, the students (to thank) the professor who (to deliver) the lecture. 11. We already (to cover) about ten miles when Peter, who (to look) out of the window for the last five or ten minutes, suddenly exclaimed, "Here is the station!"

**Ex. 18. Put the verb into the correct form.**

1. We could not go out because it (to rain) hard since early morning. 2. She (to teach) at our school for twenty years now. 3. Ring me up as soon as you (to come) home. 4. He (to begin) to write his composition at three o'clock. It is already eleven, and he still (to write) it. He says he (to finish) it by twelve. 5. We (to help) our librarian to put the books in the right order for three days already, but we (to arrange) only half the books. 6. What you (to do) when I (to come) in? 7. When I (to come) to his house, they (to tell) me that he (to leave) an hour before. 8. On checking up his answers he (to find) out that he (to make) several mistakes. 9. When I (to leave) home, the snow already (to stop), but a strong wind (to blow). 10. You (to read) this book? – Yes, I (to read) it. I (to think) it (to be) very interesting. 11. What the children (to do) now? – Oh, they (to play) the new board game which I just (to buy) for them. 12. They (to reach) the corner of the street by now and (to stand) at the bus stop. 13. After we (to walk) about two hours, we arrived at a picturesque glade covered with fresh grass. 14. That (to be) what I (to complain) about.

**Ex. 19. Use the verb in the right tense.**

1. What you (to read)? – I (to read) a magazine. – How long you (to read) it? – I (to read) it for half an hour. 2. She (to live) in Moscow for ten years when her sister (to come) to live with her. 3. Our teacher (to come). Now he (to speak) with our librarian. 4. They (to speak) when I (to look) at them. 5. What you (to do) here? – I (to prepare) for my report. – How long you (to prepare) for it? – Oh, I (to work) since morning. 6. He (to teach) at school for five years when the war (to break) out. 7. She (to study) English since last year. 8. You ever (to be) to London? – Yes, I (to be) there last summer. 9. What your friend (to do) now? – She (to have) dinner. She usually (to have) dinner at this time. 10. I (to buy) a new dress. I (to show) it to you tomorrow when you (to come) to my place. 11. So you begin working tomorrow! And who (to take) care of your children when you (to go) to work? 12. Hello, Peter! Where you (to go)? – I (to go) to the library. 13. I (to walk) about an hour when I (to see) a little house not far from the river. 14. When he (to read) the newspaper, he (to give) it to his brother. 15. He (to leave) for Rostov in 1990 and since then he (to live) there. 16. At this time tomorrow we (to discuss) your report. 17. Now she (to read) the book which I (to give) her yesterday. 18. I always (to hate) such cruelty. 19. No, I (not to see) that movie.

**Ex. 20. Insert the necessary tense-form of the verbs in the brackets.**

1. How long you (to wait) for me? I am really very sorry. 2. Yesterday I (to meet) a friend of mine whom I (not to see) for a long time. 3. Ring me up at eleven o'clock, I (not yet to sleep). 4. You (to be) late for the concert if you (not to take) a taxi. 5. The sun (to set) a long time ago, and it (to begin) to get really cold. 6. When I (to come) home yesterday, my sister already (to return) and (to sit) at the fireplace looking through some old photographs. 7. He (to smoke) three cigarettes and (to look) through all the books on the shelf, when at last he (to hear) his friend's steps approaching the door. 8. The first person whom Andrew (to see) as he (to enter) was his old nurse. She (to sit) on the sofa. During the last five years she greatly (to change) and now (to look) a very old woman. 9. She is going to read the letter she just (to receive). 10. He just (to approach) the door, when she (to enter). 11. He (to write) the composition for three hours and he (to say) he soon (to finish) it as he (to think) over the conclusion now. 12. Where is the baby? – The nurse (to put) it to bed. 13. He said he (to work) for a long time without achieving good results. 14. Hardly I (to go) out when I (to remember) that I (to forget) to take my umbrella. 15. It (to be) late. You (not to finish) yet?

**Ex. 21. Open the brackets.**

1. Our train starts late in the evening, so if you (to come) at seven o'clock, we still (to pack) our luggage. 2. When you (to see) him last? 3. I (to meet) him when he (to walk) across the park. 4. You ever (to act) on the stage? – Why, yes, that's what I (to do) for the last six years. 5. Don't enter the bedroom! The child (to sleep) there, and he always (to wake) up when somebody (to open) the door. 6. Where is your luggage? – I (to leave) it at the station. I (to take) it tomorrow when Nick (to come) to help me. 7. I (to read) about an hour when he (to come). 8. The play (not yet to begin) and the people (to talk) in the hall. 9. One night a little swallow (to fly) over the city. His friends (to fly) away to Egypt six weeks before, but he (to stay) behind. 10. What you (to do) these three months? 11. Yesterday I (to buy) a new pair of gloves, as I (to lose) the old ones. 12. We (to walk) in silence. He already (to tell) me all that (to be) interesting about himself, and I (to have) nothing to tell him. 13. The moon (not to rise) yet, and only two stars, like two distant lighthouses, (to shine) in the dark blue sky.

**Discussion**

Discuss with your partner the term “advertising”. Touch upon the definitions which are connected with it and all the methods you have learnt.

**Writing**

Dwell upon the following:

*What is the role of advertising for any business?*

## MODULE 6

### Distribution and Sales

#### Grammar Box

**The Sequence of Tenses** (Согласование времен) – это зависимость времен сказуемых придаточного и главного предложений. Соблюдается в придаточных предложениях, когда сказуемое главного предложения стоит в одном из прошедших времен.

#### Правила последовательности времен:

1. Если сказуемое главного предложения выражено глаголом в одной из форм настоящего или будущего времени, то глагол в придаточном предложении употребляется в любом времени, которое требуется по смыслу:

He *knows* that you *are/were/will be* busy.

2. Если сказуемое главного предложения выражено глаголом в одной из форм прошедшего времени, то формы настоящего и будущего времени не могут употребляться в придаточном предложении. В этом случае глагол придаточного предложения употребляется в одной из форм прошедшего времени или будущего в прошедшем (**should/would + Verb**).

- a) для выражения действия **одновременного** с действием главного предложения, глагол придаточного предложения употребляется в **Past Indefinite** или **Past Continuous**:

I *was* sure that you *knew* her address.

I *thought* that he *was waiting* for me in the cinema.

- b) для выражения действия **предшествующего** действию главного предложения, глагол придаточного предложения употребляется в **Past Perfect**:

I *was* sure that he *had left* Moscow.

They *informed* us that they *had sent* the letters.

- c) для выражения **будущего** действия по отношению к действию главного предложения, глагол в придаточном предложении употребляется в **Future-in-the-Past**, выражающего будущее действие по отношению к прошедшему моменту:



I *hoped* that I *should find* him at home.  
He *said* that he *would try* to come in time.

**Ex. 1. Read the text and say what distribution and sales are.**

**DISTRIBUTION AND SALES**

The term “distribution” is not confined to the physical distribution of goods from the producer to the consumer, e.g. road and rail transport. In the business context it also refers to the distribution channels, i.e. the sort of retail outlets that the good and services are sold in.

Many industrial products and services are sold directly to the consumer or user. Most consumer products are usually distributed through retail organizations. By tradition many manufactures sell their products to a wholesaler who warehouses the goods until they are required by the retailer. The manufacturer can mass-produce the goods, get the money for the goods straight away, and does not have to worry about storage and distribution costs. The retailer can order goods from the wholesaler and does not have to worry about holding large stocks. The wholesaler does not have any particular incentive to promote the sale of the manufacturer’s goods, and the retailer will have to pay a higher price for the goods from the wholesaler than if they were bought directly from the manufacturer.

Full Chain of Distribution tends to be used when the producer makes a limited range of products, storage costs are high and the product is perishable.

When deciding the problem how sales effort is to be organized three main approaches may be used:

- 1. Organize geographically.**
- 2. Organize by product.** When a firm has diverse products that require specialized technical or applications knowledge, it may be necessary to organize the sales force according to major product categories.
- 3. Organize by customer.** Where a firm faces rather diverse types of customers, organizing by major customer categories leads to better servicing and understanding of customers’ needs.

Public Relations (PR) is sometimes a separate department outside the marketing function. PR can be defined as the attempt to present an acceptance and favorable image of the company to the general public. This can be done in a number of possible ways: advertising, sponsorship, involvement in charity work, exhibitions and trade fairs, press releases and conference.

Customer Service is slightly different from PR in the sense that the company here is concerned with keeping the customer happy and satisfied. Areas that are important in good customer relations include: servicing and repair, after-sales service, guarantees, enquiries and complaints. Having sold a product to the customer, Service Department must see that the consumer is content with the product.

## VOCABULARY

<b>retail outlet</b>	розничная торговая точка
<b>manufacture</b>	производитель
<b>wholesaler</b>	оптовый торговец
<b>to warehouse</b>	хранить на складе
<b>retailer</b>	розничный торговец
<b>to mass-produce</b>	вести массовое производство
<b>storage</b>	хранение, склад
<b>stock</b>	наличие
<b>incentive</b>	побуждение, стимул
<b>perishable</b>	скоропортящийся
<b>approach</b>	подход
<b>attempt</b>	попытка
<b>acceptance</b>	принятие
<b>favorable</b>	благоприятный
<b>charity work</b>	благотворительность
<b>trade fair</b>	торговая ярмарка
<b>press release</b>	сообщение для печати
<b>enquiry</b>	запрос
<b>complaint</b>	жалоба
<b>content</b>	довольный

### Ex. 2. Pick out the equivalents for the following words and phrases.

1) распространение; 2) покупатель; 3) розничная торговая точка; 4) организации розничной торговли; 5) оптовый торговец; 6) хранить на складе; 7) вести массовое производство; 8) получать деньги; 9) расходы на распространение; 10) продвигать продажи товаров производителя; 11) ограниченный ассортимент; 12) скоропортящиеся продукты; 13) различные продукты; 14) требовать особых технических знаний; 15) в соответствии с главными категориями продуктов; 16) благоприятный имидж компании; 17) вовлечение в благотворительную работу; 18) быть довольным продукцией.

**Ex. 3. Give the synonyms for the following words.**

1) goods; 2) producer; 3) consumer; 4) to sale; 5) to promote; 6) diverse; 7) needs; 8) favorable image; 9) press release; 10) to be content.

**Ex. 4. Supply with articles.**

1. ... term “distribution” is not confined to ... physical distribution of ... goods from ... producer to ... consumer, e.g. road and rail transport. 2. In ... business context it also refers to ... distribution channels, i.e. ... sort of ... retail outlets that ... good and services are sold in. 3. ... many industrial products and services are sold directly to ... consumer or user. 4. ... most consumer products are usually distributed through ... retail organizations. 5. By tradition many manufactures sell ... their products to ... wholesaler who warehouses ... goods until they are required by ... retailer. 6. ... wholesaler does not have ... any particular ... incentive to promote ... sale of ... manufacturer’s goods, and ... retailer will have to pay ... higher price for ... goods from ... wholesaler than if they were bought directly from ... manufacturer. 7. Full Chain of Distribution tends to be used when ... producer makes ... limited range of ... products, storage costs are high and ... product is perishable. 8. When ... firm has diverse products that require ... specialized technical or applications knowledge, it may be necessary to organize ... sales force according to ... major product categories. 9. Where ... firm faces rather ... diverse types of customers, organizing by ... major customer categories leads to better servicing and understanding of customers’ needs. 10. Public Relations (PR) is sometimes ... separate department outside ... marketing function. 11. PR can be defined as ... attempt to present ... acceptance and ... favorable image of ... company to ... general public. 12. This can be done in ... number of possible ways: advertising, sponsorship, involvement in ... charity work, ... exhibitions and trade fairs, press releases and conference. 13. ... areas that are important in ... good customer relations include: ... servicing and repair, after-sales service, ... guarantees, enquiries and complaints. 14. Having sold ... product to ... customer, Service Department must see that ... consumer is content with ... product.

**Ex. 5. Insert necessary prepositions.**

1. The term “distribution” is not confined ... the physical distribution ... goods ... the producer ... the consumer, e.g. road and rail transport. 2. ... the business context it also refers ... the distribution channels, i.e. the sort ... retail outlets that the good and services are sold ... . 3. Many industrial products and services are sold directly ...

the consumer or user. 4. Most consumer products are usually distributed ... retail organizations. 5. ... tradition many manufactures sell their products ... a wholesaler who warehouses the goods until they are required ... the retailer. 6. The manufacturer can mass-produce the goods, get the money ... the goods straight ..., and does not have to worry ... storage and distribution costs. 7. The retailer can order goods ... the wholesaler and does not have to worry ... holding large stocks. 8. The wholesaler does not have any particular incentive to promote the sale ... the manufacturer's goods, and the retailer will have to pay a higher price ... the goods ... the wholesaler than if they were bought directly ... the manufacturer. 9. Where a firm faces rather diverse types ... customers, organizing ... major customer categories leads ... better servicing and understanding ... customers' needs. 10. This can be done ... a number ... possible ways: advertising, sponsorship, involvement ... charity work, exhibitions and trade fairs, press releases and conference. 11. Customer Service is slightly different ... PR ... the sense that the company here is concerned ... keeping the customer happy and satisfied. 12. Having sold a product ... the customer, Service Department must see that the consumer is content ... the product.

**Ex. 6. Put the questions to the following sentences.**

1. The term "distribution" is not confined to the physical distribution of goods from the producer to the consumer. 2. In the business context it also refers to the distribution channels. 3. Many industrial products and services are sold directly to the consumer or user. 4. Most consumer products are usually distributed through retail organizations. 5. By tradition many manufactures sell their products to a wholesaler who warehouses the goods until they are required by the retailer. 6. The retailer can order goods from the wholesaler and does not have to worry about holding large stocks. 7. The wholesaler does not have any particular incentive to promote the sale of the manufacturer's goods. 8. Full Chain of Distribution tends to be used when the producer makes a limited range of products, storage costs are high and the product is perishable. 9. When a firm has diverse products that require specialized technical or applications knowledge, it may be necessary to organize the sales force according to major product categories. 10. Public Relations (PR) is sometimes a separate department outside the marketing function. 11. PR can be defined as the attempt to present an acceptance and favorable image of the company to the general public. 12. This can be done in a number of possible ways: advertising, sponsorship, involvement in charity work, exhibitions and trade fairs,

press releases and conference. 13. Customer Service is slightly different from PR in the sense that the company here is concerned with keeping the customer happy and satisfied. 14. Areas that are important in good customer relations include: servicing and repair, after-sales service, guarantees, enquiries and complaints.

**Ex. 7. Use emphatic constructions in the following sentences.**

1. The term “distribution” is not confined to the physical distribution of goods from the producer to the consumer. 2. In the business context it also refers to the distribution channels. 3. Many industrial products and services are sold directly to the consumer or user. 4. Most consumer products are usually distributed through retail organizations. 5. By tradition many manufactures sell their products to a wholesaler who warehouses the goods until they are required by the retailer. 6. The retailer can order goods from the wholesaler and does not have to worry about holding large stocks. 7. The wholesaler does not have any particular incentive to promote the sale of the manufacturer’s goods. 8. Full Chain of Distribution tends to be used when the producer makes a limited range of products, storage costs are high and the product is perishable. 9. When a firm has diverse products that require specialized technical or applications knowledge, it may be necessary to organize the sales force according to major product categories. 10. Public Relations (PR) is sometimes a separate department outside the marketing function. 11. PR can be defined as the attempt to present an acceptance and favorable image of the company to the general public. 12. This can be done in a number of possible ways: advertising, sponsorship, involvement in charity work, exhibitions and trade fairs, press releases and conference. 13. Customer Service is slightly different from PR in the sense that the company here is concerned with keeping the customer happy and satisfied. 14. Areas that are important in good customer relations include: servicing and repair, after-sales service, guarantees, enquiries and complaints.

**Ex. 8. Translate from Russian into English.**

1. Термин «дистрибуция» обозначает передачу товара производителем покупателю.
2. Многие товары продаются напрямую покупателю.
3. Большинство товаров обычно распространяются посредством розничных организаций.
4. По традиции многие производители продают свой товар оптовому торговцу, который хранит его на складе.

5. Производитель может заниматься массовым производством товара.
6. Когда у фирмы есть разнообразная продукция, она может продавать ее в соответствии с главными категориями продуктов.
7. Общественные отношения могут определяться как попытка представить принятие и благоприятный имидж компании.
8. Они могут осуществляться посредством ряда различных способов – посредством рекламы, вовлечения в благотворительную работу, выставок и торговых ярмарок, прессы и конференций.

**Ex. 9. Agree or disagree.**

1. The term “distribution” is confined to the physical distribution of goods from the producer to the consumer, e.g. road and rail transport.
2. In the business context it also refers to the distribution channels, i.e. the sort of retail outlets that the good and services are sold in.
3. Many industrial products and services are not sold directly to the consumer or user.
4. Most consumer products are usually distributed by means of retail organizations.
5. By tradition many manufactures sell their products to a wholesaler who warehouses the goods until they are required by the retailer.
6. The retailer can mass-produce the goods, get the money for the goods straight away, and does not have to worry about storage and distribution costs.
7. The manufacturer can order goods from the wholesaler and does not have to worry about holding large stocks.
8. The wholesaler does not have any particular incentive to promote the sale of the manufacturer’s goods, and the retailer will have to pay a higher price for the goods from the wholesaler than if they were bought directly from the manufacturer.
9. Customer Service tends to be used when the producer makes a limited range of products, storage costs are high and the product is perishable.
10. When a firm has various products that require specialized technical or applications knowledge, it may be necessary to organize the sales force according to major product categories.

11. Where a firm faces rather diverse types of customers, organizing by major customer categories leads to better servicing and understanding of customers' needs.
12. Public Relations (PR) is sometimes a separate department outside the marketing function.
13. Distribution can be defined as the attempt to present an acceptance and favorable image of the company to the general public.
14. This can be done in a number of possible ways: advertising, sponsorship, involvement in charity work, exhibitions and trade fairs, press releases and conference.
15. Customer Service is slightly similar from PR in the sense that the company here is concerned with keeping the customer happy and satisfied.
16. Areas that are not important in good customer relations include: servicing and repair, after-sales service, guarantees, enquiries and complaints.

**Ex. 10. Think and answer.**

1. What is the "distribution"?
2. How are many industrial products and services sold?
3. How are most consumer products usually distributed?
4. Whom do many manufactures sell their products?
5. Who can mass-produce the goods?
6. Who can order goods from the wholesaler and does not have to worry about holding large stocks?
7. Who does not have any particular incentive to promote the sale of the manufacturer's goods?
8. What tends to be used when the producer makes a limited range of products, storage costs are high and the product is perishable?
9. What are three main approaches may be used when deciding the problem how sales effort is to be organized?
10. What is Public Relations (PR)?
11. How can PR be defined?
12. What ways can it be done in?
13. What is Customer Service?
14. What do areas that are important in good customer relations include?
15. When must Service Department see that the consumer is content with the product?

**Ex. 11. Retell the text.**

**Ex. 12. Choose the right variant.**

1. My friend asked me who (is playing, was playing) the piano in the sitting room. 2. He said he (will come, would come) to the station to see me off. 3. I was sure he (posted, had posted) the letter. 4. I think the weather (will be, would be) fine next week. I hope it (will not change, would not change) for the worse. 5. I knew that he (is, was) a very clever man. 6. I want to know what he (has bought, had bought) for her birthday. 7. I asked my sister to tell me what she (has seen, had seen) at the museum. 8. He said he (is staying, was staying) at the Ritz Hotel. 9. They realized that they (lost, had lost) their way in the dark. 10. He asked me where I (study, studied). 11. I thought that I (shall finish, should finish) my work at that time. 12. He says he (works, worked) at school two years ago. 13. Victor said he (is, was) very busy.

**Ex. 13. Open the brackets.**

1. I knew they (to wait) for me at the metro station and I decided to hurry. 2. I didn't know that you already (to wind) up the clock. 3. I was afraid that the little girl (not to be) able to unlock the front door and (to go) upstairs to help her. 4. He says that he (to know) the laws of the country. 5. Sarie understood why Lanny (not to come) the previous evening. 6. She asked me whether I (to remember) the legend about a faithful lion. 7. He understood that the soldiers (to arrest) him. 8. He could not understand why people (not to want) to take water from that well. 9. I suppose they (to send) a dog after the burglar immediately. 10. He said he (to leave) tomorrow morning. 11. She says she already (to find) the book. 12. He stopped and listened: the clock (to strike) five. 13. She said she (can) not tell me the right time, her watch (to be) wrong. 14. I asked my neighbour if he ever (to travel) by air before. 15. The policeman asked George where he (to run) so early. 16. The delegates were told that the guide just (to go) out and (to be) back in ten minutes.

**Ex. 14. Use sequence of tenses in the reported speech.**

1. The mother said, "The children are in the nursery, doctor." 2. "I have no time for lunch today," said the boy to his mother. 3. "You speak English very well," said the woman to me. 4. My brother said to me, "I am going to become a doctor." 5. My uncle said to us, "I buy several newspapers every day." 6. The teacher said to the pupils, "Next year we shall have six hours of English a week." 7. He said to me, "I want to see you today." 8. She said, "I am free tonight". 9. Mother said to me, "I feel bad today." 10. The pupil said to the teacher, "I can do my homework after dinner." 11. The teacher said to Jack, "You work hard,



I know. You are a good boy.” 12. The old man said to the girl, “You can sing perfectly. I think you will be a famous singer.” 13. My sister said to me, “You look very well, much better than you looked yesterday. I think you have recovered after your illness.” 14. “You are an excellent cook. Everything is so tasty,” said my guest to me. 15. The student said, “I can’t answer this question. I don’t understand it.”

**Ex. 15. Reproduce the direct speech.**

1. Tom said he would go to see the doctor the next day. 2. He told me he was ill. 3. He told me he had fallen ill. 4. They told me that Tom had not come to school the day before. 5. I told my sister that she might catch cold. 6. She told me she had caught cold. 7. He said that while crossing the English Channel they had stayed on deck all the time. 8. The woman said she had felt sick while crossing the Channel. 9. She said she was feeling bad that day. 10. The old man told the doctor that he had pain in his right side. 11. He said he had just been examined by a good doctor. 12. He said he would not go to school until Monday. 13. The man said he had spent a month at a health resort. 14. He said that his health had greatly improved since then.

**Discussion**

Discuss the obtained information with your partner.

**Writing**

Dwell upon the following:

*What will you do if you have your product and like to distribute it?*

## СПИСОК ЛИТЕРАТУРЫ

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