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ИНСТИТУТ ЭКОНОМИКИ И ФИНАНСОВ

Кафедра иностранных языков в сфере экономики, бизнеса и финансов

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Аннотация

В предлагаемом конспекте занятий по иностранному языку изучаются лексические и грамматические темы, включая основные виды ведения бизнеса в России и за рубежом, виды стратегического развития компаний, основные составляющие менеджмента, уровни руководства и их значение в функционировании компании, маркетинг и его функции, понятие «сегментация рынка», реклама и ее методы, а также функции "what", "which", употребление глагола "do", функции местоимения "it", функции местоимения "one", бессоюзное подчинение, функции "that", функции "should/would", условные предложения.

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Раздел 1. Организации

Тема 1. Типы коммерческих организаций

1.1 Types of businesses

1.2 Types of organization structure

1.3 Composite sentence

1.4 The functions of "one"

1.5 Вопросы для самоконтроля

1.6 Задания для практики

1.7 Вокабуляр по теме 1

1.8 Список литературы и сетевых источников

Тема 1 Типы коммерческих организаций

Аннотация: Данная тема знакомит с основными видами ведения бизнеса в России и за рубежом, раскрывает особенности организационной структуры, формирует основной профессиональный понятийно-терминологический аппарат. Предусматривает изучение таких грамматических явлений как функции местоимения "one", бессоюзное подчинение.

Ключевые слова: types of businesses, organization structure, departments, composite sentence, the functions of "one".

Методические рекомендации по изучению темы:

- Тема содержит теоретический лексический и грамматический материал для изучения
- После изучения предыдущих пунктов необходимо ответить на вопросы и выполнить задания для практики, которые помогут закрепить изученный материал.

1.1 Read the text: Types of businesses

Sole trader /sole proprietorship

A sole trader is the simplest form of business organization. It describes any business that is owned and controlled by one person - although they may employ workers. Individuals who provide a specialist service like plumbers, hairdressers or photographers are often sole traders.

In the eyes of the law, the business and the owner are the same. As a result, the owner is personally liable for the firm's debts and may have to pay for losses made by the business out of their own pocket. This is called unlimited liability. This type of business has the following advantages: it is easy to set up as no formal legal paperwork is required, generally; only a small amount of capital needs to be invested, which reduces the initial start-up cost; as the only owner, the entrepreneur can make decisions without consulting anyone else; the owner keeps profit. Along advantages there are also disadvantages: sole trader has no one to share the responsibility of running the business with; he often works long hours and he may find it difficult to take holidays or time off if he is ill; he faces unlimited liability (owner is personally liable for all debts) if the business fails.

Partnerships

Partnerships are businesses owned by two or more people but no more than twenty. They share profit usually by agreement according to their contributions. Doctors, dentists and solicitors are typical examples of professionals who may go into partnership together and can benefit from shared expertise. Some advantages of partnership are that there is someone to consult on business decisions and more capital.

The main disadvantage of a partnership comes from shared responsibility. Disputes can arise over decisions that have to be made, or about the effort one partner is putting into the firm compared with another. Like a sole trader, partners have unlimited liability. Moreover there is more paperwork and interpersonal relations between partners may require both time and tact.

There may also be “sleeping partners” who own a share of the business contributing capital to the business, but do not participate in its organization and management.

Limited companies

A limited company is incorporated, which means it has its own legal identity and can sue or own assets in its own right. The ownership of a limited company is divided up into equal parts called shares. Whoever owns one or more of these is called a shareholder.

As limited companies have their own legal identity, their owners are not personally liable for the firm's debts, only for the amount of contributed capital. The shareholders have limited liability, which is the major advantage of this type of business structure.

To form a corporation one should apply for a corporate charter. Obtaining the charter the stockholders, as owners, hold a meeting to organize the corporation, elect the Board of Directors and choose the company's officers. Though the officers of the company supervise daily management, the stockholders always have the final authority. They vote at annual meetings.

Unlike a sole trader or a partnership, the owners of a limited company are not necessarily involved in running the business, unless they have been elected to the Board of Directors.

There are two main types of limited company:

A private limited company (Ltd) is often a small business such as an independent retailer in a market town. There is a restriction on the number of members from 2 to 50.

There are also restrictions on the transfer of shares which are not traded on the stock exchange.

A public limited company (plc.) is usually a large, well-known business. The number of members from 7 and no limit above this. This could be a manufacturer or a chain of retailers with branches in most city centers. Shares are traded on the stock exchange freely.

Franchising

An entrepreneur can opt to set up a new independent business and try to win customers. An alternative is to buy into an existing business and acquire the right to use an existing business idea. This is called franchising.

A franchise is a joint venture between:

A franchisee, who buys the right from a franchisor to copy a business format.

And a franchisor, who sells the right to use a business idea in a particular location.

Many well-known high street opticians and burger bars are franchises. Opening a franchise is usually less risky than setting up as an independent retailer. The franchisee is adopting a proven business model and selling a well-known product in a new local branch.

There is one more type of business organization that is different from the above ones. A non-profit corporation is usually created with a specific purpose, such as for educational, charitable, civic or artistic. Nonprofits are generally exempt from federal and state taxation on their income.

1.2 Types of organization structure

Usually there are several levels in the organization chart of the company. A company with only a few levels has a flat organization. A company with a lot of levels is often very hierarchical with a clear chain of command: a boss who has subordinates, who in turn have their own subordinates and so on. The hierarchy might be internally divided into functional departments. As a rule the shareholders are the owners of the company, and although in theory they have control through votes at the annual meetings, in practice day-to-day running of the firm is left in the hands of specialist directors.

The traditional types of organizational structure are line and functional ones. The modern and comparatively new types of organizational structures are divisional and matrix

The Managing Director (sometimes called Chief Executive or President in the USA) is the head of the company. The company is run by a Board of Directors; each Director is in charge of department. However, the Chairman of the Board is in overall control and may not be the head of any one department.

Most companies have Finance department that is responsible for keeping a record of all payments made and received; Sales, Marketing (sometimes part of Sales) that is responsible for carrying out market research and organizing the activities of the sales representatives; Production that is in charge of organizing quality control to maintain product standards; Research and Development (R&D) and Personnel Department that is responsible for recruitment and selection. These are the most common departments, but some companies have others as well.

Most departments have a Manager, who is in charge of its day-to-day running, and who reports to the Director; the Director is responsible for strategic planning and for making decisions. Various personnel in each department report to the Manager.

It is important to find an organizational structure that works best for the organization, as the wrong set up could hamper proper functioning in the organization.

1.3 Composite sentence

Бессоюзное подчинение

В английском языке в сложноподчиненном предложении придаточное предложение может присоединяться к главному бессоюзно.

Придаточное определительное

Если за двумя рядом стоящими существительными (или существительным и личным местоимением) следует глагол в личной форме, второе существительное (или местоимение) является подлежащим придаточного предложения, которое присоединено к главному без союза.

This is the problem | we have to solve.

На стыке слов the problem и we пропущено союзное слово. Придаточное определительное (we have to solve) переводится на русский язык с добавлением слова который: Это проблема, которую мы должны решить.

Придаточное дополнительное

Если после сказуемого стоит второе подлежащее и еще одно сказуемое, значит, мы имеем дело с бессоюзным дополнительным придаточным предложением и при переводе на русский язык перед вторым подлежащим следует поставить союз что.

I know | he is at the Institute now.

Я знаю, что он сейчас в институте.

1.4 The Functions of «one»

Study the material about functions of "one" and its usage in English sentences.

Слово «one» может быть:

1) **формальным подлежащим**, если оно стоит перед глаголом в личной форме. В этом случае оно не переводится, а сказуемое чаще всего переводится глаголом во 2-м лице ед. ч.

If one wants to speak English... Если хочешь говорить по-английски...

Как формальное подлежащее «one» широко употребляется с модальными глаголами:

one can / one may можно

one must нужно

one should следует

one mustn't / one can't нельзя, не надо

one shouldn't не следует

One should think first. Следует сначала подумать.

2) **заместителем** ранее употребленного существительного единственного числа («ones» - мн. ч.). В этом случае «one» не переводится или переводится существительным, которое оно заменяет.

He buys German cars rather than British ones.

Он покупает немецкие авто, а не британские.

NB Форма притяжательного падежа «one's» переводится местоимением свой.

One must know one's duties. Нужно знать свои обязанности.

1.5 Вопросы для самоконтроля

1. What type of businesses has unlimited liability?
2. Who is personally liable for the firm's debts?
3. What type of business is formed by two or more partners?
4. What are the advantages of a partnership?
5. Are there any drawbacks in being a sole trader?
6. How do we call partners in a partnership who don't participate in management?
7. What is the ownership in a limited company divided into?
8. Who are the owners of a limited company?
9. Are there any disadvantages in a corporate form of ownership?
10. What are the main differences between plc. and Ltd?
11. What company is hierarchical one?
12. Who is in charge of day-to-day running of the company?
13. Whom is the company run by?
14. What are the typical departments in the company? What are they responsible for?
15. Give the main aspects of a composite sentence.
16. What is their usage?
17. Number the main functions of "one".

1.6 Задания для практики

1. Prepare a monologue on what company you would like to work for and why.

2. Complete the sentences using the information from the text.

- 1) If you are sole trader you can ...
- 2) The main advantage of partnership is ...
- 3) Shareholders are the ...
- 4) To have limited liability means ...
- 5) If you go into business alone, it's called ...
- 6) Educational, religious and charitable institutions are ...
- 7) In a private limited company all shareholders must agree before ...
- 8) To have unlimited liability means ...
- 9) Having a partner you don't have to ...
- 10) Sleeping partners are ...

3. Analyze sentences given below, single out conjunctionless subordinate clause sentences and translate them into English

- 1) The world picture he presented was beautiful, complete and rational.
- 2) The college I applied to accepted me.
- 3) Economical use of the materials we have at our disposal is our main reserve.
- 4) The US imports one-fifth of all energy it consumes.
- 5) One of the principles we base trade with these countries on is the establishment of direct business contacts with producers and consumers.
- 6) We hope our products will be in great demand.
- 7) I am convinced our business will be a success.
- 8) Few believe the report is accurate.
- 9) Ambitious student feel hard work is ultimately rewarded.
- 10) We are glad you managed to do this exercise.

4. Define relative clause and object clause sentences, translate sentences in Russian

- 1) You can't prove it was yours!
- 2) If a company pays nothing for an item it acquires, this item usually will not appear on the accounting records as an asset.
- 3) The development of this zone will have great influence on the economic relations our country maintains with the Pacific countries.
- 4) We know management includes such components as planning, organizing, directing, controlling and coordinating.
- 5) Credits for developing countries benefit the economy of Western states because the credits they give come back to their markets as orders for equipment, machinery and other goods.
- 6) The company reports house prices have plummeted.
- 7) Real income is the amount of the goods and services a consumer can buy with his money.
- 8) Firms' decisions about how much to produce depend on the costs of production and on the revenues they receive from selling the output.
- 9) We trust our proposal will be acceptable to you.

5. Define the function of «one» and translate sentences into Russian

A). 1) One must know at least one foreign language. 2) One can easily do it! 3) One must work hard at foreign language if one wants to master it. 4) One shouldn't forget this rule. 5) One should know that the present-day economists unlike economists of the 19th century include land in capital. 6) One can do what one likes. 7) It's a risk, but one has to take risk sometimes. 8) Having bought a share in a business, one risks to lose only the sum of money invested in it. 9) Soon people will learn about this little-known phenomenon – one that we must study carefully. 10) The forthcoming weeks and days will be the ones of intensive actions. 11) That country cannot satisfy one's own requirements in fuel.

B) 1) One can be more economical buying large quantities of goods rather than small ones. 2) Distrust in national banks is prompting legal entities to opt for foreign ones. 3) At present one should speak of the quality of goods rather than of their number. 4) Our political and economic system is one of free enterprise. 5) It is difficult to make optimum decisions if one lacks the proper information. 6) One sometimes wonders whether some manufactures test their products in real situations. 7) A bank and a banker should be chosen mainly on the basis of their experience with transactions similar to the ones you are planning. 8) Every one's heard of the Seven Wonders of the World but few have actually seen them. 9) Greece implemented the biggest debt write-down in history, swapping the bulk of its privately held bonds with new ones worth less than half their original value. 10) The information of one's private life is confidential unless if one decides to share it with others. 11) A 'renewable contract' is one which can be continued after it has finished by a new one.

C) Replace a word or a word combination with "one"

Example: The other problem is the problem of unemployment. – The other problem is the one of unemployment.

1) It is necessary to replace this inefficient equipment with the new equipment. 2) The production cycle for manufacturing Coca Cola and some other drinks in Russia is not the same as the production cycle in West Europe. 3) The firms prefer the factor of production retaining its old price to the factor of production that has become more expensive. 4) Generally, the value of renewable resources is not as high as the value of non-renewable resources.

1.7 Вокабуляр по теме 1

sole trader/sole proprietorship	private limited company (Ltd)
transfer of shares	stock exchange
to be traded	public limited company (plc)
joint venture	franchising
franchisee	franchisor
non-profit corporation	retailer

to be exempt from taxation	to be liable for/to be responsible for
debts	to have unlimited liability
to have limited liability	advantage (over smth.)
start-up cost	to make decision
to keep profit	to share
partnership	sleeping partners
to sue	assets
shareholder	to apply for a corporate charter
officer	to supervise daily management
to have a final authority	Board of Directors
chain of command	subordinate
day-to-day running	Managing Director /CEO
to be in charge of	Chairman of the Board
to be in overall control	sales representative (rep) to report to

1.8 Список литературы и сетевых источников

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Тема 2. Альянсы

2.1 Mergers and acquisitions

2.2 Joint ventures

2.3 The functions of "it"

2.4 Вопросы для самоконтроля

2.5 Задания для практики

2.6 Вокабуляр по теме 2

2.7 Список литературы и сетевых источников

Тема 2. Альянсы

Аннотация: Данная тема предлагает к изучению виды стратегического развития компаний, раскрывает особенности функционирования компаний в процессе их слияния или поглощения, знакомит с основами создания совместных предприятий, формирует основной профессиональный понятийно-терминологический аппарат. Предусматривает изучение таких грамматических явлений как функции местоимения "it".

Ключевые слова: mergers, acquisitions, synergy, joint venture, economies of scale, functions of "it".

Методические рекомендации по изучению темы:

- Тема содержит теоретическую часть, которая включает в себя текст для чтения, описывает функции местоимения "it" и варианты его перевода в предложении. Далее идут вопросы к самоконтролю, на которые нужно ответить, опираясь на изученный материал.
- После ответов на вопросы необходимо выполнить практические задания для закрепления изученного материала.
- В конце конспекта представлены список слов по теме и список использованной литературы для более полного изучения темы, если это необходимо.

2.1 Read the text: Mergers and acquisitions

Distinction between Mergers and Acquisitions

Although they are often uttered in the same breath and used as though they were synonymous, the terms merger and acquisition mean slightly different things.

When one company takes over another and clearly established itself as the new owner, the purchase is called an acquisition. From a legal point of view, the target company ceases to exist, the buyer "swallows" the business and the buyer's stock continues to be traded.

In the pure sense of the term, a merger happens when two firms, often of about the same size, agree to go forward as a single new company rather than remain separately owned and operated. This kind of action is more precisely referred to as a "merger of equals." Both companies' stocks are surrendered and new company stock is issued in its place. For example, both Daimler-Benz and Chrysler ceased to exist when the two firms merged, and a new company, DaimlerChrysler, was created.

In practice, however, actual mergers of equals don't happen very often. Usually, one company will buy another and, as part of the deal's terms, simply allow the acquired firm to proclaim that the action is a merger of equals, even if it's technically an acquisition. Being bought out often carries negative connotations, therefore, by describing the deal as a merger, deal makers and top managers try to make the takeover more palatable.

A purchase deal will also be called a merger when both CEO's agree that joining together is in the best interest of both of their companies. But when the deal is unfriendly - that is, when the target company does not want to be purchased - it is always regarded as an acquisition.

Whether a purchase is considered a merger or an acquisition really depends on whether the purchase is friendly or hostile and how it is announced. In other words, the real difference lies in how the purchase is communicated to and received by the target company's board of directors, employees and shareholders.

Synergy

Synergy is the magic force that allows for enhanced cost efficiencies of the new business. Synergy takes the form of revenue enhancement and cost savings. By merging, the companies hope to benefit from the following:

- o Staff reductions. As every employee knows, mergers tend to mean job losses. Consider all the money saved from reducing the number of staff members from accounting, marketing and other departments. Job cuts will also include the former CEO, who typically leaves with a compensation package.

- o Economies of scale. Size matters. Whether it's purchasing stationery or a new corporate IT system, a bigger company placing the orders can save more on costs. Mergers also translate into improved purchasing power to buy equipment or office supplies - when placing larger orders, companies have a greater ability to negotiate prices with their suppliers.

- o Acquiring new technology. To stay competitive, companies need to stay on top of technological developments and their business applications. By buying a smaller company with unique technologies, a large company can maintain or develop a competitive edge.

- o Improved market reach and industry visibility. Companies buy companies to reach new markets and grow revenues and earnings. A merge may expand two companies' marketing and distribution, giving them new sales opportunities. A merger can also improve a company's standing in the investment community: bigger firms often have an easier time raising capital than smaller ones.

Varieties of Mergers

From the perspective of business structures, there is a whole host of different mergers.

Here are a few types, distinguished by the relationship between the two companies that are merging:

- o Horizontal merger. Two companies that are in direct competition and share the same product lines and markets.

- o Vertical merger. A customer and company or a supplier and company. Think of a cone supplier merging with an ice cream maker.
- o Market-extension merger. Two companies that sell the same products in different markets.
- o Product-extension merger. Two companies selling different but related products in the same market.
- o Conglomeration. Two companies that have no common business areas.

2.2 Read the text: Joint Ventures

Economic enterprises with the participation of Russian organizations and firms from foreign countries were named “joint ventures”. In our country they were first set up in the early 1920s but in the early 1930s the overwhelming majority of joint – stock companies here ceased to exist. In the late 1980s, with the revival of commodity-money relations, joint ventures began to appear in Russia for the second time.

The main features of interest to Russian participant are:

- * to satisfy the requirements of the domestic market;
- * to attract foreign technology and foreign management experience;
- * to improve the export base of Russia and reduce irrational imports by means of import substitution.

A joint venture becomes a juridical person after it has been registered with the Ministry of Finance. The foundation documents and the Feasibility Study are the most important documents for the application procedure. If the Parties want to form a partnership a Protocol of Intent is normally signed.

Foundation documents

Foundation documents include the Agreement between the partners on the establishment of a joint venture and the Charter or Statute of a joint venture. These documents outline the legal status of a joint venture, the funds raised, Management and Personnel and some other provisions.

Feasibility study

The Feasibility Study is jointly prepared by the partners involved. It covers the objective of a company, the working capital, the product to be manufactured, the marketing possibilities, the technical back-up of a project. Only after registration the company may open a bank account and conclude agreements and contracts in its own name.

Management and personnel

A joint venture must be managed by a Board of Directors represented by the Russian and foreign participants. The Board is a governing body which sets out the strategy of a company. Day-to-day management must be determined by a Directorate formed from Russian and foreign citizens.

Formation of funds

The authorized fund is formed from initial contributions made by the Parties and may be supplemented from the profits of a joint venture. Contributions to this fund may be made in cash and in kind. A joint venture is obliged to establish a reserve fund of 25 per cent of the value of the authorized fund. It is formed by way of annual deductions from the profits of a joint venture. Contributions to this fund are tax-free.

The research and development fund is created to develop production. It is viewed as reinvestment and is tax deductible. All the other funds created by a joint venture are taxed.

Profits

After deductions have been made to the funds, the rest of the profit is divided between the partners in proportion to their share in the authorized fund.

The profit due to the foreign partner may be placed in the bank, spent within the country or repatriated abroad. Profits may be transferred from Russia to foreign countries by way of import substitution.

A joint venture is subject to a tax on its profits. According to the tax regulations a joint venture is exempt from the profit tax for 2 years. The tax holiday begins from the moment profits are first made by a joint venture.

Legal status

A joint venture is a legal person. It may sue and be sued and may also appeal to Russian and third party courts. In case of dissolution the foreign participant has the right to recover the initial contribution which he made to the authorized fund.

2.3 The functions of "It"

1. Study the material about functions of "It"

Table 1

Functions of "It"

функции	перевод	примеры
указательное местоимение	это	It is a good resolution and it is important that it will be adopted. You have to consider it!
формальное подлежащее*	не переводится	
личное местоимение	3 лица ед.ч. он, она, оно; его, ее	
часть усиительной конструкции It is ... that, которая переводится*	именно Лишь только это как раз	It is this method that yielded best results. Именно этот метод оказался наиболее результативным.
притяжательное местоимение its	его, ее	This price, in its dollar equivalent... Эта цена, в ее долларовом эквиваленте...

* В качестве формального подлежащего «it» входит в безличные конструкции следующих типов:

a) It takes... (+ to V) – требуется It seems (that)... – кажется/похоже, что It turns out (that)... – оказывается b) It is said that...– говорят, что It is known that...– известно, что It was planned...– планируется It has been estimated...– было подсчитано

* В качестве дополнения «it» может стоять после глаголов find, make, think (+ adj + to V) и также не переводится на русский язык.

I find it difficult to discuss this question with you.

Мне трудно обсуждать этот вопрос с вами.

I thought it necessary to discuss this problem.

Мы считаем необходимым обсудить эту проблему.

Demand analysis makes it possible to determine customer needs.

Анализ спроса позволяет (делает возможным) определить потребности покупателей.

* В усилительной конструкции **It is ... that** вместо that могут употребляться местоимения which, who.

It was Mary who made the report.

Именно Мэри подготовила отчет.

2.4 Вопросы для самоконтроля

1. What is the main principle behind buying a company ?
2. How do we call the type of relations between two companies when they agree to go forward as a single company?
3. How is the magic force that allows for enhanced cost efficiencies called?
4. How do companies benefit from merging?
5. What is acquisition?
6. What varieties of mergers do you know?
7. What kind of organizations are called “joint ventures”?

8. When were joint ventures set up in our country for the first and for the second time?

9. When did the overwhelming majority of joint-stock companies in the territory of Russia cease to exist?

10. What are the main features of interest to Russian participants nowadays?

11. What document is signed if the Parties want to form a partnership?

12. In what case does a joint venture become a juridical person?

13. What are the most important documents for the application procedure?

14. What body is a joint venture managed by?

15. Is joint venture a legal or a physical person?

16. What can a foreign participant do in case of dissolution?

17. What are the main functions of "it"?

2.5 Задания для практики

1. Basing on information from the texts 2.1, 2.2, prepare a monologue about the methods of increasing the company's profit, size and ways of new technologies' introduction.

2. A) Make one sentence from two sentences given below (as in the example), where "it" is not translated into Russian

Example: We can't get there in time. It's impossible. – It's impossible to get there in time.

1) Joint ventures are to be governed by Russian law. It's obvious.

2) We should not produce goods which are not in high demand. It's not profitable.

3) You can start up a one-person firm. It is not difficult.

4) One shouldn't be in debt before one starts business. It is unwise.

5) This business has flourished over the years. It's not surprising.

6) We could achieve this target. It's quite realistic.

B). Define the function of "it", translate sentences into Russian

1) How do they do it year after year growing more profitable? 2) It's a question of finding the right market for a product. People have to expect it, and even demand it. 3) It is a sad story because it involves an outflow rather than inflow of capital into the country. 4) It is much wiser to allow cash to circulate, either to invest it or to have it in the bank, where it makes interest. 5) It was IBM who set the standard for the PC which others later imitated. 6) It is no secret that the gasoline crisis was due to a sharp reduction in the supplies of crude oil to the refinery. 7) According to marketing theory you first ascertain want or need and then create a product to satisfy it. 8) If you have a bank branch near your home, you may find it convenient to go there to draw your money out. 9) When it was time to repay, bank sent its clients a notification. 10) It was planned to reduce maintenance costs. 11) This contract is not valid until it is signed by both parties. 12) It was Saturday October 6, 1979 – the key day in the history of the Federal Reserve System. It was on that day that the decision was made to cardinaly change its functions.

C). Define a word or a word combination that is substituted by "it"

Example: It's very interesting. I've just read Chapter 1! A book / a novel

- 1) I like it dry and white.
- 2) I don't take it in tea, but I take one spoonful in coffee.
- 3) It barked and ran away.
- 4) You study at it to get higher education.
- 5) You can open an account with it.
- 6) It is the type of business when one person provides all the capital.
- 7) It is the means by which firms or individuals make known to the market what they have to sell, or what they want to buy.
- 8) It helps the marketer to determine to determine customer needs.
- 9) The company is run by it. It consists of a number of Directors.
- 10) It is the market place where listed securities can be traded efficiently.

2.6 Вокабуляр по теме 2

strategic alliance	precisely
synergies	surrender
market share	to proclaim
shareholder value	connotation
merger	palatable
take over bid	hostile
acquisition	cost savings
to enhance	reduction
economies of scale	job cuts
equation	stationery
cost-efficient	business applications
to gain	competitive edge
to survive	to expand
from legal point of view	investment community
to cease	compensation package
to swallow	to go forward

2.7 Список литературы и сетевых источников

1. Learningenglish2.ru: учебное пособие по английскому языку для студентов экономических специальностей / под ред. Е.М. Галишникова, Р.М. Марданшиной, О.В. Поляковой, Л.В. Хафизовой. – Казань: Казан. Ун-т, 2013. – 128 с.
2. Advantages and disadvantages of a joint venture. URL: http://www.rpemery.com/articles/advantages_and_disadvantages_jv.htm (дата обращения: 08.10.2013).
3. Joint Venture. URL: http://en.wikipedia.org/wiki/Joint_venture (дата обращения: 08.10.2013).

Тема 3. Менеджмент

3.1 Basics of management

3.2 Management styles and qualities

3.3 The functions of "what", "which"

3.4 The functions of "do"

3.5 Вопросы для самоконтроля

3.6 Задания для практики

3.7 Вокабуляр по теме 3

3.8 Список литературы и сетевых источников

Аннотация: Данная тема знакомит с основными составляющими менеджмента, освещает уровни руководства и их значение в функционировании компании, раскрывает особенности организационной структуры, рассматривает основные качества руководителя и стиль руководства компаний, формирует основной профессиональный понятийно-терминологический аппарат. Предусматривает изучение таких грамматических явлений как функции "what", "which" и употребление глагола "do".

Ключевые слова: basics of management, management style, management qualities, levels of management, decision making, functions of "what", "which", "do".

Методические рекомендации по изучению темы:

- Тема содержит текст, грамматические темы, которые необходимо тщательно изучить.
- Далее необходимо ответить на вопросы и выполнить практические задания по изученному материалу.
- В конце темы имеется список слов по теме и список использованной литературы.

3.1 Read the text: Basics of management

1 Management is a universal phenomenon. All organizations - business, political, cultural or social are involved in management because it is the management which helps and directs the various efforts towards a definite purpose. According to Harold Koontz¹, “Management is an art of getting things done through and with the people in formally organized groups. It is an art of creating an environment in which people can perform and individuals can co-operate towards attainment of group goals”. According to F.W. Taylor², “Management is an art of knowing what to do, when to do and see that it is done in the best and cheapest way”.

Management is a purposive activity, and the goals vary from one enterprise to another. For one enterprise it may be launching of new products by conducting market surveys and for other it may be profit maximization by minimizing cost.

2 Like various other activities performed by human beings such as writing, playing, eating, cooking etc., management is also an activity because a manager is one who accomplishes the objectives by directing the efforts of others. According to Koontz, “Management is what a manager does”.

Management as an activity includes informational activities, decisional activities, inter-personal activities.

Informational activities. In the functioning of business enterprise, the manager constantly has to receive and give information orally or in written. A communication link has to be maintained with subordinates as well as superiors for effective functioning of an enterprise.

Decisional activities. Practically all types of managerial activities are based on one or the other types of decisions. Therefore, managers are continuously involved in decisions of different kinds since the decision made by one manager becomes the basis of action to be taken by other managers. E.g. Sales Manager is deciding the media and content of advertising.

Inter-personal activities. Management involves achieving goals through people. Therefore, managers have to interact with superiors as well as the sub-ordinates.

They must maintain good relations with them. The inter-personal activities include dealing with the sub-ordinates and taking care of the problem.

3 Management as a group refers to all those persons who perform the task of managing an enterprise. When we say that management of ABC & Co. is good, we are referring to a group of people those who are managing. Thus as a group technically speaking, management will include all managers from chief executive to the first-line managers (lower-level managers). But in common practice management includes only top management i.e. Chief Executive, Chairman, General Manager, Board of Directors etc.

Management as a group may be looked upon in 2 different ways:

- o All managers taken together.
- o Only the top management.

The interpretation depends upon the context in which these terms are used. Broadly speaking, there are 3 types of managers:

- o Patrimonial / Family Managers: Those who have become managers by virtue of their being owners or relatives of the owners of company.
- o Professional Managers: Those who have been appointed on account of their specialized knowledge and degree.
- o Political Managers / Civil Servants: Those who manage public sector undertakings.

Managers have become a part of elite group of society as they enjoy higher standard of living in the society.

4 The above mentioned points clearly reveal that management combines features of both science as well as art. It is considered as a science because it has an organized body of knowledge which contains certain universal truth. It is called an art because managing requires certain skills which are personal possessions of managers. Science provides the knowledge and art deals with the application of knowledge and skills.

The old saying that “Managers are Born” has been rejected in favor of “Managers are Made”. It has been aptly remarked that management is the oldest of

art and youngest of science. To conclude, we can say that science is the root and art is the fruit.

Look through this mini-text and fill in the gaps.

5 The term “... ..” refers to a line of demarcation between various managerial positions in an organization. The number of ... in ... increases when the size of the business and work force increases and vice versa. The ... of ... determines a chain of command, the amount of authority and status enjoyed by any managerial position. The ... of ... can be classified in three broad categories:

- o Top level / Administrative level
- o Middle level / Executory
- o Low level / Supervisory / Operative / First-line managers.

6 Top Level of Management consists of board of directors, chief executive or managing director. The top management is the ultimate source of authority and it manages goals and policies for an enterprise. It devotes more time on planning and coordinating functions.

Middle Level of Management

The branch managers and departmental managers constitute middle level. They are responsible to the top management for the functioning of their department. They devote more time to organizational and directional functions.

Lower Level of Management

Lower level is also known as supervisory / operative level of management. It consists of supervisors, foreman, section officers, superintendent etc.

7 Practically, there is no difference between management & administration performed by the different levels of management. Every manager is concerned with both – administrative management function and operative management function. However, the managers who are higher up in the hierarchy devote more time on administrative function and the lower level devote more time on directing and controlling worker’s performance i.e. management.

8 The most widely accepted functions of management are Planning, Organizing, Staffing, Directing and Controlling. For theoretical purposes, it may be

convenient to separate the function of management but practically these functions are overlapping in nature i.e. they are highly inseparable. Each function blends into the other and each affects the performance of others.

3.2 Management styles and qualities

1. As a manager, you need to understand what the common business management styles are (autocratic, paternalistic, democratic, and passive). And you need to understand what your style is, and how that style affects business results.

Autocratic. The manager makes all the decisions; a "command and control" (militaristic) management style; focus is on business; doesn't want any people to get in the way; quick decisions; one way communication (from the top down). The cost is in high employee turn-over as employees find this style difficult, and stressful.

Paternalistic. The manager prefers to make all decisions (or most of them) but focuses on what's best for employees. The benefit is that employees feel the business is taking care of them. The cost is that employees don't take care of business - they are uninvolved, have little at risk and expect the "boss" to make all the decisions.

Democratic. The manager wants input from the whole 'team' and majority rules. Often good decisions are made and employees feel involved in the business (the benefit to this style) but the process is very slow and you can't always make everyone happy. Strong two-way communication.

Passive or "laissez-faire" (lets you do your own thing). The manager is disengaged and often hard to find. This type of abdication is often considered by the manager to be delegation. The benefit is that employees often step forward and learn in this environment. The cost is that the direction is scattered and there can be numerous false starts because there is no real manager. Can work in an environment of creative types (independent) or highly technical (such as engineers).

Managers typically use more than one style, depending on the situation. If brainstorming creative new product ideas is today's focus, then the manager may want to use a democratic or passive style. If a decision about keeping or firing an

under-performing employee must be made, the manager may need to use an autocratic or paternalistic style.

2. Qualities and characteristics of a good manager can be divided into 3 main groups as follows: Personal characteristics, Business characteristics and Relationship qualities.

Personal characteristics: a genuine interest in and respect for people; patience, understanding and the ability to listen non-judgmentally; excellent oral and written communication skills and presentation skills; objectivity and tact; the ability to motivate and inspire clients; good organizational and planning skills.

Business characteristics: some level of business acumen is important when you are a manager. While you may not need to be on the level of a professional dealmaker, familiarity with basic business principles and practices can be helpful.

Relationship qualities: you will need to know how to manage relationships between yourself and your subordinates. You should also know how to develop relationships with your superiors, and coordinate relationships between those above you and below you in the hierarchy.

3.3 The functions of "what", "which"

1 что *What do you think about it?*

2 то, что *What he said confused me.*

3 какой (what + сущ.) *What colour do you prefer?*

Do you know what the weather will be like tomorrow?

What are the conditions of work at this plant?

4 элемент усиительной конструкции what + (s) + V ... is

What I need is a rest.

Что мне нужно, так это отдых. (Мне нужен отдых.)

What counts is the end result.

Что действительно важно, так это конечный результат.

NB what is called = what is known as – так называемый

Britain is the centre of what is known as «the sterling area».

What about ...? – Как насчет...?

What about you? – А вы?

Примечание 1: «How» так же как и «what» может переводиться на русский язык «то, как».

The problem today is how to coordinate these factors.

Проблема состоит в том, как координировать эти факторы.

how + прилагательное – «насколько»

The following example gives an idea of how important this project is.

Следующий пример дает представление о том, насколько важен этот проект.

Примечание 2: «Which» может переводиться на русский язык словом «что», если придаточное предложение, которое оно вводит, характеризует или дополняет смысл всего главного предложения в целом. В этом случае перед which всегда стоит запятая.

We envisage turnover growth in foreign trade and, which is of primary importance, the radical structural changes.

Мы предусматриваем рост внешнеторгового товарооборота и, что особенно важно, коренные структурные изменения.

NB

which means – что означает

which implies – что подразумевает

which is due to – что обусловлено

which is characteristic of – что характерно для

which is consistent with – что согласуется с

3.4 The functions of "do"

1. смысловой глагол *What do you want to do after graduating from the university?*

2. вспомогательный глагол (для образования вопросов и отрицательной формы глаголов) *What does he do? -I don't know.*

3. заместитель глагола *So you know as much as I do*

4. для усиления смыслового глагола - *Why didn't you tell him? - I did tell him! (Я сказал!) He does know much. Он действительно много знает. They do know something about it. Они всё-таки кое-что знают об этом.*

*** do - заместитель глагола.** Для того, чтобы избежать повторения, смысловой глагол может заменяться глаголом «do» в соответствующем времени, лице и числе. В этом случае перед do могут стоять слова «as», «than», «so».

The weather changes just as the international situation does.

Погода меняется точно так же, как и международная обстановка.

I know about it no more than you do.

Я знаю об этом не больше, чем ты.

Now the stock is on the rise and so does the portion of assets due for one share.

Сейчас акционерный капитал возрастает, и также растёт доля капитала, которая приходится на одну акцию.

Примечание 1: При переводе заместителя глагола «do» необходимо учитывать следующее:

Если время смыслового глагола и глагола-заместителя совпадает, то последний можно опустить при переводе.

He stayed there much longer than he usually did.

Он оставался там значительно дольше, чем обычно.

Если время смыслового глагола и глагола-заместителя не совпадает, то последний надо переводить как смысловой глагол в том времени, в котором он употреблён.

He stayed there much longer than he usually does.

Он оставался там дольше, чем остаётся обычно.

Примечание 2: Во избежание повторения сложной формы глагола обычно используется лишь первая часть глагола.

Today he is reading better than he was yesterday.

Сегодня он читает лучше, чем (читал) вчера.

Примечание 3: Глагол to do может использоваться в следующих значениях:

succeed – How's he doing in trying to give up smoking?

have an effect – The scandal will do serious damage to his reputation.

have a particular job – What do you do for a living?

study – I did French for five years.

provide a service – We don't do food after two o'clock.

behave – In the evenings students are free to do as they please.

3.5 Вопросы для самоконтроля

1. What is management?
2. What kind of activities does management include?
3. What activities do you consider to be the most important responsibility of a manager at any level?
4. Do you think management as a Group refers to all managers taken together or only the top management?
5. Who does each management level comprise?
6. What are the main activities performed by each management level?
7. What is the degree of administration and management at different levels?
8. Do you know any management functions? What do they imply?
9. What styles of management do you know? What are they characterized by?
10. What qualities are possessed by any manager?
11. What are the main functions of "what" and "which"?
12. What are the functions of "do"?

3.6 Задания для практики

1. Basing on the information got from the texts 3.1, 3.2, prepare a monologue: "What makes a good manager?"
2. Translate the sentences paying attention to the usage of "what" and "which"

A.1) What are the entrance requirements to this institute? 2) At what stage is this work at the present moment? 3) What about products that companies must constantly redesign? 4) These funds make up what may be called its authorized fund. 5) The realization of what is planned will begin next year and the overall success depends on what the coming years will be like. 6) What is needed is a reasonable compromise. 7) What I can't understand is how they got there. 8) What he doesn't realize is that each objective is but (всего лишь) a link in a very long chain. 9) The industry which affected economic development most of all was the motor vehicle industry. 10) The closing of uneconomic mines and the development of automation produced a steady decline in the labour force which resulted in unemployment. 11) The duration of the transition period will be determined by how quickly we'll be able to switch to the new economic management system.

B. 1) Everyone does what the available conditions and potentialities warrant. 2) What most foreign companies never realize is that they provided the technology and financed the creation of their rival. 3) A marketer should understand what the needs of customers are. 4) What caused the gravest consequences were the stiff restrictions on the financial autonomy of enterprises. 5) It is obvious that what was in the past regarded as successful does not satisfy us now. 6) What we are going to examine is the social aspect of economic management. 7) The success of this process depends to a great degree on how realistically we assess our achievements and on what conclusions we draw. 8) Since 1945 new techniques of production have been introduced which greatly increased productivity. 9) What interests us is not how it is planned but how it is performed. 10) What made the world a single market was not trade, aid or alliances. 11) What happened was that, with the help of computers and telecommunications, capital because it is a form of information could flow faster and more freely than goods.

3. Translate the sentences, define the functions of "do"

- 1) Many of these countries produce less food than they did ten years ago.
- 2) The food prices go up. So do payment deficits of the developing countries.

3) This process does not contradict the interests of the people as it does in the industrially developed countries.

4) The differences in economic systems must not hamper this process and they don't where there is goodwill on both sides.

5) Just as Russian and English differ in vocabulary, so do they differ in intonation.

6) She did Japanese for four years.

7) She is very good at what she does.

8) I wish you'd do as you are told.

9) They do interior design

10) Exercise can do wonders for mind.

11) Students are under considerable pressure to do well.

3.7 Вокабуляр по теме 3

to be involved in management

to launch new products

human being

decisional activities

superior

by virtue

civil servant

to enjoy high standard of living

managerial position

the amount of authority

executory level

ultimate source of authority

supervisor

section officer

to assign job

to ensure discipline

according to smb

to conduct market survey

to accomplish the objectives

to maintain relations

chief executive

to appoint

public sector undertaking

to consider

vice versa

administrative level

supervisory level

in accordance with

foreman

superintendent

to entrust with

hierarchy

to be concerned with
employee turn-over
laissez-faire
business acumen
collaboration
flexibility
to exacerbate
to count on

to go down the drain
paternalistic
abdication
dealmaker
legal implications
integrity
to one's benefit

3.8 Список литературы и сетевых источников

1. Learningenglish2.ru: учебное пособие по английскому языку для студентов экономических специальностей / под ред. Е.М. Галишникова, Р.М. Марданшиной, О.В. Поляковой, Л.В. Хафизовой. – Казань: Казан. Ун-т, 2013. – 128 с.
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Раздел 2. Маркетинг

Тема 4. Маркетинг

- 4.1. Marketing.
- 4.2. Functions of Marketing.
- 4.3. The functions of “that”.
- 4.4. Вопросы для самоконтроля.

- 4.5. Задания для практики.
- 4.6. Вокабуляр по теме 4.
- 4.7. Список литературы и сетевых источников.

Тема 4. Маркетинг

Аннотация: данная тема раскрывает основные понятия маркетинга, а также изучение его функций. Предусматривает изучение грамматических функций “that”, которые необходимо учитывать при переводе текста.

Ключевые слова: marketing, products, services, target market, указательное местоимение, союз, относительное местоимение, заместитель существительного ед. числа, часть усиленной конструкции.

Методические рекомендации по изучению темы:

- Тема содержит теоретический, лексический, а также грамматический материал для изучения.
- Прочтите текст и переведите его.
- Ознакомьтесь с функциями маркетинга.
- Изучите функции “that” и особенности его функционирования в предложении.
- Выполните практические задания для закрепления изученного материала.
- В конце конспекта представлены список слов по теме, а также список литературы и сетевых источников для более полного ее изучения.

4.1. read the text: Marketing

Marketing includes the business activities connected with the movement of goods and services from producers to consumers. 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 it includes such marketing operations as product planning, marketing research, pricing and promotion selling.

Marketing is guided by two basic principles: the satisfaction of customer needs and profitability. The ultimate objective of a business corporation is to generate profits. Satisfying customer needs is a necessary condition to achieve this objective, but it may not be sufficient condition. The business-corporation must select not only the customer needs which it will satisfy, but also the actions that it should undertake to this end, in such a way that the firm is profitable.

Different business corporations operate in a large diversity of sectors such as soft drinks, detergents, pharmaceuticals, electric appliances, automobiles, computers, electronic components, machine tools, banking, insurance, airlines and telecommunications, to name but a few. It is evident that these different marketing sectors require different types of knowledge and activities. In marketing it is customary to organize these various sectors into three broad groups: *consumer goods*, *industrial goods and services*.

Consumer goods are products bought by individual consumers and households. From the above list, soft drinks, detergents, pharmaceuticals, electric appliances and automobiles, belong to this category.

Industrial goods are products bought by corporations or institutions such as schools or hospitals. From the above list, computers, electronic components and machine tools belong to this group. Another expression used for this category is «business-to-business» marketing.

In *services sector*, what is bought by a client is mainly not a tangible product but a service. Banking, insurance, airlines and telecommunications belong to this group.

The boundaries between these categories are not always clear cut. Most products are sold with some form of service (e.g. automobiles), and most services are sold with some form of tangible items (e.g. restaurants); the same products (e.g. computers) can at the same time be consumer goods when they are sold to an individual and industrial goods when they are sold to a corporation.

4.2. Functions of Marketing



Рис. 1. Functions of Marketing

4.3. The functions of “that”

Table 2

Functions of "That"

Функции	Перевод	Примеры
указательное местоимение мн. число - those	(э)то, тот, та те	That year was very successful. Those years were also successful.
	что	I think that companies are part of society.
Союз	то, что	That the Loch Ness monster exists has not been proved.

	чтобы	They should act in such a way that a company is profitable.
Относительное местоимение	который	Sometimes you have to do things that you don't like.
заместитель сущ. ед. числа мн. число - those	сущ-м, которое заменяет	The problem for the country was that of liquidity. The prices are lower than those on the world market are.
часть усиительной конструкции 'it is ... that '	не переводится	It is for those studying English that the MN reprints foreign press.

Запомните, как переводятся следующие словосочетания с «that»:

that is (i.e.)	то есть
so that	так, чтобы; с тем,
now that	чтобы
the more so that	теперь, когда
so much that	тем более, что
that/this is why	настолько, что
that/this is how	вот почему
that/this is what	вот как
the fact/thing/point is that	вот что
the main thing is that	дело в том, что
the most important	главное то, что
thing is that	самое важное
	это то, что

4.4. Вопросы для самоконтроля

- 1) What activities does marketing consist of?
- 2) What are two basic principles of marketing?
- 3) What do marketing operations include?
- 4) Is satisfying customer needs the only objective of a firm?
- 5) What groups of goods is it customary to organize marketing sectors into?
- 6) What consumer goods do you know? Whom are these goods bought by?
- 7) How do we understand the expression “business-to-business” marketing?
- 8) What kinds of services do you know?

4.5. Задания для практики

1. Fill in the gaps using the words given below: compete, competently, competitive, competition, competing, competent, competitively, competitor, competitiveness, competence

- 1) They suggested three ... programmes.
- 2) A democracy should be ruled by the men most ... to rule it.
- 3) This would enable British shipbuilders ... on equal terms with foreign yards.
- 4) Part of the reason for the drop in sales is ... from overseas suppliers.
- 5) He carried out his mission with his usual ...
- 6) General Motors has definitely succeeded in designing a ... car for the 1990s.
- 7) Why should we put such an emphasis on industrialism and... ?
- 8) He did the work roughly but....
- 9) The firm is not really a direct ... in any significant markets.
- 10) The banks would be allowed to pay ... high rates.

1. a) Match the functions of marketing from the left column to their appropriate definitions from the right one

purchasing	It's providing customers with goods and services they want to buy.
selling	It's any form of communication used to inform, persuade or remind people about a business's products.
pricing	It's preventing or reducing business loss
planning	It's getting the money needed to finance the operation of a business.
Marketing information management	It's buying goods and services for a business's operation.
promotion	It involves making decisions about where to sell your product.
financing	It involves all the decisions a business makes in the production and sale of its goods and services.
distribution	It means deciding how much to charge for goods and services
risk management	It's the process of getting the marketing information needed to make sound business decisions

b) Define the function of marketing according to its definition:

- 1) Taking decisions on product packaging, labeling and branding.
- 2) Before ... one should consider how much the customer is willing to pay.
- 3) Shirt manufacturer buy cloth and thread to make his product.
- 4) Have you ever completed a restaurant questionnaire that asked you to rate the service you received?
- 5) It includes employee or customer accidents.
- 6) The TV and radio commercials you see and hear.
- 7) Business owners may request a bank loan.
- 8) Methods of transportation – truck, rail, ship.

3. a) Translate the sentences paying attention to the functions of «that»

1) To be or not to be, that is the question. 2) That's vital for this job. 3) Let me illustrate that for you. 4) I don't want to comment on that. 5) That is a mystery of the Russian soul. 6) That able man was soon appointed the head of the production department. 7) If the government wanted to make the oil companies share their wealth, it could come up with other way to do that. 8) Part of the profit goes to those who have provided the initial capital. 9) Both those who provide capital for a new business and those who run the business bear the risk. 10) Dividends are not paid in those years when the company has not made profit. 11) When we talk about "the national labour force", we are thinking of all those people who are available for work within the nation.

b) answer the following questions, using the construction “it is.. that”

Example: Who answered the bell, Mary or Floy?

***It was Floy who** answered the bell, not Mary.*

- 1) Did you yourself speak to the assistant professor, or did Margaret speak to him?
- 2) Oliver must have come from New Zealand, or does he come from Australia?
- 3) The liner takes off at nine, or will it be earlier?
- 4) The head master will help us with fixing of the machine tool, or shall we apply to the consulting engineer?
- 5) The second point is to be revised, or shall we revise the first point, too?
- 6) Can Mr. Brown be entrusted with the task, or will it be safer to charge Mrs. Brown with it?
- 7) Will you go there by sea, or do you prefer a plane?

4.6. Вокабуляр по теме 4

marketing

distribution

ultimate objective

to satisfy/meet customer needs

profitability
to generate/make profit
consumer good
industrial goods
marketing research
product life cycle
«business-to-business» marketing
to be guided by

4.7. Список литературы и сетевых источников

1. Learningenglish2.ru: учебное пособие по английскому языку для студентов экономических специальностей / Е.М. Галишникова, Р.М. Марданшина, О.В. Полякова, Л.В. Хафизова – Казань: Казан. Ун-т, 2013. – 128 с.

2. BASIC PRINCIPLES OF MARKETING AND MANAGEMENT. URL: [http:// www.ddegjust.ac.in/studymaterial/ pgdapr/pgdapr-105.pdf](http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf) (дата обращения: 18.10.2013).

3. WHAT IS MARKETING? URL: [http:// www.asbcentral.com/marketing%20pdf/what.pdf](http://www.asbcentral.com/marketing%20pdf/what.pdf) (дата обращения: 18.10.2013).

Тема 5. Составляющие маркетинга

5.1. Marketing Mix.

5.2. Market segmentation.

5.3. The functions of “should”, “would”.

5.4. Вопросы для самоконтроля.

5.5. Задания для практики.

5.6. Вокабуляр по теме 5.

5.7. Список литературы и сетевых источников.

Тема 5. Составляющие маркетинга

Аннотация: данная тема раскрывает основные составляющие маркетинга, охватывает понятие «сегментация рынка». Предусматривает изучение грамматических функций “Should/Would”, которые необходимо учитывать при переводе текста.

Ключевые слова: Marketing Mix, product, price, place, promotion, target groups, segmentation, местоимения, элемент усилительной конструкции.

Методические рекомендации по изучению темы:

- Тема содержит теоретический, лексический, а также грамматический материал для изучения.
- Прочтите тексты и переведите их.
- Изучите функции “should”, “would”, а также их особенности функционирования в предложении.
- Выполните практические задания для закрепления изученного материала.
- В конце конспекта представлены список слов по теме, а также список литературы и сетевых источников для более полного ее изучения.

5.1. Read the text: Marketing Mix

The term marketing concept is often said to be a philosophy. It makes the customer and the satisfaction of his or her needs, the primary point of all business activities. Marketing is not about selling what you make but making what you can sell. The marketing concept is based on the belief that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions more effectively than competitors.

Many companies today in the market economy have a customer focus (or market orientation). This implies that the company focuses its activities and products on consumer demands.

A formal approach to customer-focused marketing is known as the 4 P's or marketing mix - a system built to provide a customer focus (Product → Solution, Price → Value, Place → Access, Promotion → Information).

The most controllable of these factors — *product (service)* must always perform the function for which it is intended and meet quality standards. All products and services have what is traditionally called «product life cycles». The stages of the product life cycle are: introduction, growth, maturity and decline. The length of product life cycle depends upon the intensity of competition and the extent to which* the new product is an innovation or modification.

Price. All products and all services have prices. The price depends on different things such as credit terms, delivery, quality and others. The price may be too high or too low to cover costs. Prices can be determined in different ways: the prices for agricultural products can be decided in large central markets, the prices for industrial goods are usually decided by large companies. Price can also be set by the government. If demand increases, prices rise, profits expand and new investments are attracted.

Place. includes location of production and distribution. Catalogs, direct-mail coupons, telemarketing with telephone sales can be of great help to show your goods to the customer. The display during the exhibitions includes a wide range of industrial and consumer goods which show the latest production achievements.

Promotion. includes all forms of marketing communication: advertising, direct mail, customer service, image, special events*, sales, etc. Promotion is the most complex thing — how to select and divide your market according to the type of product, its price and where it will be available.

In recent years service marketing has widened the domains to be considered, contributing to the 7 P's of marketing in total. The other 3P's of marketing are: process, physical environment and people.

To undertake marketing effectively, businesses need information i.e. Information about customer wants, market demand, competition, distribution channels etc. This information is to be found through market research.

At this point a distinction should be made between marketing research and market research. 'Market' research is simply research into a specific market. 'Marketing' research is much broader since it relates to all research conducted within marketing. It also includes areas such as research into new products, or modes of distribution such as via the Internet. The most important branch of marketing research is demand analysis. Marketing experts have developed techniques for determining the needs of prospective customers.

5.2. Market segmentation.

Market segmentation refers to the *division of a market* of consumers into people with similar needs and wants. The world is made up of billions of buyers with their own sets of needs and behavior. Segmentation aims to match groups of purchasers with the same set of needs and buyer behavior. Such a group is known as a 'segment'. **Segmentation**, which can be done in various ways, allows marketers to identify and **differentiate** between the needs of the **target groups** of customers that make up a particular market. They may offer different products to different segments, or the same product, marketing it in different ways. For example, power tools are designed and marketed differently for professional users and do-it-yourself enthusiasts.

In **demographic segmentation** customers are divided up on the basis of **occupation** and **social class**: middle class, working class, etc. In the UK, marketers classify customers demographically as:

- A. professionals such as senior business executives and senior civil servants;
- B. people with very responsible jobs such as middle managers, heads of local government departments, and so on;
- C1. all others doing non-manual jobs: technicians, nurses, etc.;
- C2. skilled manual workers;
- D. demi-skilled and unskilled manual workers;
- E. those on the lowest income levels, such as pensioners.

In Britain, marketers also use a system called **ACORN**, which is a **classification of residential neighborhoods**, a system that assumes that people from

a particular area will have a similar social background. It can be used to predict likely purchases of everything from cat food to financial products.

Customers can also be divided up by **behavioral segmentation**: why, when and how often they buy a particular product, their attitude towards it, etc.

Identifying people who eat popcorn at the cinema is an example of behavioral segmentation based on **situation of use**.

People from a particular social class may spend their money in particular ways, but it can be more useful to look at people's **lifestyles**, the overall pattern of how they live, what they buy etc. Here, **values, opinions, activities** and **interests** are important.

Psychographics is the activity of attempting to categorize people in this way. For example, the VALS system divides people into groups such as Fulfilleds: mature people who like solid products that give value for money, and Experiencers: young, impulsive people who spend a lot on clothes, music, etc.

This information is often collected by means of questionnaires used to profile different kinds of buyers.

5.3. The functions of “should, “would”

«Should» и «would» употребляются как:

1. вспомогательные глаголы для образования будущего в прошедшем, то есть при передаче косвенной речи (обычно в предложениях типа: «He said that...», «I thought that...» и т.п.)

He said that he would do this work in time.

Он сказал, что сделает эту работу вовремя. I thought that I should finish my work in time.

Я думала, что закончу работу вовремя.

2. вспомогательные глаголы для образования сослагательного наклонения в главной части условных предложений 2-го и 3-го типов.

I should /would help you if I had time.

Я бы помог тебе, если бы у меня было время.

They would have done this work if they had had enough time.

Они сделали бы эту работу, если бы у них было достаточно времени.

Примечание: В современном английском языке «**should**» практически не употребляется в этой функции.

“Should”

- **модальный глагол**, выражающий необходимость, пожелание, рекомендацию /совет выполнить действие в настоящем, прошедшем и будущем времени.

перевод: **должен, следует / следовало бы, надо**

You should go to the doctor.

Тебе следует обратиться к врачу.

You shouldn't tell lies.

Не надо обманывать.

- В сочетании с **перфектной формой инфинитива** «should» показывает, что рекомендация не была выполнена.

You should have stopped at the red lights.

Надо было остановиться на красный свет.

You shouldn't have told him that.

Не надо было говорить ему это.

- **Устойчивые выражения** с «should»:

1) - What's his phone number? *Какой у него номер телефона?*

- How should I know? *Откуда мне знать?*

2) - Will you give me that book.

- Why should I? *С какой стати?*

You should have seen his face when he heard the news.

Видел бы ты его лицо, когда он услышал эту новость.

- Обратите внимание на тип предложений, в которых «**should**» на русский язык не переводится

It is necessary that he (should) go there at once.

- *Необходимо, чтобы он пошел туда немедленно.*

I suggest that the problem should be solved today.

- Я предлагаю решить эту проблему сегодня.

I got up early, so that I shouldn't be late for the train.

- Я встал рано, чтобы не опоздать на поезд.

He had a good breakfast, so that he wouldn't feel hungry before 11 o'clock.

- Он хорошо позавтракал, чтобы не проголодаться до 11 часов.

“Would”

употребляется, чтобы выразить:

1. (по)желание

I'd like a cup of tea. (Звучит более вежливо, чем «want»)

I would like to know what you are going to do next.

Я бы хотел знать, что ты собираешься делать дальше

В разговорном английском ту же мысль можно выразить фразой «I wish I knew» (what he is going to do next.)

2. вежливую просьбу / предложение

Would you shut the door, please?

Закройте, пожалуйста, дверь.

Would you mind opening the window, please?

Откройте, пожалуйста, окно.

Would you like to eat? / Wouldn't you like to drink?

Не хотели бы вы что-нибудь поесть? / Не хотите ли что-нибудь выпить?

3. регулярные, повторяющиеся действия в прошлом (- used to)

They would wait for us at home.

Они обычно ждали нас дома.

4. отказ выполнить действие (в отрицательных предложениях)

I wanted to explain everything to her but she wouldn't listen.

- Я хотел ей все объяснить, но она не захотела /не стала слушать.

Примечание: I'd better = I had better (+ словарная форма)

для выражения в мягкой форме рекомендации сделать что-то в

конкретной ситуации (но не в прошедшем времени!)

You'd better go there tomorrow.

Ты лучше пойдёшь туда завтра.

I think I'd better show this to you now.

Я, пожалуй, покажу тебе это сейчас.

I'd better not look at this.

Я лучше не буду на это смотреть

5.4. Вопросы для самоконтроля

- 1) What is the idea of a marketing concept?
- 2) What are the main stages of the product life cycle?
- 3) What does the length of the product life cycle depend on?
- 4) What does the price depend on?
- 5) How can prices be determined?
- 6) Where can customers see the products?
- 7) What forms of marketing communication does promotion include?
- 8) What should companies be guided by in order to be efficient under market economy?
- 9) How does marketing research help a marketer?
- 10) What is market segmentation?
- 11) What does the segmentation allow marketers?
- 12) How do UK marketers classify customers demographically?
- 13) Will you describe marketers' classifying customers demographically in the UK?
- 14) What is a system ACORN?
- 15) Which factors are important in lifestyle segmentation?
- 16) Would you explain the notion "psychographics"?

5.5. Задания для практики

1. Using the text 5.1. find the words and phrases according to their definitions:

- 1) the kind of people you are interested in selling to
- 2) other companies that sell similar products
- 3) finding out about the market
- 4) the end result of the manufacturing process, to be offered to the marketplace to satisfy a need or want.
- 5) the four basic controllable factors of marketing

2. a) Fill in the gaps with appropriate prepositions:

satisfaction ... customers' needs

find ... customer needs

approach ... marketing

information ... customer wants

responsible ... creating the strategy

product life cycle depends ...

find information ... market research

distribute ... the Internet

price is set ... the Government

contribute ...

make a distinction ... market and marketing research

b) Match two halves of the sentences describing VALS

Experiencers are young, enthusiastic people who spend a lot on clothes,	a	to familiar brands
Strugglers are poorer, elderly people who are loyal	b	cultivated, expensive tastes
Actualizers are successful, active people with	c	for example, without planning for a long time what they are going to buy.
Believers are conservative	d	functional products such as tools.

	traditionalists who prefer familiar		
	Makers are practical family-oriented people who buy practical,	e	products to imitate those with more money.
	Strivers are insecure people without much money but who buy stylish	f	products and established brands.

c) Translate the sentences from English into Russian, paying attention to the underlined words and phrases:

- 1) How can a manufacturer target his products successfully on his chosen market segments?
- 2) Our aim is to reach the market segment between conventional motor inns and budget motels.
- 3) Social class is a useful variable for segmenting consumer markets.
- 4) Product segmentation focuses on how consumers perceive and differentiate available products.
- 5) Far Eastern markets are more highly segmented.
- 6) It's difficult for computer makers to differentiate between the technical features of their product and someone else's.
- 7) The only viable strategy was to differentiate Citibank credit cards from all the low-cost alternatives.
- 8) To maintain product differentiation, the new models have all been styled distinctively.
- 9) Who is the target audience for this book?
- 10) These advertisements are aimed mainly at our target customers.
- 11) Consumers filled out a detailed questionnaire about their habits.
- 12) The stock was favorably profiled in Friday's edition of "Investor's Daily".

3 a). Translate the sentences and define the functions of «should» and «would»:

1) The central authority decided what goods and services would be produced, and what prices should be charged.

2) The planners haven't decided yet what quantity of consumer goods would be delivered to the region. They are discussing the prices that should be charged for these commodities.

3) The economists could not agree what plans the governments should adopt in the new conditions which would affect the international economic situation in the next ten years.

4) The building materials industry should occupy an important place in the plans to industrialize Africa.

5) In the end, the speaker emphasised that cooperation and fruitful exchange between our countries would be continued.

6) He said that these rivers should play an important part in solving all the problems of water distribution in the country.

7) Rational standards of consumption should always be analysed.

8) He suggested that this question should be discussed at the general meeting.

9) It is necessary that he should complete his experiment this year.

10) The specialty of study should be indicated in the application form.

11) It is desirable that you should return the books to the library next week.

b). Translate the sentences with «would» in different functions:

1) Would you show him the price list, please. - I would never show him the price list if he were not our old customer.

2) In your place I would put a full page advertisement in the local newspaper.

3) I thought he would come in time as usual.

4) Sometimes he would bring us samples and catalogues of his firm.

5) They would often discuss the plans and strategy of the company together.

6) He was told that the prices would increase as a result of changes on the

market.

7) He would have produced more new products if he had invested more money in research and development, but that was impossible at that moment.

8) The economists expected that the prices would fluctuate at the end of the year.

9) Farmers would bring their goods to the market many miles away from the place where they lived.

10) The planners supposed that the scheme for a new industrial complex would take 15 years to complete.

11) Would you explain why the idea of a perfect market is a theoretical concept, not a practical reality.

12) The company representative would not listen to the demands of the workers.

13) I wouldn't marry you even if you were the last person on earth.

14) If I were you I would wait before asking the bank manager for a loan.

5.6. Вокабуляр по теме 5

target market

marketing mix

meet quality standards

focus its activities

promotion

direct-mail

market economy

domain

distribution channels

product life cycle

market segment

market segment

segmentation

to differentiate
target group
ACORN
Psychographics
questionnaires
to profile
VALS

5.7. Список литературы и сетевых источников

1. Learningenglish2.ru: учебное пособие по английскому языку для студентов экономических специальностей / Е.М. Галишникова, Р.М. Марданшина, О.В. Полякова, Л.В. Хафизова – Казань: Казан. Ун-т, 2013. – 128 с.
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3. Market segmentation. URL: <http://www.netmba.com/marketing/market/segmentation> (дата обращения 2.12.2013)

Тема 6. Реклама

- 6.1. Advertising and Promotion.
- 6.2. Advertising media and methods.
- 6.3. Conditional sentences.
- 6.4. Writing a summary.
- 6.5. Project presentation.
- 6.6. Вопросы к самоконтролю.
- 6.7. Задания для практики.
- 6.8. Вокабуляр по теме 6.
- 6.9. Список литературы и сетевых источников.

Тема 6. Составляющие маркетинга

Аннотация: данная тема раскрывает основные составляющие рекламы, ее методы, а также способы освещения той или иной продукции в СМИ. Предусматривает изучение условных предложений

Ключевые слова: Advertising, promotion, media, advertising methods, Conditionals.

Методические рекомендации по изучению темы:

- Тема содержит теоретический, лексический, а также грамматический материал для изучения.

- Прочтите тексты и переведите их.
- Изучите «Условные предложения» (Conditionals)
- Изучите материал по написанию краткого конспекта.
- Ознакомьтесь с материалом по подготовке презентации проекта.
- В конце конспекта представлены список слов по теме, а также список литературы и сетевых источников для более полного ее изучения.

6.1. Read the text: Advertising and Promotion

Some commercial advertising media include billboards or hoardings, printed flyers, radio, cinema and television ads or commercials, web banners, bus stop benches, magazines, newspapers, sides of buses, taxicab doors and roof mounts, musical stage shows, elastic bands on disposable diapers, stickers on apples in supermarkets, and the backs of event tickets and supermarket receipts. The Internet is a new advertising medium. Any place the sponsor pays to deliver his message through a medium is advertising. Recommendation of a product by famous people is called a product endorsement. Advertising agencies often design and manage advertising. An advertising campaign consists of a series of advertisements, adverts, or ads which are run in various media. A person or business that advertises is an advertiser. Direct marketing, using techniques like mailings, (mail shots) is another way of telling people about products. These are often referred to derisively by recipients as junk/ mail.

Merchandising is a promotion of a product by developing strategies for packaging, displaying, and publicizing it, and more commonly, to commercial products that are developed as spin-offs from the success of a movie, TV program, sports team, or event such as toys and T-shirts.

Advertising is the paid communication by which information about the product or idea is transmitted to potential consumers.

In general, advertising is used to convey availability of a "product" (a physical product, a service, or an idea) and to provide information regarding the product. One of the main objectives of advertising is to stimulate demand for the product.

More specifically, there are three generic objectives of advertisements: communicate information about a particular product, service, or brand (announcing the existence of the produce, where to purchase it, and how to use it), persuade people to buy the product, and keep the organization in the public eye (institutional advertising).

The promotion includes all forms of marketing communication: including advertising, direct mail, customer service image, special events, sales, etc.

However, promotion is often used to refer specifically to marketing activities other than advertising: offers such as discounts or reduced price; a free sample, a small amount of the product to try or to taste; cut-price vouchers; loyalty cards in supermarkets and air lines, the more you spend, the more points you get; free gifts, given with the product; displays or events; the point-of-sale, the place in the retail outlet where the product is sold.

6.2. Advertising media and methods

One definition of merchandising is a marketing practice in which the brand or image from one product or service is used to sell another. It is most prominently seen in connection with films, usually those in current release and with television shows oriented towards children.

Merchandising, especially in connection with child-oriented films and TV shows, often consists of toys made in the likeness of the show's characters or items which they use.

What we call junk mail is actually the result of direct marketing campaigns designed to get you to buy a product or service. It's called direct marketing because it attempts to match you and your buying preferences with offers that are likely to make you buy a product or service.

The fluency lost a \$ 15 million account for Nikon cameras when it mistakenly ran an advert for a new product before it had formally been introduced.

The world's biggest advertising campaign rests on the denim-clad shoulders of that anonymous cowboy, the Marlboro Man.

Despite heavy promotion, new car sales rose by only 1.7% in August over the figure for August last year.

Although the number of drug salesmen may decline, firms may still need a big marketing operation to handle the advertising and point-of sale promotion necessary in retail outlets.

6.3. Conditional sentences

Существует три типа предложений, содержащих условие.

Когда мы говорим о том, что:

1. вполне может произойти в будущем

(1st Conditional)

if	+
V(s), will + V	

2. маловероятно

(2nd Conditional)

if	+	V2,
would	+	V

3. могло бы произойти в прошлом, но не произошло(3rd Conditional)

if + had V3, would have + V3

Сравните:

1. **If** my mother ***gives*** me some money, *I'll get* the tickets tomorrow.

(If it can happen, maybe she will give me the money.)

2. **If** my father ***gave*** me some money, I'd *get* the tickets.

(I don't think it will happen, I won't get the money.)

3. **If my** father ***had given*** me the money, I'd **have got** the tickets yesterday.

(He didn't give me any money, so I couldn't get the tickets.)

Примечание 1: Если придаточное предложение стоит перед главным, то они всегда отделяются запятой.

If I were you, I'd tell him.

I'd tell him if I were you.

Примечание 2: Наряду с «if» и «unless» в начале условных предложений могут использоваться также «as long as», «so long as», «provided (that)», «providing (that)» - при условии; если только.

She was prepared to come, *provided* that she could bring her daughter.

Она могла бы прийти, при условии, если можно было бы взять с собой дочь.

Примечание 3: «Should» иногда употребляется в условных предложениях для выражения наименьшей степени вероятности действия.

If any visitors ***should come***, I'll say you aren't here.

Даже если кто-нибудь и придет, я скажу, что вас нет.

В официальном стиле вместо такого условного предложения («If he should come...») может использоваться конструкция с изменённым порядком слов.

Should he come, I'll tell him you are sick.

Should ministers decide to hold an inquiry, we would welcome it.

Were it all true, it would still not excuse their actions.

Даже если всё это, правда, это не извиняет его поступки.

Had I known, I wouldn't have done it.

Если бы я только знал, я бы не сделал этого.

6.4. Writing a summary

Write and present a summary on “Advertising”. You may choose one of the topics below:

- ❖ Advertising styles
- ❖ Advertising media and methods
- ❖ Advertising campaigns

6.5. Project presentation

Prepare a short presentation on “Advertising”. Make sure you include all the three points below:

- ❖ Target customers
- ❖ The Unique Selling Proposition (USP) of the product, its futures benefit
- ❖ How the ad works in terms of four stages of AIDA

6.6. Вопросы для самоконтроля

- 1) Why is advertising so important?
- 2) What are the three generic objectives of advertisements?
- 3) What are the means of commercial advertising media?
- 4) What promotional activities support the sale of a product?
- 5) What is merchandising?
- 6) Where do you see a lot of advertising?
- 7) What advertising campaigns are famous in our country?
- 8) What commercials do you like?
- 9) What cannot be advertised on TV in our country? What advertisements have caught your eye recently? Explain why you consider them to be successful.

10) Describe any good advertising gimmicks you have seen. What sort of impact did they have?

11. How do you see the promotion of merchandise by in-store demonstrators? What makes a good demonstration?

11) Advertising can influence people's behavior, sometimes - as in a case of the anti-smoking campaign – with very positive results. In what other fields could advertising play a beneficial role?

12) What advertisements and promotional activities does your company use?

6.7. Задания для практики

1. Using the information from the text 6.1. decide if the given statements are True or False:

- 1) Advertising is used to stimulate demand for the product.
- 2) There are two generic objectives of advertisements: communicate information about a particular product and keep the organization in the public eye.
- 3) Internet is not used as an advertising medium.
- 4) Promotion is used to refer to marketing activities other than advertising.
- 5) Merchandising has nothing to do with a promotion of a product.

2 a) Fill in the gaps using the words and phrases below:

*printed flyers to stimulate demand web banners to deliver message
advertisement a free sample cut-price vouchers to convey stickers on apples
in supermarkets adverts
the point of sale merchandising ads*

1) Advertising is used ... availability of a "product" and to provide information regarding the product.

2) One of the main objectives of advertising is ... for the product.

3) Some commercial advertising media include

4) Any place the sponsor pays ... through a medium is advertising.

5) An advertising campaign consists of a series of which are run in various media.

6) Promotion is often used to refer to marketing activities: offers

7) Merchandising is a promotion of a product by developing strategies.

b) Match the words from the left column to their appropriate definitions from the right one:

commercial (n.)	memorable motto or phrase
billboard	a large, square sign used to post advertisements
complimentary	a statement (about a product) released to the news media
campaign	an advertisement on TV, the radio, etc
readership	the attempt to manage how a public sees a product
slogan	the number of people that read a particular newspaper, magazine, etc
press release	a plan of action (to promote a product)
features	a measure of how popular a brand is (how many
publicity	special characteristics, qualities
brand awareness	free

c) Fill the appropriate words in the appropriate sentences:

e.g. 1 = appeal

attract promote

boost persuade

spend appeal

launch project

1) The copywriter created a slogan which would ... to a wide cross-section of consumers

2) The agency wants to ... a campaign targeting the under-16 market.

3) The consumers we want to... are professionals who purchase up-market products.

- 4) All advertising must ... the right product image.
- 5) Giving away free badges helped to ... ice-cream sales to children.
- 6) The number of TV commercials in a campaign depends on how much the client wants to ... and who he wants to reach.
- 7) The function of advertising is primarily to inform and to ...
- 8) Our plan is to ... the new product across a wide range of media.

3. a) Using the prompts given below, make up your own sentences:

a) If	I had more money, I'd buy a CD player. she knew the answer, she'd tell us. we lived in England, we'd soon learn English.
--------------	--

If they didn't have so many debts, they wouldn't have to work so hard.

b) What would you do Would you travel round the world Which countries would you go to	if	you <i>had</i> a lot of money? you <i>were</i> very rich? you <i>travelled</i> round the world?
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c) If you hadn't told me	I <i>would</i> never have known. I <i>might</i> have made a mistake. I <i>could have</i> got lost.	(certainly) (possibility) (possibility)
-----------------------------	--	---

If I had seen the man

I wouldn't have hit him.

If I had been watching the road

b). Read the sentences and say which ones are in 3rd Conditional:

1) If I had more time, I'd help. 2) If he were cleverer, he'd know that he was making a mistake. 3) If I had come three minutes earlier, I'd have taken 9 o'clock train. 4) If the letter had been received some days ago, we would have learnt about it in time. 5) What would you do if you saw a ghost?

c) Combine the two sentences using «if» to make up Conditionals I and II:

- 1) You want to have a new house. You will have to work hard.
- 2) You buy the essential commodities from this shop. You are called a customer of this shop.
- 3) We have food, shelter and clothes. We have the basic necessities of life.
- 4) The economic system of a country is strong. People will be able to satisfy all their wants.
- 5) The people work regularly. They may earn more money.
- 6) The man buys a car in the garage. The garage owner may provide some extra services for the car.
- 7) The farmers try to provide more. Perhaps they will have some goods to sell as well as to use for themselves.
- 8) They are completely free. Workers may work only when they need money badly.
- 9) They have all the money they need. They may not work.
- 10) The government wants to improve the general conditions of work. They can make new laws.
- 11) Employees anticipate new better working conditions. They may increase their productivity.
- 12) You regularly provide essential services. You may get more business.

13) This condition is fulfilled. Employers have optimistic profit and market expectations.

14) Prices fall for a particular commodity. Producers have to reduce their production.

d) Change the given sentences into conditionals using the prompts:

I can't write to her because I don't have her address.

I could write to her if I had her address.

- 1) I'd like to go abroad but I can't afford it.
- 2) I'm not going to buy that car because it's so expensive.
- 3) We can't go out because it's raining.
- 4) She won't come to the party because she's away on holiday.
- 5) The central heating isn't working, so we can't turn it on.
- 6) Unfortunately I didn't see him, so I couldn't give him your message.
- 7) He didn't realize what was happening or he would have run away.
- 8) Fortunately I didn't hear what she said or I would have been very angry.
- 9) They got in because you didn't lock the door properly.
- 10) It only happened because you didn't follow the instructions.
- 11) Luckily we booked a room or we would have had nowhere to stay.
- 12) He was so tired that he went home at lunchtime.
- 13) Unfortunately he didn't pass his exams or he might have gone to the university.

e) Translate the sentences and say in English what might have happened (would/ could/ might have happened) if ...

The shop didn't pack the goods properly and they got damaged.

If the shop had packed goods properly, they wouldn't have got damaged.

- 1) The order was received and goods were shipped.
- 2) They guaranteed the regular supply of these goods and we concluded a new contract.

- 3) Some new machines were ordered and the price was reduced by 5%.
- 4) We built a new factory and increased our capacity.
- 5) The business was successful and the risk was justified.
- 6) They provided services which people need and earned money.
- 7) They bought a large quantity of paper and the demand for it went down.
- 8) The weather was hot last month and the goods went bad during transportation.
- 9) The goods were loaded quickly and we received them in time.
- 10) The price fell and the producers reduced their production.

6.8. Вокабуляр по теме 6

advertising

advert/ad

endorsement

advertising agency

advertising campaign

direct marketing

mailing shot

junk mail

promotion

point-of-sale advertising

merchandising

6.9. Список литературы и сетевых источников

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