

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ,
МОЛОДІ ТА СПОРТУ УКРАЇНИ
ХАРКІВСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
ХАРЧУВАННЯ ТА ТОРГІВЛІ**

MY SPECIALITY (TOPICS)

МОЯ СПЕЦІАЛЬНІСТЬ (РОЗМОВНІ ТЕМИ)

Навчальний посібник

За редакцією

С.І. Буданова

Харків

2011

УДК 81-13

ББК 81

М 87

Авторський колектив:

А.О. Борисова, В.О. Архипова, О.О. Мануєнкова, І.І. Ков'ях, О,Ф. Белікова,
О.М. Муравйова, Г.М. Погожих

Рецензенти:

канд. пед. наук, доц. О.М. Білик,
канд. іст. наук, проф. А.С. Міносян

Рекомендовано до друку рішенням вченої ради ХДУХТ,
протокол № 12 від 13.05.11

MY SPECIALITY (TOPICS) = МОЯ СПЕЦІАЛЬНІСТЬ (РОЗМОВНІ
М 87 ТЕМИ) [Текст] /А. О. Борисова [та ін.]; Харківський держ. ун-т. харчування та торгівлі. – Х. : ХДУХТ, 2011. – 118 с.

ISBN

Посібник містить автентичні навчальні тексти та систему різноманітних інтерактивних вправ, які сприяють розширенню лексичного запасу, формуванню навичок усного мовлення та розвиток творчого мислення у студентів.

УДК 81-13

ББК 81

ISBN

© Харківський державний
університет харчування
та торгівлі, 2011

Передмова

Посібник з розвитку навичок усного мовлення містить 15 тематичних текстів і охоплює розмовні теми курсу англійської мови професійної спрямованості. Аутентичні тексти та низка різноманітних вправ допоможуть студентам свій лексичний запас та удосконалити практичні мовленнєві навички.

Створення посібника зумовлене намірами авторів сформуванню у студентів сучасний рівень обізнаності й навиків розмовної мови в різноманітних ситуаціях іншомовного спілкування, культури мовлення, сприяти придбанню практично тренуваних навичок застосування здобутих знань у спілкуванні з англомовними колегами.

Головним принципом збірника є його мовна спрямованість і використання інтерактивних вправ.

Роботу над матеріалом кожного блоку доцільно проводити наступним чином:

1. ознайомлення з лексичним матеріалом;
2. читання та переклад текстів;
3. матеріал, запропонований в розділі вправ та завдань, може бути опрацьований вибірково в аудиторії, в залежності від рівня складності. Іншу частину його бажано застосувати для самостійної роботи.

Ключі для самоконтролю призначені для того, щоб студент мав можливість оцінити свій рівень знань під час самостійної роботи .

Зміст і методика подання матеріалу сприяє активізації засвоєння матеріалу та творчого мислення у студентів.

TEXT 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 дослідження
11. experienced laboratory assistant	досвідчений лаборант

Pre-reading task

Match the term and the definition:

1. trade	a. basic substance used as food
2. catering	b. the industry of attracting tourists and catering to them
3. tourism	c. goods bought and sold in commerce
4. foodstuff	d. providing meals, refreshments etc.
5. merchandise	f. the business of distribution, selling and exchange

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 4th 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 recent 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?

TASK 1

Complete the sentences with the appropriate word:

1. The University has continued the glorious _____ of Sloboda's commercial training for more than one hundred years.
 - a) customs
 - b) traditions
 - c) principles
2. Our University has well-equipped laboratories, lecture halls, a library and a _____.
 - a) computer centre
 - b) swimming pool
 - c) sports ground
3. The Center for Professional and Pre-Higher Learning Training, the Ukrainian-German _____, the preparation departments for the Ukrainian and foreign citizens prepare young people to enter the University.
 - a) school
 - b) gymnasium
 - c) lyceum
4. Every year the University holds scientific _____ with the participation of the leading scientists and managers in trade and catering.
 - a) seminars
 - b) conferences
 - c) colloquiums

5. The _____ examinations were rather difficult but I passed them with good and excellent marks.
- a) final
 - b) primary
 - c) entrance

TASK 2

Find synonyms to the following words in the text:

- a) manufacturing
- b) to provide
- c) to go on
- d) a wide range of
- e) to carry on
- f) executives
- g) a company
- h) a grade

TASK 3

Find antonyms to the following words in the text:

- a) infamous
- b) to miss
- c) passive
- d) minor
- e) to graduate from
- f) unsatisfactory
- g) to fail

TASK 4

Give English equivalents to the following:

Вищий навчальний заклад, підготовка спеціалістів, виробництво харчових продуктів, довідник, денне та заочне відділення, ступінь бакалавра / спеціаліста / магістра, підготовче відділення, іноземні громадяни, провідні науковці, скласти іспити.

TASK 5

Complete the sentences:

1. Our University is aimed at training specialists in _____.
2. According to the curriculum during the first two years students have to attend lectures on _____.
3. At present time there are six faculties at our University where the students of _____.
4. 27 University departments conduct research in the priority fields of _____.
5. The students also take an active part in the scientific work and _____.
6. The students get practical experience at the major quality _____.

TASK 6

Discuss the following points:

- What are your career goals?
- Who helped you to choose the University?
- How did you prepare for entering the University?
- What personal and professional qualities should you acquire as a future specialist?



TASK 7

Retell the text

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

Pre-reading task

Match the term and the definition:

1. enterprise	a. rivalry in business
2. to consume	b. to provide with means, opportunity
3. service	c. a business venture or company
4. competition	d. work done for others
5. to enable	e. to use up

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.

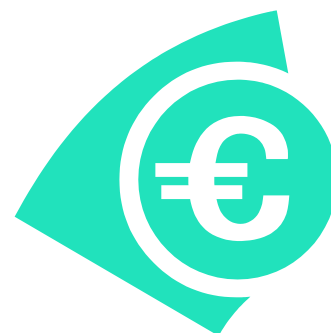
Whereas comparative advantage is based on location, competitive advantage must be earned by product quality and customer acceptance. For example, German manufacturers sell cars in the United States, and American automakers sell cars in Germany, both countries as well as Japanese automakers competing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

TASK 1

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?

TASK 2

Complete the sentences with the appropriate word:

1. International trade enables _____ to specialize in those goods it can produce most cheaply and efficiently and it is one of the greatest advantages of trade.
 - a) an enterprise
 - b) a nation
 - c) an industry
2. Different aspects of international trade and its role in the _____ economy are known to have been developed by many famous economists.
 - a) domestic

- b) global
c) particular
3. Trade based on _____ advantage still exists: France and Italy are known for their wines.
- a) competitive
b) comparative
c) absolute
4. Trade _____ the potential market for the goods of a particular economy.
- a) enables
b) expands
c) improves
5. In recent years foreign trade has also been considered as a means to _____ growth within a nation's economy.
- a) facilitate
b) expand
c) endorse



TASK 3

Find synonyms to the following words in the text:

- | | |
|-----------------|----------------|
| a) country | d) to use up |
| b) manufacturer | e) perspective |
| c) to take part | f) various |

TASK 4

Find antonyms to the following words in the text:

- | | |
|----------------|-----------|
| a) expensively | d) vanish |
| b) foreign | e) local |

c) drawback

f) developed

TASK 5

Give English equivalents to the following:

1) економічні відносини

4) торгівельні бар'єри

2) торгівельні партнери

5) кількість товарів

3) отримувати прибуток

6) ріст внутрішньої зайнятості

TASK 6

Complete the sentences:

1. Only economic units such as _____ can participate in trade.
2. Trade also enables a country to consume more than it can produce if _____
3. In line with the principle of comparative advantage, it is in order that _____ even though its trading partners can produce those goods more cheaply.
4. The main difference between domestic trade and international trade is _____ crossing international borders.
5. Trade and investment is a two-way street, and with a minimum of trade barriers, _____ usually makes everyone better off.
6. In recent years foreign trade has also been considered as _____ .

TASK 7

Discuss the following points:

- What goods does Ukraine export and import?
- What are Ukraine's main trading partners?
- What do you know about the European Economic Community and its role in world trade?

TASK 8

Retell the text.

TEXT 3

THE FOOD AND BEVERAGE SERVICE INDUSTRY IN GREAT BRITAIN

Vocabulary

1. hospitality	гостинність
2. catering	харчування
3. service	послуга
4. retailing	роздрібна торгівля
5. personnel	персонал
6. customer	клієнт
7. banquet	банкет
8. portion	порція
9. employ	надавати роботу
10. waiter	офіціант

Pre-reading task

Match the term and the definition:

1. catering	a. a booth, kiosk or table used for displaying goods on sale
2. personnel	b. the act or manner of serving food, especially in a restaurant
3. service	c. a list of courses at a meal or of dishes available at a restaurant
4. menu	d. persons employed in any work
5. employ	e. give work to someone, usually for payment

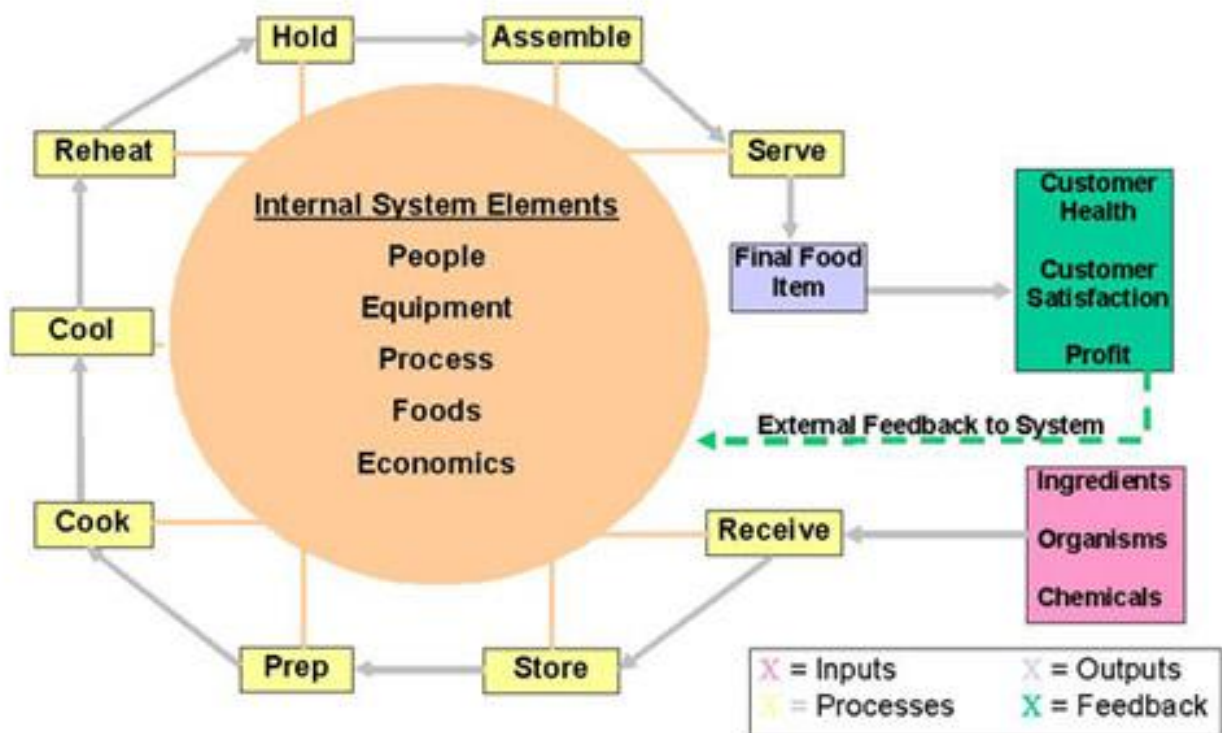
THE FOOD AND BEVERAGE SERVICE INDUSTRY IN GREAT BRITAIN

Catering or the Food Service Industry in the UK is a part of what now is becoming widely known as the Hospitality Industry. The industry is usually defined by its

output of products which satisfy demand for food and drink (but it excludes food and drink manufacturing and retailing).

Central to the industry is the need for operational personnel who are generally called food and beverage staff. The industry in Britain currently employs about 10% of the working population. The opportunities for the advancement in food and beverage service are many: positions exist such as restaurant manager, banqueting manager, station head waiter, wine waiter, catering officer and so on, depending on the type of establishment in which one finally decides to work. Work is available in hotels and restaurants, catering organizations, hospital catering, welfare catering, clubs, industrial catering, residential catering, transport catering and outdoor catering. Once again, it all depends on the individual and on the type of catering in which one is most interested. Also there are many chances to see the world and travel around the countries of one's choice by land, sea or air, in such capacities as area or group manager, air steward, first class steward traveling on liners, public transport and so on. In this way a wealth of experience may be gathered by seeing the methods of food and beverage service in other countries.

Food Service as a System



F & B management has many responsibilities. These include the economics of menu costing, portion control, wastage of food, customer-staff relations, labor relations, labor shortages and staff training. The food service staff is in contact with the customer and with the management, thus their conduct.

The Standard Industrial Classification (SIC) indicates that the main types of food and beverage operations are the following: restaurants, snack bars, cafes and other eating places; public houses and bars; night clubs and licensed clubs; canteens and messes. The sectors of the food and beverage service industry may be defined by the nature of demand being met: hotels, with provision of food and drink together with accommodation; restaurants with provision of food and drink generally at high price with high levels of service; popular catering including cafes, pizza, grills, specialist coffee shops, steak houses with provision of food and drink generally at low/medium

**Sweetwater Union High School District's
Food Service Department**



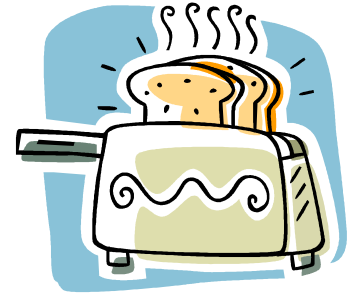
price with limited levels of service; fast food; take-away including ethnic, spuds, snacks, fish and chips, sandwich bars, kiosks; retail stores with provision of food and drink as adjunct to provision of retailing; banqueting/conferences/exhibitions with provision of food and drink on

large scale usually pre-booked; leisure attractions, e.g. theme parks, galleries, theatres, airline terminals with provision of food and drink for people engaged in another leisure pursuit; motorway service stations with provision of food and drink together with retail and petrol services for motorway travelers, often in isolated locations; industrial catering for people at work; welfare including hospitals, schools, colleges, forces, prisons, other welfare determined by an authority; licensed trade including public houses, wine bars, licensed clubs, members clubs; transport including railways, airline, marine; outdoor or “off premises” catering.

Comprehension check

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

1. Catering or the Food Service Industry in the UK is a part of what now is becoming widely known as the Hospitality Industry.
2. Central to the industry is the need for food and beverage staff.
3. The choice of work which is available in hospitality industry depends on the individual and the type of catering.
4. Management hasn't got many tasks.
5. Management responsibilities exclude the customer-staff relations, labor relations, labor shortages and staff training.



Answer the questions:

1. What types of food service operations are there in the UK at present?
2. How the sectors of the food and beverage service industry in the UK may be defined?
3. What kind of responsibilities has F & B management got?
4. What is the Food Service Industry defined by?
5. Where is work available for food and beverage staff?

TASK 1

Complete the sentences with the appropriate word:

1. The opportunities for the _____ in food and beverage service are many.
 - a) advancement
 - b) enrichment
 - c) failure
2. _____ may be gathered by seeing the methods of food and beverage service in other countries.
 - a) A great number of people
 - b) A wealth of experience

- c) A lot of money
3. The food service staff is in contact with the customer and with the management, thus their conduct _____ the running of the establishment and the atmosphere created for the customer.
- a) doesn't influence
 - b) has nothing to do with
 - c) influences
4. The sectors of the food and beverage service industry may be defined by the _____.
- a) size
 - b) location
 - c) nature of demand being met
5. The Standard Industrial Classification (SIC) indicates that the main types of food and beverage operations are the following: restaurants, snack bars, cafes and other eating places; public houses and bars; _____; canteens and messes.
- a) resort hotels
 - b) night clubs and licensed clubs
 - c) retail stores

TASK 2

Find synonyms to the following words in the text:

- | | |
|------------------|------------|
| a) a lot of | e) duties |
| b) staff | f) job |
| c) to give a job | g) chances |
| d) beverage | h) shop |

TASK 3

Find antonyms to the following words in the text:

- a) narrowly
- b) input
- c) to include
- g) low

- d) to fire (from job)
- e) disinterested
- f) the same



TASK 4

Give English equivalents to the following:

Широко відомий, задовольняти попит, споживач, приймати на роботу, просування у кар'єрі, харчі та напої, можливість росту, багатий досвід, залежати від..., мандрувати країнами

TASK 5

Complete the sentences:

1. F & B management has _____.
2. Catering or the Food Service Industry in the UK is a part of what now is becoming widely known as _____.
3. The industry is usually defined by its output of products which satisfy demand for food and drink (but it excludes _____).
4. The industry in Britain currently employs about 10% _____.
5. Also there are many chances to see the world and travel around the countries of one's choice by land, sea or air, in such capacities as area or group manager, air steward, first class steward traveling on _____.
6. These include the economics of menu costing, portion control, wastage of food, customer-staff relations, labor relations, _____.

TASK 6

Discuss the following points:

- Why Catering or the Food Service Industry in the UK is a part of what now is becoming widely known as the Hospitality Industry?
- What position would you like to have in food and beverage service?
- Do you think there are more opportunities in the Food Service Industry in the UK or in this country?
- Since the F & B management is not always in direct contact with the customer, how their conduct may influence the atmosphere created for the customer.

TASK 7

Retell the text.



Food Service Goals

1. Serve four of the *targeted* fruits and vegetables at lunch or snack every week
2. Serve at least one fruit or vegetable (any variety) at snack *every day*

TEXT 4

THE FOOD AND BEVERAGE SERVICE INDUSTRY IN UKRAINE

Vocabulary

1. The Food and Beverage Service Industry	галузь громадського харчування
2. beverage	напій
3. food service operations	підприємства харчування
4. consumer	споживач
5. chained restaurants	мережа ресторанів
6. independent	незалежний
7. coffee shop	кав'ярня
8. casual dining	харчування в неформальній обстановці
9. casual dining restaurant	ресторан родинного типу
10. full-service restaurant	ресторан повного обслуговування

Pre-reading task

Match the term and the definition:

consumer	a booth, kiosk or table used for displaying goods on sale
takeaway	a market (point of sale) for goods
outlet	the transporting of merchandise on purchasers' instructions
delivery	someone who uses articles made by another, i.e. by producer
stall	of food prepared to be eaten off-premises

THE FOOD AND BEVERAGE SERVICE INDUSTRY IN UKRAINE

The current food service operations range in Ukraine is quite impressive including Asian Fast Food, Asian Full-Service Restaurants, Bakery Products Fast Food, Burger Fast Food, Casual Dining Full-Service Restaurants, Chained 100% Home

Delivery/Takeaway, Chained Cafés/Bars, Chained Fast Food, Chained Full-Service Restaurants, Chained Pizza Consumer Foodservice, Chained Self-Service Cafeterias, Chained Street Stalls/Kiosks, Chicken Fast Food, Convenience Stores Fast Food, European Full-Service Restaurants, Fast Casual Dining, Fish Fast Food, Ice Cream Fast Food, Independent 100% Home Delivery/Takeaway, Independent Cafés/Bars, Independent Fast Food, Independent Full-Service Restaurants, Independent Pizza Consumer Foodservice, Independent Self-Service Cafeterias, Independent Street Stalls/Kiosks, Latin American Fast Food, Latin American Full-Service Restaurants, Middle Eastern Fast Food, Middle Eastern Full-Service Restaurants, North American Full-Service Restaurants, Other 100% Home Delivery/Takeaway, Other Cafés/Bars, Other Fast Food, Other Full-Service Restaurants, Pizza 100% Home Delivery/Takeaway, Pizza Fast Food, Pizza Full-Service Restaurants, Specialist Coffee Shops.

A brief overview shows that 100% home delivery/takeaway services are trying hard to develop, though consumers wanting to save money choose to use such services on an infrequent basis. Moreover, the channel faces competition from fast food and street stalls/kiosks, which are better suited to an immediate quick snack.



Franchising has been found an efficient way of doing business in street stalls/kiosks. As opening a street stall/kiosk does not require significant amounts of money, unlike with other consumer foodservice formats, a number of Ukrainians are attracted by the opportunity to invest in the channel. Opening a franchise is considered less risky than starting a kiosk from scratch with no experience at all. Hence, street stalls/kiosks are mushrooming on the back of franchising boom.

Chained outlets are a comparatively recent concept in consumer foodservice in Ukraine, where independents have traditionally held sway. The arrival of McDonald's in 1997 was the first chained operation in the channel. Local companies were not in a hurry to set up chains for taxation reasons, and consumer foodservice

has continued to be dominated by independents. Foreign companies have also managed to establish a presence in the country even though failures have been seen in the market. These include Baskin-Robbins (ice cream fast food) and Rostik's (chicken fast food), whose outlets in Ukraine have closed. Pizza Hut and other foreign players have not been quick to enter the country.



In terms of the positioning of consumer foodservice outlets, standalone locations are the most common in Ukraine, in both rural and urban areas. Leisure and travel locations are also well developed. Retail locations have received a major boost from the mushrooming of shopping centers and malls

in Ukraine. These have become favored locations for many fast food operators, leading to the development of food courts. The major drawback is that such large shopping centers are found in cities only.

The food and beverage service sector in Ukraine has a great potential. Ukrainians are likely to be eating out more once the financial stability sets in and consumer purchasing power grows. Low- and mid-end outlets are more competitive at the moment than their higher-end counterparts and will stay so over the short to medium term. Chained operations are becoming more common as a means of engendering consumer loyalty.

Comprehension check

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

1. The current food service operations range in Ukraine is quite narrow.
2. Consumers wanting to save money choose to use 100% home delivery/takeaway services on a frequent basis.
3. A number of Ukrainians are attracted by the opportunity to invest in street stalls/kiosks.

4. Foreign companies have not been able to establish a presence in the country due to failures seen in the market.
5. There are more standalone locations in Ukraine, in both rural and urban areas, than food courts in shopping centers and malls.

Answer the questions:

1. What types of food service operations are there in Ukraine at present?
2. What do consumers wanting to save money choose?
3. What kind of competition do 100% home delivery/takeaway services face?
4. When did McDonald's arrive in this country?
5. Has Pizza Hut been quick to enter the country?

TASK 1

Complete the sentences with the appropriate word:

1. A brief overview shows that _____ services are trying hard to develop, though consumers wanting to save money choose to use such services on an infrequent basis.
 - a) fast food
 - b) restaurants
 - c) 100% home delivery/takeaway
2. The channel faces competition from fast food and _____, which are better suited to an immediate quick snack.
 - a) street stalls/kiosks
 - b) pizza delivery
 - c) full-service restaurants
3. Local companies were not in a hurry to set up _____ for taxation reasons, and consumer foodservice has continued to be dominated by independents.
 - a) shopping centers
 - b) chains
 - c) malls



4. Leisure and travel locations are also _____.
- a) poorly developed
 - b) underdeveloped
 - c) well developed
5. The food and beverage service sector in Ukraine has a great _____.
- a) future
 - b) potential
 - c) past

TASK 2

Find synonyms to the following words in the text:

- | | |
|------------------|-------------|
| a) client | e) catering |
| b) shopping mall | f) rivalry |
| c) to go on | g) to wish |
| d) rare | h) sum |

TASK 3

Find antonyms to the following words in the text:

- | | |
|-------------|------------------|
| a) frequent | d) worse |
| b) to waste | e) insignificant |
| c) to open | f) instability |
| g) safe | |



TASK 4

Give English equivalents to the following:

заощадити гроші, точка харчування, підприємство швидкого харчування, галузь громадського харчування, іноземні компанії, недавня концепція, переважати, сільські та міські райони, торговельний центр, прихильність споживачів

TASK 5

Complete the sentences:

1. Franchising has been found an efficient way of doing business _____.
2. Opening a franchise is considered less risky than starting a kiosk from scratch _____.
3. Local companies were not in a hurry to set up chains for taxation reasons, and consumer foodservice has continued _____.
4. Retail locations have received a major boost from the mushrooming _____.
5. Ukrainians are likely to be eating out more once the financial stability sets in and _____.
6. Chained operations are becoming more common as a means of _____.

TASK 6

Discuss the following points:

- Do you like eating out?
- Which of the foodservice operations would you turn to if you were hungry at lunchtime in this country?
- Where do you like celebrating various occasions and holding parties?
- What do you think about the quality of food that one can buy in fast food stalls?

TASK 7

Retell the text.

TEXT 5
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

Pre-reading task

4. Answer the following questions:

- 1. What the most valuable achievements of Ukrainian economy do you know?
- 2. Everyone knows that focusing on opportunities rather than problems will yield better results. What steps, in your opinion, should be taken to improve the economic situation in Ukraine?

2. Match the term and the definition:

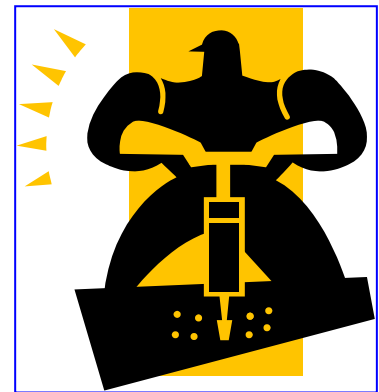
1. mining	a. an area of land used for cultivation or animal breeding under individual or collective management
2. output	b. gross national product, minus net property income from abroad; used frequently as a means to evaluate a nation's economy
3. aircraft	c. the process of extracting coal, from a mine; the industry based on this
4. farmland	d. any flying machine: an airplane, airship, glider or balloon
5. GDP	f. the total product of a factory, mill etc.

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.

TASK 1

Complete the sentences with the appropriate word:

minerals	accounts	a wide variety
dense network	grain-milling	fertile soil

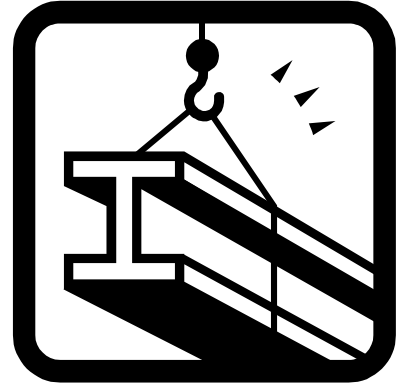
1. The area is widely known for its Industry and produces vast amounts of butter, cheese, meat, sugar, fruit and vegetables.
2. Industry contributes more than 40 per cent of GDP and for more than one-fourth of total employment.
3. Mainly due to extremelyUkraine is a major producer and exporter ofof agricultural products, including sugar, sunflower oil, flax, different crops and dairy products.
4. The Southwestern Economic Area has aof roads and railways.

5. The largest reserves ofand valuable wood of the Carpathian forests are used in the chemical, gas, mining, timber, paper and porcelain industries.

TASK 2

Find synonyms to the following words in the text:

1. different
2. reserves
3. freight
4. calculation
5. inscribe
6. production



TASK 3

Find antonyms to the following words in the text:

- 1) unemployment
- 2) little
- 3) simple
- 4) rare
- 5) poor
- 6) distant

TASK 4

Give English equivalents to the following:

1. валовий внутрішній продукт
2. ort типи важкого машинобудування
3. виробничі відносини
4. приватна власність
5. мати достатній потенціал
6. околиця великого міста
7. різні можливості

TASK 5

Complete the sentences:

1. Truck farming or market gardening is particularly developed on the
2. There are many large-scale broiler and egg-laying.....
3. Other crops include potatoes, vegetables, melons, berries.....
4. The Donets Basin contains a cluster of plants producing zinc, mercury, fertilizers.....
5. Cattle and pigs are raised throughout Ukraine, while chicken, geese and turkey are kept.....

TASK 6

Discuss the following points:

1. Could you describe the present-day agriculture of Ukraine?
2. How is the problem of privatization solved in our country?
3. In your opinion, when Ukraine was part of the USSR was all its national income used for economic self-development?

TASK 7

Retell the text

TEXT 6

THE ECONOMY OF GREAT BRITAIN

Vocabulary

private –and public enterprise economy	- економіка, що базується на приватній 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

Pre-reading task

Match the term and the definition:

- | | |
|------------------|--|
| 1. economy | a. regulation for proper use |
| 2. private | b. paying out |
| 3. to reduce | c. a specific type of manufacturing |
| 4. market | d. a place where people display and sell their goods |
| 5. manufacturing | e. belonging to a particular person or group |
| 6. expenditure | f. to make smaller or less in size, weight, condition etc. |

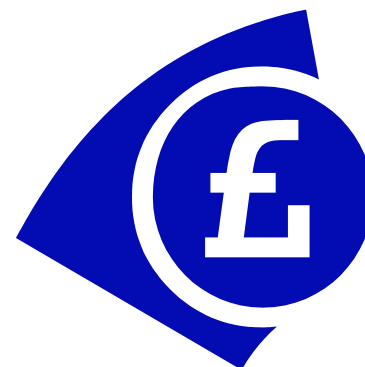
7. adjustment g. making goods in any way
8. industry h. part of a system that deals with man's material needs

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.



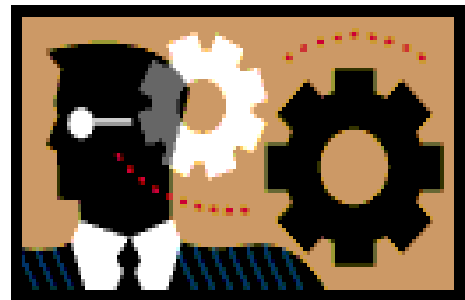
Manufacturing industries account for one-fifth of the GNP. Small companies predominate, though companies with 500 or more employees employ a larger percentage of the work force. Major manufactures include motor vehicles, aerospace equipment, electronic data-processing and telecommunication equipment, 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.

TASK 1

Complete the sentences with the appropriate word:

1. The United Kingdom is a (an) Country.
 - a) highly developed industrial
 - b) agricultural
 - c) industrial
2. The GNP is growing..... than the population.
 - a) slower
 - b) faster
3. The state sector was ... during the 1980s.
 - a) increased
 - b) reduced
 - c) stable
4. Manufacturing industries account for Of the GNP.
 - a) one-second

- b) one-fifth
 - c) two-thirds
5. Agriculture accounts for less than Of the GNP.
- a) 10 percent
 - b) 5 percent
 - c) 2 percent
6. A single graduated income tax was introduced in
- a) 1980
 - b) 2000
 - c) 1973

TASK 2

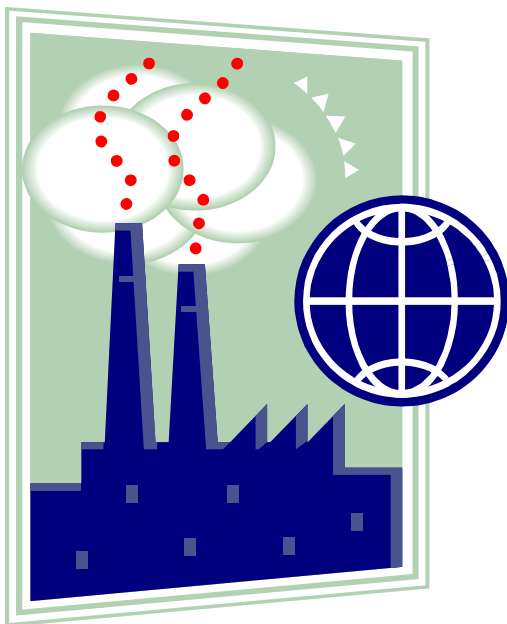
Find synonyms to the following words in the text:

- a) a country,
- b) quick,
- c) a regulation,
- d) important,
- e) cars,
- f) economically independent,
- g) main imports,
- h) approximately.

TASK 3

Find antonyms to the following words in the text:

- a) slow,
- b) to increase,
- c) aggravation,
- d) to dismiss,
- e) backward,
- f) exports,
- g) to rise,
- h) a



consumption

TASK 4

Give English equivalents to the following:

Складати частку, приблизно, ячмінь, позичати, державна позика, конкурентоспроможність, обладнання, торговий, валовий національний продукт.

TASK 5

Complete the sentences:

1. The UK has a developed
2. The GNP is growing faster than... .
3. Unemployment and inflation rates were
4. Government policies include the close monitoring and
5. The government controls the production of coal
6. Manufacturing industries account for
7. Major manufactures include motor vehicles,..... .
8. Agriculture accounts for less than 2% of the GNP and employs
9. Deficits are offset by
10. The highest proportion of employees are in the service sectors,

TASK 6

Discuss the following points:

1. What is the rank of the UK in the world in terms of the GNP?
2. What are the main industries in the UK?
3. What are the main economic problems of Great Britain?
4. What is said in the text about the unemployment in the UK?

TASK 7

Retell the text

TEXT 7
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

Pre-reading task

Match the term and the definition:

1. industry	a. to pay a person to work for smb
2. advance	b. gross national product, minus net property income from abroad; used frequently as a means to evaluate a nation's economy
3. to employ	c. an economic need or call
4. GDP	d. the section of an economy concerned with manufacturing
5. demand	e. a moving forward, progress

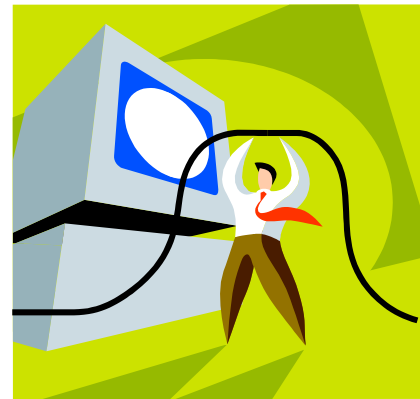
NATIONAL ECONOMY OF THE USA

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 20th century. Until the second half of the 19th 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.

TASK 1

Complete the sentences with the appropriate word:

processing, assembling, packaging	new activities	gasoline, oil
natural environment, forestry, fishing, mining	a shift of workers to new employment	resins, other forest products

1. The production, processing and marketing of such petroleum products as
And ... make up one of America's largest industries.
2. Primary economic activities are those directly involving the ... , including agriculture, ..., ... and usually contribute about 4 per cent of the yearly GDP.
3. Wood, ... are the basic raw materials of several of the nation's largest industries.
4. Machines are doing more and more of the work of ... and distributing products.
5. The growing use of machines to perform routine tasks in agriculture, industry and other fields has brought about
6. Atomic energy, for example, has created a wide range of

TASK 2

Find antonyms to the following words in the text:

- | | |
|------------------|-----------|
| a) extraordinary | d) old |
| b) far from | e) poor |
| c) slowly | f) retail |

TASK 3

Find synonyms to the following words in the text:

- | | |
|---------------|-------------|
| a) increasing | d) to hire |
| b) assignment | e) main |
| c) to happen | f) to focus |

TASK 4

Give English equivalents to the following:

1. система сільського господарства
2. стабілізувати кліматичні умови
3. виробництво електроенергії
4. промислова основа

5. виробництво та переробка
6. широке коло
7. фундаментальна та прикладна наука

TASK 5

Complete the sentences:

1. Wood, resins and other forest products are the basic raw materials of several of
2. Much coal also is used in chemical industries for
3. are the chief manufactured products of the state of Alaska, while Hawaii's are sugar and canned pineapples.
4. The growing use of machines to perform routine tasks in agriculture, industry and other fields has brought about a shift
5. Industries are spreading out, building modern factories far from the home plant, closer to
6. involve the output of services rather than goods.



TASK 6

Discuss the following points:

- When the US became a world's leading industrial nation? Why?
- What is the contribution of the USA to the world body of scientific and technological knowledge?

TASK 7

Retell the text.

TEXT 8
MY SPECIALITY
(FOOD SERVICE MANAGEMENT)

Vocabulary

irate - гнівний

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

Pre-reading task

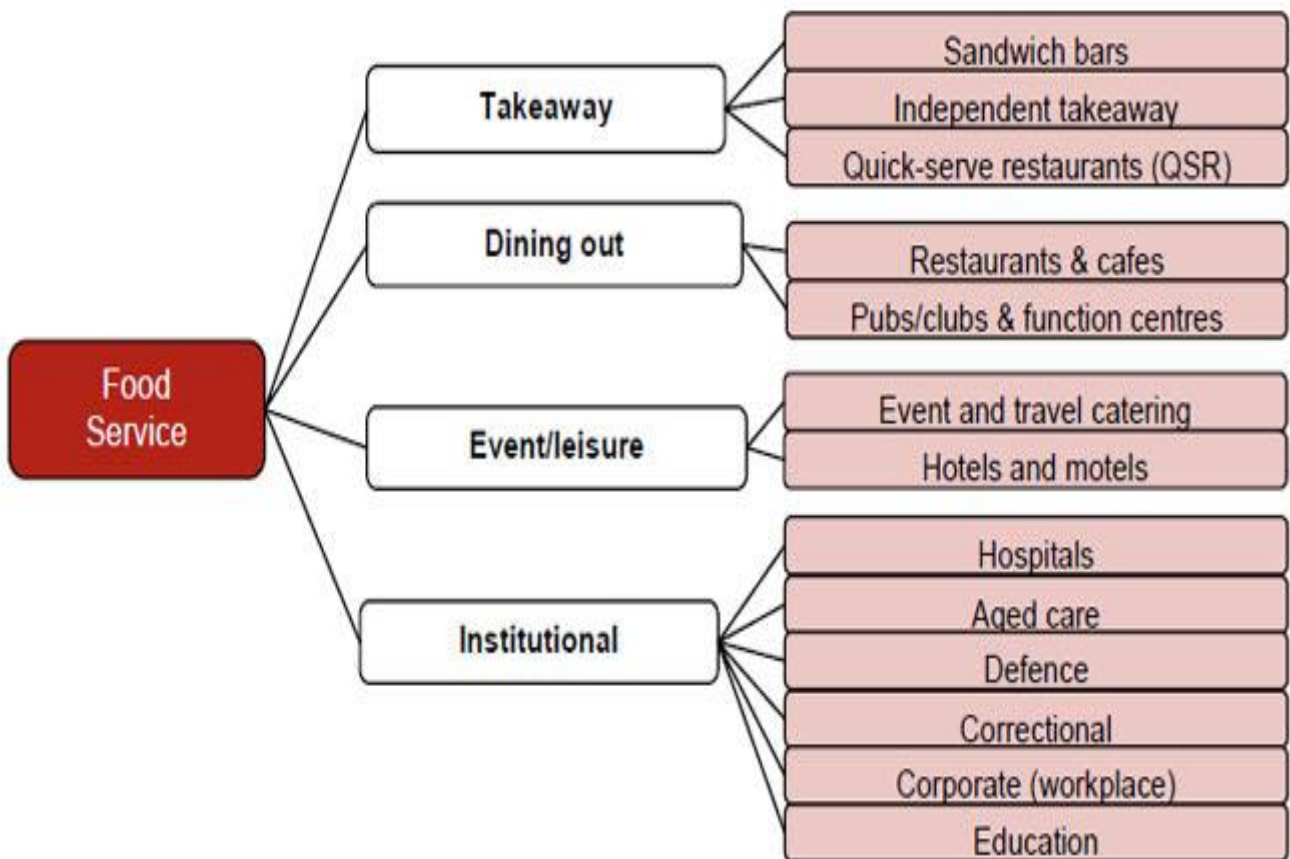
Match the term and the definition:

6. beverage	c. to watch or check on
7. facilities	d. a store that sells the goods of a specific manufacturer
8. monitor	c. a detailed list of the foods available at a restaurant
9. outlet	d. any liquid for drinking other than water
10. menu	e. the means by which smth can be done

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.

TASK 1

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?

TASK 2

Complete the sentences with the appropriate word:

1. Food service managers coordinate a wide range of activities, but their most difficult task may be dealing with irate _____ and uncooperative employees.
 - a) suppliers
 - b) customers
 - c) supervisors
2. _____ good employees is a major challenge facing food service managers.
 - a) retaining
 - b) training
 - c) recruiting
3. They investigate and resolve customers' _____ about food quality or service.
 - a) recommendations
 - b) complaints
 - c) advice

4. Managers also maintain records of supply and equipment _____ and ensure that accounts with suppliers are paid.
- a) sales
 - b) supplies
 - c) purchases
5. The same system totals and prints _____ , functions like a cash register, connects to credit card authorizers, and tracks sales.
- a) menu
 - b) checks
 - c) recipes

TASK 3

Find in the text synonyms to the following words :

- | | |
|-----------------|---------------|
| a) client | d) recruiting |
| b) organization | e) task |
| c) different | f) to buy |



TASK 4

Find antonyms to the following words in the text:

- | | |
|---------------------|--------------|
| a) particularly | d) employer |
| b) firing employees | e) to forbid |
| c) excluding | f) to use up |

TASK 5

Give English equivalents to the following:

- a) мати справу з гнівними клієнтами,
- b) управління бізнесом
- c) розглядати скарги клієнтів
- d) проводити дослідження ринку

- e) надавати інформацію
- f) перевіряти якість

TASK 6

Discuss the following points:

- What personal and professional qualities should a good food service manager possess?
- How to deal with an irate customer? Make a list of hints.
- How to make people in a team to work efficiently?

TASK 7

Complete the sentences:

1. In addition, they oversee the inventory and ordering of food, equipment, and supplies and arrange for the routine maintenance and _____ .
2. Managers _____ and explain the establishment's policies and practices.
3. They make sure that _____ and local liquor regulations are obeyed.
4. _____ allow servers to key in a customer's order and send it to the kitchen instantaneously so preparation can begin.
5. Many restaurants maintain Web sites that include menus and online promotions, provide information about _____ .
6. Managers often experience the pressures of simultaneously coordinating a _____ .

TASK 7

Retell the text

TEXT 9
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

Pre-reading task

Match the term and the definition:

11.to manage	e. the total product of a factory, mill etc.
12.employee	f. inferior in order, rank, importance etc.
13.performance	c. to exercise control over
14.output	d. someone paid to work on a regular basis
15.subordinate	e. what is accomplished

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.

TASK 1

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?

TASK 2

Complete the sentences with the appropriate word:

1. Planning helps an organization define and meet its _____.
 - a) requirements
 - b) objectives
 - c) needs
2. _____ ensures that actual organizational performance conforms to planned performance.
 - a) organizing
 - b) planning
 - c) controlling
3. Managing _____ means communication with employees, motivating and leading them.
 - a) production and operations
 - b) people

c) work and organizations

4. At the senior level the manager spends most of his/her time working with _____.

a) subordinates

b) top managers

c) owners, customers and stockholders.

5. A manager is responsible for making and carrying out decisions within the system.

a) plans

b) research

c) decisions

TASK 3

Find synonyms to the following words in the text:

a) to be in charge of

d) necessary

b) aims

e) foodstuffs

c) to guide

f) to differ

TASK 4

Find antonyms to the following words in the text:

a) destroying

d) supervisor

b) old

e) same

c) input

f) decrease

TASK 5

Give English equivalents to the following:

4) досягнення результатів,

4) забезпечувати,

5) визначати та виконувати цілі,

5) працівники,

6) перетворювати плани на дійсність,

6) споживач

TASK 6

Complete the sentences:

1. The work of a manager can be divided into planning (setting objectives), organizing, integrating (motivating and communicating), _____ .
2. Controlling ensures that _____ planned performance.
3. _____ means communication with employees, motivating and leading them.
4. At the top level managers ensure that the organization meets the expectations of its _____ .
5. A manager _____ making and carrying out decisions within the system.
6. All types of _____ have one element in common: managers.

TASK 7

Discuss the following points:

1. What is management? Is it an art or a science? An instinct or a set of skills and techniques that can be taught?
2. What do you think makes a good manager? Which four of the following qualities do you think are the most important?
 - A. being decisive: able to make quick decisions.
 - B. being efficient: doing things quickly, not leaving tasks unfinished, having a tidy desk and so on.
 - C. being friendly and sociable.
 - E. being logical, rational and analytical.
 - F. being able to motivate and inspire and lead people.
 - G. being authoritative: able to give orders.
 - H. being competent: knowing one's job perfectly, as well as the work of one's subordinates.
 - I. being persuasive: able to convince people to do things.
 - J. having good ideas.
 - Are there any qualities that you think should be added to this list?
3. Which of these qualities can be acquired? Which must you be born with?

TASK 8

Retell the text.

TEXT 10 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

Pre-reading task

Match the term and the definition:

1. earn	a. science of the production, distribution and using up of goods.
2. resources	b. to get as a payment in return for work or services.
3. economics	c. examine (a thing) in order to learn what it is made up of.

4. wages	d. something that s country, etc has or can use to produce goods and services.
5. analyze	e. payment made or received for work or services.

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 produces.

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.

TASK 1

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?

TASK 2

Complete the sentences with the appropriate word.

Problems	organize	economics	earn	education
----------	----------	-----------	------	-----------

1. ... often affects our decisions.
2. Economists try to solve many
3. Knowledge of basic economic principles helps us ... our living and make our money, and get satisfaction.
4. Future economists are trained to ... the economic planning, economic analysis, management as well as research work of the enterprises.
5. ... is completed by defense of graduation work and by taking exams.

TASK 3

Find synonyms to the following words in the text.

1. affect
2. salary
3. commodity
4. plant
5. count up

TASK 4

Find antonyms to following words in the text.

1. complicated
2. seldom
3. spend money
4. passive
5. past

TASK 5

Give English equivalents to the following.

1. впливати на рішення
2. споживати товари та послуги
3. задовольняти потреби та бажання

4. виконавчий та ревізійний орган
5. брати активну участь

TASK 6

Complete the sentences.

1. influence all actions of people.
2. Informally, economics is a science of
3. Economics is a study of how people and countries can use their resources to satisfy their ... and
4. Education is completed by ... of graduation work and by taking exams.
5. An economist is a person who is ... for his activity within the system.

TASK 7

Discuss the following points.

1. What problems do economists try to solve?
2. What personal and professional qualities should an economist acquire as a future specialist?
3. What does the study of economics help to do?
4. Discuss what is formally and informally economics?

TASK 8

Retell the text

TEXT 11
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

be available – бути в наявності

available – доступний

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

regarding – що стосується, стосовно (concerning)

coherent – зрозумілий, логічно послідовний

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, катастрофа

vast majority – переважна більшість

set – установка; настановлення

accomplished – досконалий

share – ділити(-ся)

feedback – зворотний зв'язок

responsibility – відповідальність, обов'язок

master – оволодіти, засвоїти

be rewarding - бути вартим; бути корисним

Pre-reading task

5. *Who is marketer? Develop the points you find the most important.*

- a) it is one that deals in a market;
- b) it is one that promotes or sells a product or service;
- c) it is one that sells goods or services in or to a market;
- d) it is one that markets a specified commodity;
- e) it is someone who promotes or exchanges goods or services for money;
- f) it's a trafficker;
- g) it's a vender (vendor);
- h) it's a seller.

2. Find out what the following people do. Study the words in the box below. If you don't know their meanings, look them up in your dictionary. Match the professions in the box to these definitions. Note that some jobs may have one or even more synonyms.

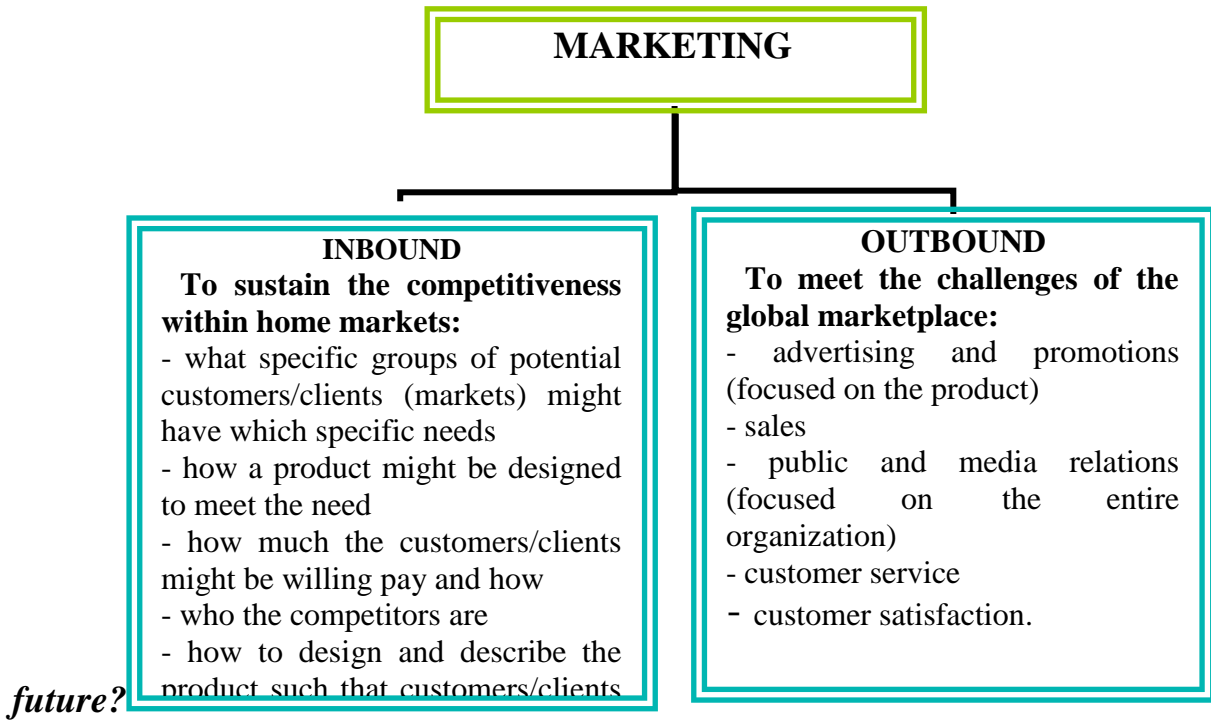
a) <u>booking clerk</u> ;	b) <u>huckster</u> ;	c) <u>underseller</u> ;
d) <u>selling agent</u> ;	e) <u>ticket agent</u> ;	f) <u>merchandiser</u> (<u>merchant</u>);
g) <u>cosmetician</u> ;	h) <u>cheap-jack</u> ;	i) <u>fruiterer</u> ;
j) <u>hawker</u> ;	k) <u>packman</u> ;	l) <u>peddler</u> (<u>pedlar</u>);
m) <u>pitchman</u> ;	n) <u>flower girl</u> ;	o) <u>dealer</u> .



1. Someone who sells tickets (e.g., theater seats or travel accommodations).
2. Someone who sells or applies cosmetics.
3. A woman who sells flowers in the street.
4. A person who sells fruit.
5. A seller of shoddy goods.
6. A businessperson engaged in retail trade.

7. Someone who travels about selling his wares (as on the streets or at carnivals).
8. Someone who sells goods (on commission) for others.
9. Someone who buys and sells some commodity; a seller of illicit goods.
10. A person who sells at a lower price than others do.

3. Before you'll learn more about marketing, you should get a basic impression of what marketing is. Basically, you might look at marketing as the wide range of activities involved in making sure that you're continuing to meet the needs of your customers and are getting appropriate value in return. Think about marketing as "inbound" and "outbound". Which one would you like to choose in



6. Recent approaches in marketing can be the following:

<i>Orientation</i>	<i>Profit driver</i>	<i>Western European timeframe</i>	<i>Description</i>
Relationship marketing / Relationship management	Building and keeping good customer	1960s to present day	Emphasis is placed on the whole relationship between suppliers and customers. The aim is to give the best possible attention, customer services and therefore build customer loyalty.

relations

Business marketing / Industrial marketing

Building and keeping relationships between organizations
1980s to present day

In this context marketing takes place between businesses or organizations. The product focus lies on industrial goods or capital goods rather than consumer products or end products. A different form of marketing activities like promotion, advertising and communication to the customer is used.

Social marketing

Benefit to society
1990s to present day

Similar characteristics as marketing orientation but with the addition that there will be a decrease in any harmful activities to society, in product, production, or selling methods.

Branding

Brand value
2000s to present day

In this context, “branding” is main company’s philosophy and marketing is considered an instrument of branding philosophy.

❖ *Which of them are represented in modern Ukraine?*

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.
8. The marketing manager that thinks in terms of "we" will get more accomplished.
9. There are very few jobs in marketing that require little or no contact with other humans.
10. Good speakers will be better at understanding what needs to get done and will be more effective.

TASK 1

Complete the sentences with the appropriate word:

occupation	master	evaluating
available	disseminating	profit

1. Marketing research consists of gathering, sorting, analyzing, And Information.
2. The job of people employed in promotion is to inform prospective customers that the company has the right product or service In the right place and at the right price.
3. 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
4. Marketing is people

5. If you are ready to become an effective marketer, the principle of listening – and you will be one step ahead of the competition.

TASK 2

Find synonyms to the following words in the text:

1. handing
2. rewarding
3. ascertain
4. consequently
5. product
6. employ

TASK 3

Find antonyms to the following words in the text:

- 1) profit
- 2) allow
- 3) approximately
- 4) create
- 5) working
- 6) right

Task 4

Give English equivalents to the following:

1. відповідати потребам
2. встановлення споживчого попиту
3. ринкова пропозиція
4. створити сприятливе враження
5. життєвий рівень споживача
6. високо кваліфікований персонал
7. додаткові обов'язки

TASK 5

Complete the sentences:

1. More attention should be paid to hiring, training and developing well-qualified personnel, who are
2. Business activities associated with identifying prices for products and services are referred to
3. Advertising enables an organization
4. Risk taking helps to reduce
5. The marketing manager that thinks in terms of “we” will be

TASK 6

Discuss the following points:

1. How do you understand the key objectives of your future speciality? What is so special about this profession?
2. Do you agree that the main marketer’s responsibility is to remove choice?
3. What marketer can we consider an effective one? Give 10 examples.
4. What personal characteristics of a marketer are absolutely necessary for successful performance? How important is language ability for those who work in this sphere?
5. What are the most common complaints in a company? What are the best ways of solving the problems? Give your recommendations.
6. Could you describe the responsibilities of the people employed in advertising?
7. Why do Ukrainian goods and services differ in many ways from international standards? Is it vital to overcome these differences? Why (not)? What is your overall vision of further development of Ukrainian market?

TASK 7

Retell the text.

TEXT 12
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

Pre-reading task

Match the term and the definition:

1. accounting	a. examine (a thing) in order to learn what it is made up of.
2. bookkeeping	b.money (to be) paid by citizens to the government for public purposes.

3. analyze	c. measurement and communication process used to report on the activity of profit-seeking and non-profit business organizations.
4. tax	d. science of the production, distribution and using up of goods.
5. economics	e. a mechanical process that records the economic activities of a business.

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.

TASK 1

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?

TASK 2

Complete the sentences with the appropriate word.

Bookkeeping	graduates	accounting information
economics	influence	

1. Your financial and economic decisions as a student and consumer involve

....

2. Understanding the discipline of accounting will ... many of your future professional decisions.
3. Accounting is often confused with
4. Planning, organizing, coordinating, controlling are the important functions in
5. Our ... work at the food industry plants and catering system, financial bodies, computer centres, control and auditing bodies.

TASK 3

Find synonyms to the following words in the text.

1. affect
2. avoid
3. mix up
4. make
5. fulfil

TASK 4

Find antonyms to following words in the text.

1. harmful
2. few
3. confused
4. regressive
5. insincere

TASK 5

Give English equivalents to the following.

1. фінансові та економічні рішення;
2. бухгалтерська інформація;
3. приватне та професійне життя;
4. готувати фінансовий звіт;

5. грошовий обіг.

TASK 6

Complete the sentences.

1. ... is often confused with bookkeeping.
2. ... is a mechanical process that records the economic activities of a business.
3. ... is a process used to achieve certain goals using in a right way all resources such as people, money, energy, materials, space and time.
4. Our ... work at the food industry plants and catering system, financial bodies, computer centres, control and auditing bodies.
5. An ... is a person who is responsible for his activity within the system.

TASK 7

Discuss the following points.

1. What is accounting often confused with?
2. Where are accountants employed?
3. What general economic disciplines must future specialists know?
4. What personal and professional qualities should an economist acquire as a future specialist?

TASK 8

Retell the text.

TEXT 13
MY SPECIALITY
(MERCHANDISE EXPERTISING)

Vocabulary

1. namely	a same
2. accept	приймати
3. reject	відхиляти, бракувати
4. availability	наявність, доступність
5. complicated	складний
6. commodity expert (or expert on merchandise)	товарознавець
7. delivery	доставка
8. storage	зберігання
9. supply	постачання
10. fulfillment of obligations	виконання зобов'язань
11. allied	пов'язаний з, суміжний
12. quality assurance	гарантія якості
13. sensory evaluation	органолептична оцінка

Pre-reading task

Match the term and the definition:

1. trade	a. a person or company that provides goods
2.commodity expert	b. the act of taking goods to the people they have been sent to
3. delivery	c goods bought and sold in commerce
4. supplier	d. a person specializing in merchandise
5. merchandise	e. the business of distribution, selling and exchange

MY SPECIALITY (MERCHANDISE EXPERTISING)

Trade plays an important role in satisfying potential desires of consumers in a market economy.

There are always two parties in the process of trade, namely, the owner of material values (the seller) and the owner of money (the buyer). The level of trade development is conditioned by the level and rate of goods production.

Consumers determine the needs for products. They accept or reject products based on price, quality and their availability. The experts of commodities help to solve all complicated problems in trade and catering.

I am happy to take an active part in the activity of trading in my future work.

I study at the Kharkiv State University of Food Technology and Trade at the Merchandise Expertising faculty and my speciality is commodity expert (or expert on merchandise).



Experts on merchandise are trained to solve problems related to practical organization of trade, delivery, storage and realization of foods; to make contracts on foods supply; to supervise the fulfillment of obligations by suppliers; to control the quality of merchandise at all levels of their delivery; to find additional sources of goods supply, etc.

So, it is quite clear that the faculty graduates have to be proficient in a number of subjects.

Students study the following subjects:

- humanitarian: philosophy, history, economics, politology, foreign languages, sociology;
- general: mathematics, physics, chemistry, informatics, statistics, standardization;
- special: organization of trading technology, management, food products study and classification, technology of foodstuffs, economics, commercial activities, marketing, book-keeping, price formation, refrigerating equipment.

Taking into consideration the high level of professional training and reputation of our University the specialists with faculty's diplomas have many employment opportunities in food industry. Graduates of Merchandise Expertising faculty can work for food processing companies or allied industries such as food ingredient, food equipment and packaging companies or government agencies. Commodity experts perform as quality assurance supervisors, production managers, marketing representatives and food/flavor chemists. They also conduct new product research and development including sensory evaluation. There are also positions in food safety and quality inspection.



Comprehension check

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

- 1 .Experts on merchandise are trained to control the quality of commodities at all levels of their delivery.
2. The level of goods production is conditioned by the level and rate of trade development.
6. Specialists with faculty's diplomas have very few employment opportunities in food industry.
7. Commodity experts conduct sensory evaluation of new product.
8. In a market economy trade plays an important role in dissatisfying potential desires of consumers.

TASK 1

Complete the sentences with the appropriate word:

7. Consumers accept or _____ products based on price, quality and their availability.
 - d) respect
 - e) promote
 - f) reject

8. Graduates of Merchandise Expertising faculty can work for _____ processing companies or allied industries.
- g) good
 - h) food
 - i) merchandise
6. Commodity experts perform as quality assurance _____, production managers, marketing representatives and food/flavor chemists.
- a) supermen
 - b) supervisors
 - c) superintendents
7. There are always two parties in the process of trade, namely, the owner of material _____ (the seller) and the owner of money (the buyer).
- a) values
 - b) stuff
 - c) goods
8. The faculty graduates have to be _____ in a number of subjects..
- a) qualified
 - b) specialists
 - c) proficient

TASK 2

Find synonyms to the following words in the text:

- | | |
|-----------------|---------------------|
| a) products (3) | e) estimation |
| b) to provide | f) responsibilities |
| c) wishes | g) to control |
| d) commerce | h) agreement |
| e) estimation | |

TASK 3

Find antonyms to the following words in the text:

- | | |
|------------------|--------------|
| a) insignificant | e) freshmen |
| b) simple | f) unskilled |

c) spiritual

g) to reject

d) low

TASK 4

Give English equivalents to the following:

Беручи до уваги; випускники факультету; зберігання та збут продуктів; власник матеріальних цінностей; торговельні представники; працювати в якості контролера з гарантії якості; можливості працевлаштування; виконання зобов'язань; вирішувати складні проблеми; задоволення потенційних бажань споживачів.



TASK 5

Complete the sentences:

1. Experts on merchandise are trained to solve problems related to _____.
2. Graduates of Merchandise Expertising faculty can work for _____.
3. There are always two parties in the process of trade, namely, the owner of material values (the seller) and _____.
4. Trade plays an important role in satisfying _____.
5. Commodity experts perform as _____.

TASK 6

Discuss the following points:

- What conditioned your choice of speciality?
- What excites you most about being a commodity expert?
- What personal and professional qualities should you acquire as a future specialist?

TASK 7

Retell the text.

TEXT 14
MY SPECIALITY
(PROCESS ENGINEERING)

Vocabulary

1. process engineer	інженер-технолог
2. public catering products technologies	технологія виробництва продуктів громадського харчування
3. technology and engineering	технологія та проектування
4. to ensure the availability	забезпечувати доступність
5. acceptable	сприйнятливий
6. selection	вибір
7. consumer	споживач
8. to apply	застосовувати
9. processing	обробка
10. preservation	консервування
11. evaluation	оцінка
12. distribution	розповсюдження
13. to major in	спеціалізуватися з якогось предмету
14. sanitary regulations	санітарні норми
15. production assistant manager	завідувач виробництвом
16. pledge	запорука
17. gradual transition	поступовий перехід
18. improvement	покращення

Pre-reading task

Match the term and the definition:

1.nutrients	a. a food item that goes into a dish or recipe
2.food	b. a whole grain or seed that people eat
3.preserve	c are naturally occurring chemical substances found in food necessary for supplying the body with energy

4.ingredient	d. is any substance, usually composed of carbohydrates, fats, proteins and water, that can be eaten or drunk for nutrition or pleasure
5.cereal	e. to take care of and save for the future; to treat in a special way to prevent decay

MY SPECIALITY (PROCESS ENGINEERING)

Process Engineering faculty of our University trains students specializing in public catering products technologies. Students gain a qualification in Technology and Engineering. Process engineers ensure the availability of a safe, acceptable, and nutritious selection of foods for consumers. They also apply chemistry, microbiology, engineering, and other sciences to the production, processing, preservation, evaluation, and distribution of food products. That is why according to the curriculum students majoring in food science and technology study the following subjects:

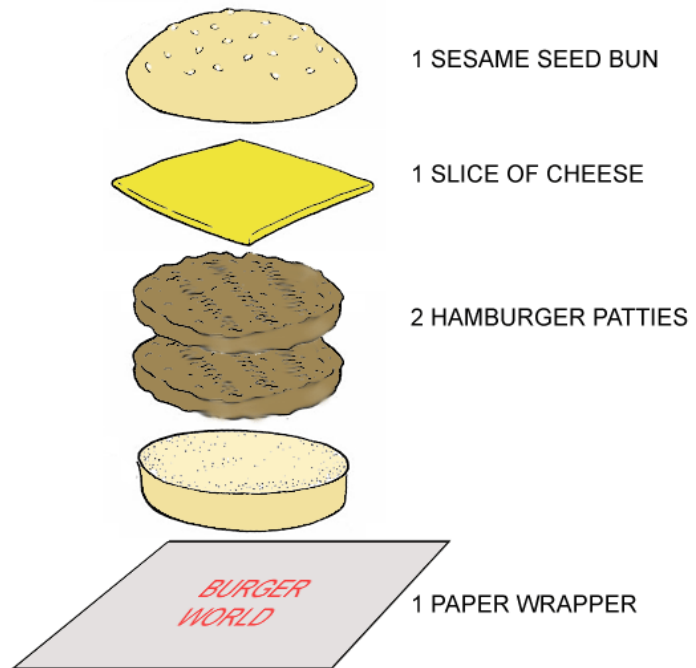


- humanitarian: history, philosophy, economic theories, politology, sociology and labour psychology, law, foreign languages;
- general: higher mathematics, physics, chemistry, mechanics, automation, informatics, drawing, economics, management;
- special: public catering products technologies, food products study and classification, microbiology, standardization, physiology, processes and commercial equipment, projecting, branch organization and management, etc.

Most attention is devoted to basic diets for various population groups, nutritional value of food products, culinary, cooking technologies, changes in products composition while cooking, quality control methods, and sanitary regulations for mass catering plants.

Education is completed by defence of graduation work. Graduates of the Process Engineering faculty of our University have career options in a variety of food industries, such as dairy products, meat and meat products, fruit and vegetable products, and cereal products. They can work as managers of catering establishments, as process engineers, production assistant managers, designers, research workers at research institutes or at quality control laboratories.

Rational and dietetic nutrition of a man is the pledge of good health. Right organization of mass catering helps to solve this problem. Mass catering plays an important role in our society by saving material and manpower resources and changing the people's way of life. It helps to raise the productivity of labor in industry and agriculture by providing the working people with



food at their places of work. As a future specialist in this system I shall try to find new ways and methods in organization of work to solve various problems facing the mass catering: the gradual transition to industrial methods in processing of products and food preparation, the improvement of quality of food and others.

Comprehension check

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

1. Graduates of the faculty can work in different fields of food industries.
2. Process engineers ensure the availability of a safe, acceptable, and nutritious selection of foods for suppliers.
3. Mass catering plays an important role in our society by exhausting material and manpower resources and changing the people's way of life.

4. Right organization of mass catering helps to solve the problem of rational and dietetic nutrition of a man.
5. Students gain a qualification in Technology and Engineering.

TASK 1

Complete the sentences with the appropriate word:

- i. Process engineers apply chemistry, _____, engineering, and other sciences to the production of food products.
 - a) microelectronics
 - b) crafts
 - c) microbiology
2. Most attention is devoted to diets for various population groups, nutritional value of food, changes in products _____ while cooking and others.
 - a. food
 - b. composition
 - c. taste
3. Rational and dietetic nutrition of a man is the _____ of good health.
 - a. characteristic
 - b. pledge
 - c. state
4. Education is completed by defense of _____ work.
 - a. graduation
 - b. course
 - c. scientific
5. Mass catering helps to raise the _____ of labour by providing the working people with food at their places of work.
 - a. prices
 - b. specialists
 - c. productivity

TASK 2

Find synonyms to the following words in the text:

- a) obtain
- b) presence
- c) dispensing
- d) manufacture
- e) structure
- f) milk
- g) guarantee
- h) specializing

TASK 3

Find antonyms to the following words in the text:

- a) dangerous
- b) consumption
- c) least
- d) irrational
- e) death
- f) to reduce
- g) former



TASK 4

Give English equivalents to the following:

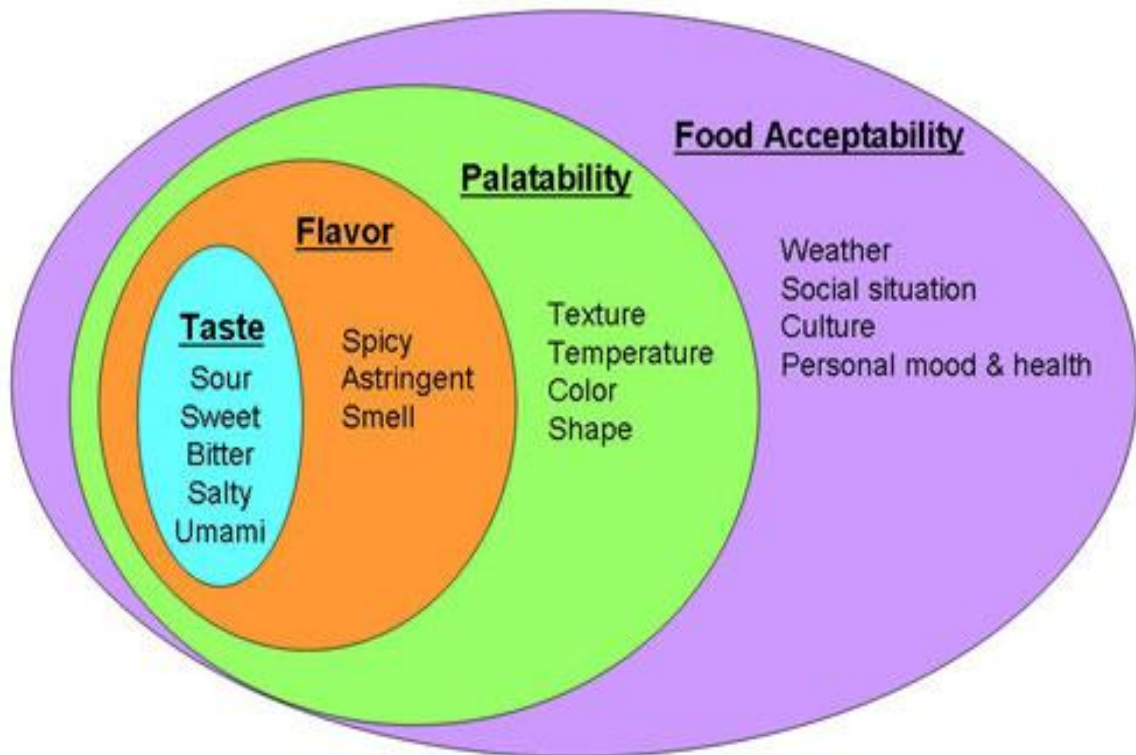
Людські ресурси; згідно з навчальною програмою; торговельне обладнання; поживний; проблеми, що стоять перед масовим харчуванням; запорука доброго здоров'я; підвищити продуктивність праці; захист дипломної роботи.

TASK 5

Complete the sentences:

1. Process engineers ensure the availability of _____.
2. Mass catering plays an important role in our society by saving _____ and changing the people's way of life.

3. Graduates of the Process Engineering faculty of our University have career options in a variety of food industries, such as _____.
4. Rational and dietetic nutrition of a man is _____.
5. As a future specialist in this system I shall try to find new ways and methods in organization of work to solve _____.



TASK 6

Discuss the following points:

- What conditioned your choice of speciality?
- What excites you most about being a process engineer?
- What personal and professional qualities should you acquire as a future specialist?
- How does industrial processing influence the quality of foodstuffs?

TASK 7

Retell the text.

TEXT 15

MY SPECIALITY (EQUIPMENT AND TECHNICAL SERVICE)

Vocabulary

1. food industry equipment and machinery – машини та апарати харчових виробництв;
2. trading enterprises engineering service – інженерна служба торговельних підприємств;
3. food-stuffs processing – переробка харчових продуктів;
4. gradual transition – поступовий перехід;
5. equipment and machinery theory – теорія машин та механізмів;
6. material proceedings – матеріалознавство;
7. mechanical engineering technology – технологія машинобудування;
8. processes and food production industry apparatus – процеси та апарати харчових виробництв;
9. technology and science of food- stuffs commodities – технологія та товарознавство продуктів харчування;
10. trading enterprises equipment – обладнання торговельних підприємств;
11. graduation work – дипломна робота;
12. compulsory – обов'язковий;
13. optional – факультативний.

Pre-reading task

Match the term and the definition:

- | | |
|---------------|---|
| 1. up-to-date | a. including all information available up to the present moment |
| 2. foodstuff | b. goods bought and sold in commerce |
| 3. profound | c. providing meals, refreshments etc. |
| 4. catering | d. searching into the deepest and most subtle or truths |
| 5. trade | e. a basic substance used as food |

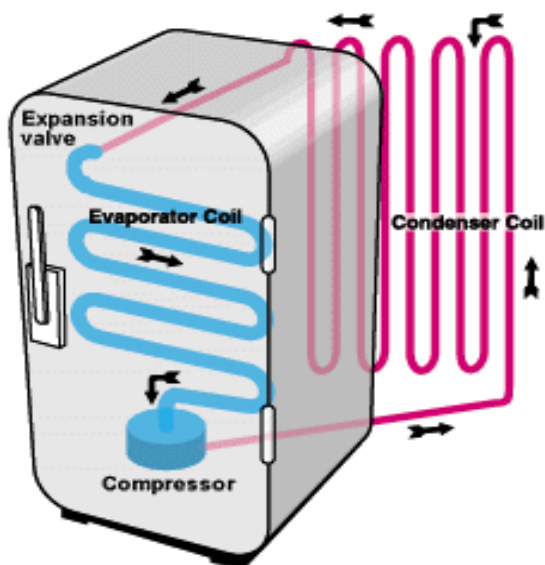
MY SPESIALITY (EQUIPMENT AND TECHNICAL SERVICE)

I study at the faculty of Equipment and Technical Service of the Kharkiv State University of Food Technology and Trade. At this faculty our University trains specialists specializing in food industry equipment and machinery. Graduates gain a qualification in Mechanics.

They work as managers of trading engineering services, catering and food-stuffs processing, chief engineers, mechanics and designers.

One of the main tasks facing the further development of catering and trade is the gradual transition to industrial methods in the processing of products, preparation of food and preservation of products.

For me, as a mechanical engineer in future, much still remains to be done to fulfill this task.



Students study following subjects:

- humanitarian: history, philosophy, economic theories, politology, sociology and labor psychology, law foreign languages;
- general: higher mathematics, physics, chemistry, mechanics, drawing, equipment and machinery theory, material proceeding, mechanical engineering technology, computers and programming, economics.
- special: processes and food production industry apparatus, technology and science of food-stuffs commodities, organization of trade, trading enterprises equipment.

Education is completed by defense of graduation work.

Except compulsory subjects the students study different optional subjects: aesthetic and design, banking, audit, taxation, market relations theory, foreign economic activities, logic, econometrics and others.

Our University has up-to-date facilities: a computer centre, studies and research laboratories. Students have every opportunity to get profound knowledge and master their speciality.

They are sure that after graduating they will be useful for the country and the people.



Answer the questions:

1. Where do you study?
2. What is the main specialization at the mechanical faculty of the University?
3. What is the main qualification?
4. What subjects do students study at the faculty?
5. Is education completed by defense of graduation work?

Comprehension check

Are the sentences true or false? Correct the false sentences

- 1 They work as merchandise experts.
- 2 One of the main tasks facing the further development of catering and trade is the gradual transition to industrial methods in the processing of products, preparation of food and preservation of products.
- 3 Education is completed by defense of graduation work.
- 4 The students study only compulsory subjects.
- 5 Our University has up-to-date facilities: a computer centre, studies and research laboratories.

Task 1

Complete the sentences with the appropriate word:

- 1 In laboratories students do _____.
 - a) research work;
 - b) lessons;
 - c) toys.

- 2 The more we study, the more we _____.
- a) play;
 - b) know;
 - c) understand.
- 3 This new electronic device will be tested in our research_____.
- a) study;
 - b) class;
 - c) laboratory.
- 4 The report contains a lot of new information on the problem of condensed milk_____.
- a) production;
 - b) using;
 - c) quality.
- 5 A refrigerator is a machine that maintains a lower _____ in its chamber than that outside the refrigerator.
- a) metal;
 - b) temperature;
 - c) process.

Task 2

Find synonyms to the following words in the text:

- a) plant
- b) aim
- c) goods
- d) grade
- e) seller
- f) manufacturing
- g) to provide



Task 3

Find antonyms to the following words in the text:

- a) answer
- b) to graduate from
- c) to receive
- d) after
- e) useful
- f) ancient
- g) to study

Task 4

Give English equivalents to the following:

Вищий навчальний заклад, виробництво харчових продуктів, машини та апарати харчових виробництв, теорія машин та механізмів, поступовий перехід, матеріалознавство, дипломна робота.

Task 5

Complete the sentences:

1. They work as managers of trading engineering services, catering and food-stuffs processing, chief engineers, mechanics and....
2. One of the main tasks of the further development of catering and trade is the gradual transition to industrial In the processing of products, preparation of food and preservation of products.
3. Much still remains to be done to fulfill this....
4. Students have every opportunity to get profound...
5. Graduates are sure that they will be useful for the country and the...

Task 6

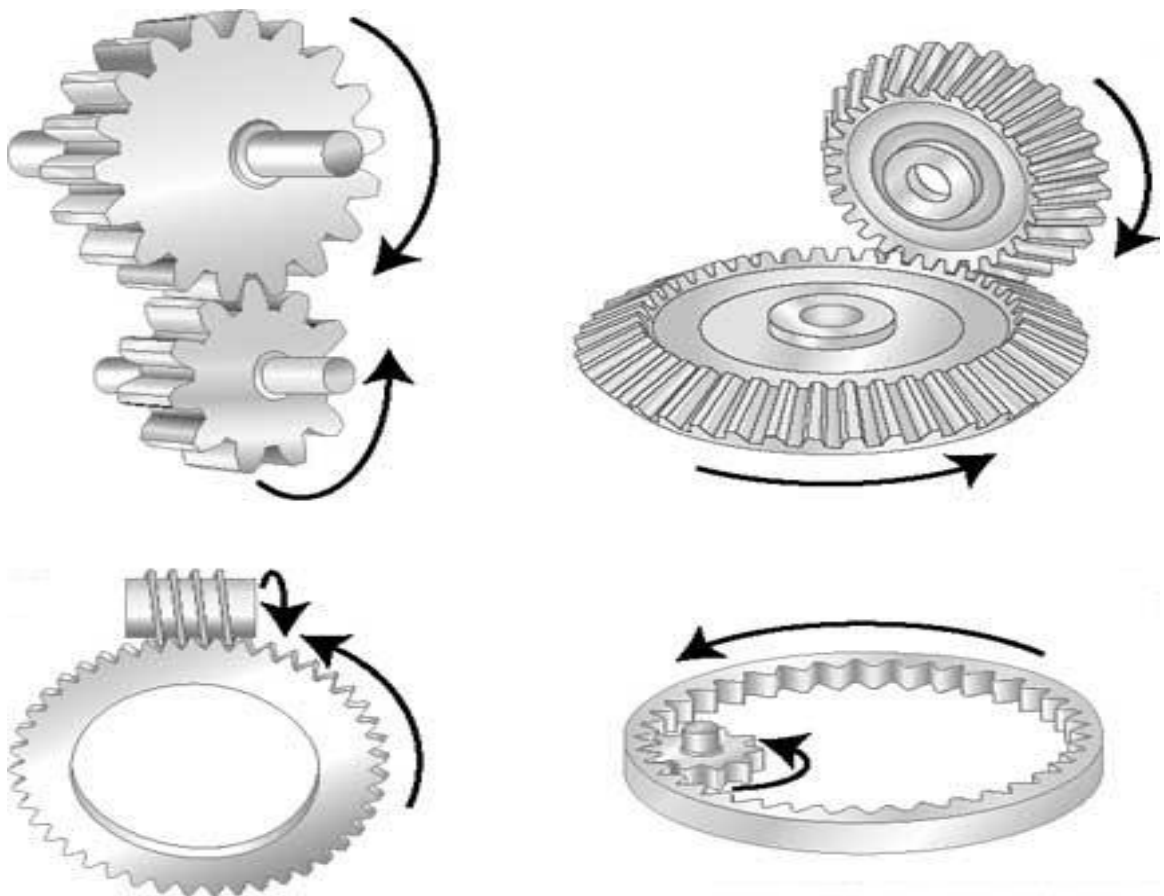
Discuss the following points

- 1 Why do you choose the Kharkiv State University of Food Technology and Trade?

- 2 What are your career goals?
- 3 What professional and personal qualities should you acquire as a future specialist?
- 4 Are you sure that after graduating you will be useful for the country and the people?

Task 7

Retell the text



KEYS

TEXT 1

Pre-reading task:

1 b, 2 d, 3 b, 4 a, 5 c

Comprehension check: 1 false, 2 true, 3 false, 4 false, 5 true

Answers:

1. Our University trains specialists in food production, catering, trade, customs, hospitality and tourism.
2. There are six faculties at our University. They are the Process Engineering faculty, Economics faculty, Accounting and Finance faculty, Merchandise Expertising faculty, Management faculty, the faculty of Equipment and Technical Service.
3. The students are engaged in Bachelor, Specialist and Master degree programs.
4. 27 University departments conduct research in the priority fields of engineering, technology and economics of food production and services.
5. The students get practical experience at the major quality restaurants, hotels and firms in Ukraine and abroad.

Task 1

1 traditions, 2 computer centre, 3 lyceum, 4 conferences, 5 entrance

Task 2

a) production, b) supply, c) to continue, d) a lot of, e) to conduct, f) managers, g) a firm, h) a mark

Task 3

a) glorious, b) to attend, c) active, d) major, e) to enter, f) excellent, g) to pass

Task 4

Institution of higher education, training specialists, food production,

Task 5

1. food production, catering, trade, customs, hospitality and tourism.
2. some humanitarian and general educational subjects
3. day-time and correspondence departments are trained

4. engineering, technology and economics of food production and services
5. make reports during the conferences.
6. restaurants, hotels and firms in Ukraine and abroad.

TEXT 2

Pre-reading task:

1 c, 2 e, 3 d, 4 a, 5 a

Comprehension check: 1 true, 2 false, 3 true, 4 true, 5 false.

Task 1

1. Foreign (international) trade means the exchange of goods and services between producers and consumers or between producers in different parts of the globe.
2. 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 and expands the potential market for the goods of a particular economy
3. Theoretical grounds of international trade were developed by Adam Smith and David Ricardo and many other economists.
4. Whereas comparative advantage is based on location, *competitive advantage* must be earned by product quality and customer acceptance.
5. 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.

Task 2

1 b, 2 a, 3 c, 4 b, 5 c

Task 3

- a) nation, b) producer, c) to participate, d) to consume, e) potential,
f) diverse

Task 4

- a) cheaply, b) domestic, c) advantage, d) exist, e) global,

f) depressed

Task 5

- 1) economic relations, 2) trading partners, 3) gain, 4) trade barriers,
- 5) amount of goods, 6) growth of domestic employment

Task 6

1. agricultural, industrial and service enterprises
2. it depends only on its own resources
3. a country should gain from trading certain goods
4. the use of foreign currencies to pay for the goods and services
5. international trade and investment
6. a means to promote growth within a nation's economy

TEXT 3

Comprehension check: 1. true, 2. true, 3. true, 4. false, 5. true

Task 1

1 advancement, 2 A wealth of experience, 3 influences, 4 nature of demand being met, 5 night clubs and licensed clubs

Task 2

a wealth of b) personnel c) to employ d) drink e) responsibilities f) work g) opportunities h) store

Task 3

widely, b) output, c) to exclude, d) employ, e) interested f) other, g) high

Task 4

widely known, satisfy demand, consumer, to employ, advancement, food and drink, opportunity for the advancement, a wealth of experience, to depend on ..., travel around the countries

Task 5

1. many responsibilities.
2. the Hospitality Industry.
3. food and drink manufacturing and retailing

4. of the working population.
5. liners, public transport and so on.
6. labour shortages and staff training.

TEXT 4

Comprehension check: 1. false, 2. false, 3. true, 4. false, 5. true

Task 1

1 100% home delivery/takeaway, 2 street stalls/kiosks 3 chains, 4 well developed, 5 potential

Task 2

consumer b) shopping centre c) to continue d) infrequent e) foodservice f) competition g) to want h) amount

Task 3

9. frequent, b) to save, c) to close, d) better, e) significant f) stability, g) risky

Task 4

to save money, foodservice outlets, fast food operators, food and beverage service sector, foreign companies, recent concept, to hold sway, rural and urban areas, shopping centre, consumer loyalty

Task 5

1. in street stalls/kiosks.
2. with no experience at all.
3. to be dominated by independents.
4. of shopping centres and malls in Ukraine.
5. consumer purchasing power grows.
6. engendering consumer loyalty.

TEXT 5

Comprehension check

1.F, 2. T, 3. F, 4. F, 5. F, 6. F, 7. F, 8. T, 9. F, 10. T.

Task 1

1. grain-milling , 2. accounts, 3. fertile soil, a wide variety, 4. dense network,
5. minerals.

Task 2

1. diverse, 2. deposits, 3. cargo, 4. account, 5. include, 6. output.

Task 3

1. employment, 2. large, 3. cargo, 4. dense, 5. rich, 6. allied.

Task 4

1. Gross domestic products, 2. other types of heavy machinery, 3. industrial relations,
4. private property, 5. to have a considerable potential, 6. outskirts of large city, 7. diverse opportunities.

Task 5

- 10.outskirts of large cities like Kyiv, Kharkiv and others, 2. farms close to big cities, 3. fruit, nuts and grapes, 4. plastics, soda, acid and dyes, 5. for meat and egg production.

TEXT 6

Pre-reading task

Match the term and the definition: 1h; 2e; 3f; 4d; 5g; 6b; 7a; 8c.

Comprehension check

Answer the questions:

- 1.The United Kingdom has a developed mixed private-and public enterprise economy.
- 2.The government controls the production of coal, steel, and ships.
- 3.Production from oil fields in the North Sea has allowed the United Kingdom to become virtually self-sufficient in petroleum.
- 4.The United Kingdom's coal industry is one of the most technologically advanced in Europe.
- 5.A single graduated income tax was introduced in 1973.

Are the sentences true or false? 1f; 2t; 3t; 4t; 5t; 6f; 7t.

Task 1

Complete the sentences with the appropriate word: 1c; 2b; 3b; 4b; 5c; 6c.

Task 2

Find synonyms to the following words in the text: a) a state; b) fast; c) adjustment; d) considerable; e) motor vehicles; f) self-sufficient; g) chief imports; h) nearly

Task 3

Find antonyms to the following words in the text: a) fast; b) to reduce; c) improvement; d) to employ; e) advanced; f) imports; g) inflation; h) production.

Task 4

Give English equivalents to the following: to account for, approximately, barley, to borrow, public borrowing, competitiveness, equipment, commercial, gross national product.

Task 5

Complete the sentences:

1. The UK has a developed mixed private-and public enterprise economy and ranks among the top industrial countries in growth rates, productivity, and competitiveness.
2. The GNP is growing faster than the population.
3. Unemployment and inflation rates were gradually reduced but remained high.
4. 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.
5. The government controls the production of coal steel, and ships; it also runs certain utilities, the railways, and most civil aviation.
6. Manufacturing industries account for one-fifth of the GNP.
7. Major manufactures include motor vehicles, aerospace equipment, electronic data-processing and telecommunication equipment, metal goods, precision instruments, petrochemicals, and other chemicals .

8. Agriculture accounts for less than 2% of the GNP and employs 2 percent of the work force.

9. Deficits are offset by public borrowing.

10. The highest proportion of employees is in the service sectors, financial services and distribution.

TEXT 7

Pre-reading task: 1 d, 2 e, 3 a, 4 b, 5 c.

Comprehension check

1. F; 2) F; 3) T; 4) F; 5) T; 6) T; 7) F.

Task 1

1) gasoline, oil; 2) natural environment, forestry, fishing, mining; 3) resins, other forest products; 4) processing, assembling, packaging; 5) a shift of workers to new employment; 6) new activities.

Task 2

a) routine, b) close, c) rapidly, d) recent, e) rich, f) wholesale

Task 3

a) growing, b) task, c) to take place, d) to employ, e) major, f) to emphasize

Task 4

1) agricultural system; 2) stabilize climatic conditions; 3) to produce electricity;
4) industrial base; 5) production and processing; 6) a wide range of;
7) basic and applied science

Task 5

1. the nation's largest industries
2. the manufacture of plastics and other.
3. Canned fish and lumber
4. of workers to new employment
5. natural resources, markets and a supply of skilled labour
6. Tertiary economic activities

TEXT 8

Pre-reading task

1 d, 2 e, 3 a, 4 b, 5 c.

Comprehension check

1 true, 2 false, 3 false, 4 true, 5 true

Task 1

1. The most difficult task for a food service manager may be dealing with irate customers and uncooperative employees.

11. 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.

3. 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.

4. 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.

5. 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.

Task 2

1 b, 2 a, 3 b, 4 c,

Task 3

a) customer, b) establishment, c) various, d) hiring, e) assignment,
f) to purchase

Task 4

a) generally, b) recruiting employees, c) including, d) employee,
f) to allow f) to replenish

Task 5

- a) dealing with irate customers,
- b) running the business,
- c) to investigate customers' complaints,
- d) to conduct market research,
- e) to provide information,
- f) to inspect the quality

Task 7

1. upkeep of the restaurant's equipment and facilities.
2. oversee the training of new employees
2. sanitation, health and safety standards
3. Point-of-service (POS) systems
4. the restaurant's location, and offer patrons the option of making a reservation.
5. a wide range of activities.

TEXT 9

Pre-reading task: 1 c, 2 d, 3 e, 4 a, 5 b,

Comprehension check:

1 true, 2 false, 3 false, 4 true, 5 false

Task 1

1. Managers are ultimately responsible for the achievement of results through the specialized efforts of other people
2. The work of a manager can be divided into planning (setting objectives), organizing, integrating (motivating and communicating), measuring and developing people.
3. Managing people means communication with employees, motivating and leading them
4. At the top level managers ensure that the organization meets the expectations of its owners, customers and stockholders.
5. 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.

Task 2

1 b, 2 c, 3 b, 4 a, 5 c

Task 3

a) to be responsible for, b) objectives, c) to lead, d) essentially, e) food products, f) to vary

Task 4

a) developing, b) modern, c) output, d) subordinate, e) different, f) grow

Task 5

- | | |
|-------------------------------|--------------|
| 1) achievement of results | 4) to ensure |
| 2) define and meet objectives | 5) employees |
| 3) turning plans into action | 6) consumer |

Task 6

1. measuring and developing people.
2. actual organizational performance conforms to
3. Managing people
4. owners, customers and stockholders
5. is responsible for
6. organizations

TEXT 10

Pre-reading task

1. b; 2. d; 3. a; 4. e; 5. c.

Comprehension check

1. F; 2. T; 3. T; 4. F; 5. F; 6. T; 7. T; 8. F; 9. T; 10. F.

Task 1

1. In business and everyday life there is a large number of questions which are fundamentally economic in nature.
2. Planning, organizing, coordinating, controlling are the important functions in economics.
3. Economics is a science of making life.
4. I study at the economics faculty.
5. My future qualification is “an economist”.

Task 2 1.economics; 2. problems; 3. earn; 4.organize; 5. education.

Task 3 1. influence; 2. wages; 3. goods; 4. enterprise; 5. calculate.

Task 4 1.simple; 2. often; 3. make money; 4. active; 5. future.

Task 5 1. affects our decisions; 2. consume goods and services; 3. to satisfy needs and wants; 4. an executive and auditing body; 5. to take an active part.

Task 7 1. economic principles; 2. making life; 3. needs and wants; 4. defence; 5. responsible.

TEXT 11

Pre-reading task. 1. a), e); 2. g); 3. n); 4. i); 5. b), h); 6. f); 7. j), k), l), m); 8. d); 9. o); 10. c).

Comprehension check 1. F, 2. F, 3. T, 4. F, 5. F, 6. T, 7. F, 8. T, 9. T, 10. F.

Task 1. 1. evaluating, disseminating; 2. available; 3. profit; 4. occupation; 5. master.

Task 2. 1. delivery; 2. worthwhile; 3. clear up; 4. therefore, hence, so; 5. output; 6. hire.

Task 3. 1. loss, 2. forbid, 3. exactly, 4. destroy, 5. loaf, 6. wrong.

Task 4

1. to meet the needs, 2. ascertaining of the consumer demand, 3. market offering, 4. to create a favorable impression, 5. the consumer's standard of living, 6. well-qualified personnel, 7. additional responsibilities.

Task 6

12.really interested in working with public; 2. as pricing; 3. to communicate with large groups of population regarding its products, services or ideas; 4. calamities and possible losses from fire, theft, flood, accidents, etc.; 5. sharing with the team the vision and direction of the company and of the department; sharing with the team the marketing plan for the year and the goals for each campaign; asking the team for feedback, ideas, and criticism; giving feedback to the team on what they are doing right and what needs to be improved;

sharing with the company the successes the team as a whole has achieved; trusting the team to make the right choices at difficult moments and allowing them to make mistakes along the way; giving each team member additional responsibilities so they can learn and grow as professionals.

TEXT 12

Pre-reading task. C; 2. e; 3. a; 4. b; 5. d.

Comprehension check. F; 2. T; 3. F; 4. F; 5. T; 6. F; 7. T; 8. T; 9. F; 10. F.

Task 1

13. Of all the business knowledge you have learned or will learn, the study of accounting will be the most useful.

14. Bookkeeping is a mechanical process that records the economic activities of a business.

15. 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.

16. 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.

17. My future qualification is an economist.

Task 2 1. accounting information; 2. influence; 3. bookkeeping; 4. economics; 5. graduates.

Task 3 1. influence; 2. escape; 3. confuse; 4. prepare; 5. carry out.

Task 4 1. useful; 2. many; 3. clear; 4. advanced; 5. honest.

Task 5 financial and economic decisions; 2. accounting information; 3. personal and professional life; 4. to prepare financial statements; 5. currency circulation.

Task 7 1. accounting; 2. bookkeeping; 3. economics; 4. graduates; 5. economist.

TEXT 13

Comprehension. 1-T, 2-F, 3-F, 4-T, 5-F

Task 1. 1-c, 2-b, 3-b, 4-a, 5-c.

Task 2. a- goods/commodities/merchandise, b –supply, c- desires, d- trade, e- evaluation, f- obligations, g- supervise, h- contract.

Task 3. a- important, b- complicated, c- material, d- high, e- graduates, f- proficient, g- to accept.

Task 4. Taking into consideration, the faculty graduates, storage and realization of foods, the owner of material values, marketing representatives, perform as quality assurance supervisors, employment opportunities, fulfillment of obligations, solve all complicated problems, satisfying potential desires of consumers.

TEXT 14

Comprehension. 1-T, 2-F, 3-F, 4-T, 5-F

Task 1. 1-c, 2-b, 3-b, 4-a, 5-c.

Task 2. a- gain, b – availability, c- distribution, d- production, e- composition, f- dairy, g- pledge, h- majoring.

Task 3. a- safe, b- production, c- most, d- rational, e- life, f- to raise, g- future.

Task 4. manpower resources; according to the curriculum; commercial equipment; nutritious; problems facing the mass catering; pledge of good health; to raise the productivity of labour; defence of graduation work.

TEXT 15

Pre-reading task

Match the term and the definition: 1a; 2e; 3d; 4c; 5b.

Answer the questions:

1. I study at the mechanical faculty of the Kharkiv state University of Food Technology and Trade.
2. The main specialization is food industry equipment and machinery.
3. The main qualification is mechanics.
4. The students study humanitarian, general and special subjects.
5. Education is completed by defense of graduation work.

Comprehension check

Are the sentences true or false? Correct the false sentences. 1f; 2t; 3t; 4f; 5t.

Task 1

Complete the sentences with the appropriate word: 1a; 2b; 3c; 4c; 5b.

Task 2

Find synonyms to the following words in the text: a) factory; b) purpose; c) products; d) mark; e) salesman; f); production; g) to supply.

Task 3

Find antonyms to the following words in the text: a) question; b) to enter; c) to send; d) before; e) harmful; f) up-to-date; g) to teach.

Task 4

Give English equivalents to the following: higher educational establishment, food-stuffs manufacturing, food industry equipment and machinery, equipment and machinery theory, gradual transition, material proceedings, graduation work.

Task 5

Complete the sentences: 1. designers; 2. methods; 3. task; 4. knowledge; 5. people.

REFERENCE LITERATURE

1. New Webster's Dictionary and Thesaurus of the English Language. Lexicon publications, 2007.

2. International Express (*pre-intermediate*). Student's book, workbook, pocket book, teacher's book. Liz Taylor, Oxford University Press, 2004.
3. International Express (*intermediate*). Student's book, workbook, pocket book, teacher's book. Liz Taylor, Oxford University Press, 2004.
4. А.О. Борисова, Г.М. Погожих “ English Topics”. Харків. «Ранок». 2008
5. Ніколенко А. Г. Speak up, К., 2003.
6. Красюк Н.Д., English for students, Львів, 2002.

CONTENT

ПЕРЕДМОВА.....	3
1. Kharkiv State University of Food Technology and Trade.....	4

2. Foreign trade.....	10
3. The food and Beverage Service Industry in Great Britain.....	16
4. The food and Beverage Service Industry in Ukraine.....	22
5. Economy of Ukraine.....	28
6. The Economy of Great Britain.....	35
7. National Economy of the USA.....	41
8. My Speciality (Food Service Management).....	48
9. My Speciality (Management).....	55
10. My Speciality (Economics).....	61
11. My Speciality (Marketing).....	67
12. My Speciality (Accounting and Finance).....	78
13. My Speciality (Merchandise Expertising).....	84
14. My Speciality (Process Engineering).....	89
15. My Speciality (Equipment and Technical Service)	97
KEYS.....	103
RERERENCE LITERATURE.....	116

Навчальне видання

БОРИСОВА Аліна Олексіївна
АРХИПОВА Вікторія Олександрівна
МАНУЄНKOBA Олена Олегівна та ін.

MY SPECIALITY (TOPICS)

МОЯ СПЕЦІАЛЬНІСТЬ (РОЗМОВНІ ТЕМИ)

Навчальний посібник

В авторській редакції

Підп. до друку 20.07.11 р. Формат 60x84/16. Папір офсет. Друк офс.
Обл.-вид. арк. 6,5. Умов. друк. арк. 73 . Тираж 150 прим. Зам. №

Видавець та виготовлювач
Харківський державний університет харчування та торгівлі
вул. Клочківська, 333, Харків, 61051
Свідоцтво суб'єкта видавничої діяльності
ДК № 2319 від 19.10.2005 р.