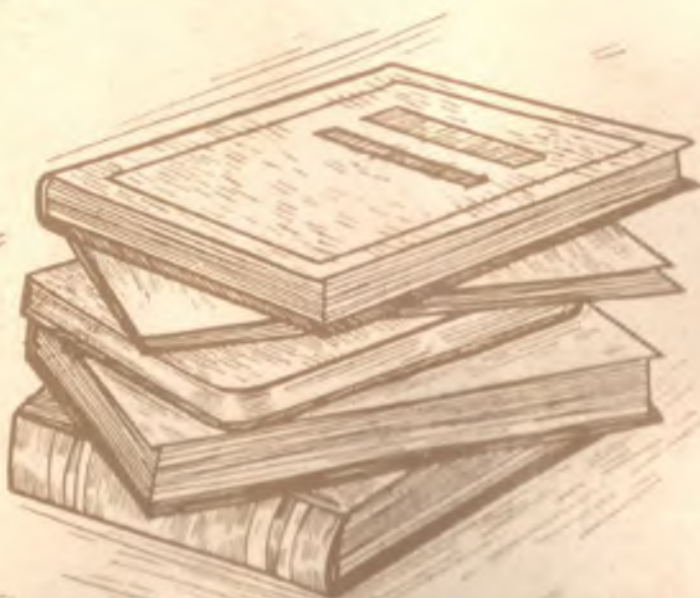


**Б 81.2Англ
А61**

А. Х. Амерханова, М. К. Каримбергенова, Б. С. Есенгельдин

ПРОФЕССИОНАЛЬНО- ОРИЕНТИРОВАННЫЙ ИНОСТРАННЫЙ ЯЗЫК (АНГЛИЙСКИЙ ЯЗЫК)



TORAIGHYROV UNIVERSITY

ТОРАЙГЫРОВ БАСПАНЫ

Павлодар

Б. 81. 2. Амер.
А. 61

Министерство образования и науки Республики Казахстан

Павлодарский государственный университет
имени С. Торайгырова

А. Х. Амерханова, М. К. Каримбергенова,
Б. С. Есенгельдин

**ПРОФЕССИОНАЛЬНО-
ОРИЕНТИРОВАННЫЙ
ИНОСТРАННЫЙ ЯЗЫК
(АНГЛИЙСКИЙ ЯЗЫК)**

Учебное пособие

Павлодар
Toraighyrov University
2019

УДК 811.111(075.8)

ББК 81.2Англ-923

П84

Рекомендован к изданию Ученым советом Павлодарского государственного университета имени С. Торайгырова

Рецензенты:

С. К. Кунызова – кандидат экономических наук, профессор;

С. В. Беспалый – кандидат экономических наук, асс. профессор
Инновационного Евразийского университета;

Г. Е. Нурбаева – кандидат экономических наук, доцент
Инновационного Евразийского университета.

Составители: А. Х. Амерханова, М. К. Каримбергенова,
Б. С. Есенгельдин

П84 Профессионально-ориентированный иностранный язык
(английский язык) : учебное пособие /
сост.: А. Х. Амерханова., М. К. Каримбергенова,
Б. С. Есенгельдин. – Павлодар : Toraighyrov University,
2019. – 68 с.

ISBN 978-601-238-936-4

Учебное пособие по дисциплине «Профессионально-ориентированный иностранный язык (английский язык)» состоит из 3-х модулей, тексты и задания для изучения, тексты для чтения и тестовые вопросы, ~~которое~~ необходимо для успешного освоения соответствующего учебного курса.

академик
аты

KIT

УДК 811.111(075.8)

ББК 81.2 Англ-923

ISBN 978-601-238-936-4

© Амерханова А. Х. и другие, 2019

© ПГУ имени С. Торайгырова, 2019

За достоверность материалов, грамматические и орфографические ошибки
ответственность несут авторы и составители

Введение

Учебное пособие ориентировано на студентов специальности «Экономика».

Сочетание аутентичных текстов экономической тематики, текстов оригинальных контрактов и образцов коммерческой документации нацелено на дальнейшее формирование навыков и умений в различных видах чтения, в работе с лексикой и терминологией профессиональной сферы бизнеса, а также обучение устным формам общения, умению кратко передавать содержание прочитанного материала на базе разработанных упражнений.

Цель данной работы – подготовить студентов к практической деятельности (умению работать с литературой по специальности и вести беседу по тематике текстов). Предусматривается дальнейшее совершенствование навыков и умений в различных видах чтения, а также обучение устным формам общения по специальности на материале предложенных текстов и упражнений. Задания к текстам, в основном, направлены на активизацию специальной лексики и ставят целью развивать у студентов логическое мышление и умение кратко передавать содержание прочитанного текста.

Учебное пособие разработано на основе текстов по экономике и бизнесу, взятых из специальных журналов и сайтов сети Интернет. Эти тексты представляют практический и познавательный интерес для студентов экономических специальностей.

Первая часть пособия состоит из блоков. Они предназначены для работы под руководством преподавателя. Каждому тексту предшествуют подготовительные упражнения, которые направлены на снятие языковых трудностей восприятия текста. Затем текст прочитывается с целью развития навыка понимания его общего содержания. После этого можно приступать к выполнению других упражнений, активизирующих специальную лексику в процессе развития у студентов навыков устной речи и логического мышления.

I Модуль. Тексты и задания для изучения

1.1 Прочитать текст, перевести. Выделить новые слова и выучить.

Corporations

The purpose of a business corporation an institution is making profit. It is operated by individuals. Their shares are represented by stock certificates. A person who owns a stock certificate is called a stockholder.

There are several advantages of the corporate form of ownership. First is the ability to accumulate financial resources. The second advantage – the corporation can raise a large amount of capital and invest in plants, equipment and research. And the third, a corporation can offer higher salaries and thus attract talented managers and specialists.

The privately owned business corporations is one type of corporation. There are some other types too. Educational, religious, charity institutions can also incorporate. Usually such corporations do not issue stocks and are nonprofit. If there is a profit, it is reinvested in the institution rather than distributed among the private stockholders.

In some western countries federal government and special agencies can establish government corporations. A few examples of these are state universities, state hospitals and city owned utilities. Governmental corporations are non-profit as a rule and do not issue stock certificates.

1. The owners of a business corporation are _____ :

- A) State;
- B) Individuals;
- C) Employees;
- D) Management.

2. A person who owns a stock certificate is called _____ :

- A) Stockkeeper;
- B) Stockowner;
- C) Stockholder;
- D) Stockproprietor.

3. Each corporation _____ :

- A) may issue stock certificate;
- B) is profitable;
- C) must issue stock certificates;
- D) issues stock certificates.

1.2 Прочитать текст, перевести. Выделить новые слова и выучить.

Functions of Management

There is a statement: «Management is getting work done through people». Most of achievements in any society take place because groups of people get involved in joint effort. Almost everyone is, was, or someday will be a manager, i.e. the person who coordinates human, information, physical, and financial resources of an organization. In order to perform their functions adequately, managers need interpersonal, organizational, and technical skills.

Management is a team of managers who are in charge of the organization at different levels. Regardless of the specific job, most managers perform five basic functions:

- planning;
- organizing;
- staffing;
- directing;
- controlling.

Planning involves determining overall company objectives and deciding how these goals can best be achieved. Managers consider alternative plans before choosing a specific course of action at all managerial levels. Planning is listed the first management function because the others depend on it. However, even as managers move on to perform other functions, planning continues as goals and alternatives are further evaluated and revised.

Organizing, the second management function, is putting the plan into action. Organizing involves allocating resources, especially human resources, so that the objectives can be attained; creating new positions and determining responsibilities. Staffing, i.e. choosing the right person for the right job, is also a part of the organizing function.

Fourth is the day-to-day direction and supervision of employees. In directing, managers guide, teach, and motivate people so that they reach their potential abilities, and at the same time achieve the company goals set in the planning stage.

At last managers control and evaluate how well overall company objectives are being met. If there are any problems and objectives are not being met, changes need to be made in the company's organizational, or managerial, structure. In making changes, managers might have to go back and replan, reorganize, and redirect. Effective managers achieve the goals of the company through a successful combination of planning, organizing,

staffing, directing, and controlling. Personal business management is a one-semester course for the high school students. Its purpose is to provide students with a variety of tools necessary to meet future needs – making career decisions, managing money, providing economic security, managing credit, and keeping up to date with technology. It is useful for all the students for better understanding and adapting to the financial world they will enter. A student examines his or her societal and personal expectations, needs and wants, controls and restraints both for the present and future. The emphasis is made on decision-making skills, planning and analysis. The informed person is better able to draw maximum benefit and is well-adjusted to the social, economic, and technological changes.

Ответить на вопросы

- 1 What is management?
- 2 What are managerial tasks/goals?
- 3 Why is planning the first managerial function?
- 4 What are the other managerial functions?
- 5 How do the managers achieve the goals of a company?
- 6 What kind of skills must a manager have?
- 7 What is Personal Business Management?
- 8 Is it necessary to introduce this subject in Russia?

Запомните толкование этих слов на английском языке

Management (n)	a team of managers responsible for driving/leading an organization toward its objectives
Manager (n)	a person who has the skills or is in the position to oversee the functions of an organization
Objective (n)	a statement derived from an organization's goals
Alternative (n)	a choice or option; in decision-making – a potential solution to a problem
Budget (n)	plan of incomes and expenditures
Supervision (n)	control of employees' performance, training and motivating
Position (n)	a job in a company or organization
Personal Assistant (n)	secretary who provides special help to a manager or director
Personnel Department (n)	a department in a company, that keeps, records, training and recruitment

Перевести следующие термины. Составит предложения

- 1 To govern an organization
- 2 To run a company
- 3 To meet objectives
- 4 To attain goals
- 5 To perform functions
- 6 To centralize authority
- 7 To delegate authority
- 8 To achieve goals
- 9 To establish objectives
- 10 To assign tasks
- 11 I l. To perform tasks
- 12 To make changes
- 13 To respond to changes
- 14 To reach someone's potential abilities
- 15 To adhere to rules.

Перевести диалог и составить похожий диалог

Arranging a meeting

A: What about the Draft Contract?

B: Oh, I haven't finished it yet. Don't worry, it'll be ready on time.

A: Good. I've got a meeting with the lawyer tomorrow at 9. Will you come?

B: Just a moment. I'll look into my diary. . .

Yes, that'll be OK. What are you going to discuss?

A: We're going to talk about packing.

B: Right, I'll certainly be there.

A: Great. Look, I'm going to have lunch in half an hour.

B: Sorry, I've got another appointment for lunch. We could meet later this afternoon.

A: OK, let's say at 3 o'clock P.M. in my office.

B: Fine, I'll be there.

1.3 Прочитать текст, перевести. Выделить новые слова и выучить.

Marketing

In modern terms, marketing is defined as the movement of goods and services from manufacturer to consumer in order to satisfy the customer and to achieve the company's objectives. It can be considered as dynamic field that involves a wide variety of activities.

The ABC of marketing is the so-called marketing mix. It includes the four P's: product, price, placement, and promotion.

Product (service) is often connected with development of a new product or service, searching the potential markets, and, finally, introduction it to the market. Target market selection is the most important task for any firm. A target market is a group of individuals who will probably buy the product. That involves the development of a marketing strategy. A successful marketing mix depends on the knowledge about consumers and their buying habits, gained through market research as well as correct identification of the target market. Price is the most changeable element of all the four P's. Its definition is exchange of something of value for something else. There are three pricing options the company may take: above, with or below the prices its competitor are charging. For example, if the average price for blue jeans is \$ 50, a company that charges \$ 50, has priced with the market, a company that charges \$ 47 has priced below the market, and a company that charged \$ 53 has priced above the market. Most companies price with the market, selling their goods and services for average prices established by major producers in the industry known as price leaders.

Placement involves getting the product or service to the customer. This takes place through the channels of distribution. A common channel of distribution is: Manufacturer – wholesaler – retailer – customer.

Promotion includes all kinds of communication with individuals, groups, or organizations to directly or indirectly facilitate exchange by informing and persuading them to accept an organization product or service. There are two major ways promotion occurs: through personal selling, as in a store; and through advertising, as in a newspaper. One should distinguish advertising campaign which can be developed by personnel within the firm or in conjunction with advertising agencies, and publicity, that is the means of communication transmitted through a mass media at no charge. All marketing activities must be oriented toward creating and sustaining satisfying exchanges. Both the buyer and the seller must be satisfied. The first should be satisfied with goods, services or ideas

obtained in the exchange. The seller should receive something of value, usually financial reward. All marketing variables are highly interrelated.

Marketing helps companies generate profit, the lifeblood of economy. About half of each consumer dollar is spent on marketing activities.

Ответить на вопросы

- 1 What is marketing?
- 2 What are the four main elements of marketing?
- 3 What are three pricing options that a company may take?
- 4 What does placement involve?
- 5 Do you think restaurants provide food on a wholesale or retail basis?
- 6 What is the difference between advertising and publicity?

Выберите подходящее из выделенных слов и вставьте его в предложение

1 identification/ identify

A. Market analysts _____ the target market for a particular product.

B. When travelling, one must not forget taking his or her _____.

2 promotion/ promoted

A. Advertising agencies are concerned with the _____ of a product.

B Last week the boss _____ me because of my efficient work.

3 competitor/ compete

A. In the marketplace, businesses _____ with each other.

B. Sony is a major _____ of General Electric.

4 determination/ determines

A. The combination of the four P's _____ the marketing mix.

B. An analyst makes an accurate _____ of the company's target markets.

Переведите вступление к диалогу и сам диалог на русский язык. Составьте по аналогии диалог из 5 вопросов и 5 ответов.

Price is all around us. You pay rent for your apartment, tuition for your education, and fee to your doctor. The price of an executive is salary, the price of a salesperson may be a commission, and the price of a worker is a wage. Sometimes you may negotiate the price for a good or service. Let us try to learn how to bargain in a correct and polite way.

A: We were wondering if you could offer us a discount?

B: Well, we could certainly discuss it.

A: What sort of discount were you thinking of?

B: We would be willing to offer you 2 per cent.

A: I'm afraid that's much lower than we're expecting.

B: Well, I'm sure you'll understand that's a reasonable offer.

A: Yes, but, considering our excellent relationships, I'm sure you could offer a bit more?

B: Perhaps we could consider 2.5 per cent?

A: We were thinking in terms of 5 %.

B: I'm afraid that's far too high.

A: Well, perhaps we could say 3.5 %?

B: I'm sorry, that's still too high.

A: I'm sure I don't have to point out what a valuable customer we are?

B: Certainly, we're very aware of ten. Maybe we could settle on 3 per cent?

A: That sounds fine.

B: Good. Let's leave it at that, shall we?

1.4 Прочитать текст, перевести. Выделить новые слова и выучить.

An Accounting Overview

Accounting is frequently called the «language of business» because of its ability to communicate financial information about the organization. Various interested parties, such as managers, potential investors, creditors, and the government, depend on a company's accounting system to help them make informed financial decisions. An effective accounting system, therefore, must include accurate collecting, recording, classifying, summarizing, interpreting, and reporting of information on the financial status of an organization.

In order to achieve a standardized system, the accounting process follows accounting principles and rules. Regardless of the type of business or the amount of money involved, common procedures for handling and presenting financial information are used. Incoming money (revenues) and outgoing money (expenditures) are carefully monitored, and transactions are summarized in financial statements, which reflect the major financial activities of an organization.

The work of accountants is rather sophisticated. People who specialize in the field of accounting are known as bookkeepers and accountants. Bookkeepers deal in taxes and different business transactions of the company. The accountant's responsibility is to analyze and interpret the financial data and make it understandable for users. In the United States,

accountants are usually classified as private, government, and public. Private accountants work solely for private companies or corporations that hire them to maintain financial records, and governmental accountants work for governmental agencies. Both private and governmental accountants are paid on a salary basis, whereas public accountants receive fees for their services. Public accountants work independently and provide accounting services such as auditing and tax computation to companies and individuals.

Many accountants have special certificates after they pass examinations in Institute of Accountants. Certified accountants in England are called chartered accountants. In the USA the certified accountants are called certified public accountants (CPA).

Through effective application of commonly accepted accounting systems, accountants provide accurate and timely financial information that is necessary for organizational decision-making. No expansion or reorganization is planned without them. New products and advertising campaigns are also prepared with the help of the accountant.

Ответить на вопросы

- 1 Why is accounting called the «language of business»?
- 2 What are revenues and expenditures?
- 3 How is a standardized accounting system achieved?
- 4 What is the difference between a bookkeeper and an accountant?
- 5 How are accountants classified in the USA?
- 6 What kind of services do certified accountants provide?
- 7 How are they called in Britain and the USA?

Приведите в соответствие термины из левой колонки с их толкованием из правой колонки

Procedure	money paid to professional people
Monitor	present data to someone(s)
Revenues	outgoing money
Agency	a formal way of doing something
Reflect	watch closely
Expenditures	incoming money
Report	give a particular impression of something
Fee	the organization that provides services

1.5 Прочитать текст, перевести. Выделить новые слова и выучить

Financing a Company

Let us take an example. The Smiths were planning to start up a small retail business. Before making the final decision, they looked at the amount of personal capital they had to invest. The remaining funds they would have to finance through various short-term and long-term arrangements. Another consideration was the type of equipment they would have to purchase initially. Similarly, the Smiths evaluated the costs of inventory, employee salaries and benefits, and other general expenses. After reviewing all these factors, the Smiths decided to open their business.

So, when going into business money is one of the most important factors. Without sufficient funds a company cannot begin operations. The money needed to start and continue operating a business is known as capital. A new business needs capital not only for ongoing expenses but also for purchasing necessary assets. These assets - inventories, equipment, buildings, and property – represent an investment of capital in the new business. Capital is also needed for salaries, credit extension to customers, advertising, insurance, and many other day-to-day operations. In addition, financing is essential for growth and expansion of a company. Because of competition in the market, capital needs to be invested in developing new product lines and production techniques and in acquiring assets for future expansion.

How this new company obtains and uses money will, in large measure, determine its success. The process of managing this acquired capital is known as financial management. In general, finance is securing and utilizing capital to start up, operate, and expand a company. In financing business operations and expansion, a business uses both short-term and long-term capital. A company utilizes short-term capital to pay for salaries and office expenses that last a relatively short period of time. On the other hand, a company seeks long-term financing to pay for new assets that are expected to last many years. When a company obtains capital from external sources, the financing can be either on a short-term or a long-term arrangement. Generally, short-term financing must be repaid in less than one year, while long-term financing can be repaid over a longer period of time.

Finance involves the securing of funds for all phases of business operations. In attracting and using this Capital, the decisions made by managers affect the overall financial success of a company.

Ответить на вопросы

- 1 What does a new business need to start operations?
- 2 What is capital?
- 3 Why does a company need capital?
- 4 Give the definition of finance.
- 5 What is the difference between short-term and long-term financing?
- 6 Who makes financial decisions in a company?

Выучить следующие слова на английском языке

Financing (n)	acquiring necessary capital
Property (n)	anything owned by a person or a company
Investment (n)	placing of money so that it will increase in value
Budget (n)	plan of expected spending
Fund(n)	money for a specific purpose
Source (n)	any thing or place from which something is obtained
Expansion (n)	development in size and importance
Policy (n)	decision on the way of doing something
Strategy (n)	plan of future action
Capitalize on (v)	take advantage of
Monetary (adj)	of or pertaining to money

Приведите в соответствие термины из левой колонки с их толкованием из правой колонки

Investment	placing of money so that it will increase in value
Source	anything owned by a person or a company
Expansion	plan of expected spending
Fund	money for a specific purpose
Limited	of or pertaining to money
Budget	any thing or place from which something is obtained
Property	development in size and importance
Monetary	restricted, small in amount

1.6 Прочитать текст, перевести. Выделить новые слова и выучить.

Computer-Based Information Search

Today the computer has made locating, gathering, and analyzing data much faster and cost-effective. Even individual who owns a good computer and a modem can access databases and conduct in-depth intelligence searches that in the past only large corporations and libraries could afford.

Nowadays, using public and specialized online computer databases, one researcher can accomplish what formerly took the entire department far longer to accomplish. Some of the hardware required for efficient computerized searches include a modem, fax machine, and high-speed printer. The faster the transmission mode, the more efficient your research is likely to be.

The Internet

Many electronic network systems were created in 1989 and have continued to grow since then. They now offer access to information and the means to communicate with other individuals, businesses, or countries all over the world. A tremendous amount of pertinent information is available on what is termed the Internet. In fact, you do not even have to leave your computer to obtain information from the world famous libraries.

The Internet is a global computer network. It is developing very rapidly. You can read many publications (newspapers, magazines, journals) through the Internet. E-mail is the most popular service. A great many of people, who have access to the Internet, use the network only for sending and receiving E-mail messages. In many countries the Internet provides businesspersons a reliable alternative to the more expensive and unreliable telecommunications systems. That is always cheaper, because you send E-mail messages, you only have to pay for phone calls to your local service providers, not for calls across your country or around the world. For these services you pay your service provider a monthly or an hourly fee. Part of this fee goes towards its costs to connect to a larger provider, another part received by the larger service provider goes to cover its costs of running a worldwide network of wires and wireless stations.

Internet services combine the use of audio, video, graphics, and text for procuring information. If the topic of your paper is NAFTA, and you have narrowed this down to an update on the North American Trade Agreement, it is possible to gather material through an Internet service.

When you enter this term, you might find dozens of sources. Therefore, you must make choices to narrow down your topic as you work.

However, the Internet is considered unreliable source of information. It is very important as you use the Internet to keep in mind the thesis of your research. Because it is so easy to gather information and nothing guarantees its quality and accuracy, the writer must not become distracted and must be the final judge of the facts obtained.

Another problem is its insecurity. When you send an E-mail message to someone, it travels through many different networks and computers. The information is constantly being directed towards its destination by special computers called routers. So it is possible to intervene into any of the computers along the route, read and even change the data being sent on the Internet. That is why you cannot send original contracts, letters of credit, invoices and other important documents through the Internet. However, these commercial and technical problems must be resolved in the nearest future.

Another popular Internet application is World-Wide Web. The number of Web-pages is hundreds of millions. There is a searching system to find the proper Web-page. Such a page contains a short description of a subject (program, institution, etc.) and the reference to other Web-documents.

Home Computer and the Internet. Availability of a home computer along with an on-line service could be very helpful. That involves installation and a monthly charge for the use of an on-line service. These charges are computed on the basis of time, however they are not computed according to the distance to your contacts. Therefore, the opportunities offered by having a home computer with on-line services may be cost-effective.

Electronic Mail and How to Use It. Electronic mail (E-mail) combines the advantage of writing with the responsiveness of the telephone. E-mail systems turn computers into in-boxes. As quickly as the term E-mail was established, the ability to communicate with different libraries and countries has increased through linking it to an electronic network such as Internet.

E-mail is used widely for internal and external messages and suits itself particularly well to short informal messages. Increasingly, organizations are adopting e-mail as the primary mode of internal communication. Some organizations have policies in place that treat e-mail as a business asset, not a personal asset; thus from a legal perspective, e-mail is admissible in court.

All you need to get started in E-mail is access to a computer with the right hardware, the appropriate software, and an E-mail address.

Ответить на вопросы

- 1 What are the main sources of information nowadays?
- 2 What are advantages of using the computer?
- 3 Name what is necessary to begin computer based information search.
- 4 When were network electronic systems first introduced?
- 5 What can you do through Internet?
- 6 How can you use home computer?
- 7 What do you need to get started in E-mail?
- 8 How should you use E-mail?

Запомнить термины

Research (n)	study or investigation of a subject
Source (n)	place where something can be found
Deadline (n)	date or dates that assignments given to must be customer or instructor an
Selection (n)	choice
Feedback (n)	reactions to ideas or text
Detail (n)	piece of information
Sequence(n)	anything that follows a special order
Electronic mail (n)	special messages sent communicated on an electronic network

Прогруппировать на исчисляемые и неисчисляемые существительные

Desk, office, furniture, screen, telephone, information, service, product, diary, equipment, personnel, screen, paper, security, newspaper, person, advice, honesty, computer, data.

1.7 Прочитать текст, перевести. Выделить новые слова и выучить.

Dealing with Numerical Data

Statistics deals with so called quantitative side of things. However, the quantitative side is closely connected with the qualitative side of things. So statistics is a science studying mass numerical data. Most people working in various areas spend a lot of time dealing with facts and figures. Reading, hearing, pronouncing, and writing figures and numbers requires practice.

The objective of studying numbers is to enable students to recognize, understand and use numbers in English. They must be confident using different types of business numerical data. It is necessary for the following reasons:

- Analyzing the financial reports and current business problems of a company;
- Describing a market;
- Negotiating a contract or an agreement;
- Considering the financial position of a nation, its major economic and financial indicators.

Ответить на вопросы

- 1 Why do we use numbers?
- 2 How can you translate 'business numerical data'?
- 3 Can we say 'the lab had a large number of equipment'?
- 4 What date is it today?
- 5 What day of the week was yesterday?
- 6 Can you tell us the time?

Приведите в соответствие термины из левой колонки с их толкованием из правой колонки

Expand	get smaller
Contract	correct to nearest 10 or 100
Decline	increase in size
Amount	diagram which displays information visually
Round	get bigger
Number	slow fall
Chart	quantity of non-count nouns
Expansion	quantity of count nouns

1.8 Прочитать текст перевести

Economic Policy

An economic policy is a course of action that is intended to influence or control the behavior of the economy. Economic policies are normally implemented and administered by the government. The goals of economic policy consist of value judgements about what economic policy should strive to achieve. While there is some disagreement about the appropriate goals of economic policy, there are three widely accepted goals including:

- economic growth: It means that the incomes of all consumers and firms (after accounting for inflation) are increasing over time.
- full employment: It means that every member of the labor force who wants to work is able to find work.
- price stability: It means to prevent increases in the general price level known as inflation, as well as decreases in the general price level known as deflation.

Economic analysis

Opportunity cost is the important concept in economic analysis. The opportunity cost of a decision or choice that one makes is the value of the highest valued alternative that could have been chosen but was instead forgone. For example, suppose that you is faced with several ways of spending an evening at home. The choice made is to study English (perhaps because there is an English test tomorrow). The opportunity cost of this choice is the value of the highest valued alternative to the time spent studying English. While there may be many alternatives to studying English — making a date, watching TV, talking on the phone — there is only one alternative that has highest value. In this example, the alternative with highest value depends on one's own preferences. Say, it may be making a date. It would be considered the opportunity cost of studying English. There is also a fundamental assumption used in many economic models *ceteris paribus*. It is Latin for «all else being equal».

Ответить на вопросы

- 1 What are the goals of economic policy?
- 2 What is economic growth?
- 3 How can you explain the meaning of full employment?
- 4 What is the definition of price stability?
- 5 How can you explain the meaning of the economic analysis?
- 8 Модуль

1.9 Прочитать текст перевести

Inflation

Inflation is a steady rise in the average price and wage level. The rise in wages being high enough to raise costs of production, prices grow further resulting in a higher rate of inflation and, finally, in an inflationary spiral. Periods when inflation rates are very large are referred to as hyperinflation.

The causes of inflation are rather complicated, and there is a number of theories explaining them. Monetarists, such as Milton Friedman, say that inflation is caused by too rapid increase in money supply and the corresponding excess demand for goods.

Therefore, monetarists consider due government control of money supply to be able to restrict inflation rates. They also believe the high rate of unemployment to be likely to restrain claims for higher wages. People having jobs accept the wages they are being paid, the inflationary spiral being kept under control. This situation also accounts for rather slow increase in aggregate demand.

On the other hand, Keynesians, that is, economists following the theory of John M. Keynes, suppose inflation to be due to processes occurring in money circulation. They say that low inflation and unemployment rates can be ensured by adopting a tight incomes policy.

Incomes policies, though, monetarists argue, may temporarily speed up the transition to a lower inflation rate but they are unlikely to succeed in the long run².

The costs of inflation depend on whether it was anticipated and on the extent to which the economy's institutions allow complete inflation adjustment.

The longer inflation continues, the more the economy learns to live with it. Indexation is a means to reduce the costs of some inflation effects. Indexed wages or loans mean that the amount to be paid or repaid will rise with the price level. Indexation has already been introduced in countries that had to live with inflation rates of 30 or 40 percent for years. And the more countries adjust their economies to cope with inflation, the closer they come to hyperinflation. Indexation means that high rates of inflation are much more likely to continue and even to increase.

Открыть скобки и поставить глагол в правильной форме

1 With money supply (to grow) relatively slowly (much less than four or five percent per year), this (to interpret) as a result of a tight monetary

policy. A relatively rapid growth in the money supply (to consider) (to be) a result of an easy policy.

2 The difference between the real rate of interest and the nominal one is that the former (to adjust) for inflation whereas the latter (not to be).

3 A great number of people (cannot) (to increase) their wages rapidly and largely enough (to compensate) for price increases because they (to work) under long-term contracts.

4 Lenders (to be likely) (to hurt) by inflation.

5 A two-percent increase in the rate of inflation (to find) (to cause) a reduction in the real income of elderly households by about 10 percent.

6 In periods of inflation the value of money (to know) (to reduce).

7 Good results (to know) (to achieve) in Soviet economy during the early 1960s due to (to decentralize) decision-making and emphasis on profit rather than carrying out plans.

8 For the past fifty years, the price level in the United States (to move) only one way – up. In practically all years during this period, prices (to rise). Since 1955, there (not to be) any year when the price level (to fall). This (not to be) a hyperinflation, but it (to result) in a very large erosion in the value of the dollar. Like a beach slowly (to wear) away by the ocean, the dollar (to lose) gradually a considerable share of its value. Prices now (to be) over five times what they (to be) fifty years ago. Although a creeping (ползучая) inflation (to be) much less harmful than hyperinflation, it (to have) a number of social costs.

1.10 Прочитать текст перевести

Taxation

Taxation is one of the most prominent and controversial topics in economic policy.

Taxes are levied by the federal and local authorities, and embrace different spheres of economy. The most usual taxes are sales taxes, individual income taxes, property taxes, the corporation income tax, excise taxes, payroll taxes, etc.

There are four objectives of tax policy: simplicity, efficiency, fairness, and revenue sufficiency. While these objectives are widely accepted, they often conflict.

Simplicity means that relations of the taxpayer and the revenue authorities are as easy as possible. Further, the ultimate tax liability should be certain. Efficiency means that taxation interferes as little as possible in the choices people make in the private marketplace. The tax law should not

induce a businessman to invest in real estate instead of research and development – or vice versa.

Taxes always affect behavior. Taxing an activity (like earning a living) is similar to a price increase. With the tax in place, people will typically buy less of a good – or partake in less of an activity – than they would in the absence of the tax. The most efficient (ax is a head tax, a tax on each person that is not affected by that person's income or by any of the person's characteristics. A head tax would not reduce the incentive to work, save, or invest. The problem with such a tax is that it would take the same amount from a high-income person as from a low-income person.

Fairness, to most people, requires that equally situated taxpayers pay equal taxes («horizontal equity») and that better-off taxpayers pay more tax («vertical equity»). The problem, though, is how to judge whether two taxpayers are equally situated. For example, one taxpayer might receive income from labor while another j receives the same income from inherited wealth. And even if one taxpayer is clearly better off than another, there is little agreement about how much more the better-off person should pay.

Revenue sufficiency might seem a fairly obvious criterion of tax policy. Yet, the revenue sufficiency may conflict with efficiency and with fairness.

Likewise, other objectives of tax policy conflict with one another. High tax rates for upper-income households are inefficient but are judged by some to make the tax system fairer. Intricate legal provisions to prevent tax sheltering and thus make taxes fairer would also make them more complex. Such conflicts among policy objectives are a constant constraint on the making of tax policy.

Ответить на вопросы

- 1 What authorities are taxes levied by?
- 2 What are most usual taxes?
- 3 What are four objectives of tax policy?
- 4 What does simplicity of tax policy mean?
- 5 What does efficiency mean?
- 6 Why can't tax policy interfere in the choice people make in the private marketplace?
- 7 What are the advantages and disadvantages of the head tax?
- 8 What does the fairness principle require?
- 9 What happens when legal provisions to prevent tax sheltering become more and more intricate?
- 10 How do taxes affect people's behavior in the market?

1.11 Прочитать текст перевести

Foreign Trade

What is now called international trade has existed for thousands of years long before there were nations with specific boundaries. Foreign 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.

Goods can be defined as finished products, as intermediate goods used in producing other goods, or as agricultural products and foodstuffs. 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. International trade began to assume¹ its present form with the establishment of nation-states in the 17th and 18th centuries, new theories of economics, in particular of international trade, having appeared during this period.

In 1776 the Scottish economist Adam Smith, in *The Wealth of Nations*, proposed that specialization in production leads to increased output and in order to meet a constantly growing demand for goods it is necessary that a country's scarce resources be allocated efficiently. According to Smith's theory, 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. Exporting a portion of those goods, the country can in turn² import those that its trading partners produce more cheaply. To prove his theory Adam Smith used the example of Portuguese wine in contrast to English woollens³.

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. If each country specializes in producing the goods in which it has a comparative advantage, more goods are produced, and the wealth of both the buying and the selling nations increases.

Trade based on comparative advantage still exists: France and Italy are known for their wines, and Switzerland maintains a reputation for fine watches. Alongside this kind of trade, an exchange based on a competitive advantage began late in the 19th century. Several countries in Europe and North America having reached rather an advanced stage of industrialization, competitive advantage began to play a more important role in trade. With relatively similar economies countries could start competing for customers in each other's home markets. 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.

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 labour, 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.

Вставить слова в предложение

development (2), developing (2 or 3), developed (3), less developed (1 or 2), to develop

1 Economists should clearly understand the difference between the economic growth and economic ... of the country.

2 The ... countries include Western Europe, North America, Japan, Australia and New Zealand, these rich countries contributing the largest share to world trade and world income.

3 To hold the leading role in the market it is important... new technologies and materials and introduce different innovations more widely.

4 The General Assembly of the United Nations called for international cooperation to reduce the growing gap (разрыв) between the ... and the ... countries.

5 Many countries have realized that the way to the economic ... lies through the expansion of industries producing manufactured goods.

6 The ... countries ranging from rather poor, such as Yemen and India, to nearly rich, such as Brazil and Mexico, want to make their own manufactured goods and export them throughout the world including the ... countries.

7 Both ... middle-income countries, such as Argentina and Chile, and very poor ... countries of Africa and Asia belong to the countries of the Third World.

2 Модуль. Тексты для чтения

2.1 Прочитать текст и перевести

What is economics?

One of the things that people discover every day is that you can't have everything. You are reminded of it every time you shop. Although you may see twenty or thirty items that you would really like to buy, you know that you will have to limit your selection to one or two. Everyone goes through life having to make choices.

Every business, even sports teams, must pick and choose from among the things they would like to have because they cannot have everything. Governments, too, cannot have everything. Every year the most important political debates concern questions about spending taxpayers' money.

Neither individuals nor societies can have all the things they would like to have. There simply is not enough of everything. Economists note that there is no limit to the amount or kinds of things that people want. There is, however, a limit to the resources, things used to produce goods and services, available to satisfy those wants. Once that limit is reached, nothing else can be produced. In other words, when nation's resources (all its workers, factories, farms, etc.) are fully employed, the only way it will be able to increase the production of one thing will be by reducing the production of something else.

To summarize: human wants are unlimited, but the resources necessary to satisfy those wants are limited. Thus, every society is faced with the identical problem, the problem of scarcity.

Economics: the study of scarcity and choice

Since there is not enough of everything, everyone – individuals, business firms, and government – needs to make choices from among the things they want. In the process they will try to economize, to get the most from what they have. With this in mind, we can define economics as the social science that describes and analyzes how society chooses from among scarce resources to satisfy its wants.

The need to choose is imposed on us all by our income, wealth and ability to borrow. Individuals and families are limited by the size of their personal income, savings and ability to borrow. Similarly, business firms are limited by their profits, savings and borrowing power, and governments by their ability to tax and borrow.

Income, savings, profits and taxes enable people, institutions and government to purchase goods, products you can see or touch, and services, work performed for pay that benefits others. The problem that each must face, however, is that once the decision has been made to choose one set of alternatives, one loses the opportunity to choose the other. Economists describe these kinds of trade-offs as opportunity costs. The opportunity cost of something is its cost measured in terms of what you have to give up to get it.

Business is also faced with the problem of choices and opportunity costs.

What do economists do?

Economics deals with the problems of scarcity and choice that have faced societies and nations throughout history, but the development of modern economics began in the 17th century. Since that time economists have developed methods for studying and explaining how individuals, businesses and nations use their available economic resources. Large corporations use economists to study the ways they do business and to suggest methods for making more efficient use of their employees, equipment, factories, and other resources.

Microeconomics vs. macroeconomics

Economists have two ways of looking at economics and the economy. One is the macro approach, and the other is the micro. Macroeconomics is the study of the economy as a whole; microeconomics is the study of individual consumers and the business firm.

Macroeconomics examines questions such as how fast the economy is running; how much overall output is being generated; how much total income. It also seeks solutions to macro-economic problems such as how employment can be increased, and what can be done to increase the output of goods and services. Microeconomics examines cause-and-effect relationships that influence choices of individuals, business firms and society.

It is concerned with things such as scarcity, choice and opportunity costs, and with production and consumption. Principal emphasis is given by micro economists to the study of prices and their relationship to units in the economy.

Factors of Production. The resources that go into the creation of goods and services are called the factors of production. The factors of production include natural resources, human resources, capital and entrepreneurship. Each factor of production has a place in economic system, and each has a

particular function. People who own or use a factor of production are expecting a «return or reward.» This generates income which, as it is spent, becomes a kind of fuel that drives the economy.

Natural Resources or «Land». Natural resources are the things provided by nature that go into the creation of goods and services. They include such things as minerals, wildlife and timber resources. Economists also use the term «land» when they speak of natural resources as a factor of production. The price paid for the use of land is called rent. Rent becomes income to the owner of the land.

Human Resources or «Labor». Economists call the physical and mental effort that people put into the creation of goods and services labor. The price paid for the use of labor is called wages. Wages represent income to workers, who own their labor.

Capital. To the economist, physical capital (or «capital» as it is commonly called) is something created by people to produce other goods and services. A factory, tools and machines are capital resources because they can be used to produce other goods and services. The term capital is often used by business people to refer to money they can use to buy factories, machinery and other similar productive resources. Payment for the use of someone else's money, or capital, is called interest.

Entrepreneurship. Closely associated with labor is the concept of entrepreneurship, the managerial or organizational skills needed by most firms to produce goods and services. The entrepreneur brings together the other three factors of production. When they are successful, entrepreneurs earn profits. When they are not successful, they suffer losses. The reward to entrepreneurs for the risks, innovative ideas and efforts that they have put into the business, they obtain the money that remains after the owners of land, labor and capital have received their payments.

The basic economic problem

The central problem of economics is to determine the most efficient ways to allocate the factors of production and solve the problem of scarcity created by society's unlimited wants and limited resources. In doing so, every society must provide answers to the following three questions:

- 1 What goods and services are to be produced, and in what quantities are they to be produced?
- 2 How are those goods and services to be produced?
- 3 Who will receive and consume (get to use) those goods and services?

The solution of these questions depends on the economic system of each particular society.

Banking

The goldsmiths of the seventeenth century were the first real English bankers.

Gold and silver were accepted internationally for the payment of debts. Gold was most commonly used in this country. Consequently, merchants needed to keep some in reserve to meet their demands. They placed these stocks in gold with the goldsmiths for safekeeping. In return for the gold the goldsmiths issued receipts, upon presentation of which the gold would be repaid. From this process two customs naturally emerged. The merchants realized that it was not necessary to go to the goldsmiths and withdraw gold every time they needed money when other merchants who knew or trusted the goldsmith were willing to accept a receipt instead. This was the beginning of the use of paper money. Soon the goldsmiths realized that while people who had deposited gold with them would want to withdraw it at some time, not everyone withdrew simultaneously. Consequently, as long as sufficient gold was retained to meet the demand for withdrawals, the rest could be lent to reliable customers on payment of interest. From these beginnings gradually emerged the foundations of the modern banking system. Today this is sophisticated, highly organized and efficient, but the basic functions, namely to receive deposits and keep them safe, make loans and facilitate the transfer of money, still remain.

Banks

Banks are closely concerned with the flow of money into and out of the economy. They often cooperate with governments in efforts to stabilize economies and to prevent inflation. They are specialists in the business of providing capital, and in allocating funds on credit. Banks originated as places to which people took their valuables for safekeeping, but today the great banks of the world have many functions in addition to acting as guardians of valuable private possessions.

Banks normally receive money from their customers in two distinct forms: on current account, and on deposit account. With a current account, a customer can issue personal cheques. No interest is usually paid by the bank on this type of account.

With a deposit account, however, the customer undertakes to leave his money in the bank for a minimum specified period of time. Interest is paid on this money.

The bank in turn lends the deposited money to customers who need capital. This activity earns interest for a bank, and this interest is almost always at a higher rate than any interest, which the bank pays to its depositors. In this way the bank makes its main profits.

We can say that the primary function of a bank today is to act as an intermediary between depositors who wish to make interest on their savings, and borrowers who wish to obtain capital. The bank is a reservoir of loanable money, with streams of money flowing in and out. For this reason, economists and financiers often talk of money being 'liquid', or of the 'liquidity' of money.

Many small sums which might not otherwise be used as capital are rendered useful simply because the bank acts as a reservoir.

The system of banking rests upon a basis of trust. Innumerable acts of trust build up the system of which bankers, depositors and borrowers are part. They all agree to behave in certain predictable ways in relation to each other, in relation to the rapid fluctuations of credit and debit. Consequently, business can be done and cheques can be written without any legal tender visibly changing hands.

English banks

Today the British banking is a complicated tripartite system like a three-layer cake. The system is headed by the Bank of England.

This bank was established under a royal charter in 1694. The head of the Bank is Governor of the Bank appointed by the Queen on the recommendation of the Prime Minister. The Queen also appoints Deputy Governor and the Court of Directors, which consists of 16 directors.

The Bank of England is a central bank or a national bank. It controls the British banking system, issues banknotes and mints coins. It lends and borrows money for the government, manages the national debt and is in the control of the nation's gold reserve. The other two layers are:

- the commercial or joint stock clearing banks
- specialized banking institutions such as the discount houses and merchant banks.

The commercial or joint stock banks deal with the general public. The four large English commercial banks are known as the Big Four. They are Barclays, Lloyds, the Midland, and the National Westminster. Together they have upwards of 10,000 branches. Commercial banks render various services to companies and individuals. Some of the services are:

- to receive or accept from their customers the deposit of money
- to collect and transfer money both at home and abroad against deposit and current accounts
- to provide overdrafts to both personal and business customers
- to lend loans to their customers
- to exchange money
- to supply economic information and to prepare economic reviews to

be published

- to make foreign exchange transactions, including spot transactions, forward transactions and swap transactions

- to issue various banker's cards

Merchant banks and discount houses deal only with special customers providing funds for special purposes. They accept commercial bills of exchange and offer quite a lot of financial services. They provide advisory services about new issues of securities, mergers, take-overs and reorganizations. They also arrange financing for their customers and provide fund-management services.

Besides there is a big group of banks in the UK made up of foreign banks. All the major foreign banks are represented in the UK by subsidiary, branch, representative offices or consortium. They provide finance both in sterling and in other currencies and offer a wide range of financial services.

Lombard Street is the symbol of British banking. This is the place where the first bankers coming from Italy settled.

Business Writing

The aim in business writing is to communicate as clearly and concisely as you can. In our high-tech culture we expect many tasks to take far less time than they do. Writing is one of them. The ability to write well – clearly and concisely – is not an ancillary skill; it is an essential skill. Contrary to general belief, writing is not something only 'writers' do; it is a basic skill for getting through life. However, writing is a high-level conceptual skill and it does take time. Many mental activities are taking place while you are writing: analyzing the audience, remembering and deciding on what information to present, organizing the information, putting it into comprehensible sentences, paying attention to the ailes of good writing, proofreading, etc.

When getting started, remember, if you gain control of yourself, you will gain control of your topic.

- First of all you ask yourself the question about the purpose of your writing: Are you writing to inquire, inform, persuade, motivate, or do you have more than one purpose?

Second, get interested in its scope:

- Given your needs and your reader's needs, how much information should you include?

Third, see clearly the contents of your writing:

- What kind of information will help you to achieve your purpose? Do you have all information you need? How, or where, can you get additional information?

At last, you should ask yourself about the available constraints:

- What makes your task more difficult? Time or cost constraints? Your reader's attitudes? Your own lack of credibility?

Put yourself in your reader's place and look at the message through his eyes. Most of the readers want the results of your thinking, not the thinking itself. Remember that there is a difference between thinking and communicating. When experimenting with various ways to organize the information be guided by two factors: (1) your reader's knowledge and interest and (2) your purpose and the information itself. The contents of any letter may be summarized as follows: (1) opening, (2) purpose; (3) action, and (4) polite expressions.

Employment

The purpose of any education or training is further employment. Finding employment takes hard work in itself; so does finding a better position once employed. A wide variety of skills is required for almost any job, anything from taking instructions to giving them, from being supervised to supervising. Often what makes a prospective applicant stand out is the attitude that comes through in the cover letter.

A cover letter/letter of application is necessary in the following situations: (a) when answering a specific ad from the newspaper, (b) when writing to a specific person whose name you got from someone else, and (c) when writing to a specific company that you feel is a good place for you to get a job. The letter has one main objective: to interest the employer in your qualifications so you will get an interview. It should accompany either a CV/ resume or a completed application form.

A letter of application should be prepared very carefully. It can decide whether an employer will pass it to the personnel department with the note, «This looks worth a follow-up», or will quietly drop it into the nearest wastebasket. Employers receive many letters and cannot pay attention to all of them; if you want yours to «set you apart», or to attract attention, observe the following rules.

1 Whenever possible, address your letter by name to the appropriate person in the company.

2 Use standard-size, good-quality white bond paper.

3 Type the letter or have it typed. Make sure there are no errors!

4 Be very careful with spelling and punctuation.

5 Be brief – your letter should take up no more than a page.

Businesslike letters will receive more attention. Three paragraphs is an ideal length.

6 In your first paragraph, mention the job you are applying for and where you saw it advertised. If you are not applying for a specific job, identify yourself, mention who referred you, if anyone, and why you are applying to this company.

7 In the second paragraph, state (a) why you think you are qualified for this job; (b) what contribution you can make to this company; and (c) any related work experience. If in the past you worked for a good company, it is important to mention that. Tell how many years of experience you have and add that you are enclosing a resume. Mention your most outstanding qualification as stated on the enclosed resume.

8 The closing paragraph should ask for an interview and say where and when you can be reached. You may suggest that you will phone for an interview. Make sure you telephone the company within a week after mailing the letter.

9 Keep a copy of every letter you sent. The purpose of mailing any letter of application and resume is being granted an interview. If you are lucky, remember the following things. What we do is often more important than what we say. The way we dress, the way we walk, the way we sit and where we sit, the way we look or don't look at other people, how early or late we are – these things, which are all elements of nonverbal communication, are responsible for over 60 percent of the impression we make on other people. Keep in mind that the employer is not only considering the way you speak, but is looking at you as a whole. Don't underestimate the importance of qualities other than job skills, which you can bring to the job: maturity and life experience, responsibility, willingness to learn new things, willingness to work hard, ability to adapt to difficult situations, initiative, pride in your work, dependability, creativity, or the ability to work in an organized way. These are qualities to emphasize.

When you leave an interview, thank the interviewer for his or her time and consideration. Ask when you will be notified of the company's decision. Most companies will inform you within two weeks. If you have not received an answer after a reasonable amount of time, follow up with a letter or telephone call.

Of course, you may decide on the basis of your interview that you do not want the job. If you are offered the job, ask for a day or two to consider the offer and then inform the interviewer what you have decided. Never accept a job and then fail to show up. Keep in mind that employers in the same field often know each other. Unprofessional behavior with one employer could cause you trouble with another employer.

3 Модуль. Тестовые задания

1. The study of the choices people make in an effort to satisfy their wants and needs is called:

- A) economics;
- B) service;
- C) wants;
- D) needs;
- E) product.

2. An action or activity done for others for a fee is called:

- A) wants;
- B) economics;
- C) service;
- D) needs;
- E) product.

3. A physical object that can be purchased is called:

- A) service;
- B) economics;
- C) wants;
- D) needs;
- E) goods.

4. The people who wish to buy goods and services are called:

- A) the entrepreneur;
- B) producers;
- C) consumer goods;
- D) consumers;
- E) human resources.

5. The goods that consumers buy are called:

- A) consumer goods;
- B) factors of production;
- C) capital goods;
- D) natural resources;
- E) human resources.

6. The people who make the goods and provide services that satisfy consumers' wants and needs are called:

- A) producers;
- B) consumers;
- C) consumer goods;
- D) the entrepreneur;
- E) human resources.

7. Resources that can be used to produce goods and services are called:

- A) capital goods;
- B) consumer goods;
- C) factors of production;
- D) natural resources;
- E) human resources.

8. Items provided by nature that can be used to produce goods and to provide services are called:

- A) capital goods;
- B) consumer goods;
- C) natural resources;
- D) factors of production;
- E) human resources.

9. Anyone who works is considered:

- A) factors of production;
- B) consumer goods;
- C) capital goods;
- D) a human resource;
- E) natural resources.

10. The money and capital goods that are used to produce consumer products are called:

- A) capital resources;
- B) consumer goods;
- C) natural resources;
- D) factors of production;
- E) human resources.

11. The use of science to create new products or more efficient ways to produce products is called:

- A) technology;
- B) economics;
- C) wants;
- D) needs;
- E) service.

12. The risk-taking and organizational abilities involved in starting a new business or introducing a new product to consumers are called:

- A) the entrepreneur;
- B) consumers;
- C) producers;
- D) entrepreneurship;

E) human resources.

13. A person who attempts to start a new business or introduce a new product:

A) consumer goods;

B) consumers;

C) the entrepreneur;

D) producers;

E) human resources.

14. Find Kazakh equivalent for the following word: consumer:

A) потребительские товары;

B) предприниматель;

C) производитель;

D) потребитель;

E) основные средства.

15. Find Kazakh equivalent for the following word: producer:

A) потребительские товары;

B) предприниматель;

C) производитель;

D) потребитель;

E) основные средства.

16. Find Kazakh equivalent for the following word: entrepreneur:

A) потребительские товары;

B) предприниматель;

C) производитель;

D) потребитель;

E) основные средства.

17. Find Kazakh equivalent for the following word combination: consumer goods:

A) потребительские товары;

B) капитал компания;

C) персонал;

D) природные ресурсы;

E) основные средства.

18. Find Kazakh equivalent for the following word combination: capital goods:

A) персонал;

B) капитал компания;

C) основные средства;

D) природные ресурсы;

E) потребительские товары.

19. Find Kazakh equivalent for the following word combination:

natural resources:

- A) персонал;
- B) капитал компания;
- C) основные средства;
- D) природные ресурсы;
- E) потребительские товары.

20. Find Kazakh equivalent for the following word combination:

capital resources:

- A) персонал;
- B) капитал компания;
- C) основные средства;
- D) природные ресурсы;
- E) потребительские товары.

21. Find English equivalent for the following word: персонал:

- A) purchase;
- B) producer;
- C) human resources;
- D) service;
- E) goods.

22. Find English equivalent for the following word: товары:

- A) purchase;
- B) producer;
- C) goods;
- D) service;
- E) human resources.

23. Find English equivalent for the following word combination:

оказание услуг:

- A) service;
- B) producer;
- C) purchase;
- D) goods;
- E) human resources.

24. Find English equivalent for the following word combination:

технический прогресс:

- A) factor of production;
- B) technology;
- C) satisfy;
- D) need;
- E) technological advances.

25. Find English equivalent for the following word: дефицит

- A) scarcity;
- B) need;
- C) want;
- D) satisfy;
- E) service.

26. A business owned and controlled by one person is:

- A) a partnership;
- B) a sole proprietorship;
- C) a corporation;
- D) Government Organizations;
- E) private business.

27. A business that is owned and controlled by two or more people

is:

- A) a sole proprietorship;
- B) a partnership;
- C) a corporation;
- D) Government Organizations;
- E) private business.

28. A business organization that is treated by law as if it were an individual person is:

- A) a corporation;
- B) a sole proprietorship;
- C) a partnership;
- D) Government Organizations;
- E) private business.

29. Find Kazakh equivalent for the following word: stockholder:

- A) өндіруші;
- B) кәсіпкер;
- C) тұтынушы;
- D) акционер;
- E) негізгі құралдар.

30. Find English equivalent for the following word combination:

коммерческое предприятие:

- A) commercial wants;
- B) business organization;
- C) government organization;
- D) general partnership;
- E) human resources.

31. People wishing to acquire goods and services:

- A) sellers
- B) buyers

- C) producer;
- D) human resources;
- E) sole proprietorship.

32. People wishing to sell goods and services:

- A) buyers;
- B) sellers;
- C) a partnership;
- D) human resources;
- E) sole proprietorship.

33. The amount of a good that people are willing to buy over a given time period at a particular price is:

- A) the demand for a product;
- B) the quantity of goods;
- C) supply;
- D) the goods;
- E) service.

34. The quantity of goods and services that producers offer at each price is called:

- A) the goods;
- B) the quantity of goods;
- C) the demand for a product;
- D) supply;
- E) service.

35. The information showing the amount of the product that consumers are willing to buy at different prices - not what they actually do buy is:

- A) the demand for a product;
- B) the quantity of goods;
- C) supply;
- D) the desired demand;
- E) service.

36. Information that is not already available is:

- A) marketing department;
- B) secondary information;
- C) market research;
- D) primary information;
- E) market expansion.

37. Information that is already available to the firm:

- A) secondary information;
- B) primary information;
- C) market research;

- D) marketing department;
- E) market expansion.

38. Find Kazakh equivalent for the following word: buyer:

- A) продавец;
- B) предприниматель;
- C) покупатель;
- D) производитель;
- E) основные средства;

39. Find Kazakh equivalent for the following word: seller:

- A) продавец;
- B) предприниматель;
- C) покупатель;
- D) производитель;
- E) основные средства;

**40. Find Kazakh equivalent for the following word combination:
market research:**

- A) структура рынка;
- B) исследование конъюнктуры;
- C) организация продвижение;
- D) расширение рыночных границ;
- E) маркетинговые исследования.

**41. Find Kazakh equivalent for the following word combination:
marketing department:**

- A) структура рынка;
- B) исследование конъюнктуры;
- C) организация продвижение;
- D) расширение рыночных границ;
- E) маркетинговые исследования.

**42. Find English equivalent for the following word: наличные
деньги:**

- A) cost;
- B) cheque;
- C) cash;
- D) credit;
- E) demand.

43. Find English equivalent for the following word: спрос:

- A) supply;
- B) cheque;
- C) cost;
- D) credit;
- E) demand.

44. Find English equivalent for the following word: предложение:

- A) supply;
- B) cheque;
- C) cost;
- D) credit;
- E) demand.

45. Find English equivalent for the following word combination:

мировой рынок:

- A) local market;
- B) international market;
- C) national market;
- D) market structure;
- E) market research.

46. Find English equivalent for the following word combination:

местный рынок:

- A) local market;
- B) international market;
- C) national market;
- D) market structure;
- E) market research.

47. The economic rivalry that occurs among businesses when producers in a given industry attempt to gain a larger share of the market is:

- A) competition;
- B) monopoly;
- C) competitor;
- D) natural monopoly;
- E) pure monopoly.

48. Complete the following sentence by choosing the one correct variant that best completes the sentence: The most competitive type of industry is that with _____:

- A) pure monopoly;
- B) monopoly;
- C) total production;
- D) natural monopoly;
- E) perfect competition.

49. Complete the following sentence by choosing the one correct variant that best completes the sentence: Perfect competition and _____ are the opposite extremes of the market structure continuum:

- A) pure monopoly;

- В) monopoly;
- С) total production;
- Д) natural monopoly;
- Е) competition.

50. Find Kazakh equivalent for the following word: competition:

- А) конкуренция;
- В) конкурировать;
- С) конкурентноспособность;
- Д) производство;
- Е) поставщик.

51. Find Kazakh equivalent for the following word: invention:

- А) производство;
- В) авторские права;
- С) патент;
- Д) конкуренция;
- Е) поставщик.

52. Find English equivalent for the following word:

конкуренция:

- А) compete;
- В) competition;
- С) competitor;
- Д) competitive;
- Е) copyright.

53. Find English equivalent for the following word combination:

авторские права:

- А) patent laws;
- В) general welfare;
- С) copyright;
- Д) exclusive right;
- Е) public utilities;

54. The process responsible for identifying, anticipating and satisfying customer requirements profitably is:

- А) sale;
- В) economics;
- С) management;
- Д) law;
- Е) marketing.

55. What is «the marketing mix» (4 Ps):

- А) sale, buy, produce, promotion;
- В) buyer, seller, producer, consumer;
- С) product, price, seller, producer;

D) promotion, place, seller, producer;

E) product, price, promotion, place.

56. The period of time over which a product appeals to customers is called:

A) place;

B) product;

C) price;

D) promotion;

E) the product life cycle.

57. SWOT stands for:

A) strengths, weaknesses, opportunities, threats;

B) product, price, promotion, place;

C) buyer, seller, producer, consumer;

D) sale, buy, produce, promotion;

E) strengths, weaknesses, product, price.

58. Find Kazakh equivalent for the following word: marketing:

A) маркетинг;

B) менеджмент;

C) управление;

D) потребительские товары;

E) продажа.

59. Find Kazakh equivalent for the following word: price:

A) реализация;

B) место;

C) цена;

D) продукт;

E) скидка.

60. Find Kazakh equivalent for the following word: discount:

A) скидка;

B) цена;

C) бонус;

D) товар;

E) средство.

61. Find Kazakh equivalent for the following word combination: distribution channel:

A) канал распределения

B) маркетинговая смесь

C) благоприятная возможность

D) розничная торговая точка

E) жизненный цикл товара

**62. Find Kazakh equivalent for the following word combination:
personal selling:**

- A) канал распределения
- B) маркетинговая смесь
- C) благоприятная возможность
- D) розничная торговая точка
- E) жизненный цикл товара

63. Find English equivalent for the following word: реклама:

- A) advertising;
- B) anticipate;
- C) promotion;
- D) preference;
- E) discount.

**64. Find English equivalent for the following word combination:
продвижение товара:**

- A) discount;
- B) advertising;
- C) purchase;
- D) service;
- E) sales promotion.

**65. Find English equivalent for the following word combination:
цикл товара:**

- A) sales promotion;
- B) product life cycle;
- C) pricing policy;
- D) personal selling;
- E) human resources.

66. A firm may calculate its average costs of producing a product and then simply add a profit «mark-up», say 10%, on to average costs. Find the pricing method:

- A) marginal-cost pricing;
- B) cost-plus pricing;
- C) price discrimination;
- D) personal selling;
- E) sales promotion.

67. The firm looks not at its average costs but at marginal costs, i.e. the firm calculates the additional cost of producing the next unit or set of units of output and the firm charges a price (plus a 'mark-up') according to the marginal cost. Find the pricing method:

- A) personal selling;
- B) cost-plus pricing;

- C) price discrimination;
- D) marginal-cost pricing;
- E) sales promotion.

68. Several firms are able to charge different prices for a similar product. Find the pricing method:

- A) personal selling;
- B) cost-plus pricing;
- C) marginal-cost pricing;
- D) price discrimination;
- E) sales promotion.

69. A tactic adopted by a company when it is first entering (or penetrating) a market and is trying to establish a market share is:

- A) penetration pricing;
- B) skimming price;
- C) loss leader pricing;
- D) limit-pricing;
- E) predatory pricing.

70. A pricing strategy where a firm charges a high price for a product in order to «skim» the «top end» of the market is:

- A) skimming price;
- B) penetration pricing;
- C) loss leader pricing;
- D) limit-pricing;
- E) predatory pricing.

71. A pricing strategy when firms offer prices below the cost of producing the item (hence making a loss) in order to encourage the sale of the products is:

- A) loss leader pricing;
- B) penetration pricing;
- C) skimming price;
- D) limit-pricing;
- E) predatory pricing.

72. A pricing strategy when a firm, which normally has a large market share, drops the price of its product to limit or deter the entry of other new competitors occurs:

- A) skimming price;
- B) penetration pricing;
- C) limit-pricing;
- D) loss leader pricing;
- E) predatory pricing.

73. A pricing strategy when the firm prices its product in line with those of its competitors is:

- A) skimming price;
- B) penetration pricing;
- C) competitive pricing;
- D) limit-pricing;
- E) predatory pricing.

74. Find Kazakh equivalent for the following word combination: competitive pricing:

- A) ценообразование по принципу «затраты плюс прибыль»
- B) конкурентное ценообразование
- C) тактика занижения цены
- D) ценообразование на основе предельно высоких затрат
- E) ценовая дискриминация

75. Find Kazakh equivalent for the following word combination: price discrimination:

- A) ценовая дискриминация
- B) ценообразование по принципу «затраты плюс прибыль»
- C) тактика занижения цены
- D) ценообразование на основе предельно высоких затрат
- E) конкурентное ценообразование

76. Find English equivalent for the following word: установка цены:

- A) pricing;
- B) anticipate;
- C) promotion;
- D) preference;
- E) discount.

77. Find English equivalent for the following word combination: средняя стоимость:

- A) additional cost;
- B) average cost;
- C) marginal costs;
- D) skimming price;
- E) standard price.

78. Find English equivalent for the following word combination: демпинговые цены:

- A) additional cost;
- B) dumping pricing;
- C) marginal costs;
- D) skimming price;

E) standard price.

79. Advertising can be classified into two broad categories:

A) informative and persuasive;

B) legal and decent;

C) newspapers and magazines;

D) legal and informative;

E) cost-effective and persuasive.

80. Complete the following sentence by choosing the one correct variant that best completes the sentence: The general goal of advertising is to _____ either immediately or in the future, and to do so profitably:

A) increase sales;

B) easy recognition;

C) sense of responsibility;

D) target consumer;

E) mass media.

81. Complete the following sentence by choosing the one correct variant that best completes the sentence: The function of advertising is to inform customers of goods or services and to _____ people's behaviour:

A) influence;

B) easy recognition;

C) sense of responsibility;

D) target consumer;

E) mass media.

82. Complete the following sentence by choosing the one correct variant that best completes the sentence: All advertisements should be prepared with a _____ to the consumer:

A) sense of responsibility;

B) easy recognition;

C) increase sales;

D) target consumer;

E) mass media.

83. Complete the following sentence by choosing the one correct variant that best completes the sentence: The advertising is intended to build familiarity and _____ of package or trademark:

A) target consumer;

B) sense of responsibility;

C) increase sales;

D) easy recognition;

E) mass media.

84. Find Kazakh equivalent for the following word: trademark:

- A) целевая аудитория
- B) продавцы
- C) торговая марка
- D) товар
- E) шкала цен

85. Find Kazakh equivalent for the following word combination:

direct mail:

- A) благоприятная возможность
- B) укрепить боевой дух
- C) почтовая реклама
- D) розничная торговая точка
- E) рекламная деятельность

86. Find Kazakh equivalent for the following word combination:

advertising efforts:

- A) рекламная деятельность
- B) укрепить боевой дух
- C) благоприятная возможность
- D) розничная торговая точка
- E) почтовая реклама

87. Find English equivalent for the following word: рекламная

информация:

- A) promotion;
- B) anticipate;
- C) message;
- D) preference;
- E) discount.

88. Find English equivalent for the following word combination:

увеличить объем продаж:

- A) build morale;
- B) build familiarity;
- C) increase sales;
- D) miss out;
- E) run the advertising campaign.

89. Find Kazakh equivalents for the following English sentence: In economic terms, a good is a physical object that can be purchased:

- A) В терминах экономики, товар - это физический объект, который можно купить
- B) Необходимость выбора происходит из-за проблемы нехватки

С) Природный ресурс может рассматриваться как движущая сила производства только в том случае, если он используется для производства товаров и оказания услуг

Д) Экономисты проводят жесткое разграничение между средствами производства и товарами народного потребления

Е) Технический прогресс в области компьютерной технологии, к примеру, значительно повысил эффективность на рабочем месте

90. Find Kazakh equivalents for the following English sentence: The need for making choices arises from the problem of scarcity:

А) Необходимость выбора происходит из-за проблемы нехватки

В) В терминах экономики, товар - это физический объект, который можно купить

С) Природный ресурс может рассматриваться как движущая сила производства только в том случае, если он используется для производства товаров и оказания услуг

Д) Экономисты проводят жесткое разграничение между средствами производства и товарами народного потребления

Е) Технический прогресс в области компьютерной технологии, к примеру, значительно повысил эффективность на рабочем месте

91. Find Kazakh equivalents for the following English sentence: A natural resource is considered a factor of production only when it is used to produce goods and to provide services:

А) Природный ресурс может рассматриваться как движущая сила производства только в том случае, если он используется для производства товаров и оказания услуг

В) В терминах экономики, товар - это физический объект, который можно купить

С) Необходимость выбора происходит из-за проблемы нехватки

Д) Экономисты проводят жесткое разграничение между средствами производства и товарами народного потребления

Е) Технический прогресс в области компьютерной технологии, к примеру, значительно повысил эффективность на рабочем месте

92. Find Kazakh equivalents for the following English sentence: Economists make an important distinction between capital goods and consumer goods:

А) Необходимость выбора происходит из-за проблемы нехватки

В) В терминах экономики, товар - это физический объект, который можно купить

С) Экономисты проводят жесткое разграничение между средствами производства и товарами народного потребления

D) Природный ресурс может рассматриваться как движущая сила производства только в том случае, если он используется для производства товаров и оказания услуг

E) Технический прогресс в области компьютерной технологии, к примеру, значительно повысил эффективность на рабочем месте

93. Find Kazakh equivalents for the following English sentence: Technological advances in the computer industry, for example, have increased efficiency in the workplace:

A) Экономисты проводят жесткое разграничение между средствами производства и товарами народного потребления

B) В терминах экономики, товар - это физический объект, который можно купить

C) Необходимость выбора происходит из-за проблемы нехватки

D) Природный ресурс может рассматриваться как движущая сила производства только в том случае, если он используется для производства товаров и оказания услуг

E) Технический прогресс в области компьютерной технологии, к примеру, значительно повысил эффективность на рабочем месте

94. Find English equivalents for the following Kazakh sentence: : Организации создаются для того, чтобы удовлетворять потребности общества:

A) Organizations are established to meet wants in society;

B) Stockholders are individuals who invest in a corporation by buying shares of stock;

C) A partnership is a business that is owned and controlled by two or more people;

D) Corporations can buy property and resources, hire workers, make contracts;

E) Growth and development of the firm are the only way to ensure its survival.

95. Find English equivalents for the following Kazakh sentence: Акционеры - это лица, которые вкладывают средства в корпорацию путем приобретения пакета акций:

A) Organizations are established to meet wants in society;

B) Stockholders are individuals who invest in a corporation by buying shares of stock;

C) A partnership is a business that is owned and controlled by two or more people;

D) Corporations can buy property and resources, hire workers, make contracts;

E) Growth and development of the firm are the only way to ensure its

survival.

96. Find English equivalents for the following Kazakh sentence: Товарищество - бизнес, которым владеют и управляют двое или более человек:

A) A partnership is a business that is owned and controlled by two or more people;

B) Organizations are established to meet wants in society;

C) Stockholders are individuals who invest in a corporation by buying shares of stock;

D) Corporations can buy property and resources, hire workers, make contracts;

E) Growth and development of the firm are the only way to ensure its survival.

97. Find English equivalents for the following Kazakh sentence: Корпорации имеют право приобретать собственность и ресурсы, нанимать рабочих, заключать контракты:

A) Corporations can buy property and resources, hire workers, make contracts;

B) Organizations are established to meet wants in society;

C) Stockholders are individuals who invest in a corporation by buying shares of stock;

D) A partnership is a business that is owned and controlled by two or more people;

E) Growth and development of the firm are the only way to ensure its survival.

98. Find English equivalents for the following Russian sentence: Рост и развитие фирмы - это единственный путь, чтобы гарантировать ее выживание

A) Growth and development of the firm are the only way to ensure its survival

B) Organizations are established to meet wants in society

C) Stockholders are individuals who invest in a corporation by buying shares of stock

D) A partnership is a business that is owned and controlled by two or more people

E) Corporations can buy property and resources, hire workers, make contracts

99. Find Russian equivalents for the following English sentence: A market can be defined as any form of contact between buyers and sellers for the purpose of buying and selling goods and services

А) Рынок можно определить как любую форму контакта покупателей и продавцов с целью покупки или продажи товаров и услуг

В) Было установлено, что социальное положение и род занятий часто определяют покупательские привычки потребителей

С) Сбор информации из различных источников, таких как государственная статистика, деловые и торговые издания, называется разработкой статистической документации

Д) На общий объем спроса на рынке будут оказывать влияние объем населения, его распределение по возрасту и государственная политика

Е) Исследования потребителя могут быть проведены Центрами маркетинговых исследований, специализирующимися на предоставлении производственным компаниям услуг такого рода

100. Find Russian equivalents for the following English sentence: It has been established that social position and occupation often determine consumers' buying habits

А) Было установлено, что социальное положение и род занятий часто определяют покупательские привычки потребителей

В) Рынок можно определить как любую форму контакта покупателей и продавцов с целью покупки или продажи товаров и услуг

С) Сбор информации из различных источников, таких как государственная статистика, деловые и торговые издания, называется разработкой статистической документации

Д) На общий объем спроса на рынке будут оказывать влияние объем населения, его распределение по возрасту и государственная политика

Е) Исследования потребителя могут быть проведены Центрами маркетинговых исследований, специализирующимися на предоставлении производственным компаниям услуг такого рода

101. Find Russian equivalents for the following English sentence: Gathering information from a variety of sources, such as government statistics and business and trade publications is called desk research

А) Рынок можно определить как любую форму контакта покупателей и продавцов с целью покупки или продажи товаров и услуг

В) Сбор информации из различных источников, таких как государственная статистика, деловые и торговые издания, называется разработкой статистической документации

С) Было установлено, что социальное положение и род занятий часто определяют покупательские привычки потребителей

Д) На общий объем спроса на рынке будут оказывать влияние объем населения, его распределение по возрасту и государственная политика

Е) Исследования потребителя могут быть проведены Центрами маркетинговых исследований, специализирующимися на предоставлении производственным компаниям услуг такого рода

102 Find Russian equivalents for the following English sentence: The total market demand will be influenced by the size and age distribution of the population and government policy

А) На общий объем спроса на рынке будут оказывать влияние объем населения, его распределение по возрасту и государственная политика

В) Рынок можно определить как любую форму контакта покупателей и продавцов с целью покупки или продажи товаров и услуг

С) Было установлено, что социальное положение и род занятий часто определяют покупательские привычки потребителей

Д) Сбор информации из различных источников, таких как государственная статистика, деловые и торговые издания, называется разработкой статистической документации

Е) Исследования потребителя могут быть проведены Центрами маркетинговых исследований, специализирующимися на предоставлении производственным компаниям услуг такого рода

103. Find Russian equivalents for the following English sentence: Consumer research can be carried out by the Market Research Centers which specialize in providing this service for manufacturing companies

А) Было установлено, что социальное положение и род занятий часто определяют покупательские привычки потребителей

В) Рынок можно определить как любую форму контакта покупателей и продавцов с целью покупки или продажи товаров и услуг

С) Исследования потребителя могут быть проведены Центрами маркетинговых исследований, специализирующимися на предоставлении производственным компаниям услуг такого рода

Д) Сбор информации из различных источников, таких как государственная статистика, деловые и торговые издания, называется разработкой статистической документации

1.) На общий объем спроса на рынке будут оказывать влияние объем населения, его распределение по возрасту и государственная политика

104. Find English equivalents for the following Russian sentence: Четыре «Р» - товар, цена, продвижение, место могут сочетаться различным образом

A) The four Ps - product, price, promotion and place - can be combined in different ways

B) A low price may make consumers suspicious

C) If the price of the product is higher it means that the quality of the product is higher

D) The firm usually gives a discount for bulk buying

E) The launching of a new product usually needs a lot of advertising

105. Find English equivalents for the following Russian sentence: Низкая цена может вызвать у потребителей подозрение

A) The firm usually gives a discount for bulk buying

B) The four Ps - product, price, promotion and place - can be combined in different ways

C) If the price of the product is higher it means that the quality of the product is higher

D) A low price may make consumers suspicious

E) The launching of a new product usually needs a lot of advertising

106. Find English equivalents for the following Russian sentence: Если цена товара выше, это означает, что качество товара выше

A) If the price of the product is higher it means that the quality of the product is higher

B) The four Ps - product, price, promotion and place - can be combined in different ways

C) A low price may make consumers suspicious

D) The firm usually gives a discount for bulk buying

E) The launching of a new product usually needs a lot of advertising

107. Find English equivalents for the following Russian sentence: Фирма обычно предоставляет скидку на оптовые закупки

A) The launching of a new product usually needs a lot of advertising

B) The four Ps - product, price, promotion and place - can be combined in different ways

C) A low price may make consumers suspicious

D) If the price of the product is higher it means that the quality of the product is higher

E) The firm usually gives a discount for bulk buying

**108. Find English equivalents for the following Russian sentence:
Выпуск нового товара на рынок обычно требует много рекламы**

- A) The launching of a new product usually needs a lot of advertising
- B) The four Ps - product, price, promotion and place - can be combined in different ways
- C) A low price may make consumers suspicious
- D) If the price of the product is higher it means that the quality of the product is higher
- E) The firm usually gives a discount for bulk buying

109. Match the words with their definitions: produce:

- A) To make things for sale;
- B) An amount of money that you must pay to the government;
- C) When a person has his own company and he produces, buys or sells goods or services;
- D) It helps you to buy things;
- E) The right to choose between several things.

110. Match the words with their definitions: money:

- A) It helps you to buy things;
- B) An amount of money that you must pay to the government;
- C) When a person has his own company and he produces, buys or sells goods or services;
- D) To make things for sale;
- E) The right to choose between several things.

111. Match the words with their definitions: tax:

- A) The right to choose between several things;
- B) It helps you to buy things;
- C) When a person has his own company and he produces, buys or sells goods or services;
- D) To make things for sale;
- E) An amount of money that you must pay to the government.

112. Match the words with their definitions: choice:

- A) An amount of money that you must pay to the government;
- B) It helps you to buy things;
- C) When a person has his own company and he produces, buys or sells goods or services;
- D) To make things for sale;
- E) The right to choose between several things.

113. Match the words with their definitions: business:

- A) It helps you to buy things;
- B) When a person has his own company and he produces, buys or sells goods or services;

- C) The right to choose between several things;
- D) To make things for sale.
- E) An amount of money that you must pay to the government

114. Choose the right variant and complete the sentences: The system by which a country's money and goods are produced and used is called _____:

- A) resource;
- B) economy;
- C) economist;
- D) employ;
- E) use.

115. Choose the right variant and complete the sentences: Kazakhstan is rich in mineral _____:

- A) use;
- B) economy;
- C) economist;
- D) employ;
- E) resource.

116. Choose the right variant and complete the sentences: The main aim of an _____ is to study the way in which money and goods are produced and used and the systems of business and trade:

- A) resource;
- B) economy;
- C) economist;
- D) employ;
- E) use.

117. Choose the right variant and complete the sentences: I always _____ this sort of toothpaste:

- A) resource;
- B) economy;
- C) use;
- D) employ;
- E) economist.

118. Choose the right variant and complete the sentences: The company _____ 2000 people worldwide:

- A) employs;
- B) economy;
- C) resource;
- D) use;
- E) economist.

**119. Find English equivalents for the following Russian sentence:
Цена является одним из многих факторов, которые определяют спрос на товар**

A) Price is one of many factors that determine the demand for a product

B) Supermarkets frequently adopt loss leader pricing to encourage people into the stores

C) Sometimes firms charge different prices for a similar product

D) When a company tries to establish a market share it adopts penetration pricing

E) The success of non-price competition depends on packaging and design of the product

**120. Find English equivalents for the following Russian sentence:
Успех неценовой конкуренции зависит от упаковки и оформления товара**

A) The success of non-price competition depends on packaging and design of the product

B) When a company tries to establish a market share it adopts penetration pricing

C) Price is one of many factors that determine the demand for a product

D) Supermarkets frequently adopt loss leader pricing to encourage people into the stores

E) Sometimes firms charge different prices for a similar product

Словарь

А

ad valorem tax – налог на стоимость

adjusted gross income (AGI) – скорректированный валовой доход

adjustment – корректировка, регулировка, согласование

aggregate - совокупная величина

aggregate demand curve - кривая совокупного спроса

aggregate supply curve - кривая совокупного предложения

allocation of resources – распределение ресурсов

appreciation – подорожание, высокая оценка

appropriability – соответствие условиям ассигнования

asking price - первая цена, называемая продавцом; начальная цена

assessment – оценка имущества (либо чего-то другого) для обложения налогом

asset-substitution effect - эффект замещения активов

assets - активы

asset-backed security — ABS - ценные бумаги, обеспеченные активами

average cost - средние затраты

average revenue – средняя выручка

average tax rate - средняя ставка налога

average hourly earnings - средняя зарплата за час

В

balance of payments – платежный баланс

balance on capital account – сальдо счета операций с капиталом

Balance sheet – отчет (таблица) о финансовом состоянии, например банка или компании. В нем указаны активы, обязательства, собственный капитал компании (банка).

balanced budget – сбалансированный бюджет

beggar-thy-neighbor policy - политика, «разоряющая» соседа

bill - вексель

bond – о б л и г а ц и я

boom – бум, рост

borrowing constraint – ограничение заимствований

budget deficit (surplus) – бюджетный дефицит (излишек)

budget line – статья бюджета

budget outlay – бюджетные расходы

business confidence - доверие в деловой среде

business fixed investment - капиталные вложения бизнеса

C

capital - капитал

capital goods - средства производства

case law – прецедент, прецедентное право

cash flow - поток наличных денег, ликвидности

cash profit - наличная прибыль

ceiling prices – максимальные цены

Central Bank – Центральный банк

chronic inflation – хроническая инфляция

clean floating – свободно плавающий обменный курс

collateral – залоговое обеспечение

commercial paper – коммерческий вексель

commodity money – товарные деньги

common currency – единая валюта

common stock – обычные акции

comparative advantage – сравнительное преимущество

compensated labor supply curve – компенсированная кривая предложения труда

compensated saving supply curve – компенсированная кривая предложения сбережений

competition – конкуренция

creditor - кредитор

current account balance - баланс (сальдо) по текущим операциям

D

day order - рыночные ордера, которые действуют в течении одного дня до какого-либо времени.

day's spread - дневная разница курсов - разрыв между курсом покупателя и курсом продавца за торговый день

day trading - открытие и закрытие торговой позиции за один рабочий день

debt finance - финансирование посредством получения займов

debt servicing - обслуживание долга

debt to equity ratio - коэффициент финансового левериджа

default – неплатеж. дефолт

deflation - дефляция

delta - дельта - отношение цены опциона к наличной цене финансового инструмента, лежащего в его основе.

deposit - депозит

direct finance - прямое финансирование

discount – дисконт, скидка

1). Разница между ценой эмиссии ценной бумаги и ее текущей рыночной ценой.

2). Разница между наличным и форвардным валютным курсом.

discount rate - учетная ставка, по которой на денежном рынке учитываются векселя.

discontinued hedge - прерванное хеджирование, при котором сделка превращается из страховой в спекулятивную.

disposable income - свободные средства, располагаемый доход

distributions - распределение дохода.

divergence - дивергенция, расхождение.

diversification - диверсификация

double bottom - двойное дно

double top - двойная вершина

down payment - первый взнос

down trend – нисходящий тренд

down trendline - нисходящая линия тренда

Е

earning power – доходность

earnings - доходы (прибыль)

earnings before interest and taxes - EBIT - доходы до вычета процентов и налогов

earnings per share - EPS - доход на акцию

earnings retention ratio - коэффициент удержания прибыли (от распределения по акциям)

earnings yield - показатель доходности

economic union - экономический союз

effective annual interest rate - действующая годовая процентная ставка

effective rate - фактическая (действующая) ставка

efficient portfolio - эффективный портфель

embedded option - внутренний опцион

emerging markets - EM - развивающиеся рынки

equityholder - акционер

equity market - рынок акций

equity multiplier - коэффициент собственного капитала

equity options - опционы на акции

equilibrium rate - норма равновесия, уравновешенная ставка

curobond - евро облигация
eurocurrency – евровалюта - евро
eurodollar bonds - евродолларовые облигации или евро облигации, номинированные в долларах США
excess reserves - избыточные резервы
exchange – биржа
exchangeable Security - ценная бумага, подлежащая обмену
exchange controls - валютный контроль
exchange rate - обменный курс
exchange traded funds (ETF) - биржевые индексные фонды - то есть такие фонды, паи (акции) которых котируются на бирже.
ETF – это ценная бумага, с которой можно проводить те же операции, что и с обычными акциями на крупнейших мировых рынках.

expiration - истечение срока действия опциона
external market - внешний рынок
extinguish - погашать долг
existing home sales - данные по продажам недвижимости на вторичном рынке

F

factory orders - производственные заказы
federal funds rate - процентная ставка по федеральным фондам
financial instrument - финансовые инструменты.
financial markets - финансовые рынки
fiscal year - бюджетный год
fixed exchange rate, stable exchange rate - фиксированный обменный курс
fixed-income trading - торговля ценными бумагами с фиксированной доходностью
fixed interest rate - фиксированная процентная ставка
fixed investments - инвестиции в основной капитал
flat – цена находится в узком диапазоне (ни повышается, ни падает)
floating exchange rate - плавающий обменный курс
floating interest rate - плавающая процентная ставка
flow - поток.
food price index - индекс цен на продовольственные товары
food stamps - продовольственные талоны
forecast - прогноз
foreign exchange - обмен зарубежной валюты

forex - форекс, международный валютный рынок
forward deal - форвардный договор
forward guidance - политика обнародования дальнейших действий
fundamental analysis - фундаментальный анализ
futures – фьючерс
futures contract - фьючерсный контракт
futures deal - фьючерсная сделка

G

gearing – леведедж
general cash offer – выпуск наличных денег
gilts – привелигированные ценные бумаги
golden parachute – азолотой парашют
gold exchange standard – золотой стандарт
gold standard – золотой стандарт
government debt – государственный долг
government bond – государственные облигации
Government National Mortgage Association (Ginnie Mae) –
национальное ипотечное кредитное бюро
government securities – государственные ценные бумаги
growth rates – темп роста

H

hedge fund – хедж-фонд
hedge ratio – коэффициент хеджирования
hedging – хеджирование
hedging instruments – инструменты хеджирования
housing starts – строительство новых домов

I

income bond - доходная облигация
income stock - доходная акция
industry - отрасль промышленности
inflation - инфляция
inflation risk - инфляционный риск
breakeven inflation rate - средняя ожидаемая инфляция на
горизонте обращения облигаций
input prices - цены средств производства
insider - инсайдер
insider trading – инсайдерская торговля - операции с ценными
бумагами на основе конфиденциальной информации

insolvent - неплатежеспособный
institutional investors - институциональные инвесторы
intangible asset - нематериальные активы
interest coverage ratio - коэффициент покрытия процентных ставок
interest rate - процентная ставка
intermediate-term – среднесрочный - от нескольких месяцев до нескольких лет.

intermediation - посредничество
internal market - внутренний рынок
International Monetary Fund - Международный валютный фонд
investment income - доход от капиталовложений
investments - инвестиции (капиталовложения)
investor – инвестор
issue - эмиссия (ценных бумаг)

К

key interest rates – основные процентные размеры
key money rate/central rate – ключевая денежная ставка /
центральная ставка

L

labour force participation rate – уровень участия рабочей силе
leverage – леверидж
liquid – ликвидность
liquidity constraint – өтімділікті шектеу
loan – ссуда
loan loss reserve – резерв кредитных ресурсов
loanable funds – кредитные средства
long run – долгосрочный
long run break even price – долгосрочная цена безубыточности
long term contracts – долгосрочные договора

М

M1, M2, M3 – денежные агрегаттары
macroeconomic model – макроэкономическая модель
manufacturing – производство
microeconomics – микроэкономика
marginal tax rate – маргинальная налоговая ставка
market liquidity – рыночная ликвидность
market price – рыночная цена
mis-selling (часто misselling) – незаконная продажа

money market (MM) – операции на денежном рынке
money supply – денежное предложение
money market fund – инвестиционный фонд на денежном рынке
moving average – неподвижная среда

N

natural rate of interest – процентный размер
net foreign assets – чистые внешние активы
net foreign investment – чистые иностранные активы
nonfarm payrolls – елде ауыл шаруашылығына арналған ақылы
төлемдер үшін жұмысқа орналасу
national income – национальные доход
national product – национальный продукт
net assets – чистые активы

O

obligation - облигация - ценная бумага, расписка, закрепляющая
обещание должника (дебитора) заплатить заём с процентами
off-balance-sheet activities - забалансовые (внебалансовые)
операции (виды деятельности, не затрагивающие балансовые статьи
активов или обязательств)
off-balance-sheet account - забалансовый (внебалансовый) счет
open market operations – операции на открытом рынке
operating earnings - операционные доходы
opportunity costs – альтернативные издержки
order - ордер
outflow (inflow) of capital – отток (приток) капитала
output gap - разрыв между фактическим и потенциальным
объёмом производства
output prices - цены выпускаемой продукции
outsiders – аутсайдеры
oversold - перепроданность рынка

P

par value – номинальный доход
payroll jobs – обеспечение рабочими местами
perfect complements – идеальные дополнения
permanent income – постоянный доход
personal consumption expenditure – индивидуальные
потребительские затраты
poverty – бедность

poverty line – линия бедности
present value – текущая стоимость
price – цена
price ceiling – потолок цен
price elasticity of demand – эластичность спроса
price floor – низкий порог цен
private fixed capital – основной капитал
private saving – индивидуальный сбор

Q

Quantitative easing – количественное смягчение

R

rally – ралли, модернизация рынка, длительное движение цен в одном направлении
range – диапазон
ratios – коэффициент
rebalancing – балансовое изменение
rebound – возврат
redemption yield – доходность выкупа
resistance – сопротивление
resistance level – уровень сопротивления
retail price – индекс розничных цен
retail sales – розничная торговля
Retracement – коррекция
risk premium – вознаграждение по рискам
risk spread – спред риска

S

saving – сбор
savings deposits – пошрины
seasonally adjusted data – исправленные данные для сезонных изменений
securities – ценная бумага
shock - шок
short sale - короткая продажа дома-это такие продажи, согласно которым предлагаемая рыночная цена дома меньше остатка ссудного долга.
short run – краткосрочный период
short run average cost – среднекраткосрочные затраты
short run marginal cost – краткосрочные маргинальные расходы

shortage - дефицит
spot price - текущая цена
surplus (deficit) on current account –профицит текущего счета

T

target zone – целевая зона
targeting – целевая государственная политика
tax evasion – уклонения от уплаты налогов
taxable income – налогооблагаемая прибыль
taxes – налоги
terms of trade – торговые термины
term premiums – срочные премии
threshold price – предельная цена
time deposits – временные вклады
trade balance – торговый баланс
transaction costs – транзакционные издержки

U

unemployment – безработица
unemployment insurance – страхования от безработицы
unemployment rate – уровень безработицы

V

vacancies – свободные рабочие места
value added – добавочная стоимость
venture capital – венчурный капитал

W

wait unemployment – ожидаемая безработица
World Bank – Всемирный банк

Y

yield – рентабельность
yield curve – кривая прибыли
yield of bond – процентный доход по облигациям
yield spread – спред доходности - разница между доходностями по двум различным долговым инструментам, рассчитываемая путем вычитания доходности одного инструмента из доходности другого.

Литература

- 1 Аванесян Ж. Г. Английский язык для экономистов. – Москва, 2016. – 312 с.
- 2 Коморовская С. Д. Мировая экономика. – Москва, 2015. – 343 с.
- 3 The Business : Pre–intermediate : student's book. Oxford : Macmillan, 2014.
- 4 Жаворонкова И. А. Методические указания к практическим занятиям по английскому языку по теме «Этика бизнеса. Деловые задания». Часть 2. – М. : Изд-во РЭА, 2013.
- 5 Федотова С. А. Методические указания к практическим занятиям по английскому языку по теме «Этика бизнеса. Деловые задания». Часть 1. М.: Изд-во РЭА, 2013.
- 6 Жданова И. Ф. Новый англо-русский экономический словарь. / И. Ф. Жданова. – М. : Рус. яз. – Медиа, 2015. – VIII, 1025 с.
- 7 Harris, Neil. Business Economics. Theory and Application. Butterworth Heinemann, 2013. – 373.

Содержание

	Введение	3
1	Модуль. Тексты и задания для изучения	4
2	Модуль. Тексты для чтения	25
3	Модуль. Тестовые задания	33
	Словарь	57
	Литература	66

А. Х. Амерханова, М. К. Каримбергенова, Б. С. Есенгельдин

**ПРОФЕССИОНАЛЬНО-ОРИЕНТИРОВАННЫЙ
ИНОСТРАННЫЙ ЯЗЫК
(АНГЛИЙСКИЙ ЯЗЫК)**

Учебное пособие

Технический редактор З. Ж. Шокубаева
Ответственный секретарь З. С. Искакова

Подписано в печать 19.04.2019 г.

Гарнитура Times.

Формат 60x90/16. Бумага офсетная.

Усл.печ. л. 3,91. Тираж 300 экз.

Заказ № 3410

Издательство «Toraighyrov University»
Павлодарского государственного университета
имени С. Торайгырова
140008, г. Павлодар, ул. Ломова, 64