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Кафедра английского языка гуманитарных факультетов

ENGLISH
for Office Work

Achievement Tests

Английский язык
для работы в офисе

Итоговые тесты для студентов, обучаю-
щихся по специальности
«Документоведение»

Учебное пособие для студентов

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УДК
ББК

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Итоговые тесты предназначены для аудиторной и самостоятельной работы студентов и направлены на выявление уровня приобретенных ими знаний и компетенций по английскому языку при работе в офисе с документацией и в сфере бизнеса.

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ПРЕДИСЛОВИЕ

Сборник тестов – один из обязательных компонентов учебно-методического комплекса по английскому языку для студентов специальности «Документоведение» наряду с базовым учебником профессионально ориентированного характера, практикумом для контролируемой самостоятельной работы студентов и методическими рекомендациями для преподавателей.

Его цель – выявить уровень приобретенных студентами компетенций по английскому языку, необходимых для работы с документацией, в офисе и в сфере бизнеса, т.к. профессиональное иноязычное общение является функционально значимым блоком в системе подготовки современного специалиста.

Пособие построено в соответствии со структурой базового учебника: тесты по 16 тематическим разделам объединены в пять модулей «Office Work», «Correspondence», «Business», «Finance», «Trade».

В каждом разделе представлены два вида тестов. «Assessment Test» выявляет уровень знания профессиональной терминологии, усвоенной в процессе изучения курса, и умения использовать ее в контексте. «Fluency Test» – задания с выбором одного правильного ответа, определяют общий уровень владения иностранным языком в профессиональной сфере. Итоговый тест по модулю – «Revision and Consolidation».

Для оценки тестов может использоваться следующая шкала:

100-96% правильных ответов – 10 баллов, 95-91% – 9, 90-86% – 8, 85-81% – 7, 80-76% – 6, 75-71% – 5, 70-66% – 4, 65-61% – 3, ≤60% – 2.

Работа над тестами распределялась следующим образом: тесты к модулю *Office Work* подготовили С. В. Воробьева и О. Б. Тесевич, *Correspondence* – С. В. Воробьева, *Business* – Е. Н. Филимонова и С. В. Воробьева, *Finance* – О. Б. Тесевич, *Trade* – Л. Н. Туманова.

OFFICE WORK

1. RECORDS MANAGEMENT

Assessment Test 1

A. Supply the words and phrases with the Russian equivalents:

- | | | | | |
|--------------|------------|-------------------|-----------------|---------------|
| 1. archive | 2. clerk | 3. filing system | 4. encompass | 5. multimedia |
| 6. records | 7. folder | 8. filing cabinet | 9. retrieval | 10. storeroom |
| 11. registry | 12. verify | 13. strongroom | 14. transaction | 15. backlog |

B. Supply the words and phrases with the English equivalents:

1. документооборот, 2. создание документации, 3. хранение, 4. группирование записей, 5. обработка данных, 6. центральное хранилище, 7. текущая документация, 8. периодическое изучение, 9. переходный период, 10. глиняные таблички, 11. пергамент, 12. в мировом масштабе, 13. оценочный механизм, 14. жизненный цикл документа, 15. доступ к информации.

C. Translate the text below into Russian:

Practicing Records Management

The practice of records management involves:

- planning the information needs of an organization;
- identifying information requiring capture;
- creating, approving, and enforcing policies and practices regarding records, including their organization and disposal;
- developing a records storage plan, which includes the short and long-term housing of physical records and digital information;
- identifying, classifying, and storing records;
- coordinating access to records internally and outside of the organization, balancing the requirements of business confidentiality, data privacy, and public access;
- executing a policy on the disposal of records which are no longer required for operational reasons; according to organizational policies, and other regulations this may involve either their destruction or permanent preservation in an archive.

Records management principles and automated records management systems facilitate the capture, classification, and ongoing management of records throughout their lifecycle. Such a system may be paper based or may be a computer system, such as an electronic records management application.

While government, legal, and healthcare entities have a strong historical records management discipline, general record-keeping of corporate records has been poorly standardized. Records management is often seen as an unnecessary or low priority administrative task that can be performed at the lowest levels within an organization. However, records management is in fact the responsibility of all individuals within an organization and the corporate entity.

D. Translate the text below into English:

Документоведение

Документоведение – это практика сохранения документации организации с момента ее создания до последующей утилизации. Оно включает классификацию, хранение, обеспечение безопасности и уничтожение (или в некоторых случаях, архивное сохранение) документов. Ведение документации в первую очередь касается свидетельств деятельности организации и применяется соответственно ценности документов, а не их физической форме: материальной (physical) или электронной.

В прошлом термин «документоведение» использовался только для обозначения управления документами, которые вышли из повседневного использования, но которые еще необходимо сохранять – «полутекущая» или «неактивная» документация, часто хранящаяся в подвалах или вне организации. Современное значение этого термина относится ко всему жизненному циклу документа – от создания вплоть до окончательного уничтожения. Документоведение подразумевает эффективный и систематический контроль над созданием, получением, хранением, использованием и уничтожением документации.

Документация на бумажных и других материальных носителях требует бережного обращения. Документы должны храниться таким образом, чтобы они были доступны и защищены от вредного воздействия окружающей среды. Обычный бумажный документ может храниться в шкафу в офисе. Некоторые организации используют для хранения документации специальные хранилища и сейфы, оборудованные датчиками (sensors) температуры и влажности. Документы особой важности должны храниться в сейсмостойких безопасных хранилищах, защищенных от пожаров, наводнений, землетрясений и войн.

Ведение электронной документации имеет свои особенности. Трудно обеспечить сохранение структуры и содержания документов, которые не

имеет материального воплощения. Особые проблемы существуют относительно возможности доступа и прочтения электронных документов с течением времени. Быстрые темпы изменений в технологии могут сделать программное обеспечение, использованное для создания документов, устаревшим, а сам документ – нечитаемым.

Fluency Test 1

Choose the correct item to fill in the gaps:

1. Records management is a relatively ... discipline.
a. new b. modern c. contemporary d. old
2. Records management is concerned ... the processing of records.
a. – b. with c. about d. for
3. Records management as a distinct discipline is a twentieth century
a. trend b. event c. phenomenon d. occurrence
4. A (an) ... is a general description or report about a particular situation.
a. study b. survey c. examination d. assessment
5. A single number which represents a fact or measurement is called
a. data b. statistics c. information d. records
6. The manner of records creation differs ... institution to institution.
a. from b. in c. than d. from an
7. The methods of ... records have undergone changes over time.
a. management b. handling c. handle d. treatment
8. If the records exist and they are not well managed it is difficult to achieve
a. effect b. affect c. impact d. efficiency
9. A ... a piece of office furniture that has drawers for storing letters, reports etc.
a. filing box b. filing dresser c. filing cabinet d. filing system
10. Information in a form that can be stored and used is called
a. data b. statistics c. facts d. news
11. A (an) ... is a large amount of data stored in a computer system so that you can find and use it easily.
a. database b. statistics c. information d. file
12. Information moves through ... distinct phases of its life cycle.
a. two b. four c. three d. five

13. A ... is a collection of information on a computer stored under a particular name.
 - a. document
 - b. record
 - c. data
 - d. file
14. The files must be ... enabling all who are interested to find with ease the information that is required because all the details are true.
 - a. precise
 - b. accurate
 - c. interesting
 - d. exact
15. A basic principle of records management is that information should be
 - a. collected and stored
 - b. found and kept
 - c. distinguished and separated
 - d. stored and separated
16. At the creation and through the active usage, the records are said to be
 - a. current
 - b. non-current
 - c. semi-current
 - d. archives
17. As the rate of usage of records declines from the active and becomes frequent, the records are said to be
 - a. current
 - b. non-current
 - c. semi-current
 - d. archives
18. As the rate of usage of records declines from the frequent to infrequent, the records are said to be
 - a. current
 - b. non-current
 - c. semi-current
 - d. archives
19. A mistake is often made by ... non-current records to archives.
 - a. equating
 - b. equation
 - c. equity
 - d. equalizing
20. A ... is a special room where valuable objects can be kept safely.
 - a. storeroom
 - b. strongroom
 - c. saferoom
 - d. stockroom
21. A ... is a place where all the information used by an organization is kept.
 - a. catalogue
 - b. record
 - c. register
 - d. registry
22. It is very difficult at times to distinguish ... records and archives.
 - a. –
 - b. between
 - c. from
 - d. of
23. Unless the records are transferred to the storeroom the system becomes ... by information.
 - a. being burdened
 - b. having burdened
 - c. burdening
 - d. burdened
24. An ... is a formal examination or settlement of account.
 - a. accessment
 - b. assessment
 - c. acsess
 - d. access
25. Decision makers rely ... being able to receive information timeously.
 - a. on
 - b. at
 - c. from
 - d. to
26. Records having an enduring value and therefore meriting permanent retention are referred to as
 - a. current
 - b. non-current
 - c. semi-current
 - d. archives

27. Archives are not always synonymous ... non-current records.
 a. to b. with c. of d. on
28. ... is a type of paper made from a plant like grass that grows in water and used in ancient Egypt.
 a. script b. parchment c. papyrus d. manuscript
29. ... a material used in the past for writing on, made from the skin of a sheep.
 a. vellum b. parchment c. papyrus d. manuscript
30. A clay tablet looks like a
 a. pill b. slab c. drug d. capsule
31. The earliest records and archives can be traced ... Ancient Civilizations.
 a. by b. back c. to d. with
32. The ... of records from the office to the storeroom is an absolute must for the better functioning of any records system.
 a. retirement b. leaving c. retreat d. departure
33. The medium ... which information was recorded differed from society to society.
 a. on b. at c. with d. to
34. Records are kept to facilitate officials being held ... to the public.
 a. friendly b. charged c. accountable d. loyal
35. In many countries records systems have not kept ... with rapidly changing information requirements.
 a. pace b. race c. face d. base
36. A ... is a method of illegally getting money from someone, often by using clever and complicated methods.
 a. fraught b. frog c. fraud d. freight
37. An official process of counting a country's population and finding out about the people is referred to as a
 a. censes b. censor c. census d. senses
38. A ... is someone who is responsible for looking after a public building or a collection of valuable objects.
 a. clerk b. supervisor c. custodian d. manager
39. To use something effectively means to ... it.
 a. waste b. misuse c. utilize d. abuse
40. A ... is someone who keeps records or accounts in an office.
 a. receptionist b. manager c. assistant d. clerk

2. IN THE OFFICE

Assessment Test 2

A. Supply the words and phrases with the Russian equivalents:

- | | | | | |
|------------|-----------|-------------------|-------------|--------------|
| 1. agenda | 2. desk | 3. filing cabinet | 4. memo | 5. team work |
| 6. benefit | 7. pile | 8. photocopier | 9. minutes | 10. privacy |
| 11. survey | 12. value | 13. equipment | 14. support | 15. newcomer |

B. Supply the words and phrases with the English equivalents:

1. коллега, 2. работник, 3. работодатель, 4. продвижение по службе, 5. рабочая сила, 6. предварительная запись на прием, 7. вести протокол, 8. начальник, 9. захламленный стол, 10. производительность труда, 11. канцелярские принадлежности, 12. телефонные переговоры, 13. быть довольным, 14. работа с документами, 15. планировка офиса.

C. Translate the text below into Russian:

Office Layout

An office is generally a room or other area in which people work, but may also denote a position within an organization with specific duties attached to it. In legal writing, a company or organization has offices in any place that it has an official presence.

There are many different ways of arranging the space in an office and while these vary according to function, managerial fashions and the culture of specific companies can be even more important.

Choices include, how many people will work within the same room. At one extreme, each individual worker will have their own room; at the other extreme a large open plan office can be made up of one main room with tens or hundreds of people working in the same space. Open plan offices put multiple workers together in the same space, and some studies have shown that they can improve short-term productivity, i.e. within a single software project. At the same time, the shrinkage of privacy and security can increase the incidence of theft and loss of company secrets.

A type of compromise between open plan and individual rooms is provided by the cubicle (кабинка), which solves visual privacy to some extent, but often fails on acoustic separation and security. Most cubicles also require the workers to sit with their backs towards anyone who might be approaching;

workers in walled offices almost always try to position their normal work seats and desks so that they can see someone entering, and in some instances, install tiny mirrors on things such as computer monitors.

D. Translate the text below into English:

Корпоративная культура

Корпоративная культура – совокупность моделей поведения, которые приобретены организацией в процессе работы, показавшие свою эффективность и разделяемые большинством членов организации.

Выделяют «положительную» и «отрицательную» культуры. Культура организации положительна, если она способствует эффективному решению проблем, росту производительности, принятию верных управленческих решений. Отрицательная культура – источник общего хаоса. Характер культуры организации проявляется через систему отношений:

1. отношение работников к своей профессиональной деятельности;
2. отношение работников к предприятию;
3. функциональные и межличностные отношения сотрудников.

В фирмах с «**отрицательной**» культурой преобладают равнодушие, слепое подчинение, консерватизм, антипатия. В таких компаниях отмечается ряд проблем: наличие слухов и сплетен; недоверие к руководителям; высокая текучесть (fluctuation) кадров. Работники присутствуют физически, но интеллектуально и эмоционально «отсутствуют», работают в течение дня несколько часов, недостаточно качественно, искусственно растягивают время выполнения задания, а остальное время уходит на чаепитие, непроизводительные разговоры и т.д.

Позитивная культура имеет следующие особенности:

- Сотрудник воспринимает себя как субъект, чья профессиональная деятельность влияет на общую результативность деятельности предприятия.
- Сотрудник осознает ответственность за общий продукт совместной деятельности организации. Добросовестное отношение к своим обязанностям становится нормой поведения.
- Сотрудник нацелен на поиск и воплощение наиболее оптимальных способов осуществления своей деятельности. Трудовая деятельность приобретает творческий характер. Формируется атмосфера общей увлеченности своей работой.
- Успешность сотрудника становится основанием для самоуважения и уважения со стороны коллег. Повышается эффективность делового взаимодействия, устанавливаются доброжелательные межличностные отношения в коллективе.

Fluency Test 2

Choose the correct item to fill in the gaps:

1. A ... is a standard of what you should wear for particular situations.
a. dress-code b. uniform c. costume d. suit
2. Someone who works with you and has a similar position is your ...
a. newcomer b. colleague c. subordinate d. assistant
3. ... is sympathetic encouragement and help that you give to someone.
a. Hope b. Support c. Optimism d. Trust
4. Workers of a small office have opportunities to learn ... their colleagues.
a. of b. away c. after d. from
5. Many people who work in small offices feel quite content ... their lives.
a. of b. from c. about d. with
6. A friendly office environment helps push work
a. along b. – c. across d. around
7. The idea of corporate wellness is to match the needs and values of employees with those of the
a. country b. competitor c. company d. customer
8. What employees particularly like in small offices is
a. a sense of community b. a formal dress code c. an infrastructure of people to help them d. career prospects
9. A short official note to another person in the same company is called a
a. letter b. memo c. postcard d. slip
10. A small or narrow piece of paper is called a
a. letter b. memo c. postcard d. slip
11. To cover the space with too many things so that it looks untidy means to ... it.
a. tackle b. clutter c. cluster d. backlog
12. Office desks are often piled high ... letters, print-outs and faxes.
a. – b. of c. with d. from
13. Someone who is in charge of a meeting or directs the work of a committee or organization is called a
a. chairleader b. cheerleader c. chairperson d. cheerpersion

14. A large high open space in a tall building is called a (an)
 a. pool b. entrance c. room d. atrium
15. The people who work for a business are called its
 a. labour b. workforce c. staff d. manpower
16. ... are all the people who work in a particular country or industry.
 a. Labour b. Workforce c. Staff d. Personnel
17. ... is (are) an official written record of what is said and decided at a meeting.
 a. An agenda b. Minutes c. A protocol d. A procedure
18. A (an) ... is a list of the subjects to be discussed at a meeting.
 a. an agenda b. minutes c. a protocol d. a procedure
19. Mrs Lavelle is ... a meeting at the moment.
 a. into b. on c. in d. –
20. The telephone response to the question “Could I speak to Mr. Hudson, please?” is
 a. Yes, I’m here today. b. That’s OK. I’ll hold. c. No, thanks. I’ll call back. d. Yes. Speaking.
21. The telephone sentence “...” may follow “Sorry, but the line is engaged”.
 a. Can I help you? b. I’ll transfer you. c. Would you like to hold? d. Good morning.
22. The sentence “Can I leave a message?” is the response to the following “...”.
 a. The line is busy. b. I’ll transfer you. c. The line is free. d. Speaking.
23. A secretary says on the phone: “The line is free now. I’m putting you ...”.
 a. through b. across c. ahead d. on
24. A secretary says on the phone: “Could you speak The line is bad.”
 a. on b. off c. up d. out
25. A secretary says on the phone: “I’m afraid she’s ... another line.”
 a. in b. with c. at d. on
26. The time between about nine in the morning and five in the afternoon, when the people in offices are working, is called
 a. office time b. office hours c. working time d. working hours
27. ... workers do hard or dirty work with their hands.
 a. Dark-collar b. Pink-collar c. White-collar d. Blue-collar

28. ... workers are people who work in offices, banks etc.
 a. Clean-collar b. Pink-collar c. White-collar d. Blue-collar
29. I'll have to ask my ... for a day off.
 a. wife b. boss c. subordinate d. secretary
30. You can ring my ... to make an appointment.
 a. wife b. boss c. subordinate d. secretary
31. An open-plan office
 a. doesn't have walls divid-
ing it into
rooms b. doesn't
have doors
dividing it
into rooms c. is open 24
hours a day d. works 24
hours a day
32. The manager has all the meeting's details ... computer.
 a. with b. on c. in d. at
33. She loaded the new
 a. system b. hardware c. software d. base
34. ... is computer machinery and equipment, as opposed to the programmes that make computers work.
 a. system b. hardware c. software d. base
35. A ... is a special board on a wall which notices can be fixed to.
 a. billboard b. whiteboard c. blackboard d. noticeboard
36. A ... is a machine that prints letters of the alphabet onto paper.
 a. typewriter b. copier c. typist d. printer
37. A photocopier is a machine used for making
 a. photographic
copies b. photo-
graphs c. copies of
photographs d. photographs
of copies
38. ... is materials that you use for writing, such as paper, pens, pencils etc.
 a. Hardware b. Stationary c. Confectionary d. Stationery
39. You are a very ... secretary.
 a. efficient b. effective c. affective d. defective
40. Our cooperation is
 a. efficient b. effective c. affective d. defective

3. JOB HUNTING

Assessment Test 3

A. Supply the words and phrases with the Russian equivalents:

- | | | | | |
|------------|--------------|------------------|---------------|-----------------|
| 1. job | 2. résumé | 3. application | 4. reference | 5. experience |
| 6. hire | 7. interview | 8. employment | 9. occupation | 10. promotion |
| 11. career | 12. CV | 13. cover letter | 14. employee | 15. certificate |

B. Supply the words and phrases with the English equivalents:

1. искать работу, 2. занятость, 3. безработица, 4. работодатель, 5. получить повышение, 6. общее впечатление, 7. общественная деятельность, 8. дискриминация по возрасту, 9. повышение квалификации, 10. профессиональные навыки, 11. бюро по трудоустройству, 12. удовлетворение от работы, 13. полная занятость, 14. частичная занятость, 15. постоянная работа.

C. Translate the cover letter below into Russian:

Dear Sir,

I have read your advertisements in the *EFL Gazette* for EFL teachers in Russia and I am writing to inquire whether you have any vacancies for positions starting in September or October 2007.

I am currently working in Minsk, Belarus, where I am teaching English language and literature to upper-intermediate level students at a linguistic college. I graduated from Leeds University last year with a degree in Russian Studies. During the third year of my course I taught English to beginner and upper-intermediate level students at a Benedict School in St Petersburg. Last Easter I completed a Linguarama TEFL course and in July I worked as a course assistant for Bell Language Schools.

I will be in Minsk until mid-June, when I return to Britain. In July I will be working for Bell Language Schools and in August I will be working for Euroclub on summer camps in Croatia. Therefore I am looking for work in Russia from September onwards. I hope that with my previous experience of working with Russian speakers and my knowledge of the Russian language, my application will be of interest to you. I enclose my CV for your perusal.

Please note that post from Britain to Belarus takes about two weeks, so if you need to contact me urgently, or after the end of May, it is best to do so via my parents, whose address you will find on my CV. Alternatively, you can e-mail me at mihck@glas.apc.org. This is a friend's address, but she passes mail onto me.

I look forward to hearing from you soon.

Yours sincerely,

D. Translate the text below into English:

Неравенство в оплате труда

Отличительной чертой британской экономики последних 20 лет стал рост неравенства в оплате труда. Главная причина этого явления – увеличение разницы в доходах в зависимости от образования.

Например, в 1980 году человек с дипломом получал на 62% больше, чем человек без образования. К 1990 году этот показатель вырос до 88%, а в 2000 году он составил 103%. Интересен и тот факт, что, в то время как разница в заработной плате в зависимости от образования возросла, стало появляться гораздо больше людей, имеющих дипломы о высшем образовании. Иными словами, увеличилось количество более образованных рабочих.

Более образованные люди находятся в лучшем положении относительно их заработной платы и занятости, чем их менее образованные коллеги.

На первый взгляд, можно подумать, что данный факт противоречит основным положениям экономической теории. В традиционной модели рынка труда увеличение количества той или иной группы работников, как правило, рассматривается как причина снижения их заработной платы по сравнению с другими группами, т.к. теперь работодатели могут выбирать из большего числа потенциальных претендентов на место.

Понятно, что с точки зрения экономической модели, заработная плата и занятость квалифицированной и неквалифицированной рабочей силы являются результатом соотношения между спросом и предложением.

Для одновременного существования более высоких зарплат и наличия рабочих мест для квалифицированных рабочих необходимо, чтобы относительный спрос увеличивался по отношению к предложению. Иначе говоря, в период роста неравенства в оплате труда на первое место выходит спрос, и работодатели готовы платить больше рабочим с соответствующими навыками, нежели их менее квалифицированным коллегам.

Наиболее убедительным объяснением данного явления считается рост технологических изменений, требующий от работников более высокой квалификации.

Fluency Test 3

Choose the correct item to fill in the gaps:

1. In order to take on the right candidate, the employer must examine both abilities and personality, although not necessarily in that
a. interview b. order c. resume d. time
2. The first step to hiring ... is being aware of the abilities that the ideal candidate should have.
a. congress b. process c. progress d. success
3. Before proceeding to advertisement and interviews, create a list of skills needed for the job and assign a ... to each skill.
a. rate b. rating c. time d. timing
4. Placing a ... on experience is only common sense in the hiring process.
a. premier b. premium c. preview d. prime
5. A group interview is one in which the interviewer(s) attempt to distinguish the ... from the followers.
a. bosses b. chiefs c. heads d. leaders
6. If the applicant does not have extensive practical experience in a similar position, you may rest ... that she is the latter.
a. assured b. ensured c. insured d. secured
7. Nevertheless, occasionally a talented candidate is found who is willing to accept a position and pay ... for which he or she is overqualified.
a. back b. cheque c. envelope d. scale
8. How successful the candidate will be is determined in the end by the team ... of the group she becomes a part of.
a. biology b. chemistry c. physics d. sociology
9. The manager's goal is to employ individuals who are technically ... and also have personalities that suit their team.
a. decent b. deficient c. proficient d. prolific
10. The application form is used as a means of ... basic information from applicants.
a. standardising b. distributing c. manipulating d. acquiring
11. Companies use the application as a ... for deciding whether to interview the applicant.
a. back-ground b. basis c. bottomline d. blueline
12. The application is a key marketing tool for the applicant in the job-... process.
a. advertising b. gathering c. seeking d. wanted

13. The application form should be considered the applicant's first test in ... directions.
 - a. examining
 - b. following
 - c. indicating
 - d. reading
14. Should questions remain concerning the candidate following the traditional interview, it is then time to consult his or her
 - a. references
 - b. relatives
 - c. remarks
 - d. research
15. The application form should be filled out as ... as possible; it reflects the applicant's nature.
 - a. cleanly
 - b. freshly
 - c. neatly
 - d. nicely
16. Answers should be ... to the specific position for which the person is applying.
 - a. measured
 - b. modified
 - c. presented
 - d. tailored
17. No ... should be left on the form; for questions that are irrelevant, write "not applicable" ("n/a").
 - a. answers
 - b. blanks
 - c. empties
 - d. notes
18. The goal of the application is to obtain a personal interview, so do not provide any ... information.
 - a. affirmative
 - b. negative
 - c. objective
 - d. positive
19. Questions should be answered ..., but complete answers need not be given.
 - a. briefly
 - b. comprehensively
 - c. earnestly
 - d. truthfully
20. Specific salary limits should never be indicated on the application; just write "open" or "...".
 - a. negative
 - b. negotiable
 - c. undecided
 - d. unknown
21. Tell us something about your ... in the engineering industry.
 - a. foreground
 - b. background
 - c. knowledge
 - d. history
22. I see from your ... form that you've had three different jobs in the last 5 years.
 - a. application
 - b. applying
 - c. applied
 - d. apply
23. What sort of ... of time would you stay with us if we offered you the job?
 - a. span
 - b. duration
 - c. period
 - d. long
24. Describe how you would describe ... in five years' time.
 - a. you
 - b. your
 - c. yours
 - d. yourself
25. Give us some idea of what you believe are your ... and weaknesses.
 - a. strength
 - b. strengths
 - c. force
 - d. forces
26. As this is a managerial post, we must ask you how you deal with bad ... keeping or unpunctuality in an employee.
 - a. house
 - b. note
 - c. time
 - d. record
27. What would you say to a member of your staff who always ... his work in late?
 - a. delivered
 - b. handed
 - c. completed
 - d. produced

28. Imagine one of your staff loses her temper and shouts at you in front of others, how would you ... with this?
 a. take b. do c. handle d. deal
29. I should explain that we would naturally ... any previous holiday arrangements you have made.
 a. believe b. show c. decide d. honour
30. Finally now that we've asked you several questions, do you want to ... any to us?
 a. place b. put c. offer d. consider
31. When you go to a job interview, it is really important to dress
 a. unequally b. meagrely c. appropriately d. sparingly
32. When filling out an application, make sure you write your answers
 a. mumbled b. tongue-tied c. intelligibly d. hazily
33. Make sure you list your skills that you believe will meet the ... of the employer.
 a. expectations b. abstraction c. carelessness d. attention
34. In your job interview, don't complain about previous jobs or former
 a. mayors b. visitors c. employers d. activists
35. When answering questions, be confident and ... your words really well.
 a. stutter b. articulate c. dribble d. mix up
36. Avoid ... clothing such as jeans, flip flops, sneakers, t-shirts, caps, etc.
 a. casual b. dressy c. formal d. stylish
37. On your ... make sure you include hobbies, volunteer work or anything that you have done that may pertain to that job.
 a. school transcript b. resume c. college degree d. journal
38. It is usually really handy to have letters of ... from previous employers.
 a. demotion b. dismissal c. recommendation d. declination
39. Fill out the job application first with a pencil, so you don't have to use
 a. white out b. eraser c. ruler d. marker
40. If you don't remember some particular information about jobs you had in the past, ask the employer if you can take the application home to do some
 a. synthesis b. estimation c. interpretation d. research

REVISION AND CONSOLIDATION I

Units 1 – 3 (Office Work) from the textbook

Choose the correct item to fill in the gaps:

1. Every organisation, large or small, needs ... administration.
a. effective b. affective c. successful d. useful
2. Managers devise policies and make
a. solutions b. decisions c. resolutions d. decrees
3. ... workers collect, store, interpret and distribute information.
a. Clerical b. Manual c. Blue-collar d. Labour
4. Jobs may involve supervising colleagues or dealing ... clients.
a. to b. with c. about d. at
5. Jobs may involve speaking with clients ... the telephone.
a. by b. with c. on d. at
6. Office workers may spend all their time sitting at a ... using a computer.
a. counter b. chair c. table d. desk
7. ... workers usually work 37 hours a week, Monday to Friday.
a. Part-time b. Time c. One-time d. Full-time
8. She'll work ... after she's had the baby. She'll be free to look after the baby.
a. part-time b. job share c. one-time d. full-time
9. ... is an arrangement by which two people work part-time doing the same job.
a. Part-time b. Job share c. One-time d. Full-time
10. Over 4,933,000 people ... in administration, business and office work.
a. employing b. employ c. are employed d. employed
11. Some ... are open to people who have few formal qualifications.
a. vocations b. vacancies c. vacations d. vacant
12. ... often look for candidates with keyboard skills.
a. Employers b. Employees c. Employment d. Employs
13. Office workers are confident using a range of ... packages.
a. facilities b. hardware c. software d. services
14. An administrative assistant provides administrative support ... a department.
a. for b. with c. – d. at

15. An administrator is responsible ... the maintenance of office equipment.
 a. for b. with c. – d. at
16. An administrative assistant's responsibilities may include monitoring
 a. stationery supplement b. stationary supplies c. confectionary supplies d. stationery supplies
17. An administrative assistant's responsibilities may include maintaining
 a. filing systems b. filing statements c. files supplements d. filling systems
18. An administrative assistant should be able to work to tight
 a. bottomlines b. deadlines c. bottom lines d. deathlines
19. Assistants carry out a wide range of secretarial tasks.
 a. Personnal b. Personnel c. Personal d. Personel
20. Bilingual PAs usually work normal
 e. office time f. part-time g. office hours h. full hours
21. PAs' duties may include ... telephone calls.
 a. viewing b. screening c. screaming d. showing
22. There may be higher ... for PA posts in some sectors.
 a. complete-ness b. compe-tence c. competition d. compete
23. ... in business, administration and finance may be relevant to this area of work.
 a. Diploma b. Quality c. Trainee d. Skill
24. Secretaries provide administrative support for a ... or team of people in an organisation.
 a. manager b. co-worker c. newcomer d. colleague
25. Previous relevant ... may be an advantage for some posts.
 a. experiment b. experience c. experimen-tation d. experiences
26. ... must answer a telephone and deal with the calls appropriately.
 a. Telephonists b. Managers c. Clients d. Bosses
27. When the caller cannot wait, a secretary can ... a message.
 a. leave b. take c. make d. do
28. Transferring a call to the appropriate person, a secretary says: "I put you ...".
 a. on b. off c. through d. away
29. Computer ... is also required to take a secretarial position.
 a. literacy b. numeracy c. literature d. grammar

30. A registrar should be able to obtain the correct ... from people in emotional circumstances.
- a. datum b. statistics c. information d. –
31. The methods of ... records have undergone changes over time.
- a. management b. handling c. handle d. treatment
32. Registrars are in charge of ... historical birth, death and marriage registers dating back to 1837.
- a. making b. keeping c. kept d. conduct
33. You are a very ... secretary.
- a. efficient b. effective c. affective d. defective
34. Our cooperation is very
- a. efficient b. effective c. affective d. defective
35. You can ring a secretary to make ... with the manager.
- a. the agenda b. minutes c. an appointment d. a date
36. The PA is taking ... at the annual meeting.
- a. the agenda b. minutes c. an appointment d. a date
37. Someone who works with you and has a similar position is your
- a. secretary b. colleague c. subordinate d. assistant
38. At the creation and through the active usage, the records are said to be
- a. current b. non-current c. semi-current d. archives
39. A ... is a place where all the information used by an organization is kept.
- a. registrar b. record c. register d. registry
40. A large ... office can be made up of one main room with tens or hundreds of people working in the same space.
- a. open plan b. closed c. first-floor d. workstation

CORRESPONDENCE

4. BUSINESS LETTER FORMAT

Assessment Test 4

A. Supply the words and phrases with the Russian equivalents:

- | | | | |
|-----------------|--------------------|------------------------|----------------|
| 1. to write | 2. to complain | 3. to look forward to | 4. to refer to |
| 5. a reply | 6. to apologize | 7. inconvenience | 8. owing to |
| 9. to revert to | 10. to appreciate | 11. in connection with | 12. to remind |
| 13. to insist | 14. to advise that | 15. to point out | |

B. Supply the words and phrases with the English equivalents:

1. приветствие, 2. подпись, 3. обращение, 4. извинение, 5. запрос, 6. жалоба, 7. заголовок письма, 8. приложение, 9. подтверждение, 10. постскриптум, 11. тема письма, 12. непредвиденные обстоятельства, 13. вышеупомянутый, 14. отправитель, 15. получатель.

C. Translate the letter below into Russian:

The Personnel Director
Prestigious Plastics
24 Rawlings Street
London SW12 5LX

.....
14, Weston Street
ThornabyT517 9PH

18th November 2004

Dear Sir / Madam.

With reference to your advertisement in the *Daily Mull*, I should like to apply for the job of Supplies manager.

For the past eight years I have worked as a supplies assistant for a local company. Due to personal reasons, I have to move to London within the next month.

My present job involves follow-up of orders, inventory control and keeping the stock books, just-in-time stock management, and developing more efficient storage facilities.

Before this job, I was a trainee with Underdogs, and completed the relevant stock management courses.

I have always enjoyed the challenge of a well-run supplies department and the constant need for improvement and value analysis in every part of factory life. I think my previous experience will be an asset and that I could contribute significantly to your team.

I am prepared to work on Saturdays, and shift work. I have my own transport.

I am available for interview at any time and can start work immediately. References are available from my present and previous employers.

Please find enclosed a copy of my CV for your further information.

I look forward to hearing from you.

Yours faithfully,

D. Translate the series of letters below into English:

1. Уважаемый г-н Моухил!

В ответ на Ваше письмо, хочу сообщить Вам, что буду в Винконстере в среду 14 июля, и предлагаю встретиться и продолжить переговоры об открытии завода. Мне бы хотелось посетить Ваш завод утром до собрания в муниципальном совете. Если это Вас устраивает, прошу быть у себя в офисе в 8 часов для делового завтрака с тем, чтобы потом посетить производство и ознакомиться с новой продукцией и линиями сборки.

Если Вы не возражаете, я приеду во вторник 13 июля в Гатвик в 18.15 рейсом BA 301, терминал 1.

Я попросил бы Вас забронировать для меня на две ночи номер в гостинице поблизости от вашего офиса. Не могли бы Вы также организовать, если это возможно, встречу с Вашим директором по качеству в четверг 15 июля утром? Я также хотел бы встретиться с директором по маркетингу.

В ожидании вашего подтверждения,

с уважением,

Эдуард Мантень

2. Уважаемый г-н Мантень!

В ответ на Ваше письмо от ... сообщаю Вам что, к сожалению, не смогу встретиться с Вами в среду вечером. Предлагаю перенести встречу на четверг в 14 часов и был бы рад до этого с Вами пообедать.

Прошу сообщить, подходит ли это Вам.

С уважением,

Фред Моухил

3. Уважаемый г-н Мантень!

Спасибо за Ваше письмо. Мы ждем Вас в среду 14 июля, и я лично встречу Вас в Гатвике в 18.15.

Как Вы и просили, я забронировал для Вас одноместный номер в гостинице «Ситивью» на 2 ночи. Я также договорился о встрече с директором по качеству в 9 часов утра в четверг.

В ожидании встречи с Вами,
с уважением,
Фред Моухил

4. Уважаемый г-н Моухил,

В ответ на Ваше письмо от ..., с сожалением должен сообщить Вам, что не смогу встретиться с Вашим директором по качеству в четверг утром, как Вы договорились. Если это возможно, перенесите встречу на вечер в среду в 19 часов. Это меня бы больше устроило.

Приношу свои извинения за причиненное неудобство.

С уважением,
Эдуард Мантень

Fluency Test 4

Choose the correct item to fill in the gaps:

- The salutation "... " is the way to open a letter to a married woman.
 - Dear Madam
 - Dear Mr Smith
 - Dear Ms Smith
 - Dear Mrs Smith
- The salutation "Dear Sirs" is the way to open a letter to a
 - man
 - woman
 - company
 - friend
- Business letters don't usually open with
 - Dear Sirs
 - Dear Mr Jibe
 - Dear Mr John
 - Dear Michael
- When writing business letters use a simple but ... style of language.
 - polite
 - gracious
 - rude
 - well-bred
- ... slang, colloquialisms and old-fashioned phrases.
 - catch
 - evade
 - avoid
 - avert
- The use of a computer would give a wrong impression in a letter of
 - convenances
 - convection
 - convalesce
 - condolence
- The inside address can not contain the following "...".
 - Mr John Smith
 - Mr J.E. Smith
 - Mr Smith
 - Sir John Brown

8. Complimentary close appears below the ... paragraph.
 a. third b. last c. first d. next
9. Blocked letters tend to put the close ... the
 a. in / middle b. in / centre c. on / right d. on / left
10. Place your signature ... the complimentary close.
 a. under b. above c. on the right d. in
11. The ... immediately draws attention to the topic of the letter.
 a. subject title b. address c. close d. signature
12. ... type your name after your handwritten signature.
 a. rarely b. often c. never d. always
13. ... are usually written below the sender's address or the printed letterhead.
 a. signatures b. references c. closes d. titles
14. The ... is placed below the inside address and above the salutation.
 a. reference b. close c. attention line d. subject title
15. The ... is placed below the salutation and above the body.
 a. reference b. close c. attention line d. subject title
16. The ... is written at the very bottom of the letter.
 a. postscript b. reference c. address d. subject title
17. The abbreviation "c.c." stands for
 a. core carbon b. core copy c. copy carbon d. carbon copy
18. The term "plc" stands for public limited
 a. corporation b. campaign c. company d. company
19. The abbreviation "Enc" stands for
 a. encore b. encode c. enclosure d. enclave
20. The abbreviation "p.p." means
 a. in honour b. on behalf of c. for the sake d. pay proof
21. Thank you for your letter dated ... 8 February.
 a. – b. on c. of d. with
22. Thank you for your letter ... 8 February.
 a. – b. on c. of d. with
23. We received your letter ... 8 February.
 a. – b. on c. at d. with
24. I must insist, ..., that you refund at least 10% of our money.
 a. herefore b. therefore to c. therefore d. wherefore

25. I am writing to complain ... your Tour 5210 to Mexico.
 a. about b. for c. with d. at
26. I am writing ... reference to you letter.
 a. on b. – c. with d. at
27. ... to our telephone discussion, I am pleased to inform you that.
 a. Further b. After c. Following d. Herewith
28. We look forward to ... your order.
 a. received b. receive c. receiving d. receipt
29. Thank you for your letter ... our order.
 a. concern b. concerned c. concerning d. concerns
30. We must ... for the delay in shipping this order.
 a. apologize b. sorry c. excuse d. forgive
31. ... we hear from you within seven days, we will be forced to take legal action.
 a. Until b. Unless c. Untill d. Unles
32. We acknowledge with thanks ... of your letter.
 a. received b. receive c. receiving d. receipt
33. Please ... me if you need any further information.
 a. pay b. refer c. connect d. contact
34. Please ... me know if you need any further information.
 a. let b. force c. ask d. beg
35. I am ... to inform you about the rise in interest rates.
 a. delighted b. delightful c. delighting d. delight
36. '...' is normally only used for bad news.
 a. Due to b. Owing to c. As a result of d. Because of
37. We ... be grateful if you could deliver the order.
 a. could b. would c. must d. can
38. I should like to ... that we have already paid for these cabinets.
 a. reprimind b. remained c. reprimand d. remind
39. It was ... pleasure to have dinner with you last Thursday.
 a. a b. no c. any d. some
40. A very large part of the business of the world is conducted by means of
 a. slang b. messages c. correspon-
 dence d. parcel
 post

5. ENQUIRIES

Assessment Test 5

A. Supply the words and phrases with the Russian equivalents:

- | | | |
|------------------|---------------------------------------|-------------------------|
| 1. pre-payment | 2. service and maintenance | 3. to enquire about |
| 4. deadline | 5. to be in the market for smth | 6. competitive price |
| 7. insert (n) | 8. first-time customers | 9. to advise that ... |
| 10. firm order | 11. to take the liberty of doing smth | 12. to quote a price |
| 13. full details | 14. to be in production | 15. to be in a position |

B. Supply the words and phrases with the English equivalents:

1. запрашивать информацию, 2. намереваться купить, 3. оптовый покупатель, 4. полностью соответствующий образцу, 5. товары на одобрение, 6. розничный торговец, 7 образцы, 8. размещать заказ, 9. торговая скидка, 10. проспект, 11. рекламный листок, 12. прейскурант, 13. скидка при оплате наличностью, 14. иметься в продаже, 15. выпускать на рынок.

C. Translate the extracts from enquiries and replies to them into Russian:

We are indebted for your address to Messrs. Smith & Co., Ltd. We are regular buyers of these goods and request you to send us samples of your manufactures stating your lowest prices and best terms of payment. We usually place very large orders, and we would expect a quantity discount.

Please inform us if you can offer us Wheat as per specification enclosed. Your offer must be accompanied by specifications.

I am replying to your advertisement in the June edition of 'Tailor and Cutter'. I would like to know more about the 'steam pressers' which you offered at cost price. Please send full details of your prices, discounts, terms of payment and delivery times.

A new impression of our catalogue is being pressed now and as soon as our catalogues are available we will send you some copies.

As soon as the publications are received from the printing works, we shall not fail to send you some copies.

We send you, by parcel post, two copies of our General Catalogue of Machine-Tools. Please acknowledge receipt of our parcel.

We are pleased to receive your enquiry, and to hear that you liked our range of sweaters. We think you have made an excellent choice in selecting this line of goods. Please find enclosed our current catalogue and price list. The samples you asked for will follow by separate post.

I would like some information about your Proficiency courses in English beginning this July.

Would you kindly quote your best prices and terms of payment for Toys.

D. Translate the extracts from enquiries and replies to them into English:

Благодарим Вас за запрос от 17 июня 2009 года, в котором Вы интересуетесь нашим ассортиментом фототехники.

Мы встречались у стенда Вашей компании на выставке в Лондоне две недели назад. Ваша брошюра нас очень заинтересовала.

Важно, чтобы доставка товара была осуществлена до начала ноября, чтобы успеть до рождественской суеты.

Отгрузка будет произведена в январе. На все товары распространяется гарантия 2 года. Мы надеемся, что наши условия Вас удовлетворят.

Большая партия товара прибыла вчера из Египта. Если качество товара и условия оплаты нас устроят, мы будем закупать у Вас товар на регулярной основе. Нам требуется этот груз в сентябре.

С сожалением сообщаем Вам, что данного товара больше нет в наличии. Мы сможем вернуться к Вашему запросу только в конце текущего месяца. В настоящее время мы внимательно изучаем Ваш запрос и надеемся послать Вам предложение в ближайшем будущем.

Мы высылаем Вам отдельным пакетом запрашиваемые прейскуранты и каталоги в двух экземплярах. С цен предоставляется скидка в 5%.

Данная модель – наша новая разработка, она сейчас проходит эксплуатационные испытания. Мы полагаем, что результаты испытаний будут обобщены к концу этого года.

Мы хотели бы поблагодарить Вас за запрос от 10 апреля сего года. Нам не составит труда осуществить поставки для Вас из имеющегося у нас широкого ассортимента. Нам приятно сообщить, что мы сможем обеспечить необходимые Вам транспортные услуги.

С сожалением сообщаем Вам, что каталог весь разошелся. Новая партия сейчас печатается, и как только она выйдет из типографии, мы будем рады выслать Вам несколько экземпляров.

Я прилагаю список наименований, которые мне требуются, и был бы очень рад получить полную информацию относительно экспортных цен, условий платежа, самого раннего срока поставки и скидки для постоянных покупателей.

Конструкция машины находится в стадии переработки, и, следовательно, каталогов на данную модель пока еще нет.

Fluency Test 5

Choose the correct item to fill in the gaps:

1. We have seen your ... in "Russian Export".
a. leaflet b. information c. advertisement d. ads
2. Could you send us detailed descriptive ... relating to these machines?
a. literature b. brochure c. specification d. catalogue
3. We regret to advise you that our catalogue is
a. out of press b. out of print c. under revision d. out of scale
4. We are glad to send you, under separate ..., brochures and leaflets in duplicate.
a. post b. covering c. parcel d. cover
5. We request you to send us ... of different grades of Paraffin Wax.
a. samples b. patterns c. examples d. items
6. We are wholesalers of cotton fabrics and normally draw our ... from the USA.
a. commodity b. supplies c. manufactures d. goods
7. We can deliver well within the two-month time ... you require.
a. frontier b. margin c. boundary d. limit
8. The Seller is not ... a position to send a quotation.
a. at b. in c. on d. of
9. The Seller is not able to send a quotation ... receipt of the Buyer's enquiry.
a. at b. up to c. ahead d. upon
10. The Seller sometimes wants to get ... touch ... the manufacturing plant.
a. on / to b. in / with c. in / within d. a / to
11. The Seller sometimes wants to find ... whether the goods are available.
a. at b. in c. on d. out
12. The Seller sometimes wants to know whether the goods are available ... sale.
a. in b. on c. of d. for
13. The car was manufactured according to exact
a. examples b. items c. specifications d. brochures
14. Could you give us a ... for fixing the roof?
a. quote b. duty c. donation d. quotation
15. A ... is a book containing pictures and information about goods you can buy.
a. pricelist b. catalogue c. leaflet d. flyer

16. A ... is a small piece of printed paper giving information or advertising.
 a. pricelist b. catalogue c. leaflet d. flyer
17. A ... is a list of prices for things being sold.
 a. pricelist b. catalogue c. leaflet d. flyer
18. A ... is a sheet of paper advertising something, which is given to people in the street.
 a. pricelist b. catalogue c. leaflet d. flyer
19. A ... is a special reduction in the price of goods sold to people who are going to sell the goods in their own shop or business.
 a. encount b. discount c. discont d. account
20. We are asking for ... of a new shampoo.
 a. models b. patterns c. examples d. samples
21. A ... is a very short book that usually contains information.
 a. booklet b. catalogue c. leaflet d. flyer
22. A (an) ... means printed pages that are put inside a newspaper or magazine in order to advertise something.
 a. leaflet b. flyer c. handout d. insert
23. We look forward ... receiving your first order.
 a. for b. to c. at d. –
24. I am attaching a document that gives ... details of the range of service we offer.
 a. complete b. packed c. entire d. full
25. Thank you for your letter of 4 June ... about our products.
 a. enquiring b. enquired c. enquiry d. to enquire
26. Please quote your best terms ... London.
 a. fod b. fob c. fog d. for
27. The quality is ... standard.
 a. up to b. – c. of d. on
28. The prices quoted are
 a. competing b. compatible c. competitive d. competitors
29. We will order ... a regular basis.
 a. at b. with c. in d. on
30. We will ... regular orders with you.
 a. price b. place c. take d. make

6. OFFERS

Assessment Test 6

A. Supply the words and phrases with the Russian equivalents:

- | | | |
|--------------------|---------------------------------|----------------------|
| 1. firm offer | 2. irrevocable letter of credit | 3. to be subject to |
| 4. valid terms | 5. to come on to the market | 6. extra at cost |
| 7. spare parts | 8. offer without engagement | 9. at your disposal |
| 10. to recondition | 11. to revoke an offer | 12. by installments |
| 13. to overhaul | 14. in strict rotation | 15. to be stipulated |

B. Supply the words and phrases with the English equivalents:

- | | | |
|---------------|---------------------------------|--------------------------|
| 1. оферта | 2. гарантия предложения | 3. счет-фактура |
| 4. тендер | 5. подтверждение заказа | 6. договор продажи |
| 7. оферент | 8. связующее предложение | 9. контроферта |
| 10. извещение | 11. при условии, если не продан | 12. подлежать пересмотру |
| 13. акцепт | 14. по нашему усмотрению | 15. погрузить навалом |

C. Translate the text below into Russian:

General Conditions of Sale

1. ACCEPTANCE: The acceptance of this tender includes the acceptance of the following terms and conditions unless there is a special agreement to the contrary in respect of any of them.

2. VALIDITY: No order shall be binding on the Sellers until confirmed by them in writing. The tender may be withdrawn or the price and/or the terms quoted may be altered in any respect before the order has been received and accepted by the Sellers.

3. QUALITY: The quality of the goods shall be in conformity with the technical specifications adopted by the manufacturer and confirmed by Certificates of Quality.

4. PRICE: The price includes the cost of a standard set of spare parts. Erection costs or technical service, if any, will be charged extra.

5. DELIVERY: The tender is made subject to prior sale. This time indicated for shipment shall be reckoned from the date of the contract or of the Sellers' confirmation of the order. The date of delivery shall be considered for land transport – the date on which the goods pass the border.

6. PAYMENT: Payment shall be effected out of an irrevocable Letter of Credit within 15 days of receipt of the Sellers' notification of the readiness of the goods for shipment. The Letter of Credit is to be valid for 90 days.

7. GUARANTEE: The technical data given by the Sellers and the high quality and normal operation of the equipment are guaranteed for the period stated in the contract. The guarantee shall not apply to normal wear or damage caused by improper storage, inadequate or careless maintenance.

D. Translate the extracts from offers below into English:

Оферта (Тендерное предложение)

Оферта – письменное предложение продавца или покупателя о заключении договора. Оферта содержит все основные условия предстоящей сделки: наименование товара, количество, качество, цену, условия поставки, срок поставки, условия платежа, характер тары и упаковки. Различают два вида оферты: твердая и свободная.

Существует два способа заключения договора: путем одновременного подписания единого документа и путем отправки оферты и получения акцепта. Офертой является предложение о заключении договора, удовлетворяющее следующим требованиям:

- из оферты должны ясно вытекать условия будущего договора;
- оферта должна выражать намерение лица, которое выступает с предложением, считать себя заключившим договор на условиях, указанных в договоре с адресатом, в случае, если последний примет предложение;
- оферта должна включать все существенные условия договора;
- оферта должна быть адресована конкретному лицу или лицам.

Оферта связывает направившее ее лицо с момента получения ее адресатом. Если извещение об отзыве оферты поступило ранее или одновременно с самой офертой, она считается неполученной. Полученная адресатом оферта не может быть отозвана в течение срока, установленного для ее акцепта, если иное не оговорено в самой оферте либо не вытекает из существа предложения или обстановки, в которой оно было сделано.

Необходимо понимать, что уже само предложение заключить договор (в виде оферты) имеет юридическое значение и обязательно для оферента. Поэтому целесообразно в любой оферте указывать срок для акцепта, чтобы предотвратить спорные ситуации.

Заключение договора завершается акцептом (принятием) оферты. Акцепт приобретает юридическую силу, если он полный и безоговорочный. Под полным понимается то, что акцепт выражает одобрение всему, что указано в оферте. Под безоговорочным понимается то, что акцепт не содержит никаких дополнительных условий по сравнению с офертой.

Ответ на иных условиях, чем предложено в оферте, не является акцептом. Это лишь встречная оферта.

Fluency Test 6

Choose the correct item to fill in the gaps:

1. A firm offer is made by the Seller to ... potential Buyer(s).
a. one b. two c. three d. four
2. A firm offer indicates the time during which it will remain open ... acceptance.
a. at b. on c. to d. for
3. The goods are considered to have been sold ... the price stated in the offer.
a. at b. on c. to d. for
4. The goods are considered to have been sold ... the terms stated in the offer.
a. at b. on c. to d. for
5. The Buyer accepted the offer
a. in bulk b. in full c. in parts d. in entirety
6. A firm offer is ... certain conditions.
a. subject to b. the subject to c. the subject at d. subject of
7. The receipt of orders must meet the
a. ends b. needs c. goods line d. deadline
8. A (an) ... is made by the Seller to several potential Buyers.
a. firm offer b. counter offer c. offer without engagement d. binding offer
9. A (an) ... is a date or time by which you have to do or complete something.
a. end b. deadline c. edge d. limit
10. The contract reaches its ... next year.
a. end b. term c. deadline d. limit
11. We offer you the goods subject to ... your confirmation.
a. receipt b. receiving c. receive d. received
12. We have pleasure ... you our Machine-Tools.
a. in offering b. at offering c. have offered d. to offered
13. You are in ... to quote us lower prices.
a. the position b. position c. positions d. a position
14. The act or process of bringing goods, letters etc to the person or place they have been sent to is called a
a. deliberation b. deliverance c. delineation d. delivery

15. The terms of ... are stipulated below.
 a. pay b. paying c. payer d. payment
16. Discounts are offered for cash
 a. pay b. paying c. payer d. payment
17. Please offer us more ... terms.
 a. favour b. favourate c. favourable d. favourite
18. Official agreement to take something that you have been offered is called
 a. acceptance b. expectance c. excepts d. approval
19. A ... price/fare is cheaper than the usual price.
 a. discount b. reduction c. concession d. decrease
20. They're letting me pay for the washing machine by
 a. installation b. instalments c. installating d. install
21. The offer ... the terms and the prices.
 a. speculates b. stipulates c. suggests d. suspects
22. We ... you of our best attention.
 a. assure b. ensure c. insure d. make sure
23. I will speak to you about a new product we are bringing ... the market.
 a. to b. on c. at d. in
24. A (an) ... is the first form that a new design of a car, machine etc has.
 a. sample b. pattern c. prototype d. example
25. We believe that the results if the tests will ... by the end of this year.
 a. have b. summarize c. have been d. be sum-
 summarized summarized marized
26. Three percent will be deducted by us as the ... for moisture.
 a. reduce b. compensation c. reward d. costs
27. The shipment of the Caviar will continue ... regular intervals.
 a. in b. at c. within d. of
28. Your quotation should also include two sets of rapidly ... parts.
 a. spare b. wearing c. weared d. sparing
29. We await ... your quotation with interest.
 a. for b. of c. on d. –
30. Make sure that the letter does not contain anything which might reasonably ... the person receiving it.
 a. accept b. annoy c. please d. satisfy

7. ORDERS

Assessment Test 7

A. Supply the words and phrases with the Russian equivalents:

- | | | |
|-----------------------|--------------------------------|------------------------|
| 1. cash discount | 2. shipping documents | 3. quantity discount |
| 4. to cancel an order | 5. to supply an order | 6. profit margins |
| 7. to refuse an order | 8. to supply on the cash basis | 9. to process an order |
| 10. to place an order | 11. to guarantee delivery | 12. the order number |
| 13. order form | 14. to acknowledge an order | 15. to accept delivery |

B. Supply the words and phrases with the English equivalents:

- | | | |
|----------------|----------------------------|-------------------------|
| 1. извещение | 2. погрузочные документы | 3. экспедиторская фирма |
| 4. коносамент | 5. пересылать товары | 6. пробный заказ |
| 7. ведомость | 8. аннулировать заказ | 9. накладная груза |
| 10. аккредитив | 11. проформа счета-фактуры | 12. выполнять заказ |
| 13. тратта | 14. официальный заказ | 15. длительные кредиты |

C. Translate the text below into Russian:

Orders in Business

In business or commerce, an order is a stated intention, either spoken or written, to engage in a commercial transaction for specific products or services. From a buyer's point of view it expresses the intention to buy and is called a purchase order. From a seller's point of view it expresses the intention to sell and is referred to as a sales order. When the purchase order of the buyer and the sales order of the seller agree, the orders become a contract between the buyer and seller. In commerce, various business documents are used to record the negotiation of an agreement to buy and sell, record the agreement itself, and record compliance with the agreement and closure of the contract. An agreement to buy and sell is a form of contract.

There are five basic requirements for a contract to exist between two parties: agreement, voluntary, consideration, capacity, and legality. A sixth requirement of "in writing" sometimes applies. The main concern for commercial orders is that there must be agreement (offer and acceptance) for the order to be a contract. Prior to this, businesses often record the details of negotiations by using a request for quotation, request for bid, sales quotation, or sales bid. Quotations are non-binding and part of the negotiation process. A request for bid can be binding or non-binding, depending on the terms of the bid. Once an agreement or contract is in place, businesses record these as confirmed purchase orders and confirmed sales orders.

D. Translate the extracts from offers below into English:

Виды заказов

Заказ – предложение покупателя, потребителя изготовить, поставить, продать ему продукцию, товар определенного вида и качества или выполнить работу, оказать услуги. Заказ должен содержать сведения о запрашиваемых товарах и услугах (количество, свойства), сроках его выполнения, виде и величине оплаты. Он обычно оформляется документально и считается принятым, если он подтвержден лицом, которому направлен, адресован. Такое подтверждение называют акцептом.

Заказ на покупку-продажу – заказ биржевому агенту на совершение срочной сделки по наиболее благоприятной и достижимой цене на момент выхода на рынок.

Письменный заказ – заказ, применительно к которому исходная цена товара устанавливается официальным брокером на основе сбора и сопоставления письменных предложений и заявок на данный товар; такой способ установления цены не дает права клиентам, трейдерам изменять свой первоначальный заказ.

Заказ с отсрочкой поставки – заказ, в котором указано, что поставка будет совершена в срок, превышающий время его исполнения.

Дневной заказ – заказ с дневным сроком действия. Любые заказы считаются дневными, если в них не указан срок.

Социальный заказ – 1) выполнение интеллектуальной работы, например, в области искусства, культуры, с учетом идеологической направленности официальной политики государства; желания органов власти; 2) осуществление деятельности в соответствии с запросами и интересами общества, общественный заказ.

Государственный заказ – выдаваемый государственными органами и оплачиваемый из средств государственного бюджета заказ на изготовление продукции, выпуск товаров, проведение работ, в которых заинтересовано государство. Может выполняться не только государственными, но и другими предприятиями. Обычно выдается на конкурсной основе.

Военный заказ – оборонный заказ – заказ государства на производство и поставку вооружений, военной техники.

Портфель заказов – совокупность заказов, которыми располагает фирма на определенную дату. На основе портфеля заказов делается вывод об экономическом положении предприятия и перспективах его деятельности на рынке.

Fluency Test 7

Choose the correct item to fill in the gaps:

1. A (an) ... is a request by a customer for a company to supply goods.
a. offer b. order c. enquiry d. complaint
2. Many companies use special ... for ordering merchandise or service.
a. shapes b. forms c. modes d. figures
3. An order has ... spaces to insure the inclusion of necessary information.
a. empty b. blank c. clear d. bare
4. Even if the order is telephoned, it must be ... in writing.
a. established b. complete c. confirmed d. recognised
5. An order form should always be accompanied by a ... letter.
a. covert b. overt c. covering d. covered
6. The supplier sends an acknowledgement, to ... his customer for the order.
a. insure b. show c. pay d. thank
7. If the goods ordered are no longer available, a (an) ... may be offered.
a. change b. surrogate c. substitute d. alter
8. Incomplete orders result in ... deliveries.
a. outdated b. delayed c. quickened d. prompt
9. The order was placed ... you on the strength of your undertaking to effect delivery within eight days.
a. on b. at c. with d. in
10. Your delay in ... the goods caused us considerable inconvenience.
a. deliver b. delivering c. deliverer d. delivered
11. We are sure you will give this matter your immediate
a. attention b. interest c. mind d. notice
12. We regret to inform you that the goods delivered by you are ... to sample.
a. equal b. inferior c. superior d. super
13. The equipment supplied ... this order is in accordance with the description.
a. by b. for c. against d. –
14. We confirm our acceptance of your order ... your agreeing to the following.
a. subject to b. subject of c. object to d. object with
15. Payment will be effected ... cash.
a. by b. in c. at d. with

16. The goods will be delivered ... prices indicated in the specifications.
 a. by b. in c. at d. with
17. The prices are ... upon by the parties.
 a. agreeing b. agreed c. agree d. agreement
18. The quality of the goods sold ... the present contract is to be in conformity with the State standards.
 a. under b. above c. with d. without
19. It's ... order – it should be in next week.
 a. on b. in c. at d. with
20. ... are a detailed instruction about how something should be designed or made.
 a. Offers b. Specifications c. Details d. Qualifications
21. A (an) ... is an official letter from a bank allowing a particular person to take money from another bank.
 a. credit form b. letter of credit c. letter of bank d. credit letter
22. ... means goods that are carried by ship, train, or aircraft.
 a. Freight b. Luggage c. Baggage d. Burden
23. A (an) ... is a load of goods sent by sea, road, or air, or the act of sending them.
 a. parcel b. baggage c. shipment d. package
24. All amendments are ... only if they are made in writing.
 a. factual b. true c. valid d. suitable
25. All previous negotiations should be considered
 a. null and void b. untrue and null c. null and valid d. true and void
26. Our dispatch department is ... your order today.
 a. processed b. processing c. prossecing d. process
27. You will be able to place ... orders with us in the near future.
 a. replicate b. reiterate c. repeat d. copy
28. We have decided to place a ... order for 3 cars.
 a. trial b. tried c. trying d. try
29. Dispatch and marking instructions will be given by our ... in London.
 a. forward agents b. forwarding agents c. forwarding agencies d. forwarded agents
30. Each item will be individually wrapped to ... damage.
 a. end b. cause c. prevent d. stop

REVISION AND CONSOLIDATION II

Units 4 – 7 (Correspondence) from the textbook

1. *World Books Ltd have just published two new books. Tiger Westwood is a sales representative and he has written to Ms Kussell, manager of Ashley Bookshops Ltd, to make an appointment to visit.*

Your ref
Our ref NW/lea
Ms M Kussell
Ashley Bookshops Ltd
234 Hogden Rd
Bristol BS7 9XS
23 July 2009



WORLD
BOOKS LTD
PO Box 379 Jersey,
Channel Islands
Tel. 01534-797201
Fax 01534-797407
books@universal.net

Dear Ms Kussell

- a** Both of these books are very competitively priced and we offer attractive discounts to booksellers.
- b** After years of research, we have now produced THE WORLDWIDE ENCYCLOPAEDIA, an important new work for the home, containing information on thousands of subjects. It is available as a set of three volumes, as one-volume shortened edition and as a multimedia CD-ROM.
- c** On August 18th-19th, I will be in your area and I would be grateful if I could meet you and show you our new books. Would Tuesday, August 19th at 11.30 a.m. be convenient for you?
- d** I am writing to introduce two important new books just published by Universal Books Ltd.
- e** I look forward to hearing from you.
- f** Our second book is THE COMPLETE COLLECTION OF BUSINESS LETTERS, containing 3000 ready-to-use letters. All a business person has to do is choose the letter that they want, make a few small changes and then give it to a secretary to type. It is available in hardback and paperback, and as a special book+CD-ROM pack.

Yours sincerely
T. Westwood
Tiger Westwood
Sales Representative


a) *Put the paragraphs of this letter in the correct order.*

b) Answer the question “If a shop had one copy of each of the new items (book and CD), how many items would it have?”

2. Here is Margaret Kussell’s diary for 18 and 19 August. Say whether she can meet Tiger Westwood on the day and the time he suggested. Write her reply to Tiger Westwood. Suggest some other days and times for them to meet.

| August 18 Monday | | August 19 Tuesday | |
|------------------|-----------------------|-------------------|---|
| 9 | Staff training 9-9.30 | 9 | Staff training 9-9.30 |
| 10 | | 10 | |
| 11 | | 11 | } Meeting with Cambridge University Press 11-12.30 |
| 12 | | 12 | |
| 13 | Lunch with MP | 13 | Lunch with CUP |
| 14 | | 14 | Work on book orders 14-17 |

3. After the meeting, Tiger Westwood wrote to Margaret Kussell to confirm the details of their discussion and tell her that he was waiting for her order. Here is part of his letter.

| | | |
|---|--|---|
| <p>Your ref MR/ts Our ref NW/lea Ms M Kussell Ashley Bookshops Ltd 234 Hogden Rd Bristol BS7 9XS 23 August 2009 Dear Ms Kussell</p> |  | <p>WORLD BOOKS LTD PO Box 379 Jersey, Channel Islands Tel. 01534-797201 Fax 01534-797407 books@universal.net</p> |
|---|--|---|

It was I thought it would be useful to confirm in writing the details of our discussion.

We are able to offer you 20% discount on the retail price of our books. If your sales are over 50 books a month, we will consider offering you a higher discount. You will send a deposit of 50% of the total cost with your order. In return, we will deliver the books to you within one week of receiving your order.

You will distribute circular sales letters promoting both The Worldwide Encyclopaedia and The Complete Collection of Business Letters. We will contribute £100 towards the cost of doing this and provide you with a list of names and addresses.

I

Yours sincerely
T. Westwood
Tiger Westwood

- a) Write the beginning and ending of Tiger Westwood's letter.
 b) Answer the questions "What does Margaret Kussell have to send with her order?", "How will World Books Ltd help Ashley Bookshops sell the books in their area?"

4. Some days later, Margaret Kussell made out her first order for the books. Write Ms Kussell's letter to Tiger Westwood, placing the order.

- 20 sets of 3 volume Worldwide Encyclopaedia
- 20 Complete Collection of Business Letters (hardback)
- 50 shorter Worldwide Encyclopaedia
- 20 Complete Collection of Business Letters (paperback)
- 50 Worldwide CD-ROMs
- 20 Complete Collection of Business Letters CD-ROM packs

5. Some days later, Ms Russel received some bad news from Tiger Westwood. Fill in the missing words or phrases.

23 August 2009
 Dear Ms Kussell
 I am afraid
 I to tell you that to delay the delivery of your order for The Complete Collection of Business Letters.
 This is unforeseen circumstances at our printer's. We expect to be able to deliver the books to you by the end of next month.
 Yours sincerely
T. Westwood
 Tiger Westwood

6. When Margaret Kussell received Tiger Westwood's letter she was very angry. She decided to write a strong complaint. Write her letter, using these notes.

- When he visited me he guaranteed delivery within 1 week of my order
- his letter of 23 August confirmed this
- make the point that I have already paid 50% of the total cost
- demand immediate delivery
- warn him about legal action

BUSINESS

8. ECONOMY

Assessment Test 8

A. Supply the words with the Russian equivalents:

- | | | | | |
|----------------|------------|--------------|--------------|-----------------|
| 1. distribute | 2. welfare | 3. goods | 4. resources | 5. entrepreneur |
| 6. recovery | 7. wages | 8. profit | 9. labour | 10. investment |
| 11. depression | 12. output | 13. scarcity | 14. demand | 15. manufacture |

B. Supply the words and phrases with the English equivalents:

1. сельское хозяйство, 2. рынок, 3. рабочая сила, 4. акционерный капитал; 5. народное хозяйство; 6. экономическая наука; 7. плановая экономика; 8. промышленность; 9. внедрение; 10. намерение; 11. реклама; 12. цикл; 13. соревнование; 14. цена; 15. потребление.

C. Translate the text below into Russian:

Supply

Supply is the relation between the price of a good and the quantity available for sale from suppliers (such as producers) at that price. Supply is often represented using a table or graph relating price and quantity supplied. Producers are hypothesized to be profit-maximizers, meaning that they attempt to produce the amount of goods that will bring them the highest profit. Supply is typically represented as a directly proportional relation between price and quantity supplied (other things unchanged).

In other words, the higher the price at which the good can be sold, the more of it producers will supply. The higher price makes it profitable to increase production. At a price below equilibrium, there is a shortage of quantity supplied compared to quantity demanded. This pulls the price up. At a price above equilibrium, there is a surplus of quantity supplied compared to quantity demanded. This pushes the price down. The model of supply and demand predicts that for given supply and demand curves, price and quantity will stabilize at the price that makes quantity supplied equal to quantity demanded. This is at the intersection of the two curves in the graph above, market equilibrium. For a given quantity of a good, the price point on the demand curve indicates the value, or marginal utility to consumers for that unit of output. It measures what the consumer would be prepared to pay for the corresponding unit of the good.

D. Translate the text below into English:

Экономическая монополия в условиях рыночной экономики и административная монополия отраслевого министерства

При рассмотрении экономической модели чистой монополии мы предполагали, что предприятие-монополист не сталкивается с конкуренцией ни в каких формах и полностью контролирует цену выпускаемого товара.

Однако насколько реальной является такая ситуация в условиях рыночной экономики развитых стран?

Представим себе, что в результате концентрации производства и путем поглощения одних фирм другими одной из фирм удалось монополизировать производство некоторого товара.

Рассмотрим некоторые формы конкуренции, которые все же будут оказывать влияние на поведение монополиста при этих условиях:

1. Потенциальная конкуренция (возможность появления в отрасли новых производителей). Если барьеры для входа в отрасль не являются непреодолимыми (а непреодолимыми могут быть лишь барьеры юридического характера, т.е. запрещение заниматься данным видом деятельности), то всегда существует возможность проникновения в отрасль новых фирм.

При этом чем выше монопольная прибыль действующей фирмы, тем сильнее будет опасность потенциальной конкуренции.

2. Конкуренция со стороны товаров-заменителей. Существует целый ряд товаров, в той или иной степени заменяющих данный товар. Очевидно, что все производители взаимозаменяемых товаров являются конкурентами, причем, даже если производство любого из этих товаров контролируется только одной фирмой, конкуренция все же сохраняется.

Заменяемость товаров будет более подробно рассмотрена немного позже, а пока ограничимся следующим замечанием: отношения взаимозаменяемости могут быть очень сложными и весьма нетривиальными, так что монополизировать производство всех товаров-заменителей данного часто оказывается невозможным (в особенности, прибегая лишь к экономическим методам).

Fluency Test 8

Choose the correct item to fill in the gaps:

1. The founder of economics was ...
a. Adam Brown b. Adam Smith c. George Washington d. Ned Craton
2. Economics ... an academic discipline is relatively new.
a. as b. by c. which d. like
3. When skins were traded ... flint axes we had economics.
a. from b. before c. in d. for
4. The first major book ... economics was published ... 1776.
a. at; on b. at; in c. on; in d. on; at
5. ... that time the subject has developed rapidly.
a. By b. Since c. After d. Before
6. There are now many branches ... the subjects.
a. of b. at c. in d. on
7. There is an economic aspect ... almost any topic.
a. in b. at c. on d. to
8. Economics is a comprehensive theory ... how society works.
a. in b. of c. by d. at
9. She majored ... Economics.
a. in b. at c. with d. from
10. Each nation has a limited ... of natural resources, capital goods and labour.
a. suppleness b. supply c. supplement d. supple
11. A nation can produce only so many new factories, houses, automobiles etc. ... a given year.
a. – b. in c. from d. at
12. ... means the process of making or growing things to be sold as products, or the amount that is produced.
a. Produce b. Production c. Product d. Productivity
13. Once the question of what to produce is answered, it is necessary to decide what ... methods are to be used.
a. production b. produce c. producer d. product

14. By wealth the economist means all the real physical assets which make ... our standard of living.
 a. in b. up c. at d. out
15. The concept of welfare is concerned ... more economic goods.
 a. with b. to c. at d. on
16. Modern economics tries to take into ... of economic such as pollution.
 a. accounts b. accountant c. consider d. conscious
17. Economic system addresses ... the problems of economics.
 a. – b. to c. from d. in
18. Different economic systems answer the basic questions
 a. different b. differ c. differently d. differly
19. A ... economy is an economic system in which decisions are all made on the basis of customs, beliefs, religion, habit.
 a. traditional b. market c. planned d. mixed
20. A ... economy is an economic system in which goods and services are traded with the price determined by supply and demand.
 a. traditional b. market c. planned d. mixed
21. A ... economy is an economic system in which decisions about the production, allocation and consumption of goods and services are planned ahead of time.
 a. traditional b. market c. planned d. mixed
22. A ... economy is an economy that contains both private and public, or state owned (or controlled) enterprises.
 a. traditional b. market c. planned d. mixed
23. A traditional economy restricts ... industrial initiative and has ... lack of advanced goods.
 a. the, - b. a, - c. -, the d. -, a
24. A market economy has ... central coordinator guiding its operation.
 a. one b. no c. a d. the
25. Economics rely ... plans implemented by the way of command.
 a. with b. – c. on d. at
26. It has ... advantage ... other systems.
 a. a, over b. –, under c. an, over d. the, under
27. There is not ... consensus ... which countries are capitalist.
 a. – / a b. – / – c. a, /on d. a / –

28. Most of the major economies in the world today are actually mixtures of ... economies and market economies.
 a. command b. capitalist c. traditional d. scale
29. There is not a single definition ... a mixed economy.
 a. about b. for c. to d. –
30. Cities and towns, their street plans like printed circuits, scattered ... a mosaic of tiny fields.
 a. on b. over c. under d. at
31. Economies in countries ranging from the United States to Cuba, are ... mixed economies.
 a. termed b. terming c. terminated d. terms
32. As the result, a nation must ... difficult choices.
 a. make b. do c. fulfil d. carry out
33. Once this decision ... , it is necessary to decide what kinds of goods would be produced.
 a. done b. make c. fulfil d. made
34. ... is the financial advantages of producing something in very large quantities.
 a. Economics b. Economy c. Economies of scale d. Scale of economies
35. ... is the study of the way in which money and goods are produced and used.
 a. Economics b. Economy c. Economies of scale d. Economists
36. I have a small car because it is more ... to run.
 a. economical b. economic c. economising d. economist
37. ... people's need or desire to buy or use particular goods and services.
 a. Scarcity b. Demand c. Supply d. Choice
38. ... is the right to choose or the chance to choose between several things.
 a. Scarcity b. Demand c. Supply d. Choice
39. ... is a situation in which there is not enough of something.
 a. Scarcity b. Demand c. Supply d. Choice
40. ... is an amount of something that is available to be used.
 a. Scarcity b. Demand c. Supply d. Choice

9. COMPANIES

Assessment Test 9

A. Supply the words and phrases with the Russian equivalents:

- | | | |
|---------------------|---------------------------|----------------------------|
| 1. assets | 2. sole proprietorship | 3. non-executive directors |
| 4. enterprise | 5. hierarchical structure | 6. to carry out functions |
| 7. to merchandise | 8. financial liability | 9. immediate subordinates |
| 10. to manufacture | 11. Stock Exchange | 12. to be in charge of |
| 13. business entity | 14. to be accountable to | 15. to report to somebody |

B. Supply the words and phrases with the English equivalents:

1. активы; 2. облигация; 3. субъект (организация); 4. обязательства; 5. слияние; 6. право собственности; 7. предприниматель; 8. единоличное предпринимательство (ЧП); 9. доходы; 10. ценные бумаги; 11. акционер; 12. биржа; 13. Совет Директоров; 14. председатель; 15. расторгать.

C. Translate the text below into Russian:

IKEA

IKEA, the Swedish-based home furnishings retailer, pioneered a business model involving self-service and self-assembly of furniture. Looking back, the model seems simple – why should a company spend money assembling the furniture it intends to sell when customers can do it for themselves? However IKEA's founder, Ingvar Kamprad, was one of the few to see the potential of this approach and to build a highly distinctive business around the idea.

Ingvar Kamprad established IKEA in 1943 as a mail-order business; 15 years later he opened the first IKEA retail store in Sweden selling flat-packed furniture. IKEA is now an international retailing business operating in 31 countries with over 70,000 employees. Sales have risen every year since it was set up and reached €10.4bn last year. It remains a private company and does not reveal its annual profits to the public. The name IKEA is derived from a combination of the initials of the founder's name, the first letter of Elmtaryd, his family farm, and Agunnaryd, the village in Smaland in southern Sweden where Kamprad was born. The company's first UK store opened in Warrington in 1987 and it now operates 11 stores in this country, including three around London.

Despite its success to date the company remains eager for further growth and the aim is now to double its size in the next 10 years. The future growth of

the business is likely to come mainly from the areas of Russia and China where there are tremendous opportunities for low-price, well-designed home furnishings. In Sweden the company already has 20% of the market and in other existing markets growth is difficult. In the UK, for example, a planned expansion to 30 stores has not occurred due to difficulties getting planning permission.

D. Translate the extracts below into English:

1. Завод «Горизонт», образованный в 1950 году и преобразованный в открытое акционерное общество «Горизонт» в 2003-м, за свою почти шестидесятилетнюю историю превратился из обычного предприятия, занимающегося выпуском теле- и радиоаппаратуры в современный холдинг, который не только производит десятки наименований продукции, но и оказывает большое количество услуг.

Сегодня в структуру ОАО «Горизонт» входит более пятнадцати дочерних предприятий. Все предприятия холдинга оснащены современным оборудованием, которое позволяет производить конкурентоспособную продукцию высокого качества.

Благодаря расширению производства и вводу в строй трех конвейеров финишной сборки, ОАО «Горизонт» существенно увеличил ассортимент выпускаемой продукции и в ближайшее время предприятие планирует существенно увеличить ассортимент бытовой техники. Таким образом, компания делает ставку не только на высокотехнологичность продукта, но и на многопрофильность производства и в этом направлении ОАО «Горизонт» имеет хорошие перспективы.

ОАО «Горизонт» постоянно расширяет линейку выпускаемой продукции и развивает производство бытовой техники. Уже сегодня являясь лидером по производству и продаже бытовой техники в Беларуси, в перспективе «Горизонт» может выйти на европейский рынок, встав в один ряд с его нынешними фаворитами.

2. В соответствии с Законом Великобритании в товарищество с ограниченной ответственностью могут входить несколько партнеров, но хотя бы один из них должен быть полным партнером и нести юридическую ответственность за долги фирмы.

3. Ежегодное собрание акционеров ОАО Ронекс состоялось в прошлую среду. На нем был представлен ежегодный отчет, который подтвердил информацию о том, что компания практически обанкротилась. В связи с этим был избран новый совет директоров и одобрен план сокращения штатов, себестоимости производства и расширения продаж.

Fluency Test 9

Choose the correct item to fill in the gaps:

1. The proprietor is personally ... to the full extent of his personal wealth for the debt of his business in case he is a sole-proprietor or a general partner.
a. liable b. bankrupt c. able d. apt
2. A private limited company can go ... if it meets the minimum capital requirement of 50,000 pounds.
a. public b. to the wall c. fishing d. municipal
3. The employees who sell a company's products are the sales representatives, usually known as
a. vendors b. salesmen c. reps d. PR men
4. I work for one of the ... employment agencies helping lots of people find jobs.
a. lending b. surefire c. forefront d. head
5. To enter a skilled job, you have to spend some years as an ... first
a. applicant b. trainee c. apprentice d. learner
6. ... is easier for limited companies as they have a better access to resources.
a. Bankruptcy b. Expansion c. Investment d. Extension
7. Our department deals with ordering and stock control. It's called ... department.
a. business b. sales c. purchasing d. marketing
8. The principle of limited liability holds that such an investor should be liable to the extent of the ... he has provided or invested into shares.
a. wealth b. capital c. service d. profit
9. The ... of Directors appointed Ms Guilds Managing Director in April, 1999.
a. Group b. Team c. Board d. Panel
10. A (n) is a business activity in which two or more companies have invested together.
a. alliance b. acquisition c. joint venture d. merger
11. Something belonging to a business that has value or the power to earn money is called
a. facilities b. assets c. utilities d. valuation
12. A business that is a single unit from a legal point of view is
a. synergy b. integration c. entity d. cost centre
13. Most organizations have a hierarchical or pyramidal
a. shape b. form c. structure d. mode

14. The ... of the company is the most important working director, and is in charge of the way the company is managed.
- a. Manager b. Managing Director c. Senior Director d. Executive Manager
15. Limited companies which are not public are ... and their names are followed by *Ltd.*
- a. private b. closed c. privatized d. limited
16. "Limited" or "unlimited" refers to the, the legal obligation of the member of the company to pay that company's debt.
- a. assets b. liabilities c. abilities d. attributes
17. Company structure differs ... company to company.
- a. from b. at c. with d. within
18. The head of the company is called the
- a. director b. manager c. employee d. employer
19. I am concerned ... the success of my company.
- a. with b. at c. within d. by
20. The activities of most companies are too complicated to
- a. be described b. being described c. was described d. has described
21. In ... management people report to more than one superior.
- a. matrix b. linear c. line d. mature
22. Investing ... a limited company is sometimes necessary.
- a. at b. in c. within d. with
23. If it is a public limited company, shares can be bought and sold
- a. expensively b. freely c. for a large sum of money d. with the owner
24. The price you pay at the Stock Exchange (or to a shareholder) for your shares is their
- a. market value b. value c. additional value d. crazy value
25. If the company fails, it will stop trading and go into
- a. bankrupts b. liquidation c. nothing d. flourishment
26. All the company's property and equipment is its
- a. assets b. shares c. dividends d. money
27. The shareholders may lose the money they paid ... the shares.
- a. at b. by c. for d. with

28. If your business fails, you will go
 a. bankrupt b. lucky c. rich d. happy
29. The board of directors of a limited company is primarily responsible ... most things in the company.
 a. at b. by c. for d. with
30. The directors are appointed by the
 a. bosses b. employees c. employers d. shareholders
31. A ... is someone who owns shares in a business.
 a. boss b. employee c. employer d. shareholder
32. ... is the total value of a company's shares.
 a. Stock b. Supply c. Shares d. Demand
33. A ... is a part of company responsible for a certain product, service or area.
 a. division b. dividend c. enterprise d. share
34. A is a part of a company's profits paid to shareholders, usually once or twice a year.
 a. interest b. dividend c. money d. share
35. A ... is the joining together of two separate companies or organizations so that they become one.
 a. merger b. alliance c. acquisition d. joint venture
36. A ... is a person who owns his own business and does not have a partner or any shareholder.
 a. sole proprietor b. proprietor c. single businessman d. single owner
37. A ... a company that is owned or controlled by another company.
 a. subsidiary b. auxiliary c. secondary d. subordinate
38. The total sales of a company are its
 a. assets b. output c. turnover d. turnabout
39. A company which owns another one is a ... company.
 a. subsidiary b. parent c. major d. subordinate
40. Direction in business is like strategy in a ... situation.
 a. peace b. war c. war and peace d. crisis

10. MANAGEMENT

Assessment Test 10

A. Supply the words with the Russian equivalents:

- | | | |
|------------------|--------------------------|-------------------------------------|
| 1. profitability | 2. Executive director | 3. utilization of people |
| 4. management | 5. job enlargement | 6. to have an impact on |
| 7. liquidity | 8. General Manager | 9. to meet short-term obligation |
| 10. stability | 11. clear-cut guidelines | 12. to assess financial performance |
| 13. efficiency | 14. job enrichment | 15. Chief Executive Officer |

B. Supply the words and phrases with the English equivalents:

1. обратная связь; 2. выполнение, осуществление; 3. (социальная) защищенность на рабочем месте; 4. связь; 5. ликвидность; 6. поддающийся управлению, контролю; 7. прибыльность, рентабельность; 8. подчиненный; 9. размещать, распределять, назначать; 10. делегировать полномочия, 11. увольнять, 12. выполнять в указанный срок, 13. планировать рабочий процесс, 14. использование, применение, 15. задание по работе.

C. Translate the text below into Russian:

A modern business enterprise is often a complex system requiring a lot of capital, which is provided by the public when they buy shares in the company. Since they have provided the capital, it's appropriate that they choose the people who are to run the company for them, namely the board of directors. Many of the directors have executive responsibilities. Thus, a marketing director might be a full director of the board, appointed at the annual general meeting like the other directors. Yet, he might also be responsible for the day-to-day management of the marketing department. Most of his time will be spent on administrative matters, organizing market research, dealing with advertising and ensuring that the company's sales are maximised.

So, you fancy yourself as a manager? You are not alone in having that ambition. What does it mean to be a manager? The first thought that comes to mind is that a manager gives orders and tells other people what to do. This is partly true. But it is not quite as simple as that. In fact, managers have to take orders as much as anyone else. The term "executive" actually implies executing orders – orders perhaps not under their power to influence.

Every business has to decide where it is going. What it is trying to achieve. Words like objectives and targets are used in management theory. And they often mean one and the same thing. Sometimes these targets are related to

items such as sales or budgets. Sometimes they are broken down into sub-targets as they go further down the organizational hierarchy.

D. Translate the text below into English:

Понятие «менеджмент»

Слова «менеджмент», «менеджер» широко применяются в деловой и даже повседневной жизни. Английское слово менеджмент переводится на русский язык как управление, организация, руководство. В общем плане оно означает управление, т.е. организацию и руководство тем или иным видом деятельности: производством, экономикой, финансами и другими сферами деловой жизни человека.

Имеется много определений понятия «менеджмент». Вот три из них:

- достижение целей организации посредством скоординированных усилий работающих ней людей;
- особый вид деятельности, превращающий неорганизованную толпу в эффективную, целенаправленную и производительную группу (организацию);
- процесс планирования, организации, руководства и контроля для достижения целей организации посредством скоординированного использования человеческих и материальных ресурсов.

Хотя эти определения очень различны, они тем не менее имеют три общие черты: обязательное наличие цели при управлении; особый, интеллектуальный характер этого вида деятельности; управление имеет место в организации. В третьем определении дополнительно к перечисленным чертам содержание менеджмента характеризуется как совокупность пяти процессов: планирования, организации, руководства, координации и контроля.

Менеджеры выполняют различные функции, но одним из наиболее важных и наименее понятных аспектов их работы является правильное распределение человеческих ресурсов. Исследования показывают, что производительность работников тесно связана с мотивацией; следовательно, поддержание мотивации работников является основным компонентом успешного менеджмента. Мотивация тесно связана с эффективностью работы и направляет поведение работников на достижение целей компании. Основной мотивацией работников высокоразвитых индустриальных стран могут являться самореализация, личный рост или желание большей ответственности.

Fluency Test 10

Choose the correct item to fill in the gaps:

1. Managers have to decide how best to allocate the human, physical and capital ... available to them.
a. legacy b. resources c. needs d. funds
2. Managers have to make sure that the tasks given to their subordinates are
a. possible b. real c. manageable d. actual
3. There is no point in . objectives if you don't communicate them to your staff.
a. giving b. sitting c. setting d. taking
4. Managers have to ... their subordinates, and to measure and try to improve their performance.
a. supervise b. moralise c. disapprove of d. criticise
5. Managers have to check whether objectives and targets are being
a. acted b. activated c. achieved d. actual
6. A top manager whose performance is unsatisfactory can be dismissed by the company's
a. board of judges b. shareholders c. board of directors d. employees
7. Top managers are responsible ... the innovations.
a. with b. for c. to d. about
8. General managers deal with strategy formulation and
a. relation b. acquisition c. implementationr d. game
9. The responsibilities of a general manager include ... planning for new products.
a. long-term b. long c. long-lasting d. long-lived
10. The general manager must be competent ... human recourses management.
a. of b. at c. in d. with
11. The general manager is a ... among the various functional areas of the business.
a. partner b. helper c. liaison d. choice
12. The general manager must find and train competent
a. colleagues b. subordinates c. representatives d. newcomers
13. The ... used to describe the individuals responsible for general management vary from company to company.
a. titles b. jobs c. posts d. headings

14. Sometimes subordinates disagree with the chief because they lack a broad
 a. perspective b. progress c. prospects d. movement
15. The general manager must be able to ... the company objectively.
 a. analyse b. run c. appraise d. run about
16. The meaning of general management varies ... circumstances.
 a. by b. into c. onto d. at
17. There are usually several people who share ... general management workload.
 a. the b. a c. – d. an
18. The general manager's goal is to delegate as much responsibility and authority as possible to
 a. subordinates b. the board of directors c. the company's owner d. partners
19. There are ... responsibilities of a general manager.
 a. many b. much c. a little d. little
20. General managers are concerned ... strategy formulation.
 a. of b. at c. in d. with
21. The title general manager refers to an individual who has ... responsibility.
 a. little b. overall c. partial d. no
22. The general manager must be free for the
 a. daily routine b. major decisions c. presentation purposes d. daily "fire fighting"
23. The general manager must understand
 a. all functional areas b. some functional areas c. only human resources management d. presentation purposes
24. ... refers to the generation of revenues in excess of the expenses associated with obtaining it.
 a. Stability b. Liquidity c. Profitability d. Efficiency
25. ... refers to a business's overall financial structure.
 a. Stability b. Liquidity c. Profitability d. Efficiency
26. ... refers to the efficient use of assets.
 a. Stability b. Liquidity c. Profitability d. Efficiency
27. ... refers to a business's ability to meet short-term obligations.
 a. Stability b. Liquidity c. Profitability d. Efficiency

28. ... refers to increasing in size or acquiring more of something.
- a. Stability b. Liquidity c. Profitability d. Efficiency
29. The highest ranking executive in a corporation, organisation, also known as Managing Director (MG) is
- a. General Manager b. Director c. Chief Executive Officer d. Executive director
30. A person who sits on the Board under the authority of the Chairperson is
- a. General Manager b. Director c. Chief Executive Officer d. Executive director
31. A person concerned with the day-to-day running of the firm is
- a. General Manager b. Director c. Chief Executive Officer d. Executive director
32. An individual who has overall responsibility for a business is
- a. General Manager b. Director c. Chief Executive Officer d. Executive director
33. Most of the ... we've received so far has been positive.
- a. feedback b. liaison c. d.
34. The general manager must ... decisions that subordinates cannot
- a. make b. have c. do d. cover
35. The general manager's goal is to ... as much responsibility to the subordinates.
- a. retain b. delegate c. hold d. seize
36. General management requires ... of all aspects of business.
- a. coordinated b. to coordinate c. the coordination d. coordinator
37. The general manager must relate financial issues to changes ... techniques.
- a. about b. in c. at d. onto
38. A ... is a person running a section or a department within a firm.
- a. line manager b. General Manager c. Chief Executive Officer d. Executive director
39. People hate ... leadership.
- a. indecisive b. indicisive c. undecided d. indiciding
40. ... is the organization and coordination of an enterprise, the process of managing or being managed.
- a. Manager b. Management c. Chief Manager d. Middle Manager

REVISION AND CONSOLIDATION III

Units 8 – 10 (Business) from the textbook

Choose the correct item to fill in the gaps:

1. Economics is as old as the human ...
 - a. people
 - b. race
 - c. population
 - d. person
2. A period of time during which you try to spend less money than usual is ...
 - a. economy drive
 - b. economic drive
 - c. economic tax
 - d. investment
3. Something that seems cheaper but costs more in the end is ...
 - a. economy
 - b. economies of scale
 - c. economy drive
 - d. false economy
4. ... is the financial advantages of producing something in very large quantities.
 - a. Economy
 - b. Economies of scale
 - c. Economy drive
 - d. fFalse economy
5. The study of the way in which money and goods are produced and used is referred to as ...
 - a. economy
 - b. economies of scale
 - c. economy drive
 - d. false economy
6. ... refers to conditions affecting trade, industry, and business.
 - a. economic value
 - b. economic climate
 - c. economics
 - d. economy
7. She majored ... economics at Harvard.
 - a. in
 - b. at
 - c. with
 - d. by
8. We are faced ... a deepening economic crisis
 - a. at
 - b. by
 - c. on
 - d. with
9. He's got a degree ... Modern History and Economics.
 - a. in
 - b. at
 - c. with
 - d. by
10. Given the problem of scarcity, no nation has sufficient ... to produce all the goods and services its people want.
 - a. money
 - b. companies
 - c. resources
 - d. debts
11. Someone who inherited some money can look for a business ...
 - a. chance
 - b. opportunity
 - c. possibility
 - d. benefit
12. Having analysed a business situation an entrepreneur can earn a ...
 - a. fortune
 - b. profit
 - c. opportunity
 - d. benefit

13. People must have some ... of deciding what combination of goods and services they should produce with their limited resources.
- a. method b. technique c. strategy d. way
14. No nation can produce enough ... to satisfy everybody's wants.
- a. production b. food c. goods and services d. money
15. A business organization is frequently referred to as a business
- a. sphere b. company c. entity d. stability
16. ... companies purchase goods that are ready for sale and sell them to customers.
- a. Merchandising b. Business c. Small d. Large
17. ... companies buy materials, convert them into products, and then sell the products to the companies or to the final customer.
- a. Merchandising b. Business c. Manufacturing d. Small
18. A partnership is an unincorporated enterprise owned by
- a. a businessman b. one person c. two or more individuals d. a hundred people
19. Limited companies, unlike proprietorships or partnerships, are created by
- a. law b. a person c. a businessman d. people
20. There are three major legal forms of ...: the sole proprietorship, the partnership and the limited company.
- a. ownership b. liabilities c. workshop d. corporation
21. A sole proprietorship is owned and operated by a ... individual.
- a. single b. rich c. poor d. better
22. A ... can be dissolved as easily as it can be started.
- a. sole proprietorship b. business c. company d. partnership
23. A sole proprietorship offers the owner freedom and ... in making decisions.
- a. money b. nothing c. flexibility d. friends
24. One partner may possess the management skills to ... the firm.
- a. have b. be c. operate d. do
25. In partnerships, the unlimited ... is both joint and personal.
- a. business b. company c. ownership d. stock
26. Limited companies are separate from the people who ... and manage them.
- a. like b. dislike c. provide d. own

27. The owners of limited companies elect a board of ... at an annual meeting.
 a. people b. managers c. businesspeople d. directors
28. Shareholders of corporations can only lose the amount of money they have invested in company
 a. stock b. business c. money d. activities
29. Managers have to decide how best to allocate the human, physical and capital ... available to them.
 a. resources b. setting c. achievement d. innovations
30. There is no point in ... objectives if you don't communicate them to your staff.
 a. setting b. performing c. doing d. achieving
31. Managers have to check whether objectives and targets are being
 a. done b. set c. achieved d. created
32. A top manager whose performance is unsatisfactory can be dismissed by the company's
 a. Head b. bosses c. board of directors d. staff
33. Managers have their try to improve their subordinates'
 a. performance b. tasks c. innovations d. duties
34. Managers have to make sure that the jobs and tasks given to their subordinates are
 a. set b. done c. supervised d. achieved
35. A business entity is any business organization that exists as an economic
 a. unit b. culture c. stability d. sphere
36. There are ... forms of business organization.
 a. several b. certain c. many d. three
37. A nation must decide what ... of goods and services will be produced with their limited resources.
 a. portion b. kinds c. combination d. way
38. Top managers are responsible for the company's
 a. works b. money c. performance d. routine
39. An Introductory View of Management was written by
 a. Peter Yang b. Adam Smith c. Peter Drucker d. George Smith
40. Outstanding managers are rather
 a. often met b. never met c. always met d. rare

FINANCE

11. MONEY AND BANKING

Assessment Test 11

A. Supply the words and phrases with the Russian equivalents:

1. bank liabilities; 2. in circulation; 3. transaction; 4. money order; 5. treasury bill; 6. to issue securities; 7. financial intermediary; 8. trustworthy; 9. loanable funds; 10. bonds issued in denominations of \$100; 11. commodity money; 12. to afford; 13. competitor; 14. current receipts of income; 15. loan.

B. Supply the words and phrases with the English equivalents:

1. мера стоимости; 2. покупательная способность; 3. безналичный платеж; 4. текущий банковский счет; 5. платежное средство; 6. наличный расчет; 7. потребитель; 8. средство обмена; 9. погашать ссуду, заем; 10. краткосрочные ценные бумаги; 11. номинальная стоимость; 12. владелец банковского счета; 13. ликвидные средства (фонды); 14. бумажная банкнота; 15. национальная валюта.

C. Translate the text below into Russian:

Money

Money is used for buying or selling goods, for measuring value and for storing wealth. Almost every society now has a money economy based on coins and paper notes.

A coin is a piece of metal, usually disc-shaped, which bears lettering, designs or numbers showing its value. Until the 18th and 19th centuries coins were given monetary worth based on the exact amount of metal contained in them, but most modern coins are based on face value that governments choose to give them, irrespective of the actual metal content. Coins have been made of gold, silver, copper, aluminium, nickel, plastic and in China even from pressed leaves. Gold proves to be the most popular.

An incredible variety of items have served as money at various times and places, but all can be classified as either commodity money or fiat money. Commodity money is valuable apart from what it will buy. Gold, for example, is useful in jewelry or dentistry, even when it is not used for money. But some money is useless except when treated as money. Certain pieces of paper (e.g. 100 dollar bills) are example of fiat money. Use of fiat money is ultimately

based on faith in its purchasing power, in its general acceptability, and in the stability of the government that issues it.

Most governments now issue paper money in the form of notes. Paper money is easier to handle and much more convenient in the modern world. Cheques and credit cards are being used increasingly and it is possible to imagine a world where money in the form of coins and paper currency will no longer be used.

D. Translate the text below into English:

Как работает счет в швейцарском банке?

Швейцария – одна из немногих стран в мире, в которых конфиденциальность банковских счетов гарантируется законом. Если клиент швейцарского банка не совершил ничего, что считается противозаконным в Швейцарии, банк никому не предоставит персональную информацию о клиенте. Во время Второй мировой войны, например, многие семьи из истощенных войной Германии, Италии и Франции смогли сохранить свои сбережения в безопасности, разместив их в швейцарских банках. Многие европейцы по-прежнему считают, что иметь банковский счет в Цюрихе, Базеле или Женеве – это признак финансовой надежности.

Открыть легальный номерной счет в швейцарском банке по-прежнему относительно легко. Обычно для этого только требуется приехать в Швейцарию, заполнить несколько бланков и внести деньги в банк. Швейцарские банки известны как надежные и заслуживающие доверия. Благодаря этим достоинствам Швейцария стала одним из мировых банковских центров, но это сделало её и центром отмывания денег.

Большинство людей, имеющих счета в швейцарских банках, однако, не используют их для того, чтобы отмыть деньги, полученные нелегальным путем. Они только хотят, чтобы легально полученные ими денежные средства находились в безопасности и были неподвластны контролю со стороны правительства и налогообложению на родине. Швейцарские банкиры не раскрывают счета тех клиентов, которые обвиняются в уклонении от налогов у себя на родине, так как уклонение от уплаты налогов не является противозаконным в Швейцарии.

Иностранцы, поскольку они не нарушают никаких законов Швейцарии, могут хранить свои деньги на счетах в швейцарском банке без опасений. Гарантию конфиденциальности вкладов многие недобросовестные люди могут использовать для проведения множества сомнительных операций на международном уровне.

Fluency Test 11

Choose the correct item to fill in the gaps:

1. The paper in modern money is worth very ... than the amount written on them.
a. more less b. much lesser c. much less d. less
2. Money is a measure of the ... of goods and services.
a. charge b. value c. rate d. fee
3. It was considered a very good time to apply for a ... to buy the house because interest rates were very low.
a. pledge b. promise c. mortgage d. borrowing
4. All the ... you make on your internet account are recorded so that you can check the details at any time.
a. movements b. deals c. activities d. transactions
5. What is the ... of this watch?
a. charge b. commission c. fee d. price
6. The bank refused to ... the money order because the customer had no proof of identity.
a. receive b. take c. accept d. enter
7. Under the rules laid down by the bank there is a ... on the amount of money you can get out from a cash machine in any one day.
a. limiting b. restriction c. restricting d. limitation
8. The bank will simply not let you ... any money unless you can prove that you have been in regular employment for at least three years.
a. lend b. loan c. borrow d. remove
9. Good ... procedures are very important if you want to run a business profitably and successfully.
a. accounted b. accounting c. accounts d. accountants
10. He gets 10% ... on everything he sells.
a. commission b. fee c. cost d. rent
11. Each department within the organisation is given a ... within which it has to remain for the whole year.
a. sum b. money c. dividend d. budget
12. When you take out a loan, you have to pay interest on the amount you
a. own b. lend c. owe d. take
13. In the old days the metal in each coin was really... the amount stamped on it.
a. cost b. worth c. price d. charge

14. There is no need to worry about the money side of the project because ... are available from the charity sponsoring us.
- a. foundations b. funds c. findings d. finds
15. National currencies were for many years judged in terms of the so-called
- a. 'legal tender' b. 'instruments of credit' c. 'gold standard' d. inflation
16. The building society sent a letter to all its savers and ... that there would be a reduction in the interest rate.
- a. lenders b. borrowers c. loans d. takers
17. Each month when you receive your pay, the employer ... a certain amount to pay towards your pension.
- a. withholds b. withstands c. withdraws d. without
18. When the time came to close the business down, its entire ... had to be calculated so that the creditors could be paid off.
- a. earnings b. assets c. accumulation d. asset
19. As a means of ... buying power, money has good and bad points.
- a. storing on b. storing with c. storing in d. storing up
20. The notes, issued by government and authorized banks, are known as
- a. 'instruments of credit' b. store of gold c. 'legal tender' d. money orders
21. The condition when too much money is available and its value decreases is known as
- a. supply for money b. inflation c. demand for money d. depreciation
22. To ensure the solvency of the banking system, banks are required to hold a certain percentage of their ... as deposits with the central bank.
- a. shares b. accounts c. cheques d. liabilities
23. Whenever a member of staff makes a claim for travel expenses, they have to provide a ... account of their journeys.
- a. detailed b. dedicated c. descriptive d. described
24. ... are people who put money into a business in the hope of making a profit.
- a. Spenders b. Borrowers c. Lenders d. Investors
25. The quantity of goods consumed by an individual is restricted by the total ... of money he earns.
- a. number b. amount c. quantity d. quality
26. We will make no ... for the catalogue, which you can take with our compliments.
- a. cost b. debt c. charge d. payment

27. It may seem a long way into the future but in the end you will get some ... from your investment.
- a. produce b. benefit c. products d. price
28. Interest ... are at their lowest level since the 1950's.
- a. figures b. rates c. numbers d. standards
29. I prefer to deal in ... cash rather than cheques.
- a. solid b. hard c. real d. actual
30. At the moment we are experiencing some cash ... problems because little money is coming in.
- a. fly b. stream c. flow d. run
31. Whatever she does, she just can't help ... money.
- a. doing b. making c. massing d. creating
32. There doesn't seem to be anyone working really hard for the business and yet they all seem to earn money.
- a. facile b. simple c. easy d. quick
33. If you don't want to use a cheque, you can always use a money
- a. order b. command c. instruction d. directive
34. This machine is obviously useless and if I were you I'd get your money
- a. back b. again c. return; d. up
35. There is an additional ... added to the price of the product if you want to have it delivered to your house.
- a. figure b. charge c. number d. charging
36. You should have read the ... of payment as soon as you received the invoice for the goods.
- a. reasons b. types c. lists d. terms
37. In view of our previous orders over the last year we were offered 10% ... on any future dealings.
- a. discord b. dispute c. dislike d. discount
38. He appreciated the additional welcome and help he received from the department store staff as he had after all been a longstanding
- a. customer b. courier c. courtier d. custom
39. As the builder wanted cash for the work he had done, she had to go to the bank personally to ... the money herself.
- a. take off b. take out c. take over d. take in
40. Every day money is ... from one bank to another in thousands of cities.
- a. transferred b. contributed c. measured d. replaced

12. TAXATION

Assessment Test 12

A. Supply the words and phrases with the Russian equivalents:

1. tax evasion; 2. excise duty; 3. marginal rate of tax; 4. perquisites; 5. tax shelter; 6. tax-deductible; 7. tax heaven; 8. to levy heavy taxes; 9. burden of taxation; 10. financial statement; 11. aggregate demand; 12. purchaser; 13. deferred tax; 14. tax loss; 15. tax equity.

B. Supply the words and phrases with the English equivalents:

1. индивидуальный подоходный налог; 2. лазейки в налоговом законодательстве; 3. отсрочить уплату налогов; 4. отмывание денег; 5. налог на добавленную стоимость; 6. необлагаемый налогом; 7. взимать налоги; 8. налогово-бюджетная политика; 9. налогоплательщик; 10. валовой национальный продукт; 11. налогооблагаемый доход; 12. акционер; 13. правительственные расходы; 14. вычитать, удерживать; 15. способ борьбы с инфляцией.

C. Translate the text below into Russian:

In economics spring is the season when millions of people in many countries begin to sort their previous year's income and expense records – the first step in determining their personal income tax. In calculating this tax, you are allowed to take specific types of deductions and exemptions. Some deductions that may be made (within limits) from your income are donations to your alma mater and to various non-profit organizations.

The amount of income tax you must pay at a given income level depends on several things. These include whether you are single or married and what the particular tax rates happen to be at the time. The rates are usually revised by the government every few years.

Tax is money compulsory levied by the state or local authorities on individuals, property, or businesses. In modern economies taxes are the most important source of government revenues. Taxes can be levied and classified in many ways. In many countries there are three principal types of taxes: taxes on income, taxes on wealth and taxes on activities.

Taxes are considered to have three functions:

- a) fiscal or budgetary, to cover government expenditure, to provide the public authorities with the revenue required for meeting the cost of defence, social services, municipal services, etc.;

- b) economic, to give effect to economic policy, to promote stable economic growth;
- c) social, to increase the economic welfare of the community, to lessen inequalities in the distribution of income and wealth.

D. Translate the text below into English:

Канадская налоговая система

Канадская налоговая система состоит, главным образом, из подоходного налога с физических лиц и обществ и налога на потребление. Взимание налогов осуществляется Налоговой службой Канады. Провинции и территории также имеют свою налоговую систему. Провинция Квебек сама собирает свои налоги и сборы. Провинции Онтарио и Альберта, между тем, сами собирают свой налог на доходы обществ.

Обязанность уплачивать подоходный налог основывается на понятии постоянного местожительства. В соответствии с законодательством канадским резидентом считается лицо, проживающее в стране более 183 дней. облагается налогом всемирный доход канадских резидентов, тогда как лицо-нерезидент уплачивает налог лишь с заработной платы, полученной в Канаде, предпринимательского дохода и с доходов от капитальных вложений.

Для физических лиц налоговый год длится с 1 января до 31 декабря. Физическое лицо должно представить свою декларацию о доходах не позднее 30 апреля после окончания налогового года. В случае представления просроченной декларации или утаивания доходов могут применяться карательные меры. Налогоплательщик, терпящий убыток в налоговом году, сможет перенести его на другой налоговый год и вычесть при расчёте своего облагаемого дохода.

Закон различает собственно доход (обычно называемый чистым доходом) и облагаемый доход. Налог рассчитывается с облагаемого дохода. Подоходный налог с физических лиц рассчитывается посредством прогрессивных ставок. Налог на продукты и услуги – это налог на добавленную стоимость со ставкой 5%. Провинции и территории также применяют налог на потребление.

Определённые лица или организации в Канаде освобождаются от налогов. Это, например, иностранные государственные служащие на работе в Канаде, городские администрации, профессиональные союзы. Некоммерческие организации также освобождены от подоходного налога.

Fluency Test 12

Choose the correct item to fill in the gaps:

1. If the department agrees that you have paid too much tax in the year, you will receive a ... in due course.
a. return b. reply c. response d. refund
2. Under the new regulations you can agree yourself to ... the tax you have to pay on the income over the previous year.
a. figure b. calculate c. add d. amount
3. It was pointed out that it was the government who ... the value added tax.
a. insisted b. imposed c. inserted d. indented
4. There is quite a heavy financial ... attached to any action that involves late payment of taxes.
a. punishment b. pain c. restriction d. penalty
5. There is one date you mustn't forget and that's the ... for sending in details of your earnings to the tax office.
a. headline b. deadline c. mainline d. offline
6. Expensive goods are heavily taxed for the purpose of ... money for poorer consumers.
a. raising b. contributing c. making contribution of d. availability
7. In European countries the income tax declaration must be ... by a person to the state revenue service in due time.
a. promoted b. flourished c. rendered d. filled
8. Owning property somewhere abroad, the government is ... to foreign taxation.
a. reliable b. subjected c. required d. responsible
9. The Tax Reform Act of 1986 was designed to increase the share of federal revenues and to decrease the share from the ... income tax.
a. personnel b. private c. individual d. single
10. The central problem with the corporate income tax from an economic point of view is that, ultimately, only ... can pay taxes.
a. entities b. people c. companies d. some
11. It is your responsibility to ... how much tax you should legally pay.
a. consider b. complete c. correct d. calculate
12. I had to pay back all the money I ... over the last 3 years.
a. due b. indebted c. owed d. owned
13. You can elect, if you want, to transfer your tax free allowance to your
a. spouse b. sponsor c. spokesperson d. spook

14. Before you can claim any money back on overpayment of tax, you have to ... an application form.
 - a. fill for
 - b. fill in
 - c. fill through
 - d. fill with
15. The primary function of taxation is to raise ... to finance government expenditure.
 - a. revenue
 - b. income
 - c. funds
 - d. bonds
16. ... can be designed to dissuade people from smoking or drinking alcohol.
 - a. Output tax
 - b. Indirect excise duties
 - c. Direct excise duties
 - d. Corporation tax
17. Business profits are generally taxed
 - a. once
 - b. twice
 - c. three times
 - d. four times
18. tax is a personal tax, usually progressive, levied on annual income subject to certain deductions.
 - a. Income
 - b. Consumption
 - c. Commodity
 - d. Corporation
19. Shareholders pay income tax on
 - a. debt
 - b. dividends
 - c. percentage
 - d. profits
20. In Italy self-employed people account ... more than half of national income.
 - a. in
 - b. out
 - c. for
 - d. over
21. To reduce income tax liability, some employers give highly-paid employees lots of
 - a. 'perks'
 - b. 'porks'
 - c. properties
 - d. priorities
22. Legal ways of avoiding tax are known as ... in tax laws.
 - a. tax loss
 - b. tax heavens
 - c. tax shelters
 - d. loopholes
23. Life insurance policies, pension plans and other investments by which individuals can postpone the payment of tax, are known as
 - a. tax shelters
 - b. tax heavens
 - c. tax loss
 - d. loopholes
24. Companies can bring ... capital expenditure so that at the end of the year all the profits have been used up.
 - a. before
 - b. forward
 - c. back
 - d. up
25. Criminal organizations tend to pass money through a series of companies in very complicated transactions in order to disguise its origin from tax... .
 - a. payers
 - b. bookkeepers
 - c. purchaser
 - d. inspectors
26. A central purpose of the tax system is to ... the cost of financing government activities as fairly as possible among the population.
 - a. distribute
 - b. sum up
 - c. redistribute
 - d. finance
27. ... tax is on the rise in value of a product at each stage of manufacture / marketing.
 - a. Sales
 - b. Value-added
 - c. Consumption
 - d. Capital

28. A fair distribution of taxes is considered to be one that imposes taxes on people in accordance with their
- a. property b. economic activity c. saving activity d. ability to pay
29. The effect of the income tax on economic incentives is in part determined by its coverage of
- a. fiscal policy b. economic activity c. manufacturing d. expenditures
30. ... means that the product is worth to the customer at least as much as he paid for it.
- a. A fee b. Value for money c. Cost d. Tariff
31. Value-added tax is paid by the ... of goods and services and is levied as a percentage of the selling price.
- a. purchaser b. manufacturer c. seller d. marketer
32. Goods on which the buyer pays no value-added tax are
- a. no-rated b. low-rated c. reduce-rated d. 'zero-rated'
33. If the government taxes to a greater extent than it spends, it causes a net ... in the flow of income to people and businesses.
- a. increase b. reduction c. consumption d. growth
34. Companies and their employees also have to pay taxes called ... tax which the government uses to finance social security spending.
- a. national insurance b. indirect c. turnover d. purchase
35. A tax levied at a higher rate on higher incomes is called a ... tax.
- a. regressive b. progressive c. proportional d. wealth
36. Using legal methods to minimize your tax burden is called ... tax.
- a. evasion b. avoidance c. heaven d. penalty
37. Most countries have a ... on profits made from the sale of assets such as stocks.
- a. estate tax b. capital transfer tax c. sales tax d. capital gains tax
38. A (an) ... tax is usually imposed on inherited money or property.
- a. real estate b. capital transfer c. excise d. income
39. A (an) ... tax is imposed upon immovable property.
- a. real estate b. inheritance c. sales d. excise
40. Income taxes are often ... graduated rates, that is, rates that rise as income rises.
- a. levied in b. levied out c. levied at d. levied on

13. INSURANCE

Assessment Test 13

A. Supply the words and phrases with the Russian equivalents:

1. mortgage insurance, 2. cancellation of the policy, 3. fidelity bond insurance, 4. to lapse, 5. beneficiary, 6. the date of the inception of the policy, 7. blanket policy, 8. retention of a policy, 9. liability insurance, 10. insurable interest, 11. to surrender an insurance policy, 12. to expire, 13. lender, 14. cash surrender value, 15. financial consequences.

B. Supply the words and phrases with the English equivalents:

1. страховая компания, страховщик; 2. ежегодный страховой взнос; 3. страхование имущества; 4. страхуемый риск; 5. номинальная стоимость; 6. возобновляемый полис; 7. получать страховой полис; 8. страхователь, застрахованный; 9. страхование на определенный срок; 10. продавать по льготным (сниженным) ценам; 11. на дополнительных условиях; 12. страховое покрытие; 13. условия страхового полиса; 14. финансовый убыток, денежные потери; 15. пожизненное страхование.

C. Translate the text below into Russian:

Home Insurance

Home insurance, also commonly called homeowners insurance (often abbreviated in the real estate industry as HOI), is the type of property insurance that covers private homes. It is an insurance policy that combines various personal insurance protections, which can include losses occurring to one's home, its contents, loss of the personal possessions of the homeowner, as well as liability insurance for accidents that may happen at the home. It requires that at least one of the named insured occupies the home. The dwelling policy (DP) is similar, but used for residences which don't qualify for various reasons, such as vacancy/non-occupancy, seasonal/secondary residence, or age. It is a multiple line insurance, meaning that it includes both property and liability coverage, with an indivisible premium, meaning that a single premium is paid for all risks.

The insurance policy itself is a lengthy contract, and names what will and what will not be paid in the case of various events. Insurance must be updated to the present and existing value at whatever inflation up or down, and an appraisal paid by the insurance company will be added on to the policy

premium. Fire insurance will require a special premium charge, plus the addition of smoke detectors and on site fire suppression systems to qualify.

The home insurance policy is usually a term contract. The insured must pay the insurer the premium each term. Most insurers charge a lower premium if it appears less likely the home will be damaged or destroyed.

D. Translate the text below into English:

**Страхование иностранных граждан,
пребывающих в Республике Беларусь**

Республикой Беларусь введено обязательное медицинское страхование иностранных граждан, временно пребывающих в Республике Беларусь, на случай оказания скорой и неотложной медицинской помощи государственными лечебно-профилактическими учреждениями при внезапном заболевании или несчастном случае. Для этого все иностранные граждане должны иметь медицинское страховое соглашение с белорусской страховой компанией или с авторизованной иностранной страховой компанией и страховой полис, выданный компанией.

Страховой полис, выданный иностранной страховой компанией, должен быть действителен на территории Республики Беларусь в течение срока пребывания и должен покрывать страховые случаи, установленные Законом Республики Беларусь. Минимальная сумма страховой ответственности – пять тысяч долларов США. Все контрольно-пропускные пункты на границах Беларуси, а также аэропорты и железнодорожные станции имеют отделения белорусских государственных страховых организаций, где въезжающий иностранный турист может оформить страховой медицинский полис.

Граждане Республики Беларусь или организации, зарегистрированные на территории Республики Беларусь и приглашающие иностранных граждан для посещения Беларуси, имеют право заключать медицинские страховые соглашения от лица приглашаемых граждан.

Медицинский страховой полис не обязателен для лиц, пересекающих территорию Республики Беларусь с транзитными визами, для дипломатов и официальных делегаций, персонала воздушного и железнодорожного транспорта, граждан стран СНГ, владельцев документов «Titre de Voyage», выдаваемых лицам без гражданства и беженцам.

Тарифы на медицинское страхование для иностранных граждан колеблются от 1 доллара США на двухдневное пребывание до 85 долларов США на пребывание в течение года.

Fluency Test 13

Choose the correct item to fill in the gaps:

1. Usually, the longer the term of the policy, the lower the ... is each year.
 - a. price
 - b. premium
 - c. installment repayment
 - d. cost
2. A policy for 5 years would have ... annual premium than a policy for one year.
 - a. a lower
 - b. a higher
 - c. an average
 - d. an equal
3. Business saves money by purchasing a ... policy instead of individual policies.
 - a. valued
 - b. life
 - c. term life
 - d. blanket
4. In ancient times, merchant ships were sometimes captured by pirates and held for ...
 - a. fee
 - b. compensa-tion
 - c. commis-sions
 - d. ransom
5. The effects of a business depression, changes in styles and public tastes are
 - a. limited risks
 - b. uninsurable risks
 - c. insurable risks
 - d. default risks
6. There are risks that are insurable, and a business owner can ... them.
 - a. defend
 - b. protect by
 - c. guard against
 - d. defend with
7. Only financial ... can be transferred all or in part to an insurance company pool.
 - a. lost
 - b. lapse
 - c. loser
 - d. loss
8. You must have an insurable ... in something in order to insure it.
 - a. risk
 - b. premium
 - c. fund
 - d. interest
9. You could not insure the life of your... .
 - a. spouse
 - b. competitor
 - c. child
 - d. parents
10. People or businesses cannot insure against
 - a. theft
 - b. natural disasters
 - c. effects of a business de-pression
 - d. damage of property
11. A person is ... if he doesn't have enough insurance to cover the cost of a loss.
 - a. not insured
 - b. underinsured
 - c. overinsured
 - d. unsurable
12. If the period covered by the policy passes and another policy is not issued, the policy is said
 - a. renewed
 - b. to lapse
 - c. to suspend
 - d. to collapse
13. A contract between the insured and the company is called a
 - a. lease
 - b. dividend
 - c. policy
 - d. premium

14. An ... is a representative of usually one insurance company and sells only that company's insurance.
- a. insurance agent b. insurance broker c. insurance company d. insurer
15. The premium is the amount of money which is paid to keep the policy ...
- a. in power b. by force c. in function d. in force
16. Term insurance is a type of insurance that provides basic ... insurance protection.
- a. whole life b. property c. business life d. life
17. The cost of term insurance ... with the age of the person involved.
- a. decreases b. increases c. declines d. is equal
18. Term insurance provides protection at a relatively modest
- a. cost b. value c. fee d. funds
19. Term insurance policies are usually renewable ... additional terms.
- a. at b. in c. for d. on
20. Term insurance is also often sold at ... prices in connection with or as a sweetener for other types of life insurance.
- a. initial b. wholesale c. retail d. bargain
21. Credit insurance is required by many lenders when they ... small consumer loans.
- a. make b. underwrite c. take d. receive
22. Term insurance may be either ... amount insurance or declining balance.
- a. annual b. face c. actual d. fixed
23. In declining balance insurance the premium remains constant but the face amount of insurance ... declines as the person grows older.
- a. cost b. clause c. contributions d. coverage
24. A type of term insurance provided by employers for their employees is known as insurance.
- a. business life b. group life c. loss-of-income d. liability
25. ... insurance is an insurance covering damage to or loss of ship, passengers, or cargo caused by the sea.
- a. damage b. marine c. sea d. ship
26. Whole life policies provide a fixed benefit on the death of the
- a. insurer b. beneficiary c. insured d. insurgent
27. ... of the policy during its first years may involve a substantial financial loss.
- a. Abolition b. Underwriting c. Cancellation d. Lifting

28. The premiums of the whole life insurance remain level from the date of the inception of the policy until the ... of the policy.
- a. end b. maturation c. lapse d. expiration
29. A type of term insurance in which the face amount is constant and the premium increases periodically is called ... insurance.
- a. declining balance b. mortgage insurance c. face amount d. whole life
30. During the lifetime of the insured, the creditor may ... the policy if a default on the obligation occurs.
- a. return b. surrender c. hand over d. refuse
31. You are paid ... when insured property is damaged.
- a. ransom b. premiums c. a compensation d. charges
32. A request for payment when insured property is damaged is called a
- a. call b. claim c. requirement d. demand
33. You do not have to pay income tax ... life insurance premiums.
- a. at b. from c. in d. on
34. In the past, many people buying insurance used independent ... – people who searched for insurance at the lowest price.
- a. agents b. brokers c. insured d. agencies
35. A person or company that provides insurance is called
- a. insured b. insurgent c. insurer d. insure
36. If property is stolen or damaged, the person or company who is insured requests ... from the insurer.
- a. a peril insured b. compensation c. a premium d. a claim
37. ...insurance covers medical bills incurred because of sickness or accidents.
- a. Liability b. Incident c. Medical d. Health
38. ... insurance provides a cash benefit to a decedent's family or other designated beneficiary, and may specifically provide for burial and other final expenses.
- a. Medical b. Business c. Life d. Property
39. ... insurance provides protection against risks to property, such as fire or theft.
- a. Flight b. Property c. Private mortgage d. Cargo
40. Life insurance can be a tax ... – a way of putting off paying tax till later.
- a. heaven b. burden c. evasion d. shelter

REVISION AND CONSOLIDATION IV

Units 11 – 13 (Finance) from the textbook

Choose the correct item to fill in the gaps:

1. I'm afraid this cheque will be of no value until you have put your ... on it.
a. signature b. signs c. signing d. signed
2. To economize is to produce a given output of a product at the lower ... than before.
a. value b. profitability c. contribution d. cost
3. In order to ... the loan the bank had to accumulate funds by cutting amounts lent to other borrowers and calling in loans.
a. make; b. lend out c. give out d. enable
4. Securities are traded either on the money markets or on
a. the Central Bank b. telephone c. the Stock Exchange d. clearing houses
5. The ... price paid turned out to be higher than the advertised.
a. actual b. deferred c. net d. expensive
6. The most often used financial ... are shares, stocks, bills and bonds.
a. cash assets b. means of payment c. securities d. currencies
7. Government ... are known to be traded on the Stock Exchange
a. shares b. means c. bonds d. loans
8. Securities are ... by companies, financial institutions and governments as a means of borrowing money.
a. made b. handled c. stored d. issued
9. Having been issued, ... can be bought on the Stock Exchange.
a. deposits b. bills c. shares d. securities
10. A company working efficiently pays higher ... to its employees than its competitors.
a. dividends b. fees c. salaries d. payments
11. ... are documents showing what part of the company's capital belongs to their owner.
a. Loans b. Taxes c. Shares d. Bonds
12. High taxes are ... on expensive goods in order to raise money for the poor.
a. levied b. imposed c. fixed d. deducted
13. Expensive goods are heavily ... in order to transfer incomes from the rich who buy them to the poor.
a. contributing b. provided c. raised d. taxed

14. A highly experienced person whose task is to prepare the main financial statements of the company is called a (an)
 a. shareholder b. auditor c. accountant d. proprietor
15. Under the current legislation if you are late in paying your taxes, then you have to face a financial
 a. penalty b. pain c. punishment d. penalize
16. He is in a terrible rush to complete his tax returns by Tuesday otherwise he won't be able to reach the
 a. dead end b. deadline c. dead date d. dead stop
17. Only the ... tax takes explicitly into account those personal characteristics of the taxpayer which are considered most relevant to his ability to pay.
 a. inheritance b. commodity c. personal income d. sales
18. Making false declarations to the tax authorities is called
 a. fiscal policy b. tax avoidance c. tax exemption d. tax evasion
19. A tax people pay on their wages and salaries is called ... tax.
 a. wealth b. income c. capital transfer d. real estate
20. I took out a life insurance ... with State Ranch Insurance Company last week.
 a. contract b. policy c. agreement d. deal
21. My insurance ... are only \$70 per month.
 a. receipts b. fees c. premiums d. payings
22. In the event of my death, the ... will be my widow.
 a. recipient b. widow c. beneficiary d. donor
23. My insurance does not ... me if I commit suicide.
 a. collect b. cover c. console d. contribute
24. Before I got the insurance, I had to receive a complete medical
 a. investigation b. injection c. examination d. therapy
25. I am feeling great, because the doctor told me that I have a life ... of 82 years!
 a. length b. line c. expectancy d. experience
26. A mortgage involves the transfer of an interest in land as security for a loan or other
 a. demand b. obligation c. responsibility d. purchase
27. Normally, a mortgage is paid in ... that include both interest and a payment on the principle amount that was borrowed.
 a. increments b. installments c. premiums d. portions

28. Joining the Federal Reserve System is required for national banks, but ... for state banks.
- a. obligated b. obvious c. optimal d. optional
29. Monetary policy is concerned with how much money ... in the economy, and what that money is worth.
- a. circulates b. circumscribes c. concentrates d. congregates
30. The goal of Canadian monetary policy is to contribute to rising living ... for all Canadians through low and stable inflation.
- a. amenities b. conditions c. expenses d. standards
31. Poorer people need to spend ... proportion of their income on consumption than the rich.
- a. a smaller b. a higher c. the same d. a larger
32. Risks that are not insurable include the effects of a business ..., changes in styles and public tastes, and population changes.
- a. depreciation b. depression c. derogation a. circles
33. Adequate insurance is important because many business owners are
- a. underinsured b. overinsured c. misinsured d. uninsured
34. Donations to charities that can be subtracted from the income on which tax is calculated are described as... .
- a. tax-avoided b. tax heavens c. tax-deductible d. laundering money
35. Most owners of small businesses do not have extra money to ... emergencies.
- a. protect b. cover c. shield d. defence
36. It is important that the buyer reads, understands, and fulfills the ... of the agreement.
- a. duties b. requests c. obligations d. propositions
37. The amount which is paid for a stock or share over and above its nominal or face value is called a (an)
- a. face value b. ransom c. interest d. premium
38. Any insurance that covers a group of different kinds of risk, such as fire, theft, storm, etc. is called a
- a. blanket insurance b. fidelity bonds c. special insurance d. liability insurance
39. Which one of the following is an uninsurable risk?
- a. a car b. property c. competition d. goods
40. ... insurance is insurance covering damage or loss caused by fire or lightning.
- a. Property b. Special c. Blanket d. Fire

TRADE

14. MARKETING

Assessment Test 14

A. Supply the words and phrases with the Russian equivalents:

1. market research, 2. clientele, 3. to trade off, 4. to recognize early trends, 5. differential advantage, 6. end-users, 7. outlet, 8. to amount to, 9. to launch, 10. to anticipate, 11. social make up, 12. market segmentation, 13. available, 14. supply, 15. distribution channels.

B. Supply the words and phrases with the English equivalents:

1. ставить покупателя во главу угла, 2. удовлетворить потребности, 3. ценообразование, 4. осуществлять исследование рынка, 5. нужный продукт, 6. подразделения компании, 7. невыполнение обязательств, 8. излишний, 9. приемлемая цена, 10. прогрессивно-мыслящая компания, 11. побуждать купить, 12. распределять, 13. продвижение товара, 14. широкий ассортимент, 15. потенциальный покупатель.

C. Translate the text below into Russian:

A Driving Force

In recent years marketing has become a driving force in most companies.

Marketing includes all business activities connected with the movement of goods and services from producers to customers. Sometimes it is called distribution. On the one hand, marketing is made up of such activities as transporting, storing and selling goods and, on the other hand, a series of decisions you make during the process of moving goods from producer to user. Marketing operations include product planning, buying, storage, pricing, promotion, selling, credit, traffic and marketing research.

Underlying all marketing strategy is the marketing concept – “we must produce what people want, not what we want to produce.” This means that we put the customer first. We organize the company so that this happens. We must find out what the customer wants. We carry out market research. We must supply exactly what the customer wants. We can do this by offering the right Marketing Mix: “The Four P’s – the right Product at the right Price, available through the right channels of distribution: Place; presented in the right way: Promotion.”

Nowadays all divisions of a company are urged to think marketing. We must have a clear idea of: what the customer need, what the customer want, what causes them to buy. The ability to recognize early trends is very important. Producers must know why, where, for what purpose the consumer buy. Market research helps the producer to predict what people will want. And through advertising he attempts to influence the customer to buy.

D. Translate the text below into English:

Стратегические исследования рынка

В процессе определения стратегических целей и задач компании, выработки новых направлений ее развития обычно оперируют такими показателями, как емкость и динамика рынка, занимаемая компанией доля на рынке. Также используются данные о структуре розничного рынка, величине, платежеспособности и предпочтениях отдельных целевых групп покупателей. Часть данных о рынке доступна из официальной статистики, публикуемой Российским статистическим агентством. Кроме того, на рынке представлен целый ряд макроэкономических исследований, проводимых большинством крупных исследовательских компаний. В настоящее время наиболее распространенной методикой проведения таких исследований является телефонный опрос по выборке из 1000-1500 респондентов. Этот метод получил распространение ввиду относительно низкой себестоимости и высокой оперативности. Финансирует проведение подобных исследований либо пул заказчиков (ведущих розничных операторов), либо исследовательская компания самостоятельно (чтобы продвинуть собственный имидж как эксперта по розничному рынку).

Стоимость стандартного отчета при наличии нескольких заказчиков составляет для одной компании 1000-2000 долларов. Проведение расширенного макроэкономического исследования под заказ единственной компании может стоить около 10000-15000 долларов.

Наиболее известны исследования розничного рынка, ежегодно проводимые компаниями GfK, ACNielsen, Business Analytica. В настоящее время, по оценкам большинства исследовательских компаний, объем российского розничного рынка составляет более 200 млрд. долларов в год, а объем продаж продовольственных и сопутствующих товаров, входящих в ассортимент продовольственных магазинов, - около 100 млрд. долларов. Мониторинг доли рынка, занимаемой компанией, и ее позиций по отношению к конкурентам является одним из важнейших инструментов маркетинга. Он позволяет эффективно выстраивать отношения с клиентами, партнерами и потенциальными инвесторами.

Fluency Test 14

Choose the correct item to fill in the gaps:

1. Products are ... rather than bought.
a. paid b. sold c. sent d. delivered
2. Marketers are always looking for market ...
a. possibilities b. vacancies c. places d. opportunities
3. The company must also take... of the existence of competitors.
a. account b. attention c. profit d. revenue
4. Sales representatives are another important ... of info.
a. store b. capital c. source d. idea
5. There is more ... than consumer marketing, even though ordinary consumers are exposed to it.
a. economic b. national c. social d. industrial
6. Marketing has been ... as a key ingredient in the strategy of a small business.
a. established b. settled down c. constructed d. created
7. Small firms cannot ... marketing.
a. predict b. capture c. avoid d. supply
8. Some owner – managers do not want to grow their ...
a. company b. firm c. business d. enterprise
9. Marketing ... is considered as something of a luxury.
a. costs b. plan c. expenditure d. price
10. Some small firms are highly ..., serving very narrow market segments.
a. provided b. specialised c. equipped d. modernized
11. A small enterprise will ... from a marketing plan.
a. benefit b. win c. lose d. glorify
12. Marketing ... is the gathering, recording, and analyzing of info.
a. plan b. research c. department d. discovery
13. Thousands of small firms and ... have used marketing research successfully.
a. companies b. entrepreneurs c. businessmen d. departments
14. A small computer firm won through the correct ... of marketing research.
a. use b. demand c. application d. profit
15. Marketing management is...
a. successful b. advantageous c. important d. purposeful

16. Marketing management is designed to... the needs and wants of clients.
 - a. satisfy
 - b. approve
 - c. improve
 - d. increase
17. Marketing managers must ... upon a specific customer group.
 - a. find
 - b. decide
 - c. look for
 - d. clarify
18. Marketing is an approach to ...the relationship between an organization and its existing clientele.
 - a. existing
 - b. creating
 - c. improving
 - d. designing
19. There is a universal... of marketing management.
 - a. name
 - b. term
 - c. definition
 - d. condition
20. The most common ...of those in marketing management is profit
 - a. goal
 - b. aim
 - c. target
 - d. objective
21. Marketing management is ...with competition.
 - a. connected
 - b. concerned
 - c. linked
 - d. devised
22. Marketing ... making can be improved via a combination of experience and academic discipline.
 - a. effort
 - b. advice
 - c. calculation
 - d. decision
23. It is the responsibility of the marketing department to ... and organize the sale of products.
 - a. buy
 - b. sell
 - c. promote
 - d. send
24. It would be possible for the factory simply to ... a motor car and then hope that it sells.
 - a. make
 - b. produce
 - c. manufacture
 - d. construct
25. It takes a long time to set up a ... line for a car assembly plant.
 - a. purchase
 - b. strategy
 - c. production
 - d. computer
26. It is much better to discover ... what people are looking.
 - a. at
 - b. after
 - c. forward
 - d. for
27. It comes ... that making and selling are two facets of the same undertaking.
 - a. obvious
 - b. clear
 - c. vital
 - d. important
28. The situation could be compared ... the marketing team.
 - a. at
 - b. on
 - c. with
 - d. to
29. The problem ... any business is that the market for goods and services is ever changing.
 - a. concerning
 - b. facing
 - c. disturbing
 - d. urging
30. The government is also involved ... campaigns to discourage drinking and driving.
 - a. to
 - b. with
 - c. out of
 - d. in

31. New technologies have an even devastating ... on the market.
 a. influence b. coverage c. effect d. problem
32. The rapidly changing world is both a headache and a challenge to those engaged in
 a. management b. promotion c. advertising d. marketing
33. SWOT is not in itself an ... method.
 a. critical b. analytical c. logical d. successful
34. It brings together the ... of all aspects of ... analysis.
 a. careful b. attentive c. fruitful d. strategic
35. The factors contained the list should be supported with strong ...
 a. proof b. evidence c. facts d. examples
36. A strategy based on unsubstantiated strengths and ... can be misleading.
 a. opportunities b. possibilities c. abilities d. advantages
37. A meaningful SWOT ... involves the application of a range of analytical tools.
 a. decision b. description c. analysis d. definition
38. Corporate strengths may ... ownership of technology and techniques.
 a. consist b. have c. include d. obtain
39. Many multinational corporations have ... their financial strenghts to develop overseas markets.
 a. damaged b. buried c. destroyed d. utilized
40. Corporate weaknesses may include the ... of particular type of corporate resource.
 a. absence b. lack c. drawback d. problem

15. ADVERTISING

Assessment Test 15

A. Supply the words and phrases with the Russian equivalents:

1. valid, 2. substantiation, 3. persuasion, 4. essence, 5. credibility, 6. compatible, 7. ambiguity, 8. abuse, 9. counter-productive, 10. media plan, 11. decent, 12. exaggeration, 13. brief (n), 14. to trigger, 15. commercials.

B. Supply the words and phrases with the English equivalents:

1. рекламировать, 2. рекламная компания, 3. конкурировать, 4. ускорять сбыт, 5. анкетирование, 6. целевая аудитория, 7. эмоциональный отклик, 8. вводить в заблуждение, 9. честная конкуренция, 10. рекламное агенство, 11. скрытая реклама, 12. процветание, 13. противоречить нормам морали, 14. стимулировать спрос, 15. продвижение товара.

C. Translate the text into Russian:

In the eyes of the business world and of many economists, advertising serves an indispensable function. It helps consumers to choose among competing products. Also, by spurring demand for products, it extends the possibilities of mass production and thus leads to the economies of scale and to lower consumer costs. Advertising plays a very important part in modern merchandising. The manufacturers tell the public about their new products and the stores tell the public about what products have at what prices.

Advertisements can be seen in newspapers, magazines, and on television every day of the week. Many more advertisements are sent to customer's homes.

Advertising companies are called agencies. Each agency sells a lot of different products. Here is how it happens. The first stage is marketing research. Marketing researchers get information in three ways: on the phone, in group discussions, from questionnaires. The agency then writes, films, records and photographs a campaign. This is a series of advertisements on TV, on the radio, in newspapers and magazines.

This great business of merchandising employs millions of white-collar, from clerks in the stores to top executives in the big department stores and the advertising agencies. For most clerks the salaries are low, but they are among the highest for top executives. In the business world advertising is sometimes depicted as "the engine of prosperity".

From another perspective, however, advertising goes against important social values. It promotes self-indulgence and thus counters moral and religious teaching that urge selflessness. It creates false 'needs' and encourages waste.

D. Translate the text below into English:

Реклама – информация, распространенная любым способом, в любой форме и с использованием любых средств, адресованная неопределенному кругу лиц и направленная на привлечение внимания к объекту рекламирования, формирование или поддержание интереса к нему и его продвижение на рынке.

Задача рекламы – побудить представителей целевой аудитории к действию (выбору товара или услуги, осуществлению покупки и т.п., а также формированию запланированных рекламодателем выводов об объекте рекламирования).

Функции рекламы:

- привлечение клиентов – информирование их о новых товарах, услугах, местах продаж. Обычно в рекламном сообщении перечислены конкурентные преимущества рекламируемой компании, плюсы, которые могут приобрести ее клиенты.
- увеличение продаж – подразумевается, что реклама, как инструмент маркетинга, способствует повышению объема продаж. Однако для того, чтобы клиент сделал выбор в пользу рекламируемого магазина (компании, банка, сервиса и т.д.), одного рекламного сообщения, как правило, оказывается мало. Когда клиент пришел или позвонил в рекламируемую компанию, для него важно не только то, что ему обещала реклама, но и то, правдивы ли эти обещания. Как встретят клиента, какой товар он увидит на полках, по какой цене он сможет его приобрести – эти и другие факторы также влияют на рост или падение продаж. Реклама лишь направляет и заставляет запомнить.
- регулирование сбыта – если забывать о данной функции рекламы, можно легко заработать отрицательный имидж. Всегда нужно помнить о том, что количество товара должно соответствовать ожиданиям от рекламной кампании (вашим и клиентским).

Интересы общества в целом требуют оградить потребителей от ложной и недобросовестной рекламы. Те же интересы диктуют необходимость стимулирования сбыта, основным средством которого является как раз реклама. Противоречивость этих интересов требует государственного регулирования. Законодательство о рекламе во всех странах представляет собой компромисс между вышеуказанными интересами.

Fluency Test 15

Choose the correct item to fill in the gaps:

1. Encarta's History of Advertising notes that ... have found evidence of advertising dating back to the 3000s BC, among the Babylonians.
 - a. anthropologists
 - b. archaeologists
 - c. paleontologists
 - d. prehistorians
2. One of the first known methods of advertising was the outdoor display, usually an ... sign painted on the wall of a building.
 - a. eye-arresting
 - b. eye-catching
 - c. eye-stopping
 - d. eye-taking
3. An outdoor advertisement ... in Rome offers property for rent, and one found painted on a wall in Pompeii calls the attention of travelers to a tavern.
 - a. excavated
 - b. exhumed
 - c. extracted
 - d. extricated
4. In medieval times word-of-mouth praise of products gave rise to a simple but effective form of advertising, the use of so-called town ...
 - a. announcers
 - b. cries
 - c. heralds
 - d. plaintiffs
5. There were citizens who read public notices aloud and were also employed by merchants to shout the ... of their wares.
 - a. places
 - b. portions
 - c. praises
 - d. prices
6. Although graphic forms of advertising appeared early in history, printed advertising made little ... until the invention of the movable-type printing press by German printer Johannes Gutenberg about 1450.
 - a. coverage
 - b. headway
 - c. impression
 - d. profit
7. Volney B. Palmer ... up shop as an advertising agent, the forerunner of the advertising agency.
 - a. opened
 - b. set
 - c. started
 - d. took
8. By the end of the 1920s, advertising had established itself in radio to such a (n) ... that advertisers were producing many of their own programs.
 - a. amount
 - b. extent
 - c. range
 - d. volume
9. The early 1930s ... in dozens of radio dramatic series that were known as soap operas because they were sponsored by soap companies.
 - a. escorted
 - b. showed
 - c. ushered
 - d. welcomed
10. First-hand knowledge of quality of products is not ...
 - a. given
 - b. available
 - c. understandable
 - d. present
11. In order to survive in this business you must adopt a ... stance.
 - a. competition
 - b. competing
 - c. competitor
 - d. competitive

12. The local department store has to make a sustained effort at this time of the year to ... customer demand for summer clothing.
- a. satisfy b. satisfaction c. satisfies d. satisfying
13. A good team leader must be able to ... his colleagues to face the challenge of a downturn in business.
- a. inspiring b. inspiration c. inspires d. inspire
14. The ... trend in children's desire to wear designer label clothes should be exploited.
- a. currant b. current c. occurring d. occurred
15. You have to ... the public that it is in their own interest to read the instruction on all our medicines.
- a. convict b. conviction c. convince d. convincing
16. In order to make a sensible ... among the different vacuum cleaners available, it is important to do some research.
- a. comparing b. comparison c. comparative d. compares
17. The ... of alcohol is not allowed in any of the company's premises in order to present a clean image.
- a. consumer b. consumption c. consuming d. consumes
18. When you are out to ... new customers in an advertisement, choose the right words.
- a. attraction b. attractive c. attract d. attracts
19. The really effective television commercial is the one that ... you of its authenticity.
- a. persuades b. persuasion c. persuasive d. persuading
20. I can strongly recommend this ... as the best available on the market today.
- a. producer b. product c. production d. produce
21. The evaluation and ... manufactured goods is an inescapable part of life in today's society.
- a. division b. choice c. selection d. buying
22. But most people have little knowledge of the ... production.
- a. actual b. important c. necessary d. valuable
23. Television had been introduced in 1940, but because of the high cost of TV sets and the lack of programming, it was not immediately ...
- a. embraced b. enjoyed c. patronized d. popularized
24. The essence of advertising is ...
- a. conviction b. persuasion c. estimation d. evidence

25. The British Code of Advertising Practice ... to protect the consumer.
 a. lasts b. conducts c. exists d. wants
26. Advertisements should not ... attack or discredit other products.
 a. hopefully b. unfairly c. badly d. quickly
27. People seldom rely ... ads.
 a. to b. for c. on d. at
28. There are special ... on ads addressed to children.
 a. laws b. regulations c. rules d. orders
29. The client company generally the advertising agency an agreed ...
 a. treaty b. budget c. agreement d. contract
30. The agency ... ads.
 a. constructs b. builds c. composes d. creates
31. The ... of advertising media is generally strongly influenced.
 a. variant b. choice c. sample d. exhibit
32. People begin to find ads
 a. disgusting b. improving c. irritating d. annoying
33. Advertising is aimed ... conveying information to potential customers.
 a. to b. for c. by d. at
34. For the typical manufacturer advertising is form of ...
 a. defence b. insurance c. credibility d. profitability
35. The nature of consumer's needs have to be ... assessed.
 a. regularly b. seldom c. constantly d. eventually
36. Advertising goes ... television and hoarding, newspapers and magazines.
 a. far beyond b. out of c. far from d. next to
37. Some would say that advertising actually ... our lives.
 a. improves b. enriches c. polishes d. helps
38. National newspapers derive much of their ... from advertising.
 a. money b. benefit c. revenue d. profit
39. It is illegal make untrue ... about goods.
 a. descriptions b. statements c. approvals d. sentences
40. Unpaid advertising can provide god ... at minimal cost.
 a. exposure b. expression c. attraction d. form

16. INTERNATIONAL TRADE

Assessment Test 16

A. Supply the words and phrases with the Russian equivalents:

1. to measure the total flow of money, 2. to impose quotas, 3. barter, 4. diverse, 5. overseas ventures, 6. counter-trade, 7. comparative advantage, 8. visible trade, 9. to retaliate, 10. dumping, 11. flows of money, 12. free trade, 13. to earn revenue from, 14. fair competition, 15. to restrict.

B. Supply the words and phrases with the English equivalents:

1. валовый внутренний продукт, 2. двусторонние отношения, 3. невидимый экспорт, 4. за пределами границ, 5. основная сумма, 6. принять ответные меры, 7. пролонгация кредита, 8. краткосрочный капитал, 9. иметь (не) благоприятный баланс торговли, 10. протекционизм, 11. дефицит, 12. тарифы, 13. пошлины, 14. снабжение, 15. избыток.

C. Translate the text below into Russian:

International Trade

In the age when many business people are thinking globally, it is just as important to understand the working of the world economy as it is to understand our national economy. Fortunately, the same concepts of supply and demand, deficit and surplus also apply to international business. They just manifest themselves differently.

There are two sides to every trade relationship: buying and selling goods. In international trade, those who buy are importing goods or services from foreign sources; those who sell are exporting products to customers abroad.

When Honduras exports bananas to Switzerland, they can use the money earned to import Swiss chocolate – or to pay for Kuwait oil or a vacation in Hawaii. The basic idea of international trade and investment is simple: each country produces goods or services that can be either consumed at home or exported to other countries.

The main difference between domestic trade and international trade is the use of foreign currencies to pay for the goods and services crossing international borders. Although global trade is often added up in US dollars, the trading itself involves various currencies. Japanese videocassette recorder is paid for in German marks in Berlin, and German cars are paid for in US dollars in

Boston. Indian tea, Brazilian coffee, and American films are sold around the world in currencies as diverse as Turkish liras and Mexican pesos.

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

D. Translate the text below into English.

TESCO – История Успеха

Те сети, которые с начала-середины 90-х годов поставили учет покупателей под жесткий контроль, начали выигрывать. Один из самых шикарных примеров - торговая сеть TESCO. Анализ способа ее работы с покупателями уже опубликован и в русскоязычной литературе.

В течение нескольких лет сеть TESCO в Великобритании развивалась со скоростью гораздо большей, чем основные конкуренты. Притом, что рынок в Великобритании уже почти не растет. Они обогнали практически всех конкурентов, кроме самого большого лидера в Великобритании – J. Sainsbury. Одно из ключевых маркетинговых решений - ввод тотального учета покупателей. Компания распространила два миллиона Карточек Покупателей TESCO. И это притом, что на территории Великобритании проживают около 22 миллионов домохозяйств. С помощью этих Карточек TESCO отсегментировала людей на Крупных, Больших, Средних, Мелких покупателей и на множество других сегментов.

Это помогло в первую очередь оптимизировать ассортиментное предложение для разных групп покупателей. Далее, проведя анализ ассортимента в корзине разных покупателей и зная адреса покупателей, компания стала предлагать покупателям более детально продуманные торговые предложения. Предложения включали дегустации, промоакции, различного рода новшества товарного ассортимента, а также поощрения, скидки и многие другие решения, позволяющие удерживать покупателя у себя в магазине. Причем, эти предложения были предельно адресными и опирались на реальные вкусы покупателей и их историю покупок. Это было одно из немногих решений, превративших TESCO из средней сети Великобритании в самую быструю, динамичную и растущую сеть в Европе на протяжении последних пяти-семи лет.

Fluency Test 16

Choose the correct item to fill in the gaps:

1. The economists believe ... the comparative cost principle.
a. at b. of c. on d. in
2. Nations may have an absolute or a ... advantage in producing goods.
a. changeable b. comparative c. advantageous d. predicative
3. It's impossible to know the quantity that will be imported with
a. barriers b. quotas c. tariffs d. limits
4. Quotas provide no ... for the government.
a. profit b. revenue c. benefit d. surplus
5. The General Assembly on Tariffs and Trade (GATT) had the ... of objectives of encouraging international trade.
a. purposes b. objectives c. targets d. decisions
6. It took nearly 50 years to arrive ... the final GATT agreement.
a. to b. at c. on d. for
7. Most developing countries ... free trade.
a. opposed b. approved c. neglected d. adopted
8. They practiced ... substitution.
a. export b. international c. import d. local
9. Nowadays many developing countries have ... debts with Western commercial banks.
a. incredible b. big c. tiny d. huge
10. The IMF ... severe conditions.
a. puts b. imposes c. demands d. takes
11. Third world governments are aware ... the export successes of the East Asian "Tiger" economies.
a. about b. for c. off d. of
12. Democratic governments face ... every 4 or 5 years.
a. changes b. elections c. improvement d. discussions
13. Third world governments tend to ... trade barriers.
a. raise b. speed c. lower d. support
14. There are ... for things other than commodities.
a. places b. shops c. markets d. malls

15. Buyers and ... may be scattered over the whole world.
 a. shoplifters b. sellers c. customers d. clients
16. Brokers on London ... exchange buy and sell securities.
 a. stock b. firm c. market d. company
17. The markets for real ... are local.
 a. food b. estate c. materials d. fibre
18. Sea transport is very much ... than land transport.
 a. expensive b. cheaper c. advantageous d. luxurious
19. Some goods must be ... very soon after they have been produced.
 a. eaten b. consumed c. bought d. sold
20. Fresh goods do not travel
 a. badly b. easily c. well d. fast
21. Many workers are ... to move to a different country.
 a. eager b. professional c. experienced d. reluctant
22. Before the war of 1914, over a million persons a year ... overseas from Europe.
 a. went b. immigrate c. emigrated d. left
23. Employers may take the ...
 a. deal b. company c. proposal d. initiative
24. Nevertheless labour markets are mainly local, or ... any rate national.
 a. of b. at c. to d. from
25. Transport services by rail or tram are ... local.
 a. obviously b. vividly c. badly d. constantly
26. Buyers and sellers may ... with one another telephone, cable or by mail.
 a. speak b. deal c. contact d. chat
27. Importing and exporting are 2 aspects of ... trade.
 a. national b. local c. urban d. foreign
28. Customs authorities must make ... that imported goods are not sold price than that in their country.
 a. confident b. clear c. sure d. obvious
29. Large firms may have their ... import and export departments.
 a. own b. necessary c. single d. general
30. Many ... prefer to become foreign agents who work on commission.
 a. sellers b. brokers c. dealers d. buyers

31. A manufacturer can sell to a large export market if he has the ... products.
 a. wrong b. bad c. good d. right
32. Goods you sell ... are visible exports.
 a. home b. abroad c. somewhere d. all around
33. When you buy visible import, ... leave your country.
 a. goods b. services c. money d. limits
34. The export is providing a
 a. product b. book c. ticket d. service
35. Most large corporations earn corporation ... a great portion of their revenues from their overseas ventures.
 a. get b. take c. receive d. earn
36. There are two sides to every ... relationship: buying and selling goods.
 a. foreign b. national c. trade d. domestic
37. The basic ... of international trade and investment is simple.
 a. plan b. strategy c. idea d. method
38. Although global trade is often added up in US dollars, the trading itself ... various currencies.
 a. supplies b. provides c. involves d. acquires
39. And many nations owe a large share of their ...national product to the output of firms based beyond their borders.
 a. gross b. local c. foreign d. regional
40. Trade and investment is a ... street.
 a. multiple b. numerous c. two-way d. one-way

REVISION AND CONSOLIDATION V

Units 14 – 16 (Trade) from the textbook

Choose the correct item to fill in the gaps:

1. Advertising serves a (an) ... function.
a. important b. indispensable c. various d. different
2. It helps consumers to ... among competing products.
a. sell b. change c. choose d. break
3. It ... the possibilities of mass production and thus leads to the economies of scale and to lower consumer costs.
a. extends b. opens c. creates d. has
4. Advertising plays a very important part in modern ...
a. selling b. production c. merchandising d. organizing
5. The ... tell the public about their new products.
a. reporters b. employees c. shop-assistants d. manufacturers
6. Many more advertisements are ... to customer's homes.
a. sent b. given c. taken d. brought
7. Advertising ... are called agencies.
a. places b. stands c. pictures d. companies
8. Marketing ... get information in three ways.
a. scientists b. researchers c. experts d. people
9. This great business of merchandising employs millions of ...
a. clients b. workers c. engineers d. white-collar
10. Clerks are ... the highest for top executives.
a. among b. between c. through d. besides
11. In the business world ... is sometimes depicted as "the engine of prosperity".
a. marketing b. advertising c. management d. execution
12. It ... self-indulgence.
a. describes b. reveals c. depicts d. promotes
13. In recent years marketing has become a ... force in most companies.
a. driving b. leading c. well-known d. famous

14. Marketing ... all business activities.
 a. obtains b. contains c. includes d. owns
15. Marketing is made ... of such activities as transporting, storing and selling goods.
 a. up b. out c. in front d. except
16. Marketing is a series of decisions you make during the process of moving goods from ... to user.
 a. seller b. patient c. consumer d. producer
17. We ... produce what people want, not what we want to produce.
 a. must b. have to c. may d. are to
18. We must find ... what the customer wants.
 a. at b. in c. out d. from
19. Nowadays all divisions of a company are ... to think marketing.
 a. asked b. demanded c. met d. urged
20. Market research helps the producer to predict what people will want.
 a. research b. discovery c. appeal d. challenge
21. The ability to recognize early ... is very important.
 a. trends b. samples c. copies d. works
22. ... operations are very expensive.
 a. selling b. marketing c. producing d. opening
23. The trend in the USA has been to high ... consumption.
 a. mass b. individual c. personal d. common
24. The construction of good shopping centres has made goods ... to consumers.
 a. sensitive b. available c. essential d. qualitative
25. The price depends ... different things.
 a. on b. up c. of d. from
26. Many businesses ... unsound price politics.
 a. face b. meet c. conduct d. pursue
27. The prices on industrial products are usually decided ... large companies.
 a. by b. from c. at d. in
28. If demand increases, ... rise.
 a. hobbies b. interests c. prices d. products
29. The product includes its design, ... and reliability.
 a. quality b. quantity c. colour d. type

30. Retail products may go through various channels of ...
a. sales b. destination c. distribution d. accommodation
31. Promotion involves considering and the packaging and ... of the product.
a. sending b. merchandising c. presentation d. exhibition
32. Every product must ... a unique selling proposition.
a. produce b. exercise c. demonstrate d. possess
33. There are ... sides to every trade relationship: buying and selling goods.
a. two b. four c. many d. a few
34. Each country produces goods or services that can be either ... at home or exported to other countries.
a. drunk b. consumed c. destroyed d. sold
35. Several ranges ... advertising exist.
a. of b. under c. at d. in
36. The most frequently used ... for retail advertising is the local newspaper.
a. type b. question c. kind d. medium
37. Several points should be ... in planning advertising.
a. applied b. described c. considered d. concerned
38. Foreign business operations are more ...
a. simple b. complex c. serious d. general
39. Importing is particularly ... in the retailing industry.
a. prevalent b. nominative c. necessary d. absent
40. Manufacturers often ... foreign markets by exporting.
a. conquer b. win c. enter d. gain

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