**4.2 ОБРАЗЦЫ МАТЕРИАЛОВ ДЛЯ ПРОВЕДЕНИЯ ПРАКТИЧЕСКИХ ЗАНЯТИЙ**

* **для специальности: 6-05-0311-02 «Экономика и управление» (профилизация «Экономика и управление туристическим бизнесом» / «Экономика и управление гостиничным бизнесом»)**

***Дневное отделение***

1. Методическая разработка для проведения практического занятия по теме «Management»

**1**. What is Management? Complete the text using these verbs. One word is not necessary:

|  |  |  |  |
| --- | --- | --- | --- |
| **Analyze** | **communicate** | **contribute** | **divide** |
| **form** | **commercialize** | **improve** | **measure** |
| **work out** | **perform** | **risk** | **select** |
| **develop** | **train** | **understand** | **use** |

You want me to explain what management is? Well, I guess I can manage that! Actually, management as we (1) it today is a fairly recent idea. Most economists in the eighteenth and nineteenth centuries, for example, wrote about factors of production such as land, labour and capital, and about supply and demand, as if these were impersonal and objective economic forces which left no room for human action. An exception was Jean-Baptiste Say, who invented the term "entrepreneur", the person who sees opportunities to (2) resources in more productive ways.

Entrepreneurs are people who are alert to so-far undiscovered profit opportunities. They perceive opportunities to (3) new technologies and products that will serve the market better than it is currently being served by their competitors. They are happy to (4) their own or other people’s capital. They are frequently unconventional, innovative people. But entrepreneurship isn’t the same as management, and most managers aren’t entrepreneurs.

So, what’s management? Well, it’s essentially a matter of organizing people. Managers, especially senior managers, have to set objectives for their organization, and then (5) how to achieve them. This is true of the managers of business enterprises, government departments, educational institutions, and sports teams, although for government services, universities and so on we usually talk about administrators and administration rather than managers and management. Managers (6) the activities of the organization and the relations among them. They (7) the work into distinct activities and then into individual jobs. They (8) people to manage these activities and perform the jobs. And they often need to make the people responsible for performing individual jobs (9) effective teams.

Managers have to be good at communication and motivation. They need to (10) the organization’s objectives to the people responsible for attaining them. They have to motivate their staff to work well, to be productive, and to (11) something to the organization. They make decisions about pay and promotion.

Managers also have to (12) the performance of their staff, and to ensure that the objectives and performance targets set for the whole organization and for individual employees are reached. Furthermore, they have to (13) and develop their staff, so that their performance continues to (14).

Some managers obviously (15) these tasks better than others. Most achievements and failures in business are the achievements or failures of individual managers.

**Management Skills**

**1.** Divide the following styles of behaviour into pairs of opposites:

a. being group oriented

b. being cautious and careful

c. being decisive and able to take rapid individual decisions

d. being individualistic

e. being assertive, authoritative, ruthless and competitive

f. being happy to take risks

g. being good at listening and sensitive to other people’s feelings

h. being intuitive

i. being logical, rational and analytic

j. liking consensus and conciliation

 **2.** Which five of the above styles do you think are generally preferable for managers?

**3.** Now look at the following list of qualities. Which are the most important for a manager?

k. being competent and efficient in one’s job

l. being friendly and sociable

m. being a hard worker

n. being persuasive

o. having good ideas

p. being good at communicating

q. being good at motivating people

r. being good at taking the initiative and leading other people

 **4.** Make a list of the five most important qualities from a. to r.

Which of these qualities do you think you have? Which do you lack? Which could you still learn? Which do you have to be born with?

Do any of these qualities seem to you to be essentially masculine or feminine?

**5.** What are the nouns related to the following adjectives?

1. analytic ........................................... 7. intuitive ..................................................

2. assertive .......................................... 8. logical ....................................................

3. cautious ........................................... 9. persuasive ..............................................

4. competent ...................................... 10. rational ..................................................

5. efficient ......................................... 11. ruthless ..................................................

6. individualistic ................................ 12. sensitive.................................................

**II.** Карточки для объяснения лексики по теме «Management»

|  |  |  |  |
| --- | --- | --- | --- |
| **resources**  | a supply of something that a country, an organization, or a person has and can use, especially to increase their wealth | **teamwork** | the activity of working well together as a team |
| **skill** | a particular ability, or type of ability, especially one that needs training or experience | **objectives** | things that you are trying to achieve |
| **schedule** | a plan that lists all the work that you have to do and when you must do each thing | **deadline** | a point in time by which something must be done |
| **budget** | an amount of money that is available to a person or organization to spend on something | **update** | an occasion when the most recent information about something is given to somebody |

**III.** Методическая разработка для составления диалога по теме «Коммуникация в бизнесе»

**A Sheet: Anybody Call**

****

|  |  |  |
| --- | --- | --- |
|  | **A: Did anybody call while I was out?****B: The president called. He wants you to drop by his office before you leave today.**  |  |

**Relay these messages to your partner.**

|  |  |  |
| --- | --- | --- |
| **businessmessage1** | **businessmessage2** | **message0** |
| **businessmessage4** | **message0** | **businessmessage6** |
| **message0** | **businessmessage8** | **message0** |

**B Sheet: Anybody Call**

****

|  |  |  |
| --- | --- | --- |
|  | **A: Did anybody while I was out?****B: The president called. He wants you to drop by his office before you leave today.**  |  |

**Relay these message to your partner.**

|  |  |  |
| --- | --- | --- |
| **businessmessage1** | **message0** | **businessmessage3** |
| **message0** | **businessmessage5** | **message0** |
| **businessmessage7** | **message0** | **businessmessage9** |

* **для специальности: 6-05-0311-02 «Экономика и управление», профилизация «Экономика и управление туристическим бизнесом»**

***Заочная форма получения высшего образования***

Методическая разработка для тренировки активной лексики по теме «Бизнес стратегия»

**I**. ***Complete the following sentences with the correct form of the words in italics.***

1. *produce*

a Our ……………… of washing-machines increased by 5% last year.

b We have recently put on the market two new …………….. .

c ..................... per worker will increase with the introduction of the new machines.

d Word processors have helped to make office workers more………..

e The company is well known in the agricultural industry. It sells mainly farm ............... -eggs, butter, milk, etc.

2 *compete*

a Coca Cola's main .................... is the Pepsi-Cola company.

b We try to stay ..................................... by investing heavily in advertising and promotion.

c Our company's main objective is to keep ahead of the………………….….

3 *plan*

a The meeting did not go as ……………………

b Some projects take years of …………………

c Before asking a bank manager for money it is wise to show him a business .....................

4 *analyze*

a Managers need to have an………........ mind.

b Our ..................... showed that we needed to put more emphasis on marketing.

c We must look at the problem ................... .

***II. Trace the difference between the words and word combinations. Then, complete the grid below. Put a tick if the word on the left can be used with the word in the top column.***

|  |
| --- |
| *efficient effective economical* |

* **Efficient** – acting to produce an effect with a minimum of waste or effort; highly-organised and functioning well.
* **Effective** – having an intended or expected effect; producing a strong impression or response; coming into force.
* **Economical** – not wasteful; intended to save money, as by efficient operation.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Efficient | Effective | Economical |
| Campaign |  |  |  |
| Methods |  |  |  |
| Secretary |  |  |  |
| Solution |  |  |  |
| Speaker |  |  |  |
| Car |  |  |  |
| Ideas |  |  |  |

***III. Complete the sentences with the suitable word making necessary changes.***

1. The measures taken to cut unemployment have been …………… as there is now less than 5% of the population out of work.
2. Miss Chen is the most …………….… documentalist we’ve ever had; she’s worked out a marvelous classification system.
3. Revised catalogue prices are ……………as from April 1st.
4. Direct mail shots are seldom ……………; most finish in the wastepaper basket.
5. Not recycling wastes is considered now non- ……………
6. Advertising on commercial TV is the most ……………method of test-marketing a household product.
7. We have a very ……………distribution network.
8. It’s too ……………to buy second-hand clothes.
9. The new rate of interest becomes ……………as from 31 December.
10. It is very doubtful that cloning would be ……………for normal animal production.
11. To be ……………, fiscal policy must accord with monetary policy decisions by the independent Federal Reserve System.
12. Mechanisation has enormously increased farm ……………and productivity.
13. He believed that ……………theatre should bring the audience to the point of decision and action.
14. About 48 percent of the ……………active population was employed in government industries.
15. Many subtly ……………improvements are suggested by advertising research; outdoor signboards more attractively designed and ……………lighted.
16. Cache memory stores the most frequently used data and can greatly increase ……………
17. We think that this material is not …………… enough.
18. Under the interim constitution, the cabinet is required to strive for consensus in the decision-making process, bearing in mind the need for ……………government.

***IV. Complete the following sentences, using suitable forms of the verbs in the box below.***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| sort outbuy out | make outcarry out | bring outsell out | pull outspell out | sound outturn out |

1. The firm ..................... about five hundred sports cars a year.
2. We hope to ..................... our production problems soon.
3. If the firm doesn't make a profit, the owners will probably……………….
4. I'm willing to consider introducing flexi-time, but would you first ..................... the advantages of the system, please?
5. Givenchy have ..................... an exciting new perfume.
6. Would you ..................... the cheque to David Cotton, please?
7. In order to develop new products, pharmaceutical companies have to ..................... a lot of research.
8. Several leading banks such as Barclays have ..................... of South Africa.
9. A group of senior managers want to take over the firm by ..................... it......................
10. We’re looking for a new chief executive. I understand one or two possible candidates have already been………………..

Материалы для проведения практических занятий

* для специальности: 6-05-0311-02 «Экономика и управление» (профилизация «Экономика и управление на рынке недвижимости»)

**Методическая разработка по теме «IMMOVABLE PROPERTY»**

**Part I. Vocabulary and Discussion**

***Ex.1. Read and learn the words and word combinations of your active vocabulary:***

|  |  |
| --- | --- |
| **alter –** вносить изменения**allowance –** денежноедовольствие, содержание**arise out –** являться результатом, возникать**attach (to fasten) -** прикреплять**benefit –** выгода, польза**chattels –** движимое имущество**civil law –** гражданский кодекс**crop -** урожай**fishery –** право рыбной ловли**hereditary –** передаваемый понаследству**immovable property –** недвижимое имущество**income -** доход**item –** зд. единица**lease of land –** аренда земли | **life interest –** пожизненное пользование имуществом, доходом**local authority –** местные власти **permanent –** постоянный, неизменный**permission -** разрешение**premise -** помещение**property -** собственность**real estate –** недвижимость**real property -** недвижимость **rent –** арендная плата, земельная рента**right to (of) way –** право прохода или проезда через чужую территорию **timber –** лесоматериалы  |

***Ex.2. Make up the most suitable word combinations:***

|  |  |
| --- | --- |
| immovablerealpersonalcivilpermanentsupplementarylifelocal highhereditary | allowancechattelsportionauthorityconditioninterest lawrentestateproperty |

***Ex.3. Complete the sentences using some of the words or word combinations of your active vocabulary:***

1. She had a considerable fortune, not so much from her own … as from her husband's savings.

2. Witness AlfaBank, whose professionals have extensive experience dealing with commercial … issues, and not only in the sphere of investment banking.

3. The animals were kept in a special, separate … with a room temperature and daylight.

4. In its very nature such a condition could not be … .

5. The nation was firmly attached to … monarchy.

6. The law here says that pedestrians always have the ... .

7. “I confidently expect the greatest mutual … from our association, Mr. Spade."

8. Fortunately, she was left a big capital subject to a … .

9. How much … do you pay?

10. He was not to leave without my … .

***Ex.4. Read the text “Immovable Property”:***

***Immovable Property***

 **Immovable property** is an immovable object, **an item** of property that cannot be moved without destroying or altering it. This is the property that is fixed to the earth, such as land or a house. In the United States it is also commercially known as **real estate** and in Britain as property.

Immovable property includes **premises**, **property rights**, houses, land and **associated goods**, and **chattels** if they are located on, or below, or have a fixed address. It is determined by geographic coordinates or by reference to local **landmarks,** depending on the jurisdiction.

 To describe it in more detail, immovable property includes land, buildings, **hereditary allowances**, rights to way, lights, **ferries**, **fisheries** or any other **benefit** which arises out of land, and things attached to the earth or permanently fastened to anything which is attached to the earth. It does not include standing timber, growing crops, or grass. It includes the right to collect **rent**, **life interest** in the income of the immovable property, **a right of way**, **a fishery**, or **a lease of land**.

 Immovable property cannot be **altered or remodeled**, added to, or reconstructed without entering into an agreement with and getting permission from its owner. Also, the owner of the immovable property may not be involved in constructing an addition or remodeling without obtaining **permits** from his **local authority.**

***Ex.5. Answer the questions to the text:***

1. What is immovable property?

2. Is there any difference in meaning between real estate and immovable property?

3. What does immovable property include?

4. Is it possible to alter or remodel immovable property?

5. What should the owner obtain from the local authority if he wants to reconstruct or remodel his immovable property?

***Ex.6. Fill in the blanks with the words or word combinations from the table:***

|  |
| --- |
| ***hereditary allowances immovable local authority*** ***life interest in the income property rights be altered or remodeled immovable property*** |

1. Immovable property is an \_\_\_\_\_\_ object, an item of property that cannot be moved.

2. \_\_\_\_\_ is also known as real estate or as property.

3. Immovable property includes premises, and\_\_\_\_\_\_\_\_\_, houses, land and associated goods and chattels.

4. Immovable property includes land, buildings,\_\_\_\_\_\_\_\_, rights to way, lights, ferries, fisheries or any other benefits.

5. It includes the right to collect rent, \_\_\_\_\_\_\_\_ of the immovable property, a right of way, a fishery, or a lease of land.

6. Immovable property cannot \_\_\_\_\_\_\_\_, added to, or reconstructed.

7. The owner of the immovable property cannot be involved in reconstructing an addition or remodeling without obtaining permits from \_\_\_\_\_\_\_ .

***Ex. 7. Give a short summary of the text.***

***Ex.8. A point for discussion:***  What is immovable property in the civil law system of your country?

**Part II. Revision and Consolidation**

***Ex. 1. Identify a part of speech of the following words and translate them into Russian:***

move – movable – movables – moveless – moving – mover - immovable;

proper – properly – propertied – property – property-owning;

real – realign – realignment – realism – realistic – reality – realizable – realization – realize – really – realtor – realty;

estate – estimable – estimate – estimation – estimator;

hereditary – heredity – heritable – heritage – heritor;

render – rendering – rent – rentable – rental – renter – rentier – rent-roll;

lease – leasehold – leaseholder – leasing – lessee – lessor

***Ex.2. Find the words with the similar meaning:***

Immovable property, object, to permit, to be known, chattels, to attach, premise, to fix, rent, earth, income, to result, to be referred to, land, benefit, immovables, real estate, to locate, lease, to fasten, item, to alter, house, to change, to arise out, to allow

***Ex.3. Insert the right words into the text:***

|  |
| --- |
| ***timber, items, cattle, fixtures, boundary, structures, firmly, real estate, systems*** |

Immovable property is a type of belonging that is stationary and usually … set on the ground. A property can be considered immovable if transporting it would cause some damage or unwanted modification. In America, the term is more popularly known as “…”. An equivalent term is “[real property](http://www.wisegeek.com/what-is-real-property.htm),” the formal term used in most countries’ law … .

The permanence of an immovable property is established by certain characteristics such as a designated address and a … . One typical example of this property is the land. Everything fixed to it, such as a building, a house, and other kinds of …, is also regarded as immovable property. Other objects, however, such as …, crops, and other … contained inside the structure, are not included. Such as in a farm, the house, barn and … are immovable, but the furniture, the …, and trees are not real property.

***Ex.4. Translate in chain:***

Immovable property – недвижимое имущество – immovable object – закреплять – immovable item – включать – real estate – дом – property – строение – premise – сопутствующее имущество – property right – право собственности – associated goods – постоянная постройка – to locate – располагать – to fix – гражданский кодекс – fixed address – собирать арендную плату – civil law – прикреплять на земле – permanent feature – постоянная характерная особенность – permanent structure – наследственное денежное содержание – building – право на въезд – hereditary allowance – выгода – right to way – пожизненное пользование – benefit – объект недвижимости – life interest.

* для специальности: 6-05-0413-01 «Коммерция» (профилизация «Коммерция на внешнем рынке»)

Методическая разработка для проведения практического занятия по теме

«Serving a customer»

1. **Read the text “*Customer service: problem solving”***

Informing a Customer that an Ordered Item Isn’t Available

As any industry specialist will attest to, the business world is naturally unpredictable; unforeseen obstacles and dilemmas are common, and can affect even the best-prepared individuals. Accordingly, it’s how one responds to unexpected business setbacks that defines his or her career.

The importance and prevalence of phone calls in business has been detailed in previous lessons, but the process of using a phone call to inform a client of an order mishap has not.

In short, in the situation that an item (or items) ordered by a customer is unavailable and/or cannot be delivered as scheduled, it’s the duty of the business professional responsible for overseeing the transaction to promptly call this customer and fill him or her in. Phone calls are the best form of communication in this instance, as they are inherently personal and demonstrate focus and compassion. Moreover, high-quality customer care is arguably the most significant part of a successful company-client relationship.

Consider the following example, wherein a customer support professional contacts a client to inform her that her order cannot be fulfilled as was initially planned:

Customer support: Hello, Mrs. Davis? This is Todd Jasper from LDT Appliances, how are you doing?

Mrs. Davis: I’m doing well, thank you for asking. How can I help you? Customer support: I’m calling in regards to the order you placed last week. Unfortunately, we encountered an unexpected delay from one of our suppliers, and we won’t be able to deliver your product as scheduled.

Mrs. Davis: Really? I was hoping to have my stuff here on the scheduled delivery date—I was planning on it.

Customer support: I understand, and I wholeheartedly apologize for the inconvenience. We’ve already spoken with our supplier, and the earliest we can deliver your current order is next Thursday. Will that work?

Mrs. Davis: Thank you for your apology, but I really need the order here by this Friday. I might have to purchase through another company.

Customer support: Your business means a lot to us, Mrs. Davis, and to meet your schedule’s needs, I can offer you a similar product—in fact, a newer model that we briefly discussed when you were ordering—to be delivered by this Friday at no additional cost, as we have it in stock. I can also offer you a full refund, if you’d like.

Mrs. Davis: Really? That’d be great—the other product, that is. Thank you so much for getting this worked out! I don’t know what I’d do without the item!

Customer support: It’s my pleasure. I’ll have one of our delivery professionals contact you soon.

Mrs. Davis: Fantastic. Thanks again!

It should be expected that customers, when informed that their order will not be fulfilled, will be upset—in fact, something would be wrong if they weren’t upset! But, if customer support professionals remain calm and courteous during the corresponding conversation, the situation can be resolved and a solution that works for everyone involved can be reached.

1. **Choose the correct variant:**

Question 1:

What should a business professional do if an order cannot be fulfilled as scheduled?

a Nothing - wait for the customer to call

b Cancel the transaction immediately

c Contact the customer by phone and explain the situation, with the goal of reaching a helpful solution

d Order the same item from another company at a loss

Question 2:

What is the typical tone of customers faced with an unexpected order delay?

**a** Happy

**b** Frustrated

**c** Relieved

**d** Excited

Question 3:

If a client is uninterested in receiving his or her order with a delay, what should the customer support professional do?

**a** Hang up the phone

**b** Offer a full refund

**c** Offer a similar product

**d** 2 and 3

Question 4:

What are the main benefits of reliable customer support?

**a** Trust among clients and an enhanced business reputation

**b** There are no benefits of reliable customer support

**c** Much larger profits in a matter of minutes

**d** None of the above

Question 5:

What tone should be used by customer support professionals calling a client to tell him or her about an order delay?

**a** One that’s professional, direct, and caring

**b** One that’s inattentive

**c** One that’s annoyed

**d** One that’s overjoyed

**3. Match the English phrases with their Russian equivalents**

|  |  |
| --- | --- |
| 1. market research 2.Personnel Manager 3. Sales Manager 4. give one’s special insight into 5. be reluctant 6. life span 7. job experiences 8. blue collar 9. unforeseen obstacles10. making decisions 11. action planning 12. follow-up 13. mid-career 14. commitment of valued employees 15. coping with stress 16. flexible work force | a) справляться с напряжениемb) продолжительность жизниc) последующая работа (деятельность)d) начальник отдела кадровe) делающий что-л. с большой неохотой, по принуждению; сопротивляющийсяf)начальник сбытаg) обязательства ценных работниковh)трудовой опытi)исследование рынкаj) сeредина карьерыk) "синий воротничок", производственный рабочийl)обратить особое вниманиеm)возможности карьерного ростаn)принятие решениеo)легко приспосабливающаяся рабочая силаp)планирование действий |

**4. Define the following notions.**

1. the best-prepared individuals;
2. ultimate control;
3. a shadow director;
4. a procedure for resignation;
5. customer support;
6. an unexpected delay;
7. a purchase;
8. a supplier.

**4. Express your point of view using the given phrases:**

|  |  |
| --- | --- |
| - I’m (very) surprised to learn that…- I didn’t know that…- I didn’t have the slightest idea about…- That’s a very interesting fact that...- You’ve persuaded me that …- Now I am competent about… | -Thanks for letting me know that…- That is true, but I’d like to add that…- I share the author's view, but ...-Pardon, but I see the problem in a different way...- Sorry, I agree only to a certain extent / I disagree that… |

* **для специальности 6-05-0421-01 «Правоведение»**

**I.** **Study the text COMPETITION LAW and complete the tasks below**

Competition law (antitrust law, US) concerns itself with the regulation of business activities which are anticompetitive. This area of the law is very complex, as it combines economics and law.

The legal English used is also complex and is made even more so by the differences in the language and law employed by the two major actors in competition regulation, the European Union and the United States. EC competition law is rooted in the creation of the single European market and, as such, prohibiting private undertakings from partitioning the Community market along national lines is a fundamental goal. The origins of competition taw in the United States, on the other hand, can be found in the term **‘**antitrust’. In the late 19th century, enormous amounts of wealth were amassed in some important national industries such as railways, steel and coal. The 'barons' who controlled these industries artfully created trusts to shield their fortunes and business empires. Those who fought against these practices came to be called trustbusters**.** Their efforts culminated in the Sherman Act, which was enacted to put an end to these practices. The overall purposes of competition law are often the subject of debate and differ from jurisdiction to jurisdiction. However, on the whole, it is accepted that competitive markets enhance economic efficiency because they maximise consumer benefit and optimise the allocation of resources, which is good for market economies.

Competition law regulates cartels, monopolies, oligopolies and mergers. A cartel is a type of agreement among undertakings which would normally compete with each other to reduce their output to agreed levels or sell at an agreed price. One of the key ingredients in sustaining a cartel is a defined relevant market with high barriers to entry so that new undertakings cannot penetrate the market. The classic tool used by the cartel to gain monopoly profits is price-fixing. In broad terms, a monopoly is an undertaking or inter-related group of undertakings which either control the supply (and therefore the price) of a product or service or exclude competition for that product or service. An oligopoly is a market with only a small number of market actors, who are able to adopt parallel behaviour in relation to price-setting or output decisions. Common aspects of enactments aimed at preventing anticompetitive activities include restrictions on abuse of a dominant position through such instruments as predatory pricing and tie-in arrangements, among others. The United States even prohibits behaviour which attempts to gain a monopoly position.

Merger regulation is another common aspect of legislation aimed at limiting anticompetitive concentration of market power. In this context, it is also important to discuss the terms horizontal and vertical. Horizontal denotes the joining of undertakings which are at the same level in the economic supply chain: vertical denotes the joining of undertakings at different levels in the economic supply chain.

* **Say True or False**

1 The Competition Act is solely concerned with mergers and acquisitions.

2 The Competition Commission was established by the Enterprise Act 2002.

3 The Commission can impose penalties for non-compliance with its document submission requirements.

4 Public hearings are the standard procedure for the Commission's inquiries.

5 The Commission's decisions can be challenged in the Competition Appeal Tribunal.

6 A unanimous decision is required for the Commission to take remedial action.

7 The Office of Fair Trading monitors the implementation of remedies.

* **Test: Competition law**

**Choose the right variant**

*1 What does competition law primarily aim to regulate?*

a Business profits

b Anti-competitive conduct

c Government intervention

d Consumer prices

*2 Which body is responsible for carrying out inquiries into mergers and market investigations?*

a The Office of Fair Trading

b The Competition Appeal Tribunal

c The Secretary of State

d The Competition Commission

*3 What majority vote is required for the Competition Commission to take remedial action?*

a Simple majority

b Two-thirds majority

c Unanimous vote

d Approval from the Secretary of State

*4 Where can a party appeal if they disagree with the Competition Commission's decision?*

a The High Court

b The European Commission

c The Competition Appeal Tribunal

d The Office of Fair Trading

*5 What type of information can the Competition Commission compel parties to submit during an inquiry?*

a Only publicly available data

b Confidential financial records

c A range of documents

d Witness statements only

*6 What is the purpose of publishing an administrative timetable for the inquiry?*

a To ensure the inquiry is completed on time

b To allow public submissions of evidence

c To outline the legal procedures

d To provide progress updates

*7 What is the consequence for intentionally providing false or misleading information to the Competition Commission?*

a Criminal prosecution

b A monetary penalty

c Referral to the Office of Fair Trading

d A ban from future involvement in mergers

*8 What is the main purpose of the Competition Act?*

a To regulate anti-competitive behaviour

b To establish the Competition Commission

c To provide guidelines for merger inquiries

d All of the above

*9 Who can refer a merger inquiry or market investigation to the Competition Commission?*

a The Competition Commission itself

b The Office of Fair Trading and the Secretary of State

c The Chairman of the Competition Commission

d Any affected party

*10 How are the hearings conducted by the Competition Commission?*

a Publicly with all parties present

b Privately with each party separately

c Through written submissions only

d As joint hearings with all parties

*11 What is the role of the Competition Appeal Tribunal?*

a To monitor the implementation of remedies

b To impose penalties for non-compliance

c To hear appeals against the Commission's decisions

d To conduct the initial investigation

*12 What is the maximum duration for a market investigation by the Competition Commission?*

a 6 months

b 1 year

c 2 years

d No time limit

*13 What is the purpose of the administrative timetable for the inquiry?*

a To ensure timely completion

b To avoid conflicts of interest

c To compel document submission

d To publish the inquiry process

*14 What is the consequence for providing false or misleading information to the Competition Commission?*

a Monetary penalty

b Criminal offence

c Appeal to the Tribunal

d Referral to the Secretary of State

* **для специальности 6-05-0411-02 Финансы и кредит (профилизация «Финансы и кредит во внешнеэкономической деятельности»)**

**(1)**

**I. Look through the words before reading the text.**

ware – товар

warehouse – товарный склад

convey – сообщать

misleading – обманчивый

undue – чрезмерный

pander – потворствовать

ego – личность

insurance – страховка

vanity – тщеславие

subliminal advertising – реклама, основанная на внушении

sag – падение цен

deteriorate – портиться

obsolete – устаревший

uncertainty – неопределенность, неуверенность

enrich - обогащать

revenue – доход

fluctuation – колебание

Businesses need to advertise. If they did not advertise no-one would even learn of the existence of their wares. In part, advertising is aimed at conveying information to potential customers and clients, but it is also used to persuade the public to buy. This is the area in which adver­tising is often criticized. Advertisements are sometimes misleading. Although it is illegal for advertisers to make untrue statements about their goods, services or prices, they still make their wares seem unduly attractive. They pander to our egos and our vanities. They create a de­mand which would not otherwise exist.

It is easy to say, “I’m not influenced by the adverts!” Everyone is influenced to a certain extent. There was recently some research on subliminal advertising. The word “coffee” was flashed on the television screen. It happened so quickly that no-one was aware it had happened. For just a fraction of a second it registered on the viewers’ subconscious. And what is the result? A surprising number of people chose to make coffee at that precise moment. Of course, it could have been a coincidence, but it was highly unlikely.

For the typical manufacturer advertising is a form of insurance. The nature and extent of consumer's needs have to be constantly as­sessed. If the needs are over-estimated it is possible, through advertis­ing, to soak up the surplus goods which have been produced. As a de­mand for a product sags, it can be stimulated. There are all sorts of useful by-products. Without the possibility of advertising the warehouses would be­come overfilled and the stocks would deteriorate, perhaps even becom­ing obsolete.

An alternative to advertising would be to lower prices when sales fall. This would suit the purchasers but introduce an element of uncertainty for the manufacturers. They are always concerned to ensure that their revenue exceeds their costs, and where would they be if there were daily fluctuations in the prices of their products?

Advertising goes far beyond television and boardings, newspapers and magazines. The manager of a clothes store is advertising by putting models wearing the store's clothes in the window. A bicycle manufacturer is advertising when he sends a new price-list through the post to his retailers. How could trading be carried on without such devices?

Some would even go so far as to say that advertising actually enriches our lives. Commercial television is able to provide us with free programms thanks to its advertising revenues. National newspapers derive much of their revenue from advertising. Look at a typical newspaper and you will discover the proportion of the pages devoted to advertisements. We also have to thank advertisers for the free colour supplements to the Sunday newspapers.

**II. Answer these questions in your own words.**

1. What is meant by informative advertising?

2. Why is persuasive advertising criticized?

3. What is subliminal advertising?

4. What should be done to counter a fall in sales?

5. How do national newspapers benefit from advertising?

6. How can window-dressing be seen as a form of advertising?

7. How does advertising help the workforce?

8. How has advertising changed over the years?

a) Have the purposes of advertising changed?

b) Have the language, techniques and images changed?

c) Have the technologies changed?

d) Has the audience changed?

e) Have the effects of advertising changed?

**III. Translate and learn the phrases from the text.**

1. to be aimed at
2. to persuade the public
3. to make things seem unduly attractive
4. to pander to one's egos
5. to create a demand
6. to be influenced by the adverts
7. to register on the viewers' subconscious
8. a form of insurance
9. to assess consumer's needs
10. to soak up the surplus goods
11. to introduce an element of uncertainty
12. to exceed the costs
13. daily fluctuations in the prices of the products
14. to go far beyond
15. to carry on trading
16. to derive much of the revenue from advertising

**IV. Prove the following.**

1. Businesses need to be advertised.

2. Everyone is influenced by advertising to a certain extent.

3. Advertising is a form of insurance.

4. Advertising goes far beyond television and boarding, newspapers and magazines.

5. Advertising enriches our life.

**V. Your dream is to work for an advertising agency. Give reasons for your choice.**

**(2)**

**I. Look through the list of English words and their Russian equivalents before reading the text.**

|  |  |
| --- | --- |
| to call (v) | * называть
 |
| to be called | * называться
 |
| to deal (v)*to deal in* *a deal (n)* *to do a deal with**a dealer* | * действовать, иметь дело
* иметь дело с…
* дело, сделка, соглашение
* заключать сделку с…
* дилер, агент
 |
|
| financial institutions | * финансовые организации
 |
| to meet (v) | * встречать, встречаться; удовлетворять (потребность, желание)
 |
| to need (v)*a need (n)* | * нуждаться
* нужда, потребность
 |
|
| to save (v)*savings* | * спасать, сберегать
* сберегательный; сбережения
 |
|
| to loan (v)*a loan (n)* | * ссужать, давать взаймы
* ссуда
 |
|
| mutual (adj) | * совместный, общий
 |
| to invest (v)*investor (n)**investment (n)* | * вкладывать деньги, капитал
* вкладчик
* вклад, капиталовложение
 |
|
|
| private (adj)  | * частный
 |
| profit (n)*to profit (by) (v)* | * прибыль
* получать прибыль (с чего-либо)
 |
|
| to serve (v)*service (n)* | * служить
* услуга
 |
| to offer (v)  | * предлагать
 |
| to check (v)*checking* | - проверять* расчетный (счет)
 |
| account (n) | * счет
 |
| broker (n) | * брокер
 |
| brokerage *(n)* | - комиссионное вознаграждение;брокерская деятельность |
|
| to insure (v)*insurance (n)* | * страховать
* страхование
 |
|
| advice (n)*to advise (v)* *adviser (n)* | * совет
* советовать, консультировать
* советник, консультант
 |
| to pledge (v)  | * отдавать в залог, закладывать, ручаться
 |
| collateral (n)  | * дополнительное обеспечение
 |
| secure (adj)*security (n)* | * гарантированный, надежный
* безопасность, обеспечение; залог, ценная бумага
 |
|
| prime (adj) | * первый, первичный, лучший, базовый
 |
|
| rate (n) *prime interest rate* | * ставка, тариф, коэффициент, степень, такса
* базовая процентная ставка
 |
| interest (n)*rate of interest* | * интерес, выгода
* процентная ставка
 |
| customer (n) | * клиент, покупатель
 |
| certificate (n) | * свидетельство, удостоверение, диплом
 |
|
| deposit (n) *to deposit* | * вклад
* делать вклад
 |
| to charge (v) *charge (n)* | * назначать, устанавливать (плату)
* издержка, цена
 |
|
|
| free (adj)  *free of charge* | * свободный; бесплатный
* бесплатный
 |
| to assess (v) | * облагать податью, устанавливать (плату); определять
 |
|
| balance (n) | -баланс |
| to charter (n) | * даровать привилегию, выдавать разрешение на создание организации (учреждение корпорации)
 |
|
|
| fee (n) | * вознаграждение
 |

Businesses that distribute or deal in money are called **finan­cial institutions.** New institutions that meet new **financial needs** appear almost every day in the USA. The most familiar institutions are **commercial banks, savings banks, savings and loan associations, mutual savings banks, credit unions, in­vestment banks** and so on.

A commercial bank is a **privately owned profit-making** corporation. It serves both individuals and businesses by offer­ing **checking and savings accounts, loans,** and **credit cards.** It also deals in some **brokerage, insurance,** and **financial ad­vice.**

The commercial bank is the most important source of **short term** loans for businesses. Sometimes the borrowers **pledge collateral** to back up the loan. Such loan is a **secured loan.** Companies with a good **financial position** are given **the prime rate** of interest which is the lowest **commercial** interest rate.

The commercial bank offers its customers **accounts** of two types: **demand deposits** and **time deposits.** A demand deposit makes the money in it **available** to depositors immediately, while a time deposit **requires** depositors to leave their money with the bank for a **stated period** of time.

Most banks offer their **customers** various **savings certifi­cates,** called certificates of **deposit.** Savers may put their money into thirty day, six month, or two and a half year certificates. The highest interest is paid to the customers who deposit their money for a longer period.

Banking services are **not free** and banks **charge fees** for them. Many banks **assess a service fee** if an **account balance** falls beneath a **particular minimum,** such as $200.

There are two types of commercial banks. A **national bank** is **chartered** by the federal government. About one third of all commercial banks are national. A state bank, which is smaller than a national bank, is chartered by an individual state.

**II. Answer the following questions.**

1. What are the businesses called that distribute or deal in money?
2. What are the most familiar financial institutions in the USA?
3. Who owns a commercial bank?
4. What services does a commercial bank offer to its customers?
5. What do the customers do sometimes to back up the loan?
6. What kind of an interest rate do commercial banks give to companies with a good

 financial position?

1. What types of accounts do commercial banks offer to their customers?
2. What is a demand deposit?
3. What is a time deposit?
4. What does the interest rate depend on?
5. What do banks charge for the services they offer to their customers?
6. What is the difference between a state bank and a national bank?

**III. Fill in the blanks with the pronouns *some, any,* and *no.***

1. Are there\_\_ commercial banks in your town?

Yes, there are\_\_.

2. Is there money in your savings account?

No, there isn't .

3. Does a credit union lend money to its members?

Yes, it does. It lends\_\_money to its members.

4. Do pension funds invest \_money into the industry?

No, they don't. They invest money into the industry.

5. There are commercial finance companies that provide collateralized loans to businesses.

**IV. Fill in the blanks with adjectives *many* and *much.***

1. \_\_\_\_\_\_insurance companies protect their customers against risk.

2. It takes one money to join a credit union.

3. Starting a business without financial support from the bank may cause you \_\_\_\_\_\_ trouble.

4. Banks in the USA are subject to\_\_\_\_\_\_ government regulations.

5. Savings and Loan Associations attract small savers who do not want to have any risk.

**V. Substitution Drill.**

**Statement:** There are many commercial banks that offer their customers a wide range of financial services.

**Example:** No. There are no commercial banks that offer their customers a wide range of financial services.

*(Note that you will always be substituting for a different word or group of words in the sentence).*

1. financial institutions
2. provide for
3. different
4. clients
5. banking
6. were

**VI.Translate into English.**

1. Существуют ли бесплатные банковские услуги? 2. Нет, бесплатных банковских услуг не бывает. 3. Многие банки устанавливают плату за услуги. 4. Компании с хорошим финансовым положением получают некоторые привилегии. 5. Много ли денег на вашем расчетном счете? 6. Да, много. 7. В моем справочнике один коммерческий банк и три страховые компании.

**VII. Roleplay the dialogue.**

*Dick and Sally, university tutors, are discussing their financial problems***.**

D: Hello, Sally!

S: Hi, Dick! Happy to see you again. How are things with you?

D: Not bad. And how are you doing?

S: I've a problem, you know. I've just wrecked my new automobile. Had an accident. And I need money to have it repaired.

D: Oh, I think I can help you. Haven't you heard about the credit union that we formed?

S: Why, no! Could you tell me what it is?

D: It was a great idea! The members of our department pooled their money and now anyone can apply for a loan if necessary.

S: And may I join the union?

D: Of course you may. As a rule, a credit union consists of members of a specific group, such as university employees. And we belong to the same university.

S: Great! And how much do I have to pay?

D: Well, we require a minimum deposit - something about 100 dollars. And our credit union pays a higher interest rate than many other financial institutions pay on similar accounts.

S: That also sounds good. And who manages the pool?

D: I do.

S: Fine! Then I'll have my car repaired pretty soon!

**(3)**

**I. Read and translate the following words and word combinations.**

1. Coin, credit, currency, medium, money order, purchasing power, service, standard, constant store of value, legal, tender, reckon, measure.
2. Commodity, demand, rapidity, transaction, maintain, provide, regard, originally.
3. Substitute, originate, origination.

**II.Make adjectives from the following nouns.**

**Nouns**

constant

value

currency

medium

note

rapidity

**III.Make nouns from the following verbs.**

**Verbs**

to maintain

to provide

to sell

to substitute

 to originate

to transact

**IV.Choose the words with similar meaning from the two groups and arrange them in pairs.**

1. Money, order, power, rapidity, store, transaction, value, to provide, to issue, to regard, medium.
2. Speed, to consider, cash, reserve, command, to publish, deal, tender, price, force, to supply.

**V.Form all possible word combinations using the words of both columns**

|  |  |
| --- | --- |
| 1. provide
2. valuable
3. constant
4. maintain
5. national
6. legal
7. purchasing
8. paper
9. gold
10. issue
11. sell
 | 1. commodities
2. money
3. coins
4. store
5. currency
6. tender
7. service
8. demand
9. power
10. note
11. standard
 |

**VI.Complete the sentences with the words from the box below.**

|  |
| --- |
| currencies, medium, money, metal, paper notes, demand, amount, inflation. |

1. Our goods and services are sold for… .

2. A valuable … (gold, silver or copper) served as a constant store of value.

3. National … are considered to be as strong as the national economies.

4. … … are issued by government and authorized banks.

5. The value of money is basically its value as a … of exchange.

6. Purchasing power is dependent on supply and … .

7. The supply of money is the actual … in notes and coins.

8. The condition when too much money is available is known as … .

**VII.Translate into English.**

1. Люди покупают товары за деньги.

2. Товары и услуги продаются за деньги, а деньги в свою очередь обмениваются на другие товары и услуги.

3. Драгоценные металлы (золото, серебро и медь) служили постоянным запасом ценностей.

4 Сейчас национальные валюты оцениваются в соответствии с уровнем развития национальных экономик.

5. Банкноты выпускаются правительством и уполномоченными банками и считаются законным платежным средством.

6. Если человек обладает значительными активами, он может получить хороший кредит.

7. Покупательная способность денег зависит от спроса и предложения.

**VIII. Answer the questions:**

1. How are all values of the economic system measured?

2. What kind of money is used for general business?

3. What originally served as a store of value?

4. How are the national currencies judged nowadays?

5. Who can issue paper notes?

6. What phrase do economists use for the value of money?

7. What is inflation?

Конец формы