

**БЕЛКООПСОЮЗ  
УЧРЕЖДЕНИЕ ОБРАЗОВАНИЯ  
“БЕЛОРУССКИЙ ТОРГОВО-ЭКОНОМИЧЕСКИЙ  
УНИВЕРСИТЕТ ПОТРЕБИТЕЛЬСКОЙ КООПЕРАЦИИ”**

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Кафедра иностранных языков

# **АНГЛИЙСКИЙ ЯЗЫК**

**Пособие  
по развитию навыков устной речи  
для студентов дневной формы обучения  
экономических специальностей**

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## ПОЯСНИТЕЛЬНАЯ ЗАПИСКА

Данное пособие составлено в соответствии с программой по английскому языку для студентов формы обучения. Цель издания – развитие речевых навыков и умений студентов на всех этапах обучения английскому языку, а также стимулирование их творческой и мыслительной активности.

Темы пособия “Экономика Беларуси”, “Методы продаж”, “Моя будущая специальность – экономист” имеют практическую направленность. Студенты смогут усвоить лексику и речевые образцы, необходимые в их будущей профессиональной деятельности.

Все учебные тексты заимствованы из современной оригинальной литературы. Их удачно дополняют разнообразие лексические и коммуникативные упражнения.

### UNIT 1. ECONOMY OF BELARUS

#### Ex. 1. Practice pronunciation of the following words:

[ʌ]	[ei]	[əʊ]	[ɔ]	[i]
'suffer	waste	pə'tatoes	'shortage	ine'fficiency
'government	change	ˌmɒtə'rɪsaɪkl	'Baltic	ac'tivity
re'sulting	major	only	'quarter	'system
'country	raise	coal	re'sources	re'frigerator
truck	trade	'Poland	salt	sig'nificant
'cultivate	'railway	road		
		con'trol		
		pet'roleum		
[ju]	[æ]	[ɔ:]	[i:]	[ai]
re'duce	pə'tassium	tech'nology	peat	rye
pro'duce	cattle	'product	free	mining
com'puter	tractor	crops	chief	
con'sumer		'watches	means	
fuel		Aus'tralia		
the U'kraine		Austria		
[k]	[ə:]	[kw]		
chemical	'fertilizer	equipment		
technology	o'ccur	quarter		
	'Germany	adequate		

#### Ex. 2. Practice pronouncing the following international words and combinations of them:

e'conomy, tech'nology, to con'trol, re'sult, e'conomic ac'tivity, ˌmanu'facturing, 'products, ˌagri'culture, to spe'cialize, prɒ'duction, major, mineral resources, 'export, to ex'port, ˌtranspɔ'tation, kə'nal.

#### Ex. 3. Study the meaning of the following words and word combinations:

- *E'conomy* – народное хозяйство, экономика (страны)

E. g.: Our national economy is going through a difficult period.

Сравните: e'conomics – экономика (наука)

We study Economics at the University.

- *Shortage* – недостаток, нехватка

E. g.: food shortage

a shortage of staff – нехватка персонала

Belarus suffers from a shortage of mineral resources and modern technologies.

- *En'tire* – весь, целый

E. g.: Government controlled the entire economy.

- *Waste* – потери, убыток; отходы

E. g.: to run (to go) into waste – быть потраченным попусту

waste-free technologies – безотходные технологии

food waste, waste of time, waste of money

to waste – растрчивать попусту

Don't waste your money and time.

- *Ine'fficiency* – неэффективность, неэкономичность  
E. g.: inefficiency of production  
Their company suffers from inefficiency of management.
- *To re'duce* – сократить, снизить  
E. g.: to reduce speed  
They must reduce costs of production.
- *Ac'tivity* – деятельность  
E. g.: economic activities  
What commercial activities does your firm specialize at?
- *Free-market system* – система свободного рынка  
E. g.: free-market economy – рыночная экономика  
Free-market system is the basis of national economies in many countries.
- *Manufacturing* – промышленность, промышленное производство  
E. g.: manufacturing of plastic, manufacturing industries  
Manufacturing industries are quite well developed in Belarus.
- *Output* – продукция; выпуск; производительность  
E. g.: the output of a goldmine (a factory)  
Our factory's output is too low.
- *Heavy-duty truck* – большегрузный автомобиль (AmE),  
syn. lorry – грузовик (Br. E)  
E. g.: Minsk automobile plant manufactures heavy-duty trucks.
- *E'quipment* – оборудование  
E. g.: up-to-date equipment, engineering equipment  
Our plant needs up-to-date equipment.
- *Con'sumer* – потребитель  
E. g.: consumer goods  
Belarusian factories produce various consumer goods.
- *Po'tassium ferti'lizers* – калийные удобрения  
E. g.: A lot of potassium fertilizers are exported to the CIS countries.
- *Agri'culture* – сельское хозяйство  
E. g.: farming agriculture  
There are two main branches of agriculture: crops growing and animal rearing.
- *To a'ccount for* – отчитываться, отвечать за что-либо  
E. g.: You must account for the money spent.
- *Crop* – сельскохозяйственная культура  
E. g.: technical crops, major crops  
We grow a lot of crops in Belarus.
- *To raise* – выращивать  
E. g.: Our farmers raise cattle and pigs.
- *'Mining* – разработка месторождений полезных ископаемых, горное дело  
E. g.: mining gold, mining for coal  
We mine peat in Belarus.
- *Fuel* – топливо  
E. g.: to produce fuel  
Power stations consume a lot of fuel.
- *Rock salt* – каменная соль  
E. g.: Belarus has a lot of rock salt.

• *Trade* – торговля

E. g.: domestic trade, international trade

Belarus carries international trade with many countries.

• *To include* – включать (в себя)

E. g.: Have you included the cost of petrol?

• *To connect* – соединять

E. g.: The towns are connected by a railway.

• *Means* – средство (а), способ (ы)

E. g.: means of transport, means of payment

The main means of transport in Belarus are trains, planes and cars.

• *To provide* – снабжать, обеспечивать; предоставлять

E. g.: to provide with food, to provide transportation

Our firm provides many services.

• *To improve* – улучшать

E. g.: to improve economic situation in our country

We should improve trade relations with our regular customers.

**Ex. 4. Match English and Russian equivalents:**

crop	недостаток, нехватка
mining	система свободного рынка
potassium fertilizers	потери, убыток; отходы
shortage	страдать; испытывать (трудности)
activity	оборудование
free-market system	сельскохозяйственная культура
waste	калийные удобрения
suffer	деятельность
equipment	отвечать за что-либо; отчитываться
to account for	разработка месторождений полезных ископаемых; горное дело

**Ex. 5. Arrange pairs of synonyms:**

to link, to provide, agriculture, modern, to cultivate, trade, to occur, heavy-duty truck, to reduce, manufacturing, lorry, to raise, entire, to happen, up-to-date, farming, to supply, industry, sale, to connect, whole, to decrease.

**Ex. 6. Find pairs of antonyms:**

well-developed, shortage, inefficiency, to reduce, surplus, consumer, backward, to increase, to include, manufacturer, efficiency, to link, to exclude, to disconnect.

**Ex. 7. Read and translate the text.**

## ECONOMY OF BELARUS

Belarus has a well-developed economy. But it suffers from a shortage of modern technology. For nearly 70 years, the Soviet government controlled the entire economy, resulting in much waste and inefficiency. Now Belarus plans to reduce government control of economic activities. The change to a free-market system is expected to take years.

*Manufacturing.* Manufacturing produces more than half of the economic output of Belarus. The country is known for its heavy-duty trucks and tractors. Belarus also manufactures computers, engineering equipment, metal-cutting tools, and consumer goods as bicycles, clocks and watches, motorcycles, refrigerators, and television sets. The chief chemical product is potassium fertilizers. Belarusian forests give many wood products.

*Agriculture.* It accounts for about a quarter of Belarus' economic output. It specializes in milk and meat production. The country's major cultivated crops include barley, flax, potatoes, rye and beet. Many farmers raise cattle and pigs.

*Mining.* Belarus has only a few mineral resources. It is rich in peat, which is for fuel, and potassium and rock salts. Southern Belarus has coal and petroleum.

*Trade.* The major Belarusian export includes tractors to Australia, Canada, New Zealand and the United States. Belarus' chief trading partners are Russia and the Ukraine. Significant trade also occurs with Austria, Germany, Poland, Switzerland and the United Kingdom.

*Transportation and communication.* Belarus has an adequate transportation system, including railway and road networks connecting its cities with other major European cities. Trains are the most important means of long-distance travel. The country's chief airport is Minsk. Buses provide most of the transportation within cities. The Dnepr-Bug Canal and other canals improve water transportation by linking many of the rivers with ports on the Baltic and Black seas.

**Ex. 8. Give Russian equivalents:**

economy, suffers, shortage, modern technology, entire, waste, reduce, free-market system, manufacturing, output, heavy-duty trucks, metal-cutting tools, consumer goods, fertilizers, cattle, mining, peat.

**Ex. 9. Find English equivalents in the text for these phrases:**

правительство, контролировать всю экономику, убытки и неэффективность, экономическая (хозяйственная) деятельность, переход к системе свободного рынка, калийные удобрения, изделия из древесины, специализироваться на производстве молока и мяса, главные возделываемые сельскохозяйственные культуры, использовать в качестве топлива, основные торговые партнеры Беларуси, торговля также осуществляется, главный аэропорт страны, соединять многие реки с портами.

**Ex. 10. Find words and expressions, which mean:**

- control and management of money and goods of a country (e...);
- not having enough (food, for example) (s...);
- to regulate (to c...);
- to use more than necessary (to w...);
- to make something smaller (to r...);
- to make goods (to p... ; to m...);
- a number of goods produced (o...);
- a car for transportation of goods (t... ; l...);
- an object used to make something (t...);
- a person who buys goods in shops (c...);
- to grow (to c...);
- agricultural plants (c...);
- goods sold to another country (e...);
- most important (c... ; m...);
- the business of buying and selling of goods (t...);
- to take place, to happen (to o...).

**Ex. 11. Using different suffixes (-tion, -ment, -er, -ee, -ist, etc) and prefixes (un-, dis-, in-im-, mis-, etc) make as many derivatives as possible from the following words:**

economy, efficient, to act, to produce, to manufacture, to consume, to export, to connect, to provide, to improve.

**Ex. 12. Answer the questions:**

1. What does Belarusian economy suffer from?
2. Why does Belarus plan to reduce government control of economic activities?
3. Is the change to a free-market system a fast process?
4. What do Belarusian industries mainly produce?
5. What is the chief chemical product?
6. What products does Belarusian agriculture specialize in?
7. Is Belarus rich in mineral resources?
8. What are the major Belarusian exports?
9. What countries does Belarus trade with?
10. What are the most important means of long-distance travel and transportation within cities?

**Ex. 13. Complete the sentences:**

1. The Soviet government controlled ... (transportation and communication, agriculture, trade and manufacturing, the entire economy, some industries).

2. The change to a free-market system is expected ... (to complete very soon, to take years, to be endless, to start next year).

3. Manufacturing produces more than ... (half of the economic output of Belarus, England and France together, the whole economic output of China, half of the economic output of Russia).

4. The country is known for its ... (clocks, refrigerators, electrical goods, high quality consumer goods, trucks, tractors, ready-made clothing, precision instruments, bicycles, television sets, potassium fertilizers).

5. The country mainly cultivates ... (wheat, potatoes, corn, flax, vegetables, grain, rye, barley).

6. Belarus is rich in ... (oil, coal, peat, petroleum, potassium and rock salt, iron ore, gas).

7. Belarus' chief trading partners are ... (the United States, the Ukraine, China, India, Russia, Baltic countries, Austria).

8. Buses provide most of the transportation ... (within cities, with other major European cities, with ports on the Baltic and Black seas).

**Ex. 14. Ask the questions, to which the following sentences will be answers:**

1. No, it isn't. The change to a free-market system is expected to take years.

2. It produces heavy-duty trucks and tractors. It also manufactures computers, engineering equipment, metal-cutting tools, bicycles, motorcycles, refrigerators, clocks and watches, television sets.

3. Its major crops are barley, flax, potatoes, rye and beet.

4. No, it isn't. Apart from peat and potassium and rock salt Belarus has only a few mineral resources.

5. To Australia, Canada, New Zealand and the United States.

6. Russia and the Ukraine.

**Ex. 15. Ask alternative questions, using the sentences below:**

1. Belarus doesn't possess modern technology, it suffers from its shortage.

2. The change to a free-market system won't be a fast process, it is expected to take years.

3. Belarus doesn't specialize in vacuum-cleaners and washing machines, it manufactures refrigerators and television sets.

4. It's typical of Belarusian industry to produce heavy-duty trucks and tractors, not cars.

5. It is not rich in mineral resources, it has only a few.

**Ex. 16. Say whether the sentences below are true or false:**

1. Belarus has a backward economy.

2. Now Belarus plans to increase government control of economic activities.

3. The change to a free-market system will be completed very soon.

4. The country is known for its heavy-duty trucks and tractors.

5. The chief chemical product is potassium fertilizers.

6. Agriculture accounts for about two thirds of Belarus' economic output.

7. Many farmers raise cattle and pigs.

8. Belarus is rich in mineral resources.

9. Belarus' chief trading partners are Russia and the Ukraine.

10. Trains provide most of the transportation within cities.

**Ex. 17. Translate the text into English:**

Беларусь – государство с хорошо развитой экономикой. Однако оно испытывает недостаток в современных технологиях.

В настоящее время в Беларуси происходит переход к рыночной экономике.

Сегодня промышленные предприятия Беларуси производят большегрузные автомобили, трактора, компьютеры, металлорежущие станки, мотоциклы, велосипеды, часы, холодильники, телевизоры. Основным продуктом химической промышленности являются калийные удобрения.

Сельское хозяйство специализируется на производстве молока и мяса. Основные сельскохозяйственные культуры, выращиваемые в Беларуси, – ячмень, лен, картофель, рожь, свекла.

Беларусь не богата полезными ископаемыми. Здесь добывают торф, калийные и каменные соли.

Основной экспорт Беларуси – трактора, которые направляются в Австрию, Канаду, Новую Зеландию и США. Россия и Украина – главные торговые партнеры Беларуси.

Сообщение с большинством городов Европы осуществляется железнодорожным и автомобильным транспортом. Главный аэропорт страны находится в Минске. Основной вид транспорта внутри страны – автобусы.

**Ex. 18. Translate the text using a dictionary and do the tasks below.**

## THE BOWELS OF BELARUS

The bowels of Belarus are rich in potassium and rock salts, natural construction materials, peat and mineral waters. It is only in the XX century when we have found approximately 30 kinds of natural resources and have opened more than 4000 deposits. In particular, Mikashevichi's granite, which has no competitors in Europe. Another example is industrious brines of the Pripyat cellar, from which Belarus will mine iodine, bromine and other precious elements which we now buy abroad.

There is also a certain amount of crude oil and iron ore, brown coal, fuel, slate and phosphorites. Amber and auriferous sand have recently been found. We also have much hope for non-ferrous metals.

The potash fertilizer extracted today in the Soligorsk mines remains a major strategic product of the country, bringing a large proportion of the export revenue.

The oil resources discovered so far are comparatively small. The Republic extracts 2 mln tons of oil per year.

So, we should not pretend to be poorer than we are: our land is rich enough. That is why we, Belarusians, have always loved and respected it.

Note: bowels – недра

### Tasks

1. Make up a list of natural resources found in Belarus.
2. Answer the following questions:
  - What natural resources is Belarus rich in?
  - Were Belarus' deposits of natural resources exhausted in the XX century? Does Belarus possess any unique mineral resources?
  - What minerals have been discovered recently?

**Ex. 19. Read the text and do the tasks below.**

### BRESTGASOAPPARAT – A SUCCESS STORY

During the years of economic crisis, a few enterprises have managed not only survive, but to considerably improve their financial and economic positions, providing stability in production, as well as increase in sales. Brestgasoapparat seems a very significant and persuasive example.

The shareholding company Brestgasoapparat is the largest manufacturer of household gas and electrical appliances and facilities in the CIS. It specializes in the production of high comfort household gas and electric ranges.

The market of gas and electrical household equipment is growing and developing very rapidly. More than 50 companies present their goods on the CIS market today. To compete successfully at the market Brestgasoapparat has to take the following measures: to improve the quality of their goods, to implement newer technologies, to form new distribution channels, to develop their service system, to use aggressive advertising and to adopt a more flexible pricing policy. So, Brestgasoapparat's trademark has become more widely known and recognized.

Nowadays, the company can preserve and widen its market only if a whole list of ranges is produced. So, besides several basic models, Brestgasoapparat produces dozens of their modifications to satisfy different customers' needs. The Brestgasoapparat's ranges have modern design and high security features. They provide all of the latest and most modern functions, which promise true comfort to a customer. So, over the recent years, the enterprise has managed to reach steady sales, and, as a result, a stable financial position.

But the company thinks much about its future. It is working hard to attract more investments. Brestgasoapparat needs money to make a move from current technologies for producing a mono-product towards flexible automated production, designed for a wide line of products.

### Vocabulary

to manage	удаваться
to increase	увеличивать
environment	окружающая обстановка
persuasive	убедительный
shareholding	акционерный
household appliances	домашняя техника
facilities	оборудование
range	(газовая) плита
to implement	внедрять
to compete	конкурировать
to adopt	принять
recognized	узнаваемый
to satisfy needs	удовлетворять потребности
flexible	гибкий

### Task A. Put in the missing words:

Brestgasoapparat has managed not only to ... , but also to ... its financial and economic positions. Brestgasoapparat is a ... company. It is the largest ... of ... gas and electrical ... and ... . The company produces ... and electric ... . To make their appliances more ... Brestgasoapparat had to improve the ... of their products, to implement newer ... , to form new ... , to develop ... system, to use aggressive ... and to adopt a more ... pricing ... . Customers like Brestgasoapparat's ... , because they have modern ... and high ... features. In the future the company is going to develop ... automated production and to manufacture a wide ... of ... .

### Task B. Complete the sentences:

1. Brestgasoapparat is ... .
2. The market of gas and electric household equipment today ... .
3. To make their ranges more competitive, the company had:
  - to improve ... ;
  - to implement ... ;
  - to form ... ;
  - to develop ... ;
  - to use ... ;
  - to adopt ... .
4. The trademark of Brestgasoapparat ... .
5. Brestgasoapparat produces several ... with ... .
6. Brestgasoapparat's ranges ... .
7. Thanks to investments the company is going to ... .
8. One of the main problems of the company ... .

### Task C. Answer the questions:

1. What did a few Belarus enterprises manage to do during the years of economic crisis?
2. What does Brestgasoapparat produce?
3. What is going on the market of gas and electrical household appliances?
4. How many companies compete on this market in the CIS countries?
5. What did Brestgasoapparat do to improve competitiveness of their ranges?
6. What does the company do to satisfy needs of different customers?
7. Why do customers prefer Brestgasoapparats' ranges?
8. Is it a good idea to produce a mono-product nowadays? Why?
9. Why does the company need some investments?

**Task D. Work in pairs. Make up a dialogue between a journalist and the Brestgasoapparat's director. Act your dialogue out.**

**Ex. 20. Read the text and do the tasks below.**

### A GIANT HIDDEN IN PROVINCE

The Belarusian Steel Mill (BMZ) was built by the Western companies in Zhlobin in 1984. The mill gave to Zhlobin and its citizens a new life: plenty of workplaces, good wages and the hope for a stable future. But after the collapse of the USSR the economic ties between the former Soviet republics weakened. So, BMZ found itself in a very difficult situation. The only way out was to enter the West-European market. But the road to Western Europe turned out to be long and difficult. Quality and delivery requirements were tough for BMZ to meet.

And BMZ specialists did their best to improve quality of their products. They made dozens of tests in the laboratories, changed production process. At the same time, the mill established its own warehouses abroad to prevent even short delays in deliveries.

The mill made an outstanding deed under the circumstances of the Belarusian economy of the 90-s – it paid back \$8 mln borrowed from the Belarusian banks. And the Western European banks opened a credit line for the mill.

In 1996 the factory established two joint ventures: the first one, Belashtal, with two German partners; the second one, Belmet, with the Austrian company Systems Industrieservice.

Today BMZ is one of few Belarusian enterprises integrated the most deeply into international business cooperation. The steel mill has partners both in the countries of the CIS and Western Europe. BMZ trade mark is registered in 23 countries. 70% of its production is exported, with 45% of its exports outside the countries of the former USSR. The mill's share in our country's exports to the West makes 10%. Reconstruction has made BMZ the biggest steel mill in Europe.

### Task A. Find English equivalents of the following words and word combinations:

много рабочих мест, хорошая зарплата, экономические связи, выходить на западноевропейский рынок, соответствовать требованиям, улучшать качество, доставка, склады, задержка поставок, выплачивать, брать займы, открывать кредит, открывать совместные предприятия, торговая марка зарегистрирована, доля в экспорте.

### Task B. Answer the questions:

1. When was BMZ built? Who built BMZ?
2. Why has the steel mill been important for Zhlobin?
3. What way out of the difficult economic situation did BMZ find?
4. What did BMZ do to enter the foreign market?
5. How many joint ventures did BMZ establish?
6. How many countries is BMZ trade mark registered in?
7. What is the share of BMZ in our country's income?

### Ex. 21. Speak about economy of Belarus.

## UNIT 2. METHODS OF SELLING

### Ex. 1. Pronounce the following words:

wholesalers, retailers, warehouse, haberdashery, schedule, preliminary, hosiery, perfumery, assortment, catalogue, jewelry, foodstuffs, manufactured goods, electric appliances, representative, machine.

### Ex. 2. Read the following verbs:

to deal, to perform, to arrange, to contain, to transform, to display, to lay out, to occur, to provide, to share.

### Ex. 3. Study the meaning of the following words & word-combinations:

- *Middleman* – посредник

E. g.: Most distribution channels involve middlemen, who rarely change the form of the products they handle but provide services for both producers and customers.

- *Wholesaling (wholesale trade)* – оптовая торговля

E. g.: Wholesaling can be performed in two ways: transit selling and selling goods at the warehouses.

- *Retailing (retail trade)* – розничная торговля

E. g.: Department stores constitute one of the most important forms of retailing.

- *In bulk* – оптом

E. g.: A wholesaler sells goods in bulk.

- *Personal selection* – личная отборка

E. g.: Personal selection is used for selling products of complex assortment.

- *Mobile rooms of samples* – передвижные комнаты товарных образцов

E. g.: Mobile rooms of samples are arranged in lorries.

- *Mobile warehouse* – автосклады

E. g.: Mobile warehouses supply shops with goods according to schedule.

- *Parcels* – посылки

E. g.: Some wholesale bases organize the delivery of parcels through post-offices.

- *Commercial traveller* – коммивояжер

E. g.: Commercial travellers visit retail enterprises to present various catalogues and samples of goods.

- *Selling goods by orders* – продажа товаров по заказам

*by samples* – по образцам

*with an open laying-out* – с открытой выкладкой

E. g.: Selling goods by orders, by samples and with an open laying-out are the methods of retailing.

• *Vending machines* – торговые автоматы  
E. g.: Vending machines are used for selling soda water.

• *Turnover* – товарооборот  
E. g.: The turnover of this enterprise has increased.

• *Engineering services* – инжиниринговые услуги  
E. g.: Consultative selling is used in providing engineering services, building, etc.

• *Order* – заявка, заказ  
*to register an order* – принять заявку  
E. g.: Commercial travellers register orders at shops for the delivery of the selected goods.

**Ex. 4. Make up word-combinations with the following words:**

retail	selection	preliminary	method
personal	machines	commercial	items
complex	trade	self-service	traveller
vending	assortment	stationary	ordering

shop	goods	mobile	materials
wholesale	warehouses	consultative	orders
mobile	representative	building	selling
manufactured	trade	fax	rooms

**Ex. 5. Choose the correct word or word – combination from the following list: *transit selling, mobile warehouses, samples, complex, orders, wholesalers, mobile rooms of samples, retailing, engineering services, vending machines, selling goods at the warehouses.***

1. ... buy goods from producers and sell them mainly to other business firms.
2. The traditional method of ... takes place when the shop assistant allows the customer to examine and choose a product, packs it up and sells it.
3. Personal selection is used for selling goods of ... assortment.
4. By ... they sell mostly foodstuffs.
5. ... are used mainly for selling soda water.
6. Wholesaling can be performed in two ways: ... and ... .
7. ... are loaded with goods at a base and supply shops with them according to schedule.
8. Consultative selling is used in providing ... , building, etc.
9. The method of selling goods by ... can be used for selling building materials.
10. ... contain samples of various goods, lists, albums and catalogues.

**Ex. 6. Connect the following into sentences:**

- |  |   |
|--|---|
| • Written, telephone, fax orders are       | based on listening to each other, sharing general points of view  |
| • Two kinds of middle-men are              | retailing of goods to the customers through their own shops   |
| • Personal selection is                    | based on the preliminary ordering of the necessary goods by the customers at retail enterprises         |
| • Some wholesale enterprises organize      | wholesalers and retailers   |
| • Mobile rooms of samples are              | the method of retailing when the customer has free access to goods                                      |
| • Self-service is                          | based on the selection of goods by the customer with the help of samples displayed at the shop          |
| • Selling goods by orders is               | used for selling products of complex assortment when selecting fashions requires a shop representative  |
| • Selling goods by samples is              | based on independent examining, choosing and delivering selected goods by the customer to the cash desk |
| • Group selling is                         | arranged in lorries   |
| • Selling goods with an open laying-out is | used for selling products of simple assortment or well-known products of complex assortment             |

**Ex. 7. Read the text, translate it into Russian.**

**METHODS OF SELLING**

Producers and consumers do not often deal directly with one another. Instead, goods are passed on from producers to consumers through people called *middlemen*.

Two kinds of middlemen are *wholesalers* and *retailers*. Wholesalers buy goods from producers and sell them mainly to other business firms. For example, a wholesaler of vegetables buys large amounts of vegetables from the growers and then sells them in bulk to grocers. This kind of trade is called *wholesale trade*. The grocers sell the vegetables to customers who eat them. This type of trade in which merchants sell goods mainly to the final consumer is called *retail trade*.

Wholesaling can be performed in two ways: transit selling (when a wholesale base sells goods without leaving them at its warehouses) and selling goods at the warehouses.

The following methods of wholesaling are used in the wholesale warehouse turnover:

- selling through the personal selection of goods by the customers;
- selling through written, telephone, fax orders;
- selling through commercial travellers and mobile rooms of samples;
- selling through mobile warehouses;
- selling through parcels.

As a rule, *personal selection* is used for selling products of complex assortment (fabrics, clothes, knitwear, haberdashery, etc.) when selecting fashions requires a shop representative.

*Written, telephone, fax orders* without preliminary personal selection are used for selling products of simple assortment or well-known products of complex assortment.

*Mobile rooms of samples* are arranged in lorries. They contain samples of various goods, lists, albums and catalogues. Using them a commercial traveller registers orders at shops for the delivery of the goods.

Unlike mobile rooms of samples, mobile *warehouses* are loaded with goods at a base and supply shops with them according to schedule.

Some wholesale bases organize the delivery of *parcels* containing various manufactured goods to customers or shops through post offices. This is performed with the help of special catalogues.

In the market economy some wholesale enterprises organize retailing of goods to the customers through their own shops (stalls) or mobile shops. In this case wholesale bases are actually transformed into wholesale-retail enterprises or firms.

*The traditional method of retailing (selling over the counter)* is when the shop assistant allows the customer to examine and choose a product, packs it up and sells it.

*Self-service* is the method of retailing based on independent examining, choosing and delivering selected goods by the customer to the cash desk. This method is used for selling most of foodstuffs and manufactured goods with the exception of electric appliances, refrigerators, carpets, bicycles, motorcycles, boats, motors, tents, radio and TV sets, jewelry items, watches, services and cut – glass ware, souvenirs and some other goods. A self-service shop is the shop where the share of goods sold using the self-service method is not less than 70% of the turnover.

*Selling goods by orders* is the method of retailing based on the preliminary ordering of the necessary goods by the customer at retail enterprises and getting them at a definite place (at the shop, at home or at the place of work) at specified time. By orders they sell mostly foodstuffs and manufactured goods of complex assortment.

*Selling goods by samples* is the method of retailing based on the selection of goods by the customer with the help of samples displayed at the shop, paying for the goods and getting them (with the possible delivery to the place of living). This method can be used for selling building materials, domestic refrigerators, radio and TV sets, musical instruments, motorcycles, bicycles, furniture, fabrics and other large-size goods.

*Selling goods with an open laying-out* is the method of retailing when the goods are laid out at the shop and the customer has free access to them. This method is used for selling hosiery, perfumery, haberdashery, stationary items, souvenirs, china, curtains and other manufactured goods and some foodstuffs.

*Vending machines* are used mainly for selling soda water and sometimes for selling kvass and juices.

*Electronic selling* is a new kind of out-of-shop trade. Using a personal computer the customer looks through catalogues to choose the necessary product and pays for it with special credit cards.

*Consultative selling* occurs when the customer is served by a consultant. This method is used in providing engineering services, building, etc.

*Group selling* is based on listening to each other, displaying mutual understanding, sharing general points of view.

**Ex. 8. Say whether the following sentences are correct using “True” or “False”, correct false sentences:**

1. Mobile rooms of samples are loaded with goods and supply shops with them according to schedule.
2. Some wholesale bases organize the delivery of parcels through post offices.
3. Selling through fax orders is used in the wholesale warehouse turnover.

4. Consultative selling is based on independent examining, choosing and delivering the goods by the customer to the cash desk.

5. Two kinds of middlemen are producers and customers.

6. Selling goods by samples can be used for selling various large-size goods.

7. Selling over the counter is a new kind of out-of-shop trade.

8. Selling goods with an open laying-out is used for selling stationary items, haberdashery, china, etc.

9. Transit selling occurs when a wholesale base sells goods without leaving them at its warehouses.

10. Selling goods by orders is based on the preliminary ordering of the necessary goods by the commercial traveller at retail enterprises and getting them at a definite place.

**Ex. 9. Answer the following questions:**

1. What people are called middlemen?

2. What is wholesale trade?

3. What is retail trade?

4. How can wholesaling be performed?

5. What are the methods of wholesaling?

6. What are the methods of retailing?

7. What goods are sold by samples?

8. What shop is considered to be a self-service shop?

9. What does a commercial traveller use in his work?

10. What do you think is the most prospective method of wholesaling and retailing?

**Ex. 10. Complete the following sentences:**

1. The following methods of wholesaling are used in the wholesale warehouse turnover ... .

2. Personal selection is used for ... .

3. Self-service method is used for ... .

4. Goods are passed on from producers to consumers through ... .

5. Selling over the counter takes place when ... .

6. By orders they sell ... .

7. Using a personal computer the customer ... .

8. Selling goods by samples can be used for ... .

9. A commercial traveller registers orders at shops for the delivery of the goods using ... .

10. The delivery of parcels is organized ... .

**Ex. 11. Translate the following sentences from Russian into English:**

1. Продажа товаров через торговые автоматы – одно из важнейших направлений технического прогресса в торговле.

2. На сравнительно небольшой площади торгового зала можно выставить образцы достаточно широкого ассортимента товаров.

3. В связи с развитием науки и техники в мировой практике нашли широкое применение новые методы продажи, такие как электронная торговля, консультативная и групповая продажа.

4. Несмотря на существенные преимущества, метод продажи товаров через торговые автоматы развивается очень медленно.

5. Из-за исчезновения из оборота в республике мелкой разменной монеты торговля через автоматы практически не осуществляется.

6. Метод самообслуживания относят к прогрессивным методам продажи товаров.

7. Организация залов товарных образцов является эффективным средством рекламы новых товаров.

8. Автосклады наиболее эффективны для снабжения мелких и отдельных магазинов системы потребительской кооперации.

9. Транзитная продажа товаров должна систематически контролироваться оптовым предприятием.

10. Посылочная продажа широко используется при продаже мелкооптовых партий товаров в системе потребительской кооперации.

**Ex. 12. Read these sentences from the text, choose the meaning for the italicized word:**

1. Two kinds of *middlemen* are wholesalers and retailers.

a) producers;

b) consumers;

- c) customers;
- d) mediators.

2. The traditional method of retailing takes place when the shop assistant *allows* the customer to examine and choose a product, packs it up and sells it.

- a) helps;
- b) lets;
- c) prohibits;
- d) tells.

3. A self-service shop is the shop where the *share* of goods sold using the self-service method is not less than 70% of the turnover.

- a) part;
- b) amount;
- c) stock;
- d) cost.

4. Self-service is the method of retailing based on independent examining, choosing and delivering *selected* goods by the customer to the cash desk.

- a) various;
- b) expensive;
- c) bought;
- d) chosen.

5. Selling goods by samples can be used for selling building materials, *domestic* refrigerators, radio and TV sets, musical instruments, motorcycles, bicycles, furniture, fabrics and other large-size goods.

- a) internal;
- b) large-size;
- c) household;
- d) imported.

6. Self-service method is used for selling most of foodstuffs and manufactured goods *with the exception of* electric appliances, refrigerators, carpets, bicycles, motorcycles, boats, motors, tents, radio and TV sets, jewelry items, watches, services and cut-glass ware, souvenirs and some other goods.

- a) including;
- b) in addition to;
- c) excluding;
- d) besides.

7. A wholesaler of vegetables buys large amounts of vegetables from the growers and then sells them *in bulk* to grocers.

- a) in a shop;
- b) piece by piece;
- c) in time;
- d) by wholesale.

**Ex. 13. Read and translate the following text using a dictionary.**

### RETAILING

Retailing permeates our lives. Manufacturers and wholesalers depend upon retailers to properly market their offering to the final consumer.

Department stores constitute one of the most important forms of retail operation. They are dominated by large national chains. Department stores historically have experienced problems in choosing an appropriate merchandise mix, too many stores, and competition from discounters.

Specialty stores, like department stores, are also becoming dominated by chains. They usually specialize in a specific type of merchandise, such as men's clothing, candy, or sporting goods. Specialty stores face many of the same opportunities and challenges that confront department stores.

Supermarkets specialize in foodstuffs with wide assortments and self-service. Because shoppers can spend their grocery budget in so many places besides the traditional supermarket, the industry is rapidly changing. One major trend is toward superstores that average 55,000 square feet and offer everything from fresh flowers to dry cleaning.

Discounters compete on the basis of low prices, high turnover, and high volume.

Off-price retailers sell at prices 25 percent or more below traditional department store prices. They buy for cash and often purchase manufacturers' overruns, irregular merchandise, and end-of-season goods.

Factory outlets are owned and operated by manufacturers and carry one line of merchandise (their own), usually comprised of close outs, factory seconds, and cancelled orders. Wholesale clubs charge an annual admission

fee and are essentially cash-and-carry wholesalers that also serve a select retail market including government employees and members of credit unions and financial institutions. Retail customers are charged 5 percent over the wholesale.

Vending is a major retail business. Because prices of most vended merchandise are traditional and relatively fixed, emphasis in vending management is on cost control and streamlining operations.

Non-store retailing is shopping without visiting a store. It includes door-to-door retailing and in-home shopping. People shop from their homes as a result of deciding to buy from a catalog or other means to avoid crowds, traffic, and so forth or as a result of being stimulated to buy due to direct marketing.

Franchising accounts for about \$500 billion in sales annually. The franchiser grants operating rights to the franchisee for an initial fee plus a monthly royalty. Franchising increases opportunities for independent businesspeople, and franchises typically have lower failure rates than other businesses.

Small retailers can usually react more quickly to changes in the marketplace, offer customers a more personal touch, survive in a limited market, and use entrepreneurial skills to find special niches in the marketplace. Yes they often lack managerial training and skills, have difficulty obtaining adequate financing, and must cope with many government regulations.

Trends in retailing include at-home and on-site computer-assisted shopping, growth of premium product offerings, more nontraditional services by traditional retailers, and computerized operations and decision making.

### Vocabulary

specialty store outlet	магазин со специальным ассортиментом
off-price retailer	торговая точка
franchise	розничное предприятие, торгующее по сниженным ценам
vending	привилегии, выдаваемые частной корпорацией дилеру на право деятельности в определенном районе
discount	продажа с помощью торговых автоматов
overruns	скидка
close outs	излишняя продукция
seconds	распродажа товаров в связи с закрытием предприятия
royalty	второсортный товар
door-to-door retailing	лицензионный платеж, роялти
credit union	продажа вразнос
	кредитный союз

### WHOLESALE

Wholesalers are middlemen between producers and sellers of industrial or customer goods at one end industrial buyers or retailers at the other. They break bulk, reduce transportation costs, and actively sell for their suppliers. A major service of wholesalers to their customers is that of breaking bulk. Wholesalers buy in large quantities, then divide what they buy into the smaller amounts their customers buy, or, as they say at Anixter Bros., the U.S. largest electrical cable wholesaler, "Buy by the mile, sell by the foot."

There are three major categories of wholesalers: merchant wholesalers, merchandise agents and brokers, and manufacturer's sales offices and branches. Most wholesalers specialize along product lines, and the importance of wholesalers varies greatly among industries. Wholesalers tend to locate geographically where producers are.

Merchant wholesalers are the most common and important type of wholesaler, both in number of establishments and total sales volume. They carry out all the functions wholesalers normally perform.

Merchant wholesalers can be classified by depth and breadth of product lines. General merchandise merchant wholesalers sell a wide variety of product lines, general-line wholesalers carry a complete assortment of products in one product line, and specialty wholesalers carry a limited number of items within a product line.

Merchant wholesalers may also be classified by type of operation. Examples include industrial distributors, assemblers of farm products, petroleum bulk plants and terminals, importers and exporters, and rack jobbers. These wholesalers are very important in markets for agricultural and timber products and markets in which there are many small industrial users and retailers.

Merchandise agents and brokers buy and sell goods for suppliers and customers, but they do not take title to the goods. The most important kind is the manufacturer's agent. These agents are authorized to sell part of a manufacturer's product line in a certain area, and their relationship with a manufacturer is usually a long-lasting one. The next most important type of agents are merchandise brokers. Their major function is to arrange contacts between buyers and sellers; they sell information about products, prices and markets. Commission merchants, selling agents, and auction companies are three other types of merchandise agents. In general, agent middlemen are most important when sellers and buyers are small or new to a market.

Manufacturers' sales offices and branches, a third type of wholesaler, are owned and operated by manufacturers. Their sales volumes are generally six to seven times that of an average merchant wholesaler. Sales office do not carry merchandise, but sales branches do. Large corporations, like car manufacturers and oil companies, have very large sales office and branches; in general, companies selling durable goods are more likely to have sales offices than companies selling non-durable goods.

Six strategies can be used by wholesalers to increase their success in various markets. They can specialize in specific industries and products, integrate vertically, thereby creating captive suppliers or markets, adopt innovations that improve efficiency, increase the number of services they provide their clients, branch out into chain operations, and fine-tune their operations. In short, they can take advantage of their two biggest competitive strengths, their knowledge of products and markets, and their efficiency in serving markets that are otherwise served inefficiently because they have a large number of small customers or small manufacturers.

### Vocabulary

merchants wholesalers	оптовый торговец, оптовик
rack jobber	оптовый торговец, поставляющий в супер-маркет или другой крупный продовольственный магазин промышленные изделия
cash-and-carry wholesaler	оптовое предприятие самообслуживания для розничных магазинов на условиях оплаты наличными и без доставки товара
merchandise agent	комиссионер
commission merchant	оптовый торговец, покупающий товары для продажи на комиссионных началах
auction company	оптовая компания по продаже товаров с аукциона
specialty wholesaler	узкоспециализированное оптовое предприятие
general wholesaler	оптовое предприятие, торгующее широким ассортиментом товаров определенной специализации
durable goods	товары длительного пользования
non-durable goods	товары кратковременного пользования
general merchandise merchant wholesaler	оптовик, торгующий широким ассортиментом товаров
manufacturers' sales office and branches	торговые конторы и оптовые торговые филиалы промышленных предприятий
selling agent	торговый агент
to take title to	иметь право собственности на что-либо

**Ex. 14. Retell the topic "Methods of Selling".**

## UNIT 3. MY FUTURE PROFESSION – AN ECONOMIST

**Ex. 1. Repeat the following words after the speaker:**

economist, economics, macroeconomics, microeconomics, economic, economy, thorough, advertising, accounting, philosophy, ethics, diversified, research, laboratories, industry, post-graduate, course, desire, scientist, economise, exchange, agencies, services, laws, opinion, contribution, process.

**Ex. 2. Read the following groups of words, mind the stress:**

E'conomy – eco'nic  
 E'conomist – macroeco'nomics – microeco'nomics  
 'process – pro'cess  
 'industry – in'dustrial  
 'history – his'toric  
 'graduate – gradu'ation  
 'policy – poli'tical  
 'specialist – speci'ality  
 Pro'duction – produc'tivity

**Ex. 3. Read the international words and guess their meaning, mind the stress:**

'theory	e'conomist	eco'nomics
'management	pro'fession	situ'ation
'marketing	re'public	eco'nomie
'business	sta'tistics	mathe'matics
'ethics	com'puter	
'history	phi'losophy	
'centre	po'litical	
'industry	la'boratories	
'banks	hy'potheses	
'models	ma'terials	
'manager		
'broker		
'agencies		
'services		
'problems		
'process		

**Ex. 4. Study the meaning and use of the new words and word-combinations:**

- *Advance* – продвигаться вперед, делать успехи, развиваться  
E. g.: My friend has advanced his English this year.
- *Activity* – деятельность  
E. g.: What activity are you especially good at?
- *Both...and* – как ..., так и ... ; и ..., и ... ; и к тому же  
E. g.: He speaks both English and German.
- *Carry out* – выполнять, проводить  
E. g.: Our students carry out a lot of tests while studying English.
- *Contribution* – содействие, вклад  
E. g.: The successful launching of the spaceships make a great contribution to world science.
- *Create* – творить, создавать  
E. g.: Scientists in the field of economics create many economic theories.
- *Diversified* – разнообразный  
E. g.: The tasks of an economist are very diversified.
- *Executive manager* – главный менеджер  
E. g.: The executive manager working for this company is very experienced.
- *Financial manager* – менеджер по финансам  
E. g.: Some of our graduates will work as financial managers.
- *Involve* – вовлекать, затрагивать  
E. g.: My brother is involved in sport activity.
- *Opinion* – мнение  
E. g.: Opinions differ. Syn. – Tastes differ.
- *Post-graduate courses* – аспирантура  
E. g.: She has a desire and abilities to study at the post-graduate courses.
- *Research* – научное исследование, исследовательская работа  
E. g.: Post-graduates carry out research.
- *Sales manager* – менеджер отдела продаж  
E. g.: Sales managers usually discuss contracts with agents and distributors.
- *Stock exchange* – фондовая биржа  
E. g.: He'd like to work at the stock exchange.
- *Thorough* – полный, совершенный, основательный, доскональный, тщательный.

E. g.: We hope that our students will have a thorough knowledge of English.

• *Training* – воспитание, обучение

E. g.: Training in economics is maintained on high level.

• *Various* – различный, разный

E. g.: The manager has various and several duties.

• *Versed in* – опытный, сведущий

E. g.: To become a good specialist in economic matters and business one must be versed in finance and credits, statistics, history of economic theories, philosophy, mathematics and, of course, marketing, which is a modern philosophy of business.

**Ex. 5. Memorise the following pairs of derivatives:**

*v* → *n*

know – knowledge

manage – manager

develop – development

direct – direction

contribute – contribution

govern – government

*n* → *adj*

economics – economic

nation – national

history – historic

education – educational

policy – political

industry – industrial

**Ex. 6. Match English and Russian equivalents:**

well-educated

general and special subjects

to manage any situation

one may continue

a desire and abilities

to economise in men, money

and materials

the economic laws

facing our Republic

a strong opinion

a new generation of econo-

mists

твердое мнение

общеобразовательные и специаль-  
ные предметы

экономить трудовые, денежные, ма-  
териальные (сырьевые) ресурсы

хорошо образованный

можно продолжить

стоящие перед нашей республикой

новое поколение экономистов

желание и способности

экономические законы

справиться с любой ситуацией

**Ex. 7. Choose the right word:**

1. A person with a graduate degree in economics is qualified to use the name ... .

a) "governor";

b) "economist";

c) "director".

2. Some of them are ... economists, who engage in teaching, writing and doing research in colleges and uni-  
versities.

a) academic;

b) professional;

c) government.

3. ... economists forecast sales and costs, help firms to influence government policy.

a) government;

b) academic;

c) business.

4. ... economists perform the work as policy analysts.

a) government;

b) business;

c) academic.

5. Economists forecast ... .

a) weather;

- b) tax revenues and interest rates;
- c) policy.

**Ex. 8. Fill in the blanks with prepositions if necessary:**

versed ... the science ... economics, the profession ... an economist, be involved ... the world economy, to manage ... any situation, studies ... the post-graduate courses, carry ... research, to economise ... men, money and materials, work ... managers, sales ... manager, work ... the government, knowing ... the economic laws, the development ... the society, solve ... many problems, facing ... our Republic, a new generation ... economists, advance ... economics ... new directions, to make ... my contribution ... this process.

**Ex. 9. Read and translate the text.**

**MY FUTURE SPECIALITY – AN ECONOMIST**

I am going to become an economist. “An economist is one versed in the science of economics”.<sup>1</sup> I’d like to become well-educated in economics. I’m sure that the profession of an economist is one of the most important nowadays in view of the situation in our Republic.

What makes a good economist? Whatever he does, an economist should have a thorough training in economic theory, mathematics and statistics and we are offered such training. We are taught various general and special subjects, such as Macroeconomics, Microeconomics, Management, Accounting, Marketing, Advertising, Money and Banking, Economic Theory, Statistics, Computer Science, Philosophy, Business Ethics, Foreign Languages, etc.

An economist needs some knowledge of the world outside his own country because both business and government are deeply involved in the world economy. Some knowledge of political and economic history will help him to manage any situation.

The profession of an economist is quite diversified. Economists can work as managers, as an executive manager, at the banks, at the Stock Exchange as brokers, others work for the government or are employed by various agencies and by military services.

Knowing the economic laws of the development of the society economists can solve many problems facing our Republic. I have a strong opinion that a new generation of economists will advance economics in new directions. I do hope I’ll manage to make my contribution to this process.

**Ex. 10. Answer the following questions:**

1. Why is the profession of an economist one of the most important nowadays in our Republic?
2. Do you agree with the definition of an economist given by the Webster Dictionary?
3. What makes a good economist?
4. The profession of an economist is quite diversified, isn’t it ?
5. How can you continue your studies after graduating from the economics faculty?
6. What does the profession of an economist contribute to?
7. Where are economists employed?
8. What is your professional dream?

**Ex. 11. Find in the text “My Future Speciality – an Economist” synonyms to the following words:**

different, assist, go on, wish, invent, job, resources, people, finance, perform, to be good at, settle, issues, to contribute.

**Ex. 12. Say whether the following statements are right or wrong, use “That’s right”, “That’s wrong”:**

1. An economist is “one versed in the science of economics”.
2. The profession of an economist gives a lot of chances for promotion.
3. Statistics is of no importance for understanding economic issues.
4. Businesses and governments are involved only in the home economy.
5. Scientists in the field of economics rely on the theories and models of others.
6. There are no common activities to all economists.
7. Economists can work as managers.
8. Economists can’t work for the government.
9. You are going to work as an academic economist.

---

<sup>1</sup> New Webster’s Dictionary of the English language. Surjeet Publication, Delhi, 1989.

**Ex. 13. Match the two parts of both columns:**

- |                                     |                   |
|-------------------------------------|-------------------|
| • I'd like to become well-educated  | as managers       |
| • We are taught various general and | quite diversified |
| • Businesses and governments are    | special subjects  |
- deeply
- |                                     |   |
|-------------------------------------|---|
| • The profession of an economist is | in economics                            |
| • One may continue studies          | involved in the world economy           |
| • Economists are to                 | at the post-graduate course             |
| • Economists can work               | economise in men, money and materials   |
| • Knowing the economic laws of      | to make my contribution to advance eco- |
| the development of the society      | nomics in my Republic                   |
| • I'll manage                       | economists can solve many problems fac- |
|                                     | ing our Republic                        |

**Ex. 14. Complete the following sentences using the text of ex. 9:**

1. I am going to become ... .
2. An economist is "one ...".
3. An economist should have a thorough training in ... .
4. An economist needs some knowledge of ... .
5. Economists work at ... .
6. One may continue studies at ... .
7. Scientists in the field of economics create ... .
8. The main activity common to all economists is ... .
9. Knowing the economic laws of the development of the society economists can ... .

**Ex. 15. Read the following definitions given by New Webster dictionary, translate them using a dictionary:**

- *Economise* – to manage economically; use sparingly; use to the best advantage; to practice economy in expenditure; avoid waste or extravagance.
- *Economics* – the science treating of the production, distribution, and consumption of wealth, or the material welfare of mankind.
- *Economy* – thrifty management; the management of the resources of a country, with regard to its productivity; a judicious or sparing use of anything.

**Ex. 16. Read the text, translate it in Russian in written form.**

### WHAT IS ECONOMICS

Unlike history, mathematics, English and chemistry, economics is a subject that most students encounter only briefly sometimes not at all, before they begin college. Economics is a basic discipline, like those just listed, not an applied subject like accounting or drafting in which specific skills are taught .

Economics has some similarities to mathematics because logical reasoning and mathematical tools are used in it extensively. It also has some similarities to history because economics studies people as they interact in social groups.

Like chemistry, economics employs the scientific method, although some of economics has a descriptive rather than an analytical flavour.

Finally, like English grammar, economics has a few simple rules and principles, but from these principles economics can derive many conclusions.

Economics is the science of making choices. Individuals must decide whether to study another hour or to go for a walk, whether to play tennis or to watch television for an afternoon of recreation. As a group, people must also choose through their governments whether to build a dam or to repair highways with their taxes, whether to invest money to business or to expand national parks.

The common element of all these decisions is that every choice involves a cost.

In fact, economics is the study of the choice that people make and the actions that they take in order to make the best use of scarce resources in meeting their wants.

Economics is about the everyday life. How do we get our living? Why do we sometimes get more and sometimes less? Are we producing as efficiently as we could? Are we producing the right things? What are the "right things"? Who ought to decide this and why? The study of economics helps us to answer this sort of questions.

**Ex. 17. Complete the sentences:**

1. Economics is the subject that most students encounter only briefly before they... .
2. Economics is not an applied subject in which... .
3. It studies people as they... .
4. Economics is the science of ... .
5. Every choice involves... .

**Ex. 18. Insert the right word: *interact, briefly, extensively, make, take, choices, science.***

1. Logical reasoning and mathematical tools are used in economics... .
2. Most students encounter economics only ... before they begin college.
3. Economics studies people as they ... in social groups.
4. Economics is the ... of making ... .
5. Economics is the study of the choices that people ... and the actions that they ... .

**Ex. 19. Answer the questions on the text:**

1. Do school-leavers know much about economics?
2. Is economics a basic discipline or an applied subject?
3. Economics is the science of making choices, isn't it?
4. Why do people have to make choices very often?
5. What does every choice involve?

**Ex. 20. Read the text and say what categories all economic systems are classified into.**

### ECONOMIC SYSTEMS

People and societies organize economic life to deal with the basic problems through economic systems. An economic system can be described as the collection of institutions, laws, incentives, activities that govern economic relationships among people in a society and provide a framework for answering the basic economic questions.

Most economic systems use one or more of three basic methods to make economic decisions: tradition, command and markets. So economic systems are classified into four broad categories, according to how most economic decisions are made. These are traditional, command, market and mixed economies.

*Traditional economies.* People generally repeat the decisions made at an earlier time or by an earlier generation. Can just anyone be king or queen of England? Traditions answer that question. In the US, women were strongly directed to certain "traditional" occupations for many years, such as teaching, raising children, nursing and being librarians.

*Command economies.* They rely almost totally on government to make economic decisions through centralized authorities. The government owns all the major productive resources. The former USSR and some other eastern bloc countries are examples of countries where government decisions were dominant.

*Market economies.* Most productive resources are owned by private individuals (as households or through business they own). Individuals make economic decisions in response to market signals and on the basis of their own preferences.

*Mixed economies.* The economic system used in most countries lies between the two extremes of command and market economies. Mixed economies answer the basic economic questions partly through the market and partly through government, with some decisions based on tradition as well.

**Ex. 21. Read the text and say what tasks are performed by academic, business and government economists.**

### WHAT ECONOMISTS DO

Usually a person is not qualified to use the name "economist" without a graduate degree in economics, either a master's degree.

Some economists are *academic* economists who engage in teaching, writing and doing research in colleges and universities. They also write textbooks and journal articles, develop and test new theoretical models, provide consulting services to governments and businesses, and engage in a variety of other professional activities.

Some economists work for *business* and government. Business economists forecast sales and costs, help firms anticipate or try to influence government policy. Some business economists work for private lobbying organizations, helping them prepare their arguments to try to affect tax laws, regulations, etc. which are important to particular kinds of industries.

*Government* economists also perform a variety of useful tasks. Often the government economist wears a second hat as a policy analyst. Economists forecast tax revenues and interest rates, analyze who gains and who loses

es from particular changes, monitor prices, compute total output and perform other useful tasks in the public sector.

In the broader sense, economists study the ways in which people deal with the problems of scarcity.

**Ex. 22. Read the text, get ready to render its contents in Russian.**

### SCARCITY AND CHOICE

At all times and in all societies, everyone faces the scarcity problem in some form.

Scarcity is the condition that results from the imbalance between relatively unlimited wants and the relatively limited resources available for satisfying those wants. No society has ever had enough resources to produce the full amount and variety of goods and services its members wanted. Everything of value is scarce – money, goods, time, even human skill – while the desire for goods and services is almost infinite.

Scarcity necessitates choice. If we can't have everything we would like, we must choose which things we want most. Thus, both individuals and societies must continuously, make choices about how to use the scarce resources available to them.

At the level of economy as a whole, the choices to be made are what to produce, how and for whom. How a society answers these questions depends on the type of economic system a particular society uses.

Actually, in every economy societies and individuals have to make these three key choices in the face of scarcity.

#### Vocabulary

scarce	недостаточный, скудный, редкий
scarcity	недостаток, нехватка, дефицит, редкость
available	а имеющийся в наличии
infinite	бесконечный, безграничный, очень большой
necessitate	неизбежно влечь за собой

**Ex. 23. Read the text, render some advantages of ACCELS in English:**

Оксфорд, Сассекс, Манчестер, Гарвард... Университеты, хорошо известные в мире, обучение в которых считается престижным и... малодоступным. Во всяком случае, для молодежи Беларуси. И тем не менее, шанс попасть в эти вузы у наших молодых умов есть. Рассказать об этом мы попросили советника Информационного центра ACCELS (Американского Совета по сотрудничеству в области образования и изучения языков) по вопросам образования в США Наталью Каменкову.

– *Говорят, язык до Оксфорда доведет. Так ли это?*

– Наши программы рассчитаны на разные уровни образования.

Так, для выпускников – год обучения в американской средней школе с проживанием в американской семье; для студентов 1, 2, 3-го курсов – год обучения в колледжах и университетах; для выпускников белорусских вузов или студентов последнего курса – 1–2 года обучения с получением степени магистра. Есть также программы, рассчитанные на постдипломное образование. Например, на днях начался набор кандидатов на участие в программе “Оксфорд чивнинг” для аспирантов первых годов обучения и преподавателей в начале их карьеры.

– *Какие области знаний охватывают эти программы?*

– В основном, это социально-экономические науки. Правительственные программы США направлены больше в социально-гуманитарное русло – на право, международные отношения, историю, бизнес и т. д.

– *Думаю, перспектива поучиться за границей манит многих, но не все верят в возможность “пробиться” на такое место. По каким критериям оцениваются кандидаты?*

– Честно скажу, стать финалистом действительно нелегко. Каждый год к нам обращается около 6 тысяч молодых людей, а участниками программ становятся только несколько сотен. Средний конкурс – 15–30 человек на место. Конечно, необходимо прежде всего хорошее знание английского языка. Кандидаты проходят через языковой экзамен “TOEFL”. Каждая программа имеет к нему свои требования, но в среднем надо набрать не менее 550 баллов. В Оксфорде “планка” повыше – как минимум 600, в Манчестере – 575 баллов. Кроме того, на всех этапах конкурса важно показать целеустремленность, широкий кругозор, профессионализм в своей области.

Всем нашим абитуриентам хочется пожелать удачи, а победителям конкурсного отбора – плодотворной учебы за рубежом и реализации себя на родине.

**Ex. 24. Read the following instructions, express your opinion of them:**

If you really want to be a success as a manager, promise yourself:

Either you run your life, or it runs you:

- to be so strong that nothing can disturb your peace of mind;
- to talk health, happiness and prosperity to every person you meet;
- to make all your colleagues feel that there is something in them;
- to look at the sunny side of everything and make your optimism come true;
- to think only of the best, to work only for the best and expect only the best;
- to forget the mistakes of the past and press on the greater achievements of the future;

- to give so much time to the improvement of yourself that you have no time to criticize others;
- to be too large for worry, too noble for anger, too strong for fear and too happy to permit the presence of trouble.

**Ex. 25. Give the definition of an economist (either given by the New Webster Dictionary or your own).**

**Ex. 26. Prove that a thorough training in general and special subjects makes a good economist.**

**Ex. 27. Speak about the need for an economist to be deeply involved in the world economy.**

**Ex. 28. Answer the question of your future choice:**

What kind of economist would you prefer to work as: an academic, business or government one?

Explain the reasons (extra opportunities for promotion, better-paid, more prestigious and widely required).

**Ex 29. Read the information given below, speak about the tasks of an economist, use the given information:**

Economists perform four basic operations.

Firstly, economists allocate resources, combine and process them to produce the desired level and composition of output. Secondly, economists determine the level and composition of output. Their third task is to determine how goods and services that are produced are distributed among the members of society. The fourth activity is to provide for rate of per capita income the society desires and can achieve.

**Ex 30. Read the text without a dictionary, retell it.**

### **MY OPTION WAS NOT A SUDDEN FLASH**

As for me, I opted for a career in business economics when I was at school. It wasn't a sudden flash. I came to this decision little by little. It was my father who aroused my first interest in that field.

You see, he is the chief economist at a large plant and I often saw him work at home and discuss business matters with his colleagues. When I grew up, he helped me understand the main principles, which the human society is based upon, and the ABC's of business economics.

So, by and by, I got interested in the matter and by the time I finished school I had already made up my mind as to what profession to choose. My parents backed up my decision.

Etymologically, the word "economics" comes from Greek and means "a skill in housekeeping". Modern dictionaries define the word as a science of managing economic matters, which are basically the production, distribution and use of income and wealth.

Not long ago when our country's economy was state-planned, being an economist was not a very popular and romantic occupation. Most of the economic decisions were made by the government. The function of an economist was to fulfil them. Nowadays, the image of the profession has changed. That's why more and more young people want to complete a course in economics, management, trade business or marketing. One of the reasons of their rush for economics and business I think is a hope to get a well-paid and interesting job afterwards.

I shall try to study to the best of my abilities to achieve my life's ambition. I also hope that I'll never regret my choice.

**Ex. 31. Speak about your option.**

**Ex. 32. Speak about your future profession, use the given outline:**

1. I'd like to become well-educated in economics.
2. An economist should have a thorough training in general and special subjects.
3. An economist needs some knowledge of the world outside his own country .
4. The profession of an economist is diversified.
5. Economists can work as managers.
6. A new generation of economists will advance economics in new directions.

**Ex. 33. Comment on the following:**

A woman was being interviewed for a job.

"You see, that before we can offer you a position, you must take a short test."

"Of course", she answered.

"Well, how much is two plus two?"

"Four."

A second applicant entered the room.

After a short interview, the recruited was asked, "Are you ready for the test?"

"Yes".

"Well, how much is two plus two?"

The applicant answered, "Whatever the boss says it is."

The second applicant got the job.

**Ex. 34. Speak on your future profession of an economist.**

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экономических специальностей**

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