



**МІНІСТЕРСТВО ОСВІТИ І НАУКИ,  
МОЛОДІ ТА СПОРТУ УКРАЇНИ**

**ХАРКІВСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ  
ХАРЧУВАННЯ ТА ТОРГІВЛІ**

**ENGLISH FOR STUDENTS OF ECONOMICS, ACCOUNTING  
AND MANAGEMENT**

Методичні вказівки та контрольні завдання для самостійної роботи  
для студентів заочного відділення факультетів: економічного,  
обліково-фінансового, менеджменту

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## Передмова

Основною метою навчання студентів англійської мови в немовному вузі є досягнення ними практичного оволодіння цією мовою, що передбачає при заочному навчанні формування вміння самостійно читати літературу за фахом з метою здобуття інформації з іншомовних джерел.

Переклад (усний та письмовий) упродовж всього курсу навчання застосовується:

- а) як засіб навчання;
- б) з метою контролю розуміння прочитаного;
- в) як можливий засіб передачі одержаної при читанні інформації.

Приставаючи до вивчення англійської мови на заочному відділенні, слід мати на увазі, що вивчення її буде успішним лише в тому разі, якщо студенти будуть працювати систематично, регулярно з перших днів навчання у вузі. Діючим засобом для збагачення словникового запасу та засвоєння граматичного матеріалу є читання та переклад навчальних текстів; виконання письмових та усних вправ, додаткове читання газетних статей загальнонаукової тематики, адаптованих науково-популярних текстів, а також аутентичних текстів з фаху; виконання письмових контрольних робіт.

Вирішальним фактором для розвитку навичок читання англійською мовою аутентичної літератури з фаху є накопичення достатнього лексичного запасу та оволодіння граматичними формами та зворотами, необхідними для перекладу та розуміння тексту. Фонетичний, граматичний та лексичний матеріал відпрацьовується у вправах. Вправи даються у визначеній послідовності, яка забезпечує поступовий перехід від формування первинних навичок при застосуванні граматичних зразків та лексики до створення мовних навичок та вмінь.

Щоб практично оволодіти англійською мовою, необхідно засвоїти її граматичний мінімум, обсяг якого чітко визначений за семестрами. При вивченні кожного граматичного правила слід розуміти, коли, в яких випадках і чому вживається дана граматична форма чи зворот.

Щоб вірно виконати контрольні завдання, необхідно засвоїти наступні розділи з курсу англійської граматики:

### **1. Іменник.**

Множина іменника. Артиклі та прийменники як показники іменника. Присвійний відмінок іменника. Іменник в функції означення та його переклад українською мовою.

### **2. Прикметник.**

Ступені порівняння прикметників.  
Конструкції типу: 'the more ... the less'.

### **3. Числівник.**

### **4. Займенник.**

Особові, присвійні, питальні, вказівні, неозначені та заперечні займенники.

### **5. Дієслово.**

Форма теперішнього (Present), минулого (Past), майбутнього (Future) часу групи Indefinite активного стану.

Відмінювання дієслів 'to be', 'to have' в Present, Past, Future Indefinite. Наказовий спосіб та його заперечна форма.

#### **6. Просте поширене речення.**

Прямий порядок слів розповідного та спонукального речення у стверджувальній та заперечній формах. Зворотний порядок слів питального речення. Зворот 'There is / There are'.

#### **7. Основні випадки словотворення.**

#### **8. Видо-часові форми дієслова:**

а) активний стан (Active Voice) часової форми групи Indefinite (Present, Past, Future);

активний стан часової форми групи Continuous (Present, Past, Future);

активний стан часової форми групи Perfect (Present, Past, Future);

б) пасивний стан (Passive Voice) часової форми групи Indefinite (Present, Past, Future);

в) особливості перекладу англійських пасивних конструкцій.

#### **9. Модальні дієслова:**

(Modal Verbs) must, can, may та їх еквіваленти.

#### **10. Неособові форми дієслова:**

Дієприкметник. Participle I (Present Participle) та Participle II (Past Participle).

Функції дієприкметника у реченні.

#### **11. Герундій.**

#### **12. Інфінітив. Об'єктні та суб'єктні інфінітивні звороти.**

#### **13. Означальні та додаткові підрядні речення:**

обставинні підрядні речення часу та умови.

#### **14. Умовні речення.**

#### **15. Інтернаціональні слова.**

Результати самостійної роботи студента-заочника упродовж семестру повинні знайти своє відбиття в його словнику та робочих зошитах, які подаються на практичних заняттях та заліках.

## NOUNS

### Іменник. Однина і множина іменників. Присвійний відмінок іменників.

**Exercise 1.** Complete the sentences using the plurals of the nouns in brackets.

1. Every (*person*) knows that (*money*) is frequently used as (*a unit of account*).
2. They've got five (*child*), three (*girl*) and two (*boy*).
3. London has many different (*restaurant*), (*theatre*), (*cinema*) and (*disco*).
4. I have to make some (*purchase*).
5. On their tour of Europe, they visited seven (*country*) in six (*day*).
6. We've got some (*egg*) and (*tomato*), but we haven't got any (*potato*).
7. His (*brother-in-law*) created the set of (*incentive*) that could affect many (*market*), and so as he wanted to protect this (*phenomenon*) he applied for the (*patent*).
8. Autumn is coming. The (*leaf*) are starting to fall from the (*tree*).
9. Send the (*fax*) to him.
10. We've got enough (*plate*), but we need some more (*knife*) and (*fork*).
11. (*Cat*) hunt (*mouse*).
12. When he fell over, he broke two of his (*tooth*).
13. The firm did not pay (*duty*) in time.
14. It is the total production of (*good*) and (*service*) in the (*economy*).
15. Approximately 69 per cent of national (*debt*) is external.

**Exercise 2.** Choose the correct form.

1. Economics *is/are* an interesting subject.
2. My trousers *have/has* got a hole in it/them.
3. My family *lives/live* in the North of England.
4. The news *was/were* quite surprising.
5. *Is this/Are these* your scissors? Yes, they are/it is.
6. My hair *is/are* quite greasy. *It needs/they need* washing.

7. Two years *isn't/ aren't* a very long time for studying microeconomics, *is it/are they*?
8. A number of my friends *is /are* planning a summer job together. *It hopes/ They hope* to go to Greece and Turkey.
9. Ten thousand pounds *is/are* a lot of money.
10. Money *isn't/ aren't* the most important thing in life.
11. There *was/were* a lot of people at the party.
12. The people of Ukraine *wants/ want* to live at peace with other peoples.

**Exercise 3.** Complete the sentences. Use the words in brackets with the possessive 's or ...of..., as it is done in the examples.

Examples: 1. Have you seen (*the new film/Steven Spielberg*)? – Have you seen *Steven Spielberg's new film*?

2. Have you repaired (*the wheel/ the bicycle*)? – Have you repaired *the wheel of the bicycle*?

1. Sarah found (*Mr. Mark/credit cards*) in the street.
2. The Eiffel Tower is (*Paris/ most famous landmark*).
3. The (*secretary/ office*) has just been painted.
4. I read about (*the world/ best foreign-exchange market*) in this morning newspaper.
5. We had to leave the cinema early so we didn't see (*the end/the film*).
6. Can you borrow your (*parents/ car*) at the weekend?
7. I need to get some medicine. Could you look through (*today/ letters*)?
8. We met Sue and Frank at (*the party/Sarah*).
9. (*Corporation/ headquarter*) is on (*the top floor/the house*).
10. The bus crashed into (*my car/ the back*).
11. The journalist from (*the women/ the magazine*) wanted to interview (*the chief accountant/ the Black Cat Club*).
12. How do (*exchange rates/ fluctuations*) influence (*the nation/ exports and imports*)?

13. Adam Smith describes (*the principal elements/ the economic system*) in his book.
14. Many (*businesses/Ukraine*) work very hard to meet (*consumers / needs*).

## PRONOUNS

**Займенник. Особові та присвійні займенники.**

**Неозначені та заперечні займенники.**

**Exercise 1.** *Fill in the blanks with the appropriate pronouns from the box.*

I	you	he	she	it	we	they
me	you	him	her	it	us	them
my	your	his	her	its	our	their
mine	yours	his	hers	-	ours	theirs
myself	yourself	himself	herself	itself	ourselves	themselves

1. Historically, humans have always tried to organize \_\_\_\_.
2. \_\_\_\_ phoned Sarah last night and gave \_\_\_\_ the message.
3. “I made all necessary calculations \_\_\_\_!” – “Who wants to sum \_\_\_\_ up?” – “ \_\_\_\_!”
4. \_\_\_\_’s strange that the head of the purchasing department came to the exhibition \_\_\_\_.
5. I am a manager, you are a director. \_\_\_\_ office is large, and \_\_\_\_ is larger.
6. They said that we know \_\_\_\_ telephone number, but they don’t know \_\_\_\_.
7. How far is \_\_\_\_ from Madrid to Paris?
8. We saw it \_\_\_\_.
9. Delegation is the process managers use to transfer authority and responsibility to positions below \_\_\_\_ in the hierarchy.

10. Different age categories of employees have certain characteristics, for example \_\_\_ behavior and \_\_\_ expectations of the organization.
11. In the hotel \_\_\_ should be a restaurant or at least a bar.
12. Where are \_\_\_ keys? I put \_\_\_ on the table a moment ago, but now \_\_\_ have disappeared.
13. Mrs. Woods \_\_\_ offered me the job.
14. Thank \_\_\_ for attention. \_\_\_ sincerely, Den.
15. I was really annoyed with \_\_\_ for leaving all \_\_\_ revision to the last moment, so \_\_\_ decided to stay up and work.

**Exercise 2.** Complete the sentences using simple or compound pronouns.

Examples: 1. I've got something to ask you.

2. Everything is so expensive these days.

3. They haven't got any mistakes in this sentence.

1. He took \_\_\_ money and started his own business in industry in which he had \_\_\_ experience.
2. "Where are you going?" – "\_\_\_".
3. If \_\_\_ phones for me while I'm out, tell them I'll phone them back later on.
4. There's \_\_\_ waiting outside to see you. She didn't tell me her name.
5. Lynne is the only one in the office at the moment. \_\_\_ else has gone home.
6. \_\_\_ is commonly considered organized when it looks like \_\_\_ has a correct order of placement.
7. Management without leadership avoids \_\_\_ step backwards, but doesn't move forward.



8. However, he has \_\_\_ specific characteristics which determine a specific approach to business and marketing activities.
9. Writing ideas in a book, not to talk to\_\_\_, but to specifically catalog is also an attempt to organize information.
10. \_\_\_ else you'll find so clear difference between nominal income and real income.
11. Control consists of seeing that \_\_\_ is being carried out in accordance with the plan which has been adopted.
12. \_\_\_ organizations have taken this approach in hopes of increasing creativity and reducing costs.
13. The developers of modern computer systems for the hotels can sell your product for \_\_\_ hotel.
14. You never do \_\_\_ homework.
15. In \_\_\_'s book the markets in which sellers had more freedom were described.
16. \_\_\_ would make her borrow money if she expected prices to rise.

## ADJECTIVES

### Прикметники. Ступені порівняння прикметників.

**Exercise 1.** *Make up adjectives from the following verbs and nouns, adjoining suffixes and prefixes.*

*Translate into Ukrainian (consult with a dictionary). Complete the sentences, using 10 adjectives.*

#### Suffixes

-less	-ive	-able	-ible	-ous	-y	-ly	-ish	-en	-ant	-ful	-(t)ic
									-ent		

Prefixes

<i>il-</i>	<i>im-</i>	<i>in-</i>	<i>ir-</i>	<i>un-</i>	<i>over-</i>	<i>inter-</i>	<i>dis-</i>
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Act, suit, count, work, resist, differ, use, child, create, fame, hope, construct, comfort, horror, luck, interact, love, gold, legalize, possibility, correction, regulation, crowd, enthusiasm, friend, ability, relevance, response, availability, rock, wealth, worth, execute, youth, profit, value, create, attract, care, competition, harm, reason, innovation, measure, object, realism.

**Exercise 2.** *Join each adjective or adverb (some of them can be taken twice!) in B with the sentence from A, using the correct degree of the comparison. Add than, the or as where necessary. Translate your sentences.*

**A**

1. My secretary is \_\_\_ yours.
2. Athens is \_\_\_ from London \_\_\_ Rome is.
3. This was \_\_\_ watch \_\_\_ they had in the shop.
4. \_\_\_ lending agency is the World Bank.
5. Most \_\_\_ countries are characterized by both low GNP per capita and slow income growth.
6. I bought \_\_\_ washing machine \_\_\_ I could find.
7. I think that the day when we faced a problem was one of \_\_\_ days of my life.
8. The staff will be much \_\_\_ in their new office.

**B**

- a) competitive;
- b) happy;
- c) complicated;
- d) much;
- e) cheap;
- f) prominent;
- g) good;
- h) bad;

9. \_\_\_ the task is \_\_\_ it is to find a solution. i) hard;
10. Sometimes I feel that my English is getting \_\_\_, not \_\_\_. j) cold;
11. \_\_\_ the weather, \_\_\_ my heating bills are. k) reliable;
12. If he has \_\_\_ money, he will produce this commodity within a domestic economy and pay \_\_\_ attention to the foreign investors. l) far;  
m) high;  
n) little.

## VERBS

### Дієслово. Інфінітив. Часи активного стану.

**Exercise 1.** *What present tense is used here – simple, perfect or continuous?*

*Explain your choice. Translate the sentences.*

1. Alex has got an exam soon, so he (*work*) very hard at the moment.
2. Vegetarians (*not, eat*) meat or fish.
3. He (*work*) in London for six months.
4. \_\_\_ you ever (*eat*) Chinese food?
5. I (*have*) this job for three years.
6. Joan Robinson (*be*) a sales agent. She (*work*) overtime now to save up for a car. She even (*start*) taking driving lessons recently.
7. I'm afraid he (*not, understand*) your question.
8. Credit (*allow*) you to purchase the things you (*want*) now.
9. Everyone who (*look for*) a work now can find a job.

10. "How long \_\_\_ you (*be*) ill?" – "Since yesterday".
11. These firms now (*buy*) raw materials and (*drive down*) the prices.
12. Our partner (*live*) in Sacramento. He (*be*) there for the last three weeks.
13. I (*see*<sup>1</sup>) the supplier this afternoon.
14. She always<sup>2</sup> (*come*) to work late.
15. \_\_\_ you (*want*) to create a network of agents in our company to promote our products?
16. Hush! I (*listen*) to the radio.
17. My boss (*read*) letters in the morning. He just (*come*).

**Exercise 2.** 1. Match each idea in 1 with an idea from 2, using all possible forms of the Past Tense. 2. Could you make each sentence negative? 3. Translate.

❖ 1

❖ 2

- |  |   |
|--|---|
| 1. I ( <i>change</i> ) my job last year, but                     | a) I ( <i>arrive</i> ) in London it ( <i>clear up</i> );                            |
| 2. When I ( <i>leave</i> ) Kiev it ( <i>rain</i> ), but when     | b) he ( <i>do</i> ) it on the right before;   |
| 3. The delay in delivery ( <i>cause</i> ) great inconvenience as | c) some people ( <i>consume</i> ) a valuable good or service without having to pay; |
| 4. After she ( <i>finish</i> ) typing the letter                 | d) they ( <i>sell</i> ) the table he ( <i>want</i> );                               |

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<sup>1</sup> - here: visit

<sup>2</sup> - in the meaning "too often"

5. Charles (*list*) his name at the employment agency e) he finally (*retire*) in 1965;
6. Mario (*feel*) very nervous when he first (*drive*) to Britain because f) we (*have*) dinner;
7. The board of directors (*inform*) the stockholders of the risk of investing in South Africa and g) she (*send*) it by fax;
8. We (*leave*) a restaurant when h) the boss (*offer*) me more money, so I (*decide*) to stay;
9. Mr. Woods (*work*) for 50 years when i) he (*look*) for a new appointment;
10. When he (*come*) to the furniture shop j) the chief (*come*) back;
11. They (*repair*) the road all this week, but k) they (*accept*) another proposal;
12. They (*discuss*) market prices for half an hour before l) they (*deal*) with the foreign firm;
13. The company (*buy*) currency from the foreign exchange department, when m) we (*find*) that it (*be*) faulty;
14. They (*break*) the terms of the contract, and when we (*install*) the equipment, n) they (*finish*) it;

15. The problem of free riding<sup>3</sup>  
(*occur*) when

o) our company (*suffer*)  
unnecessary losses.

**Exercise 3.** *Make the review of the future. Choose the correct form.*

**Part 1.** Den is 18 years old now. What will he be like in 10 years from now?

How will his life be different then? Complete what Den says using *will/ won't*.

Example: I hope I / have a job in 10 years' time. – I hope I'll have a job in 10 years' time.

1. Perhaps I / have a good job.
2. I probably / not / be very rich.
3. I / not / look the same as I do now.
4. I guess I / be busy all day long.
5. I probably / not / go abroad.
6. I think I / be married.
7. I / probably / have children.

P.S.: Are these things true for you? What will you be like?

**Part 2.** Lynne Carter is a sales agent. She is going from London to Manchester on business tomorrow. Look at Lynne's plans. What will Lynne be doing at these times tomorrow?

Example: 8.30: At 8.30 tomorrow she'll be flying to Manchester

- |          |          |
|----------|----------|
| 1. 11.00 | 5. 17.20 |
| 2. 13.30 | 6. 18.00 |
| 3. 15.30 | 7. 18.40 |
| 4. 16.30 | 8. 19.55 |

8.00 – 8.55 Fly to Manchester
10.00 – 12.00 Visit the ABC travel company
13.00 – 14.30 Have lunch with Mary and Ron
15.00 – 16.00 Try to sell the bonds
16.15 – 16.45 Visit an exhibition
17.00 – 17.30 Look through the advertising material
17.45 – 18.15 Buy a new toaster at the store
18.30 – 19.00 Take a taxi to the airport
19.10 – 20.00 Fly back to London.

<sup>3</sup> - безоплатне користування

**Part 3.** What will life be like in the year 2100? Complete the sentences using the future perfect tense (will have + V<sub>3</sub> (past participle form)).

Example: By 2100, the world's population *will have increased* (*increase*) to around 30,000 million.

1. Life \_\_\_ (*become*) more automated by then.
2. Computers \_\_\_ (*take over*) many of the jobs that people do today.
3. The earth's supplies of oil, coal and gas \_\_\_ (*run out*).
4. \_\_\_ scientists (*find*) other sources of energy?
5. How \_\_\_ education (*change*)?
6. \_\_\_ we (*find*) a way to feed all the people in the world?

## MODAL VERBS AND THEIR EQUIVALENTS

### Модальні дієслова та їх еквіваленти.

**Exercise 1.** Fill in the missing modal verbs (*can (could), may, must*). Translate the sentences below.

1. When ... you come to see us? – I ... come only tomorrow.
2. Denis ... return the book to the library. We all want to read it.
3. The lack of jobs ... also correspond to a problem with skills and training.
4. In general the contract ... be made in any form.
5. People employed in promotion ... inform prospective customers that the company has the right product or service available in the right place and at the right price.
6. ... you pronounce the sounds [ð], [θ] and [ŋ]? I don't know how to pronounce them.
7. Mary asks Helen if she ... use her dictionary.
8. I ... run now. I lunch at my sister's and she hates it so much when I'm late.

9. Do you want to become an effective businessman? You ... master the principle of listening – and you will be one step ahead of the competition.
10. As it is your first day, I'll just tell you what to do. You ... know about the rules that have to be followed.
11. You ... to know the names of the people in charge of different departments.
12. I ... be ready by nine o'clock as my friends are to call for me at 9 sharp.
13. If you ... be a little more enthusiastic about your new job, there would be great opportunities for you.
14. The product ... be something that consumers want or there is no need to be satisfied.
15. Until the 19<sup>th</sup> century, people ... travel freely between most countries without a passport. But now you ... have a visa to travel.
16. With the customer as the focus of its activities, it ... be concluded that marketing management is one of the major components of business management.
17. If some buyers and sellers use different money systems – some use dollars and others use yen – they ... agree on the rate at which the money will be exchanged. The trade won't exist without it.
18. An important difference between the two definitions ... be less obvious.

**Exercise 2.** *Translate into English using modal verbs.*

1. Дозвольте мені подивитися ваше водійське посвідчення?
2. Скоріше за все, він економіст.
3. Вам не треба поспішати з науковою доповіддю.
4. Я не можу обговорити з тобою, що таке ембарго.
5. Асистент мусить порадитися з професором.
6. Менеджер повинен визначати політику закладу та шляхи її здійснення.
7. Ти міг би приділяти більше уваги своїм заняттям.
8. Ці журнали потрібно повернути через годину.



9. Ви робите багато шуму. Ви можете бути трішечки тихішими?
10. Я не можу зустріти тебе цього вечора. Мій товариш збирається відвідати мене.

**Exercise 3.** Study the equivalents of the modal verbs:

*can* = *to be able to*

*may* = *to be allowed to*

*must* = *to have to*

Change the verbs in *italic* in the sentences below into their equivalents. Put these predicates into past and future indefinite tenses.

Example: He *can* do this work. – He *is able* to do this work.

He *was able* to do this work.

He *will be able* to do this work.

1. We *must* deliver the equipment to other port.
2. *Can* you identify any other goods and services that *may* be successfully franchised in your area?
3. He *cannot* cancel the order because it has been already sent.
4. What important scientific discoveries do you think we *may* face in the future?
5. We *can* speak of traditional economy, centrally planned economy, market economy and mixed economies.
6. A good employer *must* give each team member additional responsibilities so that they *can* learn and grow as professionals.
7. Computerized information systems *may* destroy personal privacy.
8. Using the World Wide Web, firms *can* quickly dispatch information from one country to another, without much restriction.
9. A marketing firm *must* ascertain the nature of the customers buying behaviour.
10. A given firm *may* hold numerous products in the marketplace, spanning numerous and sometimes wholly unrelated industries.

11. A plan *can* play a vital role in helping to avoid mistakes or recognize hidden opportunities.

## GERUND

### Герундій.

**Exercise 1.** *Use the appropriate gerunds instead of the infinitives in brackets.*

*Translate the sentences.*

1. An extrovert is afraid of (*to be alone*).
2. He is busy (*to look*) through documents.
3. The tourists couldn't help (*to smile*).
4. We are sorry for (*to be late*).
5. I'm a vegetarian. I stopped (*to eat*) meat 5 years ago.
6. I enjoy (*to get up*) early in the summer.
7. Have you finished (*to calculate*) the balance sheet?
8. They suggested (*to meet*) at two o'clock.
9. Would you mind (*not to make*) so much noise? I'm trying to study.
10. I normally try to avoid (*to borrow*) money.
11. I remember (*to go*) to EURO 2012.
12. She regrets (*to say*) that he failed to comprehend the seriousness of the problem.
13. It's very difficult to live in England without (*to know*) English.
14. (*To do*) some work on a holiday is hard.

**Exercise 2.** *Complete the following sentences using a gerund.*

1. Go on ... .
2. He stopped ... .
3. He couldn't help ... .
4. We all enjoyed ... .
5. Have you finished ... ?
6. I don't mind ... .

7. Her cousin is found of ... .
8. The child is rather good at ... .
9. She goes in for ... .
10. The project is worth ... .
11. This student doesn't read a sentence without ... .
12. You won't go there without ... .

**Exercise 3.** *We often use one verb after another verb:*

Examples: I hope to run in the marathon next month.

I enjoy running.

After some verbs we use gerunds (running), after other – infinitives (to run).

Verbs followed by an infinitive				Verbs followed by the Gerund			
afford	decide	arrange	demand	admit	anticipate	avoid	involve
choose	expect	claim	fail	deny	delay	enjoy	justify
hope	manage	offer	plan	mind	suggest	go on	miss
promise	refuse	undertake		risk	recommend	save	

Some verbs can take both the Gerund and the infinitive but with a change of meaning.

*Complete the following sentences without changing their meaning:*

Examples: a) I avoid (to make) a decision without knowing the facts. – I avoid making a decision without knowing the facts. b) She didn't hope (to speak) to Mr. Brown. – She didn't hope to speak to Mr. Brown.

1. Her job involved (to meet) new people.
2. The clerk can't afford (to travel) first class.
3. I suggest (to write) to our consumers.
4. Barbara recommends (to go) to a Japanese restaurant.
5. The marketing concept seemed so logical that many firms promised (to adopt) it.
6. He managed (to gain) a diplomatic success.

7. They would promise (*to repay*) the debt promptly.
8. We anticipate (*to spend*) two weeks here.
9. They arranged (*to leave*) early.
10. When life is so kind, men cannot choose but (*to be*) happy.
11. We delayed (*to send*) the telegram.
12. If the firm doesn't think about its markets, every organization will refuse (*to deal*) with it.
13. Happy customers offered (*to help*) me.
14. She undertook (*to complete*) the project in six months.
15. We shall not fail (*to send*) our reply.
16. Tomorrow, the marathoner will go on (*to break*) the world record.

**Exercise 4.** *Translate into English using Gerunds.*

1. Припиніть розмовляти, будь ласка.
2. Цей закон про прибуток варто обговорити.
3. Починайте читати.
4. Я наполягаю на повторенні граматичного матеріалу.
5. Пробачте, що ми турбуємо вас знову.
6. Директор зайнятий: обговорює шляхи економічного розвитку підприємства.
7. Вони не могли не погодитися з його пропозицією.
8. Мені подобається твоя ідея вивчати англійську мову.
9. Варто подивитися цей фільм.
10. Рекламний агент вийшов з кімнати, не говорячи ні слова.
11. Ендрю був блискучим вченим, і йому дуже подобалось, коли керівництво транспортної компанії запрошувало його до себе.
12. Джон пам'ятає, що його навчали принципам продажу без посередників.
13. Я горджуся тим, що посів перше місце.

**CONDITIONAL SENTENCES**

## Умовні речення.

**Exercise 1.** Complete the following sentences using Conditional I.

Example: If I (*lose*) my job, I (*go*) abroad. – If I lose my job, I'll go abroad. —

Якщо я втрачу роботу, то поїду за кордон.

1. If you (*need*) any more money, I (*lend*) you some.
2. If we (*try*) to control pollution of the environment, it (*be*) very expensive.
3. If she (*fail*) the exam, she (*take*) it again.
4. We (*sign*) contracts if they (*give*) us a good discount.
5. If part of the money (*be*) paid off, and a farther sum (*be*) borrowed, no redemption (*be*) granted unless both sums are paid.
6. If the information search (*be*) insufficient, the consumer (*search*) for alternative means to satisfy the need/want.
7. If you (*leave*) the hiring manager wondering whether you have all the experience, you (*not do*) a good job at lowering the risk level.
8. If it (*happen*) that you (*have*) a problem, you (*have to*) think about the opportunity it brings.
9. If everyone (*be*) responsible, then no one (*be*) responsible.
10. If the world price of the product (*be*) below the domestic price, there (*be*) an incentive to import the product.

**Exercise 2.** Put the predicates into appropriate tense form using Conditional II.

Example: If I (*lose*) my job, I (*go*) abroad. – If I lost my job, I would go abroad.

— Якщо б я втратив роботу, то поїхав би за кордон.

1. If I (*have*) more time, I (*check*) my papers again.
2. If I (*be*) you, I (*invite*) the businessmen to a restaurant.
3. If he (*get up*) earlier, he (*not be*) late for the lesson.
4. If it (*be*) a brainstorming meeting, you (*ask*) each participant to bring at least three suggestions with them.
5. The purchasing power of your dollars (*fall*) if prices (*rise*).

6. If the company (*have*) foreign currency loans or other foreign currency debts, the benefit received from the devaluation (*be*) smaller than the losses caused by the increase in the foreign debts.
7. If no one (*work*) in your business, production and revenue obviously ... both (*be*) zero.
8. If you (*know*) total output for each level of labor hired, output per worker (*be*) calculated by dividing total output by labor.
9. If a capable entrepreneur (*have*) problems attracting finance, then surely there (*be*) something wrong with the existing banking structure.
10. If the licensed product (*lack*) quality, the exporter's reputation (*suffer*).
11. If you (*not know*) the answers to these questions, she (*write*) that down in her notebook.
12. Nobody (*deny*) if I (*say*) that in our modern world it is very important to control the relationship between different countries.

**Exercise 3.** *Open the brackets using Conditional III.*

Example: If I (*lose*) my job, I (*go*) abroad. – If I had lost my job, I would have gone abroad. — Якщо б я втратив роботу, то поїхав би за кордон.

1. If you (*be*) 2% better than the next candidate, you (*be*) already ahead.
2. If you (*have*) money, ... you (*buy*) this house?
3. If you (*be able*) to spend your life in your own way, it (*be*) a real success.
4. A family (*not be*) in poverty if its income (*be*) more than one-half the median income.
5. If someone (*tell*) me 40 years ago that people would be able to do their banking without paper, I (*not believe*) it.
6. The firms (*produce*) existing goods more efficiently or (*innovate*) new goods only if entrepreneurs (*recognize*) opportunities in the marketplace.
7. Even if a firm (*be*) too small to enjoy economies of scale in any individual product market, it (*achieve*) economies by producing components that (*be*) used in several products.

8. If the buyer and seller (*know*) each other well, they (*decide*) to trade on open account.
9. If you (*have*) an opportunity to study abroad, you (*try*) not to lose it.
10. If the country risk (*be*) great and the importers' credit standing (*be*) uncertain, the exporter (*wish*) to settle on cash in advance.
11. Distributors (*be*) called exclusive if they (*be*) under contract to sell only the exporter's products.

**Exercise 4.** *Make up your own sentences using different types of conditionals. Translate into Ukrainian.*

1. If I had the chance to go abroad, I ...
2. If I had to write my own job description, I ...
3. I would not ignore the opinions of my colleagues unless ...
4. If she were invited to that conference, she ...
5. If I have a serious disagreement with my boss, I ...
6. A project would have been promoted faster if ...
7. If I thought of a good way of saving my own money, I ...
8. If I were a very rich person, I ...
9. If your mother had been the mayor of your town, you ...
10. If the lift doors refuse to open, please ...
11. If the economy isn't in such a bad state, it ...
12. If total sales of that product had risen ...
13. If the enterprise had increased the production of agricultural machinery ...
14. The firm will have expanded its production possibilities if ...

#### **Пасивний стан дієслова. The Passive Voice.**

	<b>Present</b>	<b>Past</b>	<b>Future</b>	<b>Future-in-the-Past</b>
<b>Indefinite</b>	It is written	It was written	It will be written	It would be written
<b>Continuous</b>	It is being	It was being	_____	_____

	written	written		
<b>Perfect</b>	It has been written	It had been written	It will have been written	It would have been written

### Exercise 1.

*Change the following unto the Passive Voice.*

1. The girls water flowers every day.
2. They publish this magazine in Kyiv.
3. We do not discuss such questions at our meetings.
4. Somebody built this castle in the 16<sup>th</sup> century.
5. They didn't show this film last week.
6. They will not finish this work tomorrow.
7. We shall invite him to take part in the concert.
8. The workers are repairing the road.
9. They were showing the film from 7 till 8.
10. She has locked the door.
11. Someone has broken my pencil.
12. I have posted the letter.
13. They had written the composition before the bell rang.
14. The travellers made camp not far from the village.

### Exercise 2.

*Put questions to the italicized words.*

1. The letter will be answered *tomorrow*.
2. They were shown *many places of interest*.
3. Wheat is grown in *each of these regions*.
4. This town was founded *in the 15<sup>th</sup> century*.
5. Water-power stations are being built *on the mountain rivers*.
6. She was told the news *when she came*.
7. *The film* is much spoken about.

### Exercise 3.

*Translate the following into English.*



1. Ця фабрика була збудована десять років тому.
2. Коли було видано цей підручник?
3. Їй дали українсько-англійський розмовник.
4. Йому запропонували квиток на концерт.
5. Вам заплатять за цю роботу завтра.
6. Їм наказали залишити зал.
7. Мене запитали, чи ми підемо в театр.
8. Якщо мене запитають, я їм все розповім.
9. Це питання зараз обговорюється на зборах.
10. Його слухали дуже уважно.
11. Міст було зруйновано, перш ніж ми прибули туди.
12. Про цю подію багато говорять.

**Інфінітив. Об'єктні та суб'єктні інфінітивні комплекси.**

**The Infinitive. The Objective and Subjective Infinitive Complex.**

	<b>Active</b>	<b>Passive</b>
<b>Indefinite</b>	to write to come	to be written
<b>Continuous</b>	to be writing to be coming	_____
<b>Perfect</b>	to have written to have come	to have been written
<b>Perfect Continuous</b>	To have been writing To have been coming	_____

**Exercise 1.**

*State the function of the infinitive in the sentences.*

1. Everyone had a wish to say something.
2. He decided to go alone.
3. We must work hard to live.

4. The question must be answered.
5. It was difficult to believe.
6. She was going to my rooms to see my aunt.
7. The great thing is to make a good breakfast.
8. I am already to go with Annie.
9. Nothing could be done before morning.
10. It wasn't safe to cross the bridge at night.
11. To earn a living he became a salesman.
12. The man was the first to speak.
13. This is my bench, and you have no right to take it away from me.

### **Exercise 2.**

*Change the following complex sentences into simple ones using the Objective Infinitive Complex.*

1. We watched the dockers as they unloaded the ship.
2. They watched me as I made my bed.
3. Mother saw him as he climbed over the fence.
4. I watched them as they played ice-hockey.
5. Nobody noticed her as she went away.
6. We expect that he will come back at 7.
7. He expects that his friends will help him.
8. I believe that they are at home now.
9. I know that she is very modest.
10. My wish is that you should tell me about it.

### **Exercise 3.**

*Change the following complex sentences into simple ones using the Subjective Infinitive Complex.*

1. It is said that they work in the field.
2. It is believed that she knows several foreign languages.
3. It is said that Kate is preparing for her entrance examinations.
4. It is believed that he is writing a historical novel.

5. It is reported that the delegation arrived in Paris on the 10<sup>th</sup> of September.
6. It is believed that the house was built in the 18<sup>th</sup> century.
7. It is expected that he will arrive on Monday.
8. It is supposed that the book will be published next year.
9. It seems that they live in the same house.
10. It proved that you were right.

#### **Exercise 4.**

*Translate the following into English.*

1. Ми бачили, як вона переходила вулицю.
2. Я чула, як вони співали цю пісню.
3. Ми помітили, що він встав і вийшов з кімнати.
4. Я хочу, щоб ви зробили це сьогодні.
5. Мені не подобається, коли він говорить так повільно.
6. Я не думав, що ти запізнишся.
7. Вчені вважають. Що це місто було засновано в XII столітті.
8. Кажуть, що він зараз живе в Києві.
9. Кожного ранку її бачили в крамниці.
10. Цей фільм, напевно, сподобається вам.

## **ТЕСТОВІ (КОНТРОЛЬНІ ЗАВДАННЯ) ЗАВДАННЯ ТА ТЕКСТИ ДЛЯ ПИСЬМОВОГО ПЕРЕКЛАДУ**

### **Контрольна робота №1**

#### **Варіант 1**

# **ЕКОНОМІКА**

## **Контрольна робота №1**

### **Варіант 1**

Trade and payments across national borders require that one of the parties to the transaction contract to pay or receive funds in a foreign currency. At some stage, one party must convert domestic money into foreign money. Moreover, knowledgeable investors based in each country are aware of the opportunities of buying assets or selling debts denominated in foreign currencies when the anticipated returns are higher abroad or when the interest costs are lower. These investors also must use the foreign exchange market whenever they invest or borrow abroad.

The phenomenal explosion of activity and interest in foreign exchange markets reflects in large measure a desire for self-preservation by businesses, governments, and individuals. As the international financial system has moved increasingly toward freely floating exchange rates, currency prices have become significantly more volatile. The risks of buying and selling dollars and other currencies have increased markedly in recent years. Moreover, fluctuations in the prices of foreign currencies affect domestic economic conditions, international investment, and the success or failure of government economic policies. Governments, businesses, and individuals involved in international affairs find it is more important today than ever before to understand how foreign currencies are traded and what affects their relative values.

### **Варіант 2**

Trading among the residents of different countries requires an efficient exchange of national currencies. This is usually accomplished on a large scale through foreign exchange markets, located in financial centers such as London, New York, or Paris—in order of importance—where exchange rates for convertible currencies are determined. The instruments used to effect international monetary payments or transfers are called foreign exchange. Foreign exchange is the monetary means of making payments from one currency

area to another. The funds available as foreign exchange include foreign coin and currency, deposits in foreign banks, and other short-term, liquid financial claims payable in foreign currencies. An **international exchange rate** is the price of one (foreign) currency measured in terms of another (domestic) currency. More accurately, it is the price of foreign exchange.

Since exchange rates are the vehicle that translates prices measured in one currency into prices measured in another currency, changes in exchange rates affect the price and, therefore, the volume of imports and exports exchanged. In turn the domestic rate of inflation and the value of assets and liabilities of international borrowers and lenders is influenced. The exchange rate rises (falls) when the quantity demanded exceeds (is less than) the quantity supplied. Broadly speaking, the quantity of U.S. dollars supplied to foreign exchange markets is composed of the dollars spent on imports, plus the amount of funds spent or invested by U.S. residents outside the United States. The demand for U.S. dollars arises from the reverse of these transactions.

## **Контрольна работа №2**

### **Варіант 1**

One of the most important and basic economic issues is the theory of Market Structure. The meaning of economics as a science is the description and explanation of different ways of economic agencies' interactions through commodities, services, mediums of exchange like money, production processes and other in order to increase their wellbeing in a materialistic part of life. The satisfaction, although only partial, of either economic agency could not be achieved while acting without knowing something about the market, on which it operates. One can not predict or expect either producers' or consumers' behaviour without knowing general profit and utility maximising notions and conditions. The structure of a market provides this information.

The theory of Market Structure divides the markets into four most distinctive types. The polar ones are the pure competition and pure monopoly. Between these extreme case lie two imperfectly competitive market structures:

monopolistic competition (the one, which is closer to perfect or pure competition, and which would be described in this essay) and oligopoly (closer to monopoly, but has more than one but not many large operating firms, lower monopolistic power and other distinctive features).

Globalization in its largest extent began a bit before the turn of the 16th century, in Portugal. The country's global adventurism in the 16th century linked continents, economies and cultures as never before. The then Kingdom of Portugal kicked off what has come to be known as the Age of Discovery, in the mid-1400s. The westernmost country in Europe was the first to significantly probe the Atlantic Ocean, colonizing the Azores, Madeira and other Atlantic islands, then braving the west coast of Africa.

## **Вариант 2**

Globalization in its largest extent began a bit before the turn of the 16th century, in Portugal. In 1488, Portuguese explorer Bartolomeu Dias was the first to sail around the southern tip of Africa, and in 1498 his countryman Vasco da Gama repeated the experiment, making it as far as India. The Portuguese Empire would establish ports, forts and trading posts as far west as Brazil, as far east as Japan and Timor, and along the coasts of Africa, India and China. For the first time in history, a wave of global trade, colonization, and enculturation reached all corners of the world.

Globalization is viewed as a centuries' long process, tracking the expansion of human population and the growth of civilization that has accelerated dramatically in the past 50 years. Early forms of globalization existed during the Roman Empire, the Parthian empire, and the Han Dynasty, when the Silk Road started in China, reached the boundaries of the Parthian empire, and continued onwards towards Rome. The Islamic Golden Age is also an example, when Muslim traders and explorers established an early global economy across the Old World resulting in a globalization of crops, trade, knowledge and technology; and later during the Mongol Empire, when there was greater integration along the Silk Road. Global integration continued through the

expansion of European trade, as in the 16th and 17th centuries, when the Portuguese and Spanish Empires reached to all corners of the world after expanding to the Americas.

Globalization became a business phenomenon in the 17th century when the Dutch East India Company, which is often described as the first multinational corporation, was established. Because of the high risks involved with international trade, the Dutch East India Company became the first company in the world to share risk and enable joint ownership through the issuing of shares: an important driver for globalization.

### **Контрольна робота №3**

#### **Варіант 1**

Globalization has various aspects which affect the world in several different ways such as:

- *Industrial* (alias *trans nationalization*) - emergence of worldwide production markets and broader access to a range of foreign products for consumers and companies
- *Financial* - emergence of worldwide financial markets and better access to external financing for corporate, national and subnational borrowers
- *Economic* - realization of a global common market, based on the freedom of exchange of goods and capital.
- *Political* - political globalization is the creation of a world government which regulates the relationships among nations and guarantees the rights arising from social and economic globalization. Politically, the United States has enjoyed a position of power among the world powers; in part because of its strong and wealthy economy. With the influence of Globalization and with the help of The United States' own economy, China has experience some tremendous growth within the past decade. If China continues to grow at the rate projected by the trends, then it is very likely that in the next twenty years, there will be a major reallocation of power among the world leaders. China will have enough wealth, industry,

and technology to rival the United States for the position of leading world power.

- *Informational* - increase in information flows between geographically remote locations

## **Варіант 2**

Globalization has various aspects which affect the world in several different ways such as:

- *Economic* - realization of a global common market, based on the freedom of exchange of goods and capital.
- *Informational* - increase in information flows between geographically remote locations
- *Cultural* - growth of cross-cultural contacts; advent of new categories of consciousness and identities such as *Globalism* - which embodies cultural diffusion, the desire to consume and enjoy foreign products and ideas, adopt new technology and practices, and participate in a "world culture"
- *Ecological*- the advent of global environmental challenges that can not be solved without international cooperation, such as climate change, cross-boundary water and air pollution, over-fishing of the ocean, and the spread of invasive species. Many factories are built in developing countries where they can pollute freely.
- *Social* - the achievement of free circulation by people of all nations
- *Transportation* - fewer and fewer European cars on European roads each year (the same can also be said about American cars on American roads) and the death of distance through the incorporation of technology to decrease travel time.

## **Контрольна робота №4**

### **Варіант 1**

The foreign exchange market is extremely competitive so there are many participants, none of whom is large relative to the market.



The central institution in modern foreign exchange markets is the **commercial bank**. Most transactions of any size in foreign currencies represent merely an exchange of the deposits of one bank for the deposits of another bank. If an individual or business firm needs foreign currency, it contacts a bank, which in turn secures a deposit denominated in foreign money or actually takes delivery of foreign currency if the customer requires it. If the bank is a large money center institution, it may hold inventories of foreign currency just to accommodate its customers. Small banks typically do not, hold foreign currency or foreign currency-denominated deposits. Rather, they contact large correspondent banks, which in turn contact foreign exchange dealers.

The major international commercial banks act as both dealers and brokers. In their dealer role, banks maintain a net long or short position in a currency, and seek to profit from an anticipated change in the exchange rate. (A long position means their holdings of assets denominated in one currency exceed their liabilities denominated in this same currency.) In their broker function, banks compete to obtain buy and sell orders from commercial customers, such as the multinational oil companies, both to profit from the spread between the rates at which they buy foreign exchange from some customers and the rates at which they sell foreign exchange to other customers, and to sell other types of banking services to these customers.

Frequently, currency-trading banks do not deal directly with each other but rely on **foreign exchange brokers**. These firms are in constant communication with the exchange trading rooms of the world's major banks. Their principal function is to bring currency buyers and sellers together.

## **Вариант 2**

One of the most important of all international financial instruments is the Bill of Exchange. Frequently today the word draft is used instead of bill. Either way, a draft or bill of exchange is a written order requiring a person, business firm, or bank to pay a specified sum of money to the bearer of the bill.

Foreign currency and coin itself (as opposed to bank deposits) is an important instrument for payment in the foreign exchange markets. This is especially true for tourists who require pocket money to pay for lodging, meals, and transportation. Usually this money winds up in the hands of merchants accepting it in payment for purchases and is deposited in domestic banks. For example, U.S. banks operating along the Canadian and Mexican borders receive a substantial volume of Canadian dollars and Mexican pesos each day. These funds normally are routed through the banking system back to banks in the country of issue, and the U.S. banks receive credit in the form of a deposit denominated in a foreign currency. This deposit may then be loaned to a customer or to another bank.

A wide variety of other financial instruments are denominated in foreign currencies, most of this small in amount. For example, traveler's checks denominated in dollars and other convertible currencies may be spent directly or converted into the currency of the country where purchases are being made. International investors frequently receive interest coupons or dividend warrants denominated in foreign currencies. These documents normally are sold to a domestic bank at the current exchange rate.

## **ОБЛІК ТА ФІНАНСИ**

### **Контрольна робота №1**

#### **Варіант 1**

All credit cards offers will offer benefits. Finding the one that fits your needs is the key! Let's discuss a few of the things you should be aware of before you apply for any credit card offer.

#### **1. What Do You Need The Card For?**

This is the first and most important question you should ask yourself. Your answer will help to decide just what type of card and what incentives will work best for your needs.

For example, if it is for business use, look for a card that offers a cash-

back for business purchases or membership to a discount buying club. Most companies will offer a low introductory rate for a specified amount of time but you need to know what it jumps to when that said time has expired. It may work best for your business if you find a long-term, more moderate interest rate than be stuck changing cards every few months to keep your interest in check.

If the card is for personal use, decide why and for what do you really need it for. If you plan on using it instead of cash and checks throughout the month but plan to pay it off each month, know what the card's grace period is and what happens if you miss it.

Pick a card that offers reward points even if you don't carry a monthly balance. This can be a great way to rack up the frequent flyer miles as long as you're disciplined enough to use it this way.

## 2. Know the Interest Rate.

Many card companies will offer an initial interest rate that is quite low, sometimes even 0%, for a designated period of time. This rate usually applies to both transferred balances and new purchases.

What you need to know is what happens after the introductory phase has ended. Will the interest then skyrocket? Will the interest rate be more moderate as long as you have a good payment history? Look for hidden costs such as an annual fee or a cash advance fee. These are important to know if you plan on using your card effectively.

## 3. Incentives

Many cards also offer a whole list of incentives with their application request. Although many of these are nice, usually you have to use your card a great deal to get them.

This can become a kind of trap. You know, buy more to save more. If you're going to use your card anyway, then you might as well have something to show for it. Look for cards that offer incentives that interest you and you would actually use.

## **Вариант 2**

If you're shopping for financial planning services, it may seem like a jungle out there. There are advertisements everywhere, and everybody seems "nice," but nice won't cut it when it comes to your money. How can you cut to the chase and find a financial planning expert that you can trust.

Start by learning what the different designations mean. You may have noticed that there are three popular financial designations that most financial planners hold. You'll want to choose one with one of the following designations.

Like many CPA's, a Certified Financial Planner (CFP) must attend about two years of training and pass a rigorous test. This designation is given by the Certified Financial Planning Board of Standards, a national organization. After two years of preparatory courses, a Certified Financial Planner must earn a passing grade on a ten-hour test given over the course of two days. The Financial Planning Association can provide you with a listing of Certified Financial Planners.

You may have also encountered some Chartered Financial Consultants. These graduates of American College in Pennsylvania have completed a series of exams and obtained real life experience before earning their designation. However, the program is geared more toward the insurance profession than broad based financial planning. The Society of Financial Professionals can provide you with a listing of these consultants.

The American Institute of Certified Public Accountants offers its own designation, a Personal Financial Specialist (PFS). Certified Public Accountants can earn this additional designation by completing a series of comprehensive tests and demonstrate experience in financial planning. Most of these designates are members of the National Association of Personal Financial Advisors, and they can refer you to a PFS in your area.

All of the above certifying agencies require at least three years of experience prior to certification. Other designations do exist, but these three are the most

reliable. Since many unscrupulous individuals decide to call themselves "financial planners," you'd be wise to look for one with a certification from a nationally recognized organization.

Since the Securities and Exchange Commission doesn't regulate smaller financial advisors (those with under \$25 Million under advisement), it is up to you to screen your financial planner carefully.

You can begin by checking on the website of the National Association of Securities Dealers website. They list financial planners who have been disciplined on their website. Information is also available by telephone from this association's toll free number. Also check with your state's securities division for disciplinary actions and complaints.

Ask your planner for a copy of Form ADV, Part II. If you aren't familiar with the form, they will be. This form is required by the Securities and Exchange Commission from every financial planner and should spell out how and what the planner will be paid and any incentives they may earn. Sometimes they will provide this information in brochure or pamphlet form, but you'll know up front what your fees will be.

Finally, check references. A reputable planner won't mind giving you a few references to call. Find out if they handle portfolios similar to yours and if the client is satisfied with their services. Ask about fees.

It's your future, so doing a little homework up front and making sure that you're getting what you pay for is well worth it in the long run. Make sure that your financial planner holds a nationally recognized designation and check him out before you hand over your hard earned money. Your time and effort is a wise investment when shopping for a financial planner.

## **Контрольна робота №2**

### **Варіант 1**

There's no denying it, home mortgage interest rates are going up, and will likely continue to increase over the next several years. This trend is actually just a natural upswing to the economic cycle, but it's got prospective home owners

in a bit of a panic. Should they abandon plans to buy a home, get stuck with a high interest rate, or hope for things to turn around in the future?

While interest rates are higher than they were a couple of years ago, there's no reason to panic. Even if interest rates do increase, there are always a number of resources for home buyers.

One of the easiest answers is to pay discount fees to get a lower interest rate. Many lenders will offer home buyers a lower interest rate if the buyer is willing to pay points for a lower rate. What exactly is a point? A point is one percent of the total loan amount.

When you pay points for a discounted interest rate, you pay to lower the interest rate over the life of the loan. However, you must pay the discount fee as part of your closing costs of the loan. This means more out of pocket expense at the start of the loan, but a lower monthly payment for the life of the loan.

It sounds expensive, paying money up front to get a lower interest rate. But, simply add up your monthly savings for the discounted rate and you'll find that you can recoup the initial extra fee in a just a few years. You'll also save considerably over the life of the loan.

As an example, on a \$100,000 mortgage (30-year fixed): a 7 percent, the monthly payment is \$665.30 and the total interest paid over the life of the loan is \$139,508.99. Compare this to the same loan at 8 percent: a monthly payment of \$733.76 and a total interest payment of \$164,155.25. Beyond the monthly savings, you'll save almost \$25,000 over the life of the loan.

Paying a fee for a lower interest rate makes sense if you are planning to stay in the home for a few years. In a few years, you'll more than make back the original investment at closing in monthly savings. If you plan to sell the house in a couple of years, it may not be worth the up-front investment.

When you work with a trustworthy mortgage officer, you can find lots of options for making a monthly mortgage payment affordable, including paying a discount fee for a lower interest rate, as well as a number of other options. Call

your mortgage broker to find out the best way to save money each month with an affordable home loan.

## **Вариант 2**

Financial planning, something we all know we need to do, but always put off to the future. Financial planning is hard simply because it requires financial discipline, which is difficult to have in this consumer society. However, financial planning is very important because you want to retire one day, be financially stable in the event of an accident, or unexpected loss of a job. Financial planning will help you rest easy as you age.

The following tips will help get you in gear to start your financial planning. Once you have made financial planning part of your routine, it won't seem so difficult. But getting your financial planning started can be the most difficult thing. These tips will help motivate you to make financial planning one of your main goals.

### **Financial Planning Tip #1 Pay off Debt.**

One of the biggest factors fighting against financial planning is debt, especially credit card debt. If something starts off as a small debt it turns into a big one simply because you were not paying off the debt. Financial planning means you have a plan and paying off debt should be the first goal of your plan.

### **Financial Planning Tip #2 Invest.**

Another financial planning tip is to invest. Financial planning means you are saving for the future in many cases, so you will want to take money you earn today and invest in the stock market, in bonds, IRAs, 4019k) or a mixture of all of the above. Saving your money with the help of financial planning will help money grow all on its own.

### **Financial Planning Tip #3 Spend Less than You Earn.**

This is tough for people to understand and often times what they resist most when they begin financial planning. This is because Americans always want what is bigger and better. Regardless, financial planning is more important than consumerism. Make spending less than you earn part of your financial planning.

#### Financial Planning Tip #4 Budget.

A great financial planning tip is budgeting. You won't be able to save unless you know what you spend. Make budgeting part of your financial planning and you will realize saving is not so hard.

### **Контрольна робота №3**

#### **Варіант 1**

When one opens a checking account, inevitably the sales pitch to order checks through the back is given. Many banks offer a special price on the first book, only to charge more for subsequent orders of personal checks. However, there are ways to avoid overpaying when you order checks.

Upon initially opening a checking account, it isn't a bad idea to order personal checks through the bank. This ensures that all of the information is correct, and if a mistake is made, it is easier for the bank to fix it at no extra charge to you. When it comes time to reorder, however, it is a good idea to order checks from a different company.

Special coupon mailings are a good source of companies that print personal checks. The fun part of ordering checks from these companies is the variety of styles usually offered. Additionally, when your order personal checks on special, there is usually a free book of checks involved. The regular price is often nearly half what a bank charges, and many companies will include a fourth book at no extra charge when you order three.

The Internet is another good place to order checks. Discount companies and special 'online only' deals abound. However, as with anything done on the Internet, it is important to be sure you are dealing with a reputable company. Any check company will need your bank account number, so it is important to make sure that the Web site is secure and represents a good company.

There's no need to order personal checks from your financial institution and pay 15 to 20 dollars for 200 checks. By keeping your eyes open and looking around for bargains, you can order checks that are high quality and complement your personal style and pay much, much less.



## **Вариант 2**

Although traditionally women have represented the majority of part-time workers in the UK, there are large groups of other workers who for a variety of reasons only work part-time. Whatever your reasons for working part-time, it is important that you have all the facts you need about how part-time work could affect your pension.

Even though you may only be working part-time it is important that you consider your pension and seek professional advice as and when you may require it. In and amongst this consideration about your pension you need to bear in mind that even though you are only working part-time you are still entitled to the same pension rights as a full-time worker.

Traditionally workers simply did not have rights, let alone pension rights. However, as time has gone by the social attitudes have brought about a change in legislation as regards workers' rights. It has taken a while for these workers' rights to be passed over to those working part-time as well as the full timers but the law is certainly now more behind the rights of all workers than ever before. In the past, many part-timers missed out on the company pension scheme or they would not receive the employer's part of the contribution to their pension.

The most significant change to part-time workers and their pension rights occurred in the UK in 2001 when the House of Lords ruled that part-time workers who could justifiably claim they had been discriminated against could make claims for pension rights dating back to 1976. These regulations were put in place to ensure that part-timers have exactly the same working rights and conditions as full-time workers. It is thought that the legislation has affected part-time workers within the education and health sectors the most. As many part-time workers are women (as the primary carer of their family unit) these regulations might also correspond to the sexual discrimination regulations and you should mention this to any professional you seek advice from.

This means that if you do not have access to the company pension and your colleagues working full-time do, then you could be entitled to a considerable

pay-out from your company. In order to make the claim for the lost pension pay you have to have been working for the company for at least six months. If you are a part-time worker and you believe that this pension discrimination may apply to you, then you would be well-advised to seek professional advice from a financial adviser.

## **Контрольна робота №4**

### **Варіант 1**

What are payday loans?

Payday loans are short-term loans that are extended between two pay days. A payday loan is normally provided for 14 days. The borrower, on acceptance of the loan conditions, provides a check favoring the lender as security against the loan. On the due date, the lender deposits this check to recover the loan dues. The due date is generally the next pay day of the borrower. No credit checks are conducted for granting payday loans. Therefore, the FICO score of the borrower is irrelevant. It doesn't matter whether the borrower has a bad credit history, or has no credit history, or has declared bankruptcy.

Qualifications for payday loans

To qualify for a payday loan, the borrower needs to fulfill all of the following conditions. There are no exceptions.

- You must be a US citizen.
- You must at least 18 years of age.
- You must be at a full time job currently and must be at this job for at least three months.
- You must either have an active checking account or a savings account.
- Your after tax salary should be at least \$ 1,000 or you must have a fixed income of \$800.

Cost of payday loans

Payday loans carry a very high cost. Generally the lender fees for a \$ 100 payday loan is anywhere between \$15 and \$25. It should be remembered that this fee is for 14 days as the loan itself is extended for these many days only. If

one considers the cost on an annual percentage rate (APR) basis, the average is 391%, which by any standard is exorbitant. By law, it is mandatory for the lender to specify the APR to the borrower. Many lenders do compare the cost of payday loan against other forms of financing; but the common denominator of such a comparison is that all of them are very expensive.

## **Варіант 2**

When to avail of payday loans?

Payday loans should be availed only during emergencies. Considering the fact that the cost of carrying a payday loan is very high, it should be a resource of last resort. If one implements good budgeting techniques and has a good financial plan, the need for borrowing by way of payday loans can be minimized. Moreover, one must ensure that a payday loan is paid on time. Payday loans should not be rolled over or extended as within no time the borrower will find himself or herself in a debt trap where money may have to be borrowed just to repay the interest.

Profile of a payday loan borrower

- A typical payday loan customer is between 25 and 40 years of age with an annual income anywhere between \$ 25,000 and \$ 50,000.
- According to the US Census report of Year 2000, the results of the payday loan borrowers survey are:

22% of those surveyed hold a bachelor's degree.

51% of those surveyed have a retirement savings plan.

In excess of two-thirds of those surveyed have a savings account.

More than two-thirds of those surveyed have an annual income of at least \$ 25,555.

Why are Payday loans popular?

They are popular for a number of reasons such as:

- Credit checks are not required. The personal check that you make payable to the lender acts as security.
- Approval is quick. If all the necessary documents are submitted, your loan

application maybe approved in minutes.

- The paperwork involved is simple. Generally one or two documents would suffice which explains the loan process and your obligations.
- The repayment process is without hassles. The check submitted as security is encashed on the next payday by the lender. You could extend the loan to subsequent paydays for a fee. However this is very expensive.
- Easy availability. Payday loans are particularly appropriate for emergency situations provided the amount required is small and one is willing to bear the high cost of the loan.

## **МЕНЕДЖМЕНТ**

### **Контролна работа №1**

#### **Вариант 1**

Peter Drucker, the well-known American business professor and consultant, suggests that the work of a manager can be divided into planning (setting objectives), organizing, integrating (motivating and communicating), measuring and developing people.

First of all, managers (especially senior managers such as company chairmen — and women — and directors) set objectives, and decide how their organization can achieve them. This involves developing strategies, plans and precise tactics, and allocating resources of people and money.

Secondly, managers organize. They analyze and classify the activities of the organization and the relations among them. They divide the work into manageable activities and then into individual jobs. They select people to manage these units and perform the jobs.

Thirdly, managers practice the social skills of motivation and communication. They also have to convey objectives to the people responsible for attaining them. They have to make the people who are responsible for performing individual jobs form teams. They make decisions about pay and

promotion. As well as organizing and supervising the work of their subordinates they have to work with people in other areas and functions.

Fourthly, managers have to measure the performance of their staff, to see whether the objectives set for the organization as a whole and for each individual member of it are being achieved.

## **Варіант 2**

Many people want to become managers. Managers are ultimately responsible for the achievement of results through the specialized efforts of other people, whether individually, in groups, or in organizations. They are involved in management. Management is the process undertaken by one or more individuals to achieve results not possible by an individual acting alone.

Management is a field of study. There are many different approaches to management, but only three of them are well-established. They are the classical approach, the behavioral approach and the management science approach.

The classical approach was launched in the early 1990s. Managers were seeking ways to increase the efficiency and productivity of a rapidly expanding workforce. Later, the effort expanded into studying problems of emerging large, complex organizations. Three activities were identified as the functions which comprise the management process.

Planning helps an organization define and meet its objectives.

Organizing means turning plans into action with the help of leadership and motivation.

Controlling ensures that actual organizational performance conforms to planned performance.

The behavioral approach uses the concept of psychology, sociology, anthropology and other behavioral sciences to assist managers in understanding human behavior in the work environment. It concentrates on such topics as motivation, communication, leadership and work group formation, which can assist managers with the people aspect of their job.

The management science approach is a modern version of the early emphasis on the management of work by the classical approach. It applies math and statistics to managing operations. Its management literature focuses on solving technical rather than behavioral problems. The computer is a key tool. There are also attempts to achieve integration of these three approaches to management. They are the systems approach and the contingency approach.

The systems approach views an organization as a group of interrelated parts with a single purpose. Managers must remember that actions by one part affect all the others. They must also view the organization as a dynamic whole and must try to anticipate the intended as well as the unintended impacts of their decisions.

## **Контрольна робота №2**

### **Варіант 1**

Different forces inside and outside an organization influence a manager's performance. A manager must deal with two environments: the organization's internal environment, which usually can be controlled, and the unpredictable whims of the outside world, the external environments.

Organizations vary in purpose and in technology. Schools, hospitals, banks, telephone companies, civic groups, and restaurants are all examples of organizations with different goals and needs. But they and other organizations have one element in common: managers.

The basic concepts of systems theory can help managers simplify and deal with the complex interactions of the internal and external environments. An organization can be viewed as simply one element in a number of elements that are dependent on each other. The organization takes resources (input) from the larger system (the external environment processes these resources within its internal environment, and return them to the outside in changed form (output). A business firm has two major inputs: human and non-human resources. Human inputs come from the people who work in the firm. They contribute their time and energy to the organization in exchange for wages and other tangible and

intangible rewards. Nonhuman resources consist of raw materials and information. These are transformed or used in combination with human resources to provide other resources.

It is the manager who must coordinate the activities of the entire system (organization) or one of the many subsystems (departments) within the organization. For the manager, the systems concept emphasizes that the ultimate survival of the organization depends upon its ability to adapt to the demands of the environment and in meeting these demands, the total input-process-output cycle must be focus of managerial attention.

## **Вариант 2**

Most organizations function on at least three distinct but overlapping levels, each requiring a different managerial focus and emphasis.

They include the operations level, the managerial level and the strategic level.

At the operations level, managers focus on performing what the organization produces (goods) or does (services) effectively. At the managerial level, managers coordinate operational level activities and determine the goods/services to produce. They manage the operation function and serve as a liaison between the company and users of the company's products. At the strategic level, managers set the organization's long range objectives and direction and determine how the organization will interact with its external environment.

There are three types of managers and levels of management. At the first level the manager spends most of his/her time working with subordinates. At the middle level, managers manage other managers and at the top level, managers ensure that the organization meets the expectations of its owners, customers and stockholders.

Management also involves three basic skills. Technical skill means the ability to use the tools, procedures, and techniques of a specialized field. This is very important at the lower management levels. Human skill is the ability to

understand and manage people effectively. Conceptual skill is the ability to understand all of the organization's activities and interests, how they interrelate, and how the organization functions as a whole.

One has to distinguish between managerial roles, informational roles and decisional roles.

Interpersonal roles focus on the manager's interpersonal relationships. The figurehead role involves symbolic/ceremonial duties, the leadership role involves directing and coordinating subordinates' activities, and the liaison role involves developing and maintaining interpersonal relationships within and outside the organization.

When fulfilling informational roles, the manager acts in sending and receiving nonroutine information and building a network of interpersonal contacts. The monitor role involves examining the environment to gather information which may affect the manager's unit. The disseminator role means that the manager provides the important information to subordinates that they might not ordinarily know about. The spokesperson role means that the manager represents his/her unit to other people internally or externally.

Decisional roles involve managerial decision making. The entrepreneur role means that the manager devises new ideas' and plans and implements change to improve organizational performance. The disturbance handler role means that the manager makes decisions or takes corrective actions in response to pressure beyond his/her control. Resources allocator role means that the manager decides who will receive what resources. The negotiator role means that the manager bargains with other units and individuals to obtain advantages for his/her unit.

### **Контрольна робота №3**

#### **Варіант 1**

No organization is sufficient. Whether profit or nonprofit, each organization provides something to the outside environment and in turn depends on the environment for survival. It is quite possible to classify the numerous



components of the external environment into two categories: direct action components and indirect-action components.

The major direct action components of manager's external environment are the organization's clients that it must satisfy, its competitors, and the organizations and individuals that supply its resources. Managers must be constantly aware of their organization's clients and meet their needs. A firm and its competitors can engage in intratype competitions, which is competition between institutions engaged in the same activities, and intertype competition which may happen between different types of organizations.

The indirect-action components of the external environment can affect managers in at least two ways. First, outside organizations can have a direct influence on an organization or an indirect influence through a direct influence through a direct action component. Second, certain indirect-action components can influence the climate in which the organization must function.

There are five major types of indirect-action components. First is technology. Technological innovations can create business opportunities (video games, calculators) or problems when business don't foresee and effectively react to technological change. Second, the economy can pose opportunities or problems, and its impacts are unpredictable. Third, political, legal and regulatory components exist when government laws and regulations can constrain or expand business opportunities. Fourth, the cultural and social components are involved when traditions, customs and beliefs can substantially affect organizations. Fifth, the international component imposes both a challenge and a threat for managers. A business may become multinational or corporation (MNC) because of weakening opportunities at home or outstanding opportunities to market a product abroad.

## **Вариант 2**

A French industrialist, Henry Fayol, wrote in 1916 a classic definition of the manager's role.

He said that to manage is "to forecast and plan, to organize, to command, to coordinate and to control". This definition is still accepted by many people today, though some writers on management have modified Fayol's description. Instead of talking about command, they say a manager must motivate or direct and lead other workers.

Henry Fayol's definition of a manager's role and functions is useful. However, in most companies, the activities of a manager depend on the level at which he/she is working. Top managers, such as the chairman and directors, will be more involved in long range planning, policy making, and the relations of the company with the outside world. They will be making decisions on the future of the company, the sort of product lines it should develop, how it should face up to the competition, whether it should diversify etc. These strategic decisions are part of the planning function mentioned by Fayol.

On the other hand, middle management and supervisors are generally making the day-to-day decisions which help an organization to run efficiently and smoothly. They must respond to the pressures of the job, which may mean dealing with unhappy customer, chasing up supplies, meeting an urgent order or sorting out a technical problem. Managers at this level spend a great deal of time communicating, coordinating and making decisions affecting the daily operation of their organization.

An interesting modern view on managers is supplied by an American writer, Peter Drucker. He has said that managers must perform five basic operations. Firstly, managers set objectives. They decide what these should be and how the organization can achieve them. For this task, they must decide how the resources of the company are to be used, how the work is to be classified and divided. Furthermore, they must select people for the jobs to be done. For this, they not only need analytical ability but also understanding of human beings. Their third task is to motivate and communicate effectively. They must be able to get people to work as a team, and to be as productive as possible. To do this, they will be communicating effectively with all levels of the organization - their superiors,

colleagues and subordinates. To succeed in this task, managers need social skills. The fourth activity is measurement. Having set targets and standards, managers have to measure the performance of the organization, and of its staff, in relation to those targets. Measuring requires analytical ability. Finally, Peter Drucker says that managers develop people, including themselves. They help to make people more productive, and to grow as human beings. They make them bigger and richer persons.

In Peter Drucker's view, successful managers are not necessarily people who are liked or to get on well with others. They are people who command the respect of workers, and who set high standards. Good managers need not be geniuses but must bring character to the job. They are people of integrity, who will look for that quality in others.

#### **Контрольна робота №4**

##### **Варіант 1**

When trying to identify the personal qualities we would associate with someone in a management position, it is likely that most of us would expect intelligence, a sound knowledge of the business, good general and professional qualifications, proven expertise in their specialist area, effective communication skills, an ability to get on with people, and the confidence to make decisions. A manager with such personal qualities should have no need to adopt one particular style of management, because he or she will recognize that every situation will require a different approach: sometimes the work will get done more effectively if people are left to get on with it; sometimes, in a crisis it will be necessary to override normal consultative procedures and implement an immediate course of action.

The skill of management is to read a situation accurately, and adopt an approach which is most appropriate in the circumstances, and will achieve the best results.

In achieving these results, the manager has to rely on the staff, and accept responsibility for the quality of their work. Obviously it is in any manager's best

interests to ensure that the people under him or her are working as well as they can, and performing their jobs effectively. In order to monitor these aspects of a department, some system of appraisal is essential, whereby each individual can be made aware of his, or her, performance and progress. One method of doing this is by implementing a policy of Management by Objectives (M b O).

## **Вариант 2**

### **Management by Objectives (M b O).**

The essence of this system is that the organisation has to identify and establish exactly what it intends to achieve over the next period' (The period can be six months, twelve months or sometimes longer.) These overall objectives will require a particular approach if they are to be achieved, and within an organization a forward— planning team needs to establish how the various departments have to work to help achieve the objectives, and what specific contribution each can make to the overall plan. This process should involve consultation with department managers and result in the establishment of a set of departmental objectives for each functional area.

Logically, this process can be continued down through the organization so that the various sub-sections within each department can be examined to see how they can help the department meet its objectives, and individuals in responsible positions can (through discussion and consultation, participation and involvement) establish with their superiors an appropriate and feasible range of personal objectives. This may involve analysis and re-drafting of job-descriptions and highlight a need for specialist training.

One thing to bear in mind about an M b O approach is that at the individual level, the objectives identified will most likely be quite specific in their requirements. As you move up through the organization to identify departmental objectives, branch objectives and corporate objectives, they will be formulated in much more general terms, with overall policy statements indicating broad plans of action rather than specifying particular achievement or training criteria for individual employees.

However, it is at the individual level that the work has to be done, and the principles of M b O imply a regular system of consultation and appraisal for all employees. Implemented effectively, M b O can lead to the motivation and development of individuals through regular and systematic reviews of performance, the identification of training needs, the co-ordination of effort, and (hopefully!) the achievement of the organization's goals. However, effective implementation needs to be based on a participative approach rather than an authoritarian one, and consultation, performance-review and appraisal can be very time-consuming for a busy manager.

## **МАРКЕТИНГ**

### **Контрольна работа №1**

#### **Варіант 1**

Every organization needs to think about its markets and how effectively it meets its customers' or clients' needs. Organizations that don't satisfy their customers sooner or later disappear – and usually it's sooner rather than later. Conversely, organizations that find new and better ways to meet needs prosper and grow. Be sure that it's better to prosper than to fail and disappear.

So, there's hardly any issue that's more important than figuring out how to satisfy customers – whether old ones an organization has served in the past or new ones it hopes to attract. At its essence, that's what marketing and marketing strategy planning is all about.

One reason for studying marketing is that you – as a consumer – pay for the cost of marketing activities. In advanced economies, marketing costs about fifty cents of each consumer dollar. For some goods and services, the percentage is much higher.

Another important reason for learning about marketing is that marketing affects every aspect of your daily life. All the goods and services you buy, the stores where you shop, and the radio and TV programs paid for by advertising are there because of marketing. Even your job resume is part of a marketing

campaign to sell yourself to some employer! Some courses are interesting when you take them but never relevant again once they are over. Not so with marketing – you'll be a consumer dealing with marketing for the rest of your life.

Still another reason for studying marketing is that there are many exciting and rewarding opportunities in marketing. Marketing is often the route to the top. You can find opportunities in sales, advertising, product management, marketing research, distribution, and other areas. Read as an example to prove the idea the following original job ad from a newspaper: “Marketing Manager for Consumer Electronics: We’ve got a new opportunity that should help our business grow into the next century. Put your college degree and experience in marketing consumer durables to work. Come help us analyze our markets and plan our marketing mix in a logical, creative, and enthusiastic way. This job offers income above industry standards, dynamic colleagues, relocation to desirable Midwest suburb, and fast-track upward mobility. Reply in confidence, with a copy of your resume, to Box #... ”

## **Вариант 2**

Production is a very important economic activity. The high standard of living that most people in advanced economies enjoy is made possible by specialized production.

Although production is a necessary economic activity, some people overrate its importance in relation to marketing. Their attitude is reflected in the old saying: “Make a better mousetrap and the world will beat a path to your door.” In other words, they think that if you just have a good product, your business will be a success.

The better “mousetrap” idea probably wasn’t true in Grandpa’s time, and it certainly isn’t true today. In modern economies, the grass grows high on the path to the Better Mousetrap Factory – if the new mousetrap is not properly marketed. There’s a lot more to marketing a product than just making it. This is true for most goods and services.

The point is that production and marketing are both important parts of a total business system aimed at providing consumers with need-satisfying goods and services. Together, production and marketing supply five kinds of economic utility – form, task, time, place, and possession utility that are needed to provide consumer satisfaction. Here, utility means the power to satisfy human needs.

Form utility is provided when someone produces something tangible – for instance, a tennis racket. Task utility is provided when someone performs a task for someone else – for instance, when a bank handles financial transactions. But just producing tennis rackets or handling bank accounts doesn't result in consumer satisfaction. The product must be something that consumers want or there is no need to be satisfied – and no utility.

## **Контрольна робота №2**

### **Варіант 1**

This is how marketing thinking guides the production side of business. Marketing decisions focus on the customer and include decisions about what goods and services to produce. It doesn't make sense to provide goods and services consumers don't want when there are so many things they do want or need. Let's take our "mousetrap" a step further. Some customers don't want *any kind* of mousetrap. They may want someone else to produce a service and exterminate the mice for them, or they may live where mice are not a problem. Marketing is concerned with what customers want, and it should guide what is produced and offered. This is an important idea.

Even when marketing and production combine to provide form or task utility, consumers won't be satisfied until possession, time, and place utility are also provided. Possession utility means obtaining a good or service and having the right to use or consume it. Customers usually exchange money or something else of value for possession utility.

Time utility means having the product available *when* the customer wants it. And place utility means having the product available *where* the customer wants it. Tennis rackets that stay at a factory don't do anyone any good. Time

and place utility are very important for services too. For example, neighbourhood emergency care health clinics have recently become very popular. People just walk in as soon as they feel sick, not a day later when their doctor can schedule an appointment.

Stated simply, marketing provides time, place, and possession utility. It should also guide decisions about what goods should be produced to provide form and task utility. In other words, production provides form and task utility only with guidance of marketing if it wants to be successful.

## **Варіант 2**

How should we define marketing? Some people think of marketing too narrowly as “selling and advertising.” On the other hand, one author defined marketing as “creation and delivery of a standard of living.” That definition is too broad.

An important difference between the two definitions may be less obvious. The first definition is a micro-level definition. It focuses on activities performed by an individual organization. The second is *macro*-level definition. It focuses on the economic welfare of a whole society.

Which view is correct? Is marketing a set of activities done by individual firms or organizations? Or is it a social process?

The answer to our question is that *marketing is both a set of activities performed by organizations and a social process*. In other words, marketing exists at both micro and macro levels. Therefore, we will use two definitions of marketing – one for micro-marketing and another for macro-marketing. Micro-marketing looks at customers and the organizations that serve them. Macro-marketing takes a broad view of our whole production-distribution system.

Micro-marketing is the performance of activities that seek to accomplish an organization’s objectives by anticipating customer or client needs and directing a flow of need-satisfying goods and services from producer to customer or client.

Let’s look at this definition.



To begin with, this definition applies to both profit and nonprofit organizations. Profit is the objective for most business firms. But other types of organizations may seek more members – or acceptance of an idea. Customers or clients may be individual consumers, business firms, nonprofit organizations, government agencies, or even foreign nations. While most customers and clients pay for the goods and services they receive, others may receive them free of charge or at a reduced cost through private or government support.

### **Контрольна робота №3**

#### **Варіант 1**

Profit is the objective for most business firms. But other types of organizations may seek more members – or acceptance of an idea. Customers or clients may be individual consumers, business firms, nonprofit organizations, government agencies, or even foreign nations. While most customers and clients pay for the goods and services they receive, others may receive them free of charge or at a reduced cost through private or government support. You already know that micro-marketing isn't just selling and advertising. Unfortunately, many executives still think it is. They feel that the job of marketing is to “get rid of” whatever the company happens to produce. In fact, the aim of the marketing is to identify customers' needs – and meet those needs so well that the product almost “sells itself.” This is true whether the product is a physical good, a service, or even an idea. If the whole marketing job has been done well, customers don't need much persuading. They should be ready to buy. And after they do buy, they'll be satisfied and ready to buy the same way again the next time.

*Marketing should begin with potential customer needs* – not with the production process. Marketing should try to anticipate needs. And then marketing, rather than production, should determine what goods and services are to be developed – including decisions about product design and packaging; advertising and sales policies; and, after the sale, installation, customer service, warranty, and perhaps even disposal policies.

This does not mean that marketing should try to take over production, accounting, and financial activities. Rather, it means that marketing – by interpreting customers’ needs – should provide direction for these activities and try to coordinate them. After all, the purpose of a business or nonprofit organization is to satisfy customer or client needs. It is not to supply goods and services that are convenient to produce and *might* sell or be accepted free.

When marketing helps everyone in a firm really meet the needs of a customer both before and after a purchase, the firm doesn’t just get a single sale. Rather, it has a sale and an ongoing *relationship* with the customer. Then, in the future, when the customer has the same need again – or some other need that the firm can meet – other sales will follow. That’s why we emphasize that marketing concerns a *flow* of need-satisfying goods and services to the customer. Often, that flow is not just for a single transaction but rather is part of building a long-lasting relationship that is beneficial to both the firm and the customer.

## **Вариант 2**

Profit is the objective for most business firms. But other types of organizations may seek more members – or acceptance of an idea. Customers or clients may be individual consumers, business firms, nonprofit organizations, government agencies, or even foreign nations. While most customers and clients pay for the goods and services they receive, others may receive them free of charge or at a reduced cost through private or government support. You already know that micro-marketing isn’t just selling and advertising. Unfortunately, many executives still think it is. They feel that the job of marketing is to “get rid of” whatever the company happens to produce. In fact, the aim of the marketing is to identify customers’ needs – and meet those needs so well that the product almost “sells itself.” This is true whether the product is a physical good, a service, or even an idea. If the whole marketing job has been done well, customers don’t need much persuading. They should be ready to buy. And after they do buy, they’ll be satisfied and ready to buy the same way again the next time.

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#### **Контрольна робота №4**

##### **Варіант 1**

It is important to keep in mind that the micro-marketing ideas and decision areas apply to a wide variety of marketing management situations. They are important not only for large and small business firms but also for all types of public sector and nonprofit organizations. They apply to new ventures started by a single entrepreneur as well as ongoing efforts by teams of people in corporations. They are useful in domestic markets and international markets and regardless of whether the organization focuses on marketing physical goods, services, or an idea or cause. They are equally critical whether the relevant customers or clients are individual consumers, businesses, or some other type of organization. In short, every organization needs to think about its markets and how effectively it meets its customers' or clients' needs.

Although micro-marketing is the primary focus of marketing managers, they must remember that their organizations are just small parts of a larger macro-marketing system.

Macro-marketing is a social process that directs an economy's flow of goods and services from producers to consumers in a way that effectively matches supply and demand and accomplishes the objectives of society.

Like micro-marketing, macro-marketing is concerned with the flow of need-satisfying goods and services from producer to consumer. However, the emphasis with macro-marketing is not on the activities of individual organizations. Instead, the emphasis is on *how the whole marketing system works*. This includes looking at how marketing affects society, and vice versa.

Every society needs a macro-marketing system to help match supply and demand. Different producers in a society have different objectives, resources, and skills. Likewise, not all consumers share the same needs, preferences, and wealth. In other words, within every society there are both heterogeneous (highly varied) supply capabilities and heterogeneous demands for goods and services. The role of a macro-marketing system is to effectively match this heterogeneous supply and demand and at the same time accomplish society's objectives.

## **Варіант 2**

In general, we can say that no economic system – whether centrally planned, market-directed, or a mix of the two – can achieve its objectives without an effective macro-marketing system. To see why it's true, we will look at the role of marketing in primitive societies.

The term *marketing* comes from the word market, which is a group of potential customers with similar needs who are willing to exchange something of value with sellers offering various goods and/or services – that is, ways of satisfying those needs. Of course, some negotiation may be needed. This can be done face-to-face at some physical location (for example, a farmer's market). Or it can be done indirectly – through a complex network of middlemen who link buyers and sellers living far apart.

In primitive economies, exchanges tend to occur in central markets. Central markets are convenient places where buyers and sellers can meet one-on-one to

exchange goods and services. We can understand macro-marketing better by seeing how and why central markets develop. We'll start with a very simple case, but thinking about it will clarify what happens when a more complex system is involved.

Imagine a small village of five families – each with a special skill for producing some need-satisfying product. After meeting basic needs, each family decides to specialize. It's easier for one family to make two pots and another to make two baskets than for each one to make one pot and one basket. Specialization makes labour more efficient and more productive. It can increase the total amount of form utility created. Specialization also can increase the task utility in producing services, but for the moment we'll focus on products that are physical goods.

If these five families each specialize in one product, they will have to trade with each other. It will take the five families ten separate exchanges to obtain some of each of the products. If the families live near each other, the exchange process is relatively simple. But if they're far apart, travel back and forth will take time.

## **ТЕКСТИ ДЛЯ ЧИТАННЯ ЗА ФАХОМ ТА УСНІ РОЗМОВНІ**

### **ТЕМИ**

#### **ТЕХТ 1**

## **KHARKIV STATE UNIVERSITY OF FOOD TECHNOLOGY AND**

### **TRADE**

#### **Vocabulary**

- |                |                       |
|----------------|-----------------------|
| 1. catering    | громадське харчування |
| 2. trade       | торгівля              |
| 3. hospitality | готельна справа       |

4. customs	МИТНИЦЯ
5. institution of higher education	ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД
6. entrance examinations	ВСТУПНІ ІСПИТИ
7. day-time department	ДЕННЕ ВІДДІЛЕННЯ
8. correspondence department	ЗАОЧНЕ ВІДДІЛЕННЯ
9. curriculum	НАВЧАЛЬНА ПРОГРАМА
10. to conduct research	ПРОВОДИТИ НАУКОВІ ДОСЛІДИ
11. experienced laboratory assistant	ДОСВІДЧЕНИЙ ЛАБОРАНТ

## **KHARKIV STATE UNIVERSITY OF FOOD TECHNOLOGY AND TRADE**

The Kharkiv State University of Food Technology and Trade is a multi-profile institution of higher education of the 4<sup>th</sup> level of accreditation. It is aimed at training specialists in food production, catering, trade, customs, hospitality and tourism.

The University has continued the glorious traditions of Sloboda's commercial training for more than one hundred years. The recent history of the University starts in 1967 with Kharkiv Institute of Public Catering. In October 2002 our institution of higher education was granted the University status.

Our University has well-equipped laboratories, lecture halls, a library and a computer centre. The library provides a lot of necessary books, text-books dictionaries, reference books, journals etc. Students not originally from Kharkiv can stay at our hostel.

The course of study lasts 5-6 years. The academic year consists of two semesters. And at the end of each semester there is an examination session. According to the curriculum during the first two years students have to attend lectures on some humanitarian and general educational subjects. Specialization begins in the third year.

At present time there are six faculties at our University where the students of day-time and correspondence departments are trained. They are the Process

Engineering faculty, Economics faculty, Accounting and Finance faculty, Merchandise Expertising faculty, Management faculty, the faculty of Equipment and Technical Service.

The students are engaged in Bachelor, Specialist and Master Degree programs. The Center for Professional and Pre-Higher Learning Training, the Ukrainian-German Lyceum, the preparation departments for the Ukrainian and foreign citizens prepare young people to enter the University.

The teaching staff of the University includes many professors, assistant professors, candidates of sciences, lecturers, and experienced laboratory assistants. 27 University departments conduct research in the priority fields of engineering, technology and economics of food production and services. Every year the University holds scientific conferences with the participation of the leading scientists and managers in trade and catering. The students also take an active part in the scientific work and make reports during the conferences.

The students get practical experience at the major quality restaurants, hotels and firms in Ukraine and abroad.

This year I have entered the Kharkiv State University of Food Technology and Trade. The entrance examinations were rather difficult but I passed them with good and excellent marks. Now I am a first year student of the Economics faculty of the day-time department.

### **Comprehension check**

***Are these sentences true or false? Correct the false sentences.***

1. Our University has continued the glorious traditions of Sloboda's commercial training for two hundred years.
2. Students who come from different cities, towns and countries can stay at our hostel.
3. According to the curriculum specialization begins in the first year.
4. The resent history of the University begins in 2002 when it was granted the university status.

5. The major quality Ukrainian and foreign restaurants, hotels and firms are the places where our students get practical experience.

***Answer the following questions:***

1. What specialists does our University train?
2. What faculties are there at our University?
3. What degree programs are our students engaged in?
4. What are the priority fields of research?
5. Where our students get practical experience?

## **TEXT 2**

### **FOREIGN TRADE**

#### **Vocabulary**

to trade – торгувати

comparative advantage - перевага на основі порівняння

compete for – конкурувати за

foreign currency – іноземна

money flow – грошовий потік

diverse – різноманітний

to expand – поширювати

to aid - допомагати

### **FOREIGN TRADE**

Foreign (international) trade means the exchange of goods and services between nations, but speaking in strictly economic terms, international trade today is not between nations. It is between producers and consumers or between producers in different parts of the globe. Nations do not trade, only economic units such as agricultural, industrial and service enterprises can participate in trade.

International trade enables a nation to specialize in those goods it can produce most cheaply and efficiently and it is one of the greatest advantages of trade. On the other hand, trade also enables a country to consume more than it can produce if it depends only on its own resources. Finally, trade expands the potential



market for the goods of a particular economy. Trade has always been the major factor ensuring good economic relations among nations.

Different aspects of international trade and its role in the domestic economy are known to have been developed by many famous economists.

In 1776 the Scottish economist Adam Smith, in *The Wealth of Nations* said that it is essential that a country trading internationally should specialize in those goods in which it has an absolute advantage — that is, the ones it can produce more cheaply and efficiently than its trading partners can. Half a century later, having been modified by the English economist David Ricardo, the theory of international trade is still accepted by most modern economists.

In line with the principle of comparative advantage, it is important that a country should gain from trading certain goods even though its trading partners can produce those goods more cheaply. The comparative advantage is supposed to be realized if each trading partner has a product that will bring a better price in another country than it will at home. Trade based on comparative advantage still exists: France and Italy are known for their wines, and Switzerland maintains a reputation for fine watches.

Whereas comparative advantage is based on location, competitive advantage must be earned by product quality and customer acceptance. For example, German manufacturers sell cars in the United States, and American automakers sell cars in Germany, both countries as well as Japanese automakers competing for customers throughout Europe and in Latin America.

The main difference between domestic trade and international trade is the use of foreign currencies to pay for the goods and services crossing international borders. Although global trade is often added up in US dollars, the trading itself involves various currencies.

Whenever a country imports or exports goods and services, there is a resulting flow of funds: money returns to the exporting nation, and money flows out of the importing nation. Trade and investment is a two-way street, and with a minimum of trade barriers, international trade and investment usually makes everyone better off.

In an interlinked global economy, consumers are given the opportunity to buy the best products at the best prices. By opening up markets, a government allows its citizens to produce and export those things they are best at and to import the rest, choosing from whatever the world has to offer.

Thus, international trade leads to more efficient and increased world production, allows countries to consume a larger and more diverse amount of goods, expands the number of potential markets in which a country can sell its goods. The increased international demand for goods results in greater production and more extensive use of raw materials and labor, which means the growth of domestic employment. Competition from international trade can also force domestic firms to become more efficient through modernization and innovation.

It is obvious that within each economy the importance of foreign trade varies. Some nations export only to expand their domestic market or to aid economically depressed sectors within the domestic economy. Other nations depend on trade for a large part of their national income and it is often important for them to develop import of manufactured goods in order to supply the ones for domestic consumption. In recent years foreign trade has also been considered as a means to promote growth within a nation's economy. Developing countries and international organizations have increasingly emphasized such trade.

### **Comprehension check**

*Are these sentences true or false? Correct the false sentences.*

1. International trade enables a nation to specialize in those goods it can produce most cheaply and efficiently and it is one of the greatest advantages of trade.
2. Whereas absolute advantage is based on location, competitive advantage must be earned by product quality and customer acceptance.
3. Trade has always been the major factor ensuring good economic relations among nations.
4. International trade expands the number of potential markets in which a country can sell its goods.

5. The increased international demand for goods results in greater production and more extensive use of raw materials and labor, which means the growth of domestic unemployment.

*Answer the following questions:*

1. What does international trade mean in economic terms?
2. How does international trade support a national economy?
3. Who developed theoretical grounds of international trade?
4. What is the difference between comparative and competitive advantages?
5. Why do nations trade?

### **TEXT 3**

#### **ECONOMY OF UKRAINE**

##### **Vocabulary**

valuable - цінний	steel – сталь
deposits - запаси	anthracite – антрацит
contain - містити (в собі)	coal – вугілля
proximity - близькість	heavy – важкий
ore - руда	complementary – додатковий
potassium salts – солі калію	account for – відповідати за

#### **ECONOMY OF UKRAINE**

Two interrelated processes are characteristic of Ukraine's economy today, namely its assertion as an independent state, and its transformation from planned-centralized to market-controlled. These processes are rather complicated, but there are all prerequisites for their effective accomplishment.

The economy of Ukraine is formed by both agriculture and industry.

Industry contributes more than 40 per cent of GDP and accounts for more than one-fourth of total employment. Ukraine is a major center of heavy machinery and equipment production, machine tools, large electrical transformers, ships, locomotives, rail cars, passenger and cargo aircraft, agricultural machinery. It also has a well-developed chemical industry that produces various plastics, tires and fertilizers. Ukraine has a major ferrous-

metals industry, and it rivals China as the fourth largest steel producer in the world. Another important branch of the economy is mining. Its main produce is coal, natural gas and iron ore. The most prominent manufactured goods include metallurgical equipment, diesel locomotives, tractors and TV sets. Ukraine also has well-developed chemical and food industries. There are more than 50 plants which produce a wide range of agricultural equipment. Machine-tool and instrument-manufacturing industries are also being developed. The growing importance of consumer goods is reflected in the increasing output of cameras, refrigerators, washing machines, etc. Some of the principal products of light industry are textiles, ready-made clothes and shoes.

Agriculture accounts for about 25 per cent of Ukraine's total GDP and approximately the same percentage of total employment. Mainly due to extremely fertile soil, Ukraine is a major producer and exporter of a wide variety of agricultural products, including sugar, sunflower oil, flax, different crops and dairy products. This sector offers diverse opportunities for foreign investments, especially in the field of food-processing and storage.

The chernozem (black) soils of the forest-steppe zone are among the world's more productive farmlands. They are exceptionally good for wheat and sugar beet. Besides wheat, Ukraine produces such grains as barley, buckwheat and rice. Other crops include potatoes, vegetables, melons, berries, fruit, nuts and grapes. Ukraine's most important industrial crop, sugar beet, is concentrated in the forest-steppe zone. Truck farming or market gardening is particularly developed on the outskirts of large cities like Kyiv, Kharkiv, and others.

Cattle and pigs are raised throughout Ukraine, while chicken, geese and turkey are kept for meat and egg production. There are many large-scale broiler and egg-laying farms close to big cities. Bees are kept in all parts of Ukraine for honey and wax.

Through the collective and state farms still remain in the country, the declared intent of the Ukrainian government is to provide a gradual privatization of farming, but it is a difficult and costly process.

Ukraine has extremely rich and complementary mineral resources in high concentrations and close to each other. Rich iron ore reserves located near Kryvy Rih, Kremenchuk, Bilozerka, Mariupol and Kerch form the basis of Ukraine's large iron and steel industry. One of the richest areas of manganese bearing ores in the world is located near Nikopol. Bituminous and anthracite coal used for coke are mined in the Donets Coal Basin (commonly called Donbas). Energy for thermal power stations is obtained using the large reserves of brown coal in the Dnipro basin (north of Kryvy Rih) and the bituminous coal deposits of the Lviv-Volynian Basin north of Lviv.

Ukraine can be divided into three economic areas: Southwestern, Donets-Dnieper and Southern.

The Southwestern Economic Area has a dense network of roads and railways. The largest reserves of minerals and valuable wood of the Carpathian forests are used in the chemical, gas, mining, timber, paper and porcelain industries. Local agriculture forms the basis of the food industry. The area is widely known for its grain-milling industry; it produces vast amounts of butter, cheese, meat, sugar, fruit and vegetables. The engineering industry produces test instruments, machine tools and electrical engineering equipment.

The Donets-Dnieper Economic Area has rich mineral deposits. A large industrial output is yielded by the mining, ferrous metallurgy, chemical and machine-building industries. The Donets Basin contains a cluster of plants producing zinc, mercury, fertilizers, plastics, soda, acid and dyes. The area has the greatest concentration of thermal and hydroelectric power station in Ukraine. The Donbas produces vegetable oil, meat and milk products, sugar and butter.

The proximity of the Southern Economic Area to the sea is reflected in its industry: shipbuilding, chemical, fishing and canning. The food industry is allied with the cultivation of grapes, fruit and vegetables.

Ukraine has a considerable potential to develop its economy quickly – it is explained not only by the favorable natural conditions, but also by the convenient geographical position in terms of international trade exchanges.

## Comprehension check

### *Answer the questions:*

1. What processes are characteristic of Ukraine's economy today?
2. What does Ukraine produce?
3. How would you characterize the three economic areas of Ukraine?
4. Where are the richest areas of mineral resources located?
5. Has Ukraine a considerable potential to develop its economy quickly? Why?

### *Are these sentences true or false? Correct the false sentences.*

1. The Donbas produces grapes, fruit and vegetables.
2. The proximity of the Southern Economic Area to the sea is reflected in its industry: shipbuilding, chemical, fishing and canning.
3. Ukraine has a considerable potential to slowly develop its economy.
4. The area has not the greatest concentration of thermal and hydroelectric power station in Ukraine.
5. The economy of Ukraine is formed only by the industry.
6. Agriculture accounts for 15 per cent of Ukraine's total GDP and approximately the same percentage of total employment.
7. Ukraine can be divided into four economic areas.
8. Local agriculture forms the basis of the food industry.
9. The engineering industry produces metal instruments and chemical equipment.
10. This sector offers diverse opportunities for foreign investments, especially in the field of food-processing and storage.

## TEXT 4

### THE ECONOMY OF GREAT BRITAIN

#### Vocabulary

private –and public  
приватній

- економіка, що базується на

enterprise economy	та державній власності
in growth rates	- за темпами росту
per capita	- на душу населення
owing to	- завдяки
standard of living	- рівень життя
adjustment	- регулювання
interest rate	- відсоткова ставка
direct personal taxation	- пряме оподаткування фізичних осіб
share holding	- акція
utilities	- комунальні послуги
to account for	- складати частку
virtually	- фактично
self-sufficient	-самостійний, економічно незалежний
excise	- акциз
public borrowing	- державна позика
graduated income tax	- прогресивний прибутковий податок

## **THE ECONOMY OF GREAT BRITAIN**

The United Kingdom has a developed mixed private-and public enterprise economy and ranks among the top industrial countries in growth rates, productivity, and competitiveness. The gross national product (GNP) is growing faster than the population.

The state sector was reduced during the 1980s and 1990s owing to policies of privatization, or denationalization, of publicly owned corporations. There was also an improvement in the standard of living. Unemployment and inflation rates were gradually reduced but remained high.

Nowadays, government policies include the close monitoring and frequent adjustment of interest rates; a gradual reduction in the level of direct personal taxation; a reduction in the levels of power and influence of national trade unions in national labour negotiations; the encouragement of wider home

ownership and of individuals' share holdings in companies. Considerable emphasis is placed on increased exposure of the economy to market forces. The government controls the production of coal, steel, and ships; it also runs certain utilities, the railways, and most civil aviation.

Manufacturing industries account for one-fifth of the GNP. Small companies predominate, though companies with 500 or more employees employ a larger percentage of the work force. Major manufactures include motor vehicles, aerospace equipment, electronic data-processing and telecommunication equipment, metal goods, precision instruments, petrochemicals, and other chemicals. High-technology industries are being developed.

Agriculture accounts for less than 2 percent of the GNP and employs 2 percent of the work force. Farming is highly mechanized, though farms are not extremely large, and is dominated by the raising of sheep and cattle. The United Kingdom is not agriculturally self-sufficient. Chief crops include barley, wheat, sugar beets, and potatoes.

The mineral industry accounts for approximately 6 percent of the GNP but employs less than 1 percent of the work force. Production from oil fields in the North Sea has allowed the United Kingdom to become virtually self-sufficient in petroleum. The United Kingdom's coal industry, despite its steady decline since the early 1950s, remains one of the largest and most technologically advanced in Europe.

Public revenues ordinarily fall short of expenditures and are chiefly derived from income taxes, which are highly progressive, and excises. A single graduated income tax was introduced in 1973. Deficits are offset by public borrowing. The country (as well as its capital) is a major world financial and banking centre.

Chief imports of Great Britain are: metallic ores, except iron ore, food. Chief exports are: china, automobiles and other vehicles, wooden goods, steel,



electrical and mechanical machinery, tractors, scientific instruments, chemicals, petroleum.

Just under half of the total population is in the labor force. The highest proportion of employees (more than two-thirds) is in the service sectors, financial services and distribution. Manufacturing, although it has declined, employs more than one-fifth of all workers. Smaller numbers are in construction, energy, agriculture, forestry, and fishing.

### **Comprehension check**

***Answer the questions:***

1. What kind of economy has the UK?
2. Production of what does the government control?
3. Why the UK is self-sufficient in petroleum?
4. What industry is the most technologically advanced in Europe?
5. When was a single graduated income tax introduced?

***Are the sentences true or false? Correct the false sentences.***

1. The economy of Great Britain is among the less developed countries in growth rates and competitiveness.
2. The UK has a developed mixed private-and public enterprise economy.
3. The state sector increased considerably during the 1980s and 1990s.
4. A gradual reduction in the level of direct personal taxation is one of the actual policies of the British Government.
5. Small companies predominate in the economy of the UK.
6. Agriculture accounts for more than 50 percent of the GNP.
7. The UK's coal industry remains one of the largest and most technologically advanced in Europe.

### **TEXT 5**

#### **NATIONAL ECONOMY OF THE USA**

##### **Vocabulary**

flooding	затоплення	oil well	нафтова свердловина
soil erosion	ерозія ґрунту	petroleum	нафта

canned fish	консервована риба	gasoline	бензин
to supply	забезпечувати	pipeline	нафтопровід
fertilizer	мінеральні добрива	assembling	МОНТАЖ
related products	супутні продукти	to turn out	ВИГОТОВЛЯТИ
to spread out	поширювати	skilled labour	кваліфікована праця

## **NATIONAL ECONOMY OF THE USA**

The availability of water has been an important factor in America's growth. The early development of a prosperous agricultural system and the later development of an industrial base were made possible largely by vast water resources.

About a third of the land area of the United States is covered by forests. Properly managed forests prevent flooding and soil erosion and stabilize climatic conditions. Wood, resins and other forest products are the basic raw materials of several of the nation's largest industries.

The United States is rich in most of the metals and minerals needed to supply its basic industries. The nation produces more than 75 million tons of iron a year for its steel mills.

Coal is the second major natural resource found in large quantities in the United States. Most of the coal is used by steam plants to produce electricity. Much coal also is used in chemical industries for the manufacture of plastics and other synthetics.

Oil wells in the United States produce more than 2,700 million barrels of petroleum a year. The production, processing and marketing of such petroleum products as gasoline and oil make up one of America's largest industries.

Natural gas and manufactured gas furnish more than one-third of the nation's power.

Other basic metals and minerals mined on a large scale in the United States include zinc, copper, silver and phosphate rock which is used for fertilizers.

More than 18.5 million Americans are employed in manufacturing, including over two million engaged in the manufacture of machinery (excluding electrical and transportation equipment). Other industries with more than a million workers each include production of food and related products, clothing, metal goods, electrical machinery, wood products and furniture, textiles, printing, publishing and paper products. Canned fish and lumber are the chief manufactured products of the state of Alaska, while Hawaii's are sugar and canned pineapples.

The United States has been the world's leading industrial nation since early in the 20<sup>th</sup> century. Until the second half of the 19<sup>th</sup> century, agriculture remained the dominant US economic activity. After the Civil War, great advances were made in the production of basic industrial goods. By World War I, exports of manufactured goods had become more important than the export of raw materials; as manufacturing grew, agriculture became increasingly mechanized and efficient, employing fewer and fewer workers.

In recent years there has been a great increase in the number of engineers and scientists employed in American industries as companies emphasize research and the development of labour-saving machines. Some plants in the oil and chemical industries are built almost entirely around self-acting controls. Machines are doing more and more of the work of processing, assembling, packaging and distributing products. To meet the demands of the rapidly increasing population, industry today turns out more products at greater speed and with less labour.

The growing use of machines to perform routine tasks in agriculture, industry and other fields has brought about a shift of workers to new employment. Though some have been displaced because of automation, most have been absorbed by new industries and by the growth of service and leisure industries.

Other changes have taken place in the business world. Today industry reinvests twice as much of its profit in modernization and development as it did a century ago. New industries are formed as new discoveries are made. Atomic energy, for example, has created a wide range of new activities. So has the

invention of plastic materials, which are used in many products. Electronics has become a major industry, employing more than a million people. About 80 percent of the products of one leading electronics firm did not exist 10 years ago.

Most American industry is located in the eastern and Midwestern parts of the country. Industries are spreading out, building modern factories far from the home plant, closer to natural resources, markets and a supply of skilled labour.

The United States has long had a reputation as a pioneer in ingenious technology — from incandescent lights, sewing machines and cotton gins to telephones, television equipment, computers, airplanes and spaceships. But only in the last 40 years have American scientists become known for their contributions to research in basic and applied science, and today the country is among the world's leaders in both areas.

The US economy consists of three main sectors—the primary, secondary, and tertiary.

Primary economic activities are those directly involving the natural environment, including agriculture, forestry, fishing, and mining, and usually contribute about 4 per cent of the yearly GDP.

Secondary economic activities involve processing or combining materials into new products, and include manufacturing and construction, this sector accounts for approximately 23 per cent of the GDP.

Tertiary economic activities involve the output of services rather than goods. Examples of tertiary activities include wholesale and retail trade, banking, government, and transport. The tertiary is the most important sector by far and accounts for almost 73 per cent of the annual GDP.

The United States contributions to the world body of scientific and technological knowledge range from discoveries about subatomic particles, earthquake prediction, clues to the origin and evolution of the sun and the planets to breakthroughs in the fight against cancer and heart diseases, organ transplantation and substitution, genetic research and new sources of energy.

## Comprehension check

### Answer the following questions:

1. What are the main natural resources of the USA?
2. What industries are developed on their basis?
3. What industries are the most Americans employed in?
4. What is the role of engineers and scientists in the development of the American industries?
5. What changes have taken place in the business world?
6. What are the three major sectors of American economy?

### *Are these sentences true or false? Correct the false sentences:*

1. Coal is the first major natural resource found in large quantities in the USA.
2. Canned fish and lumber are the chief manufactured products of the state of Hawaii Islands, while Alaska's are sugar and canned pineapples.
3. Most American industry is located in the eastern and Midwestern parts of the country.
4. The US economy consists of two main sectors – the primary and secondary.
5. Electronics has become a major industry, employing more than a million people.
6. Some plants in the oil and chemical industries are built almost entirely around self-acting controls.
7. About a half of the land area of the United States is covered by forests.

## **TEXT 6**

### **MY SPECIALITY (FOOD SERVICE MANAGEMENT)**

#### Vocabulary

establishment - установа

meals and beverages - їжа та напої

to oversee, to monitor - наглядати за, керувати

training - підготовка, навчання

to schedule work - створити графік роботи

shift - зміна

complaint - скарга

to replenish stocks - поповнювати запаси

outlet - фірмова точка продажу

### **MY SPECIALITY (FOOD SERVICE MANAGEMENT)**

Food service managers coordinate a wide range of activities, but their most difficult task may be dealing with irate customers and uncooperative employees.

Food service managers are responsible for the daily operations of restaurants and other establishments that prepare and serve meals and beverages to customers. Besides coordinating activities among various departments, such as kitchen, dining room, and banquet operations, food service managers ensure that customers are satisfied with their dining experience. In addition, they oversee the inventory and ordering of food, equipment, and supplies and arrange for the routine maintenance and upkeep of the restaurant's equipment and facilities.

Managers generally are responsible for all of the administrative and human-resource functions of running the business, including recruiting new employees and monitoring employee performance and training. Retaining good employees is a major challenge facing food service managers.

Managers oversee the training of new employees and explain the establishment's policies and practices. They schedule work hours, making sure that enough workers are present to cover each shift. Some managers may help with cooking, clearing tables, or other tasks when the restaurant becomes extremely busy.

Food service managers ensure that diners are served properly and in a timely manner. They investigate and resolve customers' complaints about food

quality or service. They monitor orders in the kitchen and they work with the chef to remedy any delays in service. They make sure that sanitation, health and safety standards and local liquor regulations are obeyed.

In addition to their regular duties, food service managers perform a variety of administrative assignments, such as keeping employee work records, preparing the payroll, and completing paperwork to comply with licensing laws and tax, wage and hour, unemployment compensation, and Social Security laws. Managers also maintain records of supply and equipment purchases and ensure that accounts with suppliers are paid.

Finally, managers are responsible for locking up the establishment, checking that ovens, grills, and lights are off, and switching on alarm systems.

Many restaurants use computers to track orders, inventory, and the seating of patrons. Point-of-service (POS) systems allow servers to key in a customer's order and send it to the kitchen instantaneously so preparation can begin. The same system totals and prints checks, functions like a cash register, connects to credit card authorizers, and tracks sales.

Food service managers use the Internet to track industry news, find recipes, conduct market research, purchase supplies or equipment, recruit employees, and train staff. Internet access also makes service to customers more efficient. Many restaurants maintain Web sites that include menus and online promotions, provide information about the restaurant's location, and offer patrons the option of making a reservation.

In most full-service restaurants and institutional food service facilities, the management team consists of a general manager, one or more assistant managers, and an executive chef. Managers or executive chefs select menu items, taking into account the likely number of customers and the past popularity of dishes.

Managers or executive chefs estimate food needs, place orders with distributors, and schedule the delivery of fresh food and supplies. They inspect the quality of fresh meats, poultry, fish, fruits, vegetables, and baked goods to

ensure that expectations are met. They meet with representatives from restaurant supply companies and place orders to replenish stocks of tableware, linens, paper products, cleaning supplies, cooking utensils etc.

Managers should be calm, flexible, and able to work through emergencies, such as a fire or flood, to ensure everyone's safety. They also should be able to fill in for absent workers on short notice. Managers often experience the pressures of simultaneously coordinating a wide range of activities.

Job opportunities for food service managers should be good as the number of outlets of restaurant chains increases to meet customer demand for convenience and value.

### **Comprehension check**

***Are these sentences true or false? Correct the false sentences.***

1. Food service managers are responsible for the daily operations of restaurants and other establishments that prepare and serve meals and beverages to customers.
2. Ensuring that customers are satisfied with their dining experience employees is a major challenge facing food service managers.
3. Executive chefs generally are responsible for all of the administrative and human-resource functions of running the business.
4. Managers are responsible for locking up the establishment, checking that ovens, grills, and lights are off, and switching on alarm systems.
5. Managers or executive chefs estimate food needs, place orders with distributors, and schedule the delivery of fresh food and supplies.

***Answer the following questions:***

1. What is the most difficult task for a food service manager?
2. What do managers ensure besides coordinating activities among various departments, such as kitchen, dining room, and banquet operations?
3. What are managers generally responsible for?
4. What additional do food service managers perform?
5. How do Point-of-service (POS) systems work?



## TEXT 7

### MY SPECIALITY (MANAGEMENT)

#### Vocabulary

to be responsible for – бути відповідальним за

achievement – досягнення

to meet objectives – досягти мети

leadership – керівництво

interpersonal relations – міжособистісні відносини

profit – прибуток, прибутковий

to ensure – забезпечити

customer – клієнт, покупець

stockholder – акціонер

to measure – вимірювати, оцінювати

staff – персонал

### MY SPECIALITY (MANAGEMENT)

I am a student of the Management faculty of the Kharkiv State University of Food Technology and Trade. I want to become a manager because managers are ultimately responsible for the achievement of results through the specialized efforts of other people, whether individually, in groups, or in organizations.

The work of a manager can be divided into planning (setting objectives), organizing, integrating (motivating and communicating), measuring and developing people.

Planning helps an organization define and meet its objectives.

Organizing means turning plans into action with the help of leadership and motivation.

Controlling ensures that actual organizational performance conforms to planned performance.

All modern managers essentially face three managerial tasks:

1. Managing work and organizations.

2. Managing people.

3. Managing production and operations

Managing work and organizations means to ensure that the organization's work gets done and to manage the overall organization.

Managing people means communication with employees, motivating and leading them. It requires an understanding of interpersonal relations and group behavior.

Managing production and operations means that the process used to produce the organizations output also must be managed.

There are three types of managers and levels of management. At the senior level the manager spends most of his/her time working with subordinates. At the middle level managers manage other managers and at the top level managers ensure that the organization meets the expectations of its owners, customers and stockholders.

Peter Drucker said that managers must perform five basic operations. Firstly, managers set objectives. They must decide how the resources of the company are to be used, how the work is to be classified and divided. Furthermore, they must select people for the jobs to be done. For this, they not only need analytical ability but also understanding of human beings. Their third task is to motivate and communicate effectively. They must be able to get people to work as a team, and to be as productive as possible. The fourth activity is measurement. Having set targets and standards, managers have to measure the performance of the organization, and of its staff, in relation to those targets. Finally, managers develop people, including themselves. They help to make people more productive, and to grow as human beings.

The future managers have to acquire specialized knowledge in trade and catering management, commercial activities in goods and services market, economics, food products study and classification, hotel services and tourism. That is why our students study a lot of general educational and special subjects

such as consumer requirements research, trading enterprise economy, foreign economic activities, taxation, patenting science etc.

Our graduates can work as managers at catering and trading system, at economic and commercial services, in ministries, departments and other administrative bodies, at hotel and tourism.

A manager is responsible for making and carrying out decisions within the system. Organizations vary in purpose and in technology. Schools, hospitals, banks, telephone companies, civic groups, and restaurants are all examples of organizations with different goals and needs. But they and other organizations have one element in common: managers.

### **Comprehension check**

***Are these sentences true or false? Correct the false sentences.***

1. Organizing means turning plans into action with the help of leadership and motivation.
2. All modern managers essentially face four managerial tasks.
3. Managing work and organizations requires an understanding of interpersonal relations and group behavior.
4. At the middle level managers manage other managers.
5. Schools, hospitals, banks, telephone companies, civic groups, and restaurants are all examples of organizations with one element in common.

***Answer the following questions:***

1. What are managers responsible for?
2. How can the work of a manager be divided?
3. What does managing people mean?
4. What do managers do at the top level?
5. Where can our graduates work?

## TEXT 8

### MY SPECIALITY ( ECONOMICS)

#### Vocabulary

to influence = to affect	впливати
to distribute	розподіляти
to consume	споживати
earn	заробляти
needs and wants	потреби та бажання
to carry out	виконати
to make decisions	приймати рішення
to draw up	складати
an executive and auditing body	виконавчий та ревізійний орган
to reveal	з'ясувати
an ensuring	забезпечення
to hold auditing	проводити ревізію
wages	заробітна платня

### MY SPECIALITY ( ECONOMICS)

Why so much attention to economics? The reason is simple. In business and everyday life there are a large number of questions which are fundamentally economic in nature. Economics often affects our decisions. Economic principles influence all actions of people. Knowledge of economics, the study of how people and countries use their resources to produce, distribute and consume goods and services, is important to everyone now. Your understanding of economics will influence how you earn a living and help you make better economic decisions.

Economists try to solve many problems, which have a great and significant influence on human life and events. So, we can say that a large part of what economists do, is studying economics. But what is economics?

Informally, economics is a science of making life. Knowledge of basic economic principles helps us earn our living and make our money, and get satisfaction.

More formally, economics is a study of how people and countries can use their resources to satisfy their needs and wants. Economics is also the study of how people decide who will get the goods and services produced.

Planning, organizing, coordinating, controlling are important functions in economics.

To carry out such tasks an economist and manager-economist has to make decisions.

I am eager to take an active part in fulfilling these tasks, to obtain the talent of an economist through learning and experience.

I study at the economics faculty of the Kharkiv State University of Food Technology and Trade.

My future speciality is “Economics, trade and catering management (commercial activities in goods and services market)” and after graduating from the university I’ll get the qualification of an “Economist”. Our graduates work at the food industry plants and catering system, economic and commercial services, executive and auditing bodies, computer centres.

Future economists are trained to organize the economic planning, economic analysis, management as well as research work of the enterprises. They are to draw up monthly and annual reports for catering and trade plants and to sum up the results of their operation.

Future manager-economist are trained to do complex operating analysis, to reveal reserves of commodity circulation and production output, to develop measures for meeting population demands for goods and services, to analyze the population ensuring within the trade and catering enterprises; to hold auditing of planned control tasks; to calculate the payment of labour funds and wages.

The future specialists study the humanitarian, general and special subjects. Education is completed by defense of graduation work and by taking exams.

An economist is a person who is responsible for his activity within the system.

Some basic characteristics of the economists are:

- exceptionally intelligent,
- keen to improve people's lives,
- interested in other people,
- honest,
- able to give clear orders.

Nowadays economics and economists play an important role in the formation of public and economic policy. They play a key part at the highest levels of our government.

### **Comprehension check**

*Are these sentences true or false? Correct the false sentences.*

1. In business and everyday life people seldom face questions which are economic in nature.
2. Knowledge of economics is important to everyone now.
3. Your understanding of economics will help you make better economic decisions.
4. Economists try to solve few problems, which have a great and significant influence on human life and events.
5. Economics is a science of spending money.
6. Knowledge of basic economic principles helps us earn our living and make our money.
7. Planning, organizing, coordinating, controlling are important functions in economics.
8. Future economists aren't trained to organize the economic planning, economic analysis.
9. Education is completed by defense of graduation work and by taking exams.
10. An economist is a person who is responsible for his own life.

*Answer the following questions.*

1. Why is so much attention paid to economics?
2. What are important functions in economics?
3. What is Economics?
4. What faculty do you study at?
5. What is your future qualification?

## TEXT 9

### MY SPECIALITY (MARKETING)

#### Vocabulary

**evaluate** – оцінювати, визначати важливість

**disseminate** – розповсюджувати, поширювати

**relevant** – важливий, актуальний, відповідний до чогось, суттєвий

**consequently** – отже, тому

**ascertain** – з'ясувати, виявляти, переконуватися, встановлювати

**viability** – життєздатність

**imply** – передбачати, мати на увазі, містити в собі, означати

**drive** – управляти

**approach** – підхід

**breakthroughs** – видатні досягнення

**be referred to as** – мати відношення до

**markup** – торгівельна надбавка

**allowance** – знижка

**handing** – передача, поставка

**account for** – відповідати за

**order processing** – обробка замовлення

**inventory** – товар

**provide** – забезпечувати

**tend to** – приділяти увагу (чому-небудь)

**affair** – справа

**be interwoven** – бути переплетеним

**furthermore** – до того ж, крім того, більш того

**calamity** – лихо, нещастя,

**vast majority** – переважна більшість

**set** – установка; настановлення

**accomplished** – досконалий

**be available** – бути в наявності

**available** – доступний

**enable** – давати можливість або право (зробити що-небудь)

**regarding** – що стосується, стосовно (concerning)

**coherent** – зрозумілий, логічно послідовний

**share** – ділити(-ся)

**feedback** – зворотний зв'язок

**responsibility** – відповідальність, обов'язок

**master** – оволодіти, засвоїти

**be rewarding** - бути вартим; бути корисним

## MY SPECIALITY (MARKETING)

The work of marketers can be classified in several different ways. Generally it includes activities associated with:

- marketing mix
- product mix
- pricing mix
- promotion mix
- place mix or physical distribution
- finance
- risk taking
- working with people.

Marketing mix. Marketing research consists of gathering, sorting, analyzing, evaluating and disseminating information. The information must be accurate, timely and relevant to the needs of the firm and its customers.

Product Mix. Major activities associated with the product mix include product planning and development, buying, standardization, grading, and packaging. People employed in the activities associated with the product element of marketing mix should answer many questions like:

- Do we have the right products and services to meet the needs and wants of customers? Are they packed correctly? Should any additional services be offered? Should the product be modified in any way? Etc.



A firm in the market economy survives by producing goods that people are willing and able to buy. Consequently, ascertaining of the consumer demand is important for a firm's future viability and even existence as a going concern. Many companies today have a customer focus (or market orientation). This implies that the company focuses its activities and products on consumer demands. Every aspect of a market offering, including the nature of the product itself, is driven by the needs of potential consumers. Generally there are three ways of doing this: the customer-driven approach, the sense of identifying market changes and the product innovation approach. Without these approaches many products would be commercial failures in spite of being technological breakthroughs.

Pricing Mix. Business activities associated with identifying prices for products and services are referred to as pricing. So many factors affect the prices that it often is difficult to come up with the exact price that will satisfy the customer and allow the company to make a profit.

Specialists of pricing departments work on pricing strategies and economic analyses, develop discount and markup tactics, check out competitive prices, determine allowances, etc.

Promotion Mix. Promotion, or the communication of information between buyers and sellers, is often considered the heart of the marketing mix. The job of people employed in promotion is to inform prospective customers that the company has the right product or service available in the right place and at the right price.

Most promotional methods can be classified as follows:

1. Personal Selling. Today selling is considered only one of many business activities associated with marketing, but one that is extremely important.
2. Advertising. Advertising enables an organization to communicate with large groups of population regarding its products, services or ideas.

Activities of the people employed in advertising agencies must be coordinating with the other specialists to ensure well-designed, coherent advertising messages and materials.

Public Relations. People in public relations try to create a favorable impression for a company, product or service. They attempt to get publicity or non-paid space printed in all media that are read, viewed or heard by a company's customers.

Place Mix: Physical Distribution. Physical distribution accounts for approximately 50 % of the total cost of marketing. It improves the consumer's standard of living by ensuring that the right products are available when consumers want them, at the right place and at the right time.

Physical distribution is composed of 5 major elements: order processing, packaging and material handing, transportation, storage and inventory control.

Finance. Financing is the term that is used to identify business activities that provide the necessary cash and credit to manufacture, transport, and store, promote, sell and buy products and services. Most companies have a separate department which tends to financial affairs.

However, the financing function is so closely interwoven with marketing that it is almost imperative that all people employed in marketing have some knowledge of and skills in financing.

Risk Taking. Another part of the work of marketers is referred to as risk taking. A company can never be sure that customers will want to buy its products and services. They try to offer products and services that are really needed and wanted by customers. Despite the use of good marketing research and information techniques, some products and services may fail in the market. Furthermore, products can be damaged, stolen, destroyed or lost. Risk taking helps to reduce calamities and possible losses from fire, theft, flood, accidents, etc.

In sum, owners and managers do their best to manage their business effectively and minimize risk.

Work With People. People in marketing are firm's greatest set. They can make or break the company. That's why more attention should be paid to hiring, training and developing well-qualified personnel, who are really interested in working with public.

The marketing manager that thinks in terms of "we" will get more accomplished because he will be:

- 1) sharing with the team the vision and direction of the company and of the department;
- 2) sharing with the team the marketing plan for the year and the goals for each campaign;
- 3) asking the team for feedback, ideas, and criticism;
- 4) giving feedback to the team on what they are doing right and what needs to be improved;
- 5) sharing with the company the successes the team as a whole has achieved;
- 6) trusting the team to make the right choices at difficult moments and allowing them to make mistakes along the way;
- 7) giving each team member additional responsibilities so they can learn and grow as professionals.

Marketing is people occupation. There are very few jobs in marketing that require little or no contact with other humans. Maybe a few people work only in order processing and storage but the vast majority of people employed in marketing are in constant communication with customers, dealers and suppliers. That's why the art of listening ("listen first, speak last") is very important. Good listeners will be better at understanding what needs to get done and will be more effective. So if you are ready to become an effective marketer, master this principle – and you will be one step ahead of the competition. The road to effectiveness is not an easy one, but is definitely a rewarding journey.

## Comprehension check

### *Answer the questions:*

1. What main points does the work of marketers include?
2. What questions should people employed in the activities associated with marketing mix answer?
3. Why it is difficult to come up with the exact price that will satisfy the customer and allow the company to make a profit?
4. Can most promotional methods be classified? In what way?
5. How does physical distribution improve the consumer's standard of living?
6. What principle does an effective marketer master?

### *Are these sentences true or false? Correct the false sentences.*

1. The work of marketers includes activities associated with 9 points.
2. Activities of the people employed in advertising agencies mustn't be coordinating with the other specialists to ensure well-designed, coherent advertising messages and materials.
3. The consumer's standard of living can be improved by physical distribution which ensures that the right products are available when consumers want them.
4. Inventory control is composed of 5 major elements.
5. It isn't almost imperative that all people employed in marketing have some knowledge of and skills in financing.
6. A company can never be sure that customers will want to buy its products and services.
7. Goods in marketing are firm's greatest set.

## **TEXT 10**

### **MY SPECIALITY ( ACCOUNTING AND FINANCE )**

#### Vocabulary

profit-seeking

той, що шукає прибуток

non-profit

безприбутковий

involve	втягувати
influence	впливати
escape	уникнути
confuse	плутати
analysis in economy	аналіз господарської діяльності
cost-accounting	калькуляція вартості
to exercise	здійснювати
accounting	бухгалтерський облік
currency circulation	грошовий обіг
mechanized economic data processing	механічна обробка економічної інформації
forecast	прогноз

### **MY SPECIALITY ( ACCOUNTING AND FINANCE )**

Of all the business knowledge you have learned or will learn, the study of accounting will be the most useful. Your financial and economic decisions as a student and consumer involve accounting information. Understanding the discipline of accounting will influence many of your future professional decisions. Remember, you can't escape the effects of accounting information on your personal and professional life.

Accounting is often confused with bookkeeping. Bookkeeping is a mechanical process that records the economic activities of a business. Accounting includes bookkeeping.

Accountants analyze and interpret financial information, prepare financial statements, conduct audits, design accounting systems, prepare special and financial studies, prepare forecasts and budgets, provide tax services.

Economics is a process used to achieve certain goals using in a right way all resources such as people, money, energy, materials, space and time. Planning, organizing, coordinating, controlling are the important functions in economics. Bookkeeping, audit and analysis in economy help to carry out such tasks.

I study at the Kharkiv State University of Food Technology and Trade. My future speciality is book-keeping, audit and analysis in economy and my qualification is an economist. I am eager to take an active part in fulfilling these tasks, to obtain the talent of an economist through learning and experience.

Our graduates work at the food industry plants and catering system, financial bodies, computer centers, control and auditing bodies.

Future book-keepers are trained to organize planning, crediting, cost-accounting, drawing the financial reports and analyze economic activity of an enterprise. Our specialists have to organize and hold inspection of economic and financial activity of enterprises, use advanced forms and methods of controlling and auditing, exercise accounting and sum up the results of work done.

Future specialists must know general economic disciplines: statistics, planning of economic and social development, finance, currency circulation and credit, cost-accounting, mechanized economic data processing.

An economist is a person who is responsible for his activity within the system.

Some basic characteristics of the economists are:

- exceptionally intelligent,
- keen to improve people's lives,
- interested in other people,
- honest,
- able to give clear orders.

Nowadays economics and economists play an important role in the formation of public and economic policy. They play a key part at the highest levels of our government.

### **Comprehension check**

*Are these sentences true or false? Correct the false sentences.*

1. Of all the business knowledge you have learned or will learn, the study of foreign language will be the most useful.

2. Understanding the discipline of accounting will influence many of your future professional decisions.
3. You can escape the effects of accounting information on your personal and professional life.
4. Accounting is always confused with bookkeeping.
5. Bookkeeping is a mechanical process that records the economic activities of a business.
6. Accounting includes economics.
7. Economics is a process used to achieve certain goals using in a right way all resources such as people, money, energy, materials, space and time.
8. I am eager to obtain the talent of an economist through learning and experience.
9. Future specialists don't have to know general economic disciplines.
10. An economist is a person who is responsible for his life.

***Answer the following questions.***

1. What knowledge will be the most useful for future specialist?
2. What is bookkeeping?
3. What functions do accountants perform?
4. What is economics?
5. What is your future qualification?

Навчальне видання

Укладачі:

АРХИПОВА Вікторія Олександрівна

МУРАВЙОВА Олена Миколаївна

## **ENGLISH FOR STUDENTS OF ECONOMICS, ACCOUNTING AND MANAGEMENT**

Методичні вказівки та контрольні завдання для самостійної роботи  
для студентів заочного відділення факультетів: економічного,  
обліково-фінансового, менеджменту

Підп. до друку      Формат 60x84 1/16      Папір офсет.      Друк. офсет.  
Обл.-вид. арк.      Умовн. друк. арк.      Тираж      прим.      Зам №

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Харківський державний університет харчування та торгівлі  
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